RAEN

Research + Process

Strengths:

RAEN has clean, yet classic aesthetic sunglasses.

Weaknesses:

The weaknesses of the company include the lack of advertising and marketing to reach more donors in order to support more Wounded Warriors.

Opportunities:

The opportunities of the company are the campaigns it could produce which would serve as a public service announcement for how we give a voice to those needs and empower our warriors to begin the journey to recovery.

Threats:

The threats RAEN faces are mainly other big sunglass designer brands such as Warby Parker.

Who are you?

At RAEN, we want to make a difference and be the drivers of change within the industry.

What do you do?

USP – We want to forge a new path focused on the use of premium materials in order to create carefully crafted and attainable, on trend, fashion-driven eyewear. Designed in California.

What is your vision?

Be an independent company with high quality, affordable glasses.

What wave are you riding?

Quality handmade eyewear at an accessible price.

Who shares this brandspace?

Ray-Ban

Warby Parker

Persol

MVMT

What makes you the "only"?

Our company is the only that designs high quality eyewear in California, and sells at an affordable price.

WHAT: The ONLY eyewear company

HOW: that designs

WHERE: in California

WHY: to sell affordable high quality eyewear

What should you add/subtract?

We felt we could do the most good by providing high quality materials to design high quality eyewear, and keeping an affordable price, but with a price fair enough for the work that goes into each pair of glasses.

Who loves you?

Fashion driven individuals that appreciate the classic looks of designer eyewear.

Who's the enemy?

We are not like designer sunglasses that charge you for the name of the brand. We are not designed and built with foreign labor.

What do they call you?

RAEN

How do you explain it yourself?

Inspired by the classics, handmade for today.

Brightening perspectives.

How do you spread the word?

Advertisements in video and print. Social media & influencers.

How do people engage with you?

Website, social media, Ad campaign including billboards, banners and posters, brand brochure, invitations, marketing email.

What do they experience?

Buyers will see an advertisement on Youtube, and click on the website. They will see the quality of the brand and how it is more affordable. They will buy their sunglasses which will be delivered in beautiful packaging.

How do you earn their loyalty?

Providing quality customer service, as well as the process of them buying their eyewear, making it very personable from start to them receiving their product.

How do you extend your success?

Customers will love their eyewear and see how high quality it is, they will want to buy other products that are not just sunglasses, but clear eyewear.

How do you protect your portfolio?

Always aligning with our original vision and not get distracted with our success and raising our prices.

Typeface:

Myriad Variable Concept

Secondary Typeface:

Proxima Nova

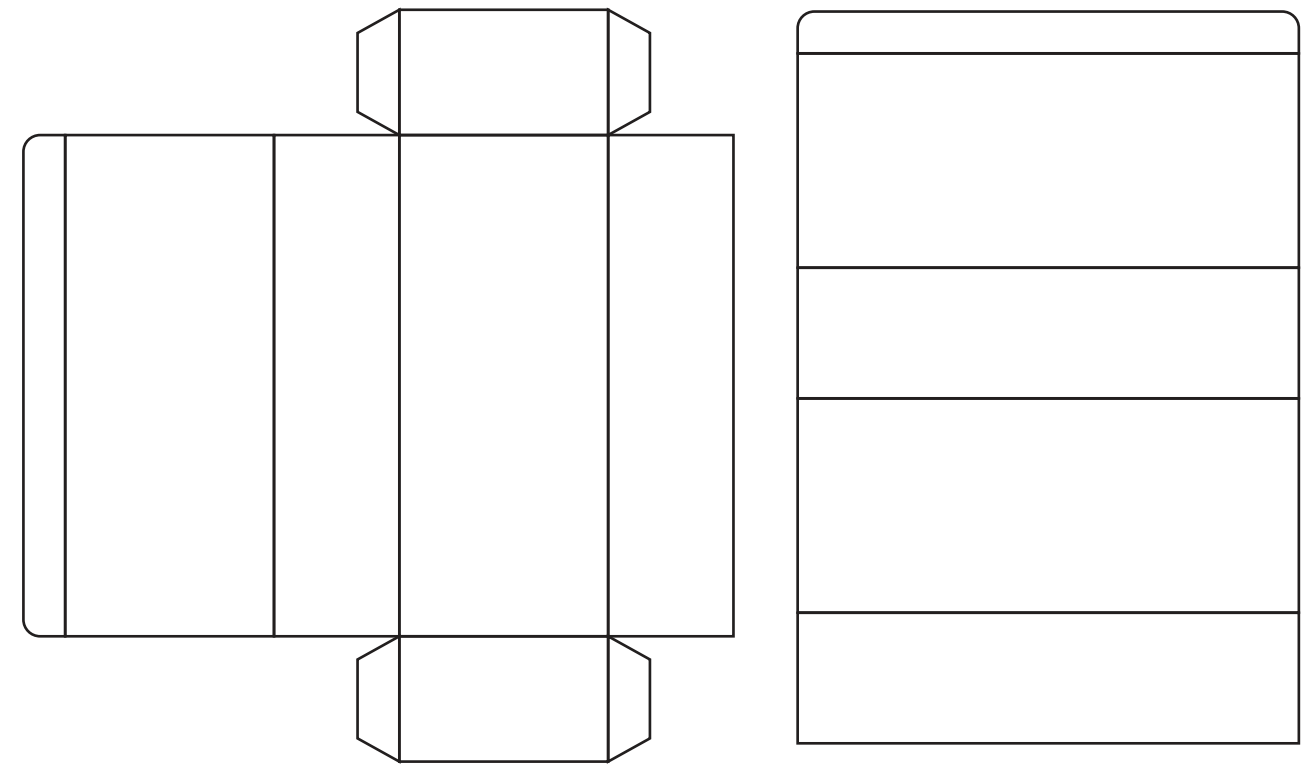|		
Pantone Black C	C: 71	R: 40
	M: 65	G: 40
#282828	Y: 64	B: 40
	K: 68	

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"Sunglasses Day"
Shooting Location: Austin
Sunglasses Brand to be Chosen
Model: Rachel

:30 television

Video	Audio
Cut to RACHEL, walking along the busy city looking stressed. Everything is black and white.	Clock sound in background, along with city noise pollution sound.
Cut to RACHEL, sun hitting her face and she struggles to look at her phone.	
Cut to RACHEL, takes out sunglasses from bag.	
Cut to RACHEL, puts on sunglasses and looks confused as city turns into color.	As glasses go on, song starts playing and city noise goes away.
Cut to RACHEL, has more relaxed clothes and hair down, camera moves around her in a more relaxed, vibrant city.	
Dissolve to logo animation and full-screen ending.	