



## Business Press --- Milan / Cotton USA - Nothing feels like this!

### Challenge

Cotton Council International (CCI) is the US organization that promotes the image of US cotton in the world across the textile supply chain (manufacturers, spinners, retailers) and among the consumers. Business Press created a PR campaign aimed at raising the brand awareness and promoting the use of US cotton in Italy towards textile manufacturers, retail chains, end users (women 25-55 interested into quality and wellness), women/lifestyle/fashion and generalist/business/financial media.

### Strategy and Action

The agency rolled out an integrated campaign mixing:

- offline tactics (advertising on women/lifestyle magazines, press events and media relations, marketing materials)
- online tools (a consumer website [www.scopricottonusa.it](http://www.scopricottonusa.it), an e-newsletter, an online advertising campaign)
- initiatives for the B2B/trade target (a trade website [www.cottonusa.it](http://www.cottonusa.it), a recruitment campaign, business meetings with spinners and retailers, trade advertising offline and online)

### Results

According to the latest Mark Tracking Study (InraDemoskopoea - July 2007) the COTTON USA mark reached a total awareness of 36% (26% spontaneous awareness), the highest awareness level ever reached among the consumers in Italy, a key country in the european textile market.

