



# **Primark x NHS Campaign Plan**



## Areas:

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- Market and Print Strategy - Sarah Ajayi
- Press Strategy – Jade Millward
- Social Media Strategy - Korede Onaderu
- Design and Branding – Ben Mullins



# Project Overview

# The Concept:

Buy One Help Two – help yourself whilst helping the NHS

## Buy One, Help Two

A certain percentage of profit (TBD by finance and corporate organizers) will be given directly to NHS.

A mix of print advertisements and online media will display information on the NHS and how Primark can help out.

Primark's paper bags will display information and facts about the NHS.

# The Goal:

- Campaign will be focused on aiding frontline workers in the NHS after Covid-19 caused increased difficulties.
- This campaign will look at raising both funds AND awareness.
- Primark's affordable clothing will allow as many people as possible to contribute.



# Responsibilities:



Finance Department: Will need to calculate a percentage of profit to give to the NHS.



Retail Staff: Make customers aware of this campaign through displays in store and by asking if they would like to donate extra etc.



Shareholders: Patience may be required as this campaign is not necessarily centered around increased revenue for investors, more on helping a cause and building a reputation.



# **Market and Print Strategy**

# Target Market:

- Uses previous Primark market data of attracting young people (Rohim, n.d.)
- Primark sells affordable clothes, and so this will allow a range of people from socio-economic backgrounds to contribute.
- Students, who may potentially have less disposable income, can still contribute to this scheme.
- Overall, the target market is EVERYONE.





# Print Advertising Strategy:

- Adverts will be on display in store windows to appeal to existing customers.
- Flyers can be placed on bulletin boards etc. to promote this campaign in local communities.

PRIMARK®

LET'S SUPPORT OUR COVID-19 FRONTLINE HEROES

**BUY ONE  
HELP TWO**

A campaign to donate profits to the NHS  
by selling clothes

**BUY ONE ITEM, HELP TWO NHS  
PROFESSIONALS**

VISIT YOUR CLOSEST PRIMARK

**NHS**



# Press Strategy

# The Aim:

- To create initial publicity and awareness about the Primark x NHS campaign.
- To give an overview as to what this campaign includes/ how Primark will go about helping the NHS.
- To inform shareholders of Primark's steps and re-affirm trust in the company.



# Press Release

- This is the first page of a press release (which will be provided with the rest of the resources for the campaign) intended for informing the public of this campaign and creating initial publicity.
- This will include spokespeople from both Primark and NHS to give independent statements about the campaign and create a sense of mutual benefit.

For Immediate Release

04/02/2021

## **Primark to Donate All Profits to the NHS in the Fight Against Covid-19**

The long fight against Covid-19 is far from over, but Primark are doing their part by donating all profits from their Primark X NHS range to the National Health Service. In a bid to raise funds for the frontline workers who are tirelessly fighting against the pandemic, Primark are releasing a new clothing range in their UK stores which features NHS inspired apparel.

The company are set to work with their design partners to release items such as socks, t-shirts and facemasks featuring rainbows and the NHS logo, as well as uplifting quotes to inspire people in the fight against the disease. The collection is set to come into stores from March 23<sup>rd</sup> 2021, exactly one year on from the first national lockdown.

When speaking about the collection Paul Marchant, the CEO of Primark, said "We feel so honoured to be able to help in any way possible, but we cannot win this battle without thanking the hardworking NHS teams across the country. This collection is for them."

The profits of the collection will all be donated to the NHS as Primark's way of helping, as explained by Paul Marchant.



PRIMARK®

#### Company Profile

**Background:** Primark is an International fashion retailer whose aim is to sell good quality fashion at affordable prices.

**Mission:** To provide customers with high quality, fashion basics at value for money prices.

**Founded:** Founded in 1969 in Dublin, Ireland.

**Service Area:** Primark is an international retailer, operating in Ireland, the UK, Spain, The Netherlands, Portugal, Germany, Belgium, USA, Italy, Slovenia, and Poland.

**Headquarters:** 22-24 Parnell Street, North City, Dublin 1, Ireland

**Officers:** Paul Marchant *Chief Executive Officer*  
Raymond Cahill *Secretary*  
John Bason *Finance Director*  
Simon Gibbs *Company Director*  
Bernard Mansfield *Sales Director*

**Services:** Provides affordable clothing, footwear, beauty and homeware.

**Annual Revenue:** Approximately 7.79 billion pounds, however in 2020 this fell to approximately 5.9 billion pounds due to Covid-19.

**Employees:** 79,000

**Major Clients:** Under-35s from all social classes.

**Media Contacts:** Corporate PR: [corporate\\_pr@primark.ie](mailto:corporate_pr@primark.ie); Fashion Media Enquiries: [FashionCommunicationsUK@primark.co.uk](mailto:FashionCommunicationsUK@primark.co.uk); Ireland, USA, France, Italy, Spain and Portugal: [FashionCommunicationsIE@primark.ie](mailto:FashionCommunicationsIE@primark.ie)

# Fact Sheet:

- This facts sheet will give information on Primark to the public in order to provide clarity on this campaign.
- This will also be to encourage shareholders of Primark's trajectory and, along with the press release, how the company will benefit from this campaign.
- This also means Primark is being open with the press and makes the campaign appear trustworthy.



# **Social Media Strategy**

# Audience Research

- Sources:
- <https://www.boomsocial.com/EN/Facebook/Page/Primark-268505109890322>
- <https://www.boomsocial.com/EN/Instagram/Account/primark-517764969>
- <https://www.trendsmap.com/twitter/user/primark>
- <https://sproutsocial.com/insights/facebook-stats-for-marketers/>
- <https://blog.hootsuite.com/instagram-demographics/>
- <https://sproutsocial.com/insights/new-social-media-demographics/#TW-demos>
- <https://blog.hootsuite.com/youtube-stats-marketers/>
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Social Network	Follower Count	Audience Demographics: gender, age, interests, job function, income etc.
Facebook	6,378,021 [19/2/21]	25-34year olds; India has most Facebook users (320million) then USA (190million); 86% of internet users with \$100k+ income use Facebook; Almost all users access Facebook via mobile; 56% male users, 44% female users.
Instagram	Approx. 8.8million [19/2/21]	25–34-year-olds, followed closely by 18–24-year-olds; USA has most users (140million), then India (120million); 51% female, 49% male; 90% of users follow brands; most popular interests are travel (45%), music (44%), food and drink (43%), fashion (42%).
Twitter	Approx. 256,000 [19/2/21]	18–29-year-olds; 66% male, 34% female; 26% urban living; 32% \$75k+ income, 20% 30-74k, 20% <30k; 69.3% users in USA, 50.9% in Japan, 16.45% in UK.
Pinterest	Approx. 256,300 [19/2/21]	18–24-year-olds and 30–49-year-olds; 41% \$75k+ income; 38% more than college educated; urban and suburban living; 42% female, 15% male.
YouTube	Approx. 43,000 [19/2/21]	18–29-year-olds; urban living; 83% \$75k+ income; 78% men, 68% women; 80% more than college educated; USA has the most users (16.4%).

# Competitor Research:

Sources:

- <https://www.instagram.com/hm/>
- <https://twitter.com/hmunitedkingdom?lang=en>
- [https://www.facebook.com/hmunitedkingdom/?brand\\_redir=21415640912](https://www.facebook.com/hmunitedkingdom/?brand_redir=21415640912)
- <https://www.youtube.com/channel/UCoc8tpGCY1wrp8pV7ml0scA>
- <https://www.linkedin.com/company/h&m/>
- <https://www.linkedin.com/company/new-look/>
- <https://www.youtube.com/channel/UCcf2zUC3WrdDv048JWmmgQ>
- <https://www.facebook.com/newlook/>
- [https://twitter.com/newlook?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/newlook?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)
- <https://www.instagram.com/newlook/?hl=en>
- <https://www.facebook.com/Missguidedcouk/>
- <https://www.instagram.com/missguided/?hl=en>
- <https://www.linkedin.com/company/missguided-ltd/>
- [https://twitter.com/Missguided?ref\\_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor](https://twitter.com/Missguided?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor)
- <https://www.youtube.com/channel/UCi5cXyqc6XamrKtoCclr8w>

Competitor	Most active platforms	Least active platforms	Social advertising platforms
H&M	Instagram (posts every day, 36.6m followers)	Twitter (posts every few days, 215.1K followers)	Facebook, Twitter, Instagram, YouTube, LinkedIn.
New Look	Facebook and Twitter (posts multiple times a day)	Instagram (posts a few times a day)	Facebook, Instagram, Twitter, YouTube, LinkedIn.
Missguided	Instagram, Facebook and Twitter (posts every few hours)	N/A	Facebook, Instagram, Twitter, LinkedIn, YouTube.



# Social Media Strategy:

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Social Network	Posting Schedule	Type of Content	Main KPIs
Facebook	Daily	Product Images, Videos. Avoid links as these do not do well in the Facebook algorithm.	Increased brand awareness, raise sales in-store.
Pinterest	Daily	Product images, models wearing the clothes, aesthetically pleasing images (colour schemes, props)	Increased brand awareness, raise sales in-store, drive website traffic.
Instagram	3 times a day	Reels showcasing outfits, stories with 'swipe up' links to Primark website, product images	Drive website traffic, increased brand awareness, raise sales in-store.
TikTok	Daily	'How to Style' videos, Guest content from NHS workers	Increased brand awareness, raise sales in-store.



# **Design and Branding**

# Logos and Branding:

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- Logos from Primark and NHS will both be used consistently.
- Additionally, the hashtag #BuyOneHelpTwo will be used to promote the campaign alongside the brands.

The Primark logo consists of the word "PRIMARK" in a white, uppercase, sans-serif font, centered within a solid blue rectangular background.

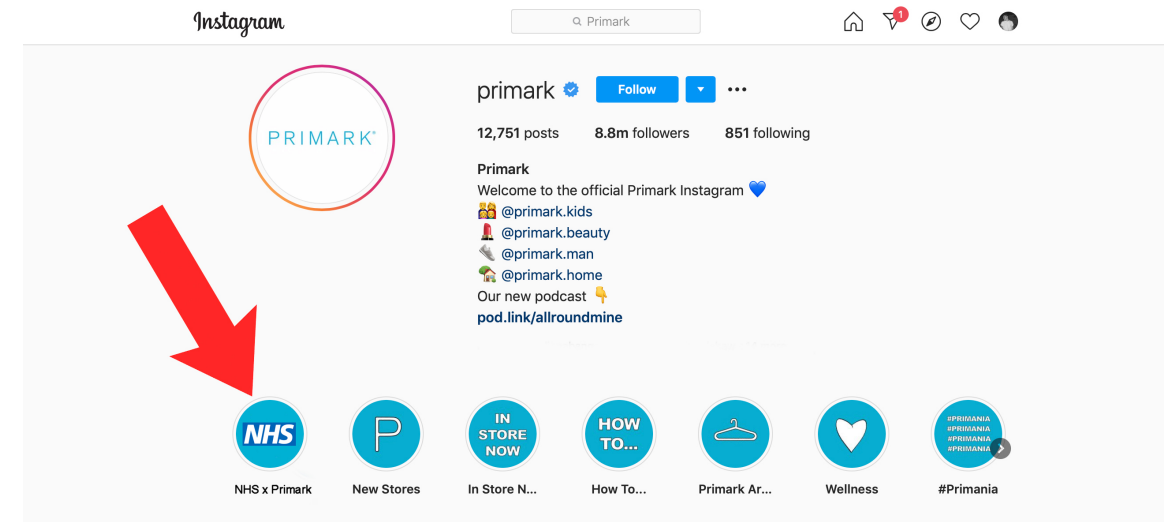
PRIMARK®

The NHS logo features the letters "NHS" in a bold, white, sans-serif font, centered within a solid blue rectangular background.

**NHS**

# Online Post Mockups:




- Each post will be similar aesthetically to create a consistent theme.
- Each post would be optimized to suit the user interfaces of each site.
- A photography initiative will need to take place for materials which would avoid copyright issues.



# Aesthetic

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- These 5 colours will be used consistently throughout.
- These colours already match those used by Primark and NHS with additional secondary colours for using these together.
- The designs will aim to look clean and professional, not too over the top as this would take focus away from the campaign.

-  Colour 1 - Steel Blue - 5098c0
-  Colour 2 - Mine Shaft - 3f3f3f
-  Colour 3 - Alto - d8d8d8
-  Colour 4 - Cerulean Blue - 2565b1
-  Colour 5 - White - ffffff



**Thank you for watching.  
We will now take  
questions.**