



ART DIRECTOR

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COMM 4320-01 Fall 2020 Dr. Kurtin



Explanation of visuals for the Avarcas 101 Social Media Campaign on Instagram

The Vision & Target Audience

The vision for the Avarcas 101 Spring Instagram campaign is based on research and embodies elements that will attract the target audience. Based on previous research we know our target audience who are older millennials scroll Instagram seeking out sustainable brands. Instagram is known to attract consumers who are looking to discover eco-friendly brands with a purpose (Grimshaw 2019). Businesses on Instagram can create a community around their mission and it allows them to be transparent (Grimshaw 2019). Our target audience and Avarcas 101 are both passionate about the environment and climate change. Our goal is to show more transparency so that the audience will begin to see Avarcas 101 values flourish on Instagram. This will enable potential customers to clearly see what Avarcas 101 is passionate about. By sharing the values Avarcas 101 deeply care's about will empower Instagram followers to make conscious buying decisions and educate them on the issues the brand care's about most (Bates, 2020). Many consumers are opting for sustainable fashion items and are seeking brands that align with their personal values (Rosmarin, 2020). To allure our potential customers our storyboard consist of shooting

the different styled sandals in natural settings. We want our audience to see the connection between the Avarcas 101 fashion sandal and the environment.

Color & Tone

Our images will portray a narrative of natural elements. Scenes of the ocean, trees, and mountains will be used with the featured product in most images. The color green is known to be associated with the environment and it also reminds people of recycling (Kramer 2019). There are persuasive elements in color choices and consumers expect the color green to be associated with eco-friendly businesses (Kramer, 2019). Another known association with the color green is renewal. This is perfect for the client's brand because their values are highly associated with the environment and using recycled materials such as car tires in their product.

The color brown will also be used in a lot of our landscape images. This color is important because it is an earthy natural color. Research tells us that consumers see this color and associate it with earthy and natural emotions (Kramer, 2019). We want the target audience to be able to see these images and immediately think of these terms.

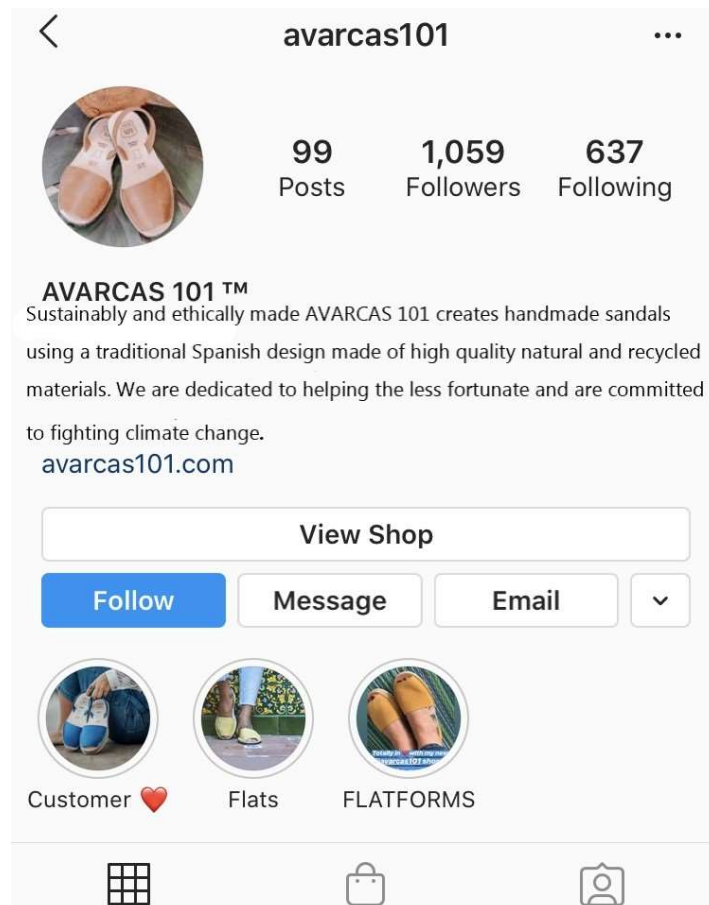
Lastly, the colors white and blue will also be used in our campaign. White is important to use as a brand because it's known to elicit associations of cleanliness, purity, and peace (Kramer, 2019). While blue is just as important because it can elicit responsibility, tranquility, and calmness (Kramer, 2019). Together these two colors will convey to our audience that the brand is honest, reliable, and minimal.

Also, white is used in Avarcas 101's logo and website. Using a white border on all of our images throughout this campaign will keep a cohesive look that the brand has already established. It's important to stay true to the branding Avarcas 101 already has in place, research shows that sustainable brands should be consistent in branding across all channels (Maurer, 2019). We are implementing this Instagram campaign to improve the brand's story-telling and transparency on Instagram to increase their followers and sales.

The earthy colors we've chosen often seen in natural settings will reflect the tone of this campaign. Our copywriter has designed the copy to sell Avarcas 101 sandals while informing consumers about their values and mission. Together the copy, color choices, and tone will present to the audience that this brand is honest and transparent. While we envision many colors for this campaign you will see them used in different ways. We will not be focusing on one color alone but rather a theme that shines a light on Avarcas 101 passion for climate change and the handmade sustainable sandal that they design. Natural lighting will be relied upon when an obvious element of nature is not present in an image. To begin, we will first update the brand's bio on Instagram.

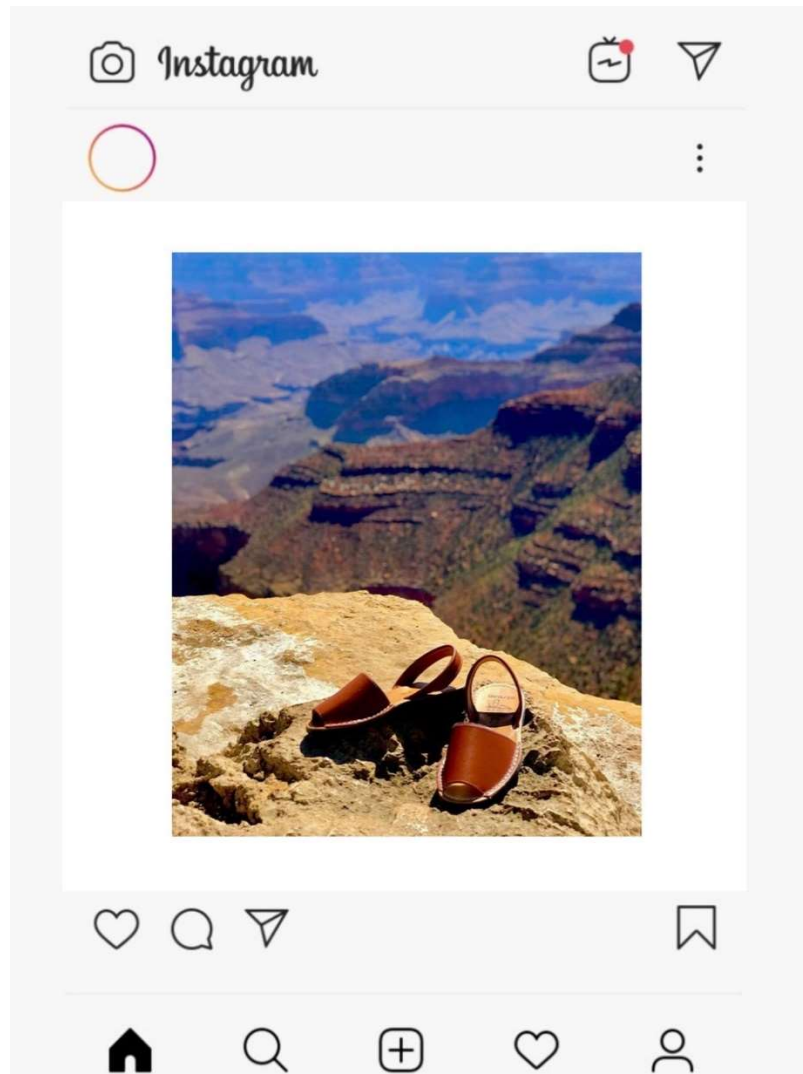
Instagram Bio Update:

Here we edit the bio on Instagram to our mission statement that we created. This mission statement sums up who the client is and what they are passionate about.



Week 1:

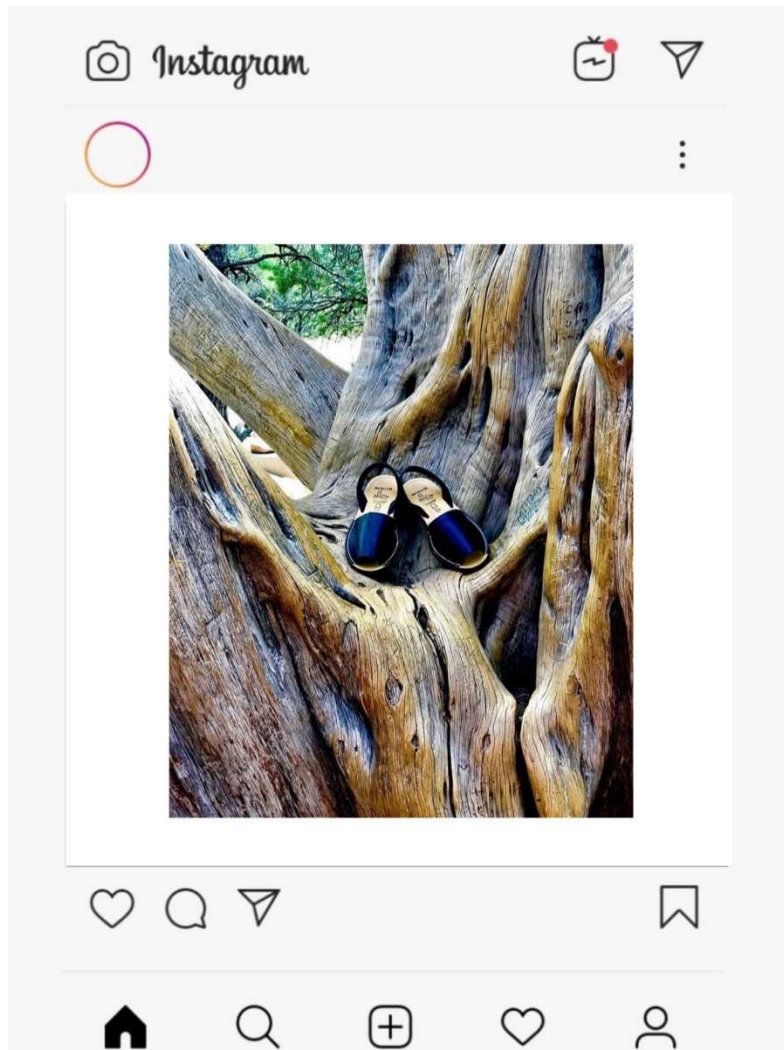
Saturday, March 20, 2021, Launch Day:



Let's celebrate the first day of spring together! As you begin your spring cleaning and think about refreshing your wardrobe we ask that you consider longevity in your style choices. Our sustainable and fashionable sandals are made to last years! As you fall in love with our line, you'll see how we can grow with you!

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas

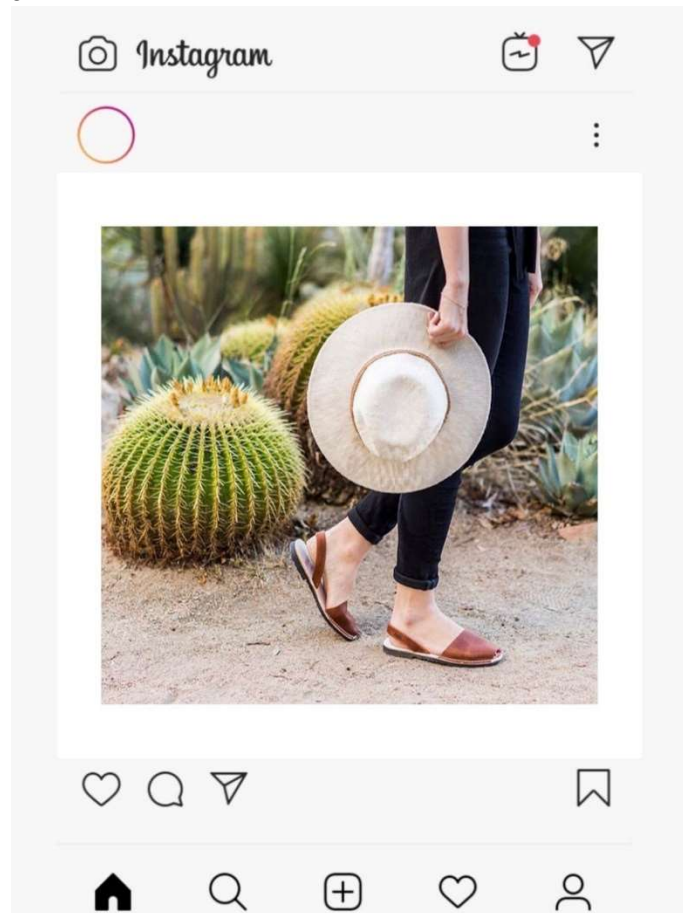
Tuesday: March 23, 2021



Take a step towards fighting climate change in our platform sandals. We support climate change and implement ethical and sustainable practices to reduce our carbon footprint. These sandals are made of premium Spanish leather, recycled car tires, and jute. We're here to grow with you.

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas

Friday: March 26, 2021

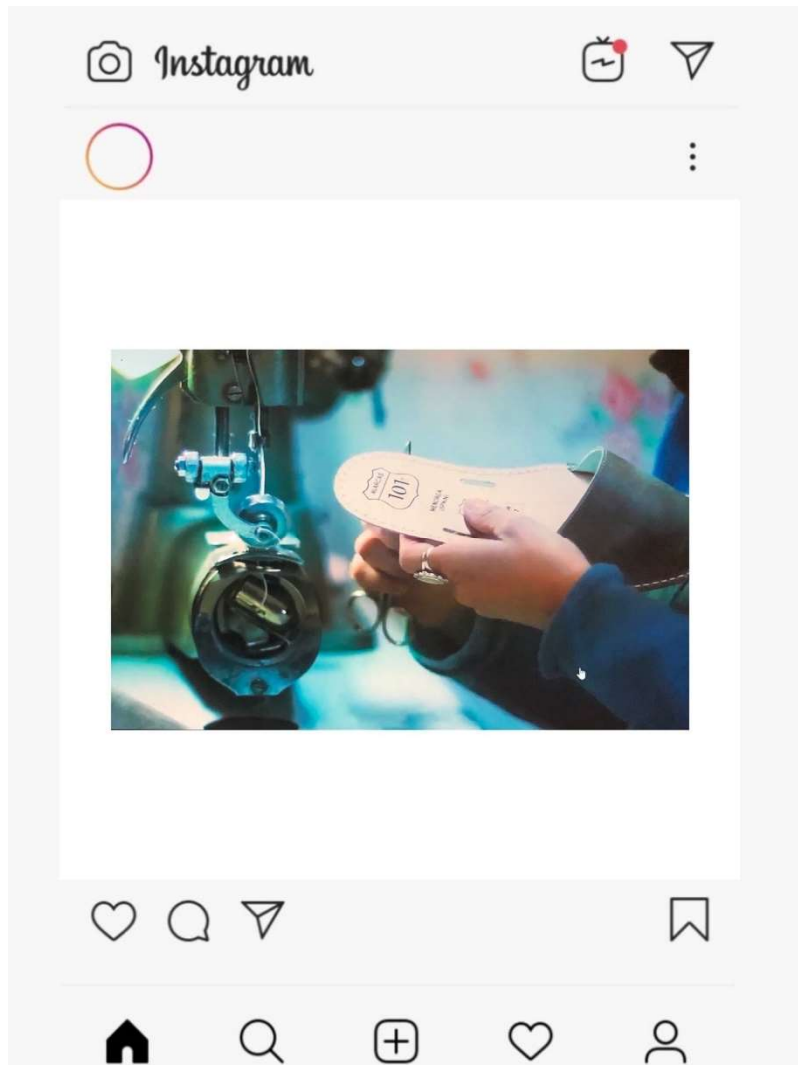


A timeless signature flat will never go out of style. As you dream up your weekend wardrobe picture yourself in our classic flat. Its stylish peep-toe and comfy design makes this versatile sandal a staple in your closet. Our shoes are handcrafted using recycled materials and are produced with climate change in mind. We took the steps so your journey will be guilt-free.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#climatechange

Week 2:

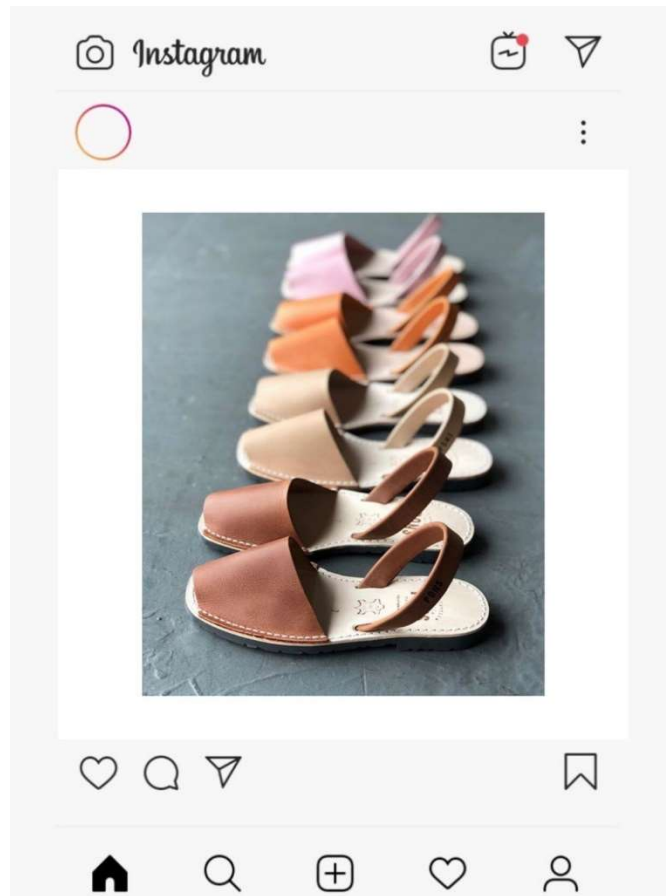
Tuesday: 3/30/21



We're all about the "slow" process, we take our time making our handcrafted sandals and continue the same practices of traditional farmers in the 19th century. Our avarcas are created using this age-old design with you the minimalist in mind.

#avarcas101 #minimalist #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#growwithyou

Thursday: 4/1/2021

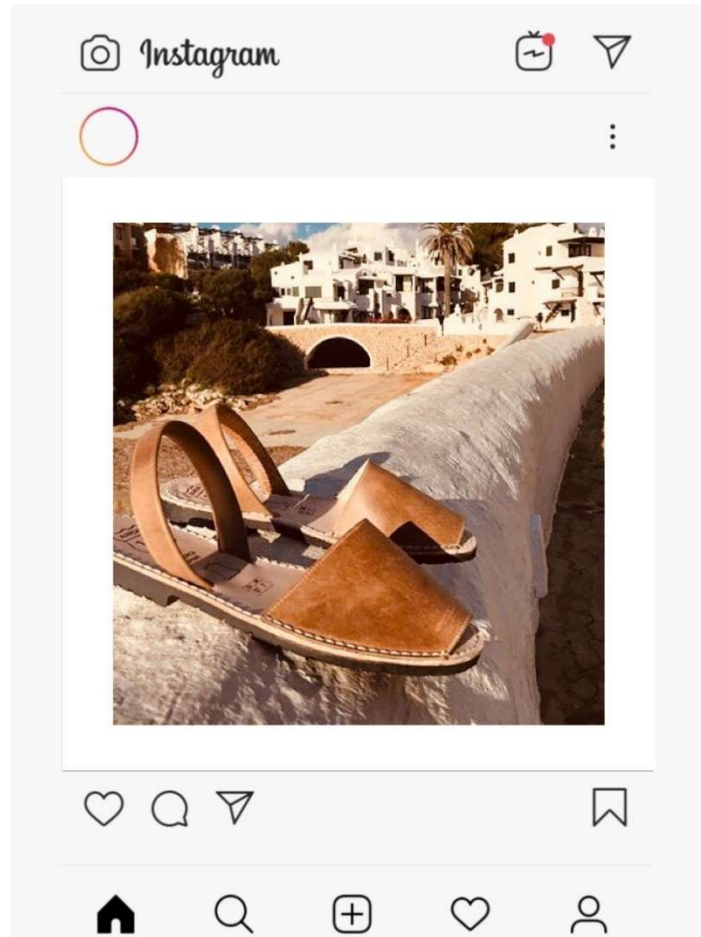


Today is all about the laughs but we're keeping cool vibing on all the color choices we offer for our flat, platform, and wedge. The possibilities are endless! Who knew farmer's shoes could be so fashionable.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#springfashion

Week 3:

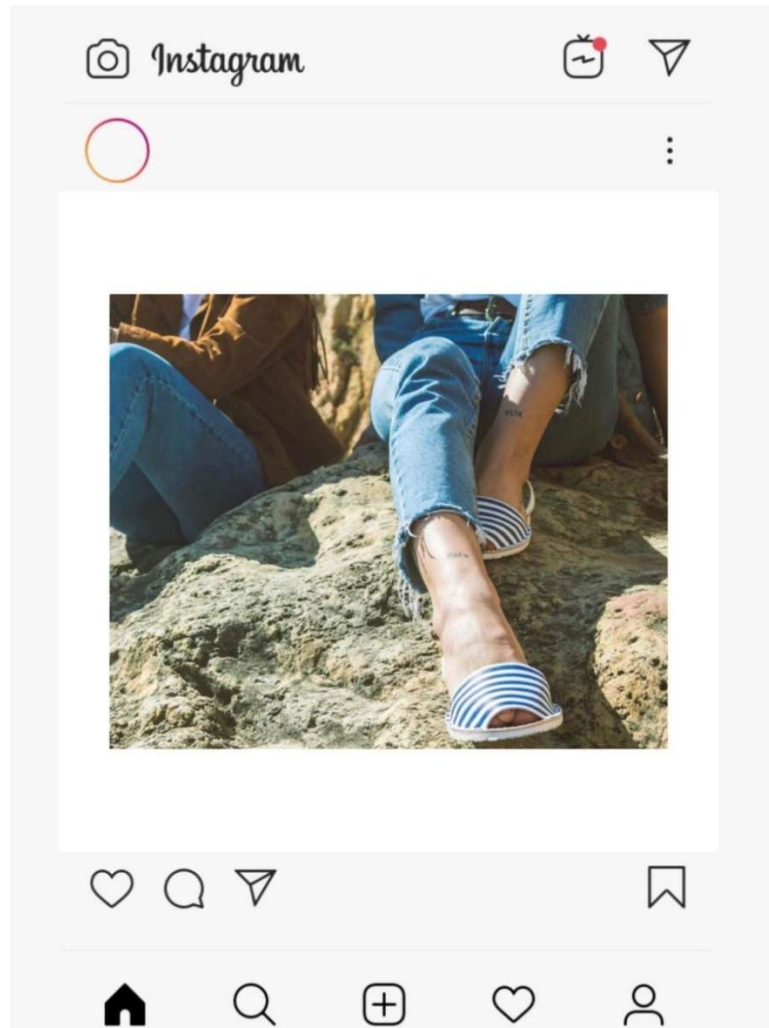
Tuesday: 4/6/2021



Our handcrafted shoes are made in beautiful Menorca, Spain on the Mediterranean sea! Our passion for climate change is rooted in our love for nature and the planet.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#menorcaspain #sustainableshoes #handmadeavarcas #traditionalavarcas

Friday: 4/9/2021

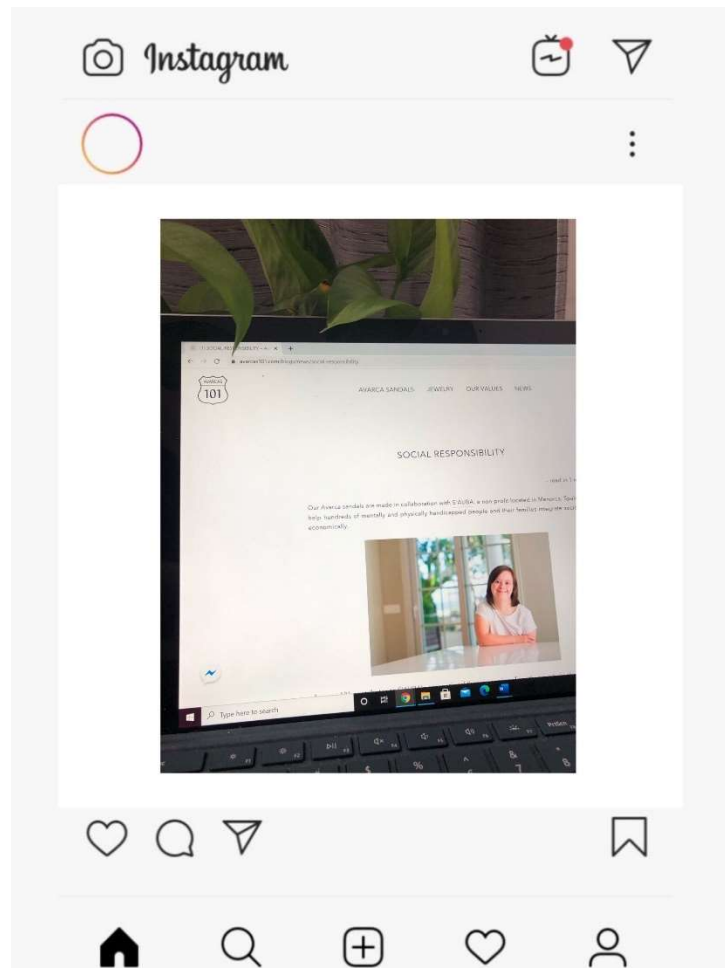


Get ready to show us what you've got! Did you know if you share a photo of yourself wearing your Avarcas 101 sandals and tag us in the photo, we'll plant a tree in your name! We partner with One Tree Planted in efforts to fight climate change. Your purchase with us makes a difference for our planet!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainable shoes #handmadeavarcas #traditionalavarcas #onetreeplanted
#climatechange

Week 4

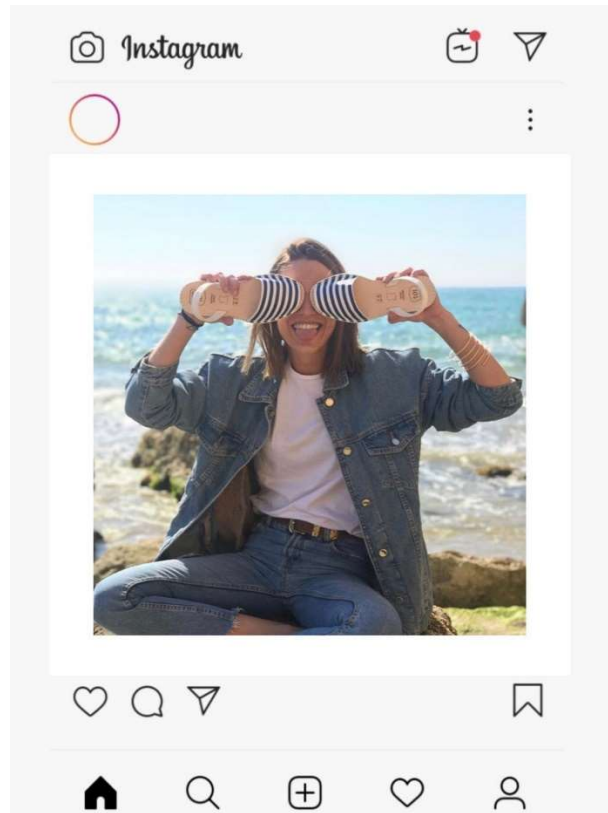
Tuesday: 4/13/2021



Have you seen our website yet? In our efforts to be supportive of the less fortunate we support a local nonprofit. We believe in shedding light on organizations that are doing good in our community. Find out more on our website while you browse our collection of handcrafted sandals.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#nonprofit

Thursday 4/15/2021

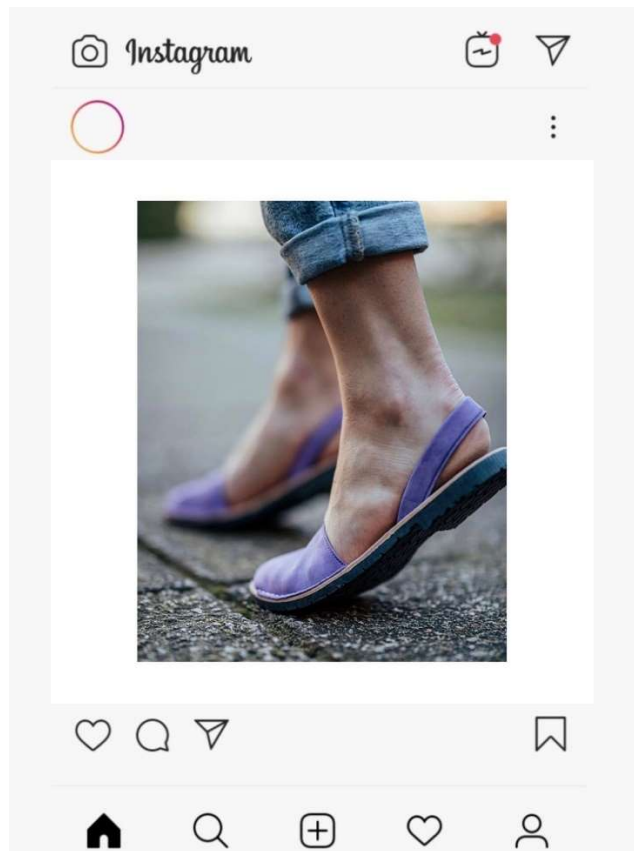


It's get to know your customer's day! Tell us something about yourself in the comments below. Do you donate to a charity, if so tell us about it? If you're not feeling chatty today drop an emoji below to share how your day is going!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas #charity

Week 5

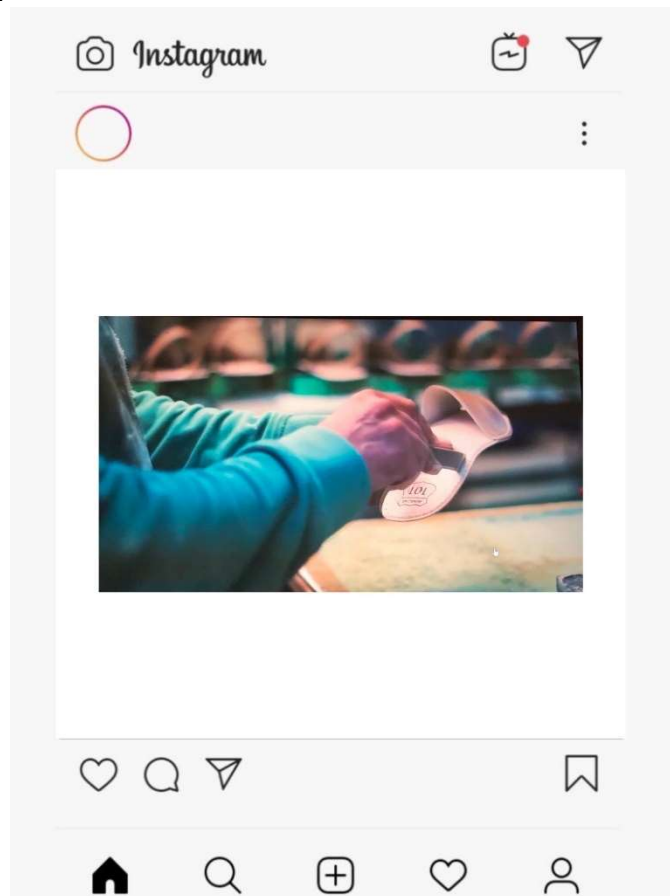
Tuesday: 4/20/2021



If you haven't noticed we're all about recycling! Our sandals feature recycled car tires and natural and recycled rubber. What other recycled products are you currently using?

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #minimalstyle #consciousfashion #sustainablefashion
#madefromrecycledmaterials #handmadeavarcas #traditionalavarcas #recycledfashion
#recycledcartires

Thursday 4/23/2021

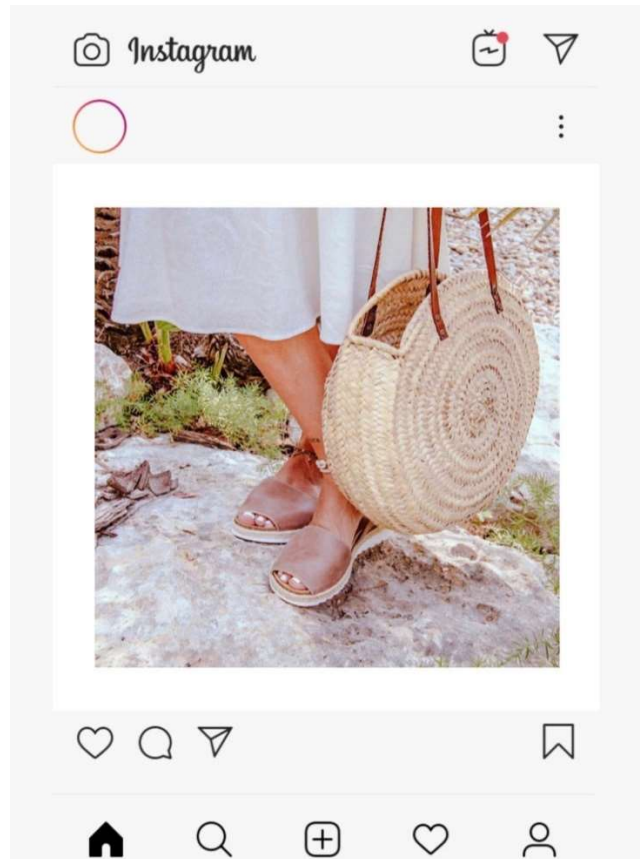


We take pride in knowing that we are making a product that will withstand years of wear. Our entire handmade process is environmentally friendly and we hope you'll love wearing our shoes over and over again.

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas

Week 6

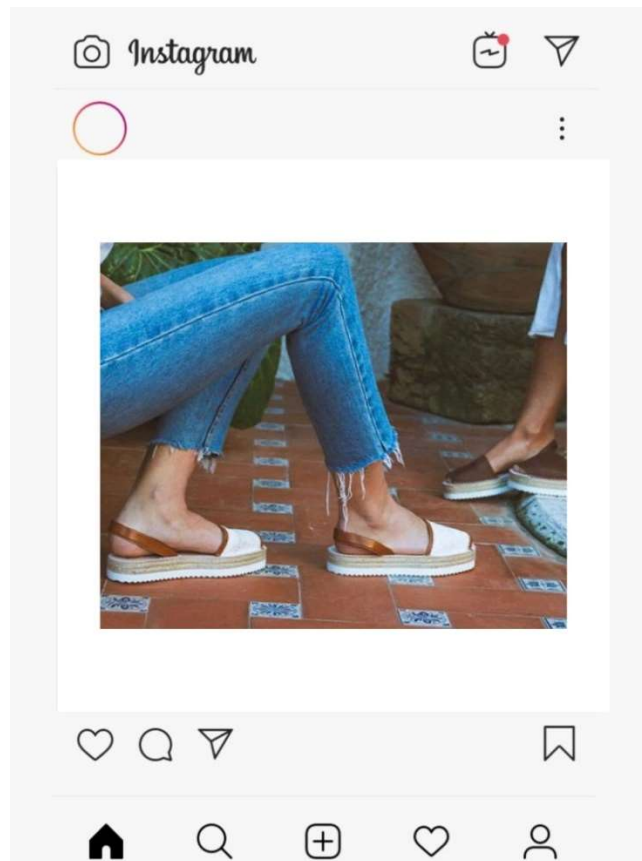
Tuesday 4/27/2021



Whether you're heading out in some elevated loungewear or dressing up for an adventurous evening, our wedge sandal will give you some edge this spring!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainableshoes #handmadeavarcas #traditionalavarcas #springfashion
#wedgeshoes

Friday 4/30/2021

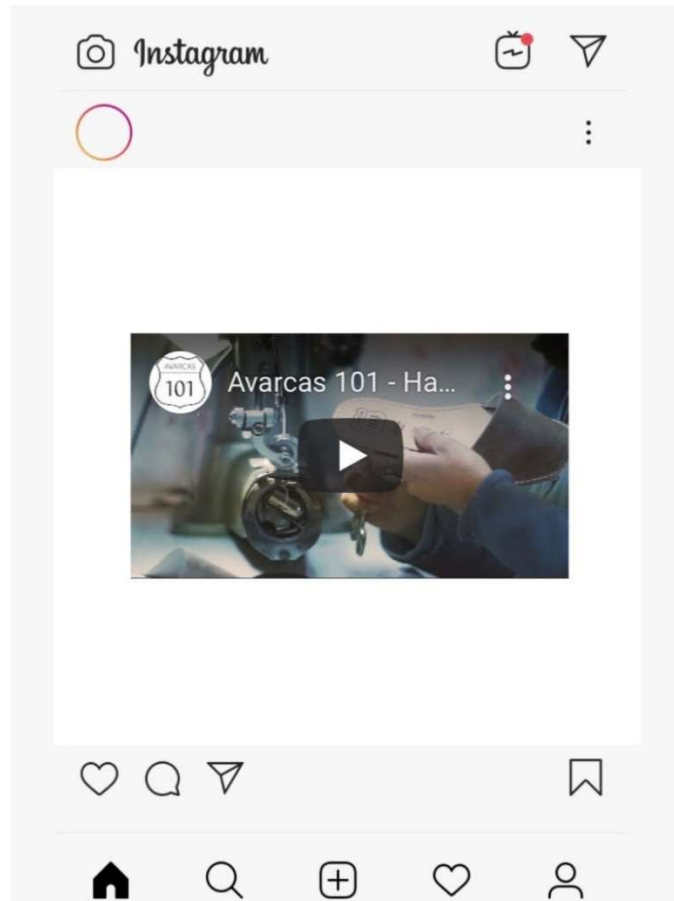


Saving the planet starts with the sole! Did you get that? If you're searching for something new and timeless our platform sandal is available in suede, textured and, embroidered designs. Shop with us while saving the planet at the same time!

#avarcas101 #growwithyou #handmadeshoes #slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion #sustainableshoes #handmadeavarcas #traditionalavarcas
#savetheplanet

Week 7

Tuesday 5/4/2021

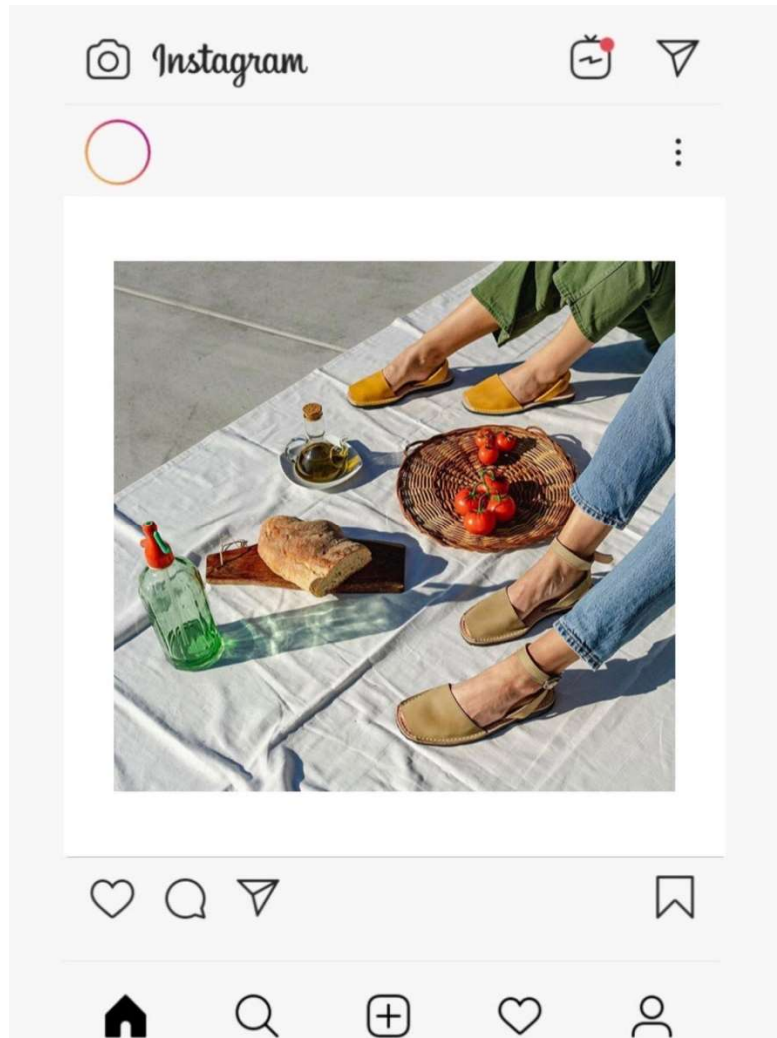


As we get to know each other we want to share who we work with. As a company that's passionate about ethical and sustainable standards, we invite you to meet the people behind our shoemaking process.

***(Here we will watch a 2 min video that's on the Avarcas 101 website that shows the shoemaking process).

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas
#howitsmade

Thursday 5/7/2021

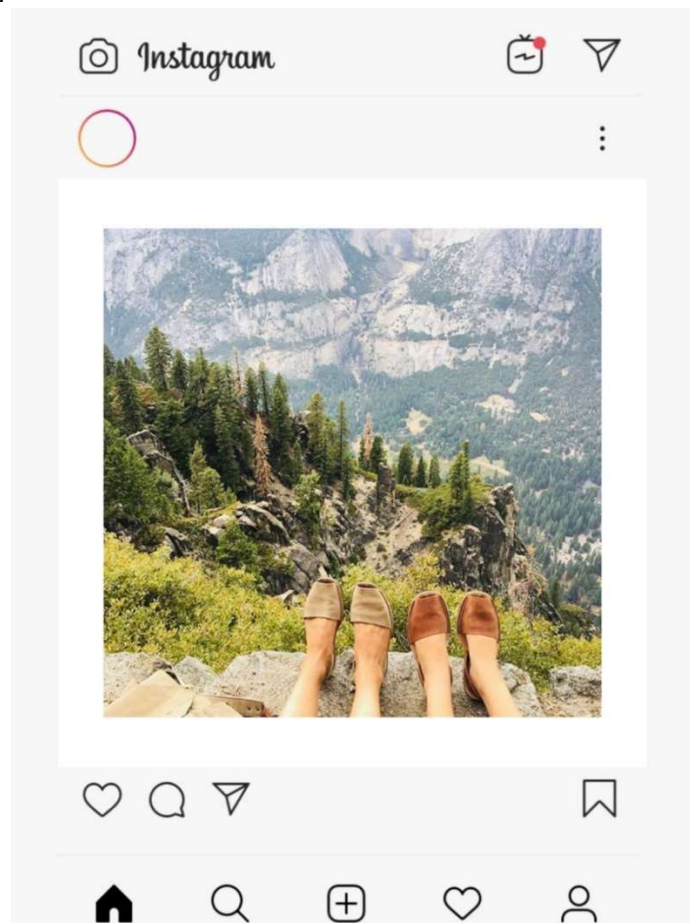


We have an upcoming surprise for you! Keep your eyes peeled for a chance to own a pair of our traditionally and sustainably made sandals! We see a fashionable summer in your future. Have a great weekend!

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainablefashion#sustainableshoes #handmadeavarcas #traditionalavarcas

Week 8

Tuesday 5/11/2021



We're giving away 3 pairs of our Sandals to one lucky winner and a friend! The winners will receive a classic pair of our traditional flat avarcas, a pair of our wedge avarcas, and a pair of our platform sandals that'll keep you looking timeless throughout the summer! Here's how to enter:

1. Follow@ Avarvas101
2. Like this photo
3. Tell us one thing you do to help fight climate change and tag a friend!

Be sure you and your friend are both following us for a chance to win! We're giving you three pairs of sandals to keep with you for the years to come! Our handcrafted sandals are

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sustainably and ethically made with the planet in mind. Be sure to tell us how you recycle, re-use, and tell a friend about us! The winners will be announced on Thursday 5/13 at 12pm PST.

**Per Instagram rules, this promotion is in no way sponsored, administered, or associated with Instagram, Inc.*

#avarcas101 #growwithyou #handmadeshoes#slowfashion #ecofriendly
#responsiblymade #handmadeshoes #minimalstyle, #slowstyle, #consciousfashion
#sustainableshoes #handmadeavarcas #traditionalavarcas #sustainablegiveaway

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