

# 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

- merchandise
- maximize a limited budget

• engage students with the brand • promote sustainability on campus

• repurpose surplus Texas State

• 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

TXST

Texas State University 🤣 @txst

'skrēn  $\cdot$  print-ing: the process that involves transferring a design on a flat surface with ink.

Our Wear NEXT t-shirt upcycling event is today in the **#TXST** Quad! Grab a tee to bring with you to campus and get a new **#TXSTnext** design screen printed on it.



8:02 AM · Apr 5, 2022

Texas State University 🤣

We're giving old t-shirts their NEXT life! Wear NEXT will be in The Quad from 10am-2pm on Tuesday, April 5 for a unique upcycling event. Bring one of your old t-shirts to add a fresh #TXSTnext design. #TXST

Learn more: txstate.edu/next/wear-next



10:00 AM · Mar 28, 2022

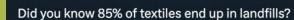
#### Texas State University 😴

TXST is joining forces with Print This for our 2nd Wear NEXT event. ring an old t-shirts & we'll screen print a gorgeous #TXSTnext design

April 12 (TOMORROW)
10am-2pm
The Quad



Texas State University 🤣



On April 5, we're hosting a unique t-shirt upcycling event in The Quad -Wear NEXT! Bring old t-shirts (even from other universities) & get a fresh TXSTnext design. Learn more: bit.ly/3ujGE





Good for your closet, better for the planet. TXST is joining forces with Print This for our first Wear NEXT event.

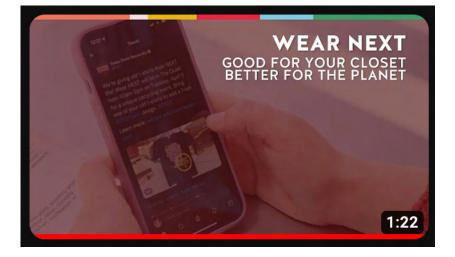
#### 3:31 PM · Mar 22, 2022

### YouTube:

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



### TEXAS STATE UNIVERSITY



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







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



## 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.









### **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 NEXT

> 95% OF TEXTILES CAN BE RECYCLED

> > NEXT

# GOOD FOR YOUR CLOSET, BETTER FOR THE PLANET

TXST NEXT

STAY CONSCIOUS STAY NEXT

> WORKING NOW TO SAVE NEXT

> > NEXT



WEAR NEXT ON **SOCIAL MEDIA** 

1,345

total engagements

95.2K impressions

45K plays/views

68K

Instagram Stories reach

Texas State University Alumni atxstatealumni

Print This, owned by alumni John Powell (B.F.A. '98) and Kathy Anderson-Powell (B.B.A. '00), will be back on campus today upcycling t-shirts with #TXSTnext designs. We're excited to welcome all the alumni from Print This back home to @txst!





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 😊



#### Junior, Darian Simmons, with her brand new TXST next shirt. #mc1313 #TXSTNEXT





Honors College at TXST @TXSTHonors

Tuesday, April 12 | 10 a.m. – 2 p.m. | The Quad Wear NEXT T-Shirt Upcycling Wear NEXT is about repurposing clothing. Bring an old T-shirt from TXST or another university to the Quad and come away with a uniquely designed item. Good for your closet, better for the planet

#txstNEXT





University College at TXST

Don't forget to bring your shirt! Stop by at any point from 10 am - 2 pm to get a cool **#TXSTnext** design.

💼 Texas State University 🤣 @txst · Apr 5, 2022 'skrēn · print·ing: the process that involves transferring a design on a flat surface with ink.

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## WEBPAGE ANALYTICS

**718** site users

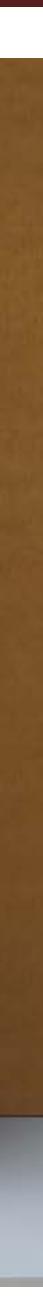
518 new user site visitors

**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.





### TEXAS STATE UNIVERSITY

## 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.









