



AVARCAS 101



AVARCAS 101 is unique shoe company that produces women open -toe shoes according to authentic Spanish traditions. This shoe-making technique was first used by Spanish farmers in 19th century. Lifetime dedication to avarcas crafting made them one of the most comfortable shoes & more than 100 years experience crafting exceptional leather shoes made them last lifetime.

• Target Audience: who are we talking to?



- Teenage girls in their 16 - 20 who are consumers of comfortable flat leather shoes. Girls at the age of 16 -19 are mostly high school students who are still depended on their parents and are heavily influenced by what their peers wearing. Social media has a great influence on their clothing and style choices as well.
- Young female adults ages 21 -34 mostly of whom are grown up, independent individuals. They can purchase Avarcas101 at their online store at any time, and any convenient location. They are concerned with practicality, quality, convenience, and style of the shoes.



Women in their Middle Ages 35 -44:

independent women, most of them are moms and wives. Their priority is work and taking care of their family, therefore convenience and practicality of Avarcas 101 their main priority.

Older female adults ages 45 - 64:

mostly working and retired women with grown up kids. So, they are more focused on their career, hobbies, self-education and grandkids. Their main priority is feeling comfortable, therefore they would most likely to choose Avarcas 101 specifically for that reason.

What is the single more important thing to say?



Lifetime dedication makes it perfect and quality is undeniable.

"THERE IS NO LIMIT FOR PERFECTION"



Therefore, we are trying hard to support the environment & people with special needs

What are the supporting rational and emotional "reasons to believe and buy?"

Avarcas 101 brings the best quality open - toe shoes to the market. Their thorough craftsmanship of every step of the process is dedicated to make comfortable and long lasting shoes. Avarcas 101 increases durability of well-being, cares about health and makes sure the style of shoes will go with any outfit. Aren't they making the lives of millions women easier?



Tone



Ethical
Sustainable
Classy
Stylish

Helping the environment & Less fortunate
Dedication to the process of craftsmanship

What else do you know?

AVARCAS 101 also offers to treat yourself with 24 K gold hand made jewelry. Their jewelry is made from recycled industrial offcuts of 24 K gold and semiprecious metals. No harmful materials are used. All jewelry is safe to wear, as each piece is allergen-free.



Timeline/Budget



\$1,000

Spring/Summer campaign that would kick off in late March.

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TLH is a nonprofit organization that empowers anyone in an education or mentorship position to support youth dealing with poor mental health.

