To: H&M Marketing Team
CC: Lynda Daneliuk
From: Le Do, Director of Communications
Subject: Communication Plan of LookPack Campaign
Date: June 18, 2025

The purpose of this communication plan is to provide marketing strategies for H&M's LookPack campaign. This campaign will include an infographic, a news story, and three social media posts. The LookPack campaign launches based on the findings of the policy brief about affordability issues in Canada. The policy brief explains how the Canadian tariff context affects the unemployment rate and layoffs in Canada, resulting in people spending less on discretionary categories. Also, young people tend to buy clothes due to trends and recreational activities, which leads to overconsumption. Moreover, the importance of dressing well at the workplace contributes to more spending on clothes. Therefore, H&M aims to launch the LookPack Campaign to assist people in solving this problem during the financial crisis. The LookPack campaign will benefit both customers and H&M, since it serves as an effective solution and helps to build a positive brand image at the same time.

Goals

The goals of this campaign are to help people dress well and maintain the company's profit during the financial crisis. We also aim to adjust young people's shopping behaviour through the campaign. As a result, we will design a clothes package that allows people to have new clothes at affordable prices and in sufficient quantities. This clothes package serves as a solution for both customers and the company's financial situation. In addition, brand awareness increases when the LookPack campaign shows the efforts of assisting people to stay well-dressed in the economic downturn. Furthermore, the LookPack campaign contributes to achieving H&M's goal since it will lower the overconsumption rate of clothing. It demonstrates how H&M cares about customers' needs and demands, and environmental problems.

Key Messages

- The impact of overconsumption and sustainability in fashion.
- A solution for young people to dress well in the financial crisis.
- A person's confidence is associated with dressing well.

Stakeholder Identification and Analysis

We identify young adult customers and influencers as our stakeholders, and here are the reasons.

Young adult customers

Young adults, from 18 to 25 years old, are highly overconsumptive when it comes to buying clothing because they are influenced by social media trends and advertisements (De Koning et al., 2024). They also believe that fewer clothes will limit their clothing choices and styles (De Koning et al., 2024). Dressing well contributes to people's confidence and impression management at the workplace because a person's dress habits are tied to self-identity (Raj et al., 2017). This campaign will get a positive reaction from our customers because it can satisfy both their needs and financial situations. People mostly gain information about fashion through Instagram and TikTok, with 27% on Instagram and 36% on TikTok (Haan, 2024). These figures demonstrate that fashion brands and fashion-related content are usually searched on these platforms (Haan, 2024).

Influencers

Influencers, viral trends and peer suggestion refer to the guidance of customers' buying decisions (Bouet, 2024). Influencers creating content about the products by their voices, knowledge and experiences, which become trusted channels and inspiration for Generation Z (Bouet, 2024). There are 61% of people who trust influencers' suggestions, with 28% of Generation Z and 23% of Generation Millennials (Bouet, 2024). Influencers' reaction to this campaign might depend on their choices and lifestyle. In particular, they will react positively if they influence people to pursue sustainable fashion and lifestyle. In contrast, their reaction will be negative if they tend to purchase fast fashion brands and overconsume. The influential content is largely based on money and viewers' preferred content. Influencers usually overbuy clothes or collaborate with brands to create content, so that they can have clothes, content and even go viral at the same time. Similar to young adult customers, influencers typically gather information through Instagram and TikTok, as they use these platforms most frequently for both work and personal use.

Strategies and Tactics

Infographic

The infographic will be delivered to the influencers. The key message is the benefits of sustainable fashion, which aims to meet the company's sustainable goal and reduce overconsumption. Additionally, infographic helps raise awareness of these issues among young people, contributing to a change in buying behaviour. The infographic needs to be concise and image-heavy so people can absorb and remember information easily. It will be delivered through Instagram, TikTok and in print media form during the campaign.

For the Instagram and TikTok posts, we can retain the casual size of the infographic or break it into a carousel post for better engagement because people tend to read a small amount of information in a post or image. We can also add trending music, hashtags and captions for more engagement. Influencers can share our posts or create content on their accounts to reach their followers, effectively spreading the message. In terms of print media, we will place it at our stores to serve as a reminder for people in their purchase decisions. We will release the infographic 1-2 weeks before the campaign so that influencers have time to absorb the information and create the content when the campaign is released.

News Story

The news story will be delivered to the public on our website. Its key message is about the benefits of the LookPack campaign. In this post, we will mention problems and how this campaign serves as a solution for the community. The major information will be the campaign's benefits, so that we can reach our goal, increase brand reputation and financial stability in an economic downturn. This piece needs to be written in an informative and empowering tone, with the hope of engaging more customers to join the campaign due to its benefits. To reach out to the public, it will be posted on the main page of the H&M website, 1-2 weeks before and during the campaign. It helps to convey the message effectively and straightforwardly when people visit the website.

Instagram Post

The Instagram post will be delivered to our target customers, young adults between 18 to 25 years old. The key message is to emphasize the significance of dressing well. This is because people will not focus on being good-looking during the financial crisis, although it is beneficial for work and job applications. Instagram posts aim to increase customers' demand for buying clothes, so they can join the campaign and also improve the company's profit. There will be three posts for this platform. One post will be posted two weeks before the campaign to announce that a new campaign is going to be released. The second post will be one week before the release date to remind and encourage customers to join it. The last post is going to be posted during the campaign to increase customer engagement on the campaign. We want to have more customers join it to achieve our goals.

Appendix 1: Infographic

SUSTAINABLE FOR LIFE

1 Invest in trans-seasonal clothes

Prioritizing classic items, such as a T-shirt, pants, a classic coat or jacket, rather than trendy pieces for specific seasons. It helps us build a sustainable wardrobe with versatile and high-quality clothing items. We can also create our unique style by mixing and matching clothes and not depending on the fashion trends.

2 Quality over quantity

Focusing on quality over quantity since it helps to save money and protect the environment. Buying high-quality and eco-friendly clothes not only for long-term savings but also significantly reduces the carbon footprint.

3 Save money

Contributing to long-term savings due to the high-quality, versatile and classic items that can be worn through seasons and years. It avoids the replacement of non-durable and cheap products, so people can use it for a long time.

4 Make a wardrobe moodboard

Helping us to identify personal style and make wiser purchase decisions. By evaluating our current closet, we know what items are missing and what we truly need, which can help avoid overbuying.

5 Protect environment

Consuming a large amount of water, 215 trillion litres a year, which is approximately 86 million Olympic-sized swimming pools. It also contains thousands of chemicals that harm human health and ecosystems. The fashion industry is one of the most polluting sectors in the world, accounting for 8% of global greenhouse gas emissions in total.

Davis, J. (2025, April 22). 10 simple steps to being more sustainable. Harper's BAZAAR. https://www.harpersbazaar.com/uk/fashion/shopping/a41158/how-to-be-sustainable-fashion/
Mishra, V. (2025, March 27). *Fast fashion fuelling global waste crisis, UN chief warns*. UN News. https://news.un.org/en/story/2025/03/1161636
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Appendix 2: News story

LOOKPACK CAMPAIGN: A LIFE SAVER FOR YOUR POCKET

The LookPack Campaign of H&M will be released in Canada on August 25, 2025. This campaign aims to serve as a solution to help people dress well during the financial crisis. This campaign delivers a clothes package, which customers can freely choose different items, including clothing and accessories, at an affordable price.

Acknowledging the demands of our customers, we decided to provide a clothes and accessories package to help people stay well-dressed in the economic downturn. Low-income individuals, students or people in tight expense situations are empathized and supported through this campaign. The LookPack campaign aims to be back in the back-to-school, summer, and holiday seasons, where people have a high demand for purchasing clothes. The clothes package allows customers to purchase five H&M products in different categories, such as pants, shoes, earrings, etc, that they can mix and match throughout seasons. Additionally, this clothes package provides a sufficient amount of items that people can mix and match to avoid overconsumption and money wasting. There will be three different prices for the package, low ($100), middle ($175) and high ($250). The higher the price is, the more choices of products are. With a distinct price range and wide choices, this clothes package is suitable for most. Customers not only receive a clothes package but also happiness, confidence and success in life.

This campaign also contributes to achieving the company's sustainable goal, besides being a lifesaver for customers. The clothes package helps people to stay good-looking and also change their consumption behaviour. We believe that small actions can transform the world.

Your clothes package is waiting for you. Come and grab yours.

Follow our social media for more information @h&m

Contact information
Le Do
Communication Director
h&mcontact.com

Appendix 3: Instagram posts
Post 1:

Affordable, fashionable, and sustainable are about the upcoming campaign. We are thrilled to announce that the LookPack campaign will be released soon. Zero stress, tons of preps are on the way. LookPack campaign provides all you need for your success. Coming soon!
#LookPack #H&M #newcampaign #affordable #sustainable #fashion #lifestyle

Post 2:

Countdown mood: ON! One week until we drop the LookPack campaign. Styling with the life, vibing with the tribe. Be prepared to shine. Fasten your wallet, run to H&M when it is out. Stay tuned!
#LookPack #H&M #countdown #vibe #fashion

Post 3:

Look good. Shoot good. LookPack.
The LookPack campaign is officially OUT. It is time to vibe your confidence, power, and identity with the LookPack campaign. Not just human basic needs, a good outfit opens opportunities in our lives. Shine your style with the LookPack packages now.
#LookPack #H&M #welldreesed #outfit #appearance

Appendix 4: References

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