

Marketing Strategies: The Artisanal Movement



Overview of Marketing Strategies

- A. The Conscious Consumer Attributes
- B. The Artisanal Movement Consumer Attributes
- C. Brands that position the Artisanal Movement
- D. Reinvention and Brand Transformation
- E. Corporate Social Responsibility
- F. Mission Focused Campaigns
- G. Mission Core Value Campaigns
- H. Best Practices for Artisanal Movement

Characteristics of the Socially-Conscious Consumer

Characteristics of the Socially-Conscious Consumer:

- Wants to know values behind the brand
- Cares about transparency and ethics in business
- Consults those they trust, through their social networks, before making a buying decision
- Distrusts unsolicited promotions and advertising
- Want companies to be actively invested in the betterment of society and the solution of social problems
- They want companies that prioritize “making an impact” on the world around them
- want companies to involve their customers in their good works. They want an opportunity to give back — whether it’s with a gift of their time or their money

A New Breed of Consumers- Values the Artisanal Movement

This new breed of consumer desires products that are handmade, local, and made in small batches, all natural or simplified, and stripped of corporate branding. However, the product is personalized by the maker, who is believed to be more transparent and authentic than the corporate counterpart. In fact, the consumer's belief in these principles creates a feeling of connoisseurship to the product.

Consumers of the artisanal movement want a personal story from the products they buy. They want to know where it comes from, who made it, how and why it was made, and to feel that their purchase financially supports the person behind the story they are buying.

Measurable impact matters as a way to demonstrate transparency, and the social, economic and environmental value.

US companies Embrace Handmade- The Artisanal Movement

US companies are embracing handmade, artisanal products with maker stories.

The Artisanal Movement is a cultural vision, a philosophy for living. In the age of machines, consumers want to celebrate something more human and kindle the artisan spirit in us.

The artisanal movement is composed of and driven by:

- a preference for things that are human scale
 - once we delighted in the sheer scale of a consumer society, now we want things made in tiny batches
- a preference for things that are hand-made.
 - once we delighted in machine manufacture, now we want things made by humans.
- a preference for things that are relatively raw and untransformed
- a preference for things that are unbranded
- a preference for a new transparency
 - we want to know all the parties who grow, transport, sell and resell the food on our table
- a preference for things that are “authentic”
- a preference for the simplified
 - Artisanal is the enemy of artifice and complexity. It returns us to a simpler world.

Examples of Marketing Strategies that Focus on Artisanal

west elm

THE POWER OF YOUR PURCHASE

When you shop at west elm, your purchase has the potential to create positive change—not just in your home but around the world. Explore our commitments, and discover the power of your purchase firsthand.

CLICK THE ICONS BELOW TO EXPLORE



HANDCRAFTED

Handcrafted means so much more than 'made by hand.' It's a global network that you're a part of along with our designers, artisans + vendors.

To date, we've invested more than **\$275M** in the **HANDCRAFT** sector.



Our **Sari Silk Pillow Covers** are made by artisans who spin silk cocoons into yarn in rural villages in India.



From hand-spun silk pillows in India to upholstery craftsmanship here in the U.S., we're helping to preserve traditional craft techniques.



TODAY + IN 2020:
20% OF OUR PRODUCTS
ARE + WILL CONTINUE TO
BE HANDCRAFTED.

Examples of Marketing Strategies that Focus on Artisanal

west elm

Our values come alive in the work we do and in our products—and they live on with you.

HANDCRAFTED

Our handcrafted products are sourced from a network of 35+ artisan groups in 15 countries, employing nearly 5,000 makers.

[Learn More](#)

FAIR TRADE

In 2014, west elm became the first-ever home retailer to offer Fair Trade Certified™ products.

[Learn More](#)

ORGANIC

Organic fibers aren't treated with pesticides, insecticides or herbicides, and conserve more natural resources like water.

[Learn More](#)

SUSTAINABLY SOURCED

We believe in making sustainable products, being mindful of our impact on every level.

[Learn More](#)

west elm LOCAL CELEBRATING COMMUNITY

In 2013 west elm LOCAL launched in just 2 stores. Since then, we've expanded to all 100+ locations.

[Learn More](#)

Examples of Marketing Strategies that Focus on Artisanal



MOXHI

handmade in argentina

EXPLORE THE BAGS



Examples of Marketing Strategies that Focus on Artisanal



MOXHI Artisans Cecilia and Leonardo at their workshop.



Son Alejandro and father Miguel in their own eco leather factory.



The whole MOXHI team in 2014 - from tanning the leather, to handcrafting the bags and getting them to you!

Focus on Artisanal for Fashion Brands

coralie reiter

ABOUT CORALIE

Coralie started her eponymous jewelry line in 2012. She was born in Puerto Rico and raised in South Florida. Her mother is from Puerto Rico and her father is from Switzerland. She has always felt that her eclectic background has influenced her designs.

After working as an assistant jewelry designer at a fine jewelry store, she started to take interest in styles of jewelry from around the world. Infusing each style with her love of color, statement, and some sparkle.

Each piece is meticulously crafted by hand using vibrant silk threads, glass beads, shells, crystals, and natural stones.

She currently resides in Los Angeles, California.



Focus on Artisanal for Fashion Brands

FITZY

ABOUT

HANDMADE IN CANADA

At Fitzzy we make modern leather goods. All of our pieces feature a clean modern design meant to simplify your life both visually and practically. We believe in a less but better approach to design. We use genuine leather and solid brass hardware so that our products stand the test of time.

All of our leather goods are handmade right here in Toronto.



ROSE
&
FITZGERALD
EST. 2013

In a world where many artisan goods are produced in factories and peddled by mass marketing campaigns, Rose & Fitzgerald was created in hopes of connecting you to something truly authentic.



Repositioning for All Artisanal Brand based on Competitive



ten thousand villages

OUR MISSION

We create opportunities for artisans in developing countries to earn income by bringing their products and stories to our markets through long-term, fair trading relationships.



our vision

One day all artisans in developing countries will earn a fair wage, be treated with dignity and respect and be able to live a life of quality

LOCAL TO LOCAL

Corporate Social Responsibility: Demonstrating Values to the Customer



For the Bosch Group, sustainability means securing the company's long-term success while at the same time protecting the natural environment for future generations. We aim to make renewable energy more affordable and mobility even safer, cleaner, and more economical, and to develop eco-friendly products across the board.



Our values – what we build on

Our values reflect the manner in which we run our business: our professional ethics in dealing with our business partners, investors, employees, and society.

1

Future and result focus

Our actions are result-focused. This allows us to secure our future. It also creates a sound basis for the social initiatives of the company and the foundation.

2

Responsibility and sustainability

We act responsibly in the interest of our company, also taking the social and ecological impact of our actions into consideration

3

Initiative and determination

We act on our own initiative, take entrepreneurial responsibility, and pursue our goals with determination.

4

Openness and trust

We communicate important company matters in a timely and open fashion. This is the best foundation for a relationship built on trust.

5

Fairness

We deal fairly with our colleagues and business partners, and view this fairness as a cornerstone of our corporate success.

6

Reliability, credibility, legality

We promise only what we can deliver, accept agreements as binding, and respect and observe the law in all our business transactions.

7

Diversity

We appreciate and encourage diversity for the enrichment it brings, and see it as essential for our success.

BOSCH

Invented for life



YOUR WORLD.
BEGIN TO MAKE
IT BETTER.

SNEAK PREVIEW
08.06.18 | ABSTATT



BOSCH
Technik fürs Leben

Corporate Social Responsibility – Sustainability & Community

LEVI STRAUSS & CO.

We believe that clothes — and how you make them — can make a difference. Since 1853, we've been obsessed with innovating to meet people's needs. We invented the first blue jean, and we reinvented khaki pants. And we work to build sustainability into everything we do. We are driven by our purpose: to deliver profits through principles to make an outsized impact on the world. We are Levi Strauss & Co.

SUSTAINABILITY

WE'RE EMBEDDING SUSTAINABILITY INTO EVERY PART OF OUR BUSINESS, MINIMIZING OUR IMPACT ON THE PLANET.



WORKER WELL-BEING

LEVI STRAUSS & CO. IS MAKING ITS WORKER WELL-BEING GUIDELINES AND TOOLS PUBLICLY AVAILABLE TO OTHERS IN THE APPAREL INDUSTRY.

COMMUNITY

ENGAGING WITH AND SUPPORTING OUR LOCAL COMMUNITIES IS AT THE HEART OF ALL WE DO.



Cooperate Social Responsibility – Responsibility to Consumers



A positive impact

The LEGO Group wants to leave a positive impact – be it in respect to the Group's stakeholders or the wider community. The LEGO Group is committed to caring for the environment and the society that children will inherit, and to inspiring and developing the builders of tomorrow.

- **Innovate for children**

We aim to inspire children through our unique playful learning experiences and to play an active role in making a global difference on product safety while being dedicated promoters of responsibility towards children.

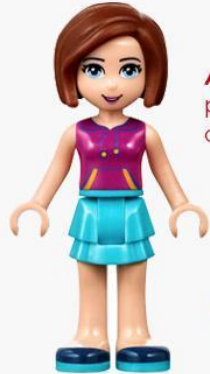
- **Environmental leadership**

We want to create positive impact on society, and an important part of this ambition is to reduce our environmental impact. We want to address climate change by reducing our emissions through improving our energy efficiency, and we want to source and use resources responsibly and to improve our waste management. This is to ensure we do not consume resources and materials at a faster rate than they are regenerated, so that future generations can also benefit from the same variety of resources and materials our generation has access to.

- **Caring, ethical and transparent**

In our daily work we strive to uphold the highest ethical business standards and business practices, with respect for human and labour rights, while doing everything we can to promote and protect our employees' well-being and safety. We will never sacrifice our values or purpose for the sake of short-term profit.

Corporate Social Responsibility – Responsibility to Consumer



All LEGO employees participate in mandatory training on the importance of **operating ethically**



- **Ethical business conduct**

Our corporate policy framework introduces high standards that reflect our core values. The LEGO Group is committed to doing business with integrity – *the LEGO Way* – and in adherence to anti-bribery and anti-corruption laws. As a company, and as individuals, we must never compromise our compliance to high ethical standards.

- **Respectful workplaces**

Our employees are fundamental to our success, and we want to be sure that they have the safest working conditions possible, no matter where in the world they are. We are strongly committed to ensuring all our employees are treated with equal respect and dignity. We aim to remain a workplace of high standards, where the rights of employees are highly prioritised and realised.

- **Responsible supplier management**

We work systematically with our suppliers to support decent and fair working conditions in our entire supply chain and to improve business practice for the benefit of employees and businesses.



Welcome to Dove...

...the home of real beauty. For over a decade, we've been working to make beauty a source of confidence, not anxiety, and here's where the journey continues.

Beauty is not defined by shape, size or color – it's feeling like the best version of yourself. Authentic. Unique. Real. Which is why we've made sure our site reflects that. Every image you see here features women cast from real life. A real life version of beauty.

Whatever you're looking for - products to provide you with the care you need, tips and advice ranging from hair care, to skin care, to underarm care – everything you see here is designed to make you feel beautiful.

Explore the world of Dove below.



Our 'No Digital Distortion' mark

o digital distortion – only real beauty. With our No Digital Distortion Mark, we're pledging to show women just as they are.

Introduction to Marketing Strategies - Brand Focus: Social Causes



- grey?
- gorgeous?

Why can't more women feel glad to be grey? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- withered?
- wonderful?

campaignforrealbeauty.ca  | Dove



- fat?
- fit?

Does true beauty only squeeze into size 27? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove



- flawed?
- flawless?

Is beautiful skin only over spotless? Join the beauty debate.

campaignforrealbeauty.co.uk  | Dove

AVEDA

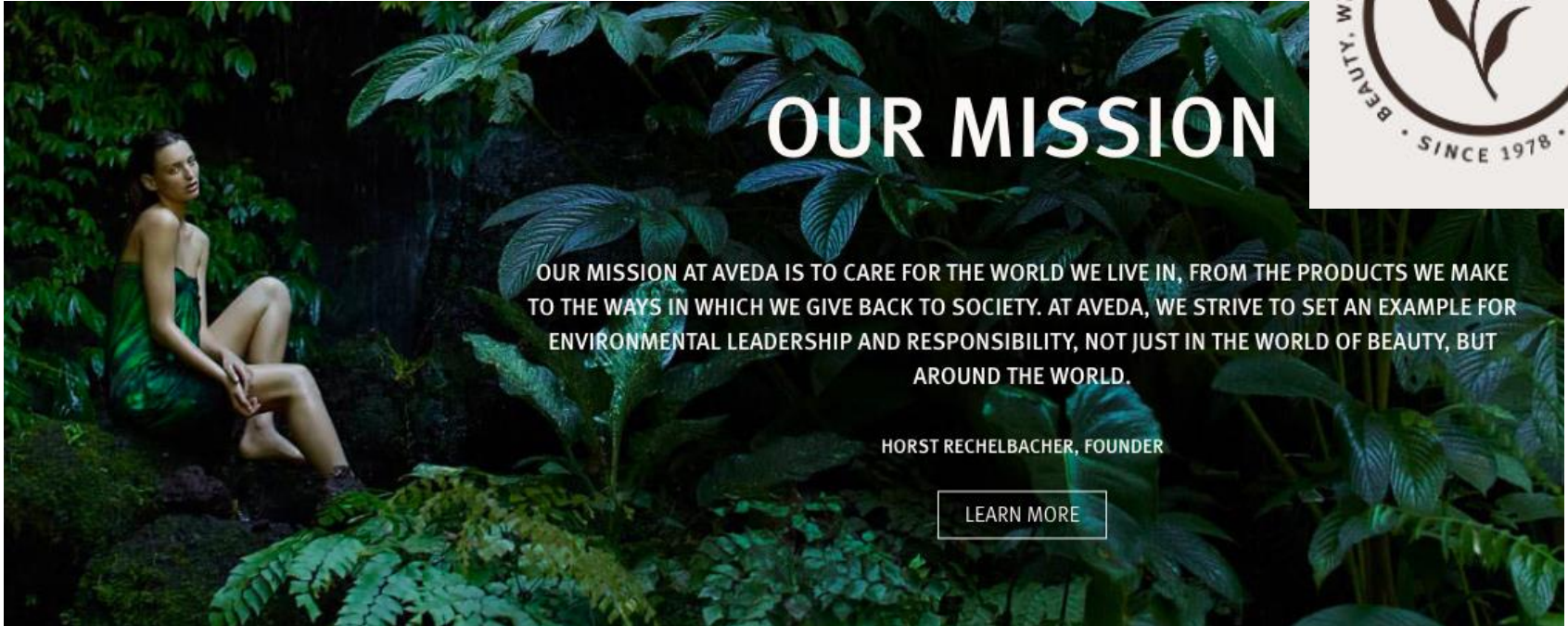


OUR MISSION

OUR MISSION AT AVEDA IS TO CARE FOR THE WORLD WE LIVE IN, FROM THE PRODUCTS WE MAKE TO THE WAYS IN WHICH WE GIVE BACK TO SOCIETY. AT AVEDA, WE STRIVE TO SET AN EXAMPLE FOR ENVIRONMENTAL LEADERSHIP AND RESPONSIBILITY, NOT JUST IN THE WORLD OF BEAUTY, BUT AROUND THE WORLD.

HORST RECHELBACHER, FOUNDER

[LEARN MORE](#)



The Message Core: Brand does not drive: Social Value Driver

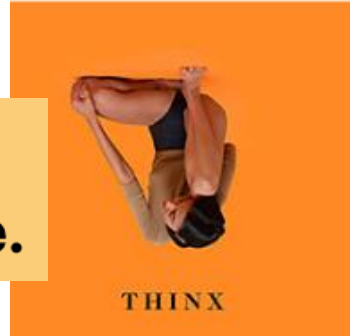
AVEDA



Brands that Give Back- Impact Measurement Center to Consumer

THINX

**Together, we're
starting a new cycle.**



- We make donations of period products to grassroots organizations and local initiatives who ensure distribution.
- We also provide funding for programs and services that support underserved people with periods, including survivors of domestic violence, refugees, and the homeless.



5,712 pairs

of period-proof
underwear
donated



\$315,584

contributed to
partners

Brands that Give Back- Impact Measurement Center to Consumer

THINX



**give back to
homeless women
in need**

Donate unused period products
(tampons, pads, panty liners) and
get \$5 off your next purchase of
THINX period-proof underwear.

Drop-off products outside the
RXR offices on 2M through 4/30.

THINX

shethinx.com

Best Practices: The Artisanal Movement

Today's consumers demand much more than just a good deal. For brands to stay competitive in today's marketplace, they must have a purpose behind their brand and show a desire to fulfill more than just their own bottom line. Driven by a clearly defined social mission, customers will be much more likely to stick up for your brand in social settings and on social media.

Best practice steps to consider when implementing your brand:

- Weave it into your company's DNA
 - While your products are first, your social mission should be the second thing you are known for. It must be a part of all aspects of your brand - it's marketing, website, social presence
 - Measure and communicate your impact, simply and accurately.
- Hire people that believe in your mission
 - Your employees have to be committed to the mission as they will be carrying out the mission in the world
- Stay committed
 - It's essential to stay committed on an individual and organizational level. Make sure to publicize your activity in a way that does not put publicity ahead of the greater cause

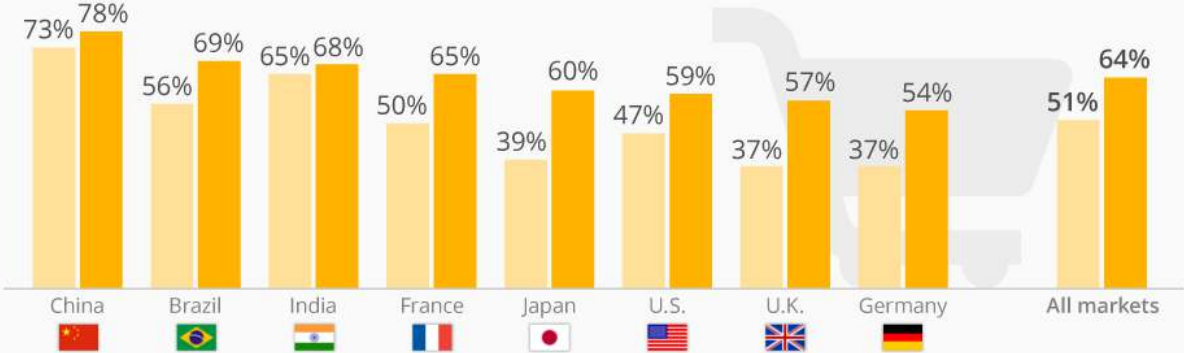
Introduction to Marketing Strategies - Consumer What Brands that take a Stand

Should Brands Take a Stand?

% of consumers who are belief-driven buyers

2017 2018

Belief-driven buyers are consumers who, depending on the issue, will **change their buying behavior based on a brand's stand**, or who have strongly held, **passionate beliefs, which they express through the brands they buy.**



Based on a survey of 8,000 consumers (1,000 in each market) conducted in July 2018. Belief-driven buyers were identified based on six questions, measuring the extent to which beliefs affect their buying behavior.



@StatistaCharts

Source: Edelman

act as if
what you do
makes a
difference.
it does.

WILLIAM JAMES

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ASIA