

Creative and Effective Communication Trends among Fashion Brands: Contagious Magazine Analysis 2010-2017

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1. Introduction

From an economic and commercial perspective, fashion is an industry and a business whose mission is to generate wealth through the creation, manufacture and marketing of products and services. Most industrial sectors rely on marketing and advertising to some degree, but only fashion relies on them in a fundamental and decisive manner (Tungate, 2008: 1). In terms of its communicational dimension, fashion has aroused considerable interest thanks to the new opportunities provided by the associated digital technologies and social tools through which it is able to express itself (Sádaba, 2015).

Although advertising is, in general, a costly means of boosting awareness, for the large global brands with sizeable budgets it represents a highly visible form of promotion and one of the fundamental means at their disposal to convey and communicate their brand identity and message (Posner, 2010: 161). Fashion has become a veritable point of reference from a creative and strategic point of view within the context of a world in the midst of a cultural revolution that is

“profoundly and intimately transforming the way we communicate with one another” (Segarra, 2009: 153). The creative and innovative nature of the fashion field means that its communicational approach has always set the trend within the world of advertising. However, as James Daly, from the agency that handles the fashion brand Fred Perry De Facto, warns us, as the digital revolution progresses, new communication opportunities emerge and open up that enable us to communicate with key targets. Technology brings far-reaching changes, and those brands who ignore or fail to adapt to this changing climate place their very business at risk.

This study seeks to elaborate on two of the four rules that all memorable ads must follow: “It is important to place the right creative with the right people, in the right channel, on the right platform, and at the right time. That’s a lot to get right, but it’s critical to delivering the right impressions.” (Poole and Brown, 2017: 15). In this respect, first we shall undertake a brief review of the way strategic and creative approaches have developed in the field of commercial communication, highlighting the most important changes and trends in recent years. Then we shall carry out a quantitative analysis of a) the number of media employed to effectively disseminate the communication idea; y b) the types of media and formats that are most used to disseminate ideas, using the fashion communication products featured by the international publication *Contagious Magazine* between 2010 and 2017 as a sample. Finally, as a response to generalised mobile access to the Internet, this research seeks to address the proposal raised by Julian Smith, Head of Strategy and Innovation at *Fetch*, the integral global mobile service agency, regarding the manner in which brands manage to generate awareness and boost their value amongst their consumers (Smith, 2017).

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