

# TREKSTOCK GETS PATCHING



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# CAMPAIGN OBJECTIVES

- TO CREATE A NATIONWIDE 360 CAMPAIGN THAT CLEARLY PROMOTES  
TREKSTOCK
- TO RAISE AWARENESS TO YOUNGER ADULTS REGARDING YOUNG CANCER
- TO MAKE YOUNG ADULTS AWARE CHARITIES LIKE TREKSTOCK EXIST

# PREVIOUS AWARENESS STRATEGIES



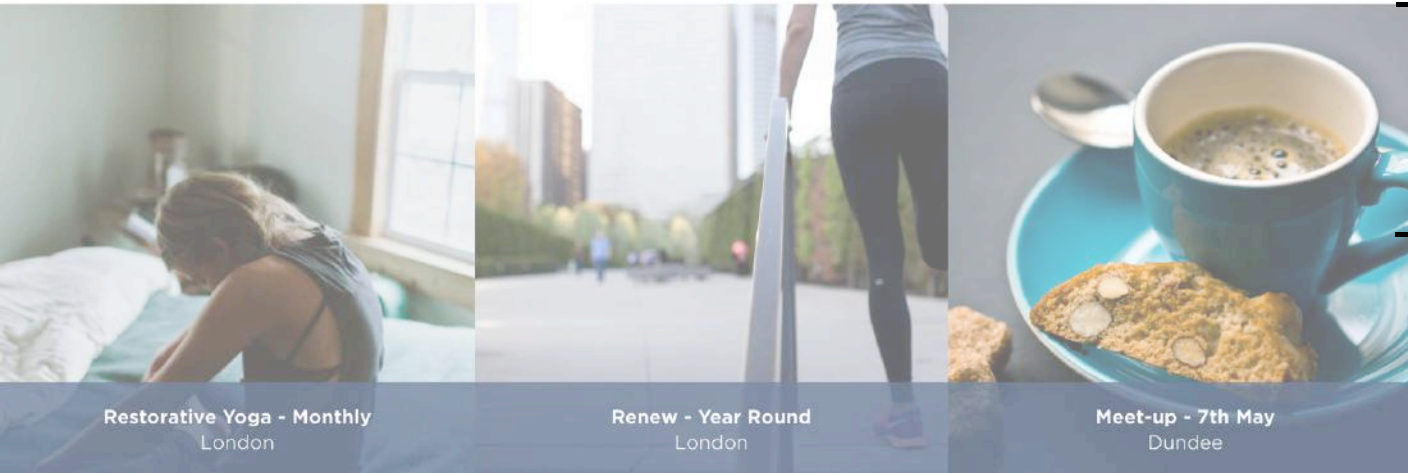
- COLLABORATIONS

- EVENTS

- SOCIAL MEDIA

AWARENESS

- POSTAL PACKS



Restorative Yoga - Monthly  
London

Renew - Year Round  
London

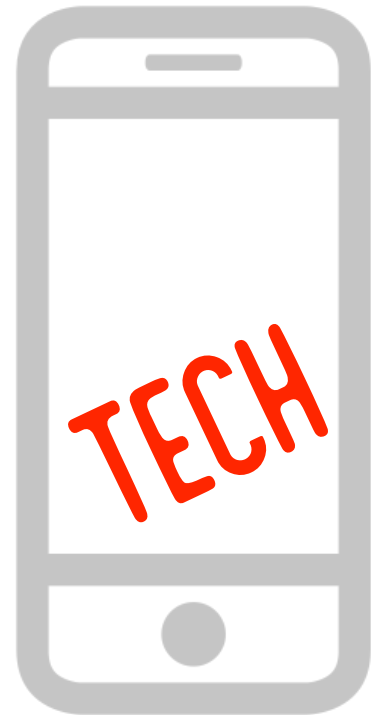
Meet-up - 7th May  
Dundee

## WHATS NEXT FOR TREKSTOCK?

# WHAT NOW?

WHAT DO YOUNG ADULTS RELATE TO?

HOW CAN YOU GET THEM INVOLVED?



CELEBRITIES

WRIST BANDS

TRENDS

EMBROIDERY

PHONE APPS

PINS AND BADGES

TOTE BAGS

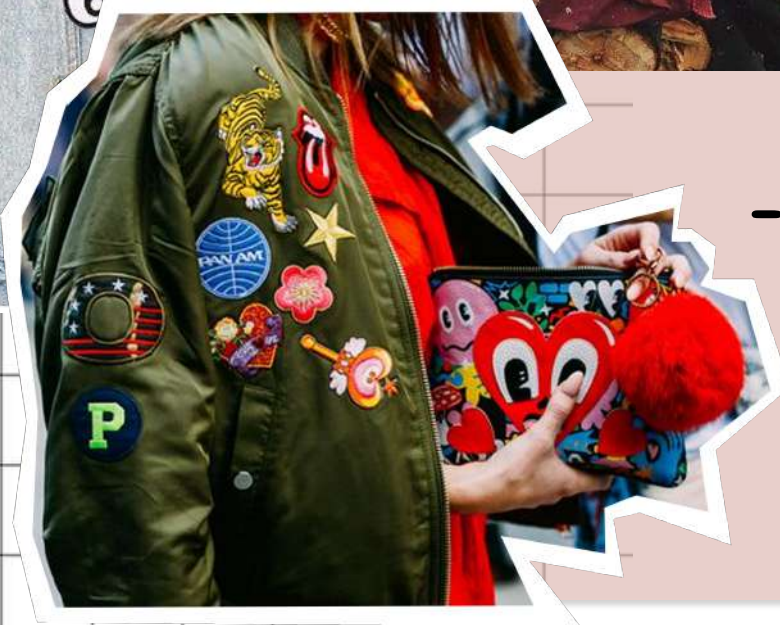
ILLUSTRATIONS

BOLD SCARVES

FESTIVALS



# PATCHES CAMPAIGN



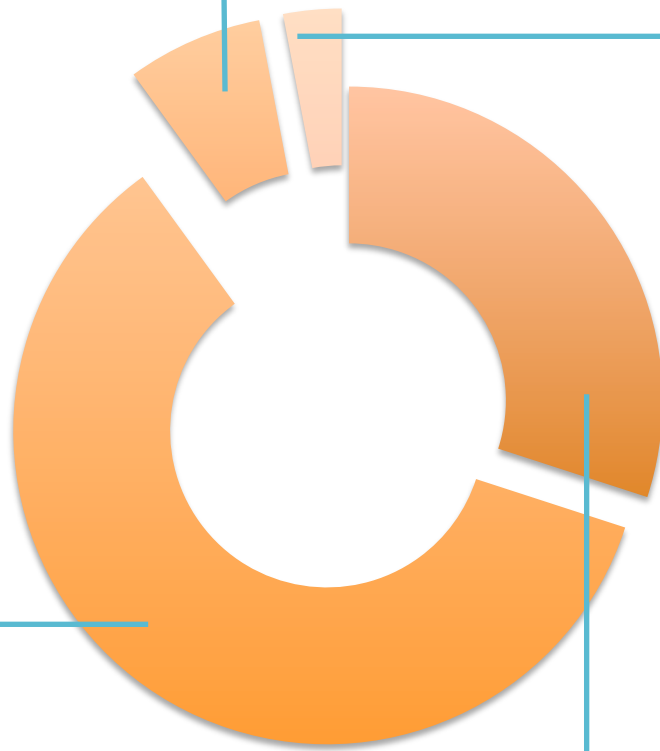
- BOLD BRIGHT COLOURS
- TONGUE AND CHEEK SLOGANS
- MONTHLY CANCER COLOURS
- ADVERTISING THE BRAND

# DEMOGRAPHIC

MAIN DEMOGRAPHIC  
DUE TO COMPANY  
ETHOS

POTENTIAL AUDIENCE

LIKELY TO AWARD OTHER  
CHARITIES



15-17

18-25

25-30

30+

TARGETING A YOUNGER  
GENERATION TO MAKE  
THEM AWARE

# PATCH DESIGN



- SIMPLE EFFECTIVE DESIGN
- RELATEABLE AND WEARABLE FOR ALL GENDERS
- BOLD AND GIVES THE RIGHT MESSAGE



# PATCH DESIGN



JOIN THE  
TRIBE AS  
SLOGAN

WHITE  
BACKGROUND WITH  
BLACK  
EMBROIDERED  
EDGING

SHOWCASING  
TREKSTOCK AS A  
BRAND

# ADVERTISING

A PATCH FOR  
YOU,  
IS A HUG FOR THEM

CATCHY  
SENSITIVE  
BUT  
POWERFUL

PRODUCT -  
HAND  
EMBROIDERED  
PATCH



HELP TREKSTOCK TREAT CANCER IN YOUNG ADULTS AND BUY A PATCH,  
JOIN THE TRIBE

A PATCH FOR  
YOU,  
IS A HUG FOR THEM



HELP TREKSTOCK KICK CANCERS' BUTT IN YOUNG ADULTS  
JOIN THE TRIBE

# MONTHLY PATCHES



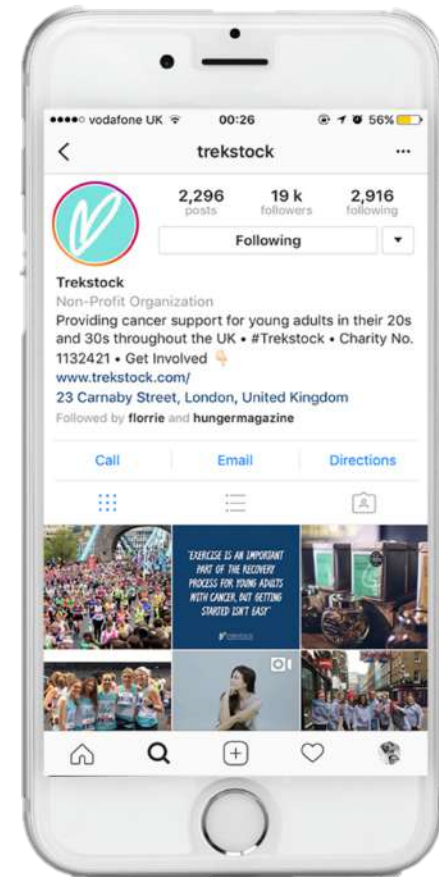
- CREATING MONTHLY AWARENESS FOR ALL TYPES OF CANCER CHARITIES AND HOW YOU CAN HELP THEM ALONGSIDE TREKSTOCK

# BUDGETING

Tactic	Amount	Cost - Unit	Total
<i>Advertising:</i>			
Patches	20,000	0.40p	8,000
Posters A3 Gloss	15,000	29	501
Online adverts	1,250 per year		1,250
	<b>BUDGET</b>		<b>TOTAL</b>
	10,000		9,751

- BOLD BRIGHT COLOURS
- TONGUE AND CHEEK
- UNIQUE TREKSTOCK DESIGN

# SOCIAL MEDIA



# EVENT PLANS



- **BOLD BRIGHT  
COLOURS**

**TONGUE AND CHEEK**

**SLOGANS**

**MONTHLY CANCER**

**COLOURS**




# POTENTIAL COLLABS

FASHION

vodafone UK 01:31 53%

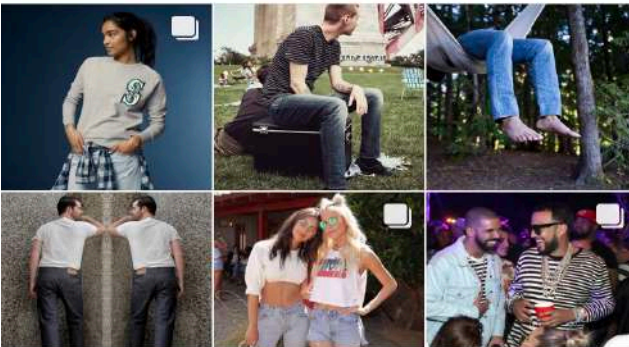
levis

 1,924 posts 2.1 M followers 524 following

Follow

Levi's®  
Clothing (Brand)  
The official US Instagram account of the Levi's® brand.  
[bit.ly/2nCe3wt](http://bit.ly/2nCe3wt)  
Followed by asos\_alice, emmahill, taylorlynnpenshorn + 36 more


Call



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vodafone UK 01:32 52%


tiffanyandco

 2,223 posts 6.5 M followers 167 following

Follow

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Founded in 1837, Tiffany & Co. is the world's premier jeweler and America's house of design.  
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Snapchat: tiffanyofficial  
[like2b uy/tiffanyandco](http://like2b uy/tiffanyandco)  
727 5th Ave, New York, New York  
Followed by sassymusacchio, poshtottydesigns, pixelott + 23 more


Directions



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vodafone UK 00:36 56%


handandlocklondon

 1,190 posts 10.6 k followers 1,141 following

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Hand & Lock  
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Followed by sundaygirlmagazine, twisthannah and lauraslittlocket

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# Levi's®

A PATCH FOR YOU, IS A HUG FOR THEM



## #JOIN THE TRECKSTOCK TRIBE

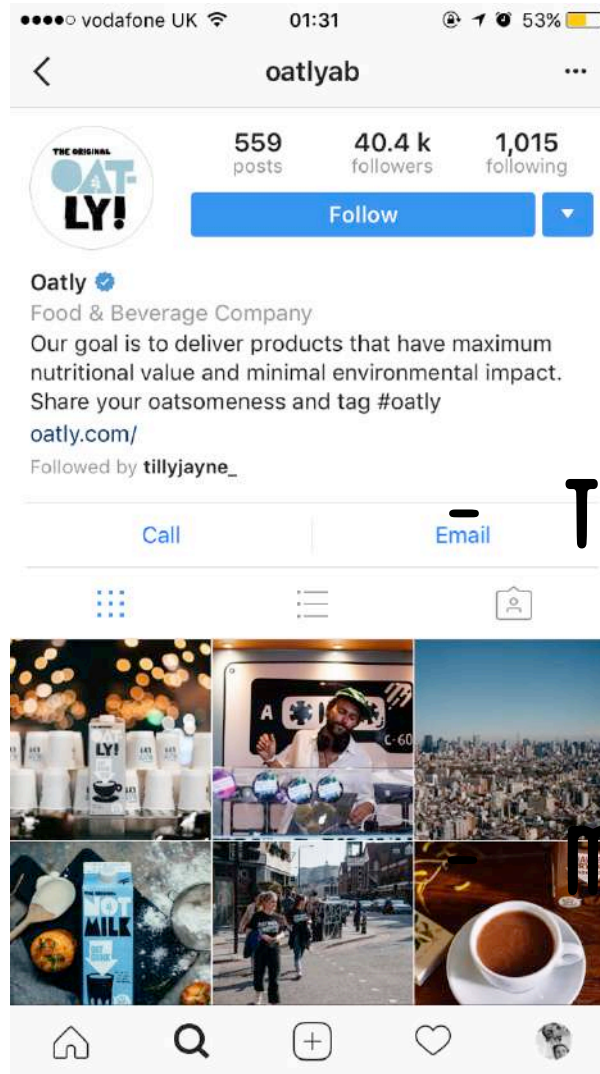
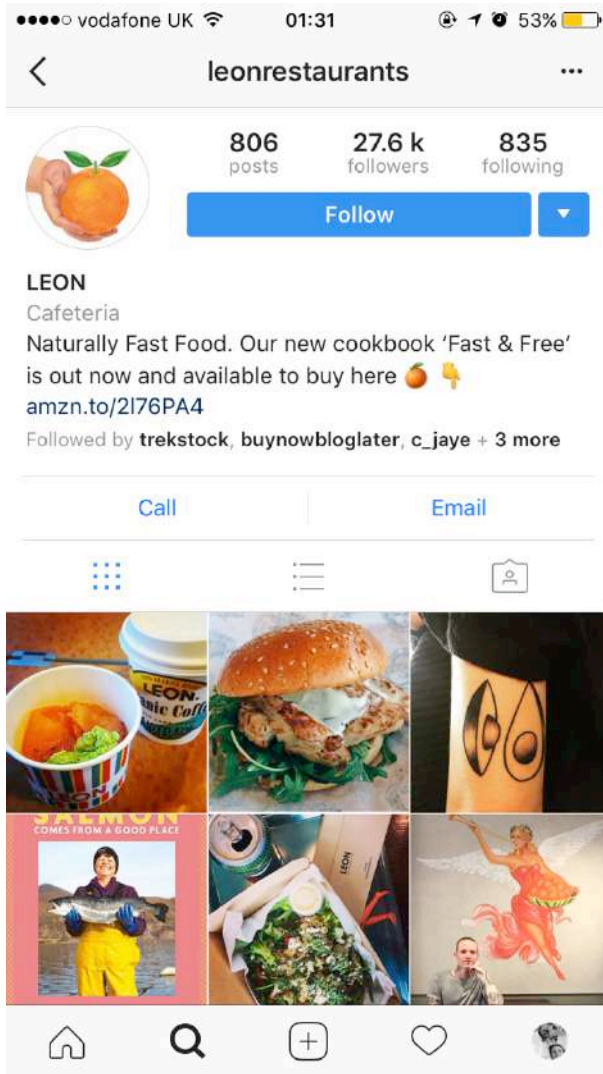
## POTENTIAL COLLABS



## HAND & LOCK

# POTENTIAL COLLABS

LIFESTYLE



- BOLD BRIGHT

COLOURS

- TONGUE AND CHEEK

SLOGANS

- MONTHLY CANCER

COLOURS

# POTENTIAL STOCKISTS

trekstock  
YOUNG ADULT CANCER SUPPORT

- TOPSHOP

- TREKSTOCK WEBSITE

- COLLABORATE WITH

COLLECTIONS v

ABOUT US

- ASOS

BEAUTY BRANDS,  
SUPERDRUG

- COUSINS COLLECTIVE

- BRIGHTON BOUTIQUES

- FACEBOOK



# TREKSTOCK GETS PATCHING



THANK YOU

GO ROCK YOUR PATCH AND JOIN THE TRIBE!!