Cotton Incorporated

How We Use Shoppable Video to Drive Engagement and Conversion





The Fabric of Our Lives®

Our Mission

Cotton Incorporated, funded by U.S. cotton producers and importers of cotton and cotton textile products, conducts worldwide research and promotion activities to increase the demand for and profitability of cotton.



Cotton Incorporated: The Pipeline

Dirt to Shirt

We provide the resources and research needed to help companies develop and market superior, innovative, and profitable cotton products. The company's efforts are focused across every area of the cotton life cycle from fiber through finished product.

- Performance Technologies
- Fabric Technologies
- Fiber Economic Analysis
- Agriculture & Environment Research
- Consumer Marketing
- Sustainability
- Consumer and Market Data
- Industry Resources
- Technical Services to Cotton Growers

Strategic Alliances Role

Strategic & Retail Partnerships

Partner with retailers and brands to create unique fashion and point-of-sale experiences online and/or at brick & mortar to drive cotton sales.



Creating Unique Retail & Fashion Experiences

OBJECTIVES

- Drive sales
- Generate awareness
- Make the purchase journey convenient
- Position cotton the fiber/the Cotton “brand” as relevant, cool and on-trend
- Encourage consumers to check fiber content labels
- Create press opportunities
- Amplify messaging via social media



Converting Awareness into Action

KEY CONSUMER MARKETING PILLARS



Strategic Alliances – Activation Categories

IN STORE PROMOTIONS



ECOMMERCE PROMOTIONS



MALL PROMOTIONS



POP-UP SHOPS & CAPSULE COLLECTIONS



SHOPPABLE FASHION SHOWS



MEDIA PARTNER RETAIL EVENTS



Retail/Brand Partners

STRATEGIC AND RETAIL PARTNERSHIPS – SINCE 2015



COTTON'S

60 SECOND FASHION SHOW

A SHOPPABLE VIDEO EXPERIENCE



Cotton’s 60 Second Fashion Show

OBJECTIVES

- Conversion: Drive sales of cotton at Bloomingdales.com and at brick & mortar
- Ease the consumer purchase journey
- Bring newness and the apparel to life via a new format (video vs product shots)
- Bring awareness to cotton style and versatility



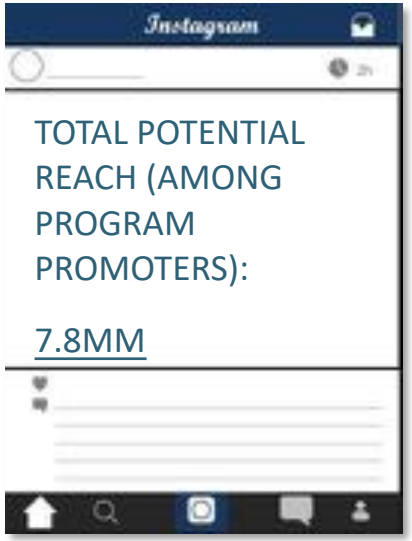
Cotton’s 60 Second Fashion Show Overview

- **Exclusive Retail Partner**: Bloomingdale’s
- **Media Partner**: WhoWhatWear
- **Live “Traditional” Fashion Show**: NYC, August 2017
- **Program Promoters**: Influencers and Celebrity Host
- **Program Cornerstone**: 60 second interactive shoppable edit of fashion show



Awareness

PROGRAM PROMOTERS: INFLUENCERS AND CELEBRITY HOST





Kristin Cavallari – Fashion TV Personality
2.9M Followers



Blair Eadie – Atlantic Pacific
1M Followers



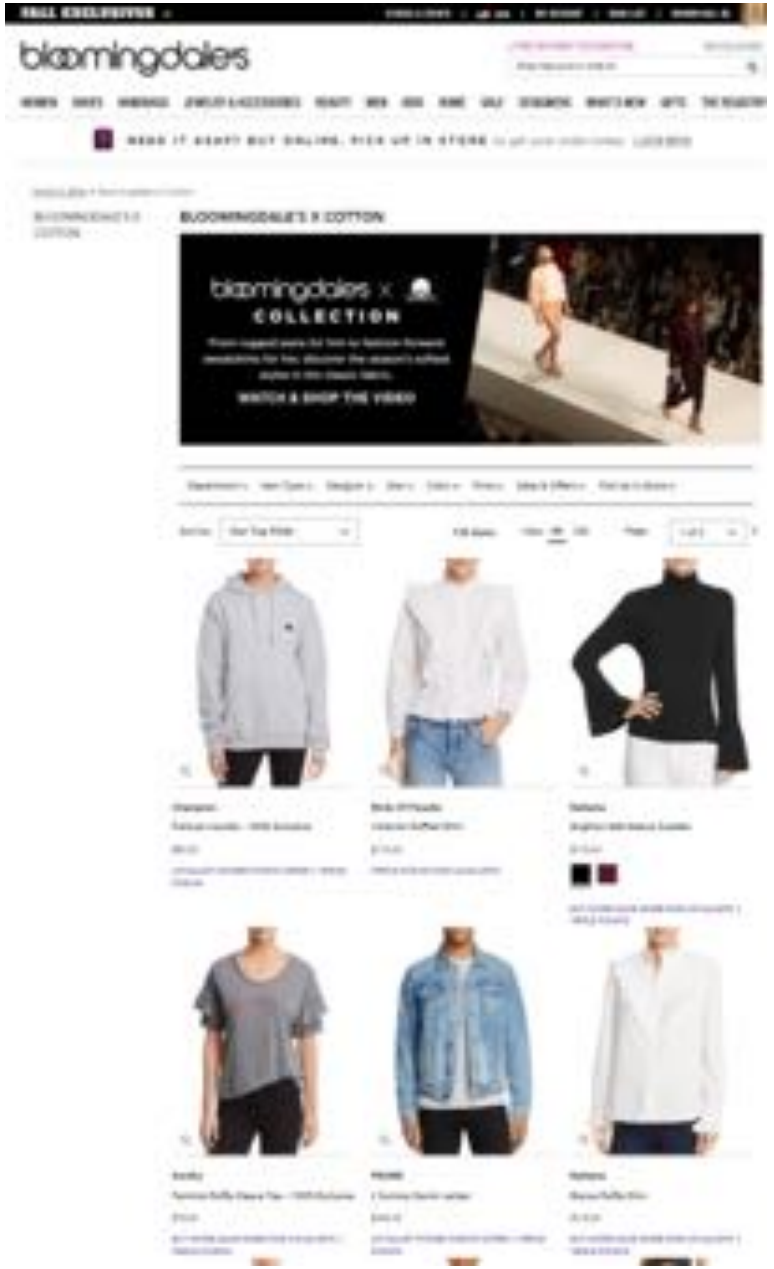
Christine Andrew – Hello Fashion
981K Followers

Awareness

bloomingdale's

- **Curated Online Shop Browse Page**
  - Featuring show looks and an extended collection

- **Online Program Components**
  - Homepage Banner
  - Eblasts
  - Social



Awareness

bloomingdale's

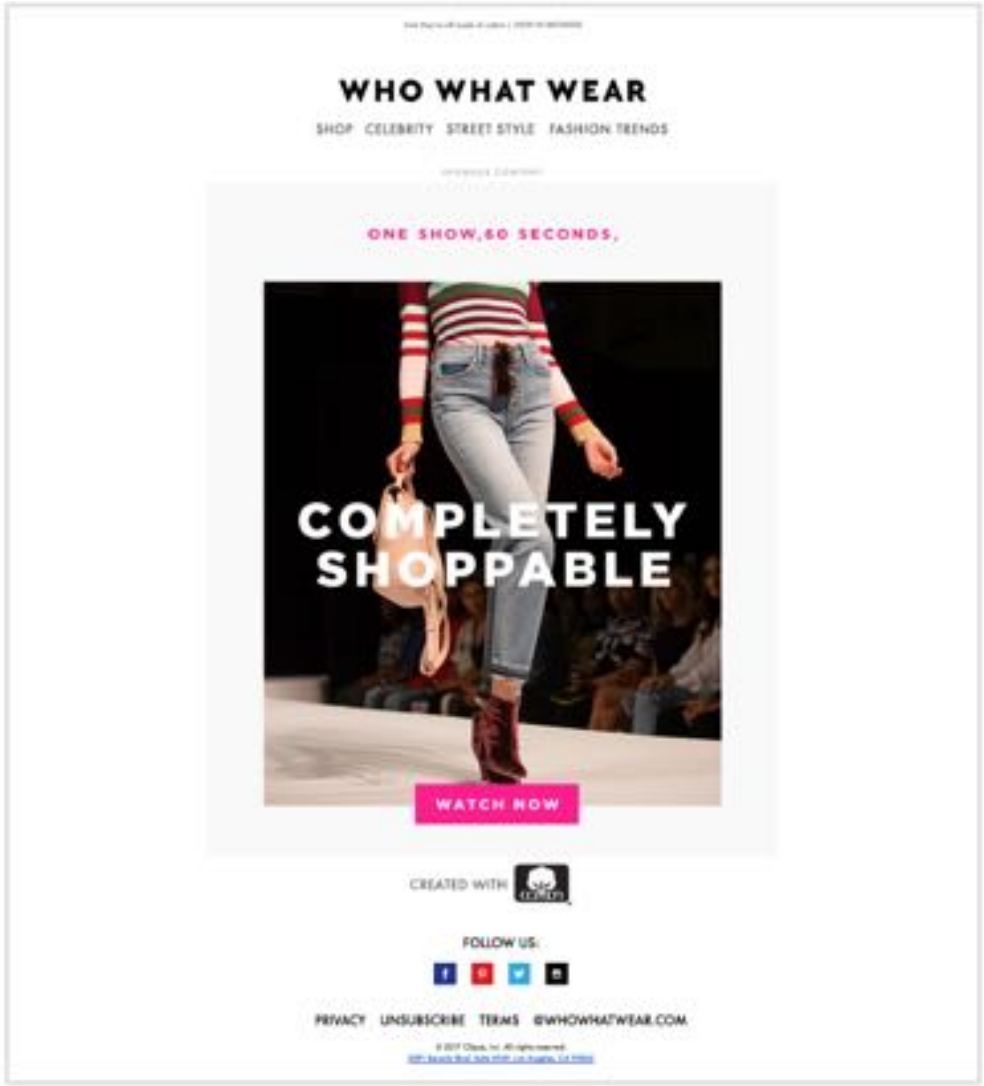
- Number of Stores: 33
- In-store promotion: Sept 7 – Oct 19
- Mannequin displays (women's & men's contemporary departments)
- Video walls
- Signage pedestals
- Fitting room clings
- 59th Street store window display



Awareness

MEDIA PARTNER: WHO WHAT WEAR

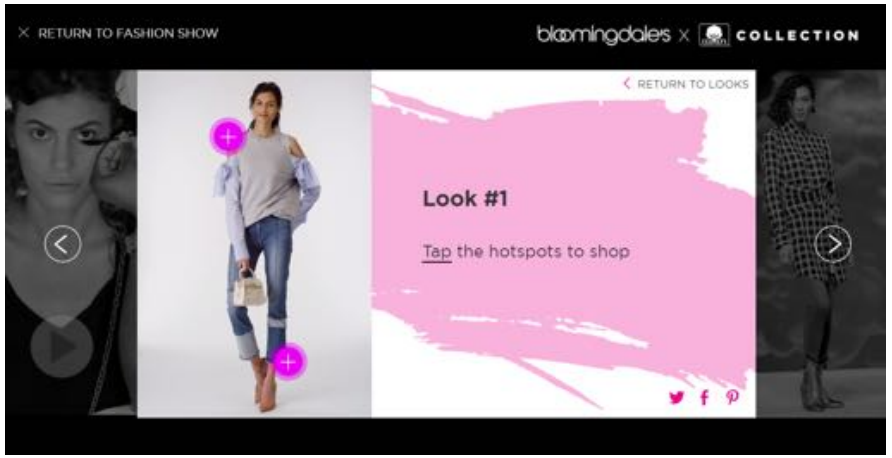
- Dedicated Talent
- WWW Editor Access & Event Attendance
- Dynamic Video Distribution (Pre + Live)
- High-Impact Media
- Tune In & Live Video Story
  - Dedicated Eblast
  - Newsletter Takeover
  - Facebook Instant Article

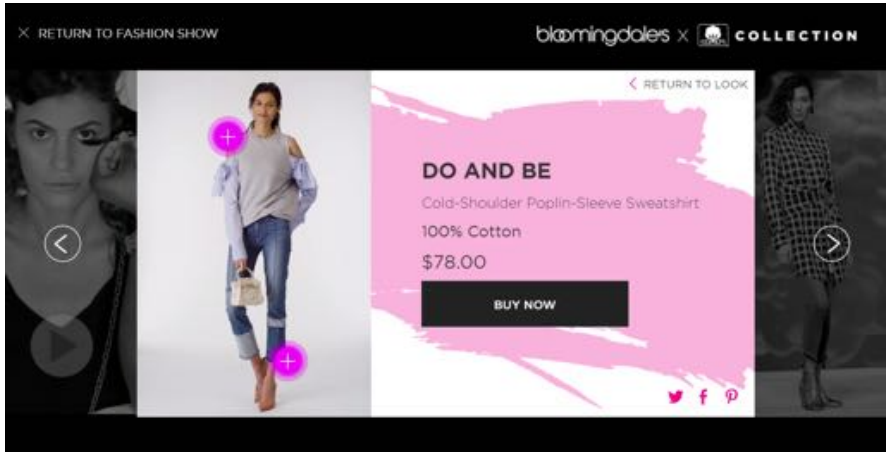


Engagement

COTTON'S 60 SECOND FASHION SHOW = INTERACTIVE SHOPPABLE VIDEO

- **Live Video Story Page Views:** 3,109,138
  - Average time spent: 1:17
- **Video Views:** 2,590,191
  - Projected 2,500,000 (up 3.6%)
- **Video Engagement Rate:** 16%
  - Exceeds industry average (6.67%) by 138%
- **Social Media:** 523,497 WWW & Influencer Interactions





Conversion

Best Sellers



Do and Be Cold-Shoulder Poplin-Sleeve Sweatshirt $78



PAIGE Seamed Straight Crop Jeans in Saratoga $269



rag & bone/JEAN Sadie Shirt Dress $295



Parker Striped Sweater $175



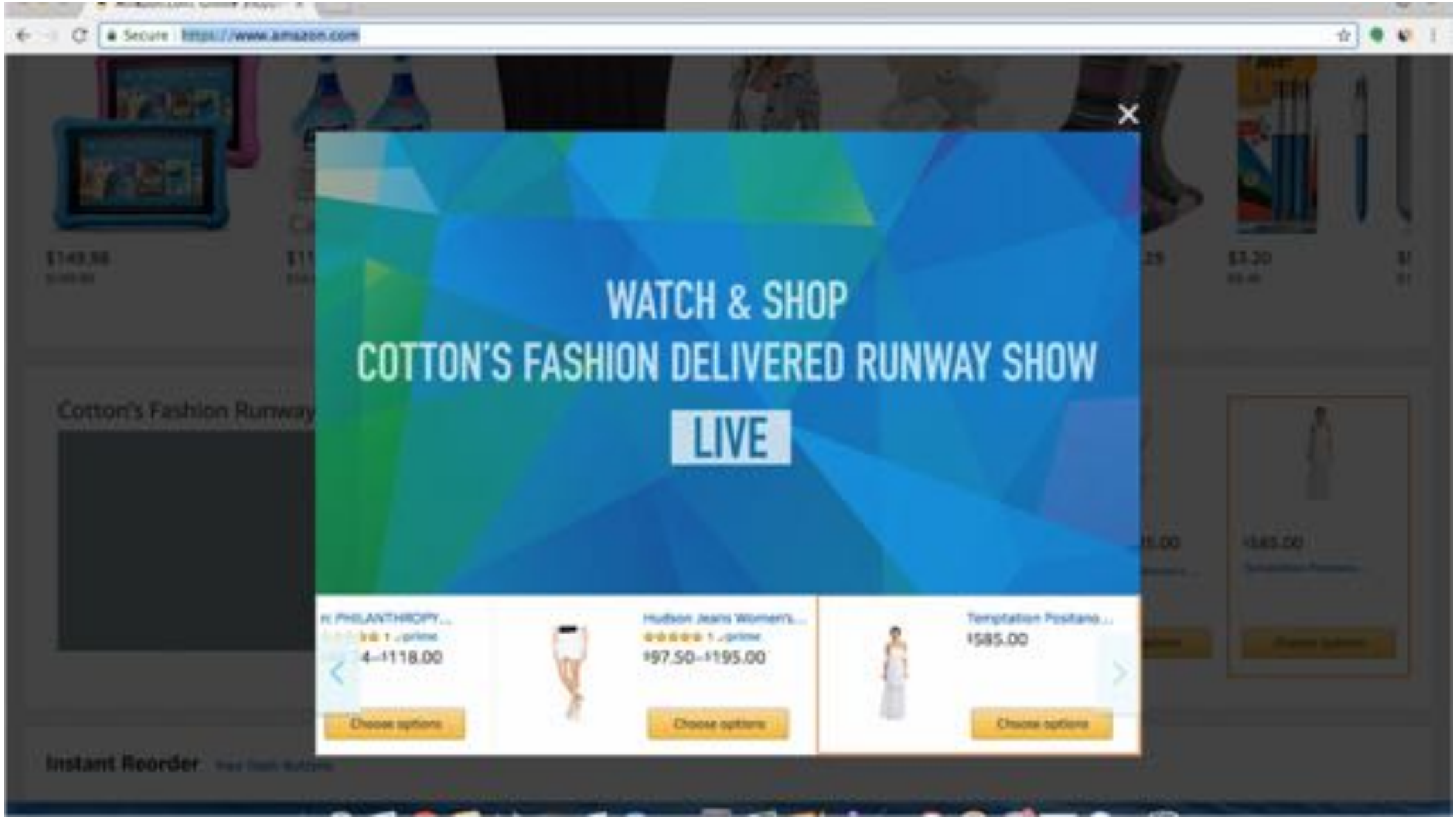
BLANKNYC Crystal & Faux-Pearl Embellished Jeans $118





FASHION DELIVERED

amazon


Secure
WATCH & SHOP
COTTON'S FASHION DELIVERED RUNWAY SHOW
LIVE
Choose options
Choose options
Choose options
Cotton's Fashion Runway
Instant Reorder

Cotton’s Fashion Delivered Runway Show

OBJECTIVES

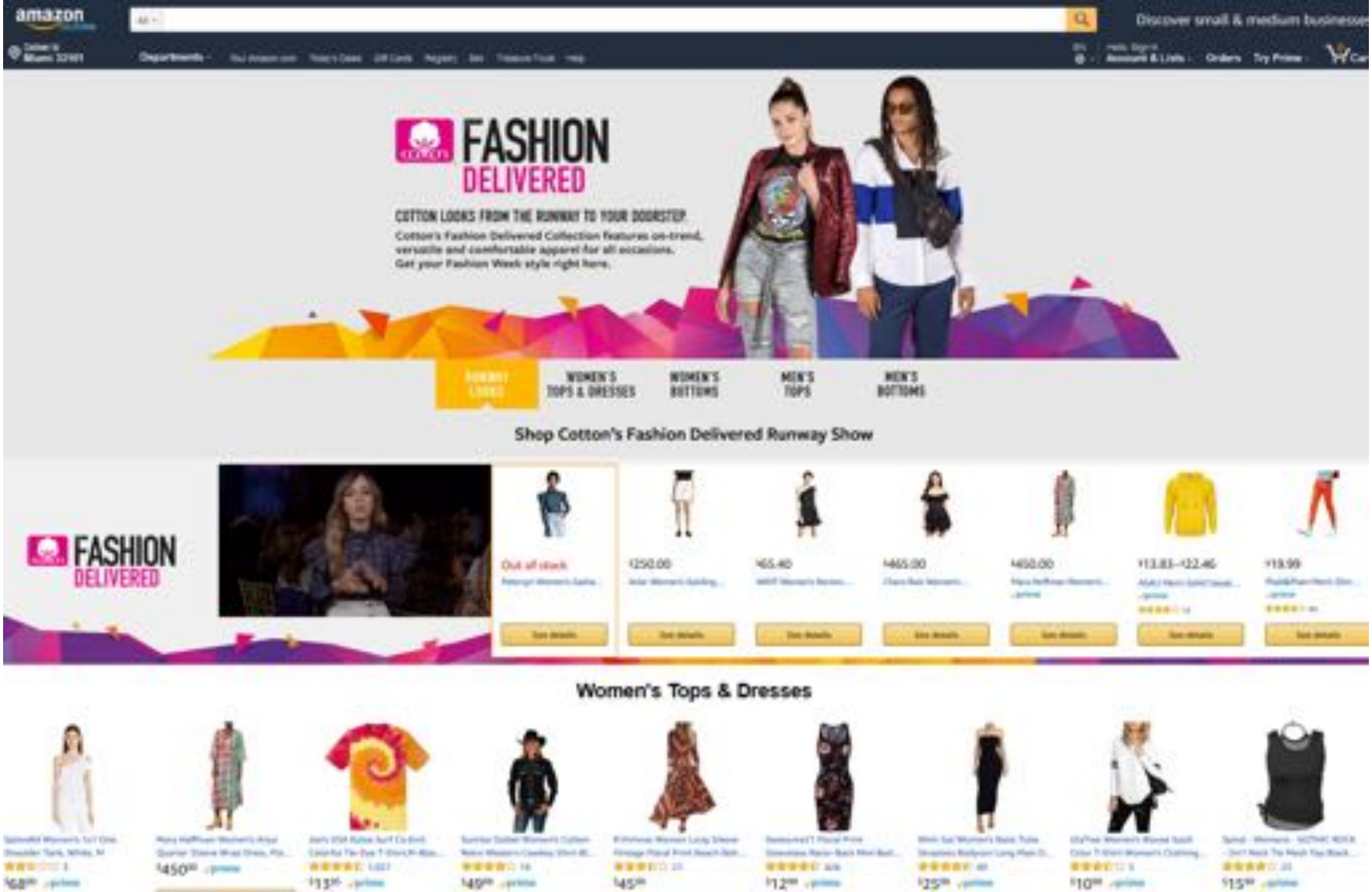
- Conversion: Drive sales of cotton at Amazon.com
- Ease the consumer purchase journey
- Deliver a first-to-market opportunity for Amazon
- Focus the range of product offerings on Amazon.com and curate into a stylish, accessible shop
- Bring awareness to cotton style and versatility



Cotton's Fashion Delivered Runway Show Overview

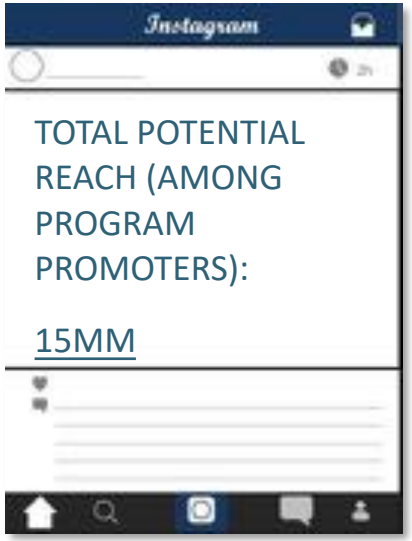
- **Retailer/Media Partner**: Amazon.com
- **Live "Traditional" Fashion Show**: Fashion Week NYC, September 2018
- **Program Cornerstone**: Long format Interactive shoppable edit of fashion show & curated shop on Amazon.com/ShopCotton
- **Program Promoters**: Influencers and Celebrity Hosts




FASHION
DELIVERED
COTTON LOOKS FROM THE RUNWAY TO YOUR DOORSTEP
Cotton's Fashion Delivered Collection features on-trend, versatile and comfortable apparel for all occasions. Get your Fashion Week style right here.
WOMEN'S TOPS & DRESSES
WOMEN'S BOTTOMS
MEN'S TOPS
MEN'S BOTTOMS
Shop Cotton's Fashion Delivered Runway Show
FASHION
DELIVERED
Out of stock
Women's Tops & Dresses

Awareness

PROGRAM PROMOTERS: INFLUENCERS AND CELEBRITY HOST





Danielle Bernstein– Public Figure
1.9M Followers



Rocky Barnes– Fashion Influencer/Model
1.4M Followers



Louise Roe– Fashion Journalist/Presenter
691K Followers

Strategic & Retail Partnerships

COLLECTIVE OF THE COTTON EXPERIENCE = NET RESULTS

The retail industry is no longer about fulfillment and inventory, it's about brand immersion and customer experience.

Experience chains between businesses are the catalysts for a new model of collaboration, the pathway to customer success, and the future of the experience business.

2018

Sales of cotton athleisure apparel with an e-tailer partner went up 37% during the campaign

Influencers/Celebrities

Seal of Cotton Promo

In-store Messaging/Displays

Digital and Social

Events

Video Content

Public Relations

Though e-commerce provides instant gratification through savvy search engines and easy one-click buying, there is still no replacement for the sensory touchpoint provided by a brick-and-mortar location where customers can touch, feel, and evaluate the product in person.

78% of millennials would prefer to spend money on a desirable experience or event over a desirable object.