

## **Media Relations**

MMP\_5\_MRE

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**Word Count:** 1,980

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**Introduction:**

This report will present a media planning campaign for By Rotation, aiming to excite consumers about sustainability, generate buzz surrounding the brand, and enhance its media presence. By Rotation is a peer-to-peer fashion rental platform, allowing consumers to hire luxury fashion items whilst championing conscious consumption. This campaign will be developed following the four steps to PR planning model (Broom & Sha, 2013) to ensure the campaign is data-driven, strategically planned, thoroughly implemented, and can be evaluated effectively. By integrating communications theories throughout the report, this plan aims to enhance consumer engagement with rental fashion, position By Rotation as an industry leader, and maximise media coverage.

**Background:**

By Rotation has been chosen as the subject of this report due to its trailblazing approach to sustainable fashion, using a peer-to-peer business model which encourages the adoption of circular fashion and aims to build a large sustainability community (Sherrif, 2019). Since being founded in 2019, the brand has been featured by esteemed media outlets such as Vogue, Forbes, and BBC News. The platform's strong mainstream appeal is evidenced by the acquisition of over 500,000 users (By Rotation, 2025). As a result of the brand's established media credibility, existing media relations networks, and proven appeal, this brand was selected as optimal for a media relations campaign.

My engagement with By Rotation began when I rented a designer dress through the platform for my college prom. This interaction sparked my interest in the brand and its mission. Following this, I attended a panel discussion at the London School of Economics (LSE), where Eshita, the founder of By Rotation, shared her personal journey. During the discussion, she outlined her experience as an East Asian woman who, while on holiday, became aware of the detrimental impacts of fast fashion and textile waste. This influenced her decision to found By Rotation, a platform championing circular fashion.

## **Situational analysis:**

### **Competitor and Industry Trends:**

#### **Sustainability and circularity in fashion:**

Consumer preference for renting over ownership has become a social trend (Euromonitor, 2022). Research indicates that women are likelier to value sustainable fashion and engage with circular fashion services than men (Mintel, 2024), particularly Generation Z and Millennial female consumers (Statista 2024; Rim 2024).

The sustainable fashion market is growing in profitability, offering opportunities for business growth within the sector (Statista, 2024). This is furthered by enhanced legislations, such as modifications to the Strategy for Sustainable and Circular Textiles (European Commission, 2022), which are providing opportunities for slow fashion and fashion rental services to prevail over ultra-fast fashion brands.

Women are showing increased interest in swapping fashion and consuming secondhand fashion, reflected in a 70% rise in social media posts mentioning preloved fashion and a 29% increase in social media posts promoting slow fashion (Mintel, 2024). However, despite consumers increasingly viewing sustainability as important, consumers are failing to change their buying patterns and engage with sustainable buyer behaviour (Mintel, 2024).

### **Trends for pop-ups and fashion retailers:**

Pop-ups from rental fashion brands are scarce in London. Resultantly, pop-ups from sustainable fashion brands and fashion retailers have been examined.

Firstly, in 2025, the vintage and archival fashion trend has been published by media outlets such as [British Vogue](#), [the BBC](#), and [Hello! Magazine](#). Vestaire, a direct competitor to By Rotation, has recognised that “vintage fashion has become its own luxury status symbol” (Krentcil, 2025). Recently, the upcoming sustainable fashion brand ‘TRASH’ has taken advantage of this trend by hosting a pop-up event in Hackney, showcasing vintage designer pieces from private clients. Incorporating nostalgia in marketing can lead consumers to positively evaluate a brand (Loveland et al., 2010).

Next, pop-ups have focused on interactivity, encouraging consumers to renew items from their wardrobes. For instance, Dylon Detergent promoted circular fashion with a pop-up in Covent Garden during London Fashion Week, encouraging customers to renew items from their wardrobe with masterclasses. This was featured by [The Industry Fashion](#) online.

Finally, fashion pop-up events are constantly showcasing coveted pieces, including those from the private wardrobes of public figures and celebrities. For instance, in December 2024, the charity ‘Crisis’ hosted a pop-up event in Mayfair. It

featured luxury clothing donated by celebrities such as Kate Moss and earned the attention of media outlets such as [Time Out](#), and the London Evening Standard.

### **Competitor and case study analysis: Vinted and The House of Vinted Pop-Up**

Vinted successfully leveraged the vintage fashion, coveted pieces, and taking inspiration from private wardrobes trends in a pop-up event. In March 2025, Vinted took over a townhouse in South Kensington, showcasing fashion items from luxury brands such as Prada and Gucci. Each piece was arranged in a themed room, such as “Cottagecore Comeback.” Attendees could browse the curations of public figures such as Guilia Valentina, and fashion workshops were run by leading stylists. This event was covered by press outlets such as Secret London, Time Out, and Retail Gazette. Immediately following this event, Vinted launched a new service where customers can purchase pre-loved designer pieces from the wardrobes of fashion creators and filter by trending styles including ‘vintage’ and ‘statement piece.’ The launch of this service simultaneous to the event effectively prolonged the buzz surrounding the brand, continues to earn coverage from media outlets, and links the immersive pop-up experience to a tangible product offering which keeps audiences engaged after the event has finished.

This pop-up effectively used the elaboration likelihood model (Petty & Cacioppo, 1986) to engage attendees with preloved fashion. The brand engaged with the central route, as attendees could learn styling tips and speak to designers about the importance of shopping preloved fashion. The peripheral route was activated by the excitement of attending an exclusive event, browsing celebrity wardrobes, and stimulating hedonic emotions through celebrity endorsements (Chung et al., 2017).









Furthermore, the brand effectively used the two-step flow theory (Katz, 1957) by targeting opinion leaders, such as public figures and media outlets, who spread awareness of the event to a broader audience.

Vinted's pop-up provides an immersive experience through prompting sensory and emotional engagement, encouraging customer participation, and linking the experience to tangible product offerings.

For further competitor analysis, refer to Appendix 1.

## Vinted's mentions in press, news outlets and publications:

Publications with a positive tone

|   |  |
|---|--|
| <p><b>Publisher:</b> Sky News</p> <p><b>Theme of publication:</b> Policy, personal finance, consumer news</p> <p><b>Summary:</b> Taxation on Vinted earnings as a side hustle.</p> <p> Sky News</p> <p>No more tax returns for side hustlers selling clothes on Vinted or making money from TikTok</p> <p>No more tax returns for side hustlers selling clothes on Vinted or making money from TikTok. People will still have to pay tax on side hustles...</p> <p>2 weeks ago</p>  | <p><b>Publisher:</b> The Sun</p> <p><b>Theme of publication:</b> Human interest/personal finance</p> <p><b>Summary:</b> Tips on generating income on Vinted.</p> <p> The Sun</p> <p>I've made over £4k &amp; have 500 five star reviews on Vinted – never reserve items &amp; here's a big mistake peop...</p> <p>A SAVVY Vinted seller has revealed that she has made over £4000 on Vinted thanks to her very simple tips.Chloe Chandler, a side hustler from...</p> <p>1 day ago</p>  |
| <p><b>Publisher:</b> Retail Gazette</p> <p><b>Theme of publication:</b> Lifestyle and fashion news</p> <p><b>Summary:</b> Vinted's new luxury fashion product offerings</p> <p> Retail Gazette</p> <p>Vinted launches luxury fashion wardrobe online</p> <p>Vinted is launching a luxury fashion wardrobe, featuring curated designer pieces from fashion creators including Susie Lau, Victoria Magrath...</p> <p>1 day ago</p>    | <p><b>Publisher:</b> Vogue Business</p> <p><b>Theme of publication:</b> Business news</p> <p><b>Summary:</b> Vinted's business growth expansion strategy.</p> <p> Vogue Business</p> <p>How Vinted found another gear in the resale race</p> <p>Marketplace CEO Adam Jay says Vinted is on track for rapid expansion — first in luxury fashion resale, then everything else.</p> <p>1 week ago</p>    |

Vinted’s mentions in press, news outlets and publications:

Publications with a negative tone

Channel 4 released the documentary ‘Vinted’s Dirty Laundry: Dispatches.’ It is an exposé which details several issues such as how counterfeit and prohibited items are often sold, the images of female sellers are taken from the platform and used in sexually explicit ways, and details antisocial behaviour on the platform.



|  |  |
|--|--|
| <p><b>Publisher:</b> Manchester Evening News</p> <p><b>Theme of publication:</b> Consumer protection and lifestyle news</p> <p><b>Summary:</b> How to spot the scams that occur on Vinted</p> <p> Manchester Evening News</p> <p><b>Vinted shopper's warning about 'most common' scam that could cost you more than money</b></p> <p>Vinted users are being warned to proceed with caution when purchasing items from accounts which don't charge a shipping fee – and there are...</p> <p>1 hour ago</p> | <p><b>Publisher:</b> The Independent</p> <p><b>Theme of publication:</b> Lifestyle news</p> <p><b>Summary:</b> Antisocial behaviour occurs on Vinted</p> <p> The Independent</p> <p><b>ow Vinted became the most lawless place on the internet</b></p> <p>more of us virtually flock to online marketplaces to buy second-hand clothing, Ellie Air writes that people on these sites have no...</p> <p>Jan 2025</p> |
| <p><b>Publisher:</b> The i Paper</p> <p><b>Theme of publication:</b> Consumer protection and lifestyle news</p> <p><b>Summary:</b> The unsafe, antisocial side of shopping on Vinted</p> <p> The i Paper</p> <p><b>The dirty truth about your Vinted habit</b></p> <p>From unsafe products to threatening sellers, a new investigation reports a darker side to selling secondhand. Article thumbnail image Vinted...</p> <p>10 Oct 2024</p>  | <p><b>Publisher:</b> BBC</p> <p><b>Theme of publication:</b> Lifestyle news</p> <p><b>Summary:</b> Customers consistently receive the wrong items</p> <p> BBC</p> <p><b>Parcel mix-up 'is like the Vinted curse'</b></p> <p>People using the online second-hand retailer Vinted have been left without their parcels or have been delivered the wrong one after a mix up...</p> <p>3 Feb 2024</p>                   |



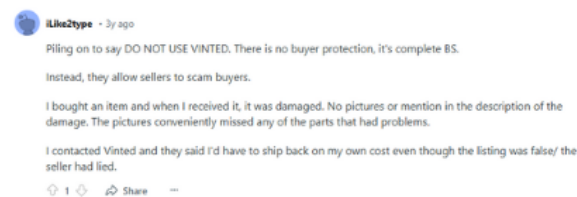
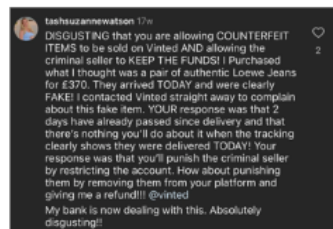
## Social media analysis

### **Vinted's tone of voice and appeals:**

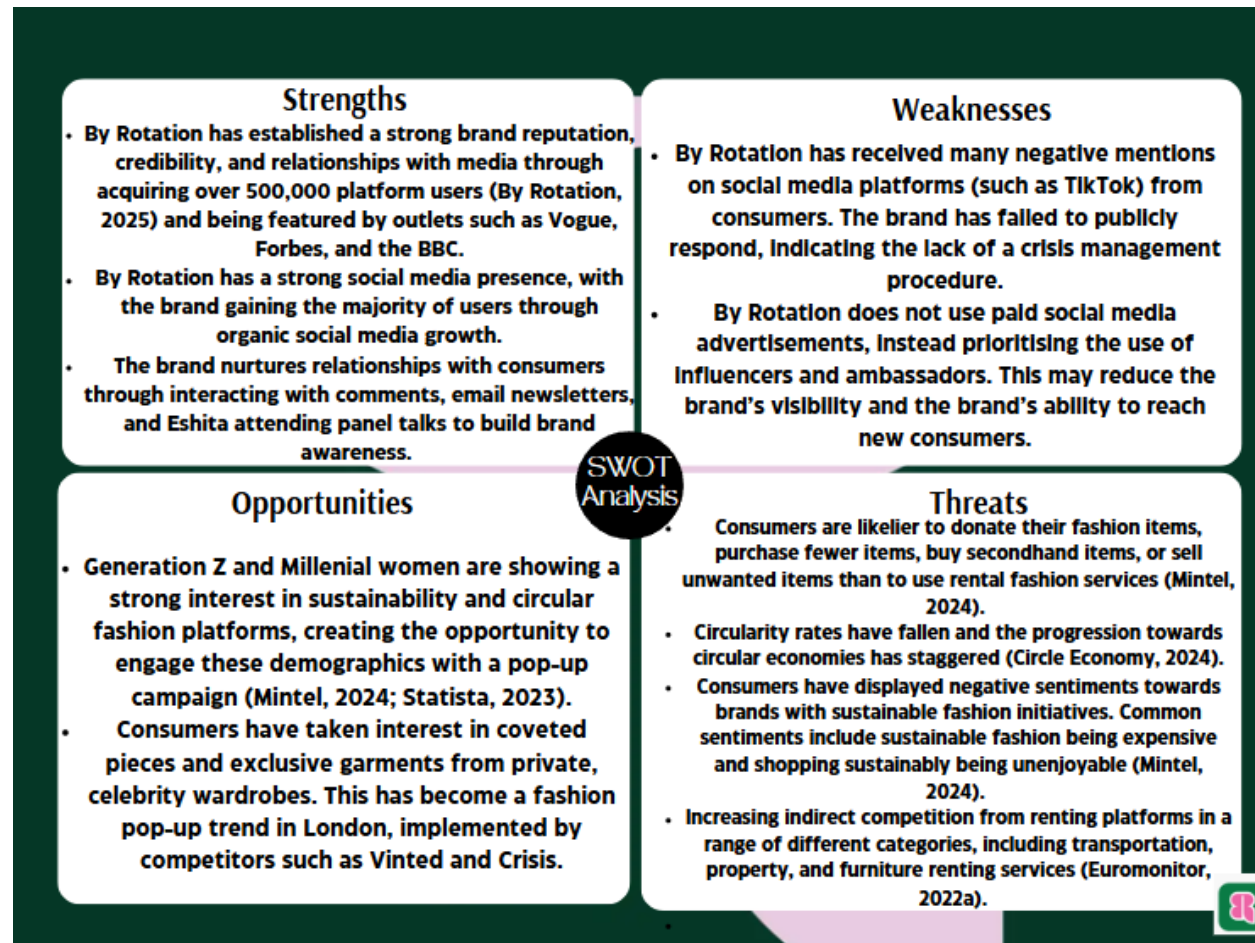
Vinted uses a friendly, casual and lighthearted tone to create a sense of community, encouraging those new to secondhand fashion to join the platform as they will feel welcomed. The ELM model (Cacioppo, 1986) may be observed in Vinted's social media strategy, as Vinted balances its use of emotional appeals (e.g fashion inspiration and different ways to style an item) with the use of informational appeals (e.g insights on how many items were sold and search insights).

## Customer feedback analysis

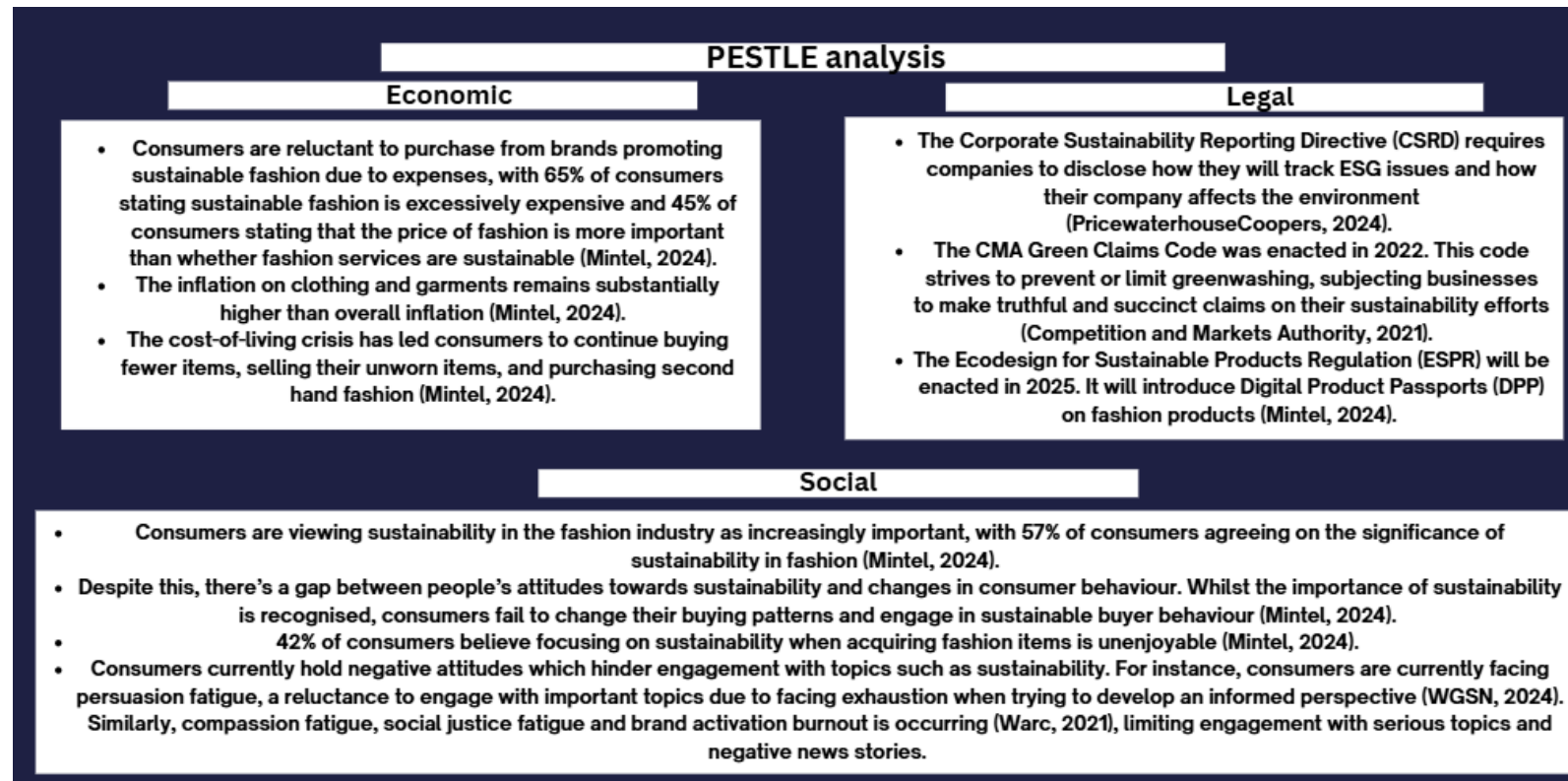
There are many negative comments on Vinted's social media account. Comments often criticise the customer service, the way Vinted handles disputes, and customers mention how the platform is unreliable due to counterfeit and low quality items being sold. Similar comments have been made on online reviews and forums.



## SWOT Analysis on By Rotation:

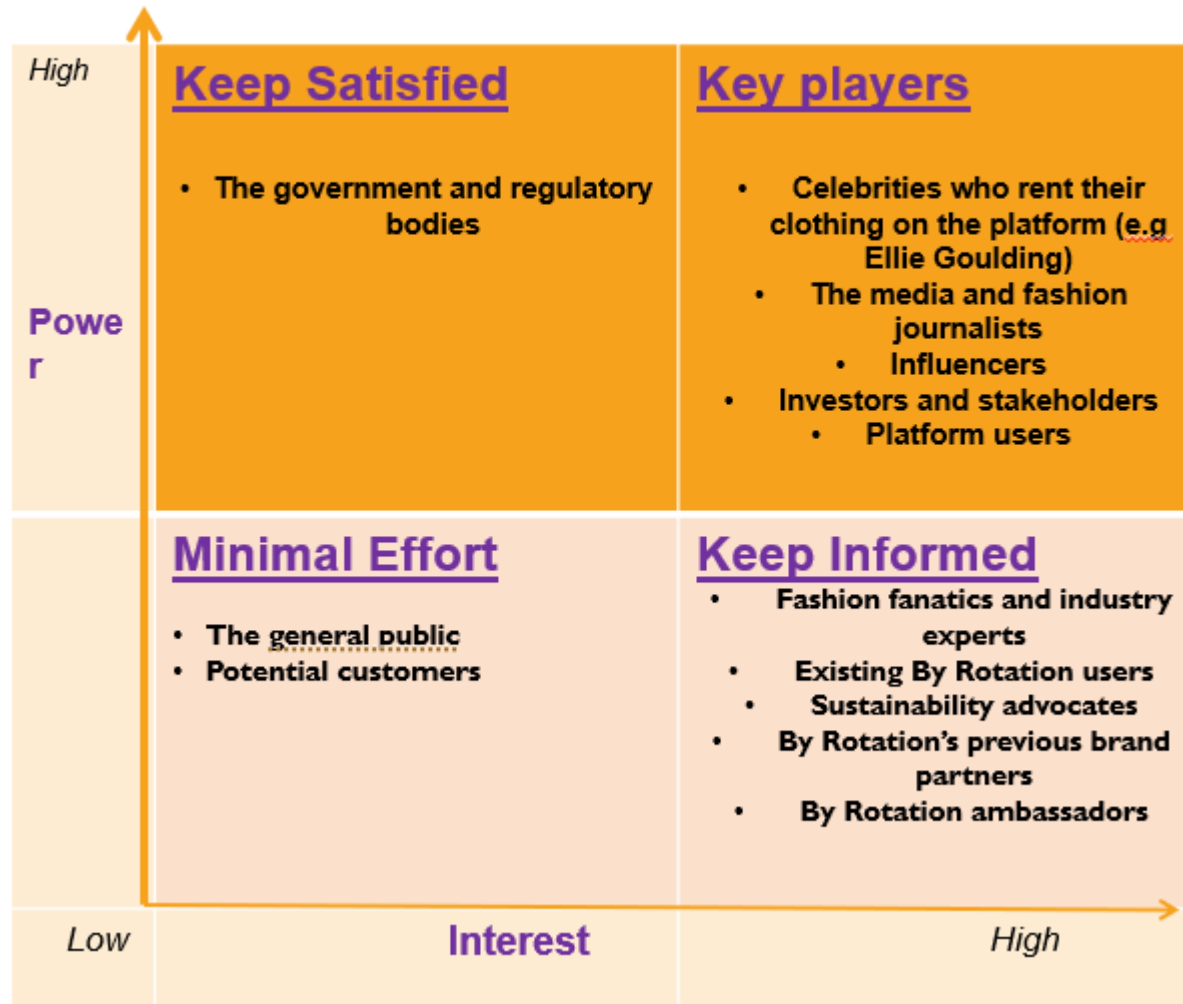


## PESTLE Analysis:



Current Stakeholders:

## By Rotation's current publics:



## **Communications Audit on By Rotation:**

By Rotation currently uses the two-step flow theory (Katz, 1957) by targeting key opinion leaders such as celebrities, influencers, and esteemed publications, who relay fashion and sustainability messaging to followers.

### **Brand messaging:**

"By Rotation's vision is to become the world's largest dynamic shared wardrobe empowering people financially and environmentally." The company values include community, sustainability, empowerment, and convenience. The brand has a large focus on diversity, which has attracted interviews from the press. For instance, Vogue Magazine has written an article covering the founder's journey of building a brand whilst being a South Asian woman. The client's message is consistent, clear and aligned with goals. This is due to every partnership, shared content, and branded communication strategically meeting a company value.

### **Media channels:**

- **Instagram:** Posts focus on building brand community through featuring outfit inspiration, celebrity outfits, humorous content, promoting events, interviewing industry experts, and educational content.
- **TikTok:** Posts feature outfit inspiration, events content, office content, and 'POV' content. There is an emphasis on popular culture, relatability, and content posted in luxury settings.
- **Twitter/X:** The brand shares app updates, interacts with consumers, shares journals and articles, comments on fashion industry trends, engages in sustainability discussions, and highlights features in press articles.
- **LinkedIn:** By Rotation uses this platform for sharing updates on business growth, app developments, and funding achievements, sharing events, information about the members, showing achievements and partnerships, highlighting media coverage and collaborations with fashion and sustainability publications.
- **YouTube:** The brand uses this platform to post podcast interviews with Eshita, conversations about fashion, sustainability, and business with members of the community, introducing to members, question and answers, showcasing experiences from community members to build trust and encourage new users to join the platform.

### **Leadership Statements – How are executives shaping the narrative?**

- The founder of By Rotation, Eshita, hosts podcasts where she interviews members of the sustainable fashion community about topics such as sustainability, fashion and business.
- Eshita has participated in conferences and panel discussions to share insights on sustainable fashion and the sharing economy.
- Eshita engages with fashion and business media outlets to discuss company vision, industry trends, and sustainability initiatives.

### **White Papers – What industry expertise is being shared?**

- Eshita often addresses how a sharing economy can mitigate the effects of fast fashion.
- Eshita shares her passion for fostering diversity in the fashion industry, empowering women with insights from her personal career journey in entrepreneurship. This has been featured by Luxury London and City A.M.

### **• Social media – Is the brand voice effective?**

- By Rotation are active on many different social media platforms. Each platform shares the brand focus on sustainability, fashion inclusivity, and the benefits of rental fashion. The brand voice is consistent.

### **• Websites & Digital Content – Does it reflect the brand's identity and strategy?**

- The By Rotation website embodies the brand's commitment to sustainable and accessible fashion. The website discusses circular fashion, Eshita's journey, and the brand's commitment to eco-friendly practices.




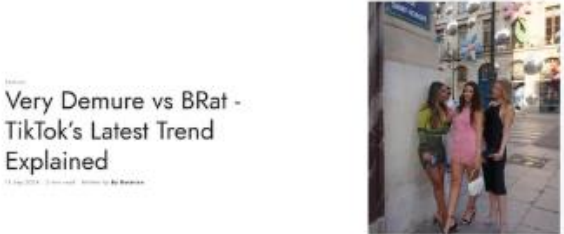

## Media Research:

### Media research

#### Media coverage

By Rotation has been featured in the following news outlets:

- **The Times:** Covered Eshita's journey raising funds for her business from female investors
- **The Metro:** Covered how profitable it was for an influencer to rent out clothing using By Rotation.
- **London Evening Standard:** Covered the pop-up in Mayfair.
- **The Financial Times:** Covered large financial investments made into By Rotation



The screenshot of the Financial Times article shows a woman, Eshita, standing in front of a green shelving unit filled with various clothing items. The article title is 'Is working in finance useful preparation for running your own business?' and the sub-headline is 'The first million raised for my start-up was also more difficult'. The screenshot of the By Rotation blog post titled 'Very Demure vs BRat - TikTok's Latest Trend Explained' shows three women standing on a city street. The screenshot of the By Rotation blog post titled 'By Rotation Unwrapped 2024!' shows a red gift box with a white ribbon, with the text 'By Rotation UNWRAPPED' and 'YOUR FAVORITE BY ROTATION' below it.

#### Blogs

By Rotation has been featured in blogs with the purposes of building community, diversity, targeting younger demographics, and sustainability.

By Rotation

Very Demure vs BRat - TikTok's Latest Trend Explained

By Rotation

By Rotation Unwrapped 2024!

## Media research

### Press releases

By Rotation has been featured in the following press releases:

- **Vogue:** It's difficult to be female, South Asian, and a founder.
- **Tech Crunch:** By Rotation is P2P (Peer to peer), aiming to build community so women rent from same people and have bigger wardrobes as a result.
- **The Times:** Profitability of renting your wardrobe.
- **Vanity Fair:** By Rotation's sustainable impact.



GREEN SLATE

Sustainability Tips From By Rotation Founder, Eshita Kabra-Davies

JUNE 16, 2020

VANITY FAIR



### Broadcast

By Rotation has been featured in the following broadcasts:

- **BBC Woman's Hour:** Eshita joins Safia Minney MBE, Jane Garvey, and Venetia LaManna to discuss fashion without having negative environmental impacts
- **Courier Daily:** Discussing P2P fashion
- **ITV:** Discussing renting out Dame Helen Mirren's wardrobe

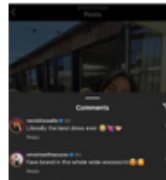




## Tracking social media mentions

### 1. By Rotation Ambassadors:

By Rotation ambassadors use the #BRCircle hashtag to advocate for the brand. Ambassadors, including @omaimaelhaouass, leave positive comments in the comment section such as "Fave brand in the whole wide world."



### Positive eWOM

Positive mentions:

Account: @Priyacoco

- Experience: Positive experience renting clothes with By Rotation.

Account: @Tillytalkz

- Experience: Positive experience renting out clothes with By Rotation, and earned substantial income doing this.

Account: @estare

- Experience: Positive experience hiring a dress which was worn during a red carpet event in London.

## Negative eWOM from service users

By Rotation has several negative reviews from service users, particularly on TikTok. Examples:

- Account: @lydiapridle:

Experience: Negative. The owner asked her to cancel the order and reorder, then demanded a higher price. The price went up substantially due to service fees, laundry fees, and postage. After ordering and paying weeks in advance, the outfit didn't arrive. She stated "my first and last experience" using By Rotation.

- Account: @Saffydixon

Experience: Negative. Her favourite co-ord was destroyed by a renter on By Rotation. The video gained over 330,000 views on TikTok. No positive update was posted.



## Online reviews

### Negative: These reviews criticise the platform's reliability

**SC**  
GB • 9 reviews  
Mar 4, 2024

★☆☆☆☆

**Be careful lenders, By rotation has no power to get your money back!**

A bag that I lended was returned over 2 weeks late and damaged. By rotation told me they couldn't charge the renter's credit card for the late fees or the damage so now I have to fork out £169 to get it fixed.

**Date of experience:** January 22, 2024

Useful Share

**Silma Lia Cortes Horton**  
GB • 4 reviews  
Mar 3, 2025

★☆☆☆☆

**I had a horrible experience with the...**

I had a horrible experience with the company itself. They communicate poorly with customers. I got the item I rented two days after my rent started because they mailed it to me only hours before the initial day. When I complained about it, they blamed the post office. They don't send you messages, and they don't take responsibility. If you rent from a third person, you will be fine, but be aware of ByRotation itself.

**Date of experience:** February 18, 2025

**Eri G**  
GB • 10 reviews  
Jan 18, 2025

★☆☆☆☆

**Stolen items and zero support from ByRotation**

Horrible experience. Be warned: they do not insure any of your listed items!

My very first rental to someone was stolen (£360 dress). The user was being flaky in messages and then just never returned my dress. By Rotation barely did anything but try to charge the person for the dress (obviously the person's card was no longer connected to the account) and told me to file a police report and that there was no insurance through them.

By Rotation also kicked the person off the app two days after they rented from me due to having 'other issues' with the user which were known by ByRotation but they still let the user rent my dress.

I will be removing all my items from the app. Be careful renters!

**Date of experience:** December 28, 2024

Useful Share

**Isabel**  
GB • 3 reviews  
Jan 18, 2025

★☆☆☆☆

**Never received any of my refunds!**

I needed a dress for an event and tried to place a rental request for two different dresses. Neither responded in time but the company took my money for both requests. After attempting to contact them on Instagram and email to sort it out, they have failed to refund me the money. I am

### Positive reviews:

**Anna-Lena Hagen**  
GB • 1 review  
4 days ago

★★★★★

**I love ByRotation**

I love ByRotation - I finally get to wear the dresses I was never able to afford whilst also earning some money back with giving girls the chance to rent mine. It's such a wonderful community

**Date of experience:** March 18, 2025

Useful Share

**Sophie Shaw**  
GB • 11 reviews  
4 days ago

★★★★★

**Fantastic affordable sustainable...**

Fantastic affordable sustainable fashion x

**Date of experience:** March 14, 2025

## **Strategy and Implementation:**

### **Opportunity Statement:**

Female Generation Z consumers are communicating a high level of interest in sustainable fashion and have yet to adopt the use of rental fashion services, leading to an optimal opportunity to further market penetration.

### **SMART Objectives Following AIDA Model:**

By creating a balance of informational, motivational, and behavioural objectives, this PR campaign is likely to be highly successful (Tench, 2009).

1. **Interest:** Drive media coverage to contribute to a 10% increase in website traffic within four weeks of the pop-up, tracked through referral data and tracking links.

Positive media coverage from trusted sources will increase By Rotation's credibility and expose the brand to diverse audiences. Increased website visits lead to a higher chance of application downloads and referrals. Furthermore, website visitors may be retargeted to increase the likelihood of conversions. This will target the following publics: PR and media outlets (direct target), and audiences consuming the media (indirect target).

2. **Desire:** Achieve 1,000 sign-ups for the By Rotation app from pop-up attendees and social media engagement within three weeks.

App sign-ups will ensure By Rotation leverages the buzz from the pop-up and transitions engagement into user acquisition. This objective contributes to revenue growth, and the brand may engage with app users to foster brand loyalty. This will target the following publics: event attendees, influencers, and media (direct targets).

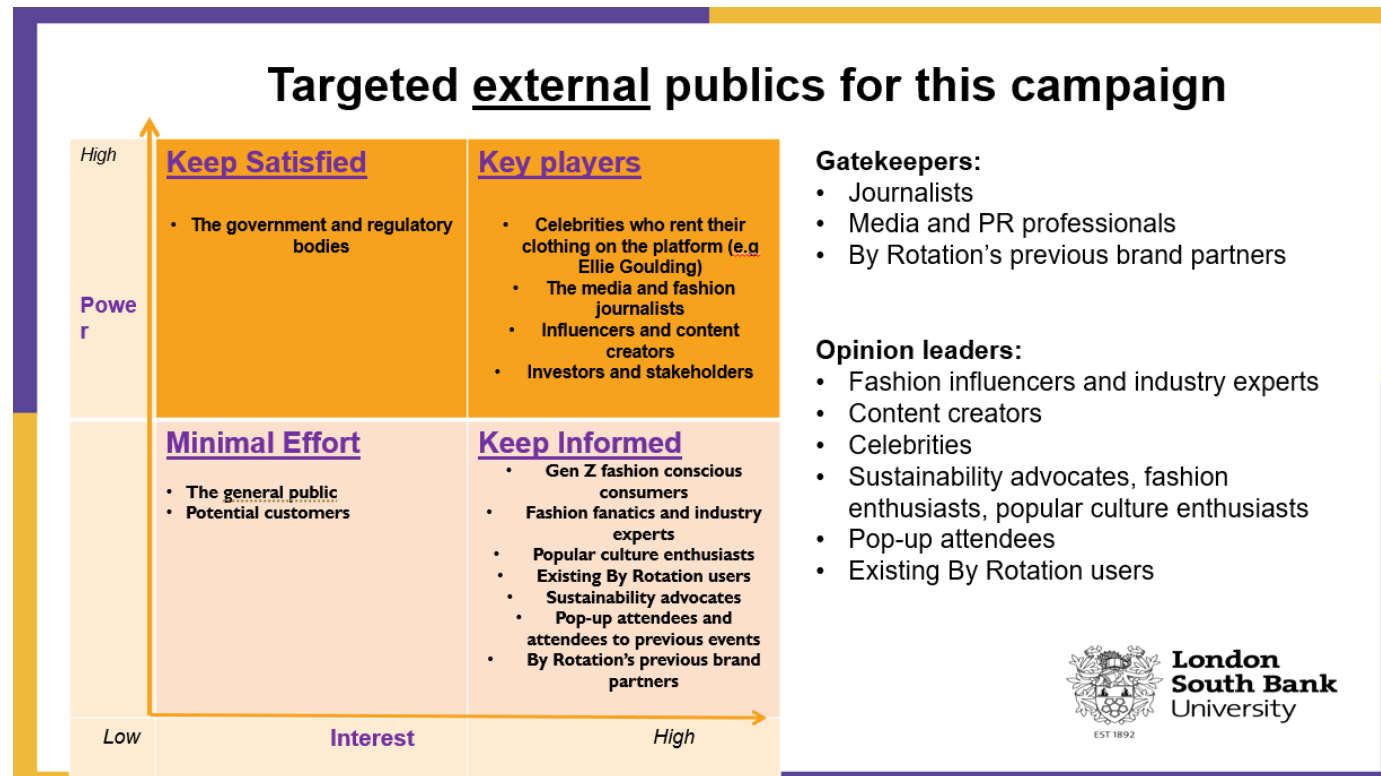
3. **Action:** Achieve a 10% conversion rate from pop-up attendees to first-time renters on the By Rotation app within four weeks.

This objective aims to bridge the significant gap between consumers' stated interest in circular fashion and their actual usage of circular fashion services (Intel, 2024), indicating that a behavioural change has occurred. Conversions to first-time renters further indicates that the overall aim of educating and exciting consumers on circular fashion has been achieved. This objective increases user acquisition, retention, and revenue. This will target the following publics: pop-up attendees (direct target), media, influencers, investors, potential customers, and sustainability advocates (indirect targets).

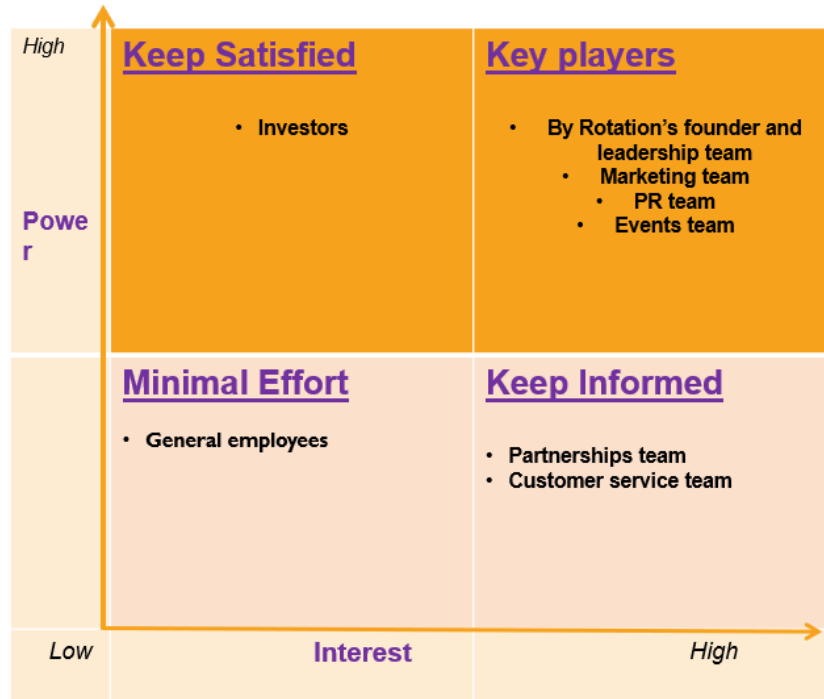
## Identifying and targeting stakeholders:

These publics have been identified using the power-interest matrix (Johnson et al., 2002).

Publics have been classified (see Appendix 2).



## Internal publics for this campaign



## Prioritising Key Stakeholders with Justification:

### Primary stakeholders to deliver key messages:

The level of authority the speaker has over the listener will influence the listener's receptivity (French and Raven, 1959). The levels of influence have been summarised by Bettinghaus and Cody (1994, pp.123-145), and these categories will be applied here to ensure our audience is highly receptive to our messaging.

|   |   |
|---|---|
| <b>Informational Influence</b> <ul style="list-style-type: none"><li>Media and fashion journalists will be targeted from reputable organisations. By Rotation has previously been featured by the BBC, Vogue, and Forbes magazine. These outlets will be prioritised during media outreach due to credibility.</li><li>Founder Eshita often conveys brand messaging, and is a credible spokesperson to convey our key messages.</li></ul> | <b>Referent Influence</b> <ul style="list-style-type: none"><li>Celebrities who rent their wardrobes using By Rotation, such as Ellie Goulding, will be heavily involved in this campaign.</li><li>Fashion influencers, content creators, and popular culture enthusiasts will be targeted due to their aspirational self images.</li><li>Members of Gen Z who are fashion conscious, sustainability advocates and popular culture enthusiasts will be referent influences as they can shape the opinions of their peers.</li></ul> |
| <b>Expert Influence</b> <ul style="list-style-type: none"><li>Fashion and sustainability industry experts will be invited to the pop-up to validate the appeal of rental fashion and build credibility surrounding the environmental impact of circular fashion.</li><li>By Rotation's founder and team will ensure the platform is seen as credible.</li></ul>   | <b>Reward Influence</b> <ul style="list-style-type: none"><li>Attending the event will stimulate hedonic emotions through engagement with celebrity endorsements (Chung et al., 2017).</li></ul>  |

**Key Messaging:**

The key message for this campaign is “Any Occasion, By Rotation.” It infers that consumers can wear trending, high-end, exclusive garments for an accessible price during every luxury occasion, allowing consumers to stand out whilst saving the planet. There are endless possibilities to the clothing available on By Rotation’s platform. This key message can be used as the campaign’s featured hashtag, #AnyOccasionByRotation.

The secondary key message will be “Head Turning Fashion, With No Fashion Footprint.” This message will be used to subtly educate consumers on the importance of sustainable fashion without leading to brand activation burnout (Warc, 2024).

**Campaign Strategy Proposal:**

This campaign has a single overarching strategy. By Rotation will host a pop-up inspired by pop culture, featuring wardrobe pieces owned and inspired by celebrities. This presents the opportunity to engage Generation Z fashion-conscious consumers, fashion fanatics, and popular culture enthusiasts, allowing By Rotation to enhance brand awareness, generate excitement, drive media coverage, and position the brand as a leader in fashion and sustainability. The pop-up will begin with an exclusive pre-event press day and will then take place over three days.

**Justification Based on Situational Analysis:**



This pop-up is relevant and timely as it leverages the recent trend of fashion pop-ups showcasing coveted pieces that take inspiration from celebrities and private wardrobes. Generation Z will be targeted as they strongly value sustainability (Mintel, 2024) and resonate strongly with celebrities and popular culture (Esposito & Raymond, 2023).

The pop-up aligns with By Rotation's brand messaging by emphasising building brand communities based on common interests. Furthermore, it aligns with By Rotation's existing use of social media to promote celebrity fashion inspiration. The brand has partnered with celebrities, such as Ellie Goulding, to offer their garments on the platform. As a result, the pop-up will have tangible product offerings to maximise the return on investment for this campaign.

This pop-up aligns with the uses and gratifications mass communications model (Katz, 1974) by outlining how media is consumed that caters to personal interest. According to this theory, consumers may engage with our pop up for diversion, personal relationships, and personal identity. Engaging with celebrity culture is an "important point of social connection" (Couldry & Markham, 2007, p.2) which is satisfied through engagement with media as a form of escapism (Gabbiadini et al., 2021). Consumers engage with celebrities and popular culture to express social values and subcultures (Thomson, 2006).

This pop-up will leverage the social judgement persuasion theory (Sherif et al., 1961) to change consumer behaviour, as consumers are interested in circular fashion but hesitant to adopt the service (Mintel, 2024). Basing the pop-up on celebrity fashion leverages the consumers' latitudes of acceptance, as Generation Z consumers are particularly receptive to the messaging of celebrities and public figures (Kowalczyk & Pounders, 2016; Chevalier, 2024).

## Tactics:

The objectives, alongside corresponding tactics which follow the POSE model (Hanlon, 2025, p.66) have been listed. For sample tactics, refer to Appendix 3.

**Objective: Drive media coverage to contribute to a 10% increase in website traffic within four weeks of the pop-up, tracked through referral data and tracking links.**

|  |   |
|--|---|
| <b><u>Paid tactic: influencer advertisements</u></b><br>Implement paid social media advertisements: pay fashion influencers who align with By Rotation's brand values (e.g. @ladyleahmarie on TikTok) to attend the event and promote their experience up on social media, tagging By Rotation in content. | <b><u>Owned tactic: interactive website content</u></b><br>Edit website content to optimise SEO for this pop-up, using a dedicated landing page to feature pop-up related content. An interactive landing page with content such as a quiz to discover rental pieces from the pop-up that matches the renter's personality will engage users. Examples of long-tailed keywords to target: sustainability fashion events in London |
| <b><u>Earned tactic: media kits and pre-event press day</u></b><br>Share media kits with 40 press outlets, encouraging journalists and media experts to attend an exclusive pre-event press day and publish articles regarding the upcoming pop-up.  | <b><u>Shared tactic:</u></b><br>Encourage By Rotation's brand ambassadors to take media coverage of the event and share this on social media using the pop-up's hashtag '#AnyOccasionByRotation.'   |

**Objective: Achieve 1,000 sign-ups for the By Rotation app from pop-up attendees and social media engagement within three weeks.**

**Paid tactic: Influencer referral schemes**

Implement a referral scheme where social media influencers get paid for the amount of app sign-ups they generate using their unique referral codes. To enhance influencer engagement, the top performing influencers will receive rental credits and priority access to exclusive garments from the exhibition.

**Owned tactic: Incentivising app downloads**

Post content using By Rotation's official social media platforms, signpointing followers to download the By Rotation app before the event. The first 100 app downloaders may be offered exclusive early entry tickets to the event, incentivising app downloads and increasing the buzz surrounding the event.

**Earned tactic: Assisting with earned media**

Encourage journalists and media outlets to include backlinks directing audiences to the By Rotation app in their articles. To enhance the effectiveness of this tactic, provide journalists with exclusive style trend reports, allowing journalists to recommend audiences specific items from the app based on consumer interests - this benefits journalists and By Rotation.

**Shared tactic: Leveraging FOMO**

Email subscribers prior to, and after, the pop-up to encourage app sign-ups. Email content will showcase highly demanded pieces, encouraging users to sign up instantly to avoid fear of missing out (FOMO).

**Objective: Achieve a 10% conversion rate from pop-up attendees to first-time renters on the By Rotation app within four weeks.**

**Paid tactic: Meta retargeting adverts**

Create Meta retargeting adverts to engage users who interacted with By Rotation content during the week of the pop-up. Use a carousel featuring popular items from the event that are available to rent, reinforcing the excitement of the event to consumers. Include a 10% off first-time renting discount.

**Owned tactic: Push notifications**

Implement push notifications encouraging new app users to hire their first rental using a time-limited 10% off incentive.

**Earned tactic: 'First 50' Goody Bags**

Send exclusive goody bags to the first 40 customers who share their first rental experience on social media, tagging By Rotation. Goody bags will be themed and contain exclusive bulletins with outfits inspired by celebrities, a 'thank you' note for attending, and the renter's unique referral code, encouraging further sign ups.

**Shared tactic: Reposting UGC content**

Repost UGC content from first-time renters on By Rotation's social media for social proof on why By Rotation is credible, encouraging more first-time rentals. Gamify and reward participants for doing this, stating 'best outfits will be featured on our social media!'

### Budget using Cost-Breakdown Structure (CBS):

| Category                       | Cost              | Details   |
|--------------------------------|-------------------|---|
| Venue rental (Mayfair, 4 days) | £25,000 - £30,000 | A budget of £7,500 per day will be allocated to renting a suitable location in Mayfair.                         |
| Paid influencer advertisements | £12,000 - £15,000 | This budget covers the cost of paying for influencer content and boosting content through social media adverts. |
| Influencer referral payments   | £1,000 - £10,000  | This budget covers paying influencers for referrals.  |
| Pre-event press day            | £7,000 - £12,000  | This covers catering, event management, and press kits.   |
| Website SEO                    | £2,000 - £4,000   | This covers web development and SEO implementation.   |

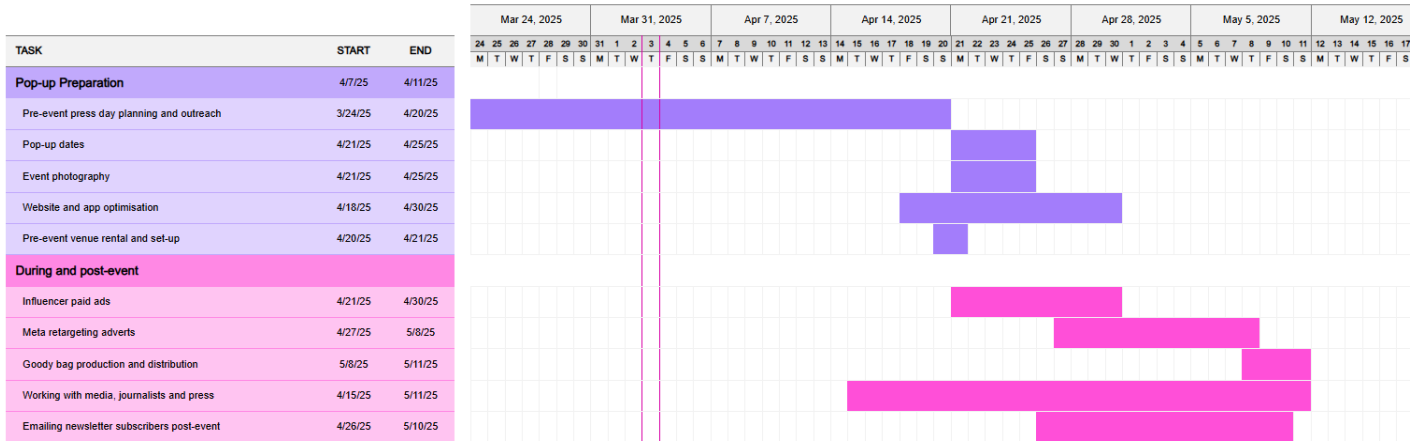
|   |                 |   |
|---|-----------------|---|
| Exclusive style reports   | £2,000 - £4,000 | This cost covers researching and designing exclusive reports for journalists.         |
| Meta retargeting adverts  | £2,000 - £5,000 | These adverts aim to boost conversions.   |
| Fifty goody bags (containing bulletins, <u>personalised</u> notes and rental credits) | £3,000 - £5,000 | This cost includes tote bags, creating bulletins, personalised notes, rental credits. |
| Event photography   | £7,000          | Hiring photographers for the event to assist with press materials.                    |

Our total estimated budget ranges from £61,000 - £92,000. To reduce costs, internal staff will assist with the event. Influencer and venue rates will be negotiated, and By Rotation will only feature the wardrobes of celebrities they have already partnered with – such as Ellie Goulding.

Timeline:

Pop-Up  
Razaan Van Zyl    Project lead

Project start:    Tue, 4/1/2025



**Evaluation – Campaign Tracking and Measurement:**

The expected engagement has been evaluated using the AMEC measurement framework.



AMEC Measurement Framework  
By Rotation Pop-Up

| PREPARATION | ALIGN OBJECTIVES   |  |
|-------------|--|--|
|             | ORGANISATIONAL OBJECTIVES  | COMMUNICATION OBJECTIVES   |
|             | Challenging overconsumption.<br>Building a community of fashion lovers.<br>Building a larger circular economy.   | Drive media coverage to contribute to a 10% increase in website traffic within four weeks of the pop-up, tracked through referral data and tracking links.<br><br>Desire: Achieve 1,000 sign-ups for the By Rotation app from pop-up attendees and social media engagement within three weeks.<br><br>Action: Achieve a 10% conversion rate from pop-up attendees to first-time renters on the By Rotation app within four weeks.  |
|             | INFORM & PREPARE COMMUNICATION   |  |
|             | TARGET AUDIENCE  | STRATEGIC INPUTS   |
|             | 1 Gen Z women who are fashion or sustainability enthusiasts<br>2 Gen Z women who enjoy celebrity culture, but not yet sustainability<br>3 Millennial women who are fashion or sustainability enthusiasts<br>4 The media and press<br>5 Broader audiences who may value fashion, sustainability, or celebrity culture | Gen Z women are the audience demographic likeliest to state that sustainable fashion is important. Despite this, they have been slow to adopt the use of circular fashion (Mintel, 2024).<br><br>The social judgement persuasion theory (Sherif et al., 1961) explains that the best way to encourage consumers to try something new is to engage them with a topic which aligns with their latitude of acceptance. Gen Z consumers are popular culture and celebrity enthusiasts who strongly value celebrity endorsement for brands (Chiu and Ho, 2023; Atay and Ashlock, 2023). This may also be explained using the emotional attachment theory (Bowlby, 1982), as Gen Z consumers form emotional attachments to celebrities (Saldanha et al., 2018). Millennial women are the secondary targeted age demographic, as millennial women show very similar interests in sustainability, and are similarly influenced by celebrities. |

| IMPLEMENTATION | IMPLEMENT  |   |
|----------------|--|---|
|                | ACTIVITIES   |   |
|                | P Influencer advertisements                                    | to prompt further earned media content        |
|                | O Interactive website content                                  | S Email content encourages app sign ups       |
|                | E Sending out media kits                                       | P Brand-owned Meta retargeting adverts        |
|                | P Influencer referral schemes                                  | O Push notifications to encourage conversions |
|                | O Incentivising app downloads using By Rotation's social media | E Goody bags for first 50 first-time renters  |
|                | E Provide journalists with exclusive style reports             | S Resposting UGC content                      |
|                |  |   |
|                |  |   |

| MEASUREMENT & INSIGHTS   | MEASURE ACTIVITY  |   |
|--|---|---|
|  | OUTPUTS   |   |
|  | P Influencer posts had a total reach of 2.5mil and 50,000 link clicks | E 20,000 website visits as a result of backlinks from press releases                        |
|  | E Secured 40 press releases using media kits                          | S Emails had a 25% open rate.   |
|  | S Ambassador content had a total reach of 80,000                      | O There were over 2,000 application downloads.  |
|  | O 10% increased views to website content achieved                     | P Meta ads led to 400 landing page views.   |
|  | P Influencers referred 1,000 customers to platform                    | S UGC content using #AnyRotationByRotation achieved a reach of 250,000                      |
|  |   |   |
|  |   |   |
|  |   |   |
| AUDIENCE RESPONSE & EFFECTS  |   |   |
| OUT-TAKES  |   | OUTCOMES  |
| 1 Gen-Z now believes By Rotation allows them to access celebrity-inspired wardrobes without overconsumption. By Rotation is a community-driven, Instagram-worthy platform that aligns with their values. They engaged with influencer content, signed up for By Rotation and rented items on the platform. |   | 1 Rentals from Gen Z on the platform increased by 20% following the campaign.               |
| 2 Millennial women believe Rotation offers high-quality, designer rentals at a fraction of the price. They asked questions about rental quality and convenience in comments.   |   | 2 There was a 20% increase in rentals from celebrity wardrobes and celebrity inspired looks |
| 3 The press believe circular fashion is gaining mainstream adoption through platforms like By Rotation, and believe it is a trailblazing platform. The press included By Rotation in trend reports   |   | 3 30% of new app sign ups were from millennial women  |
|  |   | 4 There were over 50 press releases surrounding this pop-up.                                |

| AUDIENCE RESPONSE & EFFECTS   |          |
|---|----------|
| OUT-TAKES   | OUTCOMES |
| and sustainability publications.  |          |
| ORGANISATION & STAKEHOLDER EFFECTS  |          |
| ORGANIZATIONAL IMPACT   |          |
| <ol style="list-style-type: none"> <li>1 By Rotation has increased brand visibility and a stronger brand positioning.</li> <li>2 By Rotation has had an increase in app sign ups, first-time renters, and revenue has increased.</li> <li>3 Positive UGC content mentioning the brand has increased, particularly on TikTok.</li> <li>4 Founder Eshita has been invited to 60 interviews.</li> <li>5 There has been a strong interest from new investors.</li> <li>6 Social media following has increased by 15%.</li> <li>7 Website traffic has increased by 15%.</li> </ol> |          |

A variety of campaign tracking tools will be implemented in this campaign.

## Campaign tracking

### **Influencers:**

- Engagement rate, link clicks to By Rotation website, number of unique referrals.

### **Posts featuring the '#AnyOccasionByRotation'**

- Reach, social listening tools, focus groups.

### **Emails:**

- Open rates, click through rates, unsubscribe rates.

### **Audience sentiments following the event:**

- Social listening tools, By Rotation reviews.

### **Meta advertisements:**

- Engagement rate, reach, follower count.

### **Press and media releases:**

- Number of published articles, amount of website referral traffic, improvements to SEO ranking due to increased quality backlinks.

### **Changes to By Rotation's website and social media:**

- Bounce rate, website visits, number of visits to dedicated landing page for pop-up event.
- Increased reach, followers, and impressions on social media.

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## **Appendix:**

### **Appendix 1: Competitor analysis**

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## **Hurr:**

Hurr is a fashion rental platform with a physical store in Selfridges, London.

### **Strategic partnerships and media mentions:**

Hurr has a weaker media presence than By Rotation, as they have been featured in fewer press publications. Hurr is often published due to their strategic partnerships. For instance, Hurr has partnered with Deliveroo to increase the accessibility of its rental service. This partnership has led to publications from media outlets such as Harper's Bazaar, Fashion Network, and Retail Gazette. Hurr has further partnered with Coperni and Rixo, earning press features from The Industry Fashion.

Hurr has launched an exclusive partnership with Depop, offering Hurr customers up to 80% off brands such as L.K. Benett. This strategic partnership has enhanced the market position of both brands, as they have been listed as the 'top rental and resale revolutionaries 2024' by Drapers online (Drapers, 2024).

### **Campaigns:**

Hurr launched an OOH campaign, featuring outfits available on the platform in commuter hotspots such as the tube network. Whilst this earned Hurr features in The Retail Times, the campaign seemed to build brand awareness without following a specific communications model, limiting the effectiveness of their campaign.



## **Appendix 2:**

Classification of publics under **Grunig’s Situational Theory of Publics** (Grunig, 1983).

| Latent publics      | Aware publics                         | Active publics                                      |
|---------------------|---------------------------------------|---|
| General public      | By Rotation’s previous brand partners | Celebrities who rent their clothing on the platform |
| Potential customers |                                       | The media and fashion journalists                   |
|                     |                                       | Gen Z fashion-conscious consumers                   |
|                     |                                       | Existing By Rotation users                          |
|                     |                                       | Fashion fanatics and industry experts               |
|                     |                                       | Pop-up attendees                                    |
|                     |                                       | Popular culture enthusiasts                         |
|                     |                                       | Investors and stakeholders                          |

**Appendix 3: Mock-ups of tactics**

Mock brand-owned social media post:



Mock goody bag:





Mock outreach to PR and media outlets:



