

The Workshop: Summer 2024

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August 28, 2024

TheRealReal

BIG OIL

BIG TECH

BIG PHARMA



Who actually *likes* Big Business?

Gen Z is particularly skeptical of Big Business with only 42% saying they “trust companies.”



How can we leverage that skepticism to help expose Fast Fashion's duplicity?

And most importantly, showcase **TheRealReal** as an **authentic** and **responsible** alternative?

BIG DUPE

Don't fall for Big Dupe. Get TheRealReal.

We're christening the Fast Fashion Industry **'Big Dupe'** to show how its deceit rivals other mega industries like Big Oil.

It's time to fight back against their rubbish.



TRASHY TASTE // :60

A female face, plastic and motionless, fills the frame.

Her smile, once welcoming, has grown haunting after years of paint fading and flaking off.

Soft music slowly fades in as the camera pulls back revealing the rest of the mannequin. She's missing an arm but what really catches our eye is her wrinkled, yet still shimmering red dress.

As we continue to pull back, we notice the dress and mannequin are lodged on top of a huge mound of garbage. Lots of clothes but also some other miscellaneous putrefied waste.

We soon see a sprawling landfill, mostly full of discarded clothing. Ever-expanding, its scale becomes shockingly massive.

We are in Fast Fashion's graveyard.

VO:

Look at this dress. Is it designer?

No. It's a \$13 dollar dupe.

Sounds like a deal. But it's true cost is far more.

It's one dollar an hour, with only one day off a month.

It's one education discarded.

One childhood sacrificed.

It's hundreds of thousands of tons of microplastics.

Millions of tons of fabric. Trillions of gallons of water.

And an elastic that snaps after just a few wears.

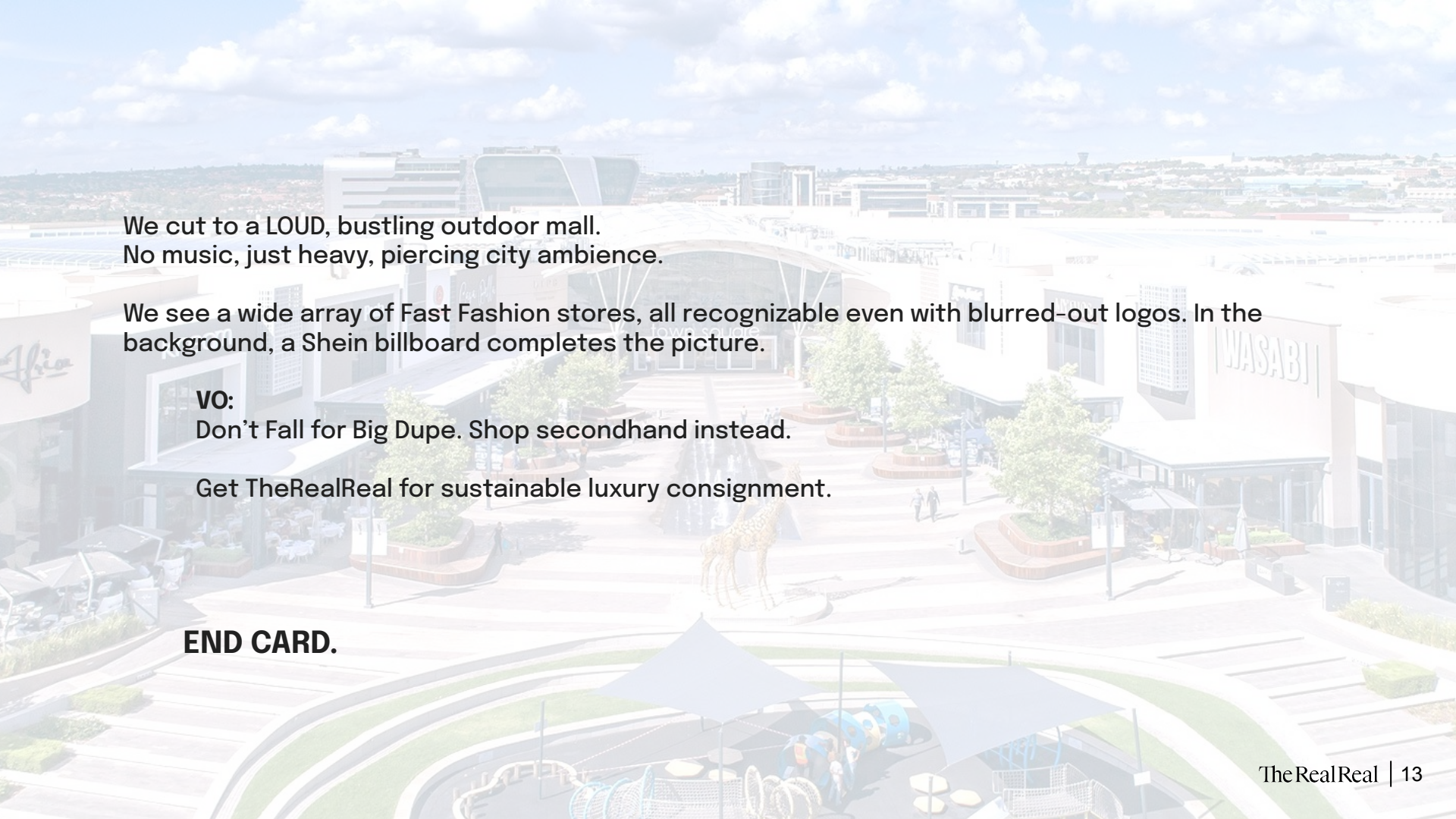
Don't worry though; you can always buy another.

And another. And another. And another...

After all, that's the plan.

They knew it would end up here. They wanted it to end up here.

That's just who they are.



We cut to a LOUD, bustling outdoor mall.
No music, just heavy, piercing city ambience.

We see a wide array of Fast Fashion stores, all recognizable even with blurred-out logos. In the background, a Shein billboard completes the picture.

VO:

Don't Fall for Big Dupe. Shop secondhand instead.

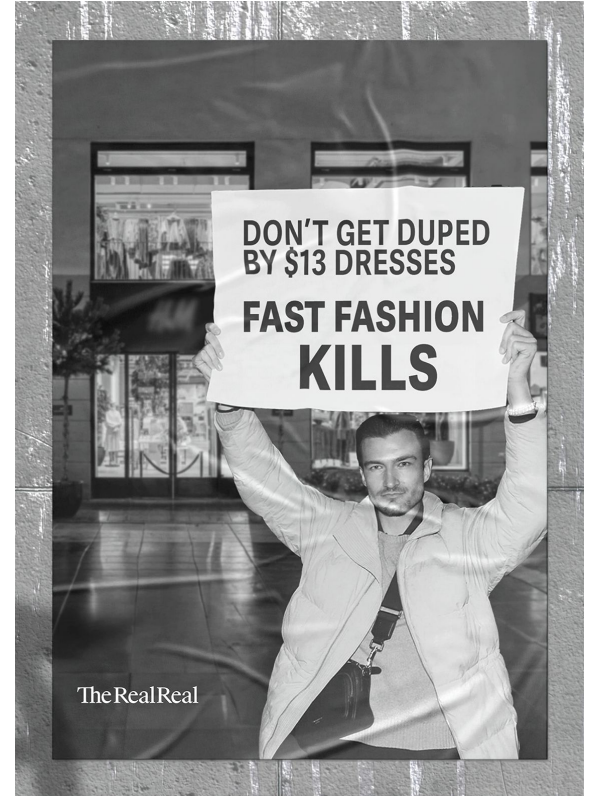
Get TheRealReal for sustainable luxury consignment.

END CARD.

OUT OF HOME PICKETING

In true activist fashion, we'll plaster our message all over town—from *big* billboards to *little* wheatpaste posters.





The RealReal

**But who are
these protestors?**



Venetia La Manna
291K followers



The Stanilands
158K combined followers

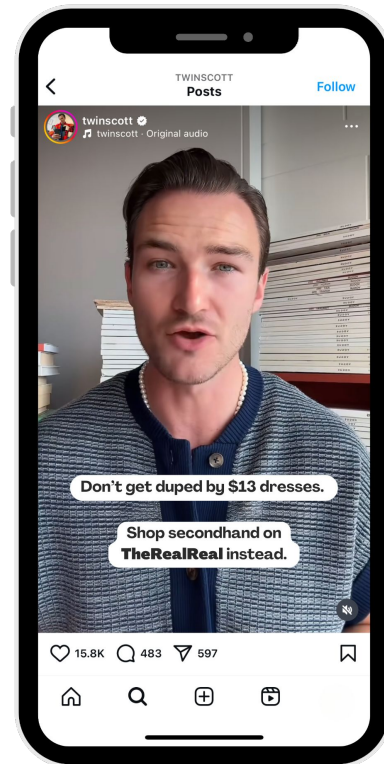
INFLUENCING A PROTEST

Creators like Scott and Brett Staniland as well as Venetia La Manna have made sustainable fashion a pillar of their online personas.

The Stanilands have even made content out of protesting fast fashion stores in the past.

We'll partner with these kinds of creators. The ads will document their protests, using some of our copy, aligning **TheRealReal** with this growing online movement.

This also allows us to expand the campaign to social with behind the scenes content on the creators' accounts.



**And to launch it, we're
gonna make a *stink* at
NYC Fashion Week.**

Literally.



TRASH VERTISING

NYC is notorious for the piles of trash lining its sidewalks.







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NYC is notorious for the piles of trash lining its sidewalks.

This year all around Fashion Week, we're giving businesses **thousands of free, custom-made** trash bags.

On the bags: slogans that trash Big Dupe and the garbage they shamelessly pump out.

Some of the bags will inevitably end up on the sidewalk for all to see (*and smell*).







We'll even turn NYC trash trucks into mobile billboards.
Loud, smelly, **hard to miss billboards.**

DAILY NEWS

'Big Dupe' is the Big Enemy at NY Fashion Week



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Best of this fashion week

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TheRealReal Talks Trash at Fashion Week.



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Shop secondhand instead.

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TheRealReal Trashes 'Big Dupe' at Fashion Week

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Don't fall for Big Dupe.

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NYFW

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More news here

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News to read.

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DON'T FALL FOR BIG DUPE. GET THE REALREAL.

TYLER SMITH
COPYWRITER



SOFIA MONDELO
ART DIRECTOR