

CUBUS

EVERYDAY WOOL - SUSTAINABILITY & DURABILITY CAMPAIGN

Overview

AWI/TWC collaborated with Cubus in 2020/21 and 2021/22. Cubus is part of The Varner Group, one of the largest fashion retailers in the Scandinavian region, with nearly 11,000 employees and 1,400 stores across 5 countries (Norway, Sweden, Finland, Iceland and Denmark) This collaboration has shown a significant success of TWC introduction to the Nordic market: part of the project's key activities was to introduce customers to the unique characteristics of merino wool for them to understand about the durability and versatility of the fiber. Such activities have demonstrated to have a longer lasting effect on their target market causing the impact of the project to prevail throughout several years requiring less investment from AWI.

6.2

Benefit:Cost ratio

For every \$1 invested by AWI there is a \$6.2 return on investment (Over a 5 year period)



Norway, Sweden, Finland,
Iceland and Denmark

UNITS SOLD



Over **300,000 units sold** between 2020/21 and 2021/22 with an expected 20% YoY increase

KILOGRAMS OF WOOL



100,000 Kgs of wool amongst 2020/21 and 2021/22 commercialized collections with an expected 20% YoY increase over the next 4 years

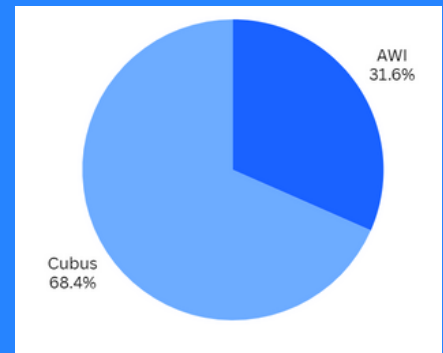
WOOL PERCENTAGE



At least **60% wool content per garment** with selected pieces with 100% merino wool content

PARTNER LEVERAGE

AWI invested **AUD \$461,903** over a two year period whilst Cubus contributed **AUD \$1,000,000**.



MEDIA REACH



8 newsletters with over 1 million recipients per letter



15 million impressions on: Digital display and TV, Paid Social Media & Organic Social Media



Broad campaign with multiple influencers talking about their favorite everyday wool products and benefits (**6 millions impressions + 2.7 million unique reach**)

To view the complete report click [here](#)
To check out Cubus website click [here](#)