



ACCOUNT PLANNER

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Creative Brief

Company Background

AVARCAS 101 is a women's fashion company that designs handcrafted shoes and 24K jewelry. The company was founded by Ricard who was inspired by the Spanish history of Highway 101 on a trip to California. They create stylish open-toe sandals inspired by traditional Spanish design crafted by farmers in the 19th century. The sandals are available in three styles, a flat a wedge, and a platform and range from \$85-\$125 US dollars. Their product is ethical and sustainable using recycled and raw materials. They value transparency and want consumers to know they support the environment and are working to fight climate change. Also, they are dedicated to helping people with special needs. The shoes are all handmade by local artisans that use techniques that have been passed down from generation to generation. They are seeking a spring/summer campaign and have a budget of \$1000. The brand is looking to grow, they currently sell to small boutique stores and online retailers. They would like to improve their Instagram and online retail presence.

Objective: To increase online and social media exposure to increase sales.

Target Audience

Older millennial females who care about quality and craftsmanship. These women are conscious shoppers and will pay for quality over a lower priced item. They care about the environment and support charities that align with their beliefs. This audience values transparency and is seeking a long-lasting item. They are fans of minimal fashion and will splurge on a sustainable/ natural and ethical product. She is passionate about the environment and vocal about social issues and will buy from a brand whose values mirror hers.

Brand Voice/Tone: Minimal Style, Sustainable, Ethical, Natural, Artisan-made, Transparent, Quality.

Competition

Brands who have similar values and a traditional shoemaking process. These conscious businesses are transparent, ethical, care for the environment, and create a high-quality item that will last many years. Brands such as Able, Zouxou, Wilder, and Sevilla Smith.

Single-Minded Thought:

High-quality ethically made shoes and to create awareness for climate change through fashion



Research

Who is our target audience?

Based on our research our target audience is a conscious consumer who is a millennial. Nessa is a 36-year-old woman who is passionate about the environment and lives in Los Angeles. She is single and attends weekly classes at Kinship Yoga in Highland Park. Nessa is a fulltime employee and makes \$60,000 a year and consistently donates to environmental and human rights charities. She avoids products with plastic packaging and uses reusable shopping bags and always carries a reusable water bottle with her. Nessa is aware of her carbon footprint and reaches for organic eggs at the market but also makes sure they are from cage-free hens. Her instinct is to recycle everything when shes met with an empty container and often takes time searching for that symbol to see if she can throw this item in the blue bin. Nessa is aware of the longevity of all her possessions, she thinks about their afterlife and knows they will be going somewhere else when she is done with them. Everything is finite like her time with her possessions. She wants quality and strives for handcrafted goods, but she also wants to know that they will last and come from natural materials that will not harm the environment. It's taken years for her to become a conscious shopper and shes not easily persuaded by empty gestures from brand names. She shops for shoes at

boutique stores and always prefers quality over price. Nessa will pay over \$70 for ethically made shoes and browses Instagram to find out about sustainable fashion brands. She gravitates toward sensible fashion pieces that are foundational and timeless. Nessa isn't one to follow current fashion trends but knows she can stand out and look polished in a well-fitting sensible look that's stylish and sophisticated.

What does consumer data tell us about millennials?

Older millennials are aware of what they buy and are choosing to purchase higher quality items that will last. Because millennials are aware of the harm the textile industry has on the environment than older generations they are mindful of what their clothes are made of (Hahn-Petersen,2020). Oeko-Tex Association a textile research and test institute finds that 60 percent of millennials are excited about certified sustainable clothing and claim to seek out eco-friendly and sustainable when shopping ((Hahn-Petersen,2020). In a recent report by Russell Reynolds Associates found on WWD.com, Pastore (2020) writes that "60 percent of shoppers look to retailers to be part of the dialogue around social issues. And further, consumers will distance themselves from brands that fail to embrace social values." This current trend is taking over the retail market. Millennials also feel concerned for the planet and want to feel good about their purchases, they want to see that it helps the environment (Filhaber, 2019). Consumers are thriving to be a part of social change and will invest their money into a product that aligns with their beliefs. Pushing products toward this consumer target is beneficial. Millennials are consumers that spend lots, together with Gen Z, they represent around \$350 billion spendings in the United States, with millennials spending \$200 billion (Amed et al., 2019). This target audience is in the workforce and has money

to spend on quality items that are made to last. Next, let's look at what data collection tells us about these individuals.

Data Collection and Shopping Habits Revealed

Using a fourteen question survey on our targeted audience, female millennials, we found the following demographics and shopping habits: Income is \$60,000 and up. They purchase shoes 2 times a year and purchases are based on quality over price. They shop for shoes at boutique stores and cares if a brand has ethical values. A brand's values determine if they will purchase from them. They will spend \$70 and up on an ethically made shoe and find out about new shoe brands on social media sites such as Instagram and Facebook.

Final Thoughts

Research shows our target audience has purchasing power in the market. Nessa is seeking out sustainable brands on social media sites and will purchase high quality made items from a brand that cares about the environment and wants to make a difference in social issues. Nessa deeply cares about the planet and is aware of how everyday actions impact the environment. She is looking to update her wardrobe with timeless stylish items made of natural and sustainable materials.

References

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