

COTTON USA Promotional Campaign in China “Naturally Connects the World”



CCI China/Hong Kong’s “Naturally Connecting the World” campaign linked COTTON USA to all stakeholders during a three-phase program from September 2010 to May 2011. Media clippings generated from the campaign have an earned advertising value of \$8.8 million.

The concept of “Naturally Connecting the World” emphasized building relationships with all COTTON USA licensees and consumers. The first phase (“Naturally Connecting You”) successfully garnered consumer engagement, the second phase (“Naturally Connecting the Supply Chain”) drove attention from upstream and downstream licensees, and the third phase proactively influenced people to engage in the “Naturally Connecting the World” campaign.

CCI spread the message of “Naturally Connecting the World” through a “Looking for the Natural Look” online campaign. This campaign received almost 9,000 snapshots with 82,000 participants and garnered about 485,500 page views.

An outdoor LED advertising in Beijing and Shanghai used to promote the online campaign reached over 19.3 million people.

All promotional activities featured the whole cotton supply chain, including cotton growers, spinners, weavers, knitters, dye-houses, garment and home textiles manufacturers, brands and retailers.

The involvement of the “Cotton Goddess,” Da S, stimulated awareness, excitement and engagement on the part from both consumers and licensee brands. Da S actively participated during the entirety of the process by shooting CCI’s new promotional video, appearing at two events, and creating CCI’s theme song with the Chinese renowned singer and songwriter Yang Kun.

During the whole campaign, CCI leveraged Sina Weibo (a Chinese microblogging site) to interact with target audiences. CCI’s Weibo account generated nearly 12 million consumer impressions, including more than 16,900 fans.

The COTTON USA “Naturally Connecting the World” campaign was funded by the U.S. cotton industry and the U.S. Department of Agriculture’s Market Access Program (MAP).

U.S. COTTON TAKES CENTER STAGE

The “Naturally Connecting the World” campaign promoted natural U.S. cotton in China.

