



600 tonnes of marine waste have been collected

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ECOALF

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BECAUSE THERE IS NO PLANET B





# ECOALF

## "THE EXHIBITION"

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Anthony Alcancia, Laura Prajzner, Sally Phillips, Shivaan Chopra



Figure. Ecoalf recycled fishing net fashion From OurGoodBrands.com, Retrieved Mar. 16, 2021.

# Vision and Mission

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## MILESTONES

Collaborations

Starbucks, Apple, Barney's New York

Ecoalf Foundation- Upcycling Oceans:

- 600 tons of ocean waste
- 200 million plastic bottles
- 100 tons of fishing net

B Corporation Status

**Certified**



**Corporation<sup>®</sup>**

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# Market Research

More than **3 out of 5** consumers in a McKinsey survey ran in May 2020 said brands' promotion of sustainability was an important factor in their purchasing decisions.

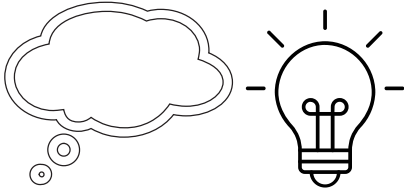
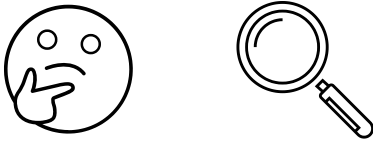
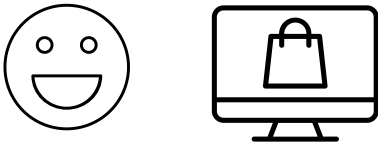
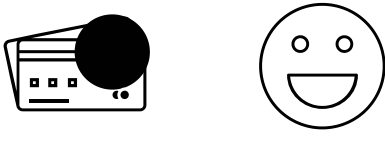
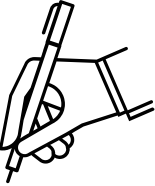
Fashion contributes **over 8%** of all greenhouse gases and, if things continue as is, by **2050** more than **25%** of the entire global carbon budget will go to this one industry.

Apparel Manufacturing releases around **1.2 billion tons** of greenhouse gases.

Global Fashion Agenda is calling on fashion brands and retailers to take **action on circularity**. Today's linear "take, make, dispose" economic model is simply not sustainable.



# Customer Journey Map

Phase of Journey	Awareness	Research	Online	Purchase	Review
<b>Actions</b> What does the customer do?	Customer is becoming more aware of impact that clothing industry has on the environment → Customer is becoming more conscious of clothing that they are looking to purchase	Customer researches "sustainable clothing brands" in general search engine → Researches customer reviews and reads articles about brand → Looks up sustainability methods and practices	Finds it easy to navigate through online store → Is able to chat with online employee about sizing → Detailed information on every product	Reviews materials of products and reviews sizing → Reviews shipping policy and customer returns → Purchases through website	Wears new product and assesses its functionality and quality → Through word of mouth tells others to buy product → Has established satisfaction with their purchase and has made the sensible decision to maintain a loyal customer and sustain their values
<b>Touchpoint</b> What part of service do they interact with?	Social media, influencer marketing → Online channel, other media platforms	Consistent website browsing → Influencer marketing and social media → Visually attracted to website information on brand and product display	Online display of products including easy navigation → A "chat with an employee" feature for extra help online	Quick response from customer service about products → Website display → Online advertisements about collections and first time shopper discounts	The product itself → Branded Content → Branding on packaging to create awareness of brand
<b>Customer Thought</b> What is the customer thinking?	Customer feels that you should be more eco-friendly and make some changes to move toward this motive of establishing a more sustainable lifestyle	Customer wants to be more cautious about what they are spending their money on → Reviews of products by influencers and previous customers → Customer encourages themselves to shop for products after in-depth research of brand and competitors	"Should I buy this product considering the shipping costs?" → "Does the price of the product live up to the price?" → "This brand has very positive values and promises about their products"	Online store was very easy to navigate and customer service was very accommodating → Purchases product good for everyday casual attire → Is eager to receive product and review product for themselves	"Does the quality live up to the price?" → "Do I recommend this product to my friends?" → "I love the quality of the products and I want to purchase more!"
<b>Customer Feeling</b> What is the customer feeling?					
<b>Opportunities</b>	Brand can educate the consumer more about the products benefits → Informing the consumer before they take that action upon themselves → Increase awareness through email marketing, advertisements, blogs, etc.	Organize and display website with strong visuals and information in order to stand out amongst competitors → Comparing products to other competitors products → Products with affordable price range and comfortable	Through customer reviews makes sure that the brand is not an online scam → A "thank you" type of gift such as a little bag or sample, or face covering	Easy online checkout experience with privacy assured → Brand that offers an easy return policy → Receives quick confirmation and billing statements along with shipping trackment	Encouraging positive reviews on online store and social media platforms → Providing positive customer feedback on purchased product → Create social media tags and direct buy to help establish a community and expand brand awareness

# Brand Interview

## Additional Expert Information

### Key Takeaway

Ecoalf Interview

"We are trying to inspire others and set a trend not compete in a category. You can be sustainable without it affecting the aesthetic of the brand."

**-Mónica Oliart**

*Pr & Collaborations Manager*

### Key Takeaway

Ecoalf Interview

"Our mission is to ensure a low ecological impact, while still creating clothing of the same quality and performance as non-recycled garments."

**-Brendan Sapato**

*Marketing Communications Coordinator*

### Key Takeaway

Guest Speaker

"It is all about the ongoing influences that ultimately lead a consumer to their purchasing decision."

**-Raja Schaar**

*Program Director and Assistant Professor of Product Design at DrexelUniversity*

**simple,  
efficient &  
modular.**

# Objective

- Raise brand awareness of Ecoalf's products and ecological messages in the U.S.
- Enter into the digital space with educational exhibition.
- Capitalize on the mission statement through creation of the narrative for Ecoalf.

**Develop a travelling immersive exhibition that features 360 film through a dome installation to inform consumers of brand mission and products.**

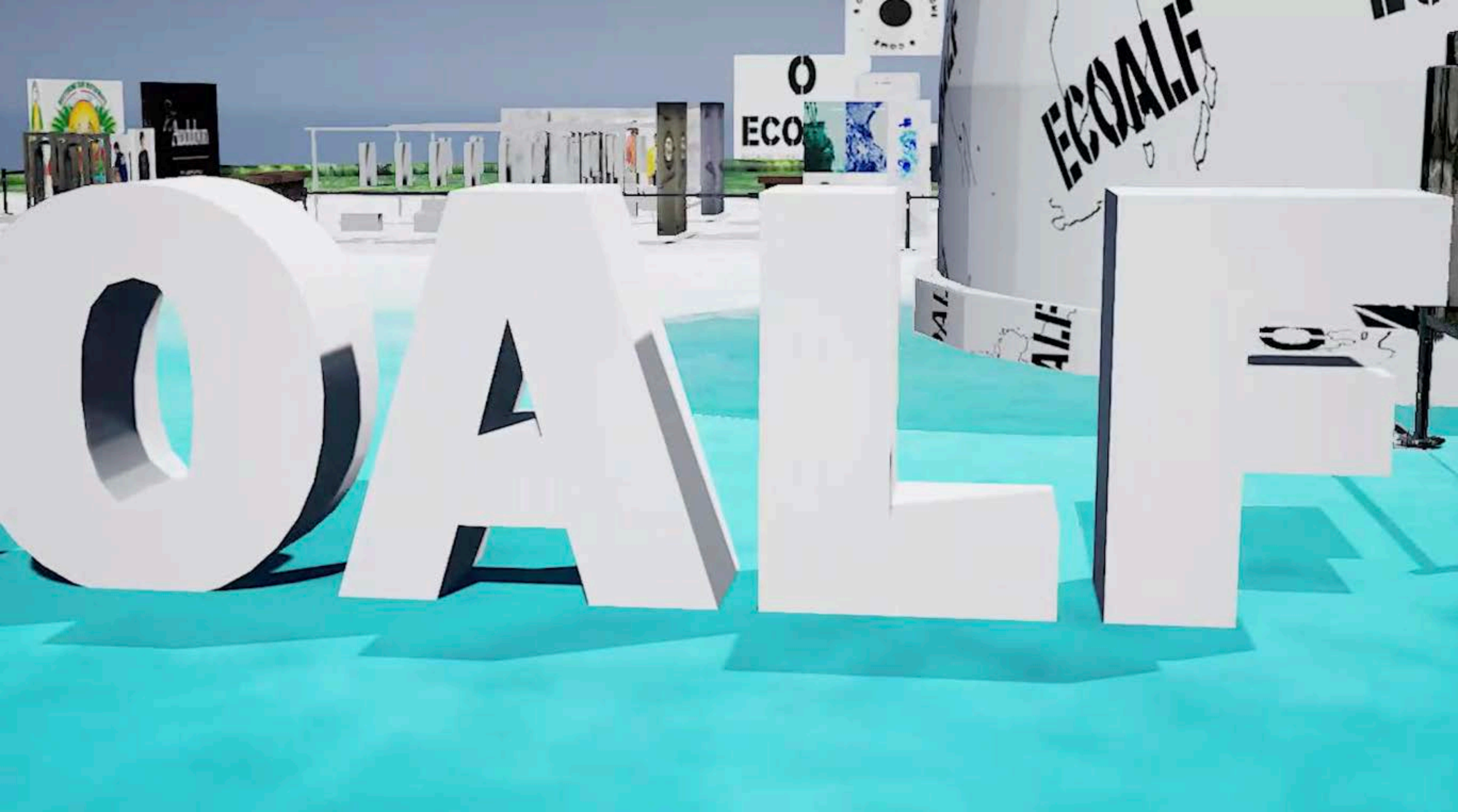


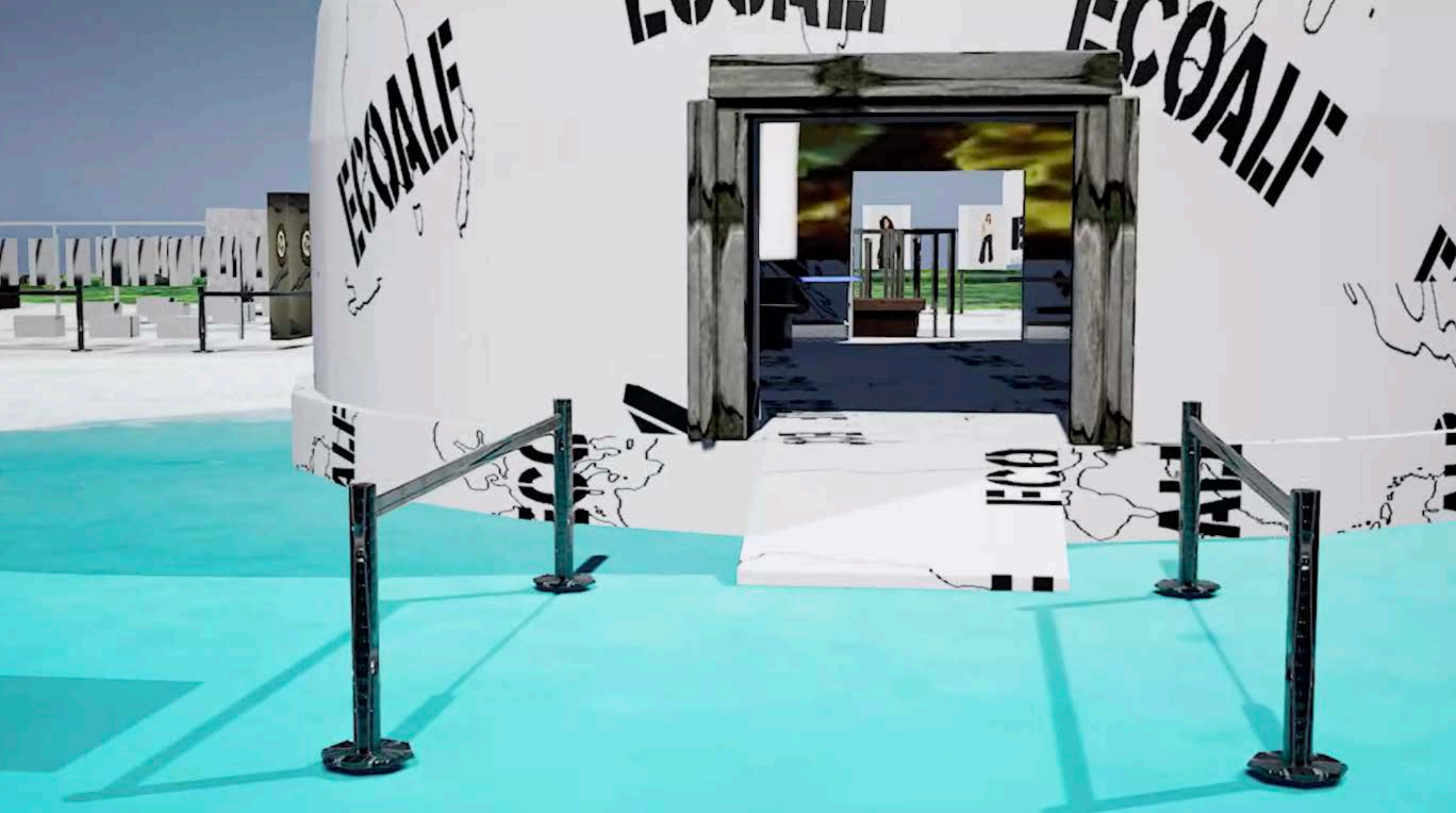
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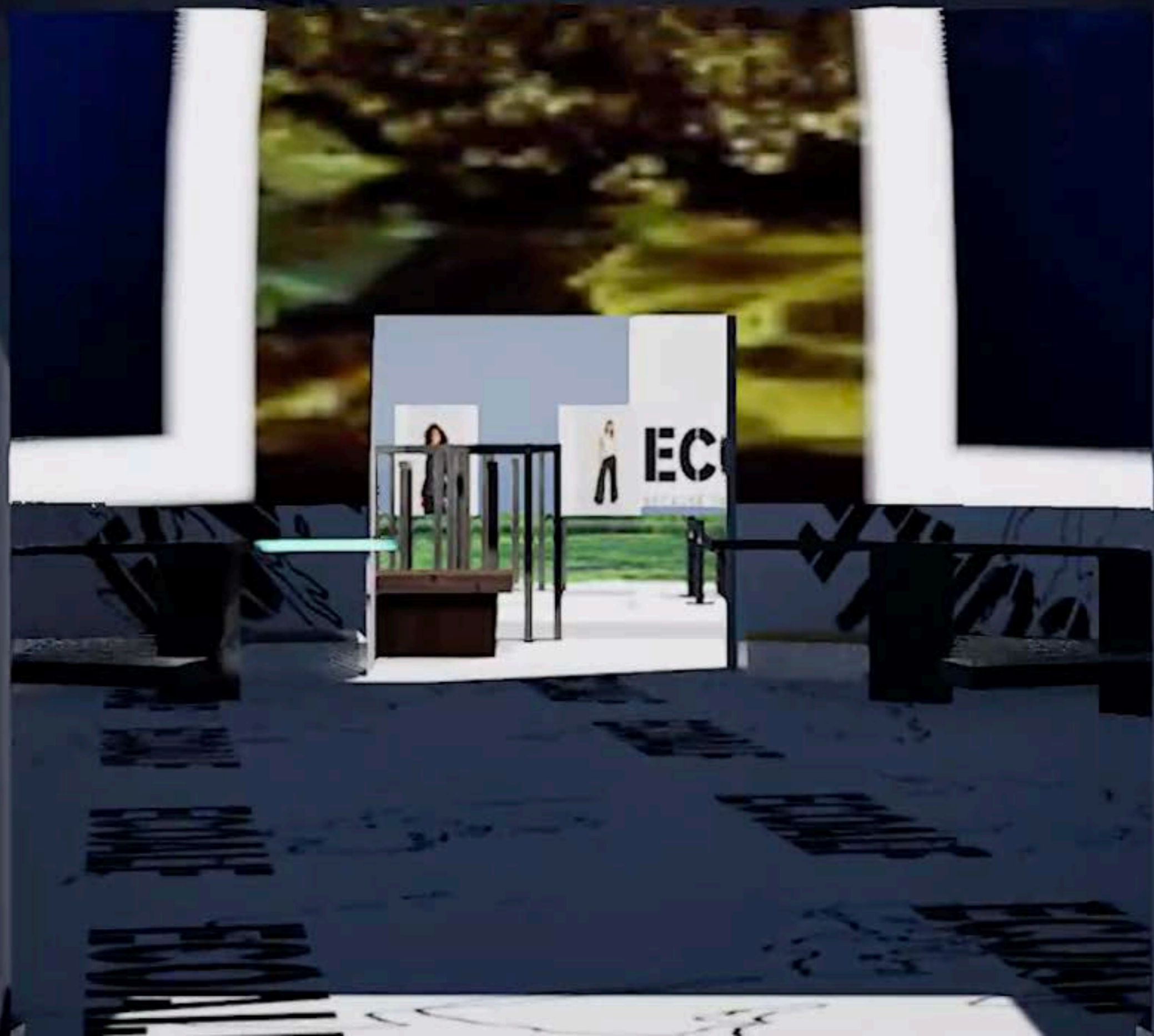
- Walking path experience (beginning to end)
- 5-10 min 360° film in a dome / spherical installation
  - Narrative & documentary
  - ECOALF mission and "Upcycling the Oceans"
- (Followed-by) Product displays
  - Scan with apps, add to cart, product information
- Select products available for purchase on hand, all other styles and products can be ordered for home delivery
- Collaborate with local sustainability organizations
  - Show how people get involved in their area, representative and booths
- Interactivity
  - AR product overlay displays
  - Call-booths / displays
  - Questionnaires about 360° film for discounts or pledged donations











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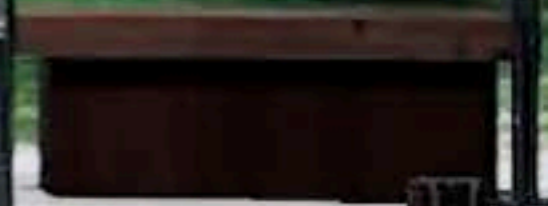


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600 tonnes  
of marine  
plastic  
have  
been  
collected  
since 2012









Audubon  
FLORIDA



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