



# Wear NEXT Events

## OUR CHALLENGE

With the launch of a new brand campaign, every university produces a mountain of swag that ultimately ends up in a landfill. With TXST NEXT, we decided to take a different approach. An approach that aligned the brand more closely with our students' desire for personalization and beliefs about sustainability while successfully navigating supply chain shortages caused by the pandemic.

## OUR GOALS

- engage students with the brand
- promote sustainability on campus
- repurpose surplus Texas State merchandise
- maximize a limited budget
- partner with alumni and students

## OUR SOLUTION

### **Wear NEXT: Good for your closet, better for the planet**

In-person fashion upcycling events with live screen printing and exclusive TXST NEXT designs.



## MARKETING & PROMOTION

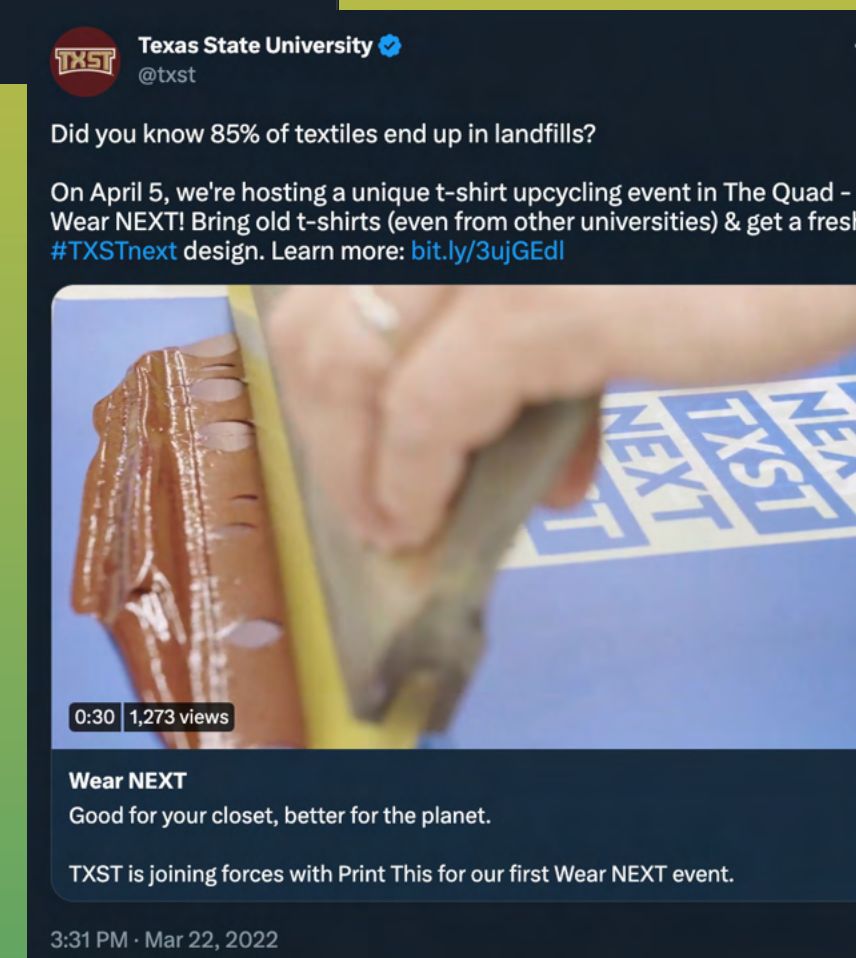
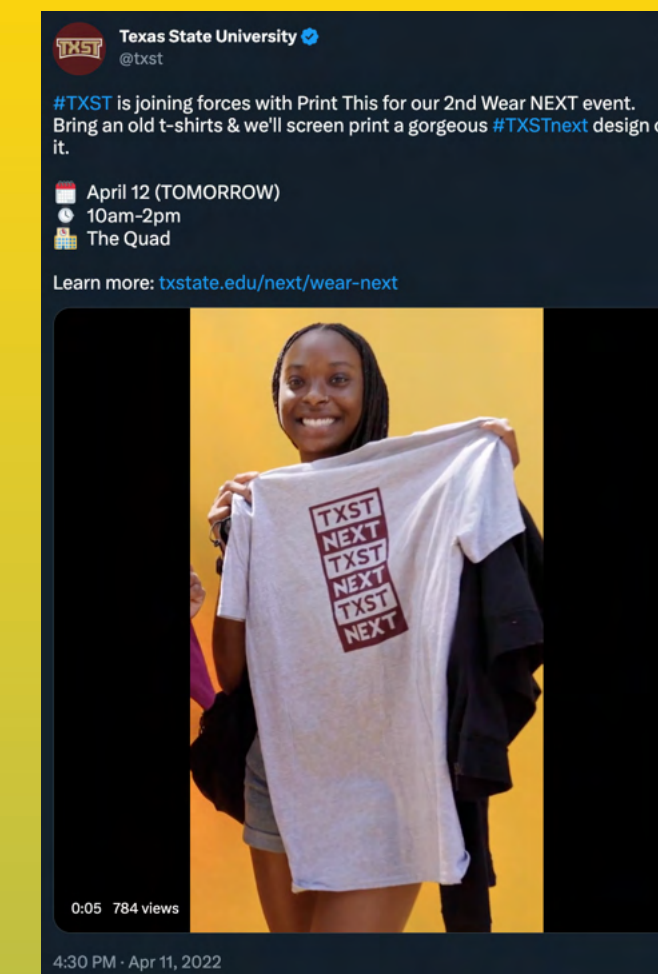
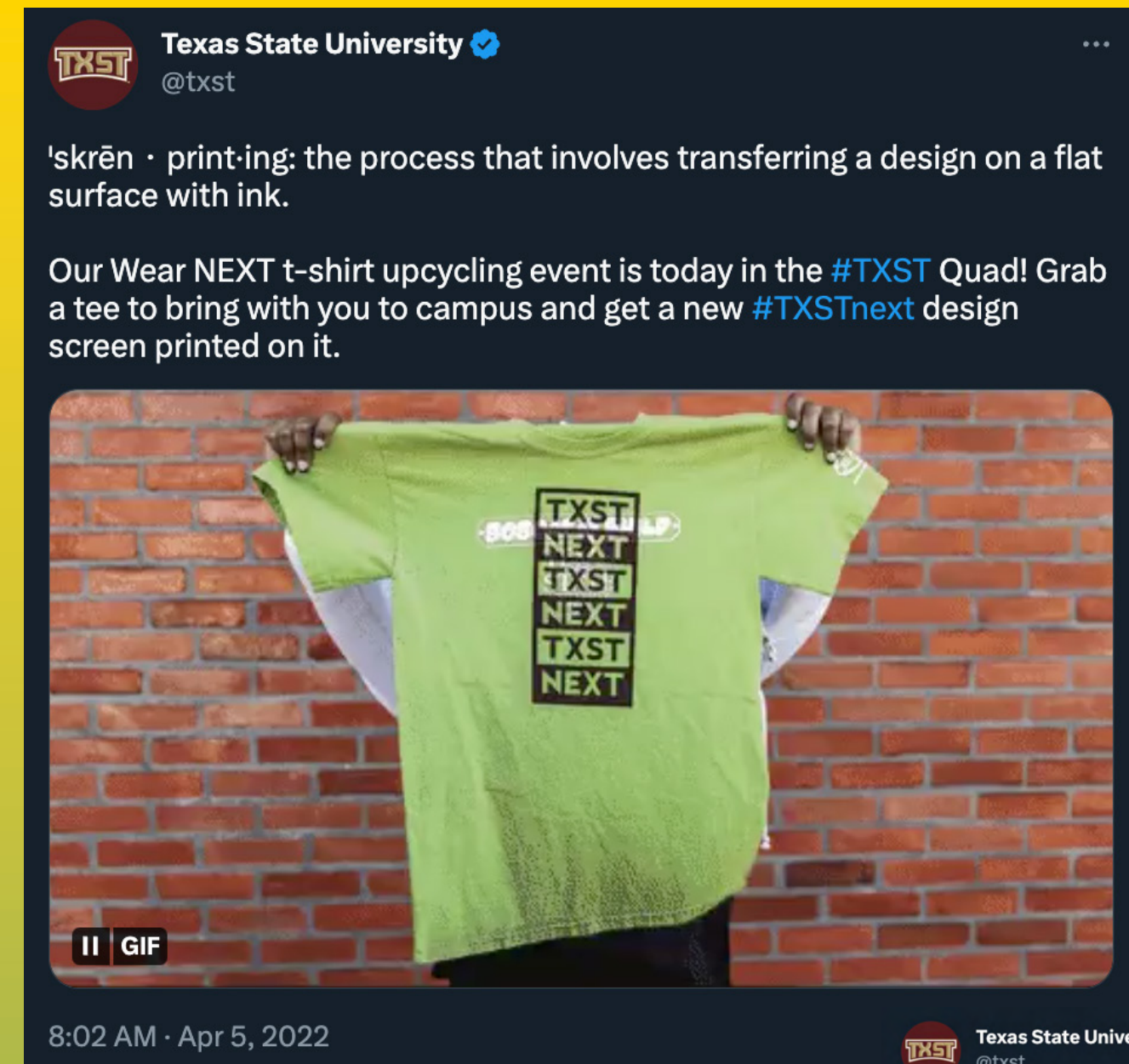
- a webinar for faculty and staff from the Sustainability Studies program, Student Affairs, and the Division of Inclusive Excellence, as well as college leadership
- digital Save the Dates and event reminders
- videos, social media messaging, and a landing page

45,078

video views

718

website users



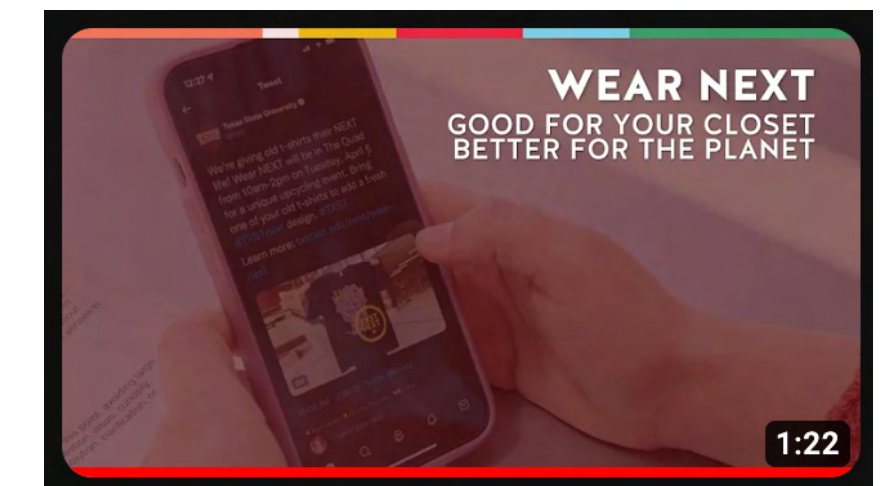
## YouTube:

58%

average percentage  
viewed for all videos

## 2.8

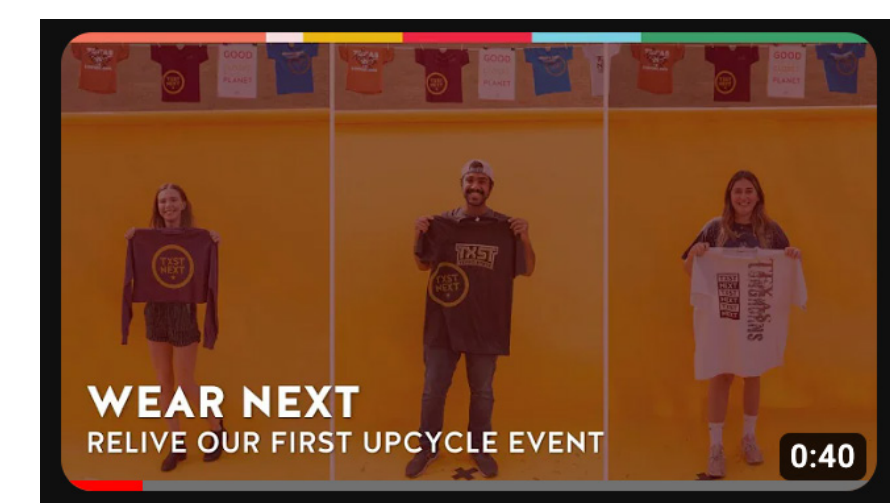
hours watched



## Wear NEXT - Upcycle Event at TXST



[Wear NEXT - Screen Printing at Texas State University](#)



[Wear NEXT T-Shirt Upcycling at TXST](#)





The events were held on the Quad on two different days across two weeks, attracting plenty of foot traffic as students moved around campus.



## WEAR NEXT EVENTS

We partnered with an alumni-run screen printing business for two Wear NEXT fashion upcycling events. We took students' old clothes and surplus T-shirts from partnering departments and live screen printed new TXST NEXT designs on them for free.



Each week, two different designs were available in two colors, creating an exciting sense of exclusivity.



Each student got to choose the design, color, and placement of the graphic, giving each item a fully customized, one-of-a-kind feel.

BEFORE



AFTER





We printed on nearly anything the students brought, including other universities' merchandise and apparel.

553

shirts and other items printed





## ALIGNING WITH OUR STUDENTS' VALUES

75%

of Gen Z consumers say sustainability is more important to them than brand when shopping, *First Insight's 2021 State of Consumer Spending*

76%

of Gen Z consumers expect brands to become more sustainable, *First Insight's 2021 State of Consumer Spending*

THE U.S.  
CREATES  
11M TONS  
OF TEXTILE  
WASTE  
A YEAR

TXST  
NEXT

GOOD  
FOR YOUR  
CLOSET,  
BETTER FOR THE  
PLANET

TXST  
NEXT

95%  
OF TEXTILES  
CAN BE  
RECYCLED

TXST  
NEXT

STAY  
CONSCIOUS  
STAY  
NEXT

WORKING  
NOW TO  
SAVE  
NEXT

TXST  
NEXT



WEAR NEXT ON  
SOCIAL MEDIA

1,345

total engagements

95.2K

impressions

45K

plays/views

68K

Instagram Stories  
reach



**Macha, Rae** 8/23/22 11:28 AM  
I've been asked when y'all are doing the screen printing again, apparently everyone LOVED it 😊



## WEBPAGE ANALYTICS

718

site users

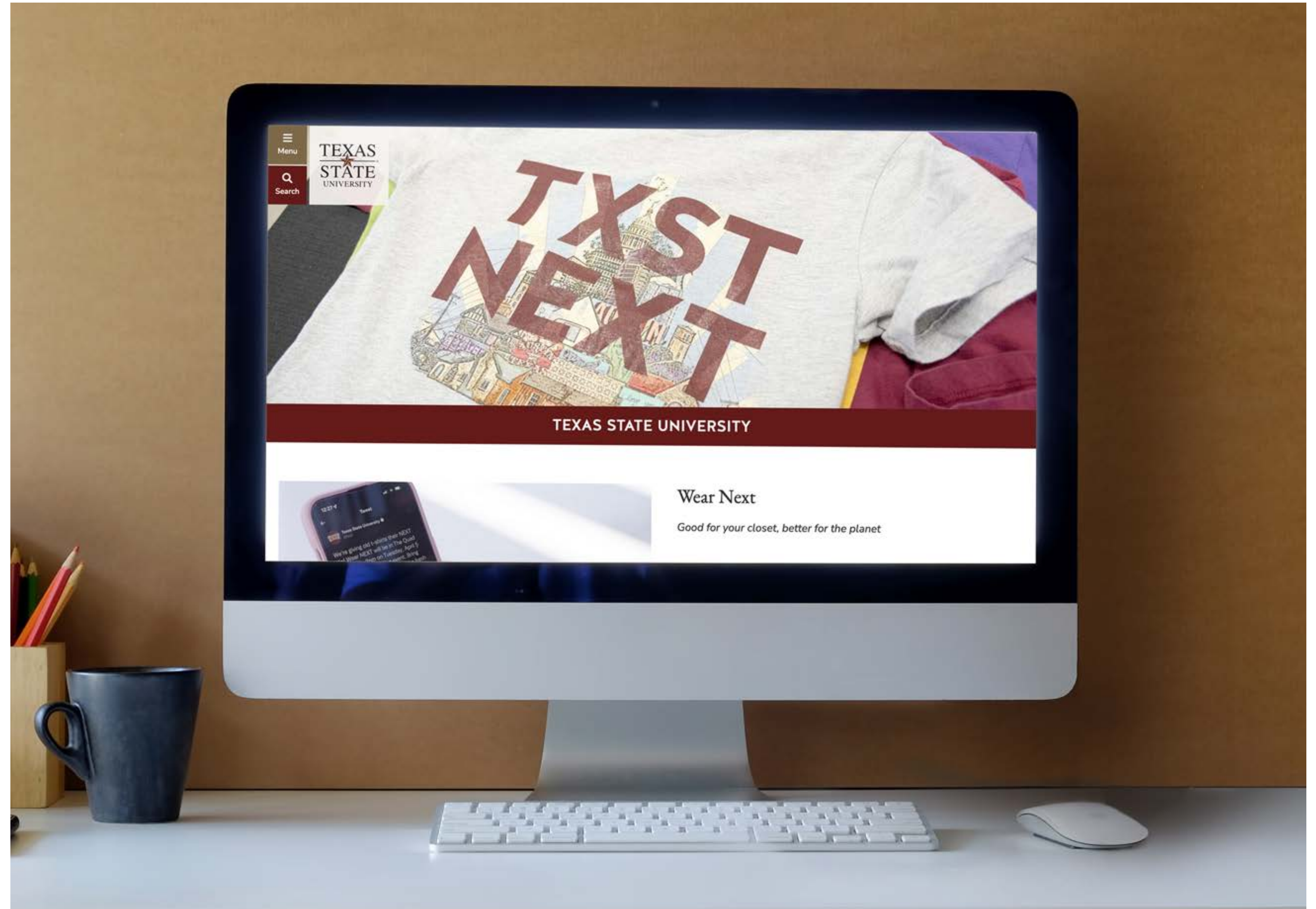
518

new user site visitors

1:37

average time spent  
on landing page

- The majority of users visited the landing page on the day before/ day of events on April 4 and April 11.





## OUR RESULTS

- Printed 553 items.
- Generated 95,235 impressions, 45,078 video views, and 1,345 engagements.
- Partnered with departments across campus to gather surplus Texas State merchandise to use at the events, clearing out the university's backlog of unused t-shirts and giving them new life within the brand campaign.
- Spent less than \$6,500 to create a unique and memorable event while distributing branded merch that students continue to wear.
- Partnered with an alumni business and fashion merchandising students to execute the event.





