

COMMUNICATION & MARKETING PLAN



CORPORATE

Keywords: eco-friendly, fair price, Portuguese high quality manufacturing, organic raw-materials, long-lasting garments & colorful design.

AGENDA

About - Mission, Vision, Values

Strategy

Look and Feel

Style Book

Campaigns

- Branding
- Communication Goals
- Target
- Techniques and Communication Actions

-Traditional Communications - Magazines, Events, Philanthropic

-Digital Communication - Marketplaces, E-Commerce - Technical, On-page and Off-page SEO audit,

Social Media and Blog content, Email mkt, Influencers

Time and Budget

Results



ABOUT BARN OF MONKEYS

THE BRAND

Barn of Monkeys is a **creative fashion lab** with a special approach to the concept of style. It's a brand with **solid social** and **cultural values, seeking to create outstanding long-lasting garments**, using nothing but the **best fabrics, made with high-quality organic raw-materials** with a **GOTS certificate**.

Barn of Monkeys gives the most importance to **excellence, artistry** and **eco-responsibility**, put on every detail of its outfits. But what makes Barn of Monkeys so unique, is its urge to make a statement and provide exclusive **apparels with a meaning**.

Apparels for **children** and **teenagers aged 2-16 that last longer, bring families together** and **shout out for gender standardization!**

STORIES THAT YOU WEAR!



BARN OF MONKEYS PHILOSOPHY

MISSION

Barn of Monkeys main goal is to **create premium collections mindful of the environment**, as well as its **employees who work hard to bring to life the high quality designs, and meaningful apparels.**

VISION

To be recognized as the best and the most responsible kids and youngers fashion brand.

STORIES THAT YOU WEAR!

WHAT MAKES BARN OF MONKEYS SO SPECIAL?

WHAT SETS US APART



HIGH QUALITY IN PORTUGAL

Our main goal only design high quality kids and youngers clothes that are truly meaningful!

Working for 4 years in the national and international marketplace, Barn of Monkeys guides its activity by the **highest standards of demand and quality, providing organic raw materials of superior quality and assuring maximum efficiency of rendered service.** Quality is achieved by producing the ideas of national designers, proudly in **Portugal.**



OUTSTANDING CUSTOMER SERVICE

We go the extra mile and we care for our customers!

The company has the privilege to maintain a **close contact with its stakeholders,** and to **service its customers,** by **anticipating and responding to all their needs.**

Barn of Monkeys can be found in our **partners stores,** ([link to store locator](#)) where we personal attend our clients and we ship world wide through our **online store** ([link to barofmonkeys.com](#)).



ETHICALLY PRODUCED

We are against fast fashion!

At Barn of Monkeys we approach fashion in an **ethical and transparent way that considers both people and the planet.**

Although the industry of clothing encourages damaging our environment and taking advantage of people, at Barn of Monkeys **we are strongly against these practices, so we do everything we can to operate in an ethical matter:** we use **eco-friendly organic materials,** the clothing labels and boxes that we use to ship are made of **recycled paper,** we use **environmentally-safe plastic bags,** we seek to work with **suppliers and resellers who share our commitment,** and we **take care of our people.**

- Do you know the power of "Made in Portugal" symbol?

Portugal has currently one of the strongest textile industries in Europe and is known for its impressive expertise in high-quality clothes. "Made in Portugal" is a symbol of quality & reliability. It also means that the product was made in an environment which is socially and ecologically responsible. Try to guess the country of manufacturing of Barn of Monkeys clothing! ;)

- Why to use high quality products? We advice organic cotton clothing, and do you know why?

If you are experiencing allergies or suffering from skin diseases due to the clothes y ou wear, it is time to reconsider and switch to a different fabric or clothing material to purchase. Shift to organic cotton to avoid various skin concerns.

- High quality products live long, but if you treat it well, it lives even longer.

To keep them looking good we recommend you to read the label on your garments carefully and following the care instructions there. Wash max 30° with similar colors, no bleach, no tumble dry, no dry cleaning. Iron on reverse. Wash by hand, no bleach, no tumble dry, no dry cleaning. No ironing.



HIGH QUALITY IN PORTUGAL

Our main objective: only design high quality kids and youngers clothes that are truly meaningful!

- Do you Know that we ship worldwide?!

Yes, it´s true! Barn of Monkeys has its one online store. You can order from any part of the world. We have the most reliable business partners to ship your kids clothes. [see the link in the bio for additional info about delivery process]
(<https://www.barnofmonkeys.com/delivery/>)

- Where are you? Maybe we have a store next to you! / Maybe we have a store just around the corner!

If you want to see the Barn of Monkeys clothes for real, we advice you to visit one of our business partners official stores! [see the link in the bio to locate a official store]. If you are a store manager and you would like to sell our amazing, and meaningful collection of clothing please contact us. It will be a pleasure to work / to make business with you!



OUTSTANDING CUSTOMER SERVICE

We go the extra mile and we care for our customers!

- Does not fit? Don't worry, you just have to send it back!

We know that it can always be a surprise when we buy online. Because we care about your experience at Barn of Monkeys website, we have a size guide, in order to help you to choose the right size for your kid. However, if by any of chance it doesn't fit you can simply send back. [Find our size guide in bio].



OUTSTANDING CUSTOMER SERVICE

We go the extra mile and we care for our customers!

- Do you Know that organic cotton uses 88% less water and 62% less energy than non-organic cotton?

All Barn of Monkeys collections are made of organic cotton, and this one is not an exception.

- Did you know there are no chemical retentions in organic cotton clothing?

Organic cotton clothes aren't treated with pesticides, insecticides, herbicides and Genetically Modified Organisms. By eliminating the use of these toxins, organic cotton farming keeps waterways and drinking water safe and clean. This is the perfect solution for the environmental, and for your health too.

- About sustainable production...

Our clothes are made in places where workers' rights are nonexistent. We have know this for decades: most of our clothes are made in countries in which workers' rights are limited or nonexistent. Garment workers are often forced to work 14 to 16 hours a day, 7 days a week. At Barn of Monkeys, our employees work 8 hours per day, in a healthy and comfortable environmental, according to all legal rules.



ETHICALLY PRODUCED

We are against fast fashion!

- We are GOTS certificated!

We have decided to source all our organic cotton with the Global Organic Certified Standard (GOTS) certification. GOTS aims to define a universal standard for organic fabrics.

It provides credible assurance to consumers from harvesting the raw materials, through socially and environmentally responsible manufacturing, and labelling. GOTS follows a strict environmental criteria and also social criteria for operations along the entire textile supply chain.

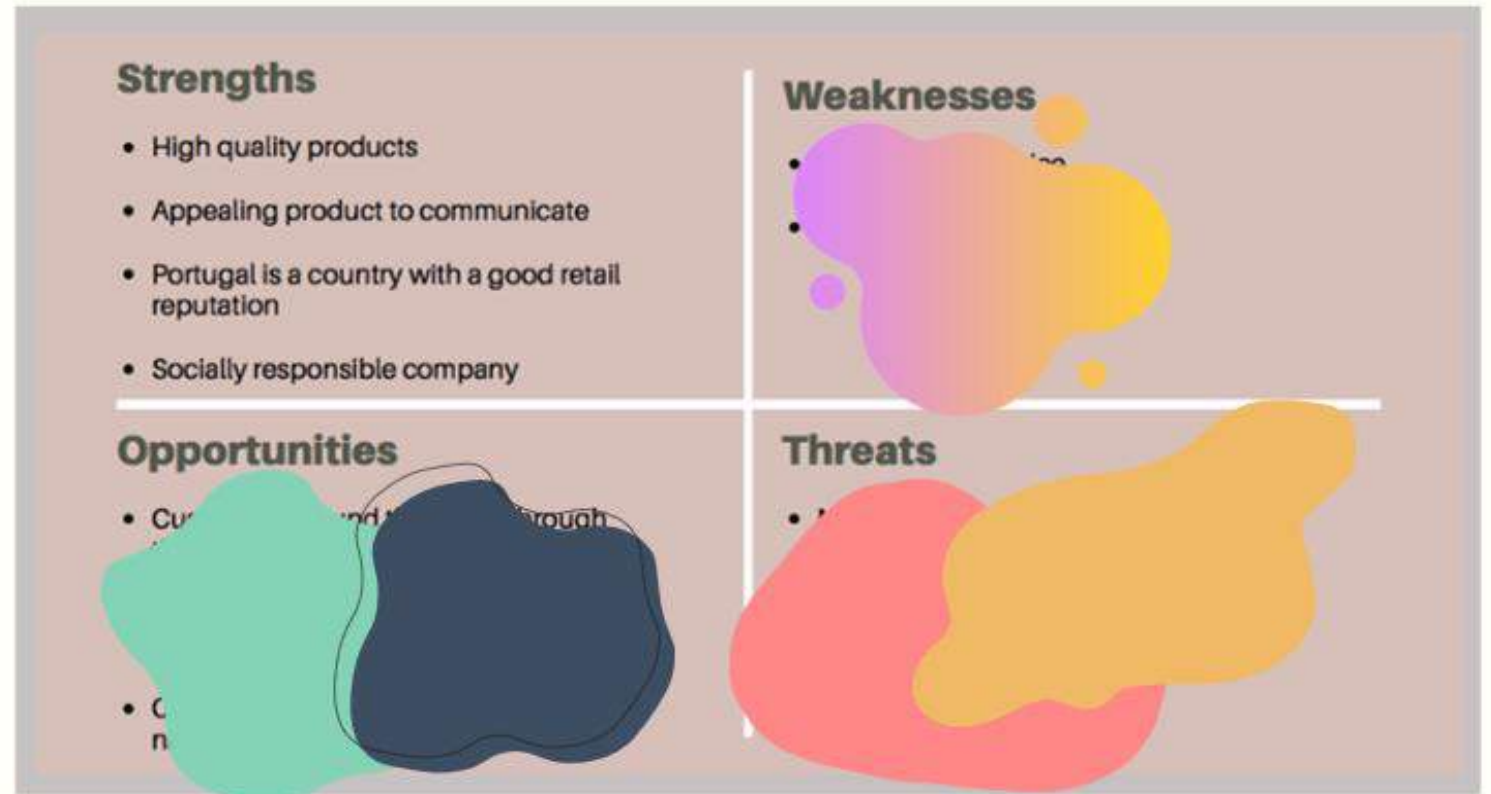


ETHICALLY PRODUCED
We are against fast fashion!

STRATEGY

Situation analysis

STRATEGY SITUATION ANALYSIS



LOOK AND FEEL

BRAND VOICE

- Friendly
- Engaging
- Responsible

STYLE BOOK

SENSITIVE THEMES

- Environment pollution
- Precarious work
- Child labor

SPELLING AGREEMENT

- In Portugal Barn of Monkeys uses the Portuguese orthographic agreement.
- In communication with foreign markets, Barn of Monkeys uses American English.

STYLE BOOK

HOW TO WRITE? / HOW NOT TO WRITE?

- **Quotation marks** (""") - for quotes
- **Single quotes** (") - for foreign and technical terms
- **Acronyms** - should be explained
- **Foreign** and **neologisms** - avoid their use
- **Active voice** - whenever possible, the active voice should be used instead of passive voice
- **Forbidden words** - slang, profanity, loaded language

CAMPAIGN

AUTUMN / WINTER 19/20

Communication concept
Discover our 5 senses

BRANDING

Colors | Campaign ´s copy | Meaning of the prints

EDITORIAL

MOOD BOARD

COLOR MEANING IN BUSINESS

Deep Ocean is our blue color, and we choose it for this collection, because blue is strongly connected with intelligence, which, after all is the key ingredient to make the box work out. Right?

Curry is the yellow of the A/W 19 collection. And guess why we are using this bright color? Because when we have a bright idea lights up in our head. This is why creativity and good ideas have the yellow color.

Moss Green says renewing, refreshing, and regenerating, just like our brain, which has about 86 000 000 000 neurons and 160 000 kilometers of nerve fibers.

Dusty Rose is such an amazing color. For a long time it was the expression of girls feelings, and girls state of mind, but this collection is special. Dusty Rose is an universal feeling, It is for boys and for girls too.

Cherry is a kind of red, and what are the feelings that bumble your head when you think about red? Passion, love, strong, power... just amazing feelings.

Wood We named wood to our brown, because wood remember us the heart and the planet. It is really connect with the environment and with sustainability, Two principles that not just guides our collection, but our brand mission too.

Eggshell is the thin, hard outer layer of an egg, and it made sense that we call it because under any shell there is always the content that makes us so special beings: our ideas and inspirations, our cleverness and brightness, very similar to our brain.



AUTUMN / WINTER 2019/2020 COLLECTION

ABOUT

Inside the box

"Inside you have a brain. You only know you have a brain because there's a brain inside"

Where does your brain start? And where does it end?!

What happens inside our box that rules our world?

Our gender-free movement is focused on self-expression and identity, so we decided to take you on a journey of 640 K through your brain connections. We invited a few friends to join: memory, the Senses family, neurons, thoughts club, emotions squad and water.

Together we have created a perfect balance with warm and cold tones into this "Inside the box" palette. Inside yourself you will find textures, fluid shapes, illusions and a bit of artistry.

Our brain evolution is only possible if shared with people.

VALUE OFFER

An inspiring and educational collection which empower and enhance the 5 human senses. It encourage free and self-expression, as a consequence of the brightness of our brain.

CAMPAIGN MOTTO

We have the power of our mind.

CAMPAIGN

SPRING / SUMMER 19/20

Communication concept
Birds migration

BRANDING

Colors | Campaign 's copy | Meaning of the prints

EDITORIAL

MOOD BOARD

COLOR MEANING IN BUSINESS

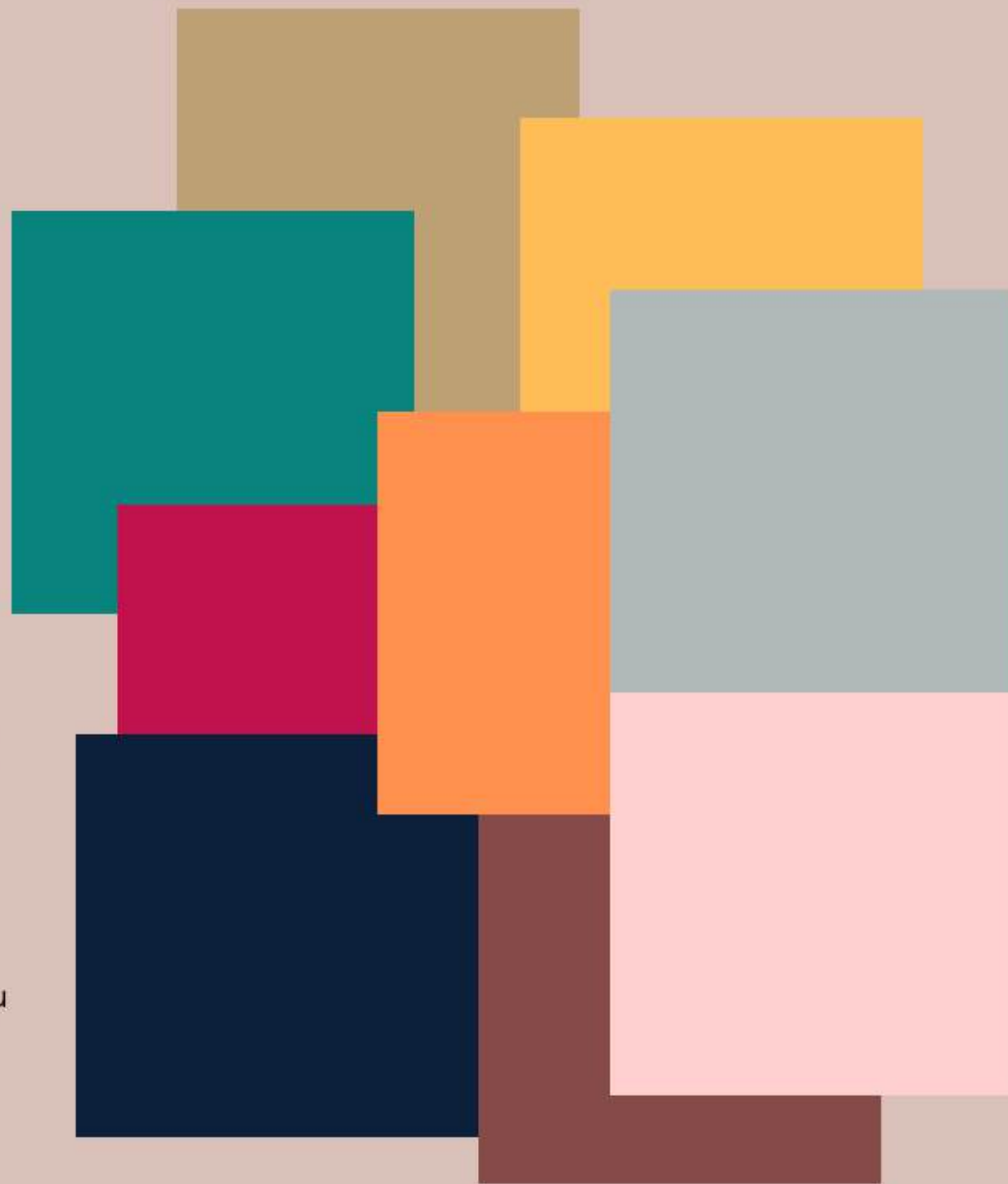
Emerald is a mix of blue and green and it is associated with nature, and the environment, creating a sense of compassion and nurturing for all. It encourages generosity, kindness and sympathy.

Camel, is our light brown, and it has many positive meanings including neatness, openness, and approach ability.

Daisy, the name of a beautiful flower, is our yellow. It is the most vibrant color in this collection, and it is present in every think that makes us smile. After all, what makes us happier than a shiny and bright summer day?

Dark Blue - If you ask 100 people what their favorite color is, what do you think they would say? The right answer will be Blue. And do you know why? Probably because blue means reliability and responsibility. Pretty like our collection, which is made of organic and sustainable materials. Don't you agree?

Pale Peach tend to be more friendly and soothing.



EDITORIAL

MOOD BOARD

COLOR MEANING IN BUSINESS

Brick is a fancy name for brown - the color of earth, wood, stone, wholesomeness, reliability, elegance, security, healing, home, grounding, foundations, stability, warmth, and honesty. Brick is a natural, neutral color, and simply a most in our SS20 collection.

Magenta means universal harmony and emotional balance. Magenta represents universal love at its highest level.

Neutral, is a kind of beige. It communicates calm, and relaxing feelings.

Stone. What is the color of stones? Do you know? Yes, it is gray. Gray is a good background for other colors, allowing them to take prominence. So, combine our gray pieces with our happiest and funniest color clothes, and have fun doing it! Stone color is a must have in every kid closet. :)



SPRING / SUMMER 2019/2020 COLLECTION

ABOUT

Spring has just arrived!

Our wings find their way back to our favorite places, the bright-colored flowers into the deep forest, having the sun as our best guide during the journey.

We carry our tree homes with us, discover new textures and mixes of light seed-tones and exciting colors in the nature.

So many of us, all together flying high and freely. We have missed it haven't we?

We have been traveling, writing stories and discovering the world but what about letting the mind fly?

This is the time! Because birds are never alone and you just have to let them fly.

Ollie, the bird.

VALUE OFFER

Organic garments with an educational meaning: explain the "history" of birds migration.

CAMPAIGN MOTTO

Let them fly.

PRINTS MEANING

Each sound of a bird is unique, and when they are together they transform themselves into musical instruments, and it's such a harmonious symphony in spring and summer, don't you think?



We carry our tree homes with us, discover new textures and mixes of light seed-tones and exciting colors in the nature.

About these amazing birds:

- They lay the smallest of all bird eggs
- They eat all day long
- They fly faster than a car
- You see them most often in the summer



Unfortunately, these strange, beautiful birds they online live for 3 to 5 years, and are almost extinct! So, let's preserve them!

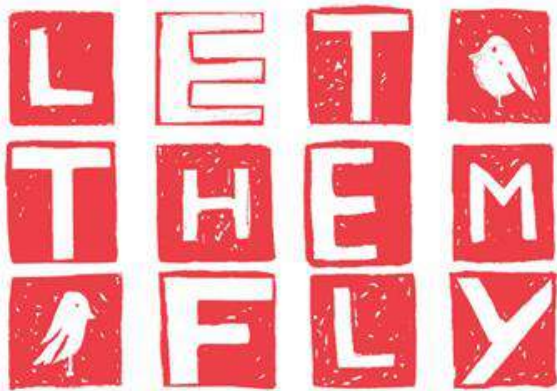


Our wings find their way back to our favorite places, the bright-colored flowers into the deep forest

PRINTS MEANING



Ollie, our main character, lives in a wing corner, like main other birds that we know. Sometimes, humans get confused and don't realize that the wing corner is actually a bird's home.



We have been traveling, writing stories and discovering the world but what about letting the mind fly?



Do you know that birds reinvent their home frequently? They tend to migrate northward in the spring to take advantage of burgeoning insect populations, budding plants and an abundance of nesting locations.



So many of us, all together flying high and freely, having the sun as our best guide. We have missed it haven't we?

PRINTS MEANING

THE JOURNEY

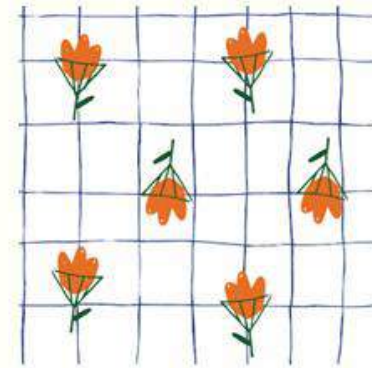
Our wings find their way back to our favorite places, having the sun as our best guide during the journey.



Foraging insect pollinators must find and identify flowers in a complex visual environment.



This is the time! Because birds are never alone and you just have to let them fly.



Birds have good / an outstanding color vision. This capacity helps them to find flowers and, therefore, the nectar and pollen they offer. Bright flower colors are particularly attractive for them.

PRINTS MEANING



Just like humans birds are all different, in size, and colors.

However, they can be grouped in three different types: tweety birds, ducky birds, and hawk-like birds.

Do you know that there are 84 recognised species of swallows worldwide?

**A LITTLE
TOLD ME**



Who doesn't know the expression "a little bird told me?" We say that when you know who gave us the information but do not want to say who it was, isn't it?



Ollie is the main character of SS 20 campaign, and he tells us the inspiring story about bird migration.

**PIU
PIU
PIU**

How does birds sounds like? Do you know?
PIU-PIU-PIU

Each sound has a different purpose and this, in turn, makes it possible for birds to communicate with each other in different circumstances.

CAMPAIGN

AUTUMN / WINTER 20/21

Communication concept
Environmental responsibility

BRANDING

Colors | Campaign's copy | Meaning of the prints

EDITORIAL

MOOD BOARD

COLOR MEANING IN BUSINESS

Grass - Associated with nature, and the environment, Grass color creates a sense of compassion and nurturing for all.

Grass encourages generosity, kindness and sympathy.

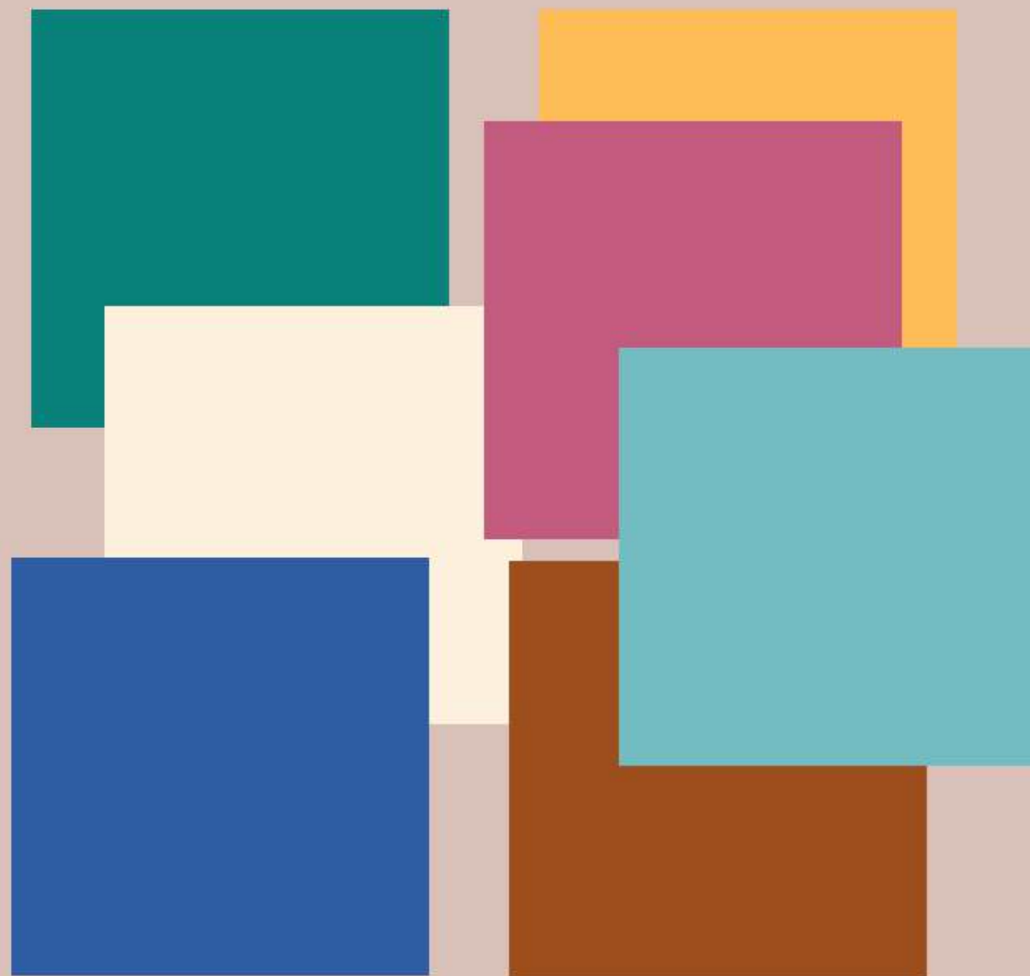
Heaven - The color of the rivers when clean and crystal clear. We brought this soft and calm color for our collection and we call it "heaven". It is like our prayer to have such a beautiful and healthy color in our rivers and sea again.

Citrus - One of the most warm and happy color of our collection. It creates a sense of cheerfulness and playfulness. It is optimistic, uplifting and illuminating, brightening our spirits to (take part of) / join this movement.

Blue - Our blue inspires confidence, reliability and responsibility, Pretty like the desire of our planet and animals who are waiting for our action.

Neutral - The color of new beginnings! It opens the way for the creation of anything the mind can conceive. So, change is possible.

Cherry - Cherry is our way to be positive. We choose it, because it draws attention to itself and calls for action to be taken.



EDITORIAL

MOOD BOARD

COLOR MEANING IN BUSINESS

Pink - A/W 2'0 Pink represents the color of universal love of oneself and of others.

Grey Melance affects the mind and body by causing unsettling feelings, the burning desire for change, a better change: a healthier and peaceful world to live in.

Red Clay is associated with strength and solidarity, comfort and earthiness, maturity and reliability.



AUTUMN / WINTER 2020 COLLECTION

ABOUT

We live on an upside world,
where the colors skate away and the winters are like summer ice creams.
We are the change that is coming, the ones that will impress the tigers and make green make sense again!
We want to save the leaves, dance with the blue and have long conversations with yellow.
We grow trees as we grow (built?) dreams and refuse to accept "tic-tac" as the melody of our songs!
We don't have any more time or nature to waste,
So if not now then when?
We deeply believe that little by little, a little becomes a lot, so join us on this journey to save our
future, your future.
After all good planets are hard to find, so who wants to fight for ours?

VALUE OFFER

Eco-friendly kids and youngers line. In this collection there are pieces that you can turn off and have a completely different piece of clothing.

CAMPAIGN MOTTO

UPSIDE DOWN WORLD - MORE THAN A BRAND, A RESPONSIBLE LIFESTYLE!

Or MORE THAN A BRAND, A MEANINGFUL LIFESTYLE! or MORE THAN A BRAND, A LIFESTYLE WITH A MEANING!

SUGGESTIONS FOR LITTLE ONES TO SAVE THE WORLD

- Upgrade our bottles of water to a reusable one for school. Choosing a good design will make you take care of this new friend better than ever. Fill it in everyday will be fun.
- Plastic bags are so boring! The ocean will thank you can choose a very nice lunch box that will save you time and trash.
- What about donate your baby/older books to your school library? How nice would that be?
- Donation day! All toys in good shape that you no longer play with can be given to someone very special. They will love it and thank you a lot, any charity would be lucky to have them.
- All your game controllers can have rechargeable batteries. They are about the same but once they go out of power you can just bring them back to life. You will be saving the environment and also keep your games going faster and easier.
- Your imagination is so awesome that you can create new uses for old items. Creating new toys would be a great start.
- Everyone can be a superhero sometimes and you can unplug the toaster, microwave, TV, because they keep consuming electricity just by staying plugged in. This way you will be saving electricity.
- Leave the straws behind! They take up to 200 years to decompose so to help the environment you can choose renewable straws or not use it at all. Turn off the light every time you leave a room, it saves costs and energy. Turn off the water when you are brushing your teeth and showering. This way you can save up to 3000 liters of water a year.

PRINTS MEANING



The Amazon did not evolve to burn, but for centuries, fire has been used to clear space in the rain forest for agricultural crops. Deforestation often leads to fire. This print is a scream against deforestation.

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



Time to care before streams are bare. - The Dharma Trais.

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)

Lithe and skillful, the lynx is a shy, lone hunter, and do you know why lynx is one of the AW 20 main characters?

Because Lynx is one of the the endangered species! So, let´s impress him?

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



PRINTS MEANING



Do you know that bike riding uses minimal fossil fuels and is a pollution-free mode of transport?

Embrace our movement for a better place, and let's ride! :)

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



We live on an upside world, where the colors skate away and the winters are like summer ice creams.

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



Plastic bags when introduced into the environment present a hazard for several animals, and water.

Reusable bags offer an affordable and durable alternative to plastic bags.

Let's use them?

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



Tic-tac, tic-tac,... Time is counting ... We don't have any more time or nature to waste, So if not now then when?

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)

PRINTS MEANING



We are the ones who are making green make sense again!

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



**DON'T LET THE COLOURS
SKATE AWAY**

We want to dance with the blue and have long conversations with yellow.

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



Acid rain has been shown to have adverse impacts on forests, freshwater and soils, killing insect and aquatic life-forms, as well as having impacts on human health.

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)

PRINTS MEANING



We are the change that is coming, the ones that will impress the tigers.

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)



We deeply believe that little by little, a little becomes a lot, so join us on this journey to save our future, your future, after all we are the change that is coming! :)

*Eco-friendly print in several outstanding clothes pieces, available at our online store or at a nearby retailer :)

STRATEGY EXECUTION



SOMETHING TO REMEMBER:

Doing good and feeling good are key motivators for launching this collection and ensuring that every single purchase of this campaign contributes to helping save our planet.

- BARN OF MONKEYS

