

The Real Real



The Workshop 2024
Creative Brief

Your strategists who put together the brief:

Rayna

Strategy Mentee



&



Brooklyn

Strategy Mentor

“I am a rising senior at NYU Stern studying marketing and data analytics. I am originally from Arizona and this summer I'm interning as a Marketing Consumer Intelligence Intern at Ralph Lauren. I'm pursuing a career in marketing/creative strategy and super excited to be working on this project!”

“I'm a creative Strategist currently working at DAVID New York, (Yes, I am based in Brooklyn 😊) working on Google/Android, Supercell, and HALLS. Mentorship has always been an important aspect of my career - and it's been extremely rewarding to be able to step into the mentor role to work with Rayna on this brief. Hope you enjoy!!!”

The Brand:

The Real Real is about authenticity

The RealReal is the world's largest and most trusted resource for authenticated luxury resale

TRR has

33.6 Million users

As of 2023

SOURCE

Starting a conversation about what's "real"



The RealReal **opened an installation** on Canal Street, in NYC to starting a conversation about counterfeit fashion. The installation, appears to be a new The RealReal store opening, but is a 'store' whose stock consists entirely of non-shoppable luxury dupes confiscated during their authentication process. **The RealReal shows they care about authenticity.**

SOURCE

Our Audience:

GenZ, a generation that loves to be “real”

From a study by McKinsey & Company

A survey reveals four core Gen Z behaviors, all anchored in one element: **this generation’s search for truth**. Authenticity is important to Gen-Z.

65% of Gen-Z

try to learn the origins of anything they buy—where it is made, what it is made from, and how it is made

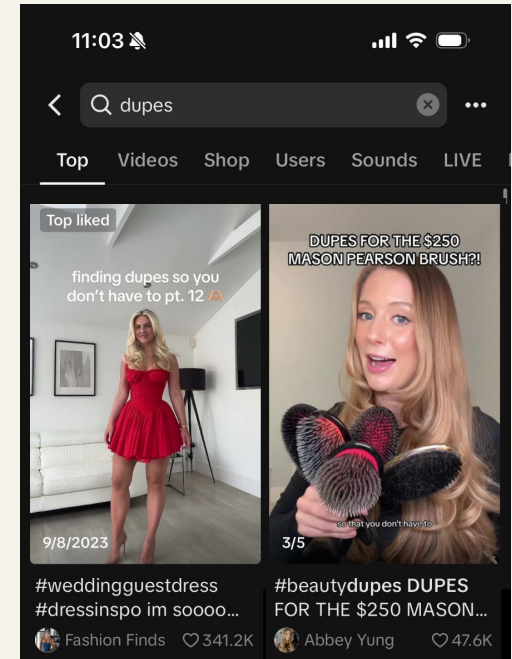
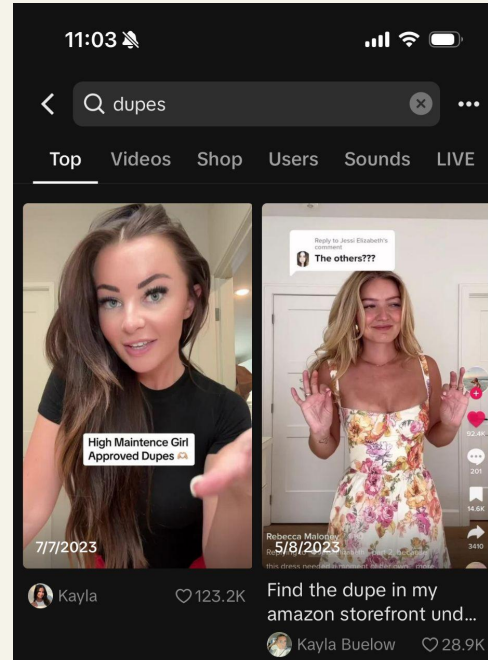
The Tension:

This “real” generation loves fast fashion

GenZ is the dupe generation

They pride themselves on outsmarting the luxury system by thinking they’ve found good enough design knockoffs for less money.

"We go shopping a lot at the mall, and then we'll find something really cute. Then we look at the price tag and then we'll be like, 'Oh, we should find a dupe for that,'"
- Gen-Z consumer



Brand Problem:

It's hard to be real when dupe culture is so prevalent

Used luxury goods are seen as a worse “deal” than just finding a less expensive dupe.

Gen-Z's perception is 'Why pay more for a used version of the real thing when they can find something just like it for less?'

SOURCE

We need to shift perceptions of secondhand fashion



The Mindset Shift:

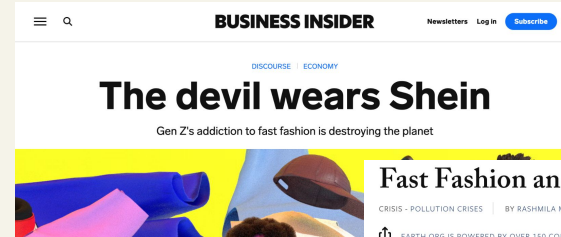
Fake fashion isn't a "life hack"— it's inauthentic to GenZ values

Buying dupes or fast fashion contradicts Gen-Z's values of inclusivity, sustainability, human rights.

The Gen-Z paradox: Either shop secondhand or fall into the fast-fashion trap and there's not any other options.

Gen-Z impulse shops - easily triggered by social media. This doesn't necessarily reflect their true values.

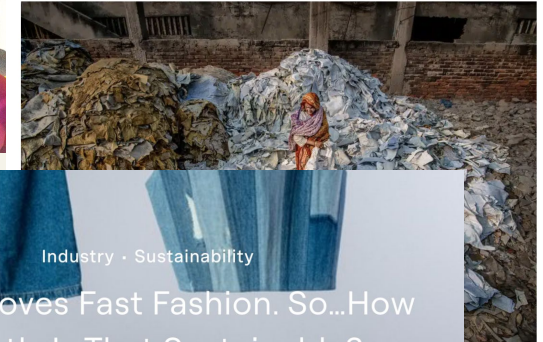
SOURCE



Fast Fashion and Its Environmental Impact

CRISIS - POLLUTION CRISES | BY RASHMILA MAITI | GLOBAL COMMONS | JAN 5TH 2024 | 6 MINS

EARTH.ORG IS POWERED BY OVER 150 CONTRIBUTING WRITERS



Gen Z Loves Fast Fashion. So...How Exactly Is That Sustainable?

Home > Blog > Gen Z Loves Fast Fashion. So...How Exactly Is That Sustainable?

Creative Insight:

You need to be **REAL** in order to make a statement



Gen-Z cares about and respects those who are authentically themselves.

Emma Chamberlain is the perfect example of a Gen-Z influencer who was authentically herself in her online personality and style. This created a strong relationship between her and other Gen-Zers who respected her ability to show off her style and create a conversation around the context and culture of fashion.

The Real Real:

The RealReal makes real fashion accessible



The RealReal

*“By definition, luxury goods are more human than anything mass produced in factories. They are created with care and expertise, by hand, in small ateliers. As such, they elicit an **authentic** emotional connection. Ultimately, that is our objective as well—to create **authentic**, emotional connections with our members.” - From TRR’s Brand Book*

Brief on a Page:

Get

GenZ who love being “real” but are quickly becoming the “dupe” generation

To

See how fast fashion is making them inauthentic

By

Showing what makes second hand luxury goods truly authentic

*(you're supporting real craftspeople,
getting better materials, etc.)*

The Task:

Deliverables

1x campaign line

1 or more OOH's

1 or more script

Optional: 1 or more print ad

**Optional: 1 Brand activation
(social media or in person)**

If there is anything else you think is vital for your campaign go for it!

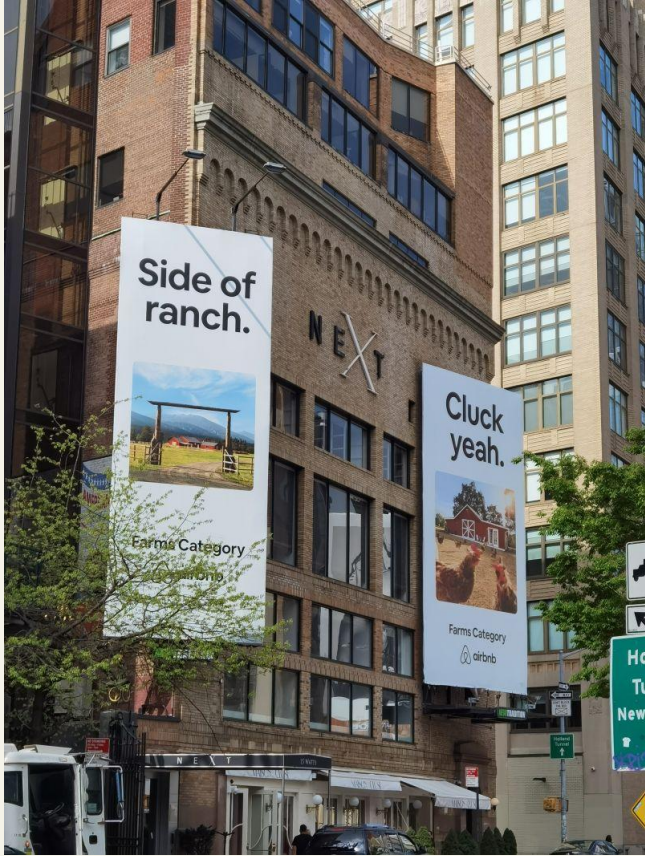


Deliverables explained “Campaign Line”:



A great campaign line succinctly and powerfully sums up the central idea of your campaign.

Deliverables explained OOH:



OOH's a great place to demonstrate you're being intentional with where your message shows up.

Deliverables explained “Script”:



Deliverables explained “Script”:

Film - Reunion

Reverse Slo-Mo Video

We open on a shot of two people in a tight and loving embrace, one spilling a Coca-Cola out from behind the other.

Suddenly, the liquid starts to lift up into the air in slow motion, rising back into the glass that it came from, clearly seeing the bottle and logo.


We see the couple laughing in reverse, their arms moving from their interlocking. They start to move just a little away from each other.

We continue to reverse, seeing just the moment before they embrace, both with their arms out. We see the pure joy on their faces, the formation of the wrinkles of their smiles. The love in their eyes.

We see luggage in the background — this is a reunion hug.

Suddenly, time moves forward again at normal speed, ending on a photo of their embrace as the Coca-Cola spills once more. We hear laughter.

SUPER: Worth Every Drop

Confidential 



Deliverables explained “Script”:

AN ALARMING WAKEUP TVC :15

We open on a Teen sleeping peacefully in bed. Just as he stretches out, we watch as the Kids escape from an open SPK bag and plug a large amp into their phone.

VO: First, they're sour.

We cut to the Teen, jolting awake.

We cut to outside the house as we hear a classic phone alarm sound blasting loudly. We see the lights all across the house turn on. Even triggering the alarm of a car parked in the driveway. We hear a neighbor yell.

NEIGHBOR VO: COME ON!

We cut back to the teen as He looks angrily at the Kids.

VO: Then, they're sweet.

The Kids jump on his phone screen, turning on Industry Baby by Lil Nas X.

We watch as he vibes with the Kids while he gets ready for the day.

END CARD

VO/SUPER: SOUR PATCH KIDS. SOUR. SWEET. GONE.



Deliverables explained “Brand Activation”:



An activation can make your idea more powerful by giving consumers a chance to interact with your brand.

Creative Inspo:



Vinted reveals the ridiculousness of over-consumption by having people wear all the duplicate clothes they keep in their closet.

How can the The RealReal, a brand that values quality long-lasting fashion over flimsily-made trends, show their point of view as clearly?



Patagonia shows how they value utility over fashion in this print ad.

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THE

WORKSHOP