



ACCOUNT MANAGER

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COMM 4320-01 Fall 2020 Dr. Kurtin

Background on the Client:

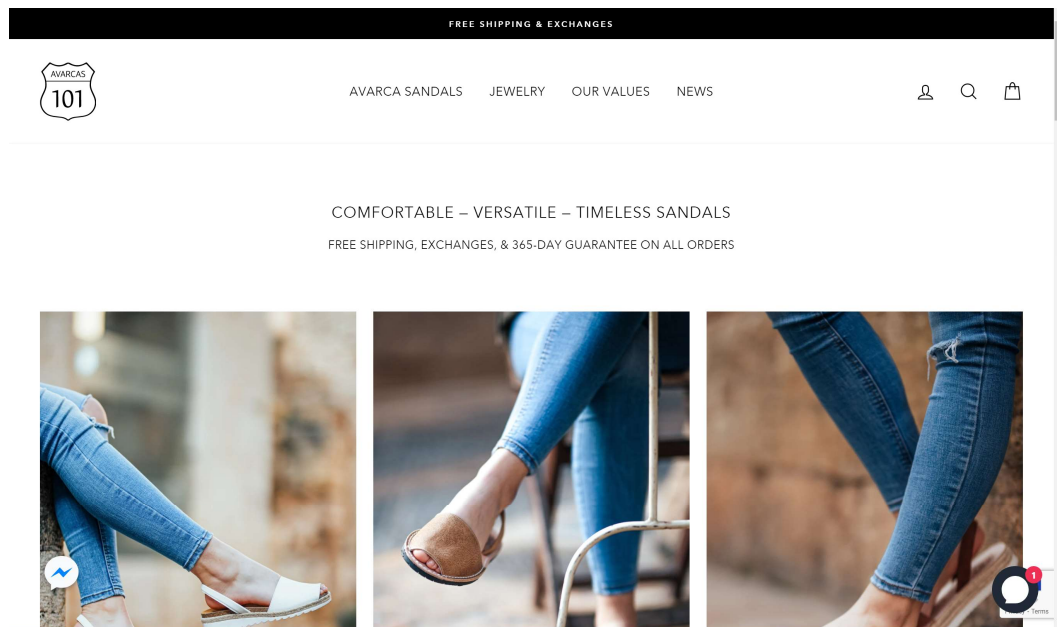


**Images from Instagram account @avarcas101*

AVARCAS 101 is a women's fashion company that designs handcrafted shoes and 24K jewelry. 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, wedge, and a platform, and range from \$85-\$125 US dollars. They are creating a product for modern women that is

Account Manager Role

ethical and sustainable using recycled and raw materials. As a brand, 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.



**Images from www.avarcas101.com*

The company was founded by Ricard who was inspired by the Spanish history of Highway 101 on a trip to California. He thought the comfort of this traditional shoe and the Spanish history resonated with the history and craftsmanship of the shoemaking process of traditional avarcas. Their craftsmanship and design process takes place in a workshop in Menorca, Spain. This is where the first avarcas were created by farmers. The shoes are all handmade by local artisans and they keep the traditional shoemaking process alive by using techniques that have been passed down from generation to generation. The materials used to create these shoes are all local to the area of Menorca, Spain. They include natural and recycled materials, recycled

rubber, recycled tires, jute, cork, and leather. Their premium Spanish leather is sourced from local tanneries that are ethically raised and meets strict EU standards.

AVARCAS 101 is committed to fighting climate change and partner with the non-profit, One Tree Planted. Currently, if a customer features their product on their social media, they will plant a tree in honor of them. Also, they collaborate with a nonprofit in Menorca, Spain called S'AUBA to help people with mental and physical disabilities find stable employment.

Currently, the sustainable fashion industry is on the rise, Avaracas 101 offers everything as a company to be right on trend with the rise in this industry. The likes of large fashion retailers and small fashion businesses are adopting sustainable standards into their existing companies to keep up with this trend (Kateman, 2019).

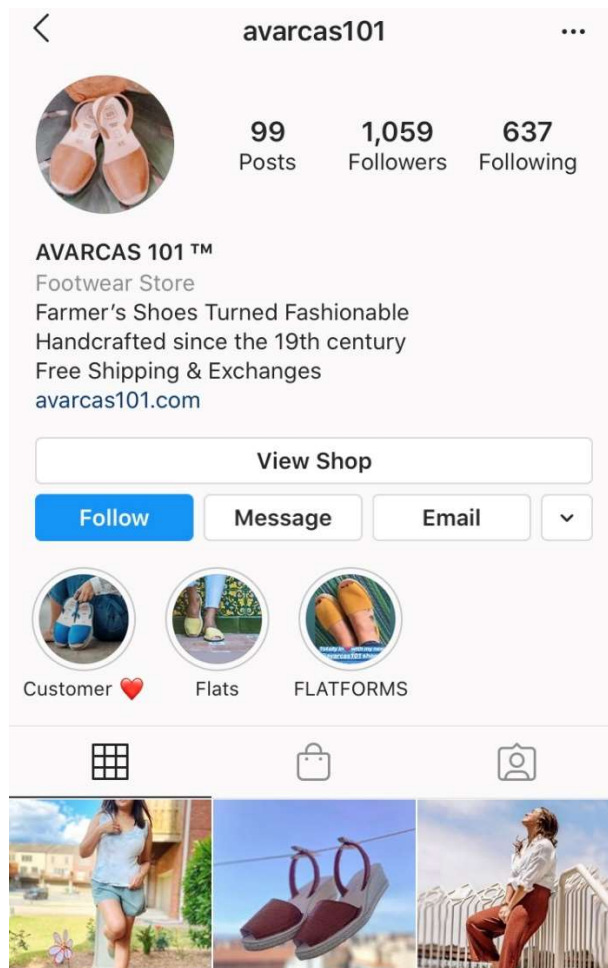
AVARCAS 101 would like consumers to know about their sandals and their values. They would like to be known for sustainable and ethical practices, their commitment to climate change, helping the less fortunate, and that their sandals are made to last and are made of natural and recycled materials. The brand has identified its target audience as women aged 30-65. 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.

Social Media Stats for Avarcas 101:

Social Media	Number of Followers
Facebook	88
Instagram	1,058
Twitter	0
Pinterest	25

Currently, their social media numbers are low and they want to improve their Instagram.

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Mission Statement

Sustainably and ethically made AVARCAS 101 creates handmade sandals using a traditional Spanish design made of high quality natural and recycled materials. We are dedicated to helping the less fortunate and are committed to fighting climate change.

Vision Statement

To be recognized for our high-quality designs and create awareness for climate change through fashion.

Competition Analysis

AVARCAS 101 competition is brands that share the same values and offer minimal fashion footwear for the conscience shopper. These fashion brands offer handmade craftsmanship and care about the environment. These conscious businesses are transparent, ethical, care for the environment, and create a high-quality item that will last many years. The following four brands have similar values and the same target audience as AVARCAS 101.

I. Able

*all research on Able is from their website www.livefashionable.com/pages/about-able



**Images are from their Instagram account @able*

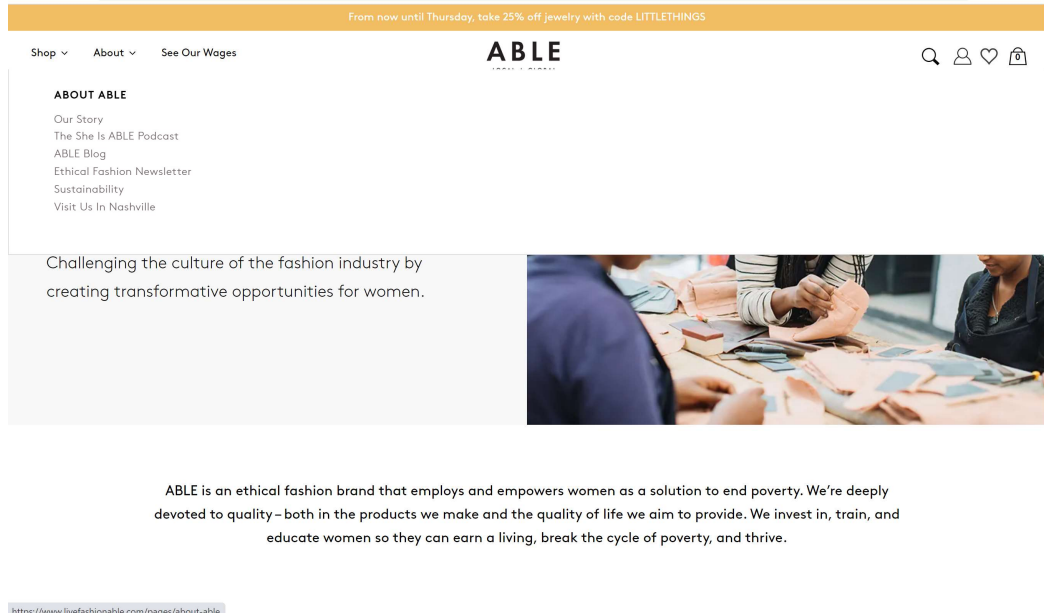
Who are they?

Able is a sustainable fashion company that offers shoes, apparel, and accessories. Their shoes range in price from \$58-\$198 US dollars. They are transparent about their sustainability and are passionate about reducing their carbon footprint. They design leather goods and their shoes are made in India, Peru, and Brazil.

Their headquarters are in Nashville. They have affiliate programs, and their mission is to empower women and end poverty. Their website offers a shop, blog, newsletter, and a podcast. Able offers more than just a shoe, consumers are well aware that the money they spend here goes to a good cause. They are transparent about their ethical

Account Manager Role

standards and who they support and empower, all of this would be appealing to AVARCAS 101 target audience.

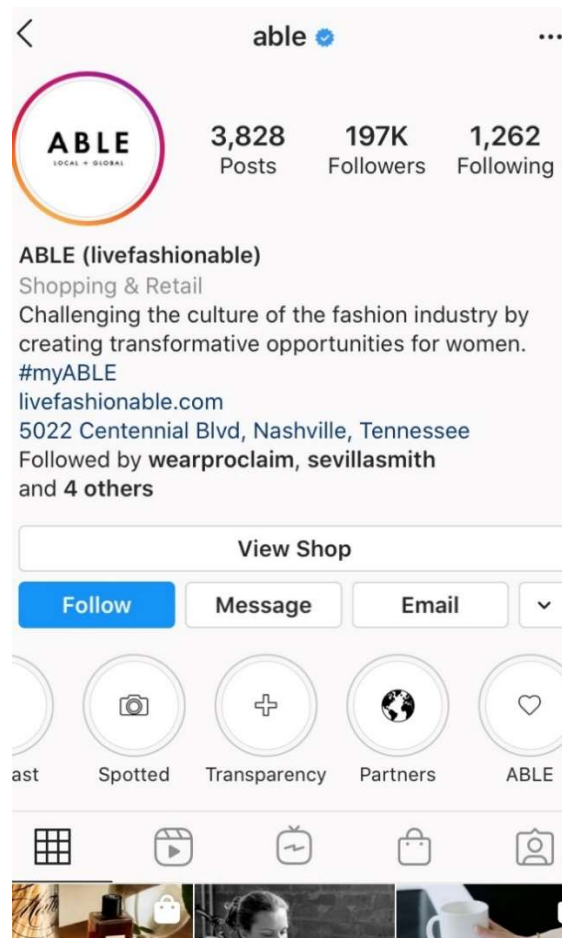


Able offers transparency and has built a community that includes a podcast, blog, and newsletter. *image from their website.

Social Media Stats for Able:

Social Media	Number of Followers
Facebook	48,473
Instagram	197K
Twitter	9,708
Pinterest	22k

Able's social media presence is very high and they are consistently active. They include saved stories on transparency on their Instagram.



2. Zouxou

*all research on Zouxou is from their website <https://www.zouxou.com/>



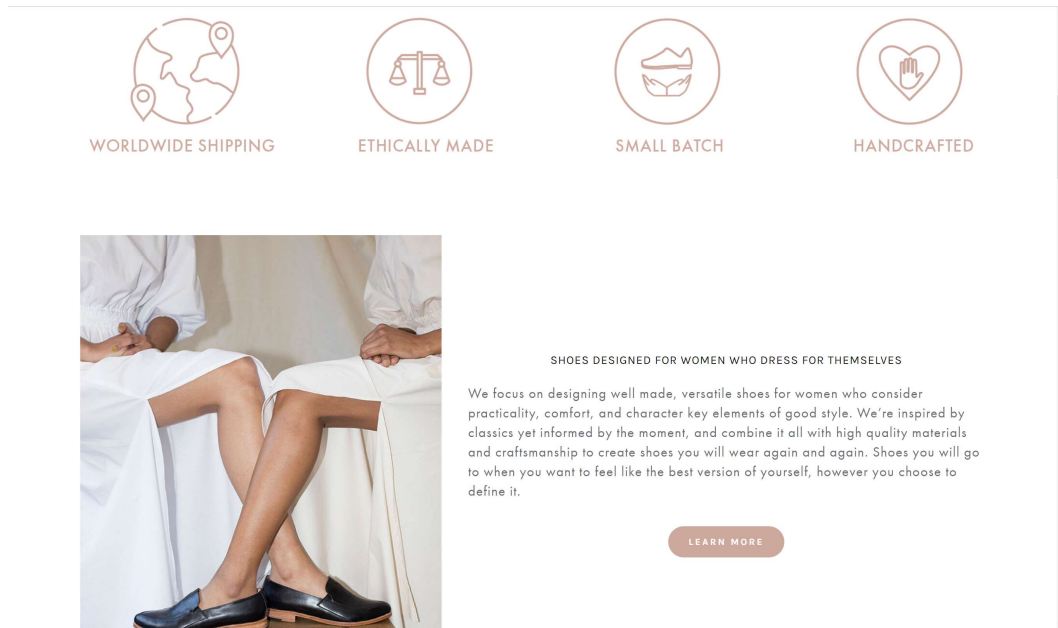
**Images are from their Instagram account @zouxoushoes*

Who are they?

Zouxou is a sustainable slow fashion footwear company in Buenos Aires, Argentina. They offer sustainable handmade women's shoes made of premium leather, in minimal classic styles in a price range of \$149-\$275 US dollars.

They are transparent with their process and are passionate about fair wages, sustainability, and the environment. They are committed to reducing their carbon footprint by creating small batches of well-made quality shoes by artisans. In addition to their shop, they have a blogsite and support fair wages. Their minimal style and brand narrative of their shoemaking process and care for the environment would be appealing to AVARCAS IOI target audience.

Account Manager Role



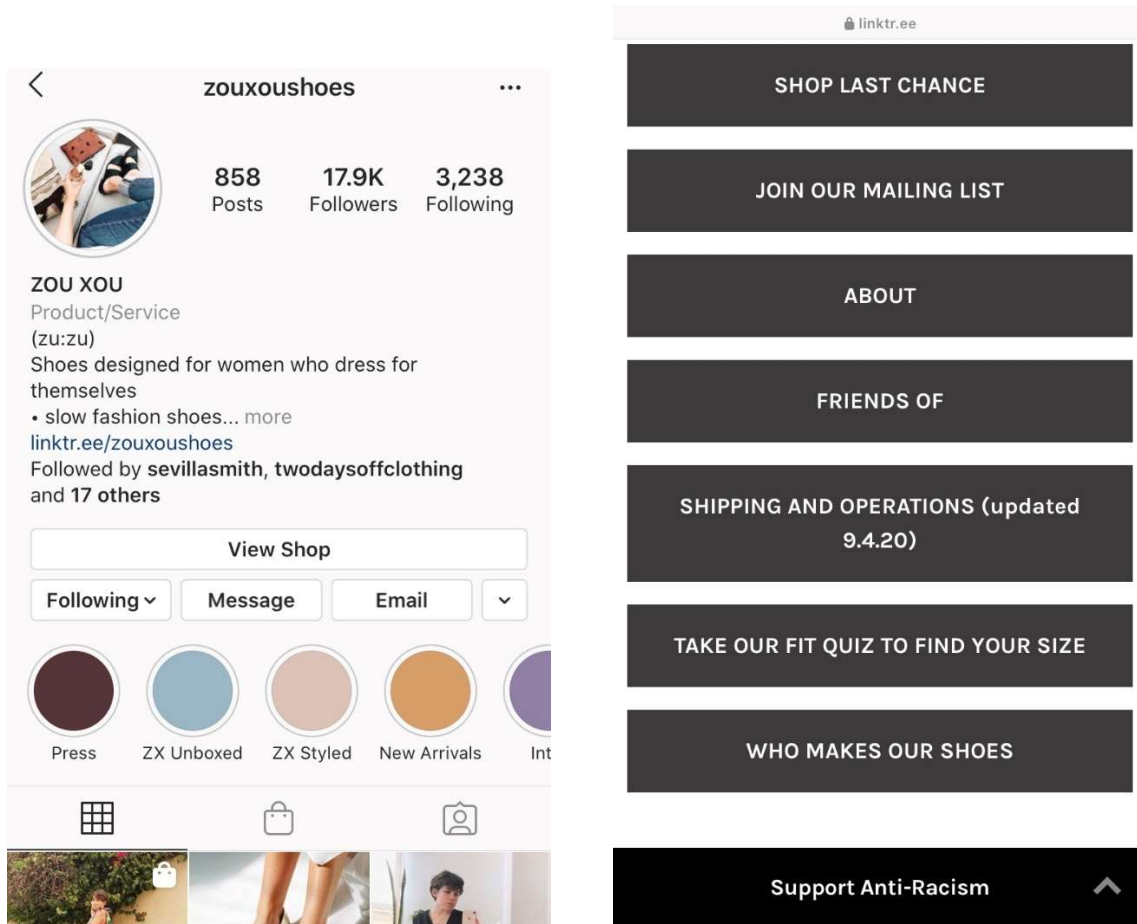
Zouxou displays their values on their homepage its made clear to consumers visiting their site what their values are without having to go looking for them. *Image from their website.

Social Media Stats for Zouxou:

Social Media	Number of Followers
Facebook	978
Instagram	17.8K
Twitter	0
Pinterest	155

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Zouxou has a large Instagram following and is very active on it. Their Instagram bio includes a Linktree which offers external links. Here customers can see their transparency.



3. Wilder

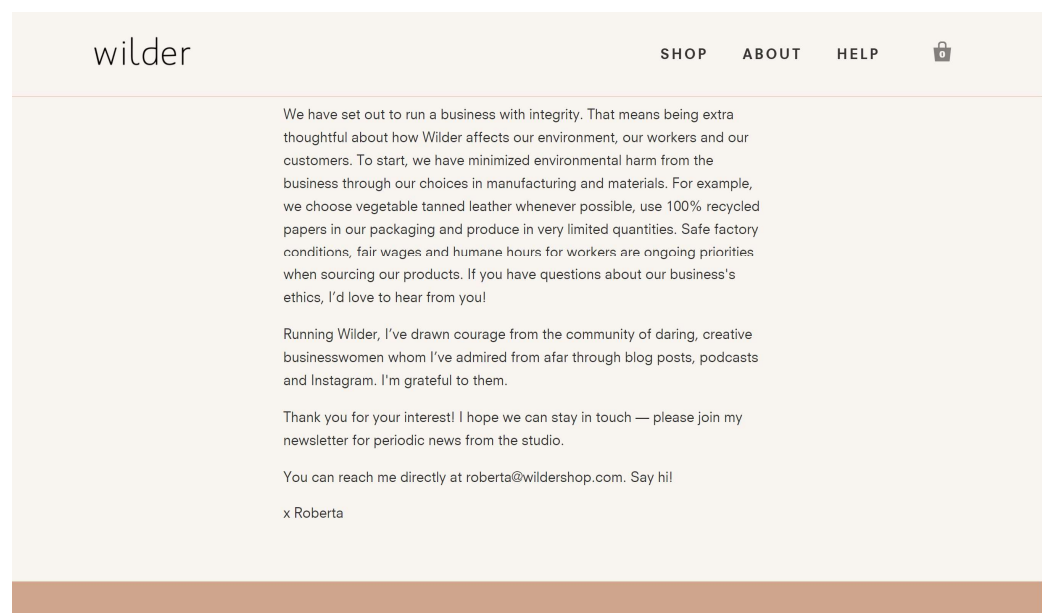
*all research on Wilder is from their website <https://wildershop.com/>



**Images are from their Instagram account @wildershop*

Who are they?

Wilder is a women's fashion shoe company that hand makes minimal style leather shoes. They are passionate about the environment and fair wages and use 100% recyclable packaging. Styles are made in limited quantities for environmental purposes. Items are handmade in Los Angeles, California, and are priced at \$145-\$295 US dollars. The detail and quality of their styles along with their passion for eco-friendly practices would appeal to AVARCAS IOI target audience.



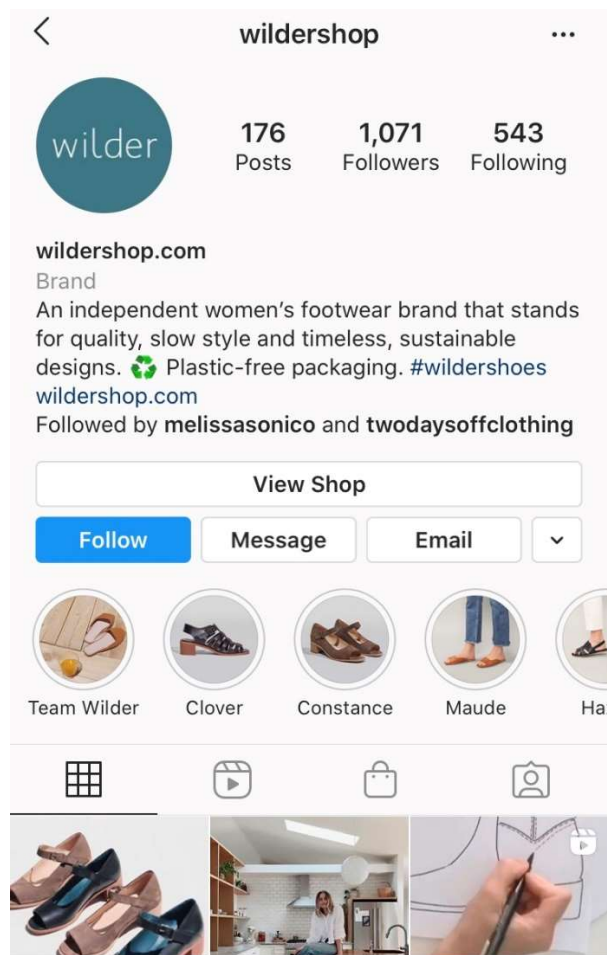
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Wilder does not display their values, you have to search for them in their about page. *Image from their website.

Social Media Stats for Wilder:

Social Media	Number of Followers
Facebook	127
Instagram	1,064
Twitter	1
Pinterest	2

Wilder does not have a large social media following but their Instagram bio states their values.



4. Sevilla Smith

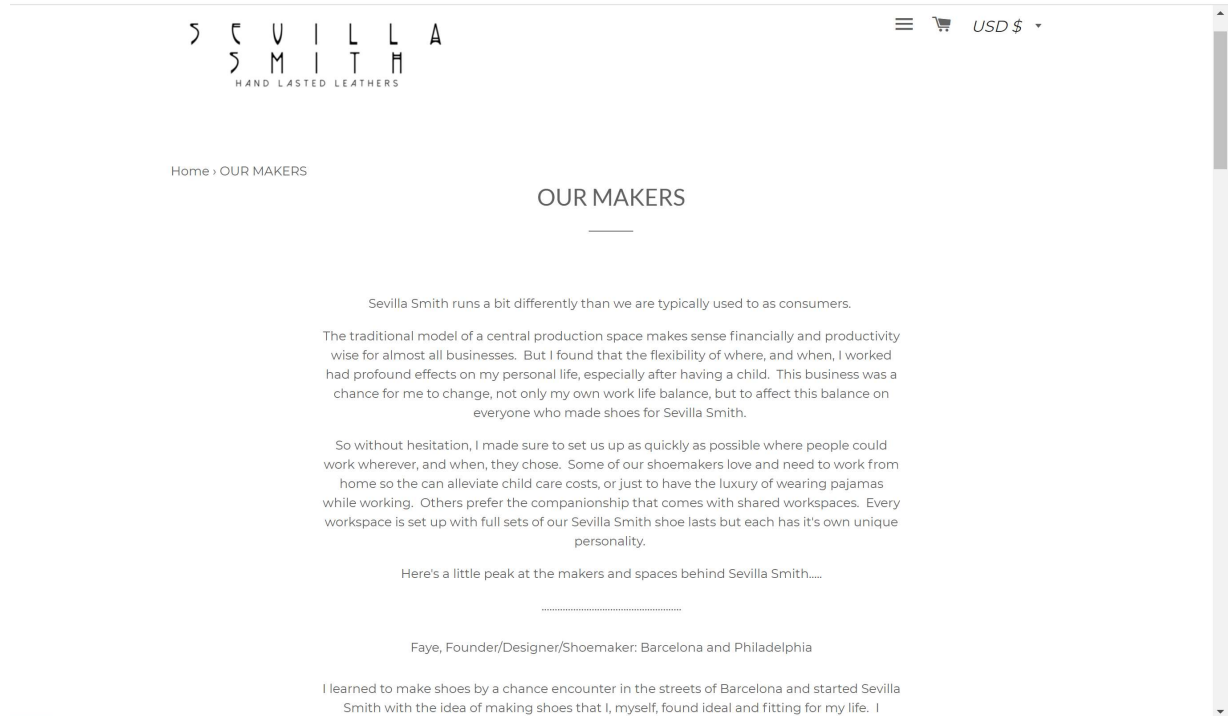
*all research on Sevilla Smith is from their website <https://sevillasmith.com/>



**Images are from their Instagram account @sevillasmith*

Who are they?

Sevilla Smith is a fashion shoe company that focuses on craftsmanship, produces limited quantities, and offers made to order shoes. Their leather shoes are handmade in the USA and Barcelona and range in price from \$150-\$285 US dollars. . They list who their shoemakers are and are transparent about their process. The styles they offer, their craftsmanship, and price range would appeal to AVARCAS 101 target audience.



Sevilla Smith does a great job with transparency, they offer a list and short bio of their shoemakers. *Image of from their website.

Social Media Stats for Sevilla Smith:

Social Media	Number of Followers
Facebook	394
Instagram	27.1K
Twitter	0
Pinterest	631

Although this brand has a huge Instagram following they do not provide all of their brand values in their Instagram bio but do offer insight into how their shoes are made and can be viewed in saved stories.





Swot Analysis

Strengths:

- The brand message is clear on website
- Website is designed well and easy to navigate.
- Offer a quality product available in three styles.
- Their historical Spanish traditional production process sets them apart.

Weaknesses:

- Social media presence is lacking and is small compared to competitors.
- Brand message is not present on social media sites
- Brand visibility and marketing tactics are lacking
- Lack in press and media coverage

Opportunities:

- Create social media giveaway campaigns for brand awareness
- Create a lookbook for their upcoming spring campaign
- Utilize their social media to share values and increase sales.
- Promote their jewelry, its missing from their Instagram account.

Threats:

- Competitors have a consistent brand narrative on their social media and websites.
- Competitors are profiting off of consumers who are conscious shoppers
- Small fashion companies are emerging that are transparent, handcrafted, and passionate about the environment.

Swot Analysis Explained

The swot analysis above is based on research and tells us where we need to focus on our next steps. The brand's strengths include a well-organized website and a unique traditional approach to sandal making.

The weaknesses involve the brand's social media presence, marketing tactics, and inconsistent brand messaging. The brand messaging of Avarcas 101 is very important to who they are and helps them set themselves apart from competitors. The brand's message is missing on their social media and this can hurt the brand in the long run. Research suggests that consistency in branding is key to build trust and the groundwork for consumer interest (Arruda, 2016). A way to do this is by sharing the brand's story, values, and passions on Instagram (Grimshaw, 2019).

Working on the Avarcas 101 social media presence can increase sales, boost engagement, and invite consumers to discover the brand (Author, 2016). This is why in opportunities we want to focus on their social media presence. By creating a social media campaign we will begin a relationship with the target audience, increase awareness, and boost sales.

Currently, the brand's competitors are engaging with consumers through highly engaged social media marketing tactics. For example, the brand ZOUXOU host social media giveaways and receive lots of engagement because they partner with influencers who have lots of followers in their target audience. For one of ZOUXOU's giveaways, they partnered with an influencer and received over a thousand likes and this helps increase brand awareness.



**Image from Instagram- ZOUXOU partners with influencers for giveaways.*

Lastly, the threats that can impact Avarcas IOI is the strong brand messaging that the competitors have. Although Avarcas IOI has something unique to offer they can be overlooked without a strong social media presence. Some of the competitors offer consistent brand messaging and a strong online community. This is where Avarcas IOI is missing out on getting their brand recognized, and profiting off of the popularity of sustainable fashion consumers. Recent research explains fashion companies across the board are adopting and implementing sustainable practices into their companies to keep up with the moving trend in the industry (Kateman, 2019). By focusing on this portion of the company we can increase sales and boost engagement and increase brand awareness.

References

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