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

Click-Through Rates:
Facebook average for this type of ad = 0.02%

- Message #1: Control
  - 0.91%
  - 2,495 total clicks

- Message #2: Absolute
  - 0.72%
  - 2,464 total clicks

- Message #3: Relative
  - 2.38%
  - 7,780 total clicks

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