



URTH

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Campaign Identity

URTH is an app that will launch on Earth Day 2024. Designed to bring college students together through their love of thrifting, the app will foster sustainability and combat fast fashion. The app offers three functions, hosting a thrifting event, following your friends, and tips on different sustainability practices. On launch day, we will have three distinct events: a social media upcycling challenge, local upcycling workshops featuring branded patches and a “thrift and thrive” event, which elevates sharing and minimizes waste. On the last day of the campaign, we will be hosting the very first “thrift and thrive” event on Berry’s campus, putting the app into motion.

Mission Statement

We strive to be a consumer friendly and environmentally conscious brand, that puts the earth first and our users in a very close second. We strive to offer quality services for everyone who shares this planet we call home. Big or small, everyone can take a step to reverse climate change. We are taking steps to reduce our carbon footprint, which starts with providing a platform for students to give back to the planet that we have taken far too much from. Nothing is worth the earth.

Vision Statement

Our vision is to lessen our carbon footprint one step at a time with radical action to prevent climate change through increasing accessibility to sustainability practices. While we are not expecting an immediate reversal, we do know that we are taking the necessary steps with the help of our users to begin making an impact in the fashion industry. We hope to raise awareness as well as further our role in the climate change reversal process.

Target Audience

Our target audience focuses on individuals aged 18 to 25, primarily college students. We mostly cater to women with an interest in thrifting and elevating their personal aesthetics. However, we are hoping to expand our target audience to reach both anyone who cares about the environment as well as people who may not be aware of how they can be environmentally friendly.

Demographics

The demographics of our target audience are as follows:

- Young adults aged 18 to 25
- Primarily college residents
- Primarily women
- Cost-conscious individuals

Psychographics

The psychographics of our target audience are as follows:

- Customers who thrift
- Do not have disposable income that they spend on fashionable products
- Enjoy quality items
- Strong in their beliefs
- Enjoy an array of aesthetics and music choices
- Have unique hobbies
- Are or are open to being environmentally conscious

Content Marketing

- Planned Instagram posts / TikToks that feature involved users and their creations and events.
- Branded *URTH* day patches that will be showcased during the launch in a multitude of ways.
- Online banners, flyers and promotional materials for the launch
- Promotional video that previews the launch to spark interest for the app
- Lastly, we will have branded hashtags specific to the app, as well as earth day centered hashtags to be used by the public. Some examples include: #nothingisworththeearth, #URTH, #URTHdayweekend and #thriftandthrive.

Goals (SMART)

Our goal is to create a user-friendly location based thrifting app, that facilitates sustainability and encourages involvement in reducing climate change. Our desired results for this app include offering a platform that fosters a community in which college residents can host, post, and trade items that would otherwise go to waste. We hope to reach a variety of campuses of all classifications by Earth Day 2025. We hope to inspire students to save money, reduce material waste, and express their unique second-hand styles, through one convenient app, *URTH*.

Objectives

Some concrete objectives we will achieve to accomplish our organizational goals include:

- Reach 50 schools by the year 2025
- Host 80+ events within the first 12 months of the launch
- Update the sustainability tips and tricks blog bi-weekly
- Monitor app activity to evaluate user participation
- Constantly promote through social media platforms and interact with user events and other content

Tactics

- Curate a press release for launch day, centered around Earth Day 2024 (send to various relevant publications)
- Post one reel, one grid post, and one story on Instagram inviting Bery students to the launch event
- Design and post promotional fliers around campus
- Design and distribute *URTH* patches to hand out to students during the launch

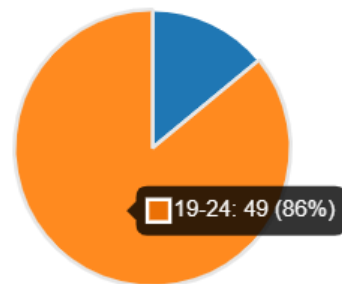
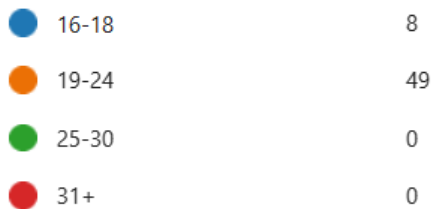
Strategy

Many college students do not have disposable incomes to spend on expanding their wardrobes, however fashion remains a main concern. In response to this, thrifting has arisen as one of the primary options for students to curate their closets on a budget. We feel this opens an opportunity for students to bring the thrifting community together and invite college students to thrift within their personalized community. Our strategy is to bring college students together through a user-friendly thrifting app that allows them to pursue their love of fashion from the comfort of their own campus.

Analysis

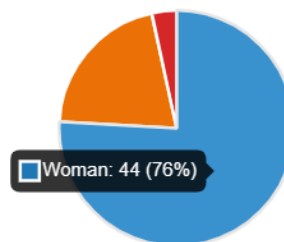
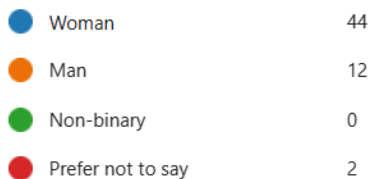
Our survey for *URTH* has 59 respondents, which asked them a range of questions from their shopping habits, time spent thrifting, and favorite hobby. The oldest participants were ages 19-24, making up 86 percent of the population. The youngest were ages 16-18 making up 14 percent of our population. We had no one over the age of 24 participate in our survey.

15. What is your age range?

[More Details](#)[Insights](#)

Continuing with demographics, our results were slightly skewed, as we opened up our focus group to communities beyond our target audience. On the other hand, we had 44 female participants and 12 male participants, with 2 preferring not to specify their gender. This is reasonable as there is approximately a 60:40 ratio of women to men on Berry's campus. Looking at race, we also had some skewed data as some participants did not answer truthfully but used the opportunity to be a comedian as well as express some problematic viewpoints. These responses will not be included in our evaluation.

16. What is your gender?

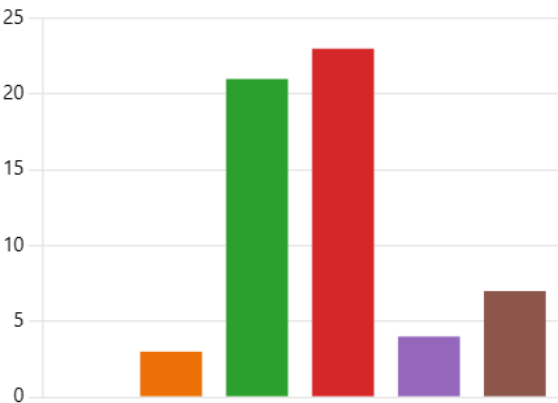
[More Details](#)[Insights](#)

As the graph will show, the responses to the questions of how often participants thrift or enjoy thrifting is consistent. Based on the information, the consensus is that users will be likely to participate as they already thrift off campus on their own time, with 75 percent of our participants thrifting monthly or seasonally. As for qualitative data, 11 students said they prefer Goodwill over first-hand establishments. Other responses include Hospitality House, Providence Thrift, and Plato's Closet.

2. How often do you thrift?

[More Details](#)

| | |
|----------|----|
| Daily | 0 |
| Weekly | 3 |
| Monthly | 21 |
| Seasonal | 23 |
| Yearly | 4 |
| Never | 7 |



11 respondents (21%) answered **target** for this question.

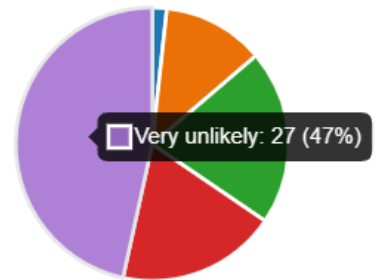


However, we did receive some negative feedback as 66 percent of people said they were either somewhat or very unlikely to host an event on their campus. We believe this is due to a lack of detail of what hosting an event would actually entail. Hosting would involve suggesting a time and meeting place on your campus that has been agreed upon by other students via the app’s communication features.

8. How likely are you to host a thrifting event on your campus?

[More Details](#)

| | |
|-----------------------------|----|
| Very likely | 1 |
| Somewhat likely | 7 |
| Neither likely nor unlikely | 12 |
| Somewhat unlikely | 11 |
| Very unlikely | 27 |



32 percent of people expressed concern with trading clothes with their friends, and 50 percent expressed concern about trading clothes specifically on campus. We believe that this stems from a misunderstanding of the definition of trading. Trading is typically seen as exchanging clothes that you would eventually want back. However the idea for our app involves only trading clothes students would already be throwing away or donating, allowing them the opportunity to receive something that they would rather wear in return. We plan to use these results to develop a clearer definition of hosting an event and which clothes are traded on our platform.

9. How likely are you to trade clothes with your friends?

[More Details](#)

| | |
|-----------------------------|----|
| Very likely | 13 |
| Somewhat likely | 20 |
| Neither likely nor unlikely | 6 |
| Somewhat unlikely | 13 |
| Very unlikely | 6 |



10. How likely are you to trade clothes with people on your campus?

[More Details](#)

| | |
|-----------------------------|----|
| Very likely | 2 |
| Somewhat likely | 18 |
| Neither likely nor unlikely | 9 |
| Somewhat unlikely | 17 |
| Very unlikely | 12 |



Evaluation

The channels we will monitor the most are our Instagram, TikTok, and Pinterest. For quantitative, we will look at how many followers and engagement we gain on our platforms over the course of the first month after our launch. As for qualitative data, we will regularly accept recommendations and suggestions for app updates and features. We will also monitor trending hashtags, mentions and comments on our social media platforms.

Media List

| Name/Contact Information | Outlet/Publication | Beat/Topics/Handle |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------------------------|
| Lynn McClure (706) 232-4666 | Hospitality House | Assistant Director, Advocate |
| Angela Wiggins (706) 591-4450 | Providence Thrift Store | Store Manager, Advocate |
| Katelynn Singleton https://vikingfusion.com/campus-carrier/ | <i>Campus Carrier</i> | Editor-in-Chief, Arts and Culture |
| Addison Howard https://vikingfusion.com/ | <i>Viking Fusion</i> | Executive Director, News |
| Sylvie Wages https://www.valkyriemagazine.com/ | <i>Valkyrie</i> | Editor-in-Chief, STEM Environmental Impact |

URTH

Upcycle. Reuse. Thrift. Host.

Introducing **URTH**

Rome GA, 22 APRIL 2024 — Today marks the launch of URTH, a groundbreaking thrifting app designed exclusively for college students, fostering a sustainable approach to fashion within campus communities. URTH, an acronym for Upcycle. Reuse. Thrift. Host. empowers students to trade clothes within their community, promoting a circular fashion economy while embracing individual style.



Community

URTH connects students within the same college community, facilitating easy and convenient clothing exchanges. Host and attend local thrifting events right on campus, fostering a sense of community and sustainability.

Sustainable Fashion

Embrace a greener lifestyle by upcycling and reusing clothing items, reducing the environmental impact of fast fashion.

Self Expression

By allowing college students to trade clothes within their own communities, URTH enables individuals to curate a wardrobe that reflects their unique style and personality. Users can explore a diverse range of clothing items, uncovering hidden gems that resonate with their individuality.


Download Today

Join the URTH community today and be a part of the sustainable fashion revolution. Download the app on the App Store and start trading, upcycling, and connecting with your fellow students for a more eco-friendly and stylish campus experience.




APPENDIX

URTH

 ...

Hi, Kenadie. When you submit this form, the owner will see your name and email address.


1. Do you enjoy thrifting? 

☐ Yes

☐ No

☐ Depends on the thrift store

☐ Maybe

2. How often do you thrift? 

☐ Daily


☐ Weekly

☐ Monthly

☐ Seasonal

☐ Yearly

☐ Never

3. Which one of your niche hobbies are below? 

☐ Knitting

☐ Crocheting

☐ Painting


☐ Running

☐ Upcycling

☐ Cooking

☐ Reading

☐ Other

4. What social media platform do you prefer? 

☐ Instagram

☐ Pinterest

☐ TikTok


☐ Snapchat

☐ Facebook

☐ Lapse

☐ Whatsapp

☐ Bereal

5. What type of music to do listen to? 

☐ Pop

☐ Country

☐ RnB


☐ Folk

☐ Worship


☐ Rap

☐ Edm

☐ Other

6. What stores do you frequent? 


Enter your answer

7. Quality or Quantity? 

☐ Quality

☐ Quantity

☐ Other

8. How likely are you to host a thrifting event on your campus? 


☐ Very likely

☐ Somewhat likely

☐ Neither likely nor unlikely

☐ Somewhat unlikely

☐ Very unlikely

9. How likely are you to trade clothes with your friends? 


☐ Very likely

☐ Somewhat likely

☐ Neither likely nor unlikely

☐ Somewhat unlikely


☐ Very unlikely

10. How likely are you to trade clothes with people on your campus? 


☐ Very likely

☐ Somewhat likely


- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

11. How likely are you to use an app to trade clothes with people on your campus? 


- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neither likely nor unlikely
- ☐ Somewhat unlikely
- ☐ Very unlikely

12. How involved in environmental issues are you? 


- ☐ Extremely involved
- ☐ Somewhat involved
- ☐ Neutral
- ☐ Somewhat not involved
- ☐ Extremely not involved

13. What is your ethnicity? 


Enter your answer

14. What are your religious beliefs? 

Enter your answer

15. What is your age range? 

- ☐ 16-18
- ☐ 19-24
- ☐ 25-30
- ☐ 31+

16. What is your gender? 

- ☐ Woman
- ☐ Man
- ☐ Non-binary
- ☐ Prefer not to say