# PORTFOLIO

***INTERNATIONAL MUSIC MARKETING***

**CAROLIN ALKEGAARD**

ZANZAN

## *-The Company*

Eyewear designed in the London studio 100%

Handmade products in Valdobbiadene, north of Italy

’Long lasting frames that lasts beyond trends and seasons’

‘Buy better, buy less’

Selling price : £100/pair

Online based sales with stockists in 19 countries

Accessed by website, Instagram and Facebook

Team of 2, co-founders and designers Meghan Trimble and Gareth Townshend

Delivery time within the UK 2-4 days,  International deliveries 7-10 days

Customer Service through website

**Investors:**
Eiesha Pasricha
Laura Bailey
Funding Invoice (150.000 year: 2017)

**Revenue 2017:**
**£230 427**

## *-The Product & Presentation*

ZANZAN believes in value for money.  Beautiful eyewear and fair prices. All optical and sun frames are limited editions. The thrill of style, ZANZAN is the Maltese word for the feeling of wearing something special for the first time.

Every frame has an Italian name, often words from books, words that have some sort of resonance, romance or lyrical quality. Packaging details includes a designed zip case and a cleaning cloth, delivered in a neat box.

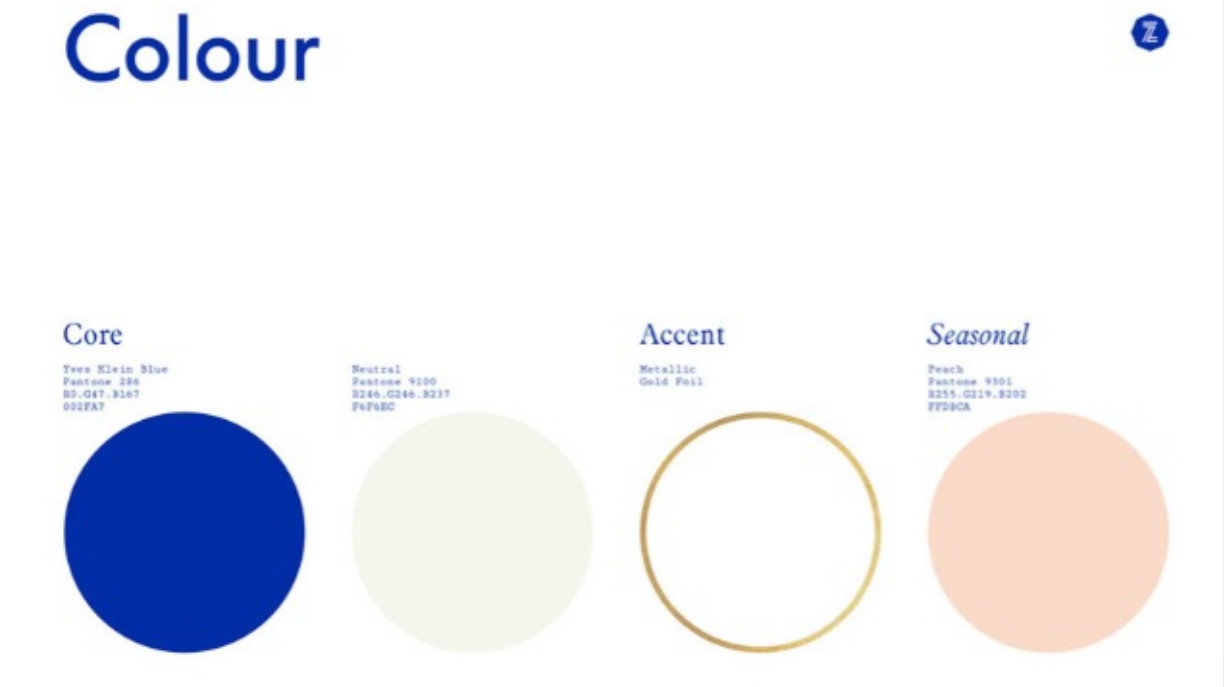
## *- The Look*

ZANZAN

2009-2018

ZANZAN

2018-Present



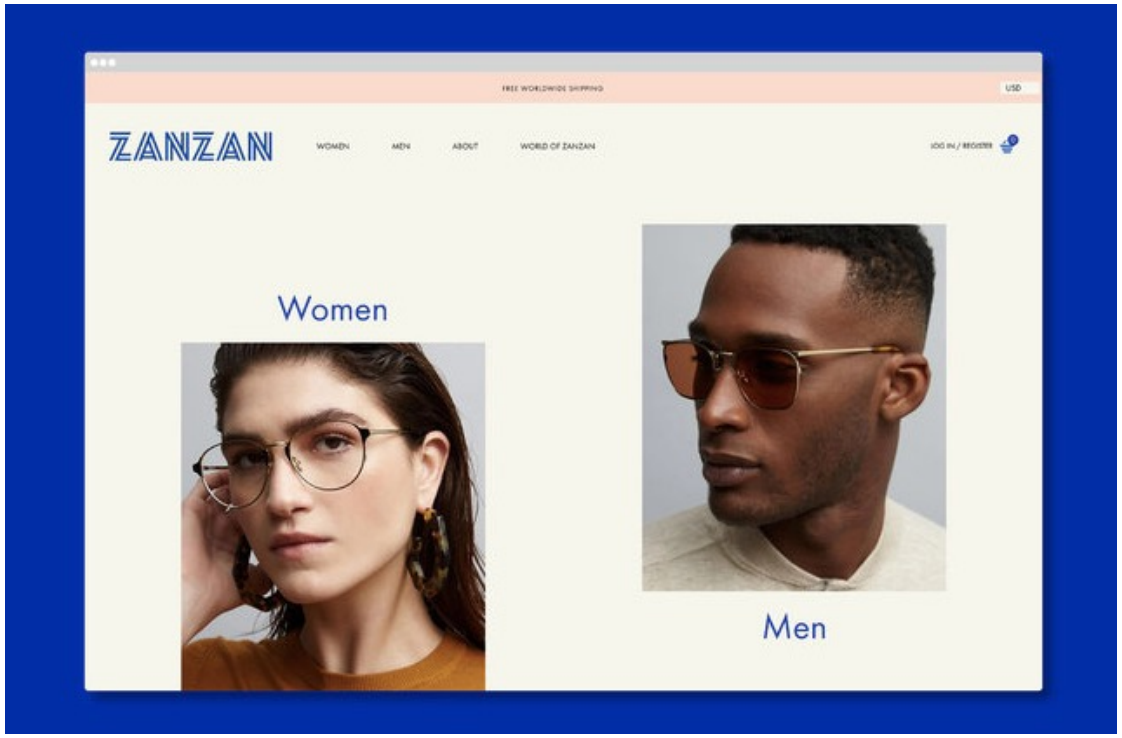

ZANZAN was founded 2009 and represented by a white logo with a black striped font (left).

2018, ZANZAN decided to rebrand, executed by Studio L’AMI with a new logo (right) and new, selected colour scheme.

## -The Website

MEN

TERMS




PRIVACY POLICY

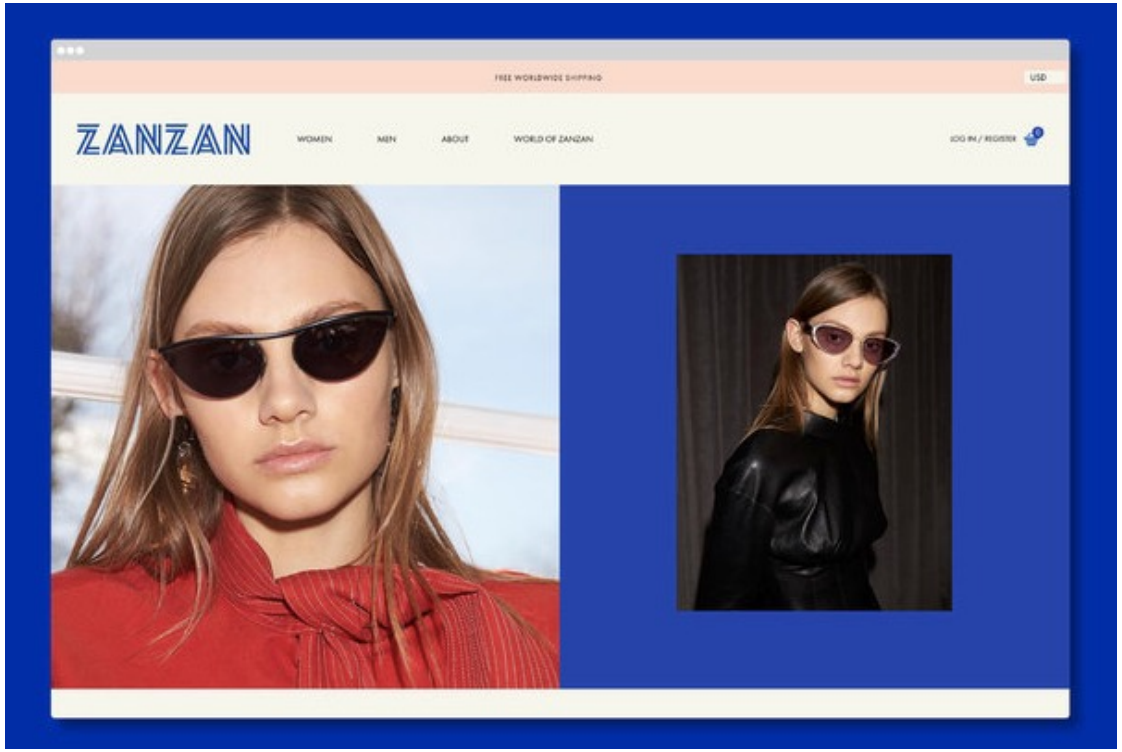
ABOUT

CONTACT & FAQ

SALE

NEWS

STOCKISTS




ACCESSORIES

WOMEN

SHIPPING & RETURNS

## -The Socials

**Instagram profile**: zanzaneyewear
**Followers:** 38K

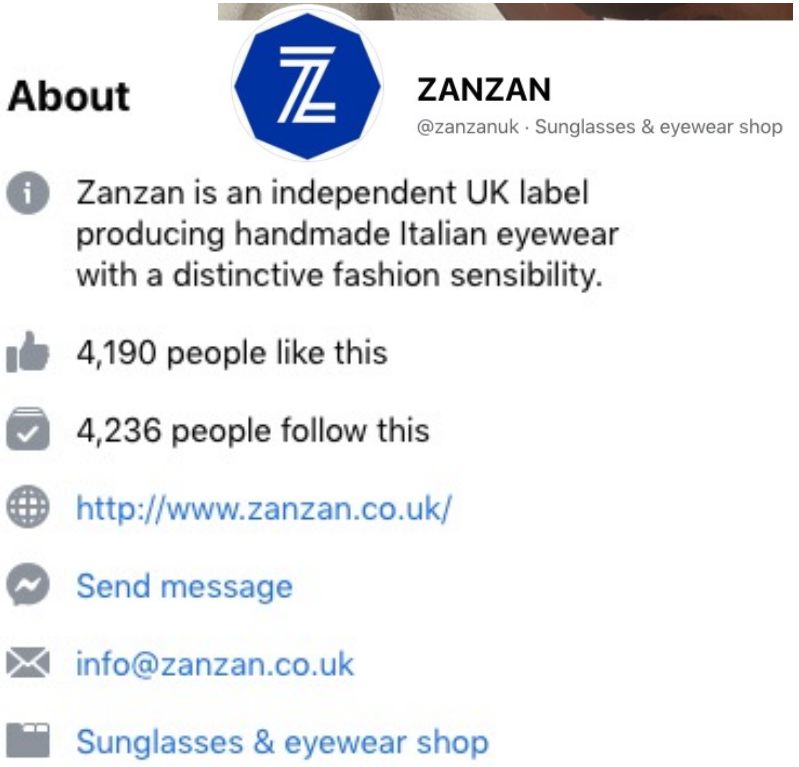
**Content approach:**
Daily posting with a blend of images of the products, art, interior design, black and white retro portraits of icons such as actors/actresses, artists and fashion icons.

**Follower analysis:** Low like-rate in comparison to the number of followers with the average numbers being inbetween 50-500 likes and 99,9% nonexistent engagement from followers per image.

**Facebook profile:** @zanzanuk
**Followers**: 4236 and 4190 likes

**Content approach**: Similar to IG but only monthly posting and more sale focused with discount codes and campaigns.

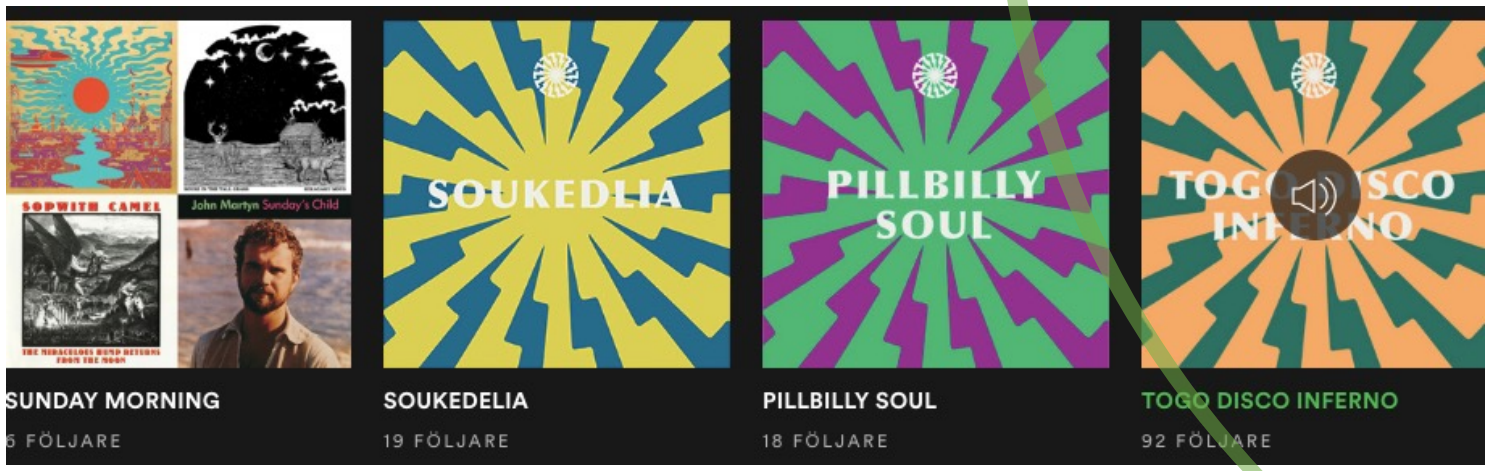
**Follower analysis:** Non-existent engagement and liking rate below 1%



*-The Playlist*

Zanzan Sunshine Radio

LISTEN HERE




**132 Followers**
**31 Playlists**

## *- The Market*

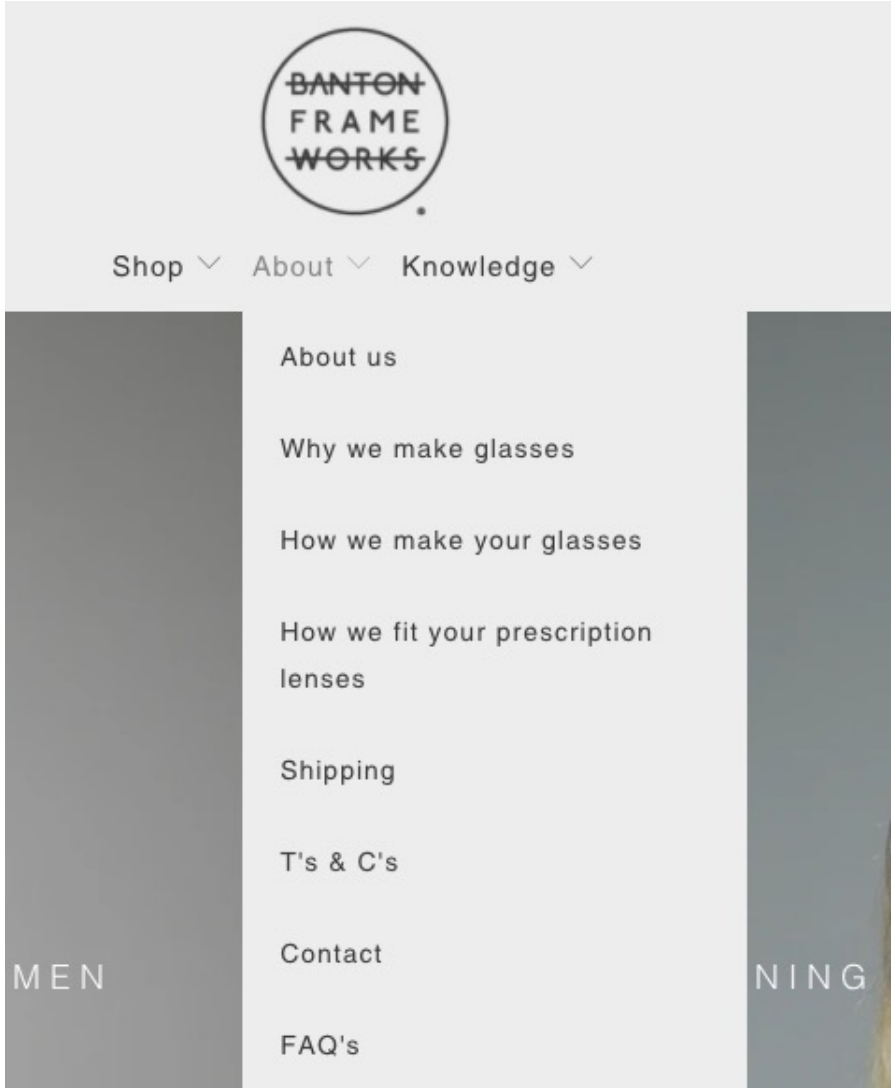
In 2020, the global eyewear market was valued at USD 147.60 billion and expected in 2021 to reach USD 157.98 billion.

Key factors for the industry:  acknowledgement regarding eye examinations, higher number of ophthalmic disorders and eyewear as a fashion accessory.

Europe is the leading region in terms of revenue 2020, with a share of over 37%. The reason being that Europe is the home to  the big fashion houses such as Prada and Gucci who's leading the market in fashionable eyewear.

The effect of e-commers and Social media has effected the market through opportunities in more effective marketing, alluring offers and also being able to meet the customers demands in a wider perspective.

## -The similar brands



**Banton Frame Works** is a UK company, based in Glasgow where they also make their frames.
The website design is minimalistic and this is also their consistent approach on their social media content.
Price range is equal to ZANZAN.
They do offer a lot of information for the customer on their website which makes it look richer, content wise.

**illesteva** is a brand with handmade frames made in Italy , designed and based in New York.
Their price range, website aesthetics and social media approach are similar to ZANZAN. The main difference being the collaborations campaigns. Illesteva pursue collaboration with fashion, music and art icons.

Campaign example:
A Collaboration with eatery Mandolin Aagean Bistro and their lifestyle shop Mrs Mandolina, to curate a pair of limited-edition sunglasses.

illesteva

HANDMADE IN ITALY

*-The Survey*

- Amount of participants: 30
- Gender: Mix of Men & Women
- Age: 23-50 years old
- Income: Average salary (**£30,800***)
- Demographics: Europe

## What does this logo tell you?

ZANZAN

- **1** participant answered 'Sunglasses'

**For full survey, please visit**

https://sv.surveymonkey.com/r/TYPDTVN

### What kind of products do you think ZANZAN is selling based on this logo?

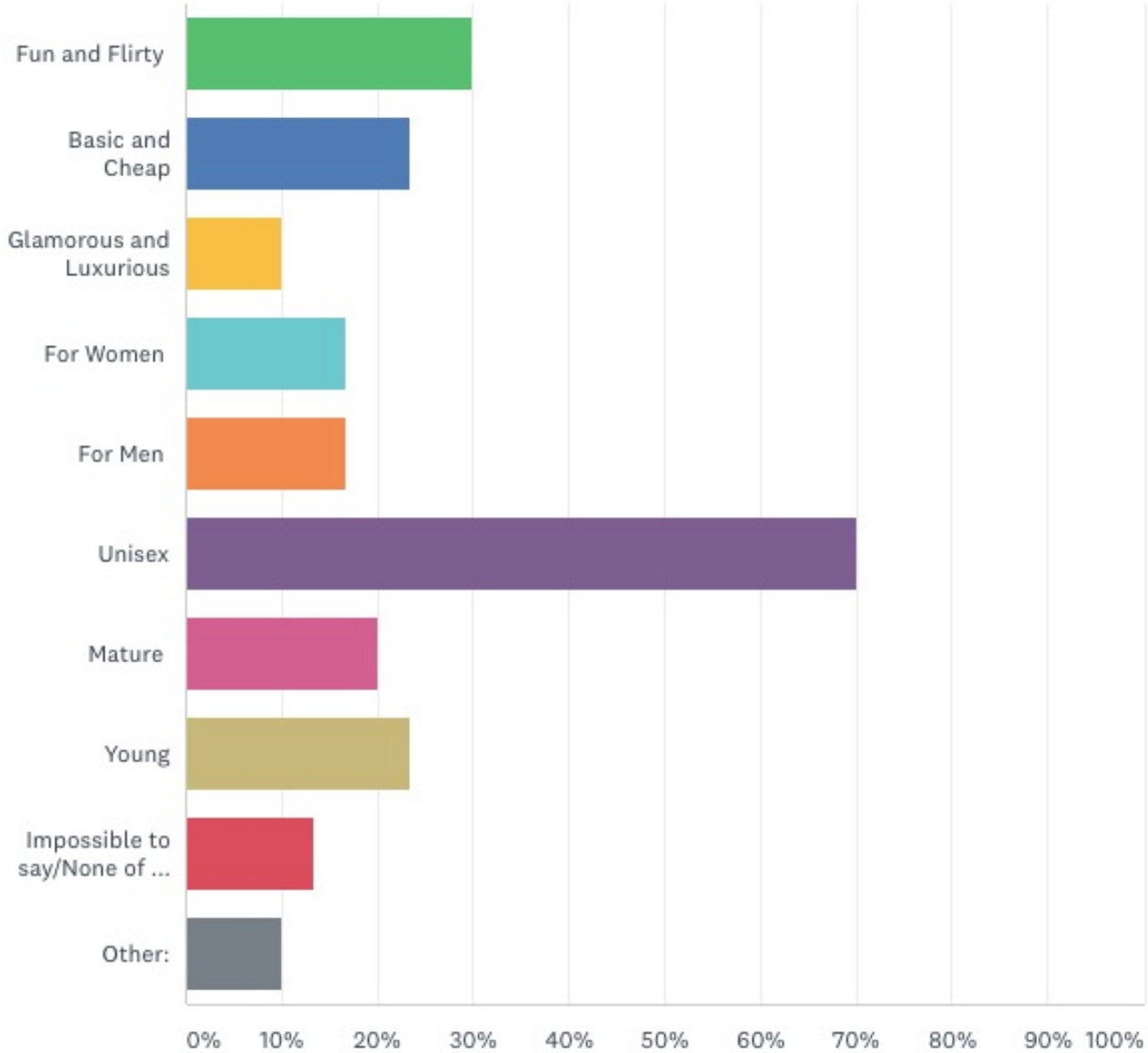
- 30% Clothes
- 20% Tech/Electronic services
- 16,7% Food
- 26,7% No idea/other
- 6,7% Sunglasses

### How does the colour gold make you feel and think of?

- 53,5% Luxury, Glamorous
- 17% Expensive
- 29,5% Other*

# Based on your impression from the logo, what kind of vibe, aim and style do you think the brand has? (fill in as many options as you'd like)

Answered: 30 Skipped: 0



# REBRANDING

*REBRANDING*

## -The Logo

ZanZan

eyewear

## Key values of emotions:

Classic
Luxury
Unique
Style
Breeze
Adventures
Warm
Romance

## -The Feeling

*We are keeping the spirit of ZANZAN but strengthening it with a new, stronger look and appearance.*

*A look that will clearly communicate the feeling and the life concept of wearing a pair of ZANZAN's .*

*An Italian scenery in the sun, the breeze in your hair, the colourful cocktail in your hand and an adventure is just around the corner and your heart is full of warmth and excitement.*

# The Brand

# The Case

# The Delivery

- A logo where you immediately know what the product is – eyewear.
- A colour that represent a luxurious, exclusive and warm vibe together with a distinct font with a glamorous touch, you can feel the breeze in the sunshine.
- A frame case in matching colour that naturally speaks the same language as the product and extends your ZanZan experience.
- Your glasses will be delivered in an amazingly designed box as a last touch to your experience, so beautiful you'll want to keep it as a decoration in your home.

# *The Action Plan*

**The Main Campaign:** Initiate a creative promotion campaign and raise money for the Tileyard based charity 'Music Support UK', a limited edition eyewear collection in collaboration with artists

The Campaign and new look will premiere in August 2021. Pre-production will be made during April-July (based on Gareth Townshend previous 3 months experience for rebranding). The collection, rebranded logo and website will be ready for the public in August, ideally a premiere for the campaign and collection would have been in the beginning of the summer but due to the required pre-production schedule, we have to adjust for August.

**Purpose and Potential Outcome**: Creating awareness of ZanZan in a new, meaningful light and being able to use the products in a new way- to help others. To support an important cause. A brand association to be proud of.

**Additional:** Reach a wider audience through our social media channels.
Increase the amount of followers on Instagram and Facebook as well as the engagement.
A push for the ZanZan Sunshine Radio (Spotify).

**Strategy:** Higher quality on posted content in terms of being relevant, intriguing and fun.
Rationalize the using and power of hashtags. Organise exciting competitions and desired offers.
Interact our accounts and Spotify channel and make use of them together , along side the main campaign.

“

“This is such a timely undertaking and I am very happy to be its first patron”

**Robbie Williams**

music support

# By the music industry, for the music industry

**Music Support is a registered charity founded in April 2016 by people from inside the UK music industry.**

We provide help and support for those in or employed by the UK music industry affected by mental ill-health and/or addiction.

# CRISIS SUPPORT

Music Support can respond rapidly to urgent situations or emergencies on an individual level or at a group level.

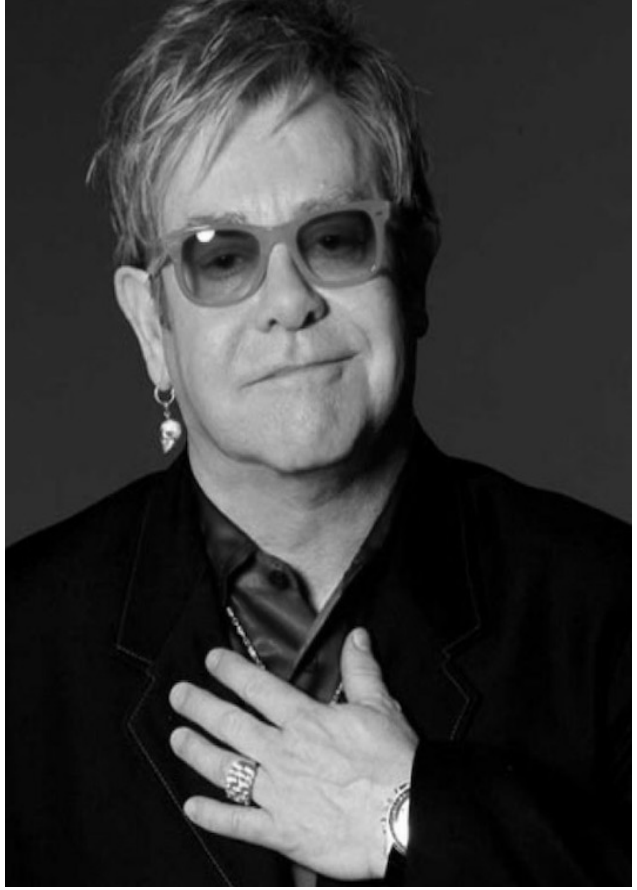
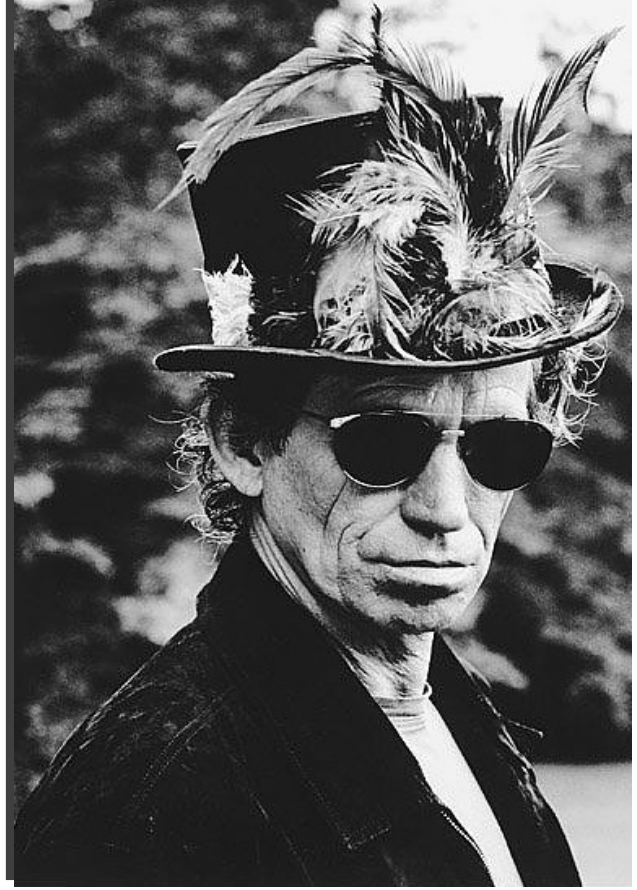
ZanZan Eyewear in association with Music Support UK

# "I See You"

*The burden of mental illness continues to grow and the people in the music industry are no exception.*

*You are not alone, we see you… I see you.*

ZanZan* eyewea

# *"I See You"*

#iseeyou

- Host a portrait exhibition at Tileyard.
- The optical and sunglasses  will be available for purchase and the portraits will also be available to buy online via ZanZan’s website. Profit* from the portraits will go straight to the charity.
- Create awareness and push for the exhibition on our social channels before the event and announce our livestreaming from the exhibition on IG TV.
- The portraits will be used as content on our social media accounts with strong hashtags aiming for the campaign to go viral.

*See Essay.

## ZanZan’s present Instagram approach

Based on the previous content, our campaign posts will be natural and speak the same language.
By keeping the structure with the classy black and white icon theme, now with our campaign icons mixed with our products and inspirational images.

#iseeyou #zanzanseeyou #zanzanmusicsupport #youarenotalone

## ZanZan’s campaign Instagram approach

We will organize an online competition where you can win a pair of sunglasses from the collection and a portrait of your choice to encourage and engage our followers not only to be a part of the campaign but to also bring awareness to our Spotify channel and ”I see you”-playlist.
Please, see next slide for details.

# The Playlists

**ZanZanseeyou**

**ZanZan Style**

**ZanZan City**

**ZanZan Beach**

***"Music therapy can calm anxiety and ease pain, tell us your favourite song that always makes you feel better and follow us on Spotify "Zanzan Sunshine Radio" for your chance to win a handmade pair of ZanZan's.***
***We will put the first 100 track suggestions on your very own playlists on ZanZan Sunshine Radio playlist".***

*#iseeyou #zanzanseeyou*
*#zanzanmusicsupport #youarenotalone*
*#zanzansunshineradio*

We are offering hip and a proper ZanZan lifestyle vibe ala playlists in the spirit of our brand. We will push our Spotify playlists in our channels as a fresh complement to our products and campaigns. E.g. we will have a playlist called "ZanZan Style" filled with retro and modern Italian artists.
We can also use these artists and their stories as content on our channels and deduce to the playlist. The same strategy goes for "ZanZan city" and "ZanZan Beach", we can use beautiful and inspirational images, promoting  our products, our playlists and offer great social media content,  all at once. So many birds in one stone, one could cry and hide behind shades….

# The Costs

- **Look and Manufacturing:**
- New logo and web-design: £3000 Inc. VAT
- Special collection Manufacturing (5000 pieces) : £228,000 inc. VAT*
- Frame cases with logo (5000 pieces) : £4500 inc. VAT
- Gift/delivery boxes (5000 pieces) : £5940 inc. VAT
- Strategic consultancy (includes Project management & Social Media Management): £14600

- **Campaign:**
- Artists: £0
- Photographer + equipment: : £0 Collaboration with photographer Andy Earl
- Travel and subsistence expenses: £500
- Posters: £0 Collaboration with 'Black and White Poster company'
- Digital marketing advertising 2 months: £6000

- **Exhibition**
- Venue hire & Bar: £0 Collaboration with 'The Gallery', Tileyard London
- Staff: £0 Volunteers from 'Music Support UK' and the Tileyard Community

- **TOTAL INVESTMENT: £262,540**

GOV.UK

# Tax when your limited company gives to charity

## Sponsoring a charity

Charity sponsorship payments are different from donations because your company gets something related to the business in return.

You can deduct sponsorship payments from your business profits before you pay tax by treating them as business expenses.

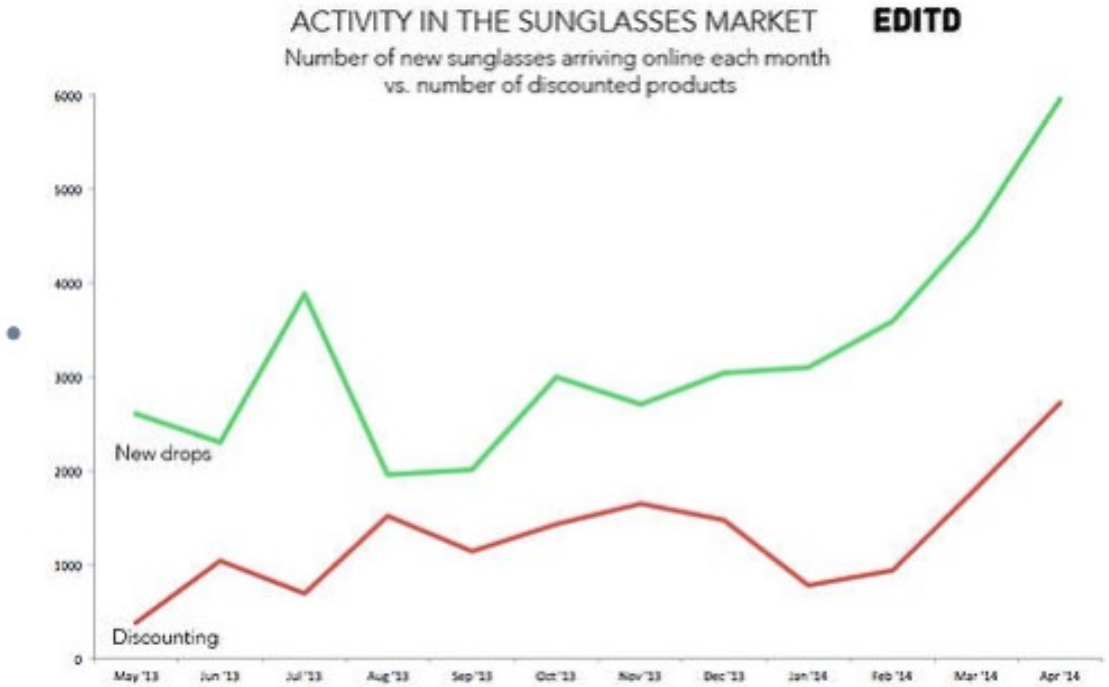
## What qualifies

Payments qualify as business expenses if the charity:

- publicly supports your products or services
- allows you to use their logo in your own printed material
- allows you to sell your goods or services at their event or premises
- links from their website to yours

# The Time plan

| TIMETABLE | 1-15 April | 16-31 April | 1-15 May | 16-30 May | 1-15 June | 16-31 June | 1-15 July | 16-30 July | 1-15 August | 16-31 August | Sept -Handover |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Pre-Production Design team | | | | | | | | | | | |
| Design campaign collection (inc case & box) | | | | | | | | | | | |
| Order products DEADLINE | | | | | | | | | | | |
| Expected delivery Products | | | | | | | | | | | |
| Pre-Production Photo shoots *Main campaign | | | | | | | | | | | |
| Pre-production Social Meda inc Spotify | | | | | | | | | | | |
| Photo shoots | | | | | | | | | | | |
| Pre-Exhibition organization | | | | | | | | | | | |
| New design premiere on all web sources | | | | | | | | | | | |
| Social Media campaign starts (+ teaser main campaign) | | | | | | | | | | | |
| Launch of Main campaign (online) + exhibition | | | | | | | | | | | |
| Main Campaign (full package) | | | | | | | | | | | |



| Social Media POSTING SCHEDULE | | JULY | JULY | AUGUST | AUGUST |
|---|---|---|---|---|---|
| | | Week 29 | Week 30 | WEEK 31 | WEEK 32 |
| | | 18/7-24/7 | 25/7-31/7 | 01/8-07/8 | 08/7-14/8 |
| External Channels | Advertising campaigns<br>IG<br>FB | Daily advertising through FB Manager | Daily advertising through FB Manager | Daily advertising through FB Manager | Daily advertising through FB Manager |
| Internal Channels | Instagram Posts | 4x week pre-pushing campaign & Collection (sneak peaks and teasers) | 1x day pre-pushing campaign & Collection + collaboration partners | 1x day pushing released collection, campaign | 1x day pushing released collection, campaign, Spotify + competition |
| | Instagram Stories | 1x day teasers and pre-pushing campaign + artists, Collection, Spotify reminder | 1x day pre-pushing campaign + artists & Collection, website and present products | 3xday pushing released collection, campaign + artists , collaboration partners | 3xday pushing released collection, campaign + artists , collaboration partners |
| | Facebook | 3xweek teaser campaign, products, spotify reminder | 3x week pre-pushing exhibition | | |
| Partners and Collaboration | Music Support UK - IG | 1xweek post-countdown to ne project | 1x week post countdown to exhibition + awarness of campaign | 1x daily story about campign and exhibition + post from event | 1xweek post pushing the campaign |
| | Black and White Poster Company-Website | Sneak Peak on artists | Countdown on campiaign posters | Campign Release - first page | Pushing for Campign on first page |
| | Artists 1-10 -IG | Sneak peak of parts of portrait- teaser | Countdown stories with behind the scenes material + awareness of campaign & exhibition | Push post for campaign, Event and reveal of portrait + interviews | Stories - push "support a good cause" |
| Event | Exihibtion Content | IG,FB, Website posts, teasers Exhibition | IG,FB, Website posts, reveal Exhibition + push IG live broadcasting | LIVE IG TV BROADCASTING | Recap posts from Event |

**ZanZan LTD.**
**SELF-EMPLOYED CONTRACTOR AGREEMENT**
**THIS AGREEMENT is made on the 1st April 2021 BETWEEN:**

(1) ZANZAN LIMITED of Tileyard Rd, London, Greater London, N7 9AH, United Kingdom
("the Company");
And
(2) Carolin Alkegaard - "the Contractor" ("You" "Your")
(together the "Parties")

WHEREAS:
The Company wishes to appoint the Contractor to provide certain services to the Company and the Contractor wishes to provide services to the Company on a self-employed basis under the terms and conditions in this Agreement.

IT IS AGREED as follows:
1. Definitions
In this Agreement, unless the context otherwise requires, the following words and expressions shall have the following meanings:

"Job Role" shall mean **Strategic Consultant, Project Manager and Social Media Manager**.
To plan, organise and execute the rebranding of ZanZan LTD (as detailed in Schedule A of this agreement) to be performed by the Contractor for the Company under this Agreement.

"Working Hours" shall mean full time, 40 hours per week (Not inc lunch hours) Monday to Friday (Not inc Public Holidays) equivalent to three (3) working days per week

"Term" shall mean a period from the date of signature of this Agreement and continue until this Agreement is terminated the 1st of September 2021, in accordance with clause 13 of this Agreement.

For full agreement, visit: https://docs.google.com/document/d/127qavGf_UU5aSTytDRdlGIZlXCyKCLtz0AbbetrPXno/edit?usp=sharing

# The Sources

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(Accessed 19 March 2021)

**Collaboration Partner - Posters**
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(Accessed 17 March 2021)

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Available at https://www.facebook.com/zanzanuk/
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**Frame Cases**
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**Grand Review Research,( 2021)** '*Eyewear Market Size, Share & Trends Analysis Report By Product (Contact Lenses, Spectacles, Sunglasses), By Distribution Channel, By Region, And Segment Forecasts, 2021 – 2028*'
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Revenue:
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https://pitchbook.com/profiles/company/183241-81#funding

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Studio L'AMI (2018) *ZANZAN EYEWEAR LONDON*
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The Gallery, Tileyard (2021)
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ZanZan Survey (2021) *'ZanZan'*
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