



Red Cross

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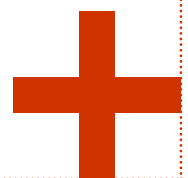
Yongli Hou





Red Cross

Through various information collection such as primary data collection on danish RC website and interviews with shop visitors, consumers and volunteers, combined with secondary data which relates to the RC's current problem we found RC has done a lot of meaningful things to help those in need for so many years. Especially in Denmark, RC has achieved good results on second-hand products compared with other countries, according to the annual report.



1

First, there is only one language - danish on their webpage, the information in English is limited to how to donate. usually, when we want to get information about a company or an organization, we check their website first. Consumers are used to educate themselves about a brand or a product by searching for them online. As a pull strategy website should provide as much relevant information as possible. According to the statistics, 13% of the people living in Denmark have foreign heritage and may not speak danish fluently, in other words they would probably like to search for information in English instead of danish. In addition, there are a lot refugees and tourists in Denmark as well, we wonder how they would get in touch with RC if they need.

(1)

2

Secondly, we checked RC's Facebook, there are only three updates since 2014 when the RC opened their Facebook account, and the last update was in 2017. We know RC cannot be managed as a company but RC has always contributed to the world, people need it, and they can do better with social media.

According our reach, many of the new generation don't know what the functions of the RC are, many of them doubt whether their second-hands clothes are clean enough, how to do donate and so on. In addition to the primary data we collected, there is secondary data online as follows.

3

Red Cross

Why Social Media Stories are Important.

For marketers, this is a great way to reach customers with FOMO (fear of missing out). It's a great way to share a one-day secret sale, a quick giveaway, or informative content about your product.

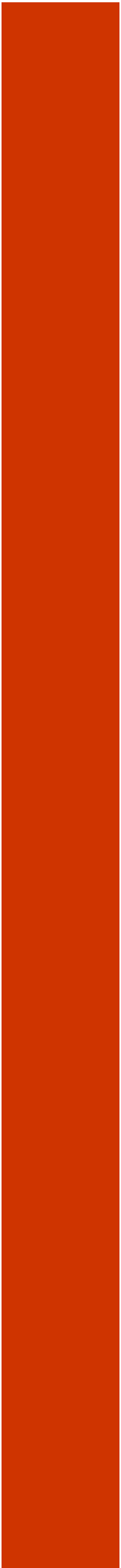
A few of the benefits of social media stories include:

- Increasing your brand awareness
- Reach a younger audience
- Cost-effective
- Gives you more engagement with your followers
- Increases traffic to your website

Need more convincing? These statistics will show you why social media stories should be part of your marketing plan:

- 57% of women, 48% of men, and 61% of young adults (18-24) use Snapchat.
- 52% of men and 43% of women use Instagram Stories.
- Over 35% of Instagram users worldwide use Stories.
- There are over 450 Million active users each day on Snapchat, Instagram Stories, and WhatsApp Status combined.

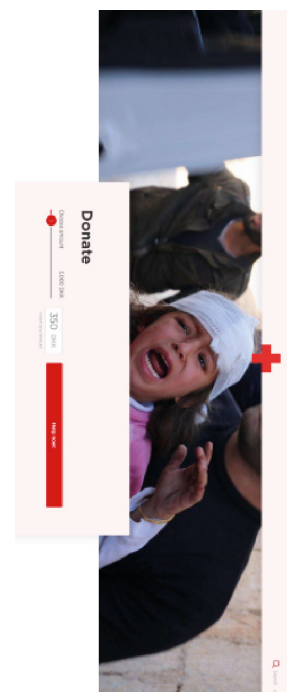
4



In addition to the main problem that RC introduced to us - that they cannot handle the overload donated old clothes, we found some other problems. Those are underlying problems that can affect the future development of the red cross.

They are:

- Missing languages on the webpage
- Not using Social Media fully
- Neglected containers look sad and uninteresting making them invisible.



Solution

Obviously, RC needs English on their webpage, and the Social Media need to be more active.

You Have the Power to Save a Life

Immerse yourself in an interactive experience. Explore and learn how to help yourself and help save others, every day.

[ENTER THE EXPERIENCE](#)

The stories and videos shown were created prior to Covid-19 and the recommended safety guidelines.



Thirdly, to awaken people's kindness and let them be involved in RC's "help others is to help yourself" campaign. Through this way RC can promote the brand and target their potential group.

RC can solicit creative paintings or a slogan for the containers through schools. Let the residents know about Red Cross by letting the residents give their ideas and thereby encouraging them to take ownership and responsibility for RC.

Also, the containers should have at least three separate compartments for different conditions of the donated clothes, as totally new clothes, broken, and resaleable. This can reduce the workload for the volunteers.

Finally, RC has introduced the overload of old donated clothes as the main problem for them currently. But we think that can

be a huge opportunity. According to our research, recycling is becoming a high-profit business.

Wool and Casmir are sometimes called 'soft gold', they are easily worn out, but they are very expensive.

Per ton, virgin wool cost 30,000 DKK. in purchase price but recycled wool cost 20,000 DKK. But Recycling companies' price for buying old wool materia is 5000-7000 DKK per ton. There are big profit margins on other material as well – leather, silk and cotton. For this reason, many fast fashion companies recycle customers' old clothes and convert them into a 15%-20% discount in the next purchase. For example, H&M Zara and Uniqlo etc. (3)

l:co,

More information

I:co,

a German waste recycling company cooperated with many fast fashion companies, e.g., H&M and handling their unsellable inventory and recycled old clothes in 60 countries. They can achieve true zero waste, and at the same time turn rubbish into wealth. 60% of the recycled clothes can be reused directly, while the remaining 40% are recycled into fabrics. Therefore, we recommend a business collaboration with RC. (2)

RC collect recycled clothes through the extensive network, while I:co sort and recycle. Resalable clothes are sold in RC shops, while the recycled fabrics are sold to those companies in the fashion industry who desire a 'green' profile.

A clear win-win-win!

Although I:CO did not disclose the current profitability of the technology, on the grounds that "the current global plan has just begun", it has repeatedly emphasized that

"used clothing recycling is a business, and the purpose of the business must be profit." "Not only environmental protection, but also business"

<http://www.time-weekly.com/wap-article/22715> (2)

<https://wuxi.feipinzhan.com/buy/show-176521.html> 3

<https://36kr.com/p/1725374464001> (2)

<https://www.ico-spirit.com/en/company/> 2

<https://www.thelocal.dk/20180411/heres-where-denmarks-foreign-residents-live-and-where-they-come-from#:~:text=People%20with%20foreign%20heritage%20make,770%2C397%20are%20of%20foreign%20heritage.>(1)

<https://www.digitalmarketing.org/blog/the-importance-of-social-media-marketing4>