



SeaSisters

SRI LANKA

Presented to: SeaSisters

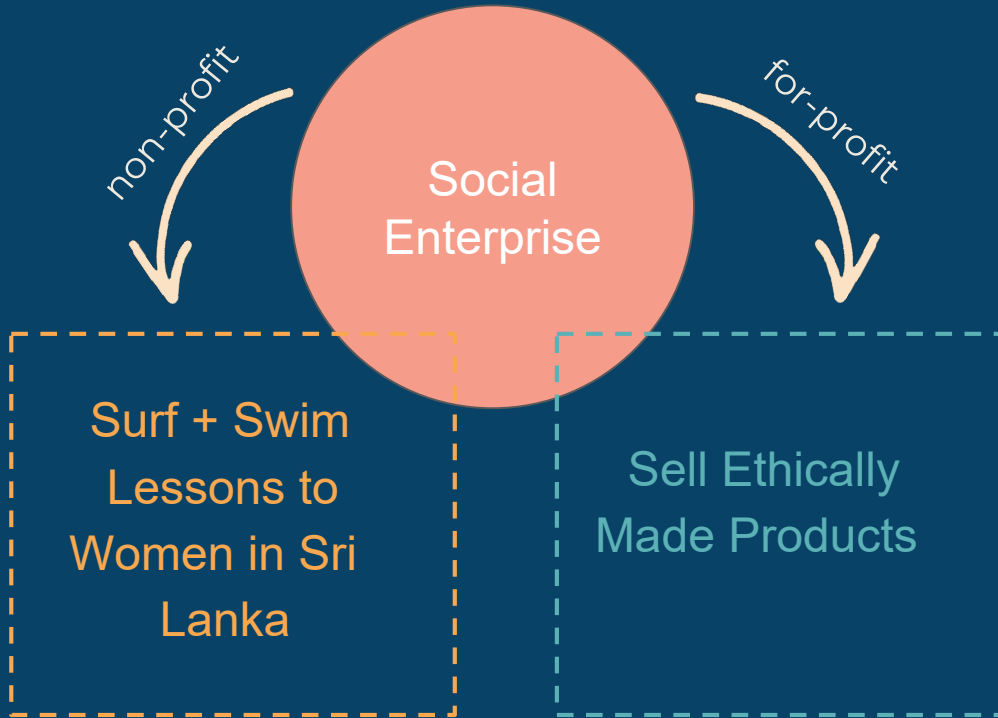
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Agenda

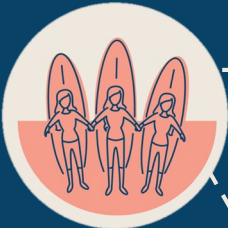
1. SeaSisters Overview
2. Research + Insights
3. STIC Recommendations
4. Implementation
5. Strengths & Limitations



Sea Sisters



Sea Sisters



**Women's
Empowerment**



**Ocean
Safety**



**Environmental
Awareness**



Sea Sisters: Current Products



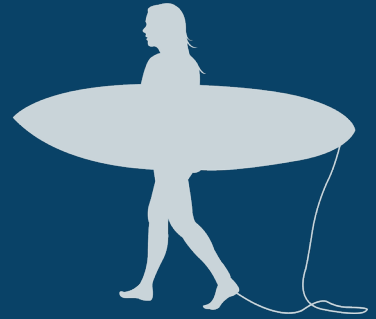
Sea Sisters: Challenges

How to enter the
US market / how is
it different from
market in Sri Lanka

How to market
products as a social
enterprise



Research Methods :



★ Primary Research (Non -experimental):

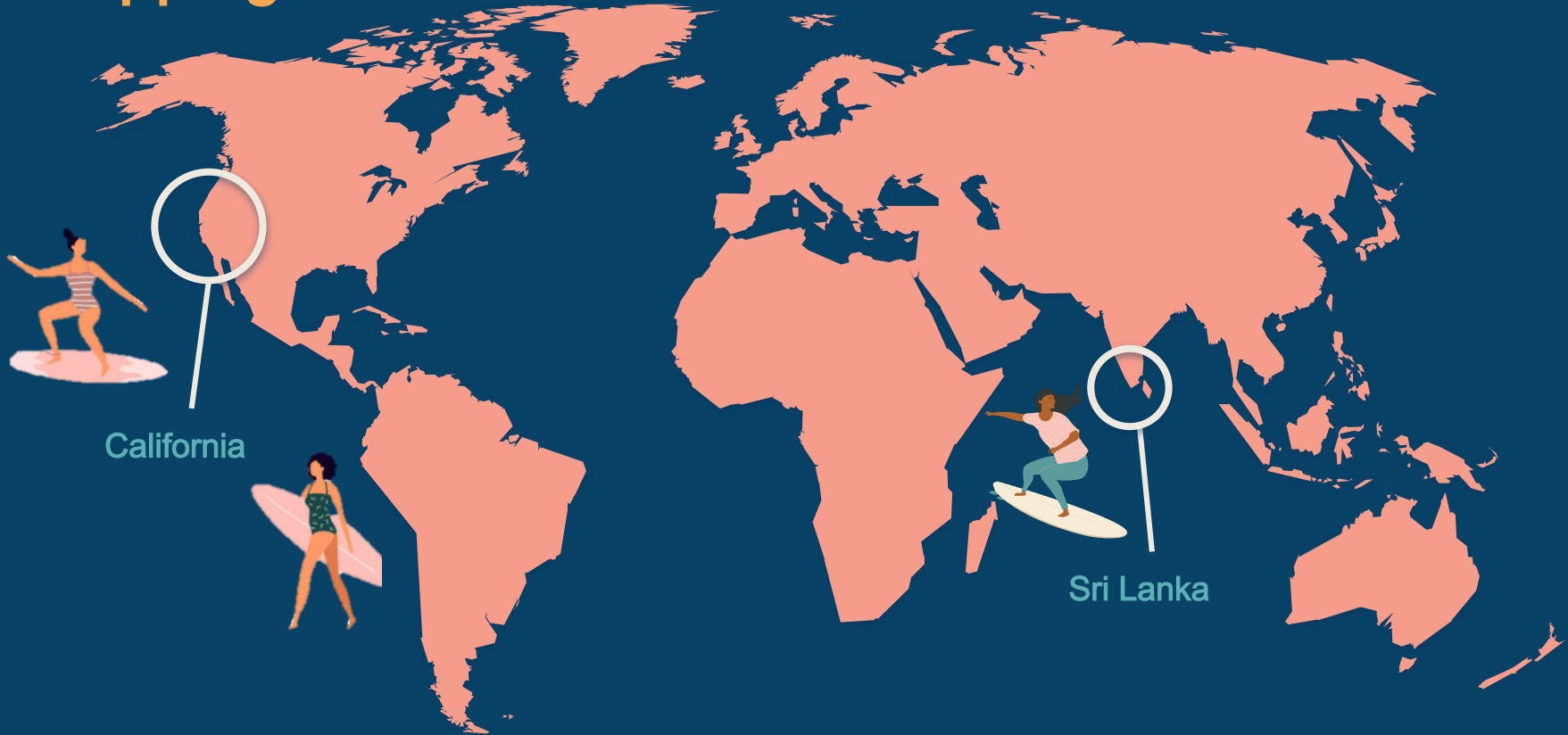
- One-on-one interviews
- Observational research (Los Angeles surf shops)

★ Secondary Research:

- Competitive Analysis
- Research on company websites



Mapping



Primary Research: Los Angeles

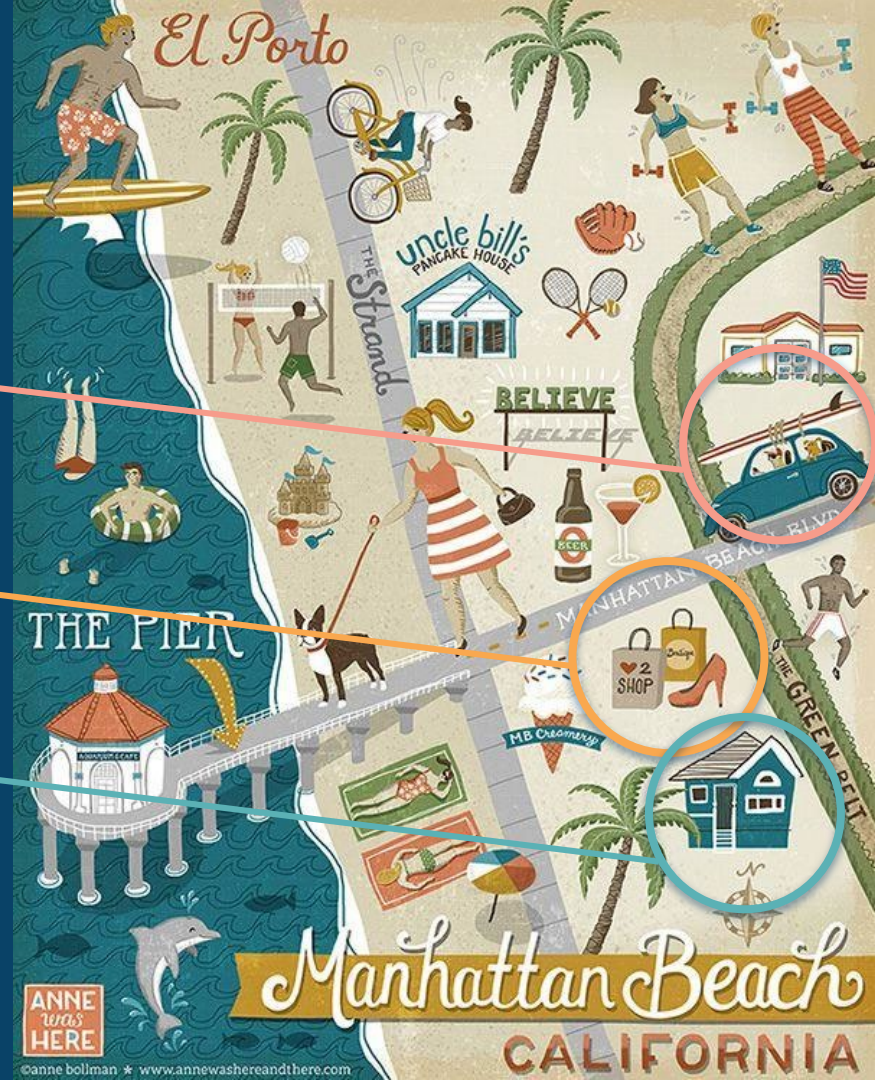


Insights: Types of Shops

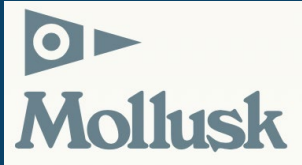
1 Surf Shops

2 Boutiques

3 Established Ethical Brands



Insights: Types of Shops



1 Surf Shops



ANNE
WAS
HERE

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Insights: Types of Shops



2

Boutiques



Insights: Types of Shops

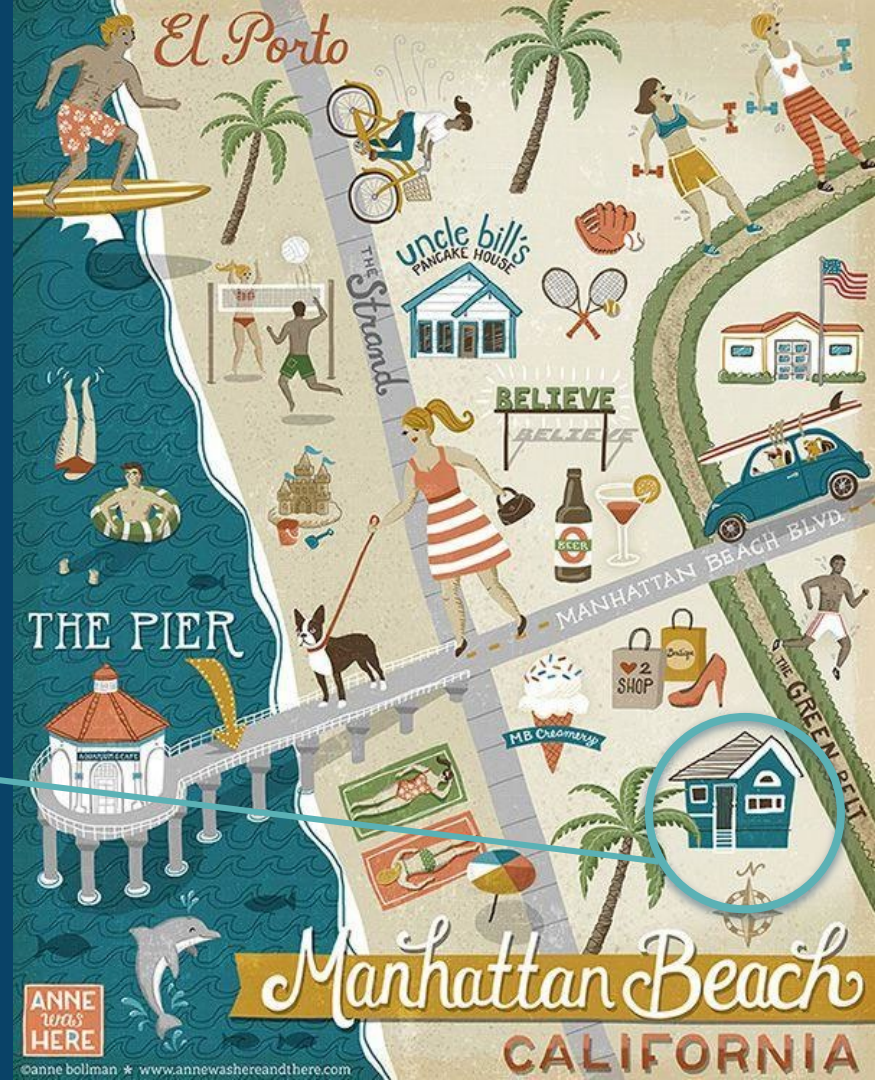
COTTON:ON



3

Established
Ethical
Brands

RIP CURL



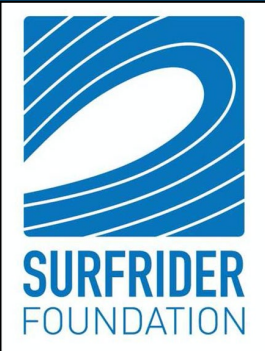
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Insights: Customer Journey



Secondary Research:

Similar Companies



Insights: Market the Message

“Pure Life”

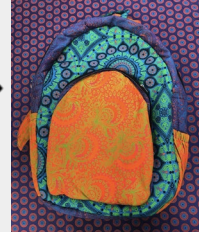


Goal: Give Back

pura
vida



“Do it Yourself”



Goal: Empower
Women



3. STIC Recommendations

STUDY CONSUMERS
SHAPE THOUGHTS
INFLUENCE ATTITUDES
IMPACT CHOICES

Study Consumers : Customer Profiles



Kelly, 19

- ★ Manhattan Beach, CA
- ★ President of college surf club
- ★ Works part time at a smoothie shop to save money
- ★ Volunteers on the weekend



Laura, 26

- ★ Malibu, CA
- ★ Has 5K+ IG followers
- ★ Goes to Coachella every year
- ★ Works at a clothing store



Sharon, 52

- ★ Rumson, NJ
- ★ Two teenage daughters
- ★ Drives a Range Rover
- ★ Shops for daughters frequently

Study Consumers: Segmentation

★ Demographic:

- Women
 - More sensitive to price
 - Spend more time shopping
- Millennial/teen overlap
 - Brand loyalty, consumer generated content, authenticity
 - Social media, convenience and cost



★ Geographic

- Coastal cities: Los Angeles, Santa Cruz, San Diego, Jersey Shore, Miami, etc.
- High population density
 - Vivid, intense, and novel advertising and placement
- Local marketing
 - Less expensive
 - Better placement
 - Develop relationships



Study Consumers: Positioning

★ Target Market: Kelly

★ Positioning Statement:

“For the young lady who surfs for a cause, SeaSisters is an emerging social enterprise that offers stylish totes, pouches, and accessories that cater to your surfing on the -go needs, and support the livelihoods of your fellow surfer girls in Sri Lanka .”



Shape Thoughts: Attention

★ Store branding

- Vividness: emotional appeal
- Intensity: warm, bright colours; eye-level placement

★ Place SeaSisters pouches by personal care products

- Principles of grouping: proximity

★ Place SeaSisters totes by the cashier

- Option to purchase SeaSisters tote instead of standard bag



Here's Sajuri and Dileka. These Sri Lankan girls are expected to stay home, stopping them from spending time in the ocean that they love. We believe women deserve to enjoy the ocean as much as men.



Join SeaSisters and help us empower Sri Lankan girls through free swim and surf lessons!



Shape Thoughts: Perception

Advertising

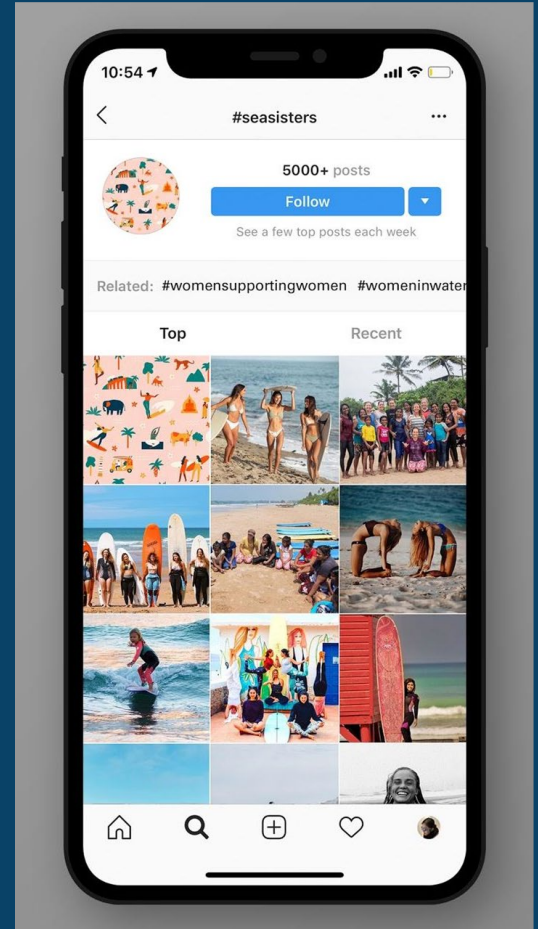
★ Social media

- Accommodates millennial/teen demographic
- #SeaSisters hashtag movement
- Consumer generated content

★ Word of mouth

- SeaSister Ambassadors

★ Leverage likeability and social proof to promote campaign involvement



Influence Attitudes:

Reciprocity

Exchanging Favors Technique

- ★ Place stickers by cash register
 - Offered as a gift from SeaSisters after any store purchase
- ★ Hand out stickers outside/at events
 - Promote SeaSisters while giving out free stickers
 - Encourage people to visit the partnering store
- ★ Stickers placed on laptops/bottles
 - Public statement/appeal to consistency

Example Sticker :

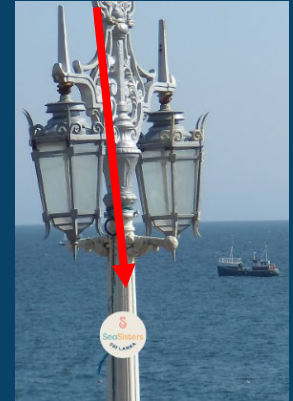


Influence Attitudes: Priming

Sticker Visual Priming

- ★ Post stickers around community
 - Increases awareness
 - Increase probability of a purchase and general brand interest
- ★ Locations
 - Storefront of partnering shops
 - Public bulletin boards
 - Coffee shops/other establishments
 - Around the boardwalk

Example Sticker :



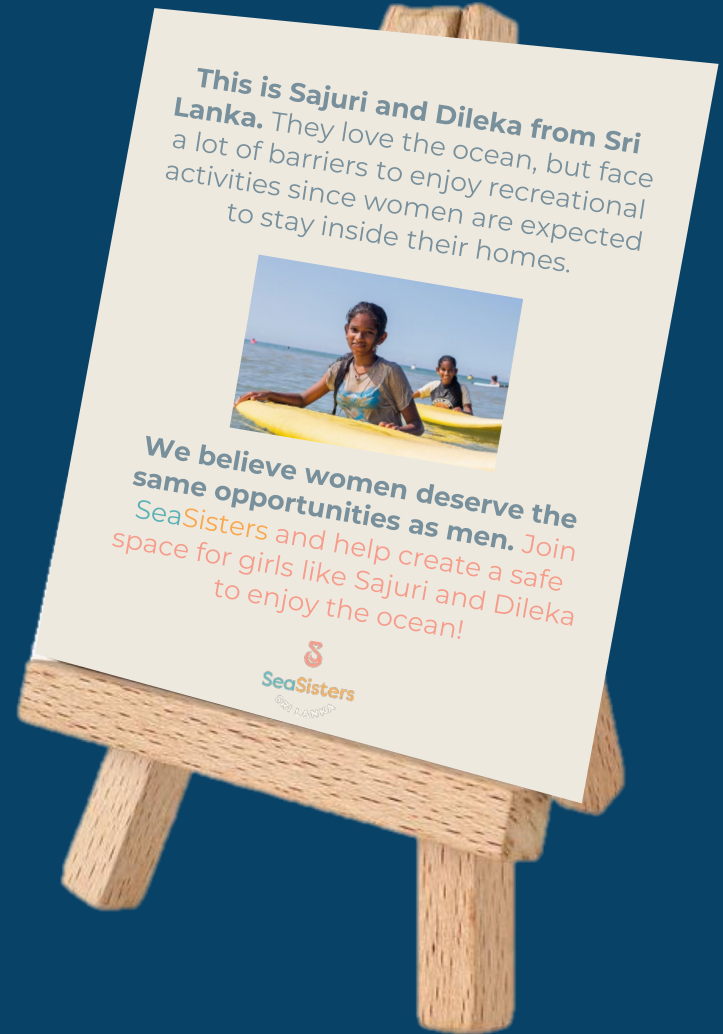
Impact Choices: Intuition

The Affect Heuristic

- ★ Feelings guide decisions
- ★ Emotional connection to a story

Use Vivid, Relatable Examples

- ★ Use ads that tell a story
- ★ Capitalize on the message behind the brand
- ★ Framing with injunctive norms



Impact Choices: Construal

Anchoring Tactics

- ★ Consider using for pricing model
- ★ See what similar items are priced at
- ★ Offer multi-unit pricing

Opt-in vs. Opt-out Framing

- ★ Consider bundling items
- ★ Examples:
 - Stationary items kit
 - Gift set



2 for \$30

Implementation

Roll -out Plan in the US

- ★ Start with one city in California (recommend LA market)
- ★ Connect with local surf shops to form partnerships to sell goods
- ★ Expand to other locations in CA
- ★ Consider branching out to East Coast (i.e. Asbury Park, NJ)



Market the Message

- ★ Focus on the goals of SeaSisters
- ★ Tap into consumer's heartstrings
- ★ Consider adding a “buzz word” in Sinhala
 - i.e. සවිබල ගැන්වීම = empower

Suggested Pricing Model

- ★ Totes: \$25
- ★ Pouches: \$15
- ★ Stationary items (in kit): \$30
- ★ Gift Set: \$30 - 40

Strengths & Limitations

Strengths

- ★ First -hand observational research
- ★ Competitive analysis of social enterprises



Limitations

- ★ Contingent on the cooperation of partnering establishments
- ★ Social enterprise public perceptions
 - Vs. Non-profit organization support

Thank You!



SeaSisters

SRI LANKA