METHODOLOGY

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.

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

**OBJECTIVE**

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

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 – 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 competitors in the labor space struggle to meet sustainability standards and Alta Gracia outperforms them.

**Message #1:** Control

- Potential viewers: 164M
- Days of live testing: 15
- Distinct messages: 3
- Click-Through Rates:
  - Facebook average: 0.02%
  - Alta Gracia: 0.14%
  - Relative message: 0.29%
  - Absolute message: 0.45%

3,780 total clicks

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

2,464 total clicks

0.38%

2,495 total clicks

0.91%

7,780 total clicks