

OBJECTIVE

Help Alta Gracia understand whether target customers respond to living wage apparel marketing.



METHODOLOGY

Determined that Facebook CPC advertising campaign was the best way to test three messages with Alta Gracia's target market.

- Our Facebook experiment consisted of three major steps:
- 1. Developed** three different messages to test – two sustainability messages and one non-sustainability message
 - 2. Identified** the target audience for the ads
 - 3. Aligned** on one key metric critical to evaluating message success - the click-through rate



FINDINGS

- Potential customers are more attracted to a "snazzy" sustainability message than a generic brand claim.
- Alta Gracia's target customers are especially drawn to living wage apparel messaging that shows how it outperforms its competitors in the labor space.

Alta Gracia: Life Changing Apparel

Jennifer Ballen, Silvana Lopez, Nicole Stutz, Anna Thomas

Problem Statement:

Alta Gracia must identify which types of messages motivate apparel customers and if the company can leverage its fair labor standards value proposition to influence consumer interest.

3 + **15** + **164M**

distinct messages

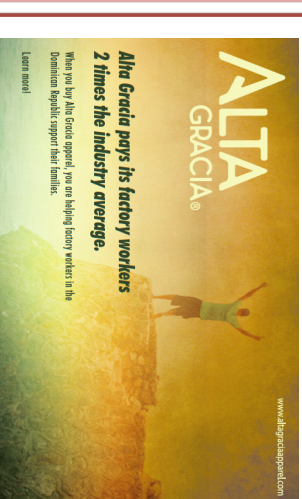
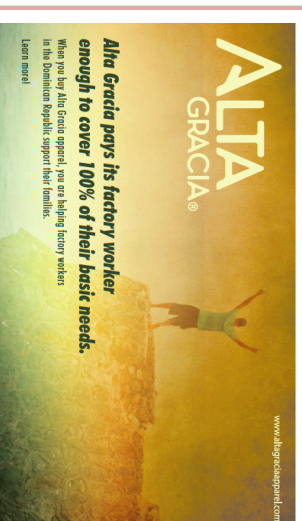
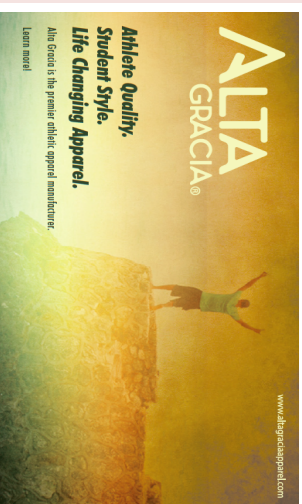
days of live testing

potential viewers

Message #1: **Control**

Message #2: **Absolute**

Message #3: **Relative**



Click-Through Rates:

Facebook average for this type of ad = 0.02%

0.91%

0.72%

2.38%

2,495 total clicks

2,464 total clicks

7,780 total clicks

Recommendation:

Alta Gracia should allocate marketing resources towards efforts that highlight its relative competitive advantage in sustainability.