



ARMENIAN SHOE BRAND ARLI'S MARKETING STRATEGY IN THE PAST AND PLANS FOR THE FUTURE



By Vigen Sarajyan
American University of Armenia
2020

since



1990

ARLI

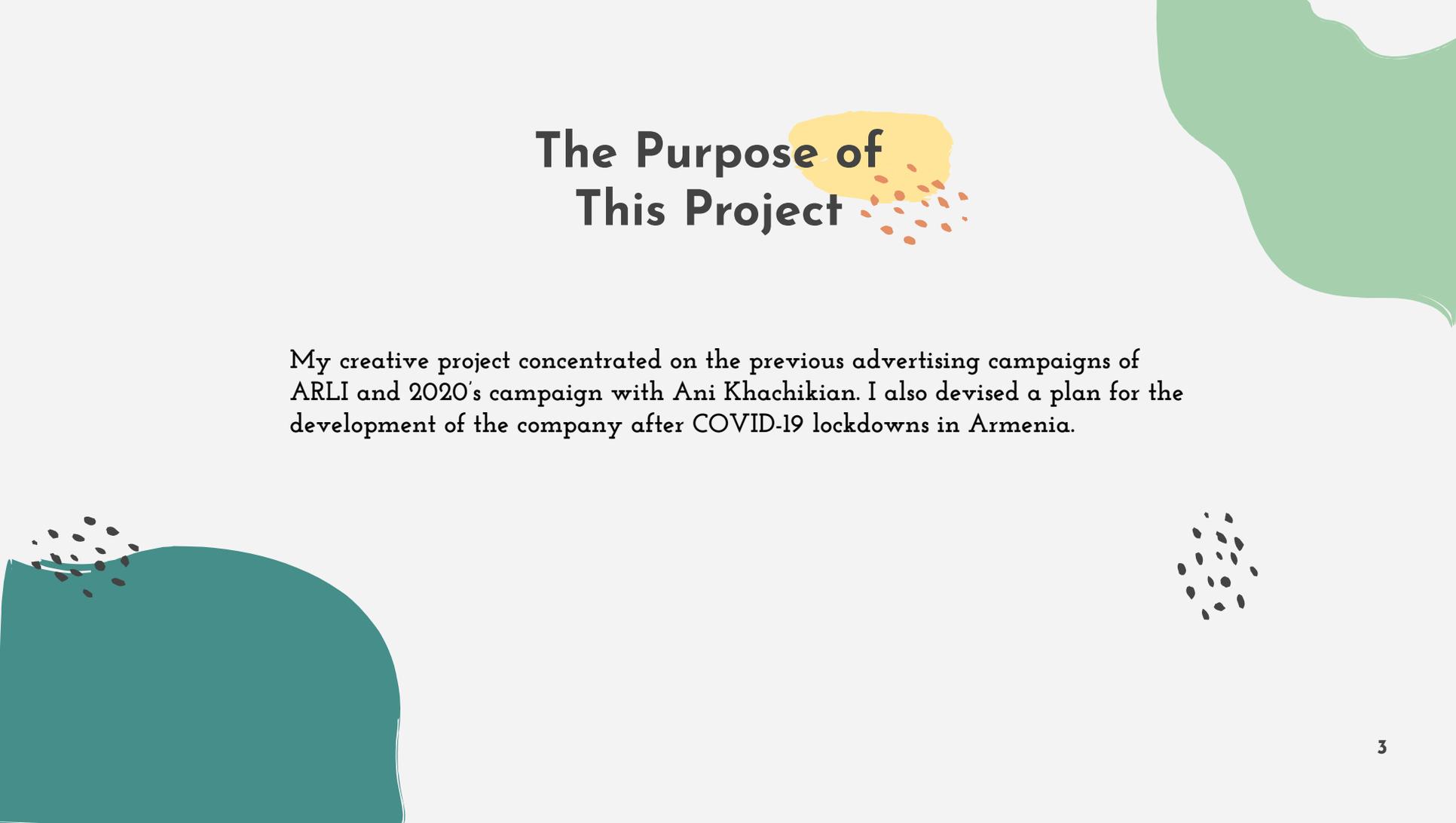
SHOES

ARLI's History

ARLI is a retail shoe brand located in Armenia. The company owns a shop situated on Mashtots Avenue 3 and a small factory that produces shoes. The story of the brand started from 1990s when a former shoemaker began distributing his products under the name of ARLI in Armenian markets. However, the recession of 2008 collapsed the business by hardening the process of selling products in the local markets. In 2015, Hovhannes Sarajyan and I renovated the shoes and adapted to the market with artistic designs that stood out amongst the competition. ARLI currently produces footwear only for women by featuring distinctive and creative attributes in all its models.

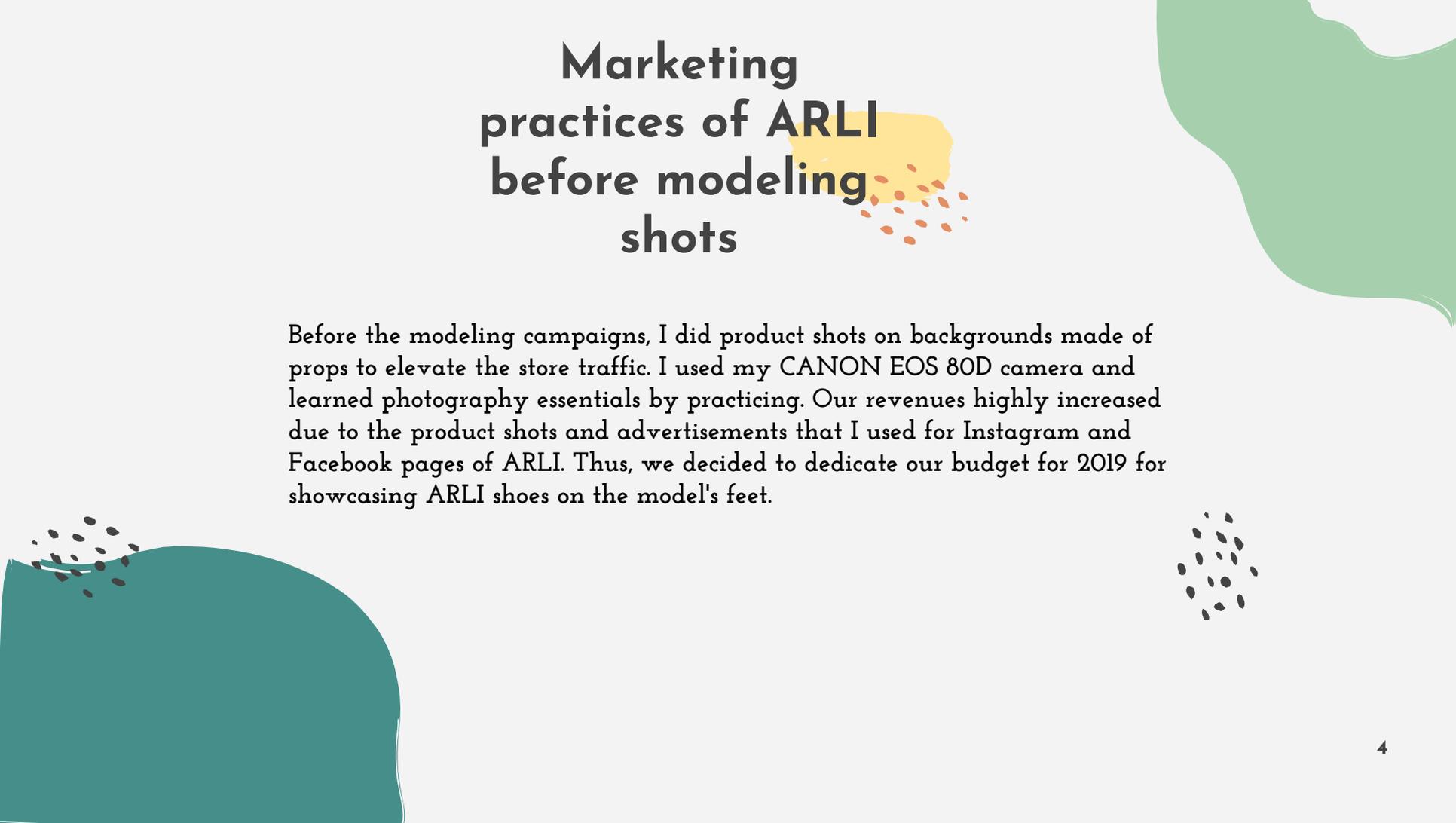
CREDITS

The Purpose of This Project



My creative project concentrated on the previous advertising campaigns of ARLI and 2020's campaign with Ani Khachikian. I also devised a plan for the development of the company after COVID-19 lockdowns in Armenia.

Marketing practices of ARLI before modeling shots



Before the modeling campaigns, I did product shots on backgrounds made of props to elevate the store traffic. I used my CANON EOS 80D camera and learned photography essentials by practicing. Our revenues highly increased due to the product shots and advertisements that I used for Instagram and Facebook pages of ARLI. Thus, we decided to dedicate our budget for 2019 for showcasing ARLI shoes on the model's feet.

The first campaign with Mane Minasyan

In the beginning of 2019, our sales data was indicating that the majority of our existing customers were women between 30 and 50. As we approached a new season with the rebranded logo and redesigned store, we wanted to attract young fashion buyers in the industry. We considered that girls with Armenian conservative attitudes would not be the perfect buyers for our new products. Our new models would be appealing for women who didn't dress in a mainstream manner and wouldn't be afraid to cut their long hairs and wear colorful dresses other than black.



The first campaign with Mane Minasyan

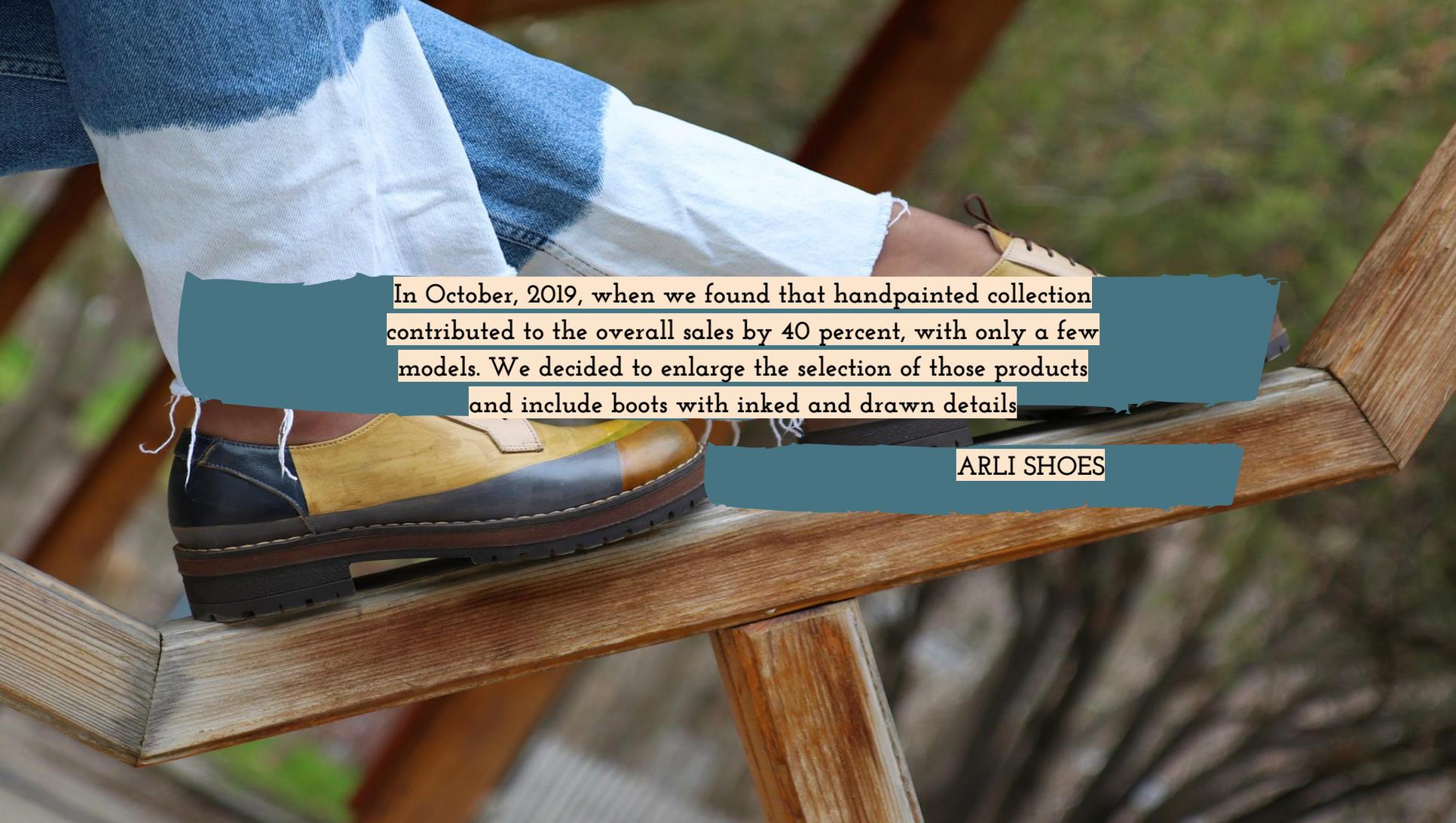
We sent messages to our candidates of models in Instagram. Mane Minasyan was experienced in the sphere of fashion photography because she passed courses of acting and model positioning. Most of the millennials whom I asked about Mane's role as a model knew her by her unusual look and short curly hairstyle. It seemed to be an insight to spark a connection between ARLI and millennial audiences.



The first campaign with Mane Minasyan

We wanted to inspire millennials to be themselves and express femininity through bold aesthetics. We came up with the idea that we would use two different spots for the photoshoot near an old Chevrolet SUV and a desert-like place outside Yerevan. I hired one of my friends to edit the selected images from 1800 shots, and we together selected 20 of those to post on Instagram and Facebook. The campaign resulted in millennials becoming increasingly interested in the content as they began visiting Mashtots 3 more frequently.



A close-up photograph of a person's legs sitting on a wooden chair. They are wearing blue denim jeans with white fabric patches on the knees and yellow and black boots. The boots have a thick, dark sole and are positioned on the wooden seat of the chair. The background is a blurred outdoor setting with greenery.

In October, 2019, when we found that handpainted collection contributed to the overall sales by 40 percent, with only a few models. We decided to enlarge the selection of those products and include boots with inked and drawn details

ARLI SHOES



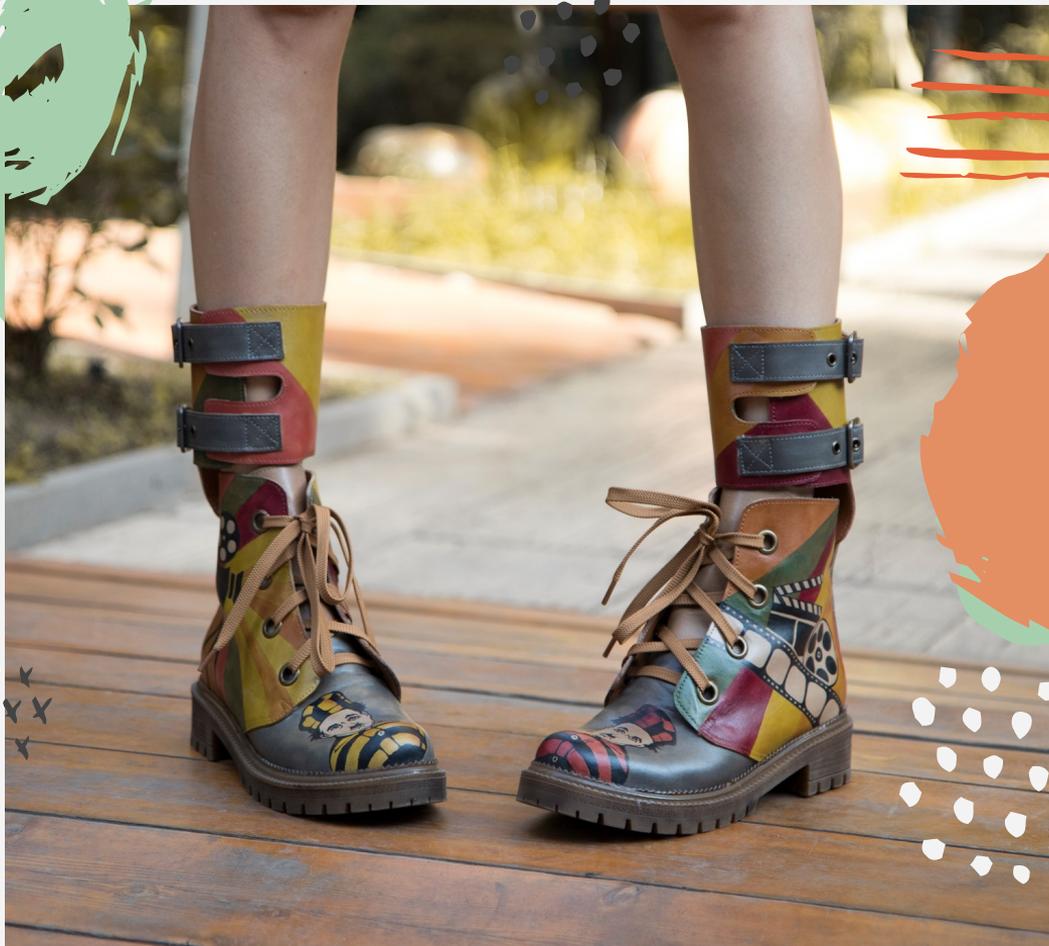
The campaign with Toma Petrossian and Sona Matevossian

Tamara Petrosian is a female actress seen in many local movies. She was a perfect match for the handpainted boots because most of her fans in the Instagram characterized her as an artistic and talented person. She accepted our offer of photoshoot and we also selected her friend Sona Matevosian as another celebrity for the campaign.



The campaign with Toma Petrossian and Sona Matevossian

The photoshoot took place in Amar Cafe. The main point of the campaign was to represent a date between two girls in a café where both would wear handpainted shoes. Tamara and Sona posted the photos in their Instagram pages with this caption. "Sona Matevosian and I recently revealed a unique handpainted collection of shoes made by Armenia Artists in ARLI. The artists are fashion-forward thinking in Armenia by using patina techniques and special inks in the process of drawing. Visit the store on Mashtots 3 and grab one of these limited-edition pairs of your taste".



The campaign with Toma Petrossian and Sona Matevossian

Tamara's published posts acquired 20.000 likes and 120 comments on her page and 650 likes for the same posts on ARLI's page. Sona posted one photo and attached the pictures of shoes on the post, which brought 7000 likes in her account. The campaign resulted in a 50 percent increase in the customer messages on ARLI's Instagram page and accumulated 4000 new female followers.

The campaign with Armenian Model Yana Grigoryan

In late October of 2019, we were already approaching the end of the season, with ten new designs arriving in December. The collection featured multicolor patterns and rubber outsoles for selling throughout snowy days. I brainstormed with Hovhannes, and he informed me about the overall increase in the revenue resulting from the previous two campaigns. It was motivating, and I wanted to arrange a new winter-themed photoshoot quickly.



The campaign with Armenian Model Yana Grigoryan

Yana Grigoryan appeared in a music video for a popular song of Nemra band as an actress. The photoshoots took place at the end of October in one of the parks in Yerevan. We featured Yana wearing warm, fashionable clothing and posing near a modern building in a park. I posted the photos on both Instagram and Facebook pages, which resulted in high demand for those ten boots that we produced for the end of the season.



Research



The research of competition, literature, and millennial consumer's buying behaviors led me to understand that many modern girls nowadays want to get rid of traditional boundaries applied to women. Thus, wearing ARLI would become a way to express the inner desire of girls to be equal to men. Hovhannes researched feminism topics and art on Pinterest and decided to introduce black glossy leather in our new collection with black thick rubber outsoles. The next step was to find an influencer that would match the role of a feminist millennial and introduce the shoes on Instagram and Facebook before launching.





The Campaign with Ani Khachikyan

In the beginning of 2020, I decided to research the influencer industry again on Instagram, and the only well-known figure that came to my mind as a fashion-conscious feminist woman was Ani Khachikyan. She had 18.800 followers on her Instagram page at that time. As this campaign concentrated on introducing ARLI as a brand that promotes feminism and equal social values, we need a figure like Ani, who was reputable with her style and mentality as a bold and self-organized woman. I sent a message to her explaining the idea, and she agreed to participate in the campaign.



The Campaign with Ani Khachikian

The next step after the meeting was to find a location for the photoshoots, which would be modern and bold with its interior. I went to my favorite place in Yerevan named Gastropolis and talked to their managers. They allowed us to organize the shoots in their restaurant by the requirement of tagging their location on our posts.

ARLI SHOES



The Campaign with Ani Khachikian

I researched and found styles that would accompany the character of a modern fashionista feminist woman. I understood that the best positions for photographing Ani could be the one where he flexes on the ground or sits on chairs of Gastropolis. The symmetry in the places of chairs in Gastropolis would help to create a beautiful balance.



The Campaign with Ani Khachikian

After the photoshoot processes, I had eight final photos out of 500 selected as the final results. In one of the scenes, Ani flexed near a refrigerator full of drinks. In another one, she ate pizza on a chair with a relaxed position, and all the views had similar positions around Gastropolis. I decided to randomly choose these photos and publish three posts on Instagram and three posts on Facebook. On Facebook, I wanted to make the first post with four pictures with one being a separate shot of the shoe and the rest of Ani in Gastropolis. In another post, there would be two photos of Ani and two pictures of products. The third post on Facebook would be the shot of Ani near the refrigerator of beverages with a flexed position. The same order with the photos in each post followed on Instagram.

ARLI SHOES



The Campaign with Ani Khachikian

I started publishing from March 12 to March 15 on both Instagram and Facebook. I made one post each day in each place. Ani also shared the preview of our shots on her Instagram stories with the link of ARLI's page. The post on Facebook altogether reached around 66.000 people on Facebook and Instagram. We acquired 1000 new followers by boosting the posts on Instagram for 50 dollars, and 3000 new page likes on Facebook with organic reach. The campaign resulted in a notable increase in the number of millennial costumers. However, COVID-19 lockdowns resulted in the temporary closure of the store.. The negative point was that we still did not manage to sell the model with ready-made sizes instead of custrom orders because of the high risk that Coronavirus brought to Armenia.

ARLI STUDIES

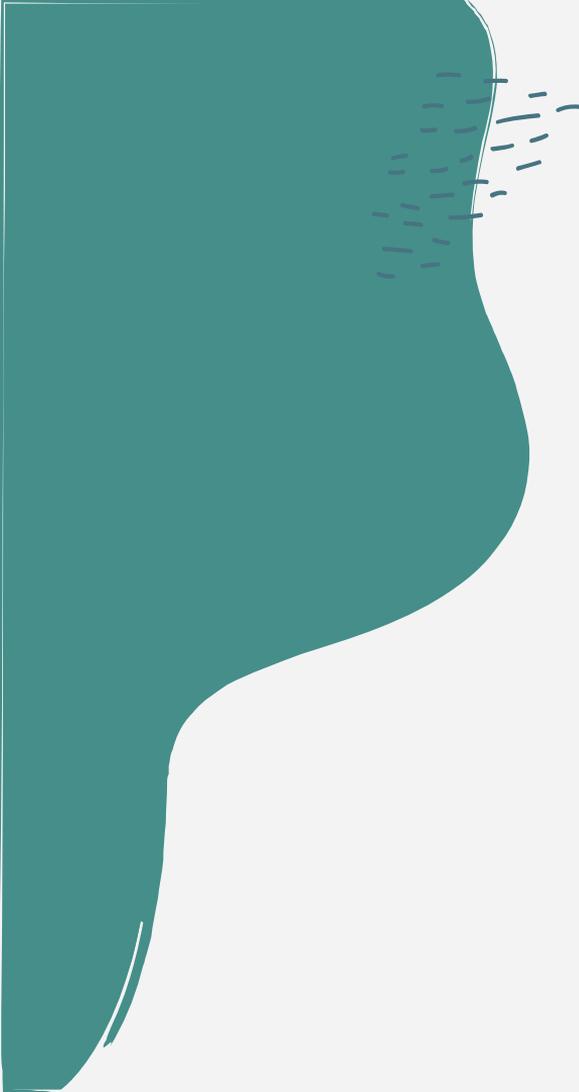
A close-up photograph of a person's legs wearing denim jeans and yellow and black ARLI SHOES. The person is standing on a wooden railing. The background is a blurred outdoor setting with greenery. Two teal-colored text boxes are overlaid on the image. The first box contains the text: "For the future, we needed to devise a more extensive strategy to be able to invest money in low-risk production that would ensure demand in the market." The second box contains the text: "ARLI SHOES".

For the future, we needed to devise a more extensive strategy to be able to invest money in low-risk production that would ensure demand in the market.

ARLI SHOES

Conclusion and Further Steps

Various experts predicted likely changes in the financial conditions of the retail industry after the coronavirus. Media channels proclaimed that luxury brands shut their stores during the lockdowns. Factories stopped working, and sustainability slowly acquired more considerable importance among fashion consumers. It was apparent that Armenia, with its low GDP, would significantly suffer from the industrial conditions prompted by the virus. What it meant for ARLI was increased price sensitivity among consumers in the footwear segment. Thus, people would now require more connection with brand values than before.



Conclusion and Further Steps

The relatively noticeable success of Ani's campaign was motivational for us. Therefore, we also resolved to visit the fashion capitals of the world with Hovhannes and understand the process of how labels develop internationally. It would help us to truly define whether the story behind was the core of expansion and recognition. It was our central vision to see our shoe brand in another country. We also planned to increase the media coverage and continue to concentrate on the factor of promoting feminism as our market differentiation strategy.

Conclusion and Further Steps

ARLI has a significant potential for expansion in both Armenian and worldwide markets with its product line and handpainted collections. One thing is clear that the brand should aim to take a stance in the fashion industry and create values that will not be easily implemented by its competitors. These steps might involve large scale advertising campaigns with predetermined messages based on thorough research. If we decide to establish a new brand, we will need to use our knowledge acquired during the previous development to ensure avoiding mistakes and failures in the future.

Conclusion and Further Steps

We will research and continuously expand the chain of stores to be available in the main shopping areas of Yerevan. After successfully building a brand that will sell large quantities of shoes in the local market, we will extend the brand assets abroad. To sum it all up, we will carefully use our budget on doing research and campaigns for developing a company that will provide quality handmade women's shoes around the world.



THANKS

For more details about the campaigns and ARLI, you can take a look at my capstone paper or visit brand's page on Facebook or Instagram via these links.

<https://www.facebook.com/arlishoes/>

https://www.instagram.com/arli__official/

