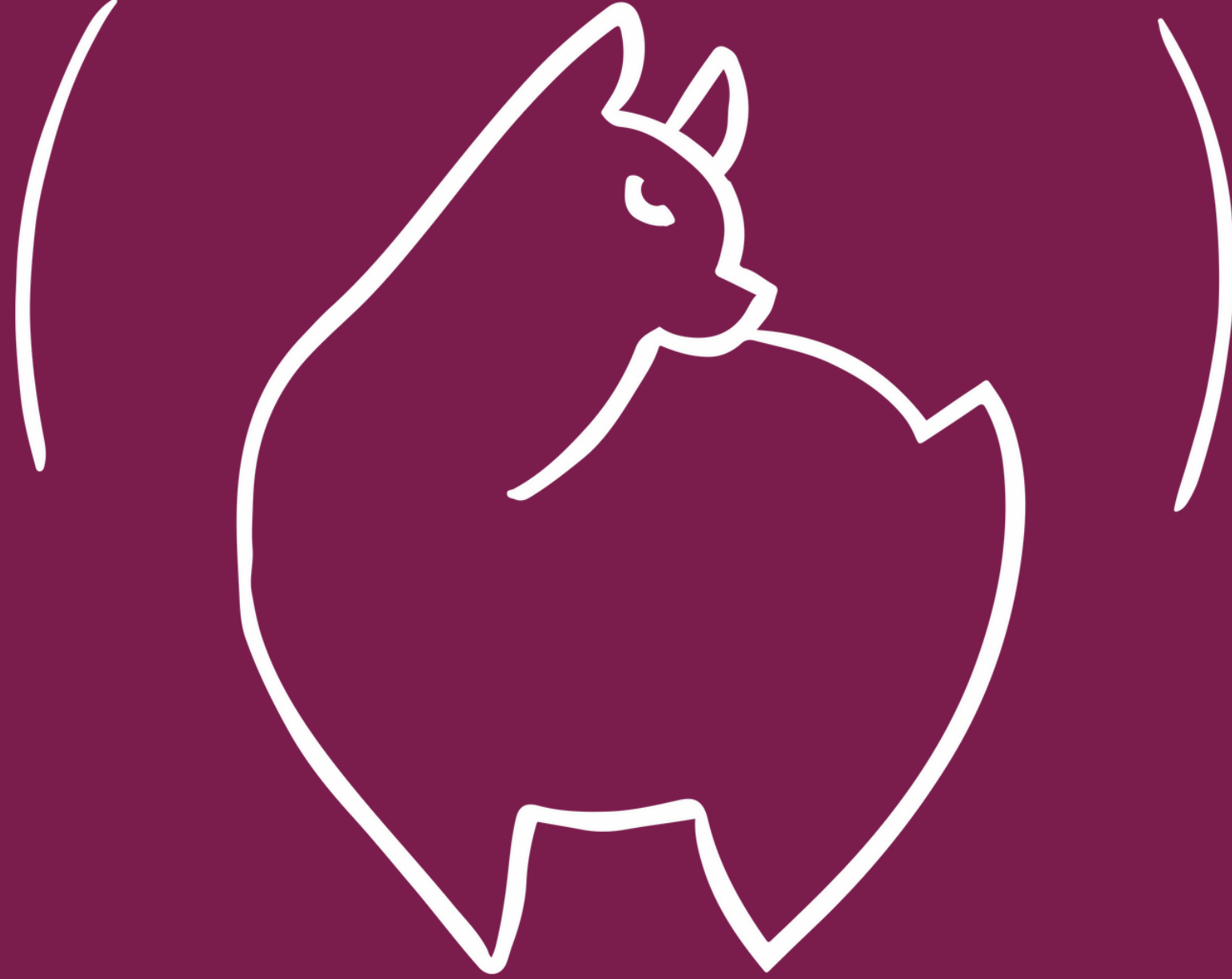


• YANANTIN. •





WHO ARE WE?

Sandra Kulderknup (Youth Work)

Trinidad Montalbán (Communication Management)

Syed Muhammad Usman Shah (Communication Management)

Eva Pūka (Audiovisual Media Studies)

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Project Supervisor: Eveline Vente (Social Entrepreneurship)

TLU Supervisor: Katri-Liis Lepik

WHAT IS YANANTIN?

Yanantin Alpaca is a Social Enterprise, a sustainable brand of alpaca woolen products., made to empower women in Bolivia and Peru.



YANANTIN LIFE PROJECT

- Our aim for the LIFE project - developing and implementing business strategies
- Making a positive impact!
- Encouraging people to take a step towards a better future

ACTIVITIES

- 1 MARKETING PLAN
- 2 VIDEO CONTENT
- 3 COLLABORATION WITH INFLUENCERS
- 4 STYLE GUIDE

MARKETING PLAN



MARKETING PLAN

OBJECTIVE

The primary objective is to establish Yanantin Alpaca as a social enterprise that empowers women in Peru. For that, it is essential to create a thought-out marketing plan

TARGET MARKET

Conscious consumers → Fashion enthusiasts → Ages 18 to 54 (on the whole)

MARKETING STRATEGY

Instagram → Facebook → Website → Online Shop → TikTok

SOCIAL MEDIA CALENDAR

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	<p>Instagram: Post a B/W image of color palette to create a buzz around it. Timing: 7:30 pm</p>	<p>Instagram: Post a reel of 5-7 seconds with quick shots of Alpaca wool through rotating angle. Should be in B/W Timing: 7pm</p>		<p>Instagram: Post an image with text giving a hint towards the new products launch Timing: 7:30 pm</p>	<p>Instagram: Post the same reel but with colors. Shouldn't show much but give a glimpse into the products Timing: 7 pm</p>	
	<p>Instagram: Post a picture of scenery in winters. The caption must read something along the lines "Winterland magic calls for cozy and sustainable wear" The hashtags should give an idea of a new product launch in future Timing: 7:30 pm</p>	<p>Instagram: Post a reel of 7 seconds showing the snippet of behind-the-scenes of the making of Alpaca wool Timing: 7pm</p>		<p>Instagram: Post an image of a color pallet of four Alpaca wool articles. The colors should be in trends and may are said to be dominating the Winters of 2024 Timing: 7:30 pm</p>	<p>Instagram: Post a reel of the making of Alpaca product. The reel can be around 10 seconds long. Timing: 7 pm</p>	
	<p>Instagram: Post an image of Alpacas with a brief introduction of what Alpaca Wool is in the caption. Timing: 8 pm</p>	<p>Instagram: Post a reel of a color pallet but a kid (preferably toddler) should be in the frame, wearing at least one article of Alpaca wool. Timing: 7 pm</p> <p>(Posts with kids get maximum engagement)</p>		<p>Instagram: Post an image of one of the knitters with their story. The caption should read as "Series: The Life of Alpaca Wool Knitters" Timing: 7:30 pm</p>	<p>Instagram: Post a short reel of bunch of kids playing around with Alpaca in snow. Timing: 7 pm</p>	
	<p>Instagram: Post a behind the scenes image of Alpaca wool knitters working together Timing: 7:30 pm</p>	<p>Instagram: Post a transition reel of Alpaca wool making. It should be 5-6 seconds long. Timing: 7 pm</p>		<p>Instagram: Post another image of one of the knitters with their story. The caption should read as "Series: The life of Alpaca Wool Knitters" Timing: 7:30 pm</p>	<p>Instagram: Post a reel of the early days of Alpaca wool with some vintage filter/effect and camera cuts. Timing: 7 pm</p>	
	<p>Instagram: Post a color palette of 5 Alpaca Wool articles in the most high-in demand colors.</p>	<p>Instagram: Post a behind the scenes reel of 10 seconds showing the making of Alpaca Wool.</p>				

VIDEO CONTENT



VIDEO CONTENT

- Produce and edit a brand video showcasing the product.
- Edit reels for social media using video material shot before

COLLABORATION WITH INFLUENCERS



COLLABORATION WITH INFLUENCERS

Gathered a list of Estonian influencers and pop-up stores, composed a personalized email for brand's exposure and offer collaboration

- We brainstormed about the type of influencer that would match the brand.
- We made a list of influencers.
- Email with an offer to cooperate.

STYLE GUIDE



STYLE GUIDE

Style Guide for visual brand identity. The goal was for Yanantin to have a coherent and solid visual identity. This Style Guide includes:

- Use of logo and logo variations
- Color palette, color codes and variations
- Typeface, fonts and guidelines regarding its use
- Social media templates and graphic resources

Logo

The alpaca cuddling transmits soft and comfort, as well as support and warmth.

This logo seeks to communicate harmony, peace and security.



This is the default logo. It includes the alpaca and also the name of the brand and the dots.

Other variations of the logo may be useful, including other colours and/or versions in a circle.



Typeface

The principal typeface is Montserrat. This sans-serif typeface is clear and minimal. At the same time, it's sweet and cute and matches with the brand's identity.

Alternatives must be sans serif and not condensed.

Typeface for headlines, subheads and call-outs should be Montserrat.
Typeface for body text should be Montserrat as well.
If Helvetica is unavailable, Glacial Indifference may be used as a replacement.

principal

typeface	use	details
Montserrat Regular	body of text	30 pt., variable
Montserrat Bold	headlines, titles	no capitals, 80 pt.
Montserrat Light	details	30 pt., variable
MONTSERRAT REGULAR	details	all capitals, variable

alternative

typeface	use	details
Agrandir	body of text	30 pt., variable
Agrandir bold	headlines, titles	no capitals, 80 pt.

alternative

typeface	use	details
Avenir Next	body of text	30 pt., variable
Avenir Next Black	headlines, titles	no capitals, 80 pt.

Avoid using fonts with serif



Or too condensed

SUMMARY OF RESULTS

MARKETING PLAN

Determination of the target market

Competitive analysis

SWOT analysis

Full-fledged marketing plan

VIDEO CONTENT

Pre-production planning

Two full-fledged shooting days

Advertising video, reels and TikToks

COLLABORATIONS

Researching influencers

List of influencers

Emails to 18 eligible people and companies

STYLE GUIDE

Style guide

Color palette

Typeface

Brand identity

Social media templates

SUSTAINABILITY

HOW CAN WE USE THE TOOLS WE DEVELOPED?

- The brand image of the video material serves as a framework for future projects.
- Style references for the marketing of the brand.
- Collaborations with influencers lead to long lasting partnerships.

• YANANTIN. •

