WORLD COTTON DAY

October 7, 2020
World Cotton Day Vision

World Cotton Day is a day to celebrate the global importance of cotton!

Stakeholders from the global cotton community will come together to educate target audiences on the many advantages of cotton from its qualities as a natural fiber to the many benefits people obtain from its production, transformation, trade and consumption around the World.

World Cotton Day is an opportunity to show the positive impact cotton will continue to have in the future and convince the international community to join the celebration!
Objectives

World Cotton Day 2020:

- Increase preference and demand for cotton and educate key audiences on the benefits and value of cotton
- Generate positive media coverage for cotton around the world
- Gain endorsements from government representatives of important cotton countries
- Engage WTO and UN and have World Cotton Day added to official UN calendar
- Recruit brands and retailers to promote cotton in their stores or on their websites
- Be self-funding
- Create events in multiple countries around the world celebrating World Cotton Day

Objectives for local events to be decided in country based on leading organizations and key audiences
Key Audiences – Who are we trying to reach and why?

- **Consumers**
  - Increase demand and preference for cotton

- **Brands/Retailers**
  - Increase preference of cotton and influence sourcing decisions

- **Mills/Manufacturers**
  - Increase consumption of cotton and production of cotton goods

- **Producers**
  - Increase production of cotton and influence planting choice
Key Audiences – Who are we trying to reach and why?

Governments
Support cotton friendly production and trade policies

NGOs
Educate and develop positive partnerships

Media
Dispel negative myths about cotton

Researchers
Encourage funding for research to promote continuous improvement and innovation in the cotton industry

Academics
Educate on the benefits and value of cotton to create positive perceptions

Key Audiences will vary by location and objectives
**Global Cotton Content Architecture**

**Cotton – the World’s Most Important Natural Fiber**

*Brand Promise*

Increase demand and preference for cotton by educating key audiences on the benefits and value of cotton

<table>
<thead>
<tr>
<th>Decent Work and Economic Growth</th>
<th>Sustainability</th>
<th>Keep Our Oceans Clean</th>
<th>Responsible Production</th>
<th>Global Cooperation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide a means of sustainable and decent employment throughout the world</td>
<td>Demonstrate environmental leadership on climate action</td>
<td>Decrease amount of plastics entering our waterways to conserve our oceans and marine resources</td>
<td>Promote production practices that improve resource efficiency and eliminate waste</td>
<td>Increase cooperation throughout the global industry to build a sustainable future for cotton</td>
</tr>
</tbody>
</table>

*Channels*

- Events
- Website
- YouTube
- Email
- LinkedIn
- Facebook
- Digital
- WeChat
- Print
Communication Strategy – A Global Cotton Party

A series of cotton celebrations happening simultaneously around the world

Individual countries and organizations are responsible for local World Cotton Day Parties.

Events to be published on cotton websites in real time beginning in Australia and continuing around the world.
Potential Tactics

Wear Cotton
Document your cotton outfit on social media using the World Cotton Day hashtag

Display Cotton
Organize a fashion show
Create a cotton exhibition

Promote Cotton
Display cotton in store or showroom
Offer sales promotion for cotton product purchases

Learn about Cotton
Attend a seminar or webinar on cotton
Research the benefits of cotton

See Cotton
Experience ICAC’s Virtual Farm Tour

Touch Cotton
Visit a cotton Farm

Hear Cotton
Talk to a cotton producer
Listen to a cotton podcast

Taste Cotton
Incorporate cotton seed oil into a recipe
Tone of Voice

World Cotton Day is a CELEBRATION!

Tone should be:

- POSITIVE
- INFORMATIVE
- UNIVERSAL
Guidelines for World Cotton Day Events

On World Cotton Day we celebrate what makes cotton the world’s most important natural fiber!

Participating organizations have an opportunity to create local events highlighting the advantages and benefits cotton delivers to their region. Local events should follow these guidelines:

- ✅ Create your own local event celebrating cotton
- ✅ Submit World Cotton Day events to ICAC
- ✅ Use the World Cotton Day logo
- ✅ Use the same “look and feel” for local websites
- ✅ Follow the Content Architecture
- ✅ Engage media to gain coverage of events
- ✅ Recruit brands and retailers to participate
Thank you.