

Project Title: **Frugi**  
Category: **Corporate/Brand Identity**  
Sub Category: **Design & Implementation**  
costs under £100,000

Client Company: **Frugi**  
Design Consultancy: **Absolute**  
Current Date: **11 June 2009**



"Our rebrand is quite possibly the most liberating and effective thing that we could have done"

**Lucy Jewson MD**

## 2. Executive summary

Cut4Cloth was the brainchild of Lucy Jewson, whose concept was to create organic baby clothes that would fit over washable cloth nappies. The company swiftly established an enthusiastic customer-base with a turnover of £62K in year one. Lucy's ideas for other child and mum-friendly organic products emerged and the opportunity for growth was obvious. However the team faced an uncomfortable dilemma - although Cut4Cloth was seeing a good increase in sales year on year, it was becoming apparent that they had reached a plateau with the product lines and that their existing brand was restricting any further growth. They were questioning whether they should continue with a brand name, a corporate concept and look and feel that worked for the original nappy concept and had served them well? Or should they radically alter their name and brand to fit the expanding product lines?

They turned to Absolute Design. The Absolute team put them through its unique 'name game', strategically and emotively evaluating 'Cut4Cloth' and considering a range of alternative options. 'Frugi' emerged, and more importantly, an inspired and fresh brand design and accompanying new communications suite of materials. To target and engage the consumer market 'Planet Frugi' and [www.welovefrugi.com](http://www.welovefrugi.com) were also born and the Cornish team found themselves re-inspired and re-empowered to become communicators and creators of their own destiny.

\* Prior to rebrand international sales accounted for 30% of turnover

And the results speak volumes. Post-rebrand, turnover rocketed from £546K to £942K, a £12K loss was turned around into a £41K profit and international business is now 64% of the company's turnover\*, selling to 230 shops in total within the UK and in 33 countries worldwide. This year, Frugi is on target to meet a £1.6m turnover with a £150k profit. Meanwhile, staff numbers have gone from 8 in the rebrand year to 13.

This was all done without compromising quality or importantly, ethics.

word count 300

<sup>1</sup> Original brand identity



<sup>2</sup> Frugi main brand identity

See appendix 3 for sub brands



### 3. Project Overview

#### The brief and key objectives

To consider, recreate and redefine Cut4Cloth and transform it from a fun, funky and functional organic baby clothing provider to a design-led, internationally successful and profitable brand for all the family.

To distinguish Cut4Cloth from its competitors and to provide a clear strategic communications guide illustrating new focus and direction.

#### Project Description

Cut4Cloth provided organic clothes for children aged 0-4, however domestic and international market opportunities depended on increasing the company's competitive advantage and expanding the product range to attract higher-end spenders. The existing Cut4Cloth name was so specific to one of their product lines, it was obvious it needed to be changed.

#### The market

In 2006, despite impressive growth, Cut4Cloth could see that their predominantly UK organic childrenswear market was becoming quickly saturated. Big high street names such as M&S, H&M and Topshop were investing heavily in the development of their organic clothing lines with intensive marketing campaigns. The company had to fight back! It was vital that Cut4Cloth could respond to the international opportunities with an effective and inspiring brand.

#### Outline of design solution

The first task was to help the company find a new name that expressed its core values and personality, without restricting the future direction of their organic products or sounding too green and 'lefty'.

\* See appendix 1 To give the client confidence in the name change, Absolute instigated its 'name game' before investigating more dynamic and effective alternatives to fully leverage the brand's potential.\*

\* See appendix 1 This clear process led to 'Frugi' (Latin for 'fruits of the Earth') which harnessed both the core values of the new Cut4Cloth and its international potential.\*

The internal team loved it, even though they had dreaded leaving behind Cut4Cloth and everything that the name had already meant to them.

Absolute created the new Frugi identity to look modern yet gentle and natural. A simple leaf tool allowed sub-brands to be defined simply with colour coding. Absolute also found a solution to incorporate Cut4Cloth in that particular range. This also ensured that there was always a frame of reference for their existing loyal customers.

\* See appendix 4 Key to the creation and repositioning of Frugi was the tone of voice palette\*. This offered a fresh opportunity to examine and define exactly how Frugi should talk to the consumer. Due to the eco-ethos of the company, its website and e-marketing forms were an important part of the communications effort. Engaging and emotive 'direct-to-consumer comms' were therefore vital.

\* See appendix 5 The Absolute voice palette established that it was better for Frugi to write in a way that uses vocabulary 'naturally'. A fresh, conversational, yet cool and confident tone of voice was created along with a raft of relevant examples in a comprehensive toolkit which was distributed to all members of the new Frugi team. One of the main concerns was how Frugi could cost effectively deliver their brand on a day to day basis. Absolute created the toolkit so this could be achieved internally by their team.

#### Size of budget and launch date

Design and Implementation costs £28,000. Launch date January 2008.

489 words

## 4. The Results

### Increase in sales

Turnover for the past 5 years

Year 1: **£62K**

Year 2: **£215K**

Year 3: **£400K**

Year 4: **£546K** <sup>\*1</sup>

Year 5: **£942K** <sup>\*2</sup>

Year 6 Target is **£1.6M** <sup>\*3</sup>

Profitability in the past 5 years

Year 1: **(£14K)**

Year 2: **£26K**

Year 3: **£26K**

Year 4: **(£12K)** <sup>\*1 \*4</sup>

Year 5: **£41K** <sup>\*2</sup>

Year 6 Target: **£150K** <sup>\*3</sup>

### Return on investment

Sales in 2007 (pre launch)

**£546,000**

Sales in 2008 (post launch)

**£942,000**

Increase in sales

**£396,000**

Allowance for price increase @ 15%

**£141,300**

Rebrand investment

**£28,000**

Return on Investment

**910%**

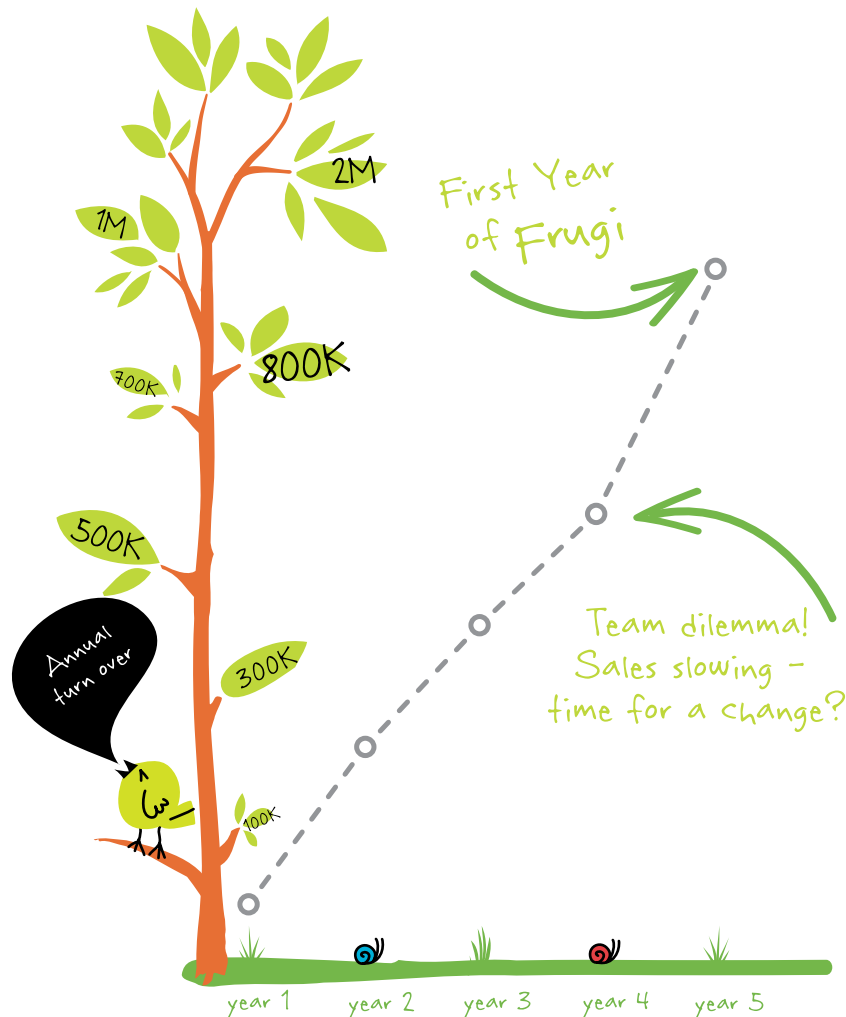
NOTE: Frugi financial year is June-May

<sup>\*1</sup> Frugi re-brand launched in the final 3 months

<sup>\*2</sup> 1st full year of rebrand

<sup>\*3</sup> on course to meet this

<sup>\*4</sup> The loss in Year 4 was expected and planned for due to various matters of consolidation and investment in their new name and branded deliverables. In the end, the actual loss was less than expected.



## 5. The Results

### Improvements in staff morale and changes in behaviour

Even though they inherently knew that they needed to, moving away from Cut4Cloth was difficult for the team. Cut4Cloth was a brand name that had been born with the concept, and had delivered strong results, yet it was now restricting growth so a very strong concept, that would swiftly take over and cause excitement, was required. With the invention of Frugi, the strong reasoning and ethos behind the new brand, and the accompanying communications toolkit, the team quickly and enthusiastically engaged.

welovefrugi.com and Planet Frugi caught their imagination! All members of the team felt immediately empowered to talk with the new conversational Frugi tone of voice, which felt extremely natural to them. The whole team was consulted and was made part of the decision making process regarding the re-brand. They were all involved in every brand workshop, the name game and the concept feedback, thus ensuring buy-in. The team also voluntarily researched their existing target market and created profiles of both the current Cut4Cloth customers and the new, higher spend demographic client that Frugi was aspiring to attract. To really get into the mindset of the customers, they created mood boards and descriptions of the Cut4Cloth 'family' and the Frugi 'family'. Understanding this and getting under the skin of these target consumers also ensured that the brand personality was continually delivered - from the way emails were constructed to how phone conversations were conducted.

\* See appendix 6

### Improved recruitment

In just over a year, staff numbers have gone from 8 to 13 and recruitment ads are now written in 'Frugi-isms.' It is commonly recognised that finding and retaining staff in rural areas with the right kind and level of skills is difficult.\* Prior to the rebrand, Frugi had struggled with key staff retention as their 'hidden away' location, whilst tranquil and appealing, is hard to get to. Following the rebrand however there has been a noticeable uplift in applications for jobs from all over the UK, from people with the ideal skill sets, and a willingness for people to relocate to take up a job with the new company at this crucial time in its corporate development.

\* CRC, 2006. Skills development and deficiencies in rural England: Report to CRC by IFF Research.)

"Our rebrand is quite possibly the most liberating and effective thing that we could have done. As the owner of the Cut4Cloth business, we knew that we had a brilliant proposition and the business was doing well, yet I instinctively knew that the name and brand was no longer right for us. Rather than just acting on this hunch, the Absolute process gave us such clarity and such freedom to think big and to really investigate and discover who we were and what we wanted the company to be and where we wanted it to go. Pre-Frugi we always felt like a little back-bedroom business, restricted, with unmet potential. But after the rebrand, the whole team felt empowered, confident and excited about the future and emboldened about the business steps that we were about to take."

"Without a doubt, the design work, and the strategy and communication tools that resulted, have been the driving force that has lifted Frugi to its current new dimensions. We are targeting and winning accounts and customers in foreign and lucrative markets and we're doing it all the Frugi way. We get contact feedback about how much everyone loves our brand, and we couldn't be prouder of it if we tried!"

Lucy Jewson, MD Frugi

## 6. The Results

\* Soil Association's Organic Market Report 2009

### Increases in domestic and international distribution, market value, and market share

The unprecedented growth in the UK organic cotton market has increased more than tenfold since 2002. Annual sales in the organic and textiles market topped GBP100m (US\$146.5m) for the first time last year and the UK makes up 8-10% of the global organic cotton market, with Nike, Timberland, Marks and Spencer and New Look identified by the report as leading players.\*

Frugi is now responsible for 1% of this market with its **childrens clothes range alone**. By comparison, **Marks & Spencer** (despite being listed in the report as a leading player) **only accounts for 1.1% of the same market across all of its ranges - childrens, adults and homeware**.

\* The strength of the Euro to the pound will have played a role in this increase but the sales are so much more considerable and the feedback from buyers so much more positive, we truly believe the brand has played a substantial part in this increase.

Since the rebrand, Frugi is also swiftly asserting its position and market share in Europe and further afield. Prior to the rebrand, international sales contributed to 30% of turnover - now they are 64% of the company's rising turnover.

In February 2008 Frugi was distributed in:

**10 boutiques in France generating sales of £17K.**

In February 2009, Frugi is present in

**17 shops in France, creating sales of £103K\*.**

In total, Frugi now sells to:

**230 shops with 150 of these overseas in over 33 countries.**

Frugi has recently been approached to export its range to the US through a key distributor who is conservatively predicting a potential income of £80K in the first year alone. Whilst their percentage of the European and US markets will be small, this type of international impact, is obviously impressive, especially for a 13 strong Cornish company. In addition, due to continual warnings about the oncoming recession, Frugi ordered stock for its Spring/Summer 09 range conservatively. However due to the increased market demand and success of new brand/products, the company has subsequently run out of most items so could actually have more than exceeded their own stiff targets.

### Change in spending patterns of target market

The aim of the rebrand was to allow Frugi to infiltrate the higher spend demographic and entice them to spend more money. Instead of a boring 'about us' section about the company, the concept of 'Planet Frugi' came to the fore in a brainstorming session as an opportunity to welcome consumers to the world of Frugi, whilst also highlighting the company's global views, concerns and policies. This also allowed the Frugi imagination to run wild - creating their own world in all sorts of ways, defining a Frugi lifestyle and coming up with events, PR and marketing opportunities and new ways of doing things. It also gave them a concrete position in 'cyberspace' and created an idea of a virtual planet which their consumers could join and become part of.

As a result of this type of approach, and the subsequent redesign and launch of the website, the greatest (and most impactful) change in the spending pattern of the direct-to-Frugi- consumer is the longevity of the time spent on the site and the amount they are spending:

\* Price increase in this period was 15%

#### March 2008

Average time on website	<b>3.5 minutes</b>
Conversion into a sale	<b>3.35%</b>
Transactions	<b>225</b>
Average order value	<b>£ 57.90</b>
Purchased products	<b>1,328</b>
Sales	<b>£13K</b>

#### March 2009

Average time on website	<b>6 minutes</b>
Conversion into a sale	<b>3.83%</b>
Transactions	<b>543</b>
Average order value	<b>£ 71.18*</b>
Purchased products	<b>3,364</b>
Sales	<b>£39K</b>

## 7. The Results

### Increases in domestic and international distribution, market value, and market share [cont.]

Concurrently Frugi has increased its number of buyer accounts in the year from **180 in March 2008** to **230 in March 2009** and the quality of those accounts has also risen with more high street presence and a faster turnover of stock. Average trade account spend has risen from **£528.92 per order** from March 08 to **£811.61 per order** in March 09, contributing greatly to the swift growth in Frugi turnover.

### Changes in perception/ Improvements in consumer attitudes or behaviour

The new brand has changed Frugi's core target market from cost conscious and inherently 'dark' green, to 'pistachio green', design-savvy and non price sensitive. The strategy has been to move the product quality and prices upwards without alienating the loyal and consistent Cut4Cloth customers. To this end, a number of lower priced items are sub-branded as Cut4Cloth within the 0-2 year old age group meaning that people can still buy into the unique Cut4Cloth products that fit perfectly over nappies - and access the Frugi brand at a value for money price.

The sales figures show that this strategy has worked exactly as planned: the new brand has been well received, existing customers feel part of a special club and the new Frugi brand is more approachable and mainstream. The stickiness and emotive marketing has worked well, with the Frugi customer e-database increasing from 5,000 to 10,000 in one year. Since the rebrand, the amount of interaction between the two has also increased due to the inventive use of Web 2 technology however the all important Frugi principles are still completely at the core of everything. The responses from consumers more than illustrate success and their understanding, buy-in and reaction to it all.\*

\* See Appendix 6

Importantly, opinion leaders and the media in the ever growing organics sector have continued to laud Frugi, placing them first in Ethical Consumer's Ethiscore for baby clothes (a point-based buyer's guide) showing the company's dominance over the powerful high street 'big boys.'\*

\* See Appendix 7

### Affiliations

Thanks to the rebrand, Frugi is now attracting other relevant brands who are keen to affiliate and a number of partnership marketing initiatives are reaping strong results. Jamie Oliver's Fifteen Cornwall has commissioned their branded T-shirts for their in-restaurant retail department and have been keen to tap into the Frugi brand and ethics rather than just create an 'own brand' range of tops. The new bespoke clothing is therefore called 'Frugi at Fifteen'. Other eco brands such as Plum Baby, Real Baby Milk, Rocket Gardens have also partnered with Frugi - leading to joint penetration of high spender databases.

The United Kingdom Trade & Investment body has used Frugi as a successful export case study and due to Frugi's success in various prestigious business awards, the company is also regularly used as a case study by Business Link.



## 8. Research Resources

- A. [www.Facebook.com](http://www.Facebook.com)**  
Frugi's Facebook page with over 1200 friends
- B. [www.ethiscore.org](http://www.ethiscore.org)**  
Ethical Consumer Magazine's online shoppers' guide
- C. The Soil Association**  
2009 Marketing report
- D. <http://www.iffresearch.com>**  
Skills development and deficiencies in rural England: Report to Commission for Rural Communities, 2006 by IFF Research.
- E. <http://www.businesslink.gov.uk/bdotg/action/detail?r.lc=en&type=CASE%2STUDIES&itemId=1082209261&r.s=sl>**  
Business Link case study.
- F. <http://www.youtube.com/UKTIweb>**  
UK Trade and Industry International import/export advertising campaign

## Other influencing factors

Frugi has identified a massive opportunity within the export side of its business and indeed this is its fastest growing area and one that it is quickly responding to. The weaker pound currently makes Frugi clothing more affordable in many areas in the world, so the company has been continually working to increase its presence overseas.

Building on the re-brand, Frugi has also run various highly successful PR campaigns and has developed and used new and innovative web-based tools to engage with and market to its consumers. The Frugi customer e-database has increased from **5,000 to 10,000 (in one year)** and the company uses Facebook and Twitter as well as blogs, 'Lucy's rants' on Planet Frugi and e-newsletters.

As Cut4Cloth, the company invested significantly in trade shows. Since rebranding, Frugi has had a significant increase in orders and new stockist enquiries. In January 2009 they attended Bubble London, an exclusive designer childrenswear show with a dynamic new 'Frugi-tastic' stand. They secured 10 new accounts on site (worth an immediate £12K) and a further additional 8 in the following 2 weeks (worth an immediate £9K), illustrating the power of the new proposition with consumers and the all important buyers.

\* Due to the strength of the rebrand and tone of voice tools, Frugi were able to confidently and cost effectively handle all their design, PR and marketing inhouse.

\* Compared with the previous year of 5 new accounts on site at Premier Kids trade show.



## 9. The Materials Innovation Awards

As a separate project, Absolute worked with Frugi to create fully compostable packaging - innovative non-GM potato-starch protective bags, made in India, which are super-friendly to the environment. The parcels are also secured with branded “welovefrugi.com” paper tape – reinforced with string – making all of Frugi’s packaging plastic free and 100% compostable/biodegradable – an important message re-enforcing the ethical stance of the company. As a direct result Frugi won the Cornwall Business Awards “Innovation of the Year” award 2008 as well as the overall “Business of the Year” award at the same event.



Appendices

APPENDIX 1 Absolute's name game introduction with Cut4Cloth's 5 chosen shortlisted name options.

name	appearance	distinctive	depth	energy	positioning	sound	Total

Name Evaluation

For those just stepping into these confusing brand waters, it often helps to rate names in each of these categories and compare the rankings. The point of this exercise is to break the names down into relevant components to better understand what makes some names better than others and why. Rarely will a name score the highest across every category, but the best names score consistently well. Ultimately, it's about defining "like" and "don't like" not in personal, subjective terms, but in terms of how names support the brand positioning. Now you should have a clear idea about why certain names work better than others. But this exercise is also about feeling confident that you have chosen the best name for your company or product by understanding why certain names work best when all factors of name, positioning, and competitive context are taken into consideration.

Each name needs to be rated between 1 and 5 [1 being the lowest].

Appendices

APPENDIX 1 The name game results.

Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	3	5	2	1	3	5	20
HUPA LUPA	4	5	4	4	4	4	25
JUNIPER	4	3	3	3	3	3	19
MARZIPAN	4	2	3	3	3	4	19
RHUBARB	4	4	4	5	5	5	25

Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	3	4	4	2	3	2	18
HUPA LUPA	4	4	3	5	4	3	25
JUNIPER	4	3	3	3	2	3	18
MARZIPAN	4	3	4	4	2	4	21
RHUBARB	4	3	4	5	4	4	26

Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	3	4	5	2	5	3	22
HUPA LUPA	5	4	3	4	3	5	24
JUNIPER	4	3	3	3	2	4	19
MARZIPAN	3	3	3	2	2	3	17
RHUBARB	3	3	3	4	3	5	21

Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	3	4	5	3	4	3	24
HUPA LUPA	2	2	3	2	2	2	12
JUNIPER	3	3	4	3	3	3	19
MARZIPAN	2	2	1	1	1	1	8
RHUBARB	4	3	5	3	3	4	22

Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	3	3	3	3	3	3	18
HUPA LUPA	4	3	3	3	3	3	19
JUNIPER	3	3	3	3	3	3	18
MARZIPAN	3	3	3	3	3	3	18
RHUBARB	3	3	3	3	3	3	18

Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	4	5	4	4	5	3	25
HUPA LUPA	4	4	4	4	3	2	21
JUNIPER	3	4	3	3	4	2	19
MARZIPAN	4	4	3	3	3	3	20
RHUBARB	3	4	3	4	3	3	20


Name	appearance	Distinctive	Depth	Energy	Positioning	Sound	Total
FRUGI	2	2	3	3	2	2	14
HUPA LUPA	4	3	2	3	2	2	16
JUNIPER	3	4	4	4	4	4	25
MARZIPAN	2	2	3	3	4	4	18
RHUBARB	3	4	4	4	4	4	25

Frugi rated 3rd in the name game. The client was unsure of which direction to take as they saw potential in all the top scoring 3 - Rhubarb, Hupa Lupa and Frugi. They tasked Absolute with further research and development of all 3 routes.

Frugi was voted unanimously as the winner.

## Appendices

APPENDIX 2 Frugi Brand  
Elements

CUT4CLOTH		BRAND DEVELOPMENT		14.05.2007
BRAND ELEMENTS		Description		
BRAND PURPOSE	Expresses how the brand will move forward. What ever we do, we'll always look at better ways of doing it.			
BRAND PROMISE	Expresses the complete undertaking of the brand to its customers Good-looking, long lasting and thought-through products that feel great.			
BRAND ESSENCE	The brand's promise expressed in the simplest, single minded terms reflecting a fundamental customer desire That's a great idea.			
BRAND VALUES	The principles of behaviours that govern the actions of everyone involved in delivering the brand promise > Strive to do things better > Be open and honest > Try your best > Have fun doing it			
BRAND ASPIRATION	Sums up what the brand intends should be it's most distinctive and leading role in relation to it's competitive set Two way design			
BRAND CHARACTER	The primary human qualities that describe the brand > Innocent (we're learning) > Versatile > Brave > Full of beans > Thoughtful > Happy			
BRAND EFFECT	The desired sum total of customer reaction to the brand Because they care about what they do, it makes me feel the same way about them. It's like I'm part of their family.			
BRAND EMOTION	How the brand makes its customers feel First of all welcomed, then part of something, which is fun and inspiring			
 Absolute. first floor, post office, the moor, falmouth, cornwall. uk. tr11 3rb ph +44 (0)1326-316-372 fx +44 (0)1326-316-421 absolutedesign.co.uk studio@absolutedesign.co.uk				

## Appendices



## Appendices

Welcome to planet Frugi ...

To be honest, we're not ever so sold on page after page of mission-vision-values stuff. So often, you're half way through one and you find yourself thinking "Hold on, I'm sure I've read this before ... "

So instead, we'll close our eyes and concentrate hard and try to think of this as a first date. We'll tell you a few things about what we're like (and what we like), then you decide whether you like us enough to ask us out again (or enough to buy a babygro and a beanie hat from us, anyway ... )

### Frugi-Dos (stuff we like)

**Yellow** - It's the colour of lemons (and sunflowers).

**Organic cotton** - Chemicals make cotton weedy, and weedy cotton wears out fast, especially when you keep washing it.

**Cloth nappies** – Because they don't get tipped into big stinky landfills and take 500 years to go away. Because they're not jam-packed with super-modern-fiendish chemical stuff. Because toddlers who use them are likely to take to potties quicker, which means ...

... **No nappies** – Smell that? Eh? No, neither can we. What's not to like?

**Peaches** – Fantastic fruit, taste like summer, a lovely colour and a baby's bottom.

**Big bottoms** – Ok, we'll rephrase that. Cloth nappies are a bit bigger than disposables, so they need clothes cut a bit roomier round the rear. This is why we used to be Cut4Cloth, by the way, because all our clothes were exactly that. Well, they still are, it's just that we're doing so much other stuff, too, like ...

... **Hoodies** - Hey, on Planet Frugi, every day's hug-a-hoody day. Huggably soft hoodies are only a tiny bit of what we do, though. Our gowns and t-shirts and blankets and trousers pretty much fall off the top end of the snuggly scale, too.

**Doing it right** – Everything, the whole caboodle. So: the cotton's organic, it's not loaded with ugly pesticides, it comes from a part of India where growing cotton's not wearing the soil out and ruining the farmers, and the dyes aren't poisoning anyone's rivers either.

**Keeping it simple** – Babies, eh? The sheer weight of GUBBINS you end up with: the kit, the baby-gear and whatnot. Even with breastfeeding – which is meant to be simple and natural – you end up in a no-hands-free tangle of zips and Velcro and clips and cups. Well, we've got a range of stuff to help with all that. Stylish stuff, though, that's strong and clever with it.

**Hugging Trees** – Ha! Made you look. Not guilty, your honour. (Unless you count looking like you've been dragged through a hedge backwards, or once kissing a boy called Ash ... )

### Frugi-Losers (stuff we don't)

There's absolutely, loads, obviously.

But then, on the grounds that Gran said if you've nothing nice to say, say nothing, we reckon the world'll cope without another page of reasons to hate this and sneer at that ...

... And breathe.

(Our therapists would be SO proud ... )

## Appendices

### APPENDIX 4 Frugi copy rationale

#### Rationale to accompany Frugi sample copy

It might well be that some of the sample copy's content isn't what C4C/Frugi want to say. Its purpose, though, is to establish how Frugi's written communications might sound, not necessarily what they'll contain.

Here are some brief points to help explain the sample copy:

#### It's a missionless mission

"... we're not ever so sold on page after page of mission-vision-values stuff."

#### So, Frugi is:

1. not like other companies (we don't go in for all that corporate stuff)
2. already identifying with the reader / customer (who's bored of – and has their intelligence insulted by - overglossy corporate-speak); BUT
3. still making a catch-all statement about the company (and of course the very mention of 'mission', even in a negative way, sets this up as being something like a mission statement ... ).

#### Knowing and self-deprecating

"... try to think of this as a first date ... you decide whether you like us enough to ask us out again (or enough to buy a babygro and a beanie hat from us, anyway ... )"

We're well aware we're trying to impress you here and make you like us. (Like the 'brand elements' say, we want you to feel treated like family.) But, for balance:

1. We're acknowledging that you know you're being wooed (so we're being honest, and crediting you with being clued up); and
2. We also know you might've just dropped in for a babygro or beanie hat (so we're slightly sending up our desire to be liked/loved; it takes the pressure off a bit, and makes us sound more normal).

#### Varied language (1)

"Lemons ... sunflowers ... peaches ... lovely colour ... summer ... baby's bottom ... stinky ... gubbins ... caboodle ... super-modern-fiendish ... whatnot ... through a hedge backwards ... kissing a boy ..."

Better to write in a way that uses such vocabulary naturally, than to jump up and down waving your arms declaring – in more stilted language - how left-field and different the company is.

#### This isn't just marketing, we actually know about these things

Hence the references to the accumulated baby-apparatus, the breast-feeding, the relief when nappy days end, the repeated washing of baby-clothes: more ways to create an empathetic relationship between company and reader, or at least one that goes beyond the strictly buyer-seller.

#### Ways to be green

The word 'green' isn't used. Neither is 'environment'. You're talking to a fairly sophisticated bunch who both understand and share your values about responsibility. They need reassurance that you understand, too, not the whole rationale for why you're doing it. This means you can afford to use exactly the same language to talk about this area as about everything else.

So when they read something like –

"... it's not loaded with ugly pesticides, it comes from a part of India where growing cotton's not wearing the soil out and ruining the farmers, and the dyes aren't poisoning anyone's rivers either."

- they can be confident that you're on top of the issues without you having to wheel in the heavy mob of biodegrade-depletion-erosion language.



## Appendices

### APPENDIX 4 Frugi copy rationale

#### Rationale to accompany Frugi sample copy - continued

##### **Varied language (2)**

The language here should be informal enough to allow your personality to be expressed, it shouldn't impose a personality that's not yours.

(We often get asked to make things 'sound like innocent' or 'sound like boden's'. Mainly, though, we interpret that as a desire to have the copy sound like the people behind the company. Innocent/bodens read the way they do because their writing is personal and devoid of all those 'delivering quality / going forward / the-best-just-got-better' clichés. To mimic the specifics of what works for them would be to risk 1. creating an imitation, something inauthentic; and 2. replacing one kind of clichéd language with another.)

##### **Leave 'em wanting more**

There's a virtue beyond sales-per-hit in associating your company with entertaining, engaging copy. Regular customers return frequently to see if there's fresh copy on the site, this increases the sense of loyalty and affiliation, underlines the idea that there's a bond between Frugi and its customers. A company with consistently helpful and entertaining copy is seen as paying attention to detail and giving something over and above product to its customers.

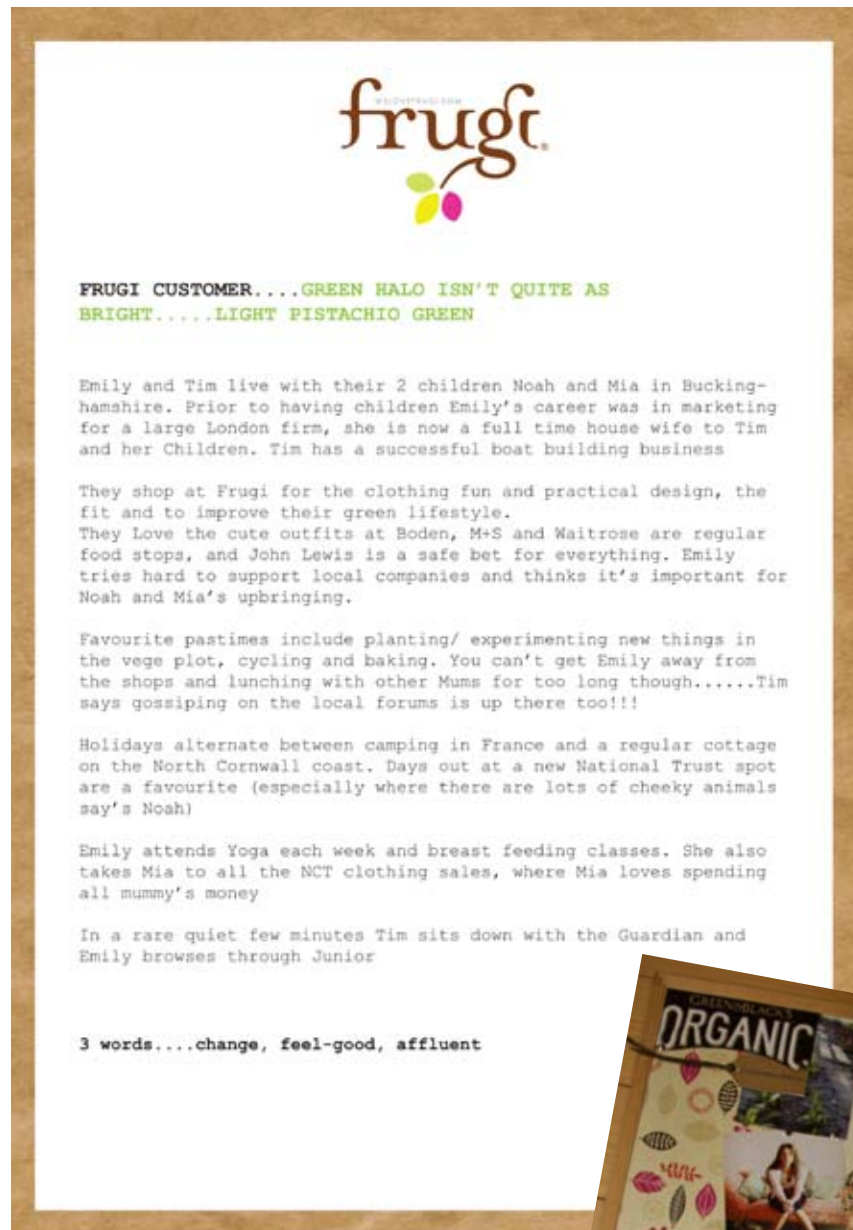
## Appendices

APPENDIX 6 Frugi inhouse produced poster



## Appendices

APPENDIX 6 staff customer  
profiling for Frugi





## Appendices

APPENDIX 6 staff customer  
profiling for cut4cloth



## **Appendices**

APPENDIX 7 [www.facebook.com/frugi\\_customer\\_comments](http://www.facebook.com/frugi_customer_comments)

**Judith O'Toole at 18:34 on 11 May**

"Buy the dress!!! My 3rd baby is nearly 1 and she doesn't really feed in the day anymore but I got the dress a few weeks ago and I am trying not to wear it every day, I love it so much!! Have had lots of compliments and it doesn't scream 'breastfeeding clothing'. BUY THE DRESS!!!!!"

**Lorna Malcolm at 13:43 on 12 May**

"ok ok you persuaded me! I've chosen one, though I didn't really need too much persuading, I've had my eye on this dress for some time now but your encouragement tipped me over to ordering it. Hopefully my dress will be with me soon, can't wait now. What colour did you get, I chose the floral".

## Appendices

APPENDIX B [www.ethiscore.org](http://www.ethiscore.org)  
results

LINKS

Environmental Justice Foundation  
[www.ejfoundation.org/](http://www.ejfoundation.org/)  
 Pesticide Action Network  
[www.pan-uk.org](http://www.pan-uk.org)  
 'Sustainable Fashion & Textiles: Design Journeys'  
 Kate Fletcher, Earthscan 2008

Brand key  
 F = Fairtrade, O = Organic

BRAND	Ethiscore (out of 20)	Environmental Reporting	Environment	Animals	People	Politics	+ve	COMPANY GROUP
Frugi & Cut4Cloth (0)	17						2	Cut4Cloth Ltd
Gossypium (0)	17						2	Vericott Ltd
Little Green Radicals (0)	17						2	Hug (UK) Ltd
Pudding (0)	17						2	Pudding Clothing
Bishopston Trading (0)	16.5						2	Bishopston Trading Company
Natural Clothing Co. (0)	16.5						2	Schmidt Natural Clothing
Organics for Kids (0)	16.5						2	Organics for Kids Ltd
Picallily (0)	16.5						2	Picallily Ltd
Green Baby (0)	15.5						2	Green Baby Co. Ltd
Greenfibres (0)	15						1	Greenfibres Ltd
Katvig Organic (0)	15						2	Katvig ApS
Earth Collection (0)	12						1	BCC Pacific Ltd
BabyGap Organics (0)	10.5						1	Gap Inc
M&S organic (0)	9.5						2	Marks & Spencer plc
H&M Eco-label	7						0.5	Hennes Mauritz AB
Next	6.5							Next plc
Debenhams organic (0)	6						1	Debenhams plc
Mothercare	6							Mothercare plc

**KEY** bottom rating middle rating top rating (no criticisms found) **Company Ethos:** full mark half mark  
**Product Sustainability:** companies can receive a maximum of five positive marks for this category. **Ethiscore:** the higher the score, the better the company across the criticism categories (see [www.ethicalconsumer.org/magazine/ethiscore/ethiscoreratings.htm](http://www.ethicalconsumer.org/magazine/ethiscore/ethiscoreratings.htm) or "Introduction to Ethical Consumer" booklet for more details).

References: 1 [www.rtr.org.uk/ethics](http://www.rtr.org.uk/ethics); Call: Freephone 0800 111 111; 2 [www.ethicalconsumer.org/magazine/ethiscore/ethiscoreratings.htm](http://www.ethicalconsumer.org/magazine/ethiscore/ethiscoreratings.htm); 3 personal communication, Pesticide Action Network UK, 28th November 2007; 4 Redwings a global initiative: the case for GOTS-certified cotton, Fair Trade Foundation, November 2005; 5 [www.claspforhug.co.uk](http://www.claspforhug.co.uk) viewed 1/3/08; 6 [www.hugcampaigns.org/pdf/boycotted-companies](http://www.hugcampaigns.org/pdf/boycotted-companies) viewed 1/3/08

MAR 2008 [www.ethicscore.org](http://www.ethicscore.org)

Signed by Absolute Design [Cornwall] Ltd

.....  
Helen Blake Managing Director

.....  
Date

Signed by Cut 4 Cloth Ltd [Frugi]

.....  
Lucy Jewson Managing Director

.....  
Date