



THE CAMPAIGN FOR WOOL
Patron: HRH The Prince of Wales

The Campaign for Wool

The Campaign and Global Wool Promotion



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Who we Are



The Campaign for Wool is a global initiative started by HRH The Prince of Wales in 2010. We continue to operate internationally with our funding partners, which cover every sector of the wool market.

Our aim is to educate the public about the natural benefits of wool, through educational projects and consumer driven activations.

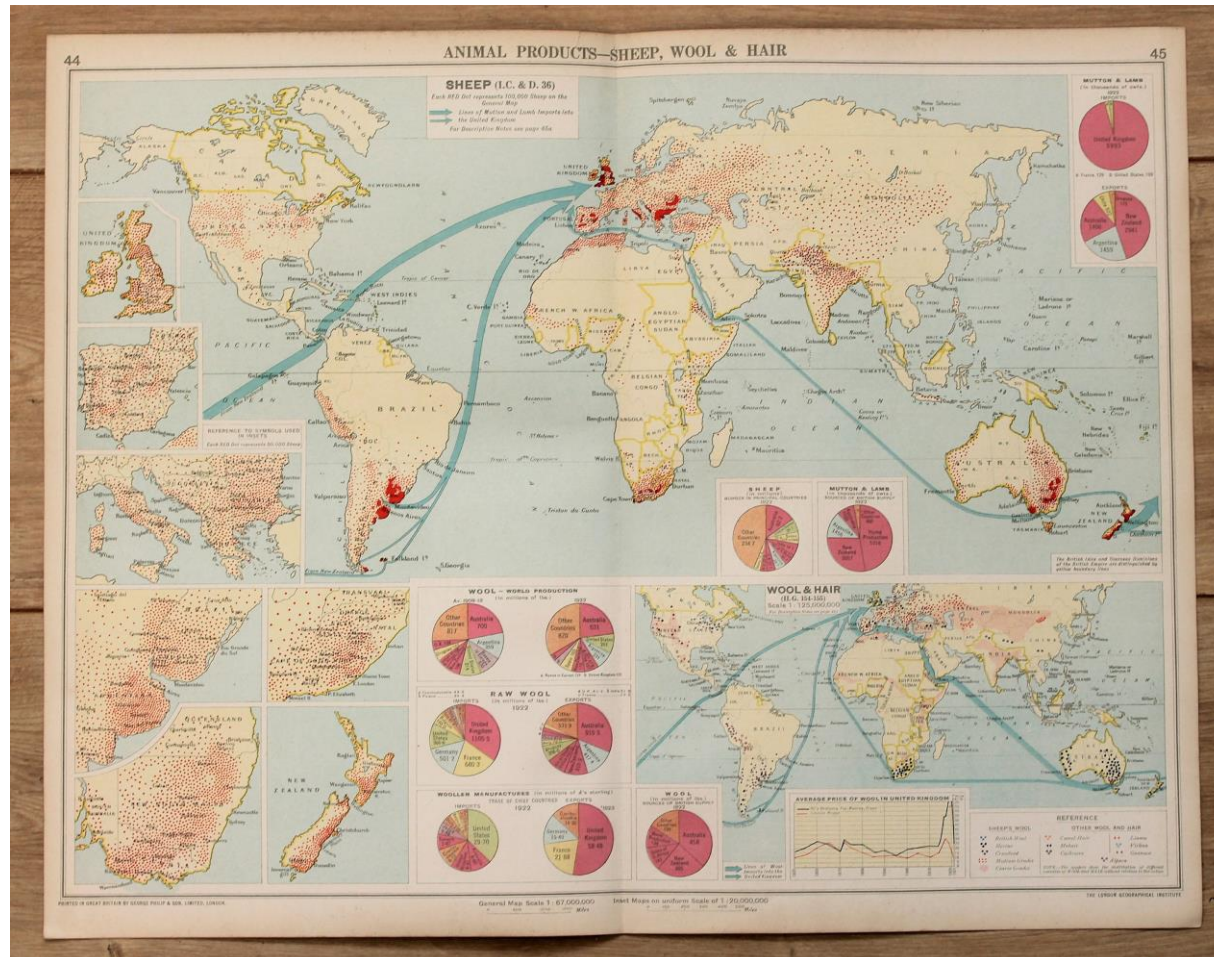


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The Importance of a Global Outlook

The Campaign promotes wool and has engaged in marketing projects in 13 nations across the world since 2010. This includes:

Australia
Canada
China
France
Germany
Italy
Japan
Netherlands
New Zealand
Spain
South Africa
United Kingdom
United States



The Importance of Promoting Wool



As of 2018 wool represented only 1.2% of global fibre consumption.

Although wool is one of the most valuable fibres available, the Campaign's experience has been that up-market consumers are much more aware of the inherent quality of wool, while the majority of consumers don't educate themselves about the ingredients or provenance of what they buy.

Without obvious advertising, or input from a third party (e.g CFW, IWTO, etc...) the average consumer will fall back to the lowest common denominators: price and style, regardless of the fibre being used in the garment.

Recent Case Study – Global Wool Week 2018



The theme of Global Wool Week 2019, “Careability”, was designed to target the everyday, average consumer.

We wanted to illustrate that wool products (both apparel and interiors) could be cared for easily in the household, maintaining their longevity and increasing the ROI on their initial costs.

We did this in two forms:

- Showcasing the how some wool apparel (ex. Knitwear) can be safely washed in a washing machine
- Showcasing how wool carpets and other interiors can be maintained, and clean of stains with everyday household cleaning items.

Recent Case Study - Global Wool Week 2018 Continued

During the two days the “Careability” event was held, roughly 5.5K people either interacted or passed through the event.

There were several key findings:

- Consumers identified wool with quality or luxury
- Consumers were generally aware that wool had “positive” qualities but were unsure of specifics
- Consumers were often not aware wool did not need to be dry cleaned
- Consumers were not generally aware that interiors (especially carpets) had a lot of wool and could be cleaned without bleach
- Consumers had a significantly positive view of wool vs. synthetics





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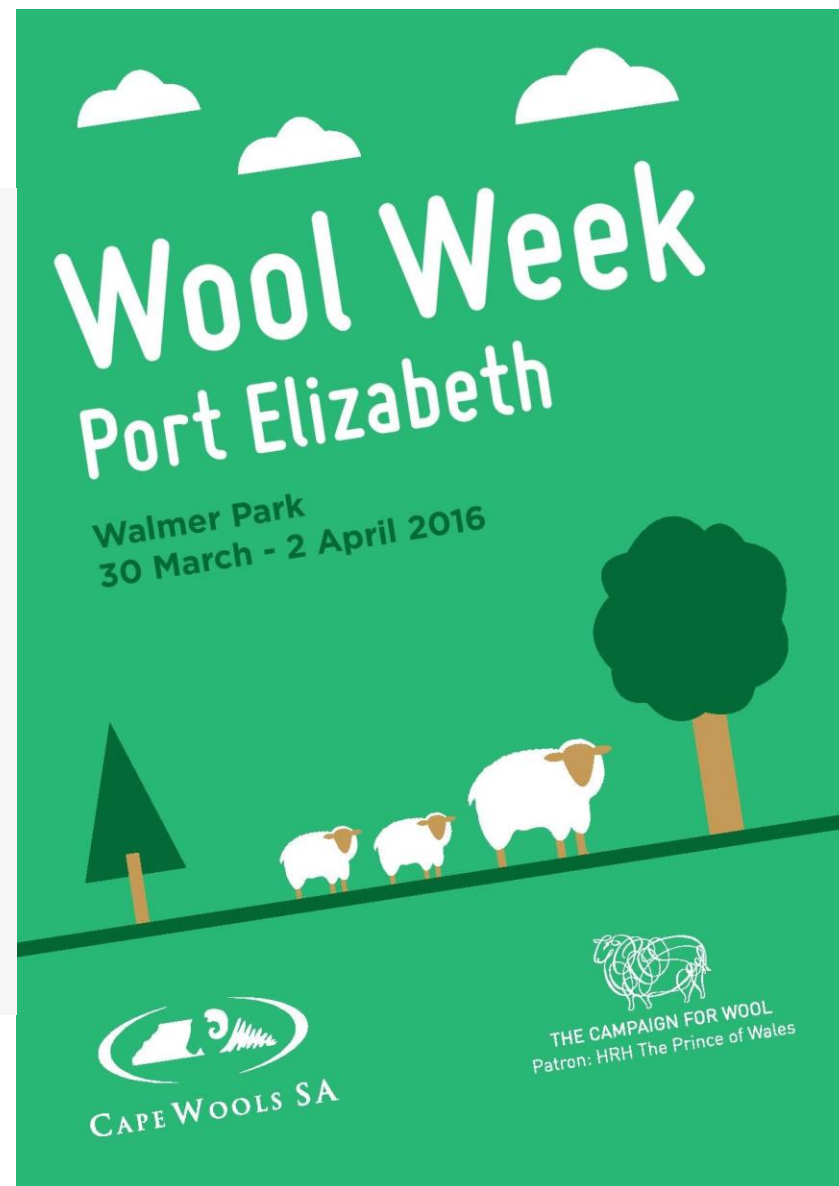
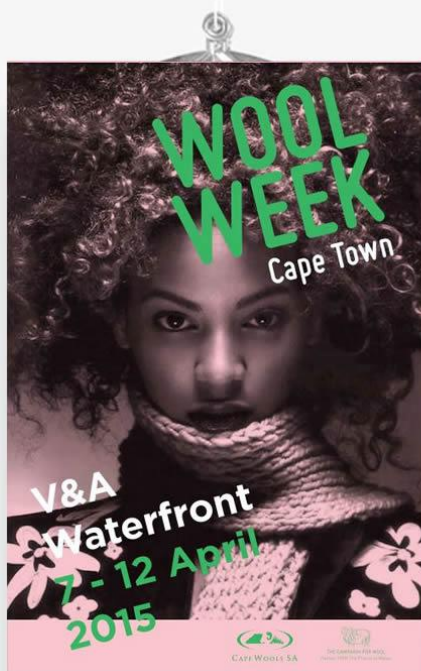
Global Campaign for Wool Events





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South Africa Campaign for Wool Events



How we Promote Wool



1. Direct, interactive, consumer facing events
2. Marketing and PR projects with global retailers and brands
3. Digital and Social Media Influence
4. Support of the Campaigns patron, HRH The Prince of Wales



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Global Brand Partnerships

M&S

HOLT RENFREW

AEG

SETAN

SELFRIDGES & CO



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Global Brand Partnerships



GIEVES & HAWKES
No1 SAVILE ROW LONDON



Barbour®

BURBERRY
LONDON ENGLAND





Social Media and Digital Promotion Continued



Social Media Statistic in 2018:

19, 393 Posts

31 million impressions

41% positive sentiment

23 online articles across 2018

At the time of the presentation the 5 videos we made had over 200K views.

Social Media Followers

Facebook: 55K

Instagram: 18.7K

Twitter: 22.7K

Campaign for Wool Patron: HRH The Prince of Wales and Fibre Advocacy



The Prince of Wales, who has an active involvement in the Campaign, allows us to promote wool beyond conventional means.

The Prince of Wales has held or attended UK and international events organised every year since 2010, and actively promotes wool even outside of our organised projects.



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Brands holding a Royal Warrant given by HRH The Prince of Wales

BURBERRY
LONDON ENGLAND

GIEVES & HAWKES
NO1 SAVILE ROW LONDON



Savile Row Tailors
ANDERSON & SHEPPARD
32 Old Burlington Street
London W1S 3AT

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Global Promotion through PR and Media

The Campaign utilises PR and Media relations, especially through newspapers and magazines, to reach traditional audiences which remain a core contingent of the wool consuming demographic. We have had a consistent and significant impact in terms of combined digital impressions and circulation relative to our spend:

2014: 614,378,697

2015: 570,215,204

2016: 567,606,577

2017: 557,376,672

2018: 739,906,580

Page 10 Daily Mail, Thursday, October 11, 2018



By **Colin Fernandez**
Science Correspondent

Could woolly pyjamas be the secret to a good night's sleep?

IT MAY sound like a lot of flannel, but what we wear in bed may be determining how well we snooze.

According to researchers, swapping cotton or polyester pyjamas for woolly ones could help us nod off quickly – and sleep longer.

Dr Paul Swan, of the University of Sydney, said: 'Not so long ago sleeping under wool bedding was the norm, and science is now rediscovering the benefits of sleeping in wool.'

'Maybe it is not a coincidence because wool regulates your body temperature far better, keeping you in what is known as "the thermal comfort zone". The research suggests that people wearing wool pyjamas, particularly when the nights get colder, fall asleep quicker, sleep longer, but also have deeper, better quality sleep.'

'Enjoying good sleep has become increasingly difficult in modern times, and so anything that helps is great for your mental and physical health.'

Researchers did two studies. In the first, 17 students were monitored wearing pyjamas made of cotton or merino wool.

The second involved 36 adults aged 50-70 and evaluated polyester, cotton and merino PJs.

In both studies, heart rate, skin temperature and relative humidity, and brain wave patterns were measured.

In the study of young adults, those in wool enjoyed an additional seven minutes more sleep than those in cotton and fell asleep after just 11 minutes compared with 15 minutes for those wearing cotton.

In the older adults' wool performed better than cotton and polyester'. In particular, 65-70 year-olds fell asleep after 12 minutes in wool compared with 22 and 27 minutes in polyester and cotton respectively.

In their conclusions, the authors wrote: 'These findings highlight wool, next to the skin, as an efficient insulator that may influence skin warming and hence promote sleep onset and sleep quality.'

'The findings, published in the journal *Nature and Science of Sleep*, have been highlighted to coincide with the Campaign For Wool's annual Wool Week.'



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Thank you!

Marshall Allender

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