

ALOJA VAZIA

THE EMPTY SHOP

WELCOME TO THE EMPTY SHOP

This case is filled with paradigm shifts, subversions and contradictions.

The first of them is the challenge itself: a winter clothes donation drive in Brazil. Winter in Brazil?

It may not seem so, but even in a tropical country like Brazil winter can get pretty cold in some cities and people literally freeze to death, year after year. Only in the last year, 130 people died.

This case tells the story of how we completely subverted – on so many levels – the logic behind clothes donation, thereby increasing the amount of clothes donated during winter, not only in Brazil but worldwide.

A CAMPAIGN FROM THE 50s, A PROBLEM OF THE 2000s

Since the 1950s, São Paulo's government has been organizing clothes donations.

It's a simple scheme: big cardboard drop off boxes are set up in public schools and partnering companies. People drop their donations into them, and the clothes are periodically collected by volunteers.

In addition to that, mass media campaigns raise awareness for the cause and call people to donate their old clothes.

There are two problems with that. One: the clothes donated are not enough for everyone who needs them. Two: the amount of donation has been flat for many years. Our big challenge was **how to increase donation volume during the clothes donation campaign.**

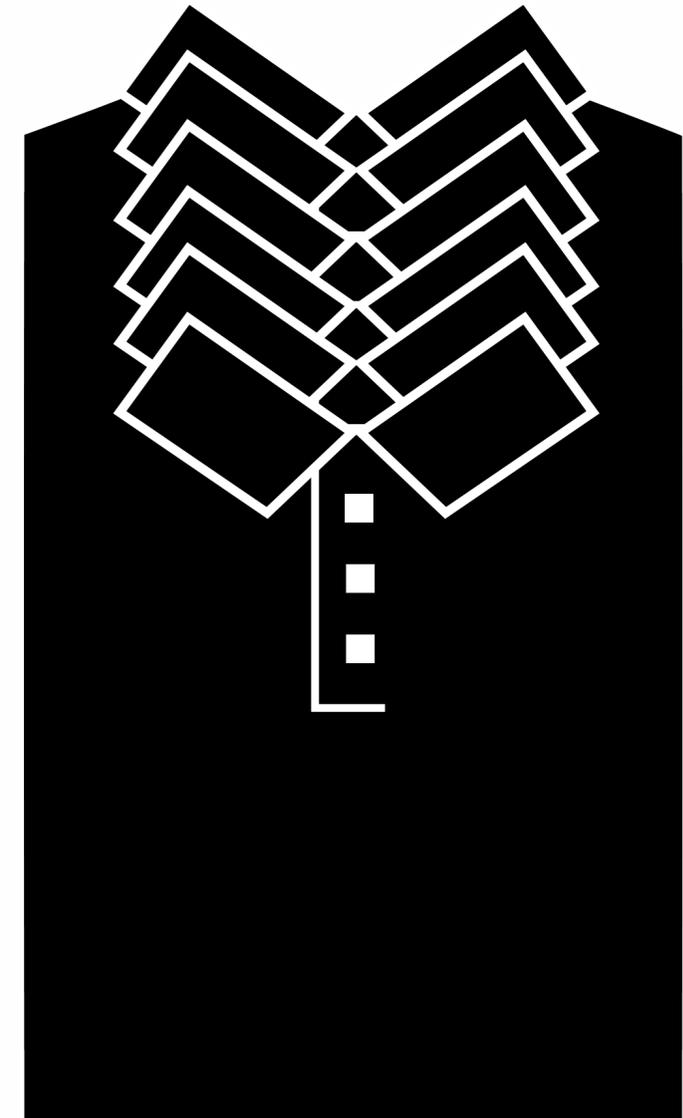
BUT... IS THERE ROOM FOR GROWTH?

Before considering how to increase donation volume, we needed to answer this question: is there room for growth? Do people have enough clothes to donate more?

Yes, they do.

Research shows that Brazil is the leading country in clothes expenses in Latin America. In 2012, 40 billion dollars were spent on clothes. Clothes account for 37% of overall household expenses, higher than medication and home appliances. Clothes expenses are expected to grow by 17.8% in 2014, featuring at the top of people's consumption list.

It's fair to think that in a country where so much is spent on clothing, there's room to increase donation volumes. The question is how to go about it.



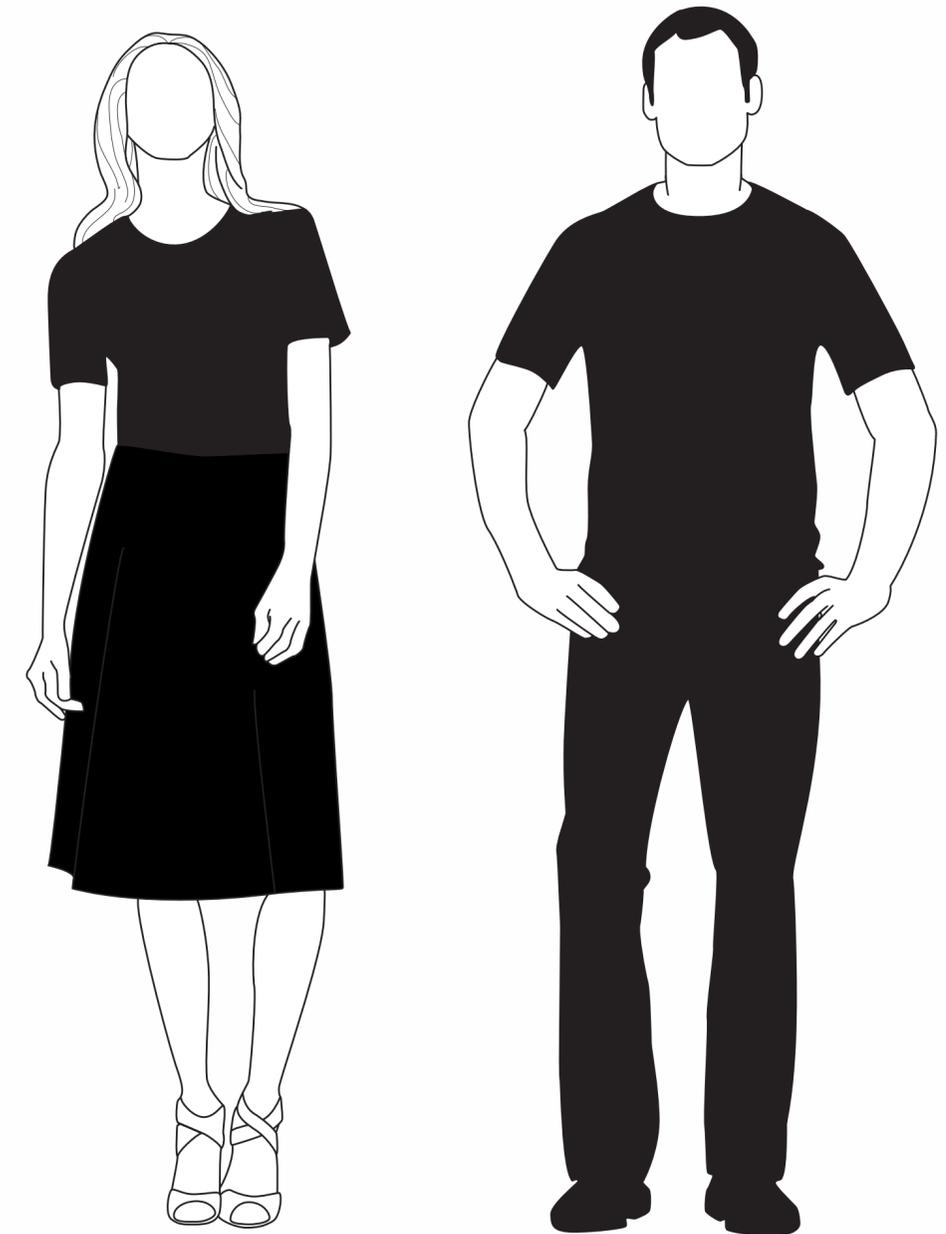
MORE DONORS OR MORE DONATIONS?

The first idea we had for a growth strategy was to bring more people to the cause. More people donating means more clothes.

This might make sense, but it seemed like a very hard option to execute. Clothes donation campaigns have never had relevant investments in communications and that budget was not increasing. Therefore, that was not a viable solution.

We then decided to subvert that logic and look at it from a different perspective: **to have frequent donors increasing their "average ticket"**. In other words, to have them donate more clothes than usual.

It means we would not depend on any added budget, only on our ability to use communications to encourage donations.

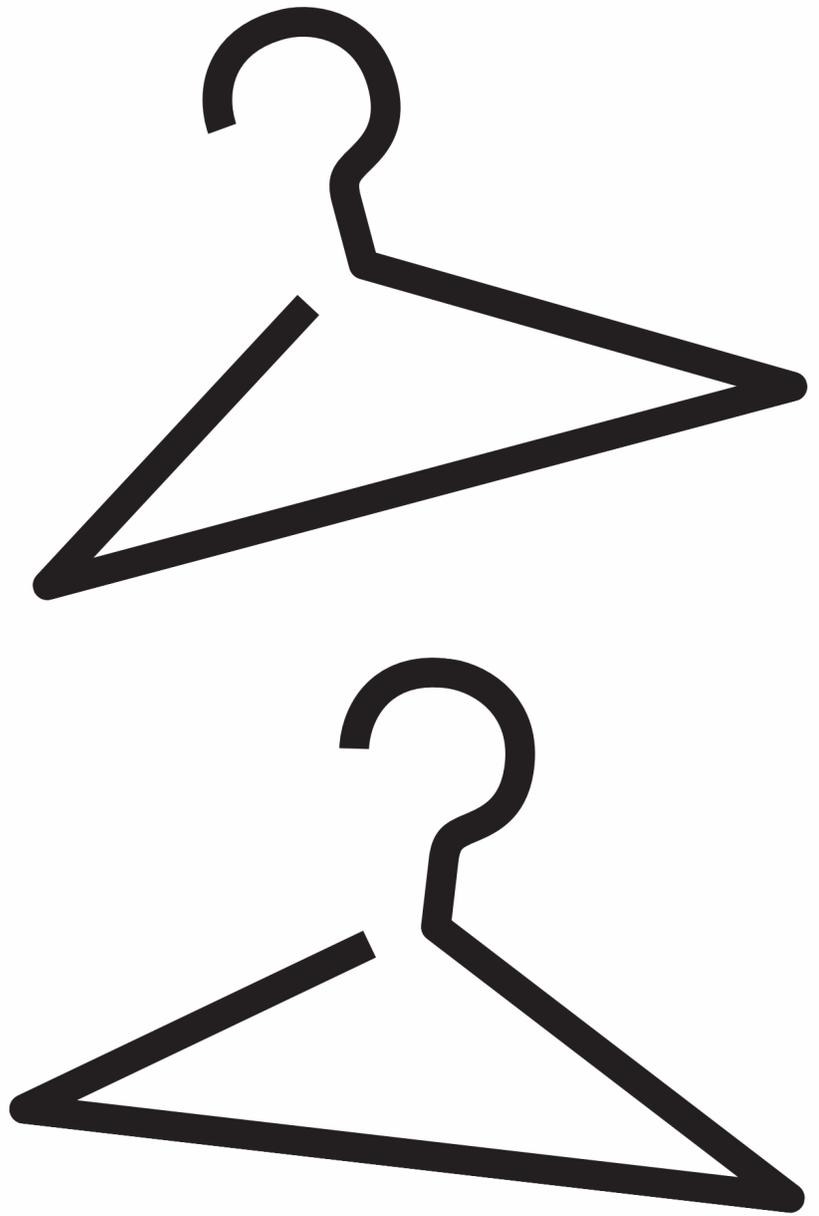


OLD CLOTHES OR UNNECESSARY CLOTHES?

The strategy made sense, but it was impaired by a practical issue: people already donated what they considered old. How could they possibly come up with more old clothes?

Indeed, if we're to depend on finding more old clothes, our strategy was doomed to fail. However, we decided to once again subvert the logic behind clothes donation drives in Brazil.

What if instead of asking people to donate old clothes we asked them to donate unnecessary clothes?



Judging by the big expenses on clothes over the past years in Brazil, it was reasonable to assume that people's closets are full of clothes that are not exactly old, but that are rarely worn. This was a great opportunity for donation that was overlooked as the paradigm had always been old clothes.

Our donation front was established:

**TO ENCOURAGE PEOPLE WHO ALREADY
DONATE OLD CLOTHES TO ALSO
DONATE THE PIECES THEY RARELY WEAR**

We now needed an idea that was powerful enough to generate action. After all, we're talking about two paradigm shifts for a 60-year-old campaign. Our idea needed to be compelling.



BETTER RESULTS DON'T COME FROM THE SAME APPROACH

All donation drives appeal to people's most noble feelings: compassion, solidarity, kindness, love. Many of those campaigns are successful because they speak to the sense of humanity within the people exposed to them.

We believed that this approach would not be compelling enough in our case. If for 60 years people have been encouraged to donate clothes to keep others from the cold, and donation volumes have remained the same, why would volumes increase now? What compassion based approach could we use now that's not been used over the last 60 years?

Prompted by that conundrum, we decided to subvert logic yet another time and try not to associate our campaign with a solidarity drive. Instead, we set out to focus on the problem itself: to get people to donate more clothes, with higher quality. Ultimately, the motive matters less than the positive act.



CHARITY OR VANITY?

If people have been buying so much clothes in Brazil lately we were inspired by the driving force behind this. We figured that the same feeling that prompts shopping could somehow also prompt donating: vanity.

It might sound like a crazy idea, but consider this: people's relationship with clothes is based on exhibitionism. They shop to show off, they get dressed up to show off. Why couldn't a donation effort follow the same logic? Why couldn't a clothes donation drive be yet another way for people to show off?

Like we said before, over the last 60 years donation campaigns have been using cardboard boxes spread around town. No idea could be worse if you are trying to get people to show off.

The whole process for clothes donation drives has been devalued over the years.

The clothes are devalued for being old. The donation act is devalued, as dropping clothes into a cardboard box looks as if you're throwing them into the garbage. Donors themselves have been devalued as no one around can see what they're doing.

Therefore, the key is to focus on a new donation experience.

FULL SHOP OR EMPTY SHOP?

Instead of dropping clothes into a cardboard box, imagine if you could head to one of the classiest shopping malls in town, get in touch with other donors and display your own clothes in the shop window? Would you be willing to donate better clothes then?

To make this idea feasible, we teamed up with Shopping Villa-Lobos. They have always been engaged with winter clothes donation campaigns and became very interested to be the first mall to host this idea. So they sponsored the building of an empty shop made of glass walls in the center of their mall.





LOJAVAZIA

AJUDE A ENCHER A LOJAVAZIA:

- 1. Camiseta
- 2. Calça
- 3. Sapato
- 4. Bolsa
- 5. Óculos
- 6. Relógio
- 7. Brincos
- 8. Anéis
- 9. Pulseira
- 10. Cinto
- 11. Gravata
- 12. Jaqueta
- 13. Casaco
- 14. Casaca
- 15. Vestido
- 16. Saia
- 17. Blusa
- 18. Camisa
- 19. Colete
- 20. Jaqueta de couro
- 21. Casaco de couro
- 22. Casaca de couro
- 23. Vestido de couro
- 24. Saia de couro
- 25. Blusa de couro
- 26. Camisa de couro
- 27. Colete de couro
- 28. Jaqueta de couro
- 29. Casaco de couro
- 30. Casaca de couro

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Campanha do Agasalho do Estado de São Paulo

INFORMAÇÃO



WiFi Zone

A LOJA VAZIA

Inside the shop, we subverted logic yet once again. It was unlike any other shop that starts the day full of clothes and gets emptied out over the course of the day. This one was different: an empty shop, where hangers and shelves start the day empty and end up filled with clothes donated by people.

We hired a fashion designer to train volunteers to create outfits using the clothes donated. The outfits were on display on the windows and mannequins. At the end of the day, the shop was emptied out to make room for more clothes the next day.

Nothing in the store is associated with traditional charitable efforts. The idea for the shop, from the layout to the team, replicates the experience of shopping for new clothes at a trendy shop.



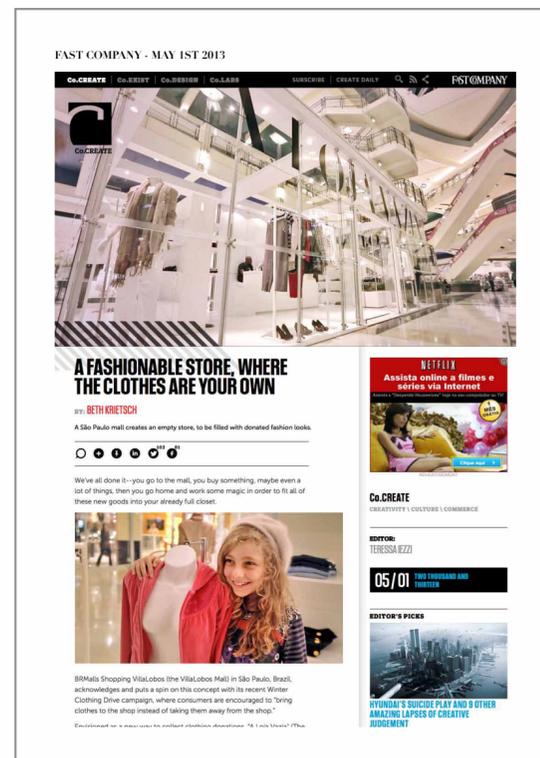
PAID MEDIA OR EARNED MEDIA?

Traditionally, winter clothes donation drives run campaigns on mass media, paid media, to get people engaged. Because we had subverted the logic throughout the entire process, we knew that that was not the right communications approach.

Based on the concept of tapping into people's willingness to show off, we concluded that building PR to generate earned media was a key tool. After all, if showing off your clothes at the mall sounds like an exciting idea, imagine celebrities doing just that and getting the media to cover it?

We got fashion designers, fashion bloggers, the soccer star Neymar Jr and even the governor of São Paulo State all engaged with the campaign. That drew more and more donations. And that's how the free space in a literally empty shop helped us collect 3,2 tons of clothes and reach out to millions of people during São Paulo's winter.

3,2 tons of clothes
28 million impacts with earned media



PROPRIETARY CAMPAIGN OR SHARED PLATFORM?



We knew, however, that a shop alone would not be able to solve the problem. So, instead of making the project a proprietary idea for the agency or the client, we decided from the start to base the idea under the Creative Commons license.

The shop's floor plan, key visuals and communications kits were made available online to anyone interested in using them.

Because in reality, the biggest benefit of this idea was to create a new donation model that could be duplicated anywhere in the world and make a difference on a much larger scale.



COLOMBIA



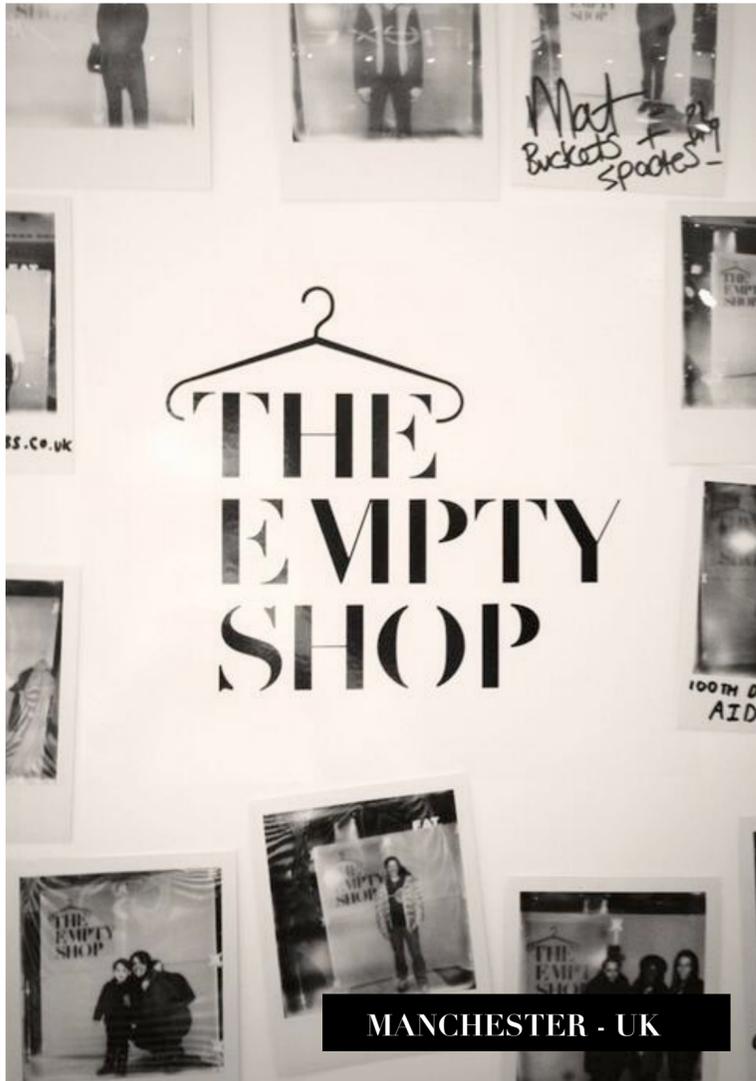
BARCELONA - SPAIN



MANCHESTER - UK



MACEIÓ - BR



MANCHESTER - UK



VITÓRIA - BR



A LARGE PLATFORM FOR DONATION CAMPAIGNS AROUND THE WORLD

In a world where the ownership of ideas is so important, we once again changed the logic and opened the project to just anyone who wished to use it, which happened in different cities around the world that showed interest in duplicating the project.

In the end, what started as a campaign to generate added volume to a winter clothes donation drive ended up as a large platform for donation campaigns around the world. What's more, the idea will help keeping a lot of people warm during winter.

Not bad for an Empty Shop.

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