



JACK WILLS

More than 16 years bringing British heritage-inspired wares with the highest quality to the wardrobes of a spirited and inspired youth, showing what it is like to be British and carefree.



INSPIRATION

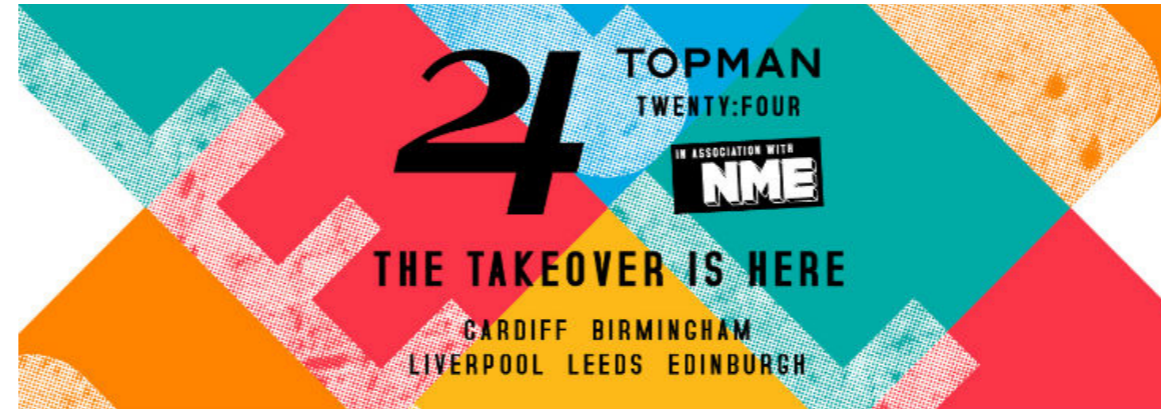
ABERCROMBIE AND FITCH CHALLENGE

Abercrombie had partnered with The Ohio State University Wexner Medical Center and committed to raise \$10 million for the growth and development hospital & research center doing this they do a charity run



TOPMAN NME 24 TOUR

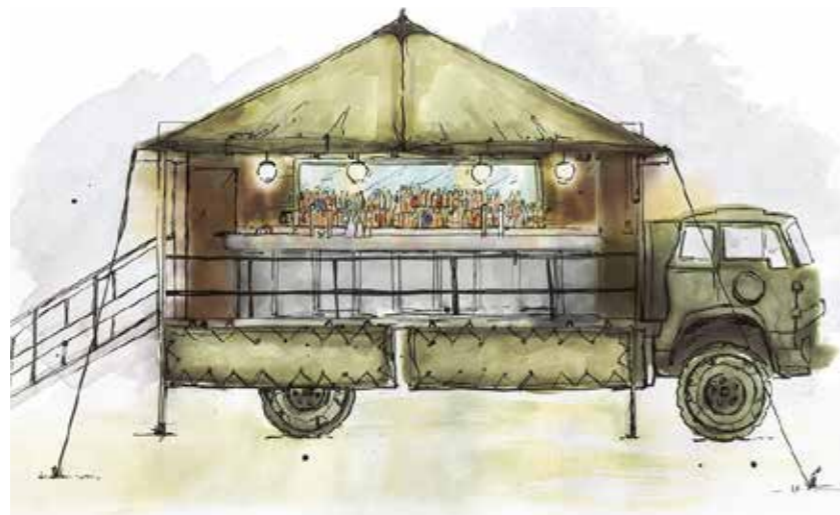
Topman created a tour to promote their collaboration with NME and calm to advertise the charity along with publicising Topman by giving away tote bags and a concert with local bands in the evening



SPOTIFY SECRET SOCIAL



Spotify toured around universities offering free tea or coffee to students and then asked them to enter for their secret social which people win tickets for an ultimate weekend with lots of bands in a secret location



THE MUCKY PHEASANT TOUR

Giving people a place to relax, have a drink and with free wifi there is always an opportunity to upload photos and get the mucky pheasant tour more popular

TIMELINE

start

end

- get more specific to first universities the tour will be stopping at
- encourage students to like the event for each university specifically saying the date, time, place
- advertising flyers given out in store of the cities
- get students union on board to advertise and give out flyers also
- in store staff wear sports wear to advertise the clothing more

- get students who are at the event or have been to show how great it was on social media using the hashtag #JWgetactive
- use lots of images on instagram and twitter to advertise how great the tour is
- use pictures taken from the Jack Wills team to post images on social media to encourage students to come

- announce winners for the ski tour
- snapchat using the Jack Wills account
- get the winners to take as many photos to show how fabulous it was

AUGUST SEPTMBER OCTOBER NOVEMBER DECEMBER JANUARY

- large amounts of social media coverage
- make posts more student friendly so they're eye-catching
- large advertisement for the tour
- hand out flyers in Jack Wills shops

- use the social media to show what's happening all day on tour
- use universities and Jack Wills snapchat also
- have Jack Wills staff scattered around university giving out flyers
- in store staff wear sports wear to advertise the clothing more

- as the tour comes to an end there is lots of advertisement showing how great it was
- advertisement for the ski trip gets underway
- make a ski theme instore to get customers in a ski mood and more of an escape in store

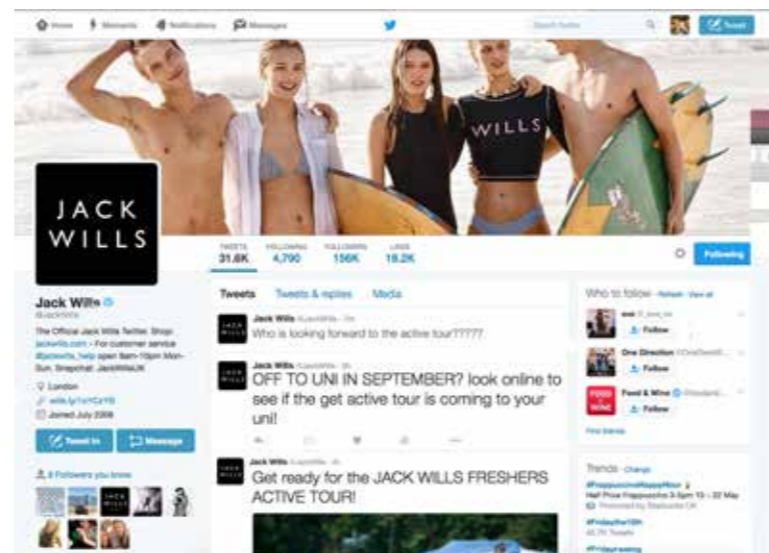
BUDGET

PROMOTION	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	TOTAL
social media employee	£2,102.8	£2,102.8	£2,102.8	£2,102.8	£2,102.8	£2,102.8	£55,357.5
promotional flyers	£69.8	£69.8	£69.8	£69.8	£69.8		
gazebo for event		£156.6	£156.6	£156.6			
clothing for pop-up shop		£5,500	£5,500	£5,500			
ski holiday						£22,700	
student newspaper online	£580		£580				
food & drinks		£500	£500	£500			
games for event		£66.7	£66.7	£66.7			

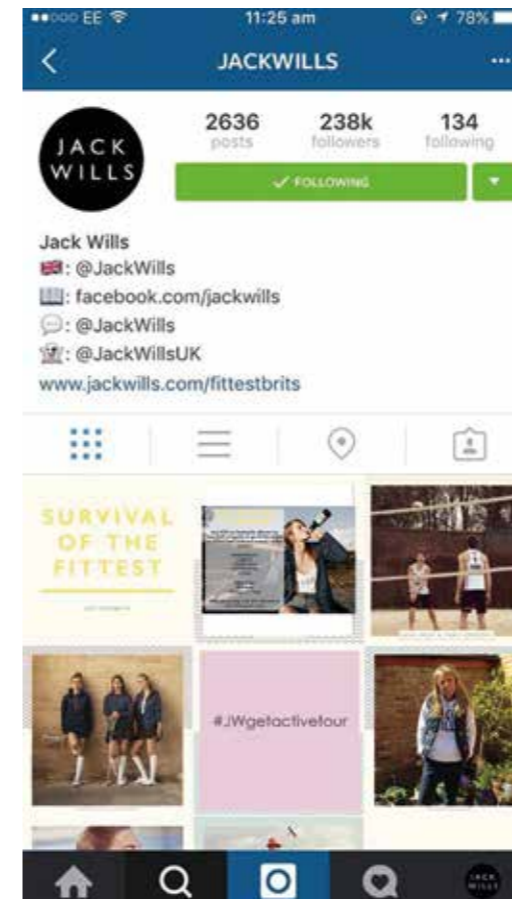
SOCIAL MEDIA ACTIVITY BEFORE EVENT



Creating the facebook group to promote the event in each city to gie the students specific information about the event
START POSTING:
 results day, 13th August as the students will then know which event to be added to



Twitter will give students direct and instant information about the tour and they can tweet questions, it is not the most popular social media although it will be useful to many
START POSTING:
 gradually from 1st August to get new students aware and excited about the tour



Instagram is a great tool as it can show people how visually appealing the tour will look and a glimpse of the best moments
START POSTING:
 1st August although only post about it once a week until 7th September where posts go up to 3 times a week to get more students aware



The website will advertise the tour although not a majourly as many customers are not students so do not want to be bombarded with advertisement for it when they cannot attend
WEBSITE CHANGE: from 20th August a week after results day when the facebook events are posted so there is not oo much advertisemtn when not fully nessesary untill lae september

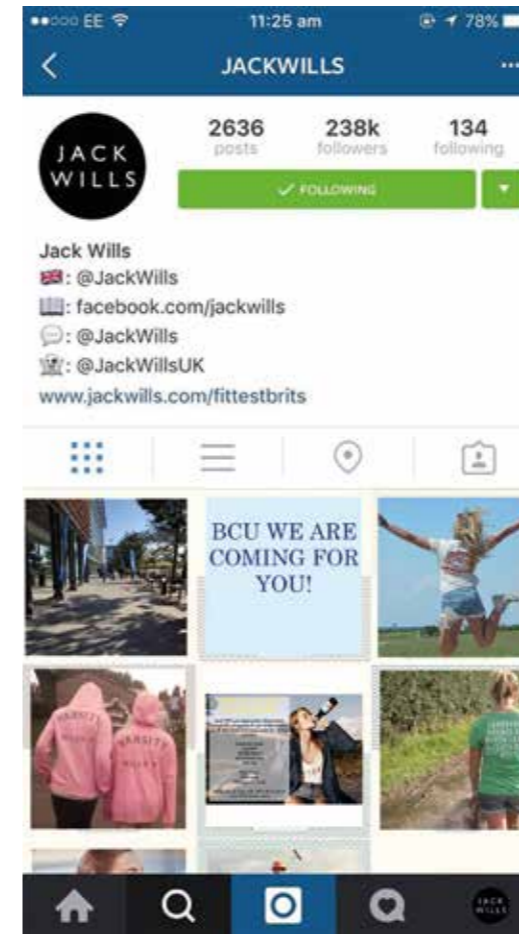
SOCIAL MEDIA ACTIVITY DURING EVENT



The facebook events will look the same because the information needs to be correct as soon as it is posted so it can be constant for each university and none of the students will get confused by different information at different times



There will be regular updates on twitter every week tweeting where and when the next tour date will be, mostly around 6:00 as that is one of the most popular times for tweets to be read.



Instagram will start filling up with different pictures taken by the tour staff and sent in by students from the tour to capture the students eyes to see how good it looks and that they could get a lot out of going. The posting of the images will start on the very first tour date and the posting of the images will be in the afternoon and evening as it is most popular for students to be online then.



The website will get updated every two weeks with current information and images of the latest tour dates to get customers into the spirit of the tour and wanting to get involved, this appearance also makes it more approachable to students because they can see people of their age wearing the clothes in a normal university setting

STUDENT NEWSPAPER MOCK UP

Jack Wills Get Active Tour

Jack Wills are touring universities around the UK from freshers week to get the new students talking to each other and to be active, not sleeping in their rooms all day!

Jack Wills will be promoting their sporting clothing with a pop-up shop with up to 40% off their clothing to encourage the new students to get their amazing clothing which they will be able to wear for years

To get the students talking there will be a variety of games and sports to play against the Jack Wills staff, tennis, football, frisbee, large connect 4 and many more, if you beat them, you get a goodie bag!

Check out the Jack Wills facebook page to look for the event in your city for more information about the day



Keep updated with the tour @jackwillsuk



Jack Wills Get Active Tour

The Jack Wills get active tour has been an amazing success in London, Birmingham and Exeter with so many students making new friendships and having such fun playing games and chilling outside.

There are now many more students supporting Jack Wills clothing around the universities with the amazing discounts in the pop-up shops.

If the tour is coming to your university or already been, do not forget to enter the draw to win two tickets to the Jack Wills Ski trip to Tignes in January!

Just tweet a selfie to @jackwillsuk of you and a friend with the hashtag #JWtakemetothealps

NEXT STOPS

NOTTINGHAM

14/10/16

GLASGOW

20/10/16

EDINBURGH

4/11/16

CARDIFF

14/11/16



It is free to have adverts in the student newspaper and £580 per advert per week online. It is planned that there will be one advertisement for a week from 13th-20th August as that will be when A-level results will be so lots of students will be looking a lot online about their chosen university and they can be more aware about the tour. There will also be more advertisement in the magazine and online from 12th-25th September as this will be the beginning of freshers week to get students aware and the magazine will be popular to the new students then. In the middle of the tour, on 10th October there will be a mid-week article to show how well the tour is going and it will encourage students who are waiting for the tour to arrive to go.

JACK WILLS IN THE ALPS

Jack Wills are giving 50 lucky students a FREE ski trip of a life time!
WHERE?
you'll find out at the airport!

TWEET

#JWtakemetothealps
+ a selfie with the person
who you want to bring
for a chance of winning tickets
GET TWEETING!

make new friends
ski all day, party all night!

RELEASE- FIRST TOUR DATE, 28TH SEPTEMBER

JACK WILLS GET ACTIVE TOUR

Jack Wills are hosting the ultimate tour around UK universities to get all the students up off their bums and have some fun in their comfies!

BIRMINGHAM
CARDIFF
EDINBURGH
NOTTINGHAM
EXETER
GLASGOW
LONDON

FREE drinks
FREE food
FREE goodie bag!

&&& pop up shop with 40% discount on Jack Wills sports wear

RELEASE- MID AUGUST, GET PEOPLE AWARE

RELEASE- LATE SEPTEMBER AT SPECIFIC UNIVERSITY

JACK WILLS GET ACTIVE TOUR

Jack Wills are hosting the ultimate tour around UK universities to get all the students up off their bums and have some fun!

BIRMINGHAM CITY UNIVERSITY
GET DOWN TO EAST SIDE PARK
28TH SEPTEMBER

FREE drinks
FREE food
FREE goodie bag!

&&& pop up shop with **40% discount**
on Jack Wills sports wear
ONCE IT'S GONE, IT'S GONE

MOCK UP FLYERS

given out in store
and university

EVENT



it's all fun and games



delicious snacks



adding more blue and pink



new clothing that lasts a lifetime



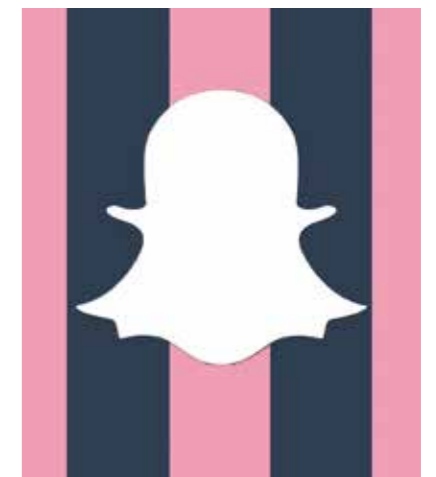
meeting new people



fun food on a fresh day



freshers in fresh new clothes



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