

Sloppy Tunas

Principals and Strategies in Advertising & PR



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MANAGEMENT SUMMARY

To conclude, operating in Spain's swimwear market, Sloppy Tunas leverages its eco-conscious mission and clear brand positioning to cater to growing demand for sustainability. Furthermore, the brand benefits from Spain's stable yet complex environment that is political and economically driven by both regional dynamics and its EU membership. For instance, the brand can take advantage of free trading within the EU, however, it is faced with various challenges concerning regional tensions and tax policies. Moreover, technologically, Sloppy Tunas can make use of e-commerce, digital marketing, and textile technology to expand its reach and customer engagement. Alongside already established brands and competitors like Patagonia, Sundek, and Muchachomalo, key differences in mission and approach to environmental responsibilities can be identified. Sloppy Tunas stands out as a newer and environmentally focused swimwear brand focused on its mission to reduce plastic waste in the Mediterranean. Ultimately, all three brands target diverse segments with unique selling points. Sloppy Tunas focuses on sustainability conscious and younger consumers, whereas Patagonia targets a globally oriented environmental mission. Muchachomalo appeals to consumers that prioritize their self-expression through clothing and Sundek attracts active beach-loving consumers. While each brand operates within the same broad industry, their distinct positioning, pricing, and distribution strategies emphasize different priorities.

Sloppy Tunas's unique approach to brand positioning highlights the synergy between style and sustainability. Through a clear, consistent positioning that appeals to young, eco-conscious consumers, the brand has created a unique space for itself in the swimwear market. Its laid-back, beach-inspired messaging style, coupled with straightforward and impactful content, reinforces Sloppy Tunas' commitment to both the environment and high-quality fashion. By crafting a trendy, eco-focused narrative that resonates with the values of today's conscious consumers, Sloppy Tunas not only strengthens its market presence but also fosters a loyal following among those who view sustainability as a core part of their identity. This analysis of Sloppy Tunas's brand positioning and messaging approach reveals the strategic importance of authenticity, visual cohesion, and clear value propositions in building a successful, impactful brand.

As for public relations strategy, it plays a crucial role in establishing brand recognition, credibility, and loyalty among target audiences. Leveraging press releases to highlight product launches and sustainability achievements ensures that the brand's innovations reach a wide audience. Strategic media outreach secures valuable coverage in eco-friendly and

fashion-forward publications, reinforcing its leadership in sustainable fashion. By organizing beach clean-up events, the brand actively demonstrates its commitment to environmental conservation, strengthening its reputation as a socially responsible business. Additionally, influencer and celebrity endorsements amplify Sloppy Tunas's credibility and widen its appeal to audiences passionate about sustainability. These integrated PR initiatives not only drive product promotion but also forge meaningful connections with consumers who share the brand's mission to create a positive environmental impact.

The enterprise has a multi-platform social media strategy (Instagram, Facebook, TikTok, and YouTube) to connect with eco-conscious consumers. Through visually compelling content, influencer partnerships, and a strong emphasis on user-generated content, the brand successfully connects with its target audience—young, eco-conscious consumers who prioritize both style and sustainability. By fostering a community around its values, Sloppy Tunas not only drives sales but also strengthens its position as a leading brand in the sustainable fashion space.

Furthermore, the brand's mission is to fight plastic pollution, and its vision is to lead the way in making the fashion industry more sustainable. Unlike its competitors, Patagonia and Sundek, Sloppy Tunas takes on a unique position in the swimwear market due to its integration of circular economy principles and innovative approaches to production. The brand's focus on eco-conscious values resonates strongly with younger audiences, as emphasized in its marketing strategies.

Overall, the brand uses social media platforms like Instagram and TikTok to connect with its audience, share its message, and show off its products. Collaborations with eco-friendly influencers and events like beach clean-ups help show the brand's commitment to its values and credibility. Sloppy Tunas has built a community that supports sustainability and fashion through creative posts and user-shared content.

Lastly, as for recommendations, Sloppy Tunas could expand its swimwear to include women and kids, share more details about how its products help the environment, and try newer platforms like Pinterest. This would increase the brand's overall growth and brand awareness. In addition, these steps could help the brand reach more people and build stronger connections with its customers. By staying true to its focus on quality, creativity, and protecting the planet, Sloppy Tunas can inspire more people to support its mission and make sustainable fashion a bigger part of their lives.

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INTRODUCTION

Spain, a country known for its long summer season and a strong local demand for beachwear, consists of a highly competitive swimwear market. Its market includes a fashion-forward approach with a blend of traditional and modern design trends. Furthermore, its influx of international tourists further aligns with the demand for swimwear. However, conventional swimwear is produced with synthetic materials, such as polyester and nylon, which stem from petroleum. Synthetic materials, even though cheap in production, have a negative impact on the environment due to its production process and long decomposition time. Therefore, various swimwear brands in Spain have adapted to sustainable materials, such as recycled nylon or eco-friendly alternatives to reduce the environmental impact. Sloppy Tunas is an up-coming Spanish swimwear brand that is capitalizing on the rise of sustainability. The brand unifies unique aesthetics and quality materials catered to a target audience that embraces a stylish beach lifestyle. Thus, Sloppy Tunas has positioned themselves as a niche in the swimwear market.

The brand's mission is to become the global leader in the sustainable fashion market. Their commitment to the environment is showcased in their manufacturing process, seeking to minimize their environmental footprint. The brand aims to establish new standards for eco-friendly practices by transforming ocean waste into stylish circular products. As for the brand's vision, Sloppy Tunas intends to defeat plastic pollution by empowering individuals and leaders in charge to have an environmental and personal impact. The brand envisions a future where fashion and environmental responsibility are intertwined, offering clients a simplistic approach to buying sustainably without compromising on quality or values. This alignment of vision and mission creates Sloppy Tunas's marketing strategy and target audience of stylish and environmentally friendly consumers. The brand positions itself as a brand that resonates with the rising demand for sustainability and customer demand for swimwear in the Spanish market. Thus, their overall goal is to establish a circular fashion system, meaning the decluttering of clothes does not end up in the trash but rather returned to the brand by recycling. Building on this foundation, the Spanish market consists of a unique environment, including political, economic, social, technological, environmental and legal factors that shape a brand's challenges and opportunities. Thus, Sloppy Tunas's mission and vision is significantly impacted by the broader market forces in Spain.

PESTELE MODEL

Political

Spain remains a country that is being led by a constitutional monarchy with a parliamentary democracy, maintaining relative political stability, in which the Head of State is Felipe VI. Its democracy is made of the General Courts, which are formed by the Congress of Deputies and the Senate. The members are elected every four years in the so-called "General Elections" by citizens of legal age with nationality.

With the help of a Council of Ministers, the President of the Government exercises executive authority. Thus, judges administer the judicial power in the King's name. The judicial power is governed by the General Council of the Judiciary. The state's highest court is the High Court of Justice. The King appoints the Court's president after receiving a recommendation from the General Council of the Judiciary.

The two main political parties in Spain, the People's Party (PP) and the Spanish Socialist Workers' Party (PSOE), Unidas Podemos, and VOX are currently alternating in power. However, the Spanish Socialist Workers' party working in coalition with Unidas Podemos is becoming more common due to rising representation from regional and minority parties. Spain has a decentralized structure which grants substantial autonomy to its 17 autonomous communities, each with differing degrees of self-governance. Nonetheless, there are regional tensions, specifically between Catalonia and the Basque Country. Due to the Catalan Independence movement, Spain has faced economic uncertainties and strained national unity. As Spain has increasingly moved towards coalition governments due to the fragmentation of political support among multiple parties. Thus, policymaking has become more complex and is suffering from slower decision-making processes. As for businesses, this can mean potential delays in economic reform in areas, such as labor laws or tax policies.

In addition, Spain, as a member of the European Union, benefits from tariff-free trade within the union. Thus, they facilitate a seamless exchange of goods, including swim shorts. This provides the country with an advantage as non-EU countries, such as the United Kingdom, must encounter tariffs and custom duties. Due to this, certain countries receive additional costs that can significantly impact the pricing and distribution strategies of foreign brands and retailers. Looking to establish a presence in the Spanish market.

Moreover, Spain's generally stable political environment fosters economic value and attracts foreign investors. However, regional tensions and fluctuation, such as taxation and government spending influence consumer behavior and spending power. Such factors are particularly relevant for products like swim shorts from brands such as Sloppy Tunas, as shifts

in economic conditions may directly affect consumer demand. Further, the promotion of tourism within Spain plays a significant role in driving demand for swimwear. With millions of tourists, both local and international, being attracted to Spain's renowned beach destinations, the need for swim shorts increases.

Lastly, the Spanish government has recently emphasized its focus on sustainability, aligning with global trends toward environmentally conscious consumption. The Spanish government has committed to the European Union's Green Deal goals and has introduced policies to support renewable energy investments and reduce carbon emissions. Sloppy Tunas, recognized as a sustainable brand, stands to gain a competitive edge in this evolving market. By appealing to the environmentally aware consumer, Sloppy Tunas can position itself favorably in the eyes of both locals and tourists, leveraging Spain's commitment to sustainability to enhance its brand appeal and market share.

Economic

The economic environment in Spain offers both opportunities and challenges for the swim shorts market, with factors like tourism, consumer spending, seasonality, and foreign direct investment playing significant roles. Spain's GDP growth has been steady in recent years, supported by a robust tourism sector, which is highly relevant for the swim shorts market. Tourism contributes around 12% of the national GDP, and with millions of tourists flocking to Spain's beaches annually, demand for swimwear remains high, especially during peak seasons. The influx of tourists, particularly in coastal regions like the Balearic and Canary Islands, drives swim shorts sales, both from local and international brands, as tourists often purchase swimwear while traveling. Additionally, rising disposable income among domestic consumers has positively influenced the retail sector, encouraging higher spending on lifestyle products, including swimwear.

Despite favorable conditions, Spain's economic environment also presents challenges. The country's unemployment rate, while decreasing, remains one of the highest in the Eurozone, especially among younger demographics. High youth unemployment can impact purchasing power, as younger consumers may have reduced disposable income, which could influence their spending on non-essential items like swim shorts. To address this, companies in the swim shorts market are adopting competitive pricing strategies and offering budget-friendly options to cater to younger audiences. Furthermore, inflationary pressures, which surged in recent years due to global factors such as energy price increases, have impacted household budgets. However, government interventions, including subsidies and support for energy costs, have helped stabilize purchasing power and reduce the impact of inflation on discretionary spending, allowing consumers to allocate some of their budgets to swimwear.

Seasonality is another key economic factor affecting the swim shorts market. With Spain's warm climate and long beach season, the demand for swim shorts is naturally higher during spring and summer months. However, the market has also benefited from the increasing trend of year-round beach and leisure travel, especially with Spain being a favorite destination for Europeans during winter months. This has somewhat extended the purchasing period for swim shorts, with brands now offering new collections or promoting off-season sales to maintain interest throughout the year. This pattern is beneficial for companies, as it allows them to offset the seasonal nature of swimwear with more consistent revenue streams.

Foreign Direct Investment (FDI) has positively influenced the swim shorts market in Spain. The country remains attractive for international brands looking to enter the European market

due to its strategic location, well-established retail infrastructure, and the popularity of Spanish beaches. Foreign companies investing in Spanish retail spaces have driven competition, introducing innovative designs, varied pricing models, and diverse product offerings. Additionally, established global swimwear brands often partner with local retailers, further increasing product variety and consumer choices. FDI incentives offered by the Spanish government, particularly for companies contributing to employment and regional economic growth, support the expansion of both domestic and foreign swimwear brands in the country.

Another significant economic factor is Spain's competitive labor and manufacturing costs. Compared to other Western European countries, Spain offers relatively affordable labor costs, making it an attractive market for manufacturing swimwear domestically. Many brands can produce swim shorts locally, ensuring faster production times and lower logistics costs while appealing to consumers who prefer locally manufactured products. However, high social security contributions for employers in Spain do create a financial burden, and companies must navigate these costs when determining pricing strategies. This dynamic has encouraged some swimwear brands to explore offshore manufacturing or hybrid models that combine domestic and international production to balance cost with quality and speed-to-market.

Spain's fiscal policies further impact the swim shorts market. The government has implemented tax incentives to support SMEs, which make up a significant portion of the Spanish retail and manufacturing sector. Many smaller, niche swimwear brands benefit from these incentives, allowing them to stay competitive despite the presence of global players. Furthermore, Spain's membership in the European Union facilitates trade and simplifies the import and export processes, allowing brands to source materials and sell products across the EU with minimal barriers. EU regulations on textiles and sustainability are increasingly influencing the industry, with swimwear brands now focusing on eco-friendly materials and ethical manufacturing to appeal to environmentally conscious consumers.

Overall, economic conditions in Spain create a favorable environment for the swim shorts market, with strong tourism, moderate manufacturing costs, and government support for SMEs contributing to industry growth. However, challenges like youth unemployment, inflation, and high social security costs remain factors that companies must address to maintain profitability and competitiveness in this dynamic market.

Social

As for demographic data, Spain has a significant aging population, meaning a larger proportion of the population consists of older people compared to younger people with most citizens being in the 40-49 age bracket. Thus, Spain has a low birth rate and high life expectancy resulting in an aging society. Low birth rates have a significant impact on the imbalance in the age structure. Younger age groups potentially lead to future labor shortages and economic pressures as a smaller working population must support a larger elderly population. As for the gender demographics, Spain is made of a nearly equal gender balance with ongoing sociocultural shifts toward gender equality.

Furthermore, immigration is an impactful factor in Spain's demographic foundation, with over five million immigrants contributing to the workforce and cultural diversity. Therefore, immigrants can act as a sort of counterbalance to the aging population. Due to immigration, Spain's society has become more culturally diverse which influences the local culture, consumer preferences, and social dynamics.

In addition, there is an increasing sociocultural emphasis on health and environmental sustainability which transitions in standard of living and consumer preferences. There is a growing preference for eco-friendly and sustainable swimwear options. Not only in Spain but also in Europe consumers increasingly value ecological and sustainable products. This ties in with a more social awareness of environmental issues, such as pollution, but also climate change (Marketing Week Partner, 2024). However, as Spain's population is concentrated in cities, such as Barcelona and Valencia, various urbanization challenges have surfaced. These challenges range from housing demands to environmental concerns.

Moreover, there are evident differences in consumer preferences when it comes to each gender. Men have a growing interest in fashion-forward and functional designs in clothing, which translates into swimwear (Team, 2024). They are looking for swimwear that is not only functional but also looks stylish, without sacrificing comfort or functionality. This insight stems from a trend in which men are embracing fashion and self-expression.

Technological

The rise of e-commerce platforms and digital sales channels has greatly influenced the swimwear industry (Spain – Overview of Key Ecommerce Insights and Trends, n.d.). For a brand like Sloppy Tunas, maintaining an up-to-date, user-friendly website and a strong social media presence is essential. Search engine optimization plays an essential role to increase website traffic so the keywords must be optimized. Apart from that, consumers are increasingly making their purchases online thanks to affiliate and digital marketing through platforms like Instagram, TikTok, and YouTube. These platforms play a crucial role in reaching target audiences. Collaborations with influencers, targeted ads, and engaging online content can significantly boost the brand's visibility and help them connect with a wider audience (Cpuig, 2023). People will buy an emotion, the feeling that the brands transmit so at first they need to get to know about Sloppy Tunas somewhere hence this could be easily done by connecting with Spanish influencers and targeted ads on the local market.

Another important technological factor is the innovation in textile technology. Sloppy Tunas is already unique in their approach to creating their pieces from plastic bottles but they could further benefit from adopting other sustainable fabrics made from recycled materials, an attractive feature for eco-conscious consumers. Beyond sustainability, advances in fabric technology, such as UV protection, fast-drying properties, and improved water resistance, can enhance the product's functionality and performance, making it more appealing to customers looking for quality swimwear.

Technological advancements in logistics and supply chain automation can also provide a competitive edge. Artificial intelligence and machine learning can help optimize supply chains by managing inventory levels, predicting demand, and reducing inefficiencies. Additionally, blockchain technology is gaining momentum in the fashion industry, allowing for greater transparency regarding sourcing and production. This could be particularly appealing to consumers interested in the ethical and environmental aspects of the products they buy.

Customization and personalization are growing trends in e-commerce (Artug, 2024). Leveraging AI to offer personalized product recommendations or customizable designs could help Sloppy Tunas stand out in a competitive market. Providing customers with tailored shopping experiences not only increases engagement but can also lead to higher satisfaction and brand loyalty.

Finally, emerging technologies like 3D modeling and augmented reality (AR) present opportunities for enhancing the online shopping experience (Raghavan, 2024). While still in

development, these technologies allow customers to virtually try on swimwear before making a purchase. By adopting such innovations, Sloppy Tunas could make their online shopping experience more interactive and immersive, potentially increasing conversion rates and customer satisfaction.

When comparing Sundek and Sloppy Tunas from a technological perspective in the PESTEL model, Sundek has a more established technological infrastructure, leveraging advanced e-commerce platforms and global shipping capabilities to reach international markets. It utilizes digital marketing tools, including influencer campaigns and social media, for global brand promotion. Sundek's investment in quick-dry, durable fabrics also showcases its focus on innovation in product design.

Sloppy Tunas, being a newer Spanish swimwear brand, is less technologically developed. It primarily focuses on local production and distribution with a smaller online presence. While Sloppy Tunas emphasizes sustainability, which is increasingly tied to technological innovations in manufacturing, it likely lags behind Sundek in terms of e-commerce sophistication, global logistics, and digital marketing reach.

Environmental

Spain, and Europe as whole, is increasingly focused on environmental sustainability. Measures like the Paris Agreement and EU climate policies are being implemented, such as the ban on single-use plastics, to reduce greenhouse gas emissions (Yoon et al., 2020). The Paris Agreement defines a global treaty, adopted in 2015 at the United Nations Climate Change Conference in Paris. Its primary goal is to limit global warming to well below 2°C, preferably 1.5°C above pre-industrial levels. Spain, as part of the EU, is committed to environmental sustainability and has set goals that align with this Agreement. In line with European efforts to combat climate change, fashion acts as one of the most polluting sectors. Thus, the goal of the fashion industry is to shift consumer habits towards more sustainable choices. The countries strive towards reducing waste, the use of renewable energy. Spain plays a significant role in the fast fashion industry as it is home to various rapid production and consumption of low-cost clothing, such as ZARA and Inditex. The country has grown more aware of the environmental impact of fast fashion (Yoon et al., 2020). This brings its environmental challenges as it is heavily linked to significant waste and pollution.

However, Spain has made significant efforts to reduce these environmental impacts by promoting sustainable production practices, such as increasing the use of organic materials and improving recycling methods. Furthermore, Spain is a primary example of a European country trying to make adaptations to terminate climate change and reduce waste (*Sustainability in Spain*, n.d.). In addition, the country ranks high in renewable energy and green hydrogen initiative which is a key player in Europe's energy transition. Moreover, the country plays a prominent role in wind and solar energy production which provides them with significant portions of renewable sources. Overall, Spain is committed to the UN's 2030 Agenda by highlighting the importance of responsible investments in sectors such as energy, mobility, and tourism (*Sustainability in Spain*, n.d.).

Legal

Spain has to follow the EU competition laws. These are brought up to prevent market sharing, monopolistic practices and other anti competitive things. This way no single company or group of companies can dominate the market unfairly. In the fashion industry, antitrust regulations are particularly important to maintain a fair playing field between fast fashion giants and other smaller brands (*Competition Rules and Antitrust Laws in the EU - Your Europe, 2022*).

There are Spanish consumer protection laws. These protect consumers' rights. In the fashion industry, these laws ensure that products are accurately labeled and that consumers are informed about the materials used, product care, and origin. For example, the law contains EU textile labeling regulations, transparent return policies and penalties for false advertising (*Consumer Rights, Including Product Safety - Punto De Acceso General, n.d.*)

Regarding patent law, there is Intellectual Property (IP) Protection. In Spain, and the EU overall, designers and brands are protected from having their designs or logos copied by competitors (What is intellectual property?, n.d.).

Some recent laws that can influence the fashion industry to be more sustainable are:

- Climate Change and Energy Transition Law (2021): For Spain to reach climate neutrality by 2050.
- Law on Waste and Contaminated Soils for a Circular Economy (2022): Encourages fashion companies to minimize textile waste.
- Corporate Due Diligence Directive (2024): Encourages responsible and sustainable corporate behavior towards a sustainable economy.

Competitors

Patagonia

As for its competitors, Sloppy Tunas shares a similar environmentally driven mission to various brands, such as Patagonia. However, they differ in range, target audience and their approach to achieving sustainability. Sloppy Tunas is a Spanish brand that focuses specifically on reducing plastic waste in the Mediterranean Sea, whereas Patagonia is a global leader in the sustainable fashion industry with a broader approach (*Climate Goals | Patagonia ES*, n.d.).

Patagonia is a brand known not just for its high-quality outdoor clothing but also for its commitment to sustainability and environmental activism. Founded with the mission to create durable, responsibly made gear, Patagonia offers a wide range of products, from jackets and fleeces to technical outdoor apparel. Patagonia uses sustainable materials, such as recycled polyester and organic cotton, which help to reduce the environmental impact of its production.

Patagonia's pricing reflects its premium positioning, as well as the quality and ethical standards behind each product. Their jackets, for instance, range from €150 to €300, while simpler items like t-shirts cost between €40 and €80. This price range appeals to customers who value the durability and ethical production of their clothing and are willing to invest in gear that aligns with their beliefs about sustainability.

Patagonia's approach to promotion sets it apart from many other brands. Patagonia emphasizes the importance of environmental activism. The brand is active on social media, where it shares its conservation efforts, advocacy campaigns, and educational content about climate issues and responsible consumption. Further, the company advertises through videos of outdoor sports where people wear the clothing and use their products. Instead of encouraging frequent purchases, Patagonia encourages people to "buy less, but buy better," highlighting the long-lasting quality of its products.

Patagonia's customer base is diverse but united by a shared respect for the outdoors and a commitment to the environment. The brand appeals to adventure-seekers, athletes, and nature lovers of all ages.

With stores across North America, Europe, and Asia, and a strong online presence, Patagonia is available worldwide. This allows customers everywhere to purchase products that support both their outdoor activities and their values. Patagonia's unique selling points its dedication to sustainable practices, durable and high-performing products, and environmental activism (*Outdoor Clothing & Gear | Patagonia Spain*, n.d.).

Muchachomalo

Muchachomalo is a Dutch clothing brand with a Spanish name. It is known for its eye-catching and artistic designs. The brand sells not only swimwear, but underwear and loungewear for men, women and children. The Spanish name translates to 'bad boy', which reflects the brand's rebellious and creative style. Despite being a Dutch brand, it has an international focus and is available in several European countries, including Spain.

Muchachomalo is known for its designs and strong identity inspired by art and stories incorporated into prints. This gives the wearer a unique and personal touch. The brand positions itself more as a premium brand that combines fashion, comfort, and individuality. Compared to Sloppy Tunas, Sloppy Tunas focuses more on sustainability with a focus on colorful designs.

Muchachomalo mainly targets fashion-conscious young adults that prioritize unique fashion to emphasize their personality. The target audience is mainly aimed at 18 and 45 years-old men and women. This age group is more willing to pay a higher price for products with unique designs. Whereas Sloppy Tunas attracts more environmentally conscious consumers consisting of mainly male millennials and Gen-Z due to their attraction to brands with a sustainable message.

Muchachomalo reaches a wider range compared to Sloppy Tunas, due to the product range expanding to underwear and loungewear. Each garment has its own print with an artistic angle, telling its own story. As a result, it attracts people who don't just look for swimwear. While Sloppy Tunas solely has swimwear made from recycled materials and small accessories.

As for prices, Muchachomalo's prices are between €20 and €100 for an item, positioning itself part of the higher end products in terms of prices. The brand prioritizes high-quality materials to position itself as exclusive and unique. Whereas Sloppy Tunas' prices are positioned in the mid-range price range. Nonetheless, Sloppy Tunas is positioned higher than basic brands due to its sustainability and ethical production processes.

Muchachomalo makes use of an extensive network of distribution channels, thus, they own web shop, including international shops, fashion shops and department stores (El corte Ingles, in Spain). Moreover, the brand does e-commerce on the platform Zalando, among others. Sloppy Tunas sells primarily on its website and in smaller shops with an eco-friendly image.

Sundek

Sundek is a well-established swimwear brand renowned for its high-quality, durable designs that prioritize both style and functionality. While the brand offers a wide variety of swimwear and beachwear, it is particularly known for its men's swim shorts featuring the iconic rainbow-striped motif on the back. This distinctive design has become a trademark of the brand, appealing to those who want a recognizable and vibrant look. Sundek's swim shorts are crafted from quick-dry nylon, making them both practical and comfortable for beach and water sports enthusiasts. The product line extends to women's bikinis, board shorts, and accessories like towels and flip-flops, all designed with a balance of bold patterns and technical performance.

Positioned in the mid-to-premium price range, Sundek targets consumers willing to invest in quality swimwear. Men's swim shorts are priced between €80 and €120, while women's bikinis range from €70 to €100. This pricing approach places Sundek above fast-fashion brands but below high-end luxury labels, appealing to customers who value premium quality but seek affordability in comparison to designer swimwear. The pricing also reinforces Sundek's brand image as an accessible yet stylish choice for those who appreciate durable, well-made products with a strong identity.

Sundek's promotional strategies are multifaceted, aimed at strengthening its brand association with the surf lifestyle. The brand heavily invests in digital marketing and makes use of social media platforms, especially Instagram, to display beach-inspired, vibrant content. Influencer partnerships and athlete collaborations are central to their strategy, often showcasing Sundek products on individuals who embody an active, adventurous lifestyle. Sundek also runs seasonal sales and discounts, specifically during peak summer periods, to attract new customers and boost sales among existing ones. Additionally, the brand has a physical retail presence in select stores and popular coastal regions, allowing it to directly engage with its audience and enhance visibility in high-traffic tourist areas.

Sundek's target audience comprises primarily men aged between 25-45 who are active, style-conscious, and have a strong affinity for beach and water sports. This demographic typically values premium, stylish, and functional swimwear that complements an adventurous, outdoor lifestyle. The audience includes affluent individuals who are willing to invest in quality products that offer both aesthetic appeal and durability. Sundek's appeal extends to a broader audience through its women's and children's collections, but the brand's core identity remains rooted in men's swimwear with a distinctive surf and sun-inspired aesthetic.

Sundek maintains a strong presence in Spain, particularly in coastal cities known for

tourism and beach culture, such as Barcelona, Ibiza, and Marbella. By establishing stores in these locations, Sundek captures the attention of both residents and international tourists, many of whom are likely to be drawn to the brand's bold designs and surf heritage. Beyond Spain, Sundek's international footprint spans across Europe and the U.S., where it is available through an online platform and select retail stores. This international reach enables Sundek to appeal to a global audience, particularly in regions with strong beach cultures and an appreciation for surf-inspired fashion.

Sundek and Sloppy Tunas cater to distinct swimwear markets. Sundek is positioned as a premium, style-focused brand rooted in surf culture, known for its iconic rainbow design and high-performance fabrics. It targets an affluent, active audience willing to invest in durable, stylish swimwear. In contrast, Sloppy Tunas is a newer brand that emphasizes sustainable production and eco-friendly materials, appealing to environmentally conscious consumers. While Sundek leverages a broad international presence and strong brand recognition in beachwear, Sloppy Tunas differentiates itself through its commitment to sustainability, appealing to a younger demographic seeking eco-conscious choices.

Conclusion

To conclude, Sloppy Tunas operates in the Spanish swimwear market, which is significantly impacted by political, economic, sociocultural, technological, environmental, and legal factors. As sustainable and eco-friendly options gain more attention and support, the brand's mission and vision of accessible environmentally conscious products aligns with the market demand and Spain's dedication to sustainability. Furthermore, the brand benefits from Spain's stable yet complex environment that is political and economically driven by both regional dynamics and its EU membership. For instance, the brand can take advantage of free trading within the EU, however, it is faced with various challenges concerning regional tensions and tax policies. Moreover, technologically, Sloppy Tunas can make use of e-commerce, digital marketing, and textile technology to expand its reach and customer engagement. Alongside already established brands and competitors like Patagonia, Sundek, and Muchachomalo, key differences in mission and approach to environmental responsibilities can be identified. Sloppy Tunas stands out as a newer and environmentally focused swimwear brand focused on its mission to reduce plastic waste in the Mediterranean. Ultimately, all three brands target diverse segments with unique selling points. Sloppy Tunas focuses on sustainability conscious and younger consumers, whereas Patagonia targets a globally oriented environmental mission. Muchachomalo appeals to consumers that prioritize their self-expression through clothing and Sundek attracts active beach-loving consumers. While each brand operates within the same broad industry, their distinct positioning, pricing, and distribution strategies emphasize different priorities.

AD and PR Strategy Analysis

Sloppy Tunas is a forward-thinking swimwear brand specializing in eco-friendly, stylish swim shorts that resonate with modern consumers seeking sustainability in fashion. Known for their vibrant designs, quality fabrics, and commitment to minimizing environmental impact, Sloppy Tunas has carved out a niche in the swimwear industry by aligning with values increasingly important to today's shoppers: environmental consciousness and sustainability. The brand uses recycled materials, reduces waste in its manufacturing process, and participates in initiatives that support marine conservation efforts, all of which contribute to its mission of creating stylish swimwear with a purpose.

The rapid growth of Sloppy Tunas can largely be attributed to its well-crafted advertising (AD) and public relations (PR) strategies. Analyzing these strategies provides key insights into how the brand positions itself in a competitive market, attracts a loyal customer base, and builds brand equity. By examining Sloppy Tunas's approach to advertising, including their use of social media, influencer partnerships, and digital marketing campaigns, we can better understand how they reach target demographics who value both style and sustainability.

Sloppy Tunas's PR efforts, on the other hand, contribute to the brand's credibility and ethical standing in the eyes of consumers. Through well-timed press releases, collaborations with environmental organizations, and media coverage that highlights their commitment to sustainability, Sloppy Tunas strengthens its brand story and solidifies customer loyalty. Analyzing these PR tactics reveals how the brand strategically communicates its mission to maintain a positive public image while differentiating itself from competitors.

In today's fashion market, brands like Sloppy Tunas that prioritize sustainability have a distinct advantage, yet they must continuously innovate to remain competitive. By studying Sloppy Tunas's AD and PR strategies, one can uncover how the brand uses unique messaging, visually appealing content, and community engagement to create a memorable brand identity. Sloppy Tunas's advertising campaigns often emphasize the product's quality, eco-friendly materials, and the adventurous lifestyle their shorts are meant to support. This approach not only enhances their brand appeal but also fosters an emotional connection with consumers who see their purchase as an investment in both style and environmental impact.

Understanding how Sloppy Tunas attracts and retains customers is central to this analysis. The brand employs both paid and organic marketing efforts to draw new customers while nurturing its relationship with existing ones. Through targeted social media ads, vibrant imagery, and engaging content, Sloppy Tunas generates excitement and aspirational appeal,

enticing potential customers to engage with the brand. In addition, they leverage customer testimonials, user-generated content, and interactive online communities to build trust and reinforce loyalty. These efforts collectively create a sense of belonging for customers, positioning Sloppy Tunas not only as a product but as part of a lifestyle and movement.

By examining Sloppy Tunas's AD and PR strategies, we gain valuable insights into how they effectively position themselves in the swimwear market, attract conscious consumers, and build a loyal following. This analysis sheds light on the broader implications for sustainable fashion brands, revealing the importance of authenticity, consistency, and purpose-driven marketing in fostering lasting customer relationships. Sloppy Tunas's success is a testament to how strategic AD and PR efforts can enhance brand visibility, resonate with values-driven consumers, and ultimately contribute to a sustainable fashion industry.

Brand Positioning and Messaging Strategy

Sloppy Tunas has distinguished itself within the swimwear industry through a unique brand positioning that resonates with a rapidly growing segment of environmentally aware consumers. Positioned as a vibrant and sustainable brand, Sloppy Tunas caters to young, trendy audiences who prioritize both fashion and eco-consciousness. This demographic is particularly attentive to ethical considerations in fashion, especially when it comes to swim and casual wear. By focusing on sustainability and lifestyle appeal, Sloppy Tunas aligns its brand with values that are increasingly central to consumer decision-making, helping it stand out in a competitive market and building a strong affinity among environmentally conscious shoppers.

Sloppy Tunas's brand positioning strategy is rooted in its commitment to both style and purpose. By using eco-friendly materials and partnering with initiatives that support marine conservation, the brand promotes the idea that consumers can make a positive impact simply through their choice of swimwear. This dual focus on aesthetics and ethics allows Sloppy Tunas to carve out a niche that appeals not only to beach lovers and fashion enthusiasts but also to a segment of consumers who seek a sense of social responsibility in the brands they support. Through its strategic positioning, Sloppy Tunas can tap into both functional and emotional connections with its audience, promoting a lifestyle that emphasizes style and sustainability as complementary rather than conflicting qualities.

Messaging Style

The messaging style Sloppy Tunas employs is a direct reflection of its target audience's values and lifestyle. Using a fun, casual tone that mirrors a relaxed, beach-inspired aesthetic, Sloppy Tunas communicates its brand identity with authenticity and approachability. This tone is carried through its marketing materials, from social media posts to product descriptions, helping consumers easily identify with the brand's ethos. By framing sustainability as a natural, enjoyable part of life rather than a heavy or complex responsibility, Sloppy Tunas appeals to consumers who want to make responsible choices but also enjoy a sense of fun and freedom in their personal style.

One of Sloppy Tunas's core messaging concepts is the "ocean-to-life" philosophy. This concept underpins the brand's entire value proposition, from the choice of recycled fabrics to the emphasis on products that are both stylish and functional for beach activities. Through beach lifestyle imagery, Sloppy Tunas captures scenes of carefree, ocean-centric living, tying the idea of environmental consciousness directly to the experiences their audience values most. This visual and tonal alignment reinforces the brand's authenticity, portraying an aspirational but achievable lifestyle that resonates deeply with consumers who see the ocean as a key part of their lives and identities.

Content Approach

Sloppy Tunas's content approach is straightforward, accessible, and impactful, designed to communicate both the style and sustainability of its products with clarity and appeal. By focusing on simplicity in messaging, the brand effectively reaches a broad audience without sacrificing depth. Catchphrases such as "Save the Ocean in Style" serve as compelling reminders of the dual focus on eco-consciousness and fashion, encapsulating the brand's mission in a way that is easy to understand and remember. Sloppy Tunas's content often highlights product features such as recycled fabrics, water-resistance, and durability, effectively blending fashion with function to appeal to consumers who want versatile, high-quality beachwear that also aligns with their values.

Visually, Sloppy Tunas's content is vibrant and engaging, often featuring models in natural beach settings that reflect the brand's emphasis on ocean-friendly materials. This imagery underscores the message that Sloppy Tunas products are meant for active, outdoor lifestyles, further appealing to a consumer base that prioritizes experiences and a connection to nature. By maintaining consistency in visual themes and slogans, Sloppy Tunas reinforces brand recognition and makes it easy for consumers to connect their products with broader environmental themes.

The narrative Sloppy Tunas builds around sustainability reflects the growing consumer preference for brands that are environmentally responsible. This trend toward eco-conscious consumption has accelerated in recent years, as people increasingly view their purchasing choices as extensions of their values. Sloppy Tunas's messaging taps into this sentiment, blending style with an actionable environmental impact. Slogans like "Wear your impact" make sustainability feel both fashionable and personally meaningful, positioning Sloppy Tunas not just as a swimwear brand but as part of a larger movement toward sustainable fashion.

By depicting eco-friendly options as trendy and appealing, Sloppy Tunas successfully raises its goods beyond just bathing suits to symbols of mindful consumption. This story resonates with a youthful audience wanting to create change without sacrificing excellence or design, allowing Sloppy Tunas to fulfill expectations of both fashion and sustainability in a single product line. By connecting environmentally-friendliness with what's fashionable, Sloppy Tunas builds emotional ties with its customers, fostering loyalty and motivating repeat buys from shoppers wishing to feel good about supporting brands.



In sum,
Sloppy
Tunas's
brand

positioning and messaging strategy exemplify how a fashion brand can successfully merge style with sustainability. Through a clear, consistent positioning that appeals to young, eco-conscious consumers, the brand has created a unique space for itself in the swimwear market. Its laid-back, beach-inspired messaging style, coupled with straightforward and impactful content, reinforces Sloppy Tunas's commitment to both the environment and high-quality fashion. By crafting a trendy, eco-focused narrative that resonates with the values of today's conscious consumers, Sloppy Tunas not only strengthens its market presence but also fosters a loyal following among those who view sustainability as a core part of their identity. This analysis of Sloppy Tunas's brand positioning and messaging approach reveals the strategic importance of authenticity, visual cohesion, and clear value propositions in building a successful, impactful brand.

Advertising Strategy and Channels

Digital Advertising is a key component of Sloppy Tunas' approach to reaching its audience, focusing heavily on eco-conscious consumers and fashion-forward individuals interested in sustainable beachwear. Their strategy includes a multi-channel approach with Paid Social Ads, Google Ads, and Influencer Partnerships.

Sloppy Tunas actively uses paid ads on Instagram and Facebook, two platforms where visual appeal and lifestyle-centric content can have a strong impact. By presenting visually engaging ads with catchy, sustainability-focused captions, they tap into both eco-conscious buyers and fashion enthusiasts.

The ads are often either product-focused or lifestyle-oriented, depending on the target audience. Product-focused ads typically highlight the durability, style, and eco-friendly materials of their swimwear, appealing directly to consumers looking for sustainable fashion options. Lifestyle ads, on the other hand, feature people enjoying Sloppy Tunas products in beach and outdoor settings, capturing an aspirational, carefree vibe.

With Instagram and Facebook's robust targeting capabilities, Sloppy Tunas can reach audiences based on interests, location, and behavior. They can focus on eco-conscious consumers, frequent travelers, and young adults interested in sustainable fashion. Their strategy likely involves retargeting previous website visitors and engaging lookalike audiences to expand their customer base effectively. Further, Sloppy Tunas leverages Google Search and Shopping Ads, focusing on keywords like "sustainable swimwear," "eco-friendly shorts," and "recycled swim shorts" to reach high-intent customers who are actively searching for these products.

With search ads, Sloppy Tunas can capture potential buyers at the critical moment they are searching for sustainable swimwear. The use of high-ranking, product-related keywords helps attract users specifically looking for eco-friendly and sustainable options, directing them to their product pages where they can browse and purchase. Google Shopping ads give Sloppy Tunas' products visibility in image-based ad placements, making it easy for potential buyers to view product images, prices, and a brief description before clicking through. This is especially effective for a visual product like swimwear, where aesthetics plays a significant role in purchase decisions. By targeting a mixture of broad and specific keywords, Sloppy Tunas optimizes its chances of reaching customers who might be searching for general sustainable swimwear options as well as those already familiar with sustainable fashion trends.

Sloppy Tunas strategically collaborates with eco-conscious influencers and lifestyle bloggers who align with their brand ethos of sustainability and style. This influencer strategy enables them to tap into niche audiences that resonate with both eco-friendliness and beachwear fashion.

Influencers are chosen based on their alignment with the brand's sustainability values and the likelihood that their followers are interested in eco-friendly lifestyles. This includes influencers focused on sustainable fashion, environmental activism, or beach culture. Influencers will create sponsored posts showcasing Sloppy Tunas products in natural beach or vacation settings, visually associating the brand with desirable, aspirational moments. This not only highlights product usage but also reinforces Sloppy Tunas' image as a stylish, eco-conscious brand. Partnering with influencers extends the brand's reach, building trust with followers who view these influencers as authentic sources of advice on sustainable fashion. The result is an expanded network of potential buyers who are more inclined to engage with and purchase from Sloppy Tunas based on influencer recommendations.

Sloppy Tunas creates a digital advertising strategy using Paid Social Ads, Google Ad Buying and Influencer Partnerships. They can engage a niche audience that appreciates style as well as eco-friendly messaging through partnerships and visually driven content on social media. With a unique value proposition, enabling the brand to compete in a niche market, the brand's advertising efforts are aligned to driving awareness and sales amongst consumers who are looking for eco-friendly beachwear.

PUBLIC RELATIONS STRATEGY

Sloppy Tunas uses a public relations strategy to drive the brand image and strengthen sustainability efforts at the forefront of its competitive advantage. Sloppy Tunas combines sustainable ethics with a glamorous, youthful aesthetic. Thus, the brand uses strategic PR maneuvers to enhance brand awareness, credibility, and emotional connection with their ideal consumer. It will involve seeking out PR opportunities that highlight their unique and sustainable approach to fashion, such as sharing press releases with online and print publications. In addition, other approaches could involve pitching articles from industry-specific magazines and newspapers. By doing so, Sloppy Tunas indicates its greater mission behind the story: to aim for environmental care status and motivation.

Sloppy Tunas's PR strategy relies on press releases to declare significant turning points, like the rollout of new product portfolios, sustainability achievements, and collaborations with ecological organizations. These press releases are carefully crafted to target both fashion and eco-conscious media outlets, effectively connecting an audience that is tuned to both style trends and environmental issues. For instance, when the label releases new collections made from recycled ocean plastics or a cooperation with an ocean preservation initiative, it generates excitement in both the fashion and sustainability market. These statements are strategically planned to coincide with significant moments in the brand's schedule, confirming maximum media coverage and reinforcing Sloppy Tunas's role as a frontrunner in sustainable fashion.



The screenshot shows a news article from the website 'El Baix Empordà'. The article title is 'Creativitat contra el plàstic: fer banyadors amb les escombraries del mar'. The sub-headline reads 'Quatre joves posen en marxa el projecte juntament amb diferents confraries de pescadors'. The author is 'Pau Llorens / Castell-Platja d'Aro' and the date is '28-07-19 | 23:27'. There are social media sharing icons for Facebook, Twitter, LinkedIn, and others. Below the text is a photograph showing hands holding a blue swimsuit piece made from recycled plastic bottles. The caption below the photo reads: 'Plàstics trobats a la costa amb els quals fan els banyadors.' / SLOPPY TUNAS. Below the photo is a short paragraph: 'A l'abarg de la història hem anat canviant la manera de relacionar-nos amb el medi ambient. Actualment, en el nostre entorn més proper, hi ha'.

The press releases regularly go beyond product-centered data, highlighting the more comprehensive environmental impacts of the brand's projects. This adds a layer of purpose to Sloppy Tunas's image, situating the company not solely as a swimwear brand, but as a leader for marine protection and ecological sustainability. By releasing these regular updates, Sloppy Tunas keeps its audience engaged and informed, while also enhancing its reputation as a

transparent, purpose-driven company. Moreover, Sloppy Tunas media also occasionally include thoughtful analysis of specific initiatives' environmental impacts or local community partnerships, providing readers with qualitative depth beyond surface-level announcements. This nuanced approach helps to further distinguish Sloppy Tunas as an industry thought leader among consumers increasingly demanding authenticity from the brands they support.

In addition to press releases, Sloppy Tunas media outreach strategy plays a critical role in expanding the brand's reach. By targeting eco-friendly magazines, fashion-forward blogs, environmental journals and lifestyle publications, the company strategically collaborates to garner coverage that emphasizes the sustainability of its products and positioning as an advocate for change. This selective approach helps Sloppy Tunas carve out a niche distinction from competitors who may not emphasize eco-consciousness to such a degree, while reinforcing their identity as a socially responsible leader in the sustainable fashion movement.

Features in magazines like these establish Sloppy Tunas's credibility on the forefront of sustainability within the industry. Allowing them to tap into a broader, ethically conscious audience that prioritizes responsible consumption. The extensive media attention goes beyond simple product promotion by aligning with broader global initiatives focused on sustainability and environmental advocacy. Further enhancing appeal among modern consumers who care about both stylish appearance and the world we leave behind.



Community Engagement and Endorsement

Sloppy Tunas focuses on community engagement, organizing events that tie into both their corporate social responsibility (CSR) goals and PR efforts. One of the initiatives that stand out is their participation in beach clean-up events in partnership with environmental organizations. These events serve multiple purposes: they help raise awareness about marine pollution, actively engage with the community, and enhance the brand's reputation as a socially responsible business. By hosting and sponsoring such events, Sloppy Tunas creates positive associations with its products, positioning itself as more than just a swimwear company—it's a brand that takes action to protect the environment.

Additionally, these beach clean-up events serve as excellent PR opportunities, generating media coverage and content for social media. Participants often share their experiences on platforms like Instagram, where the brand can amplify its message of ocean preservation through user-generated content. This strengthens the brand's connection to its community and broadens its outreach to potential customers who are passionate about sustainability. It's an effective blend of activism and marketing, where both the environment and the brand benefit.



Sloppy Tunas's PR strategy is further enhanced by influencer and celebrity endorsements, particularly those who are known for their commitment to sustainability. The brand partners with eco-friendly influencers and public figures who align with its values, thus increasing its credibility and appeal to consumers who

trust the opinions of these figures. By aligning with influencers who have a strong following among environmentally conscious audiences, Sloppy Tunas taps into a pre-existing community that shares its values of responsible consumption and environmental stewardship.

Celebrity endorsements are equally impactful in boosting the brand's visibility and status. By featuring high-profile individuals who are vocal about their support for sustainability, Sloppy Tunas can further solidify its image as a fashionable yet environmentally responsible choice. This not only extends the brand's reach but also makes it easier for new customers to relate to Sloppy Tunas's core values. Whether it's through Instagram posts, YouTube videos, or public appearances, influencers and celebrities bring authenticity and visibility to Sloppy Tunas's mission, making the brand more accessible and attractive to a wider, global audience.

In conclusion, Sloppy Tunas's public relations strategy is a vital element in its efforts to build brand recognition, credibility, and loyalty among eco-conscious consumers. Through media outreach, the brand garners valuable coverage in eco-friendly and fashion-forward publications, reinforcing its position as a leader in sustainable fashion. Additionally, Sloppy Tunas utilizes press releases and community events, like beach clean-ups, to reinforce its sustainability-driven image and connect with eco-conscious consumers. Finally, influencer and celebrity endorsements bolster the brand's credibility and appeal, expanding its reach to fans who value sustainability. Through these integrated PR efforts, Sloppy Tunas not only promotes its products but also creates a strong, lasting connection with consumers who align with the brand's mission to make a positive impact on the environment.

Personal Selling Strategy

Sloppy Tunas's personal selling strategy is a key component of its efforts to directly engage customers and foster long-term relationships that go beyond the point of purchase. By focusing on direct interaction and building a strong brand presence in key locations, the brand effectively introduces its sustainable swimwear to a larger audience, educating consumers about its eco-friendly mission while enhancing their shopping experience. Through a combination of pop-up stores, retail partnerships, participation in eco-focused events, and personalized customer engagement, Sloppy Tunas's personal selling strategy not only highlights the unique selling points of its products but also strengthens its connection with environmentally conscious shoppers.

One of Sloppy Tunas's most effective personal selling strategies is its strategic use of pop-up stores, particularly in summer beach destinations and high-traffic urban shopping areas. These temporary retail spaces provide a direct touchpoint for customers, allowing the brand to interact face-to-face with potential buyers in an engaging and informative environment. Pop-up stores are positioned in locations where the target market—young, fashion-forward consumers seeking sustainable products—frequent, such as beach resorts, vacation hotspots, and tourist-heavy areas. These stores act as immersive brand experiences, where customers can browse products, learn about the eco-friendly materials used, and try on swimwear in a relaxed, beach-oriented atmosphere.

The pop-up strategy enables Sloppy Tunas to create a tactile connection with its customers, allowing them to physically interact with the products. This personal selling approach is especially effective for a brand like Sloppy Tunas, where the quality of materials and the feel of the swimwear are key selling points. By setting up shop in locations that align with the lifestyle Sloppy Tunas promotes, such as near beaches or urban areas with high foot traffic, the brand positions itself as an integral part of its target customers' daily lives. Additionally, the transient nature of pop-up stores creates a sense of urgency and exclusivity, encouraging customers to engage with the brand while they have the chance.



Sloppy Tunas enhances its personal selling efforts by attending and participating in eco-focused events, summer festivals, and beach gatherings. These events offer the perfect opportunity for the brand to showcase its collections in environments where sustainability and the outdoors are celebrated. At events that emphasize eco-friendly living or conservation efforts, Sloppy Tunas can highlight its mission, values, and product benefits while also providing a direct sales channel to festivalgoers or event attendees. These events align with the brand's core message and allow Sloppy Tunas to appeal to an audience that is already predisposed to care about environmental issues.

Such festivals and gatherings are not only sales opportunities but also key moments for building brand awareness and educating customers about the environmental impact of their purchasing decisions. In these settings, Sloppy Tunas can tell the story behind its products, showcasing the recycled materials used in its swimwear and discussing its partnerships with ocean conservation organizations. Personal selling at these events allows for an in-person dialogue, which is crucial for engaging customers on a deeper level and reinforcing the brand's commitment to sustainability. The direct interaction with customers also provides valuable insights into their preferences and concerns, which can help Sloppy Tunas refine its products and messaging.

In addition to its own pop-up stores, Sloppy Tunas has strategically formed retail partnerships with eco-friendly retailers and select department stores that align with its brand values. By partnering with retailers who share the same commitment to sustainability, Sloppy Tunas ensures that its swimwear is available in locations that attract the right kind of customers—those who prioritize environmentally responsible products and ethical brands. These partnerships broaden the brand's reach, allowing Sloppy Tunas to tap into existing customer bases of eco-conscious stores while still maintaining a focus on sustainable fashion. Retail partnerships provide another personal selling opportunity for Sloppy Tunas, as the brand's sales reps can engage customers in these third-party stores, share the brand story, and guide them through the various product offerings. Whether in a department store with a sustainable fashion section or in a specialty eco-focused retailer, the presence of Sloppy Tunas allows salespeople to showcase the unique value proposition of the swimwear—stylish, high-quality, and environmentally friendly. These retail partnerships complement the brand's pop-up efforts by positioning Sloppy Tunas in retail spaces where sustainability-focused consumers are already shopping, helping build brand loyalty among a wider, like-minded audience.

A key element of Sloppy Tunas's personal selling strategy is the emphasis on customer interaction and feedback, particularly at its pop-up stores and event booths. Sales representatives at these locations play a crucial role in the brand's personal selling approach by engaging with customers, educating them about the products, and collecting feedback that can inform future product development and marketing strategies. Sales reps serve as the bridge between the brand's values and the consumer, offering personalized information about the swimwear's sustainable features, the materials used, and how the products contribute to environmental conservation.

Sloppy Tunas's customer interactions go beyond the transactional aspect; they focus on building long-term relationships by ensuring customers feel understood and valued. Representatives take the time to explain the brand's "ocean-to-life" philosophy, highlighting how each product contributes to reducing waste and supporting marine ecosystems. This educational aspect of personal selling is especially important for brands in the sustainable fashion space, where customers may have questions about product sourcing, materials, and the overall environmental impact of their purchase. By actively listening to customer concerns and offering tailored recommendations, Sloppy Tunas not only increases sales but also builds customer trust and loyalty.

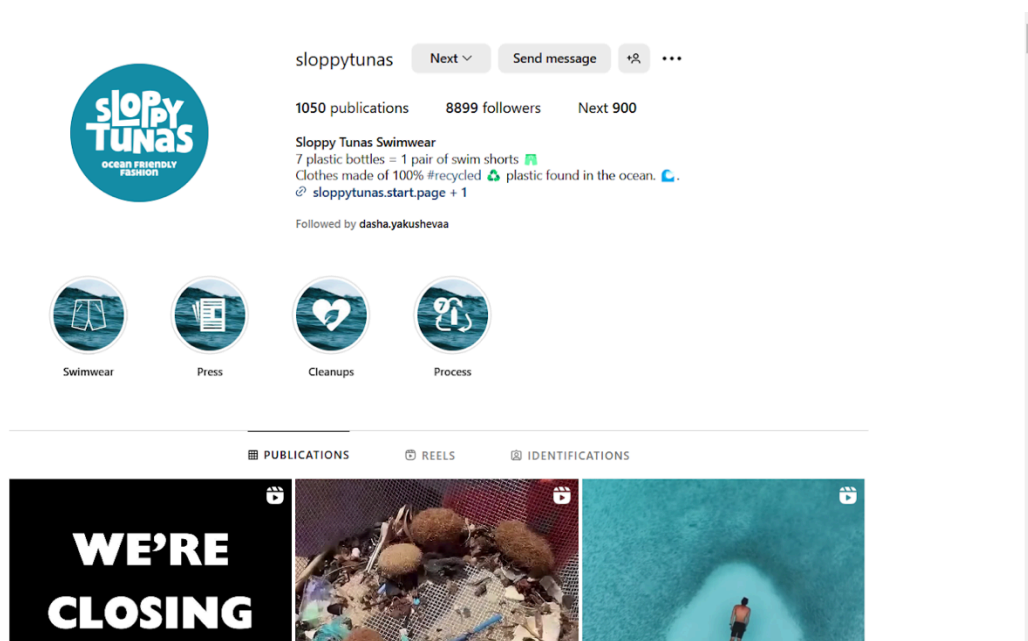
Furthermore, real-time feedback collected during these interactions provides valuable insights into customer preferences and pain points. This feedback loop allows the brand to adapt its offerings to better meet customer expectations, ensuring that products remain relevant and appealing to the target market.

Sloppy Tunas's personal selling strategy effectively combines direct customer engagement with a deep understanding of its target market's values. Through pop-up stores, participation in eco-focused events, retail partnerships, and personalized interactions, the brand successfully conveys its commitment to sustainability while also building a direct, emotional connection with its customers. Personal selling is not just about making a sale; it is about fostering relationships, educating consumers, and creating a lasting brand presence. By prioritizing customer interactions and aligning with like-minded retailers and events, Sloppy Tunas strengthens its position as a leader in sustainable fashion and cultivates a loyal customer base that shares its vision of a greener future.

Social Media Strategy

Sloppy Tunas’s social media strategy is a critical component of its marketing efforts, designed to engage with a wide, eco-conscious audience and showcase the brand’s sustainable swimwear. By leveraging multiple social media platforms, Sloppy Tunas effectively amplifies its voice, reaches new customers, and builds a community around shared values of environmental responsibility and stylish beachwear. The brand employs a multifaceted approach that integrates vibrant visuals, influencer partnerships, user-generated content (UGC), and educational messaging to create a compelling narrative about sustainable fashion. Let’s explore how Sloppy Tunas’s social media strategy unfolds across different platforms.

Instagram is Sloppy Tunas’s primary platform, chosen for its visual-first nature and appeal to younger, trend-conscious audiences. The brand’s Instagram feed is a dynamic mix of vibrant product shots, beach lifestyle imagery, and sustainability-driven messaging. Posts often feature models in idyllic beach settings, showcasing not only the style and quality of the swimwear but also its connection to nature and the ocean. This visual focus aligns perfectly with the brand’s “ocean-to-life” philosophy, blending fashion with environmental consciousness.



The brand utilizes both Instagram Stories and Reels to highlight new product launches, behind-the-scenes content, and collaborations with influencers. Instagram Stories are used to create more immediate, time-sensitive content, like product drops, special promotions, or event announcements, while Reels serve as a platform for more engaging, creative content, often in the form of product showcases or lifestyle snippets. Sloppy Tunas’s use of Instagram

Reels allows the brand to capture attention quickly, delivering bite-sized, fun, and sometimes educational content in an entertaining format.

Influencer collaborations on Instagram play a pivotal role in expanding the brand's reach, especially among younger audiences who are likely to trust the recommendations of influencers they follow. Sloppy Tunas partners with eco-conscious influencers and brand ambassadors who are known for their commitment to sustainability, amplifying the brand's core values. These partnerships also help position the brand as relevant and trendy, appealing to a demographic that cares about both fashion and the environment. The strategic use of branded hashtags like #TunaTide and #WearTheWave further encourages community engagement and helps fans of the brand share their own content, fostering a sense of belonging and connection among customers.

While Instagram is the visual hub for Sloppy Tunas, Facebook serves as a platform for deeper brand storytelling and community engagement. Facebook's diverse user base allows the brand to reach a broader audience, including those who may not be as active on Instagram or TikTok. Sloppy Tunas uses Facebook to build a strong community around the brand, sharing eco-awareness posts, event updates, and customer testimonials.

Facebook provides an ideal space for brand storytelling—where the brand can go beyond product promotion and share the bigger picture of its sustainability mission. Posts about beach clean-up events, partnerships with ocean conservation groups, or new eco-friendly product materials resonate well on this platform. Furthermore, Facebook allows for longer-form content and discussions, which is useful for engaging users in deeper conversations about the impact of their purchases and how Sloppy Tunas's initiatives align with global efforts for environmental conservation.

Customer testimonials on Facebook also help build social proof, reinforcing the positive experience customers have had with the brand's products. By featuring satisfied customers and their personal stories, Sloppy Tunas strengthens its reputation as a brand that resonates with people's values and creates meaningful connections with its audience. This builds a sense of community and trust, which is crucial for fostering brand loyalty.

TikTok has become an essential part of Sloppy Tunas's strategy to engage Gen Z and younger millennials, who are highly active on the platform and driven by short-form, dynamic content. TikTok offers Sloppy Tunas an opportunity to create fun, engaging videos that highlight the lifestyle associated with their products—whether it's carefree beach scenes, travel adventures, or eco-conscious living tips. The brand frequently leverages TikTok's

trending sounds, humorous content, and viral challenges to engage with a younger, fun-loving audience.

TikTok allows Sloppy Tunas to get creative with its content in ways that are not as easily achieved on other platforms. Videos often feature humorous or trendy content that resonates with Gen Z's desire for entertainment and authenticity. For example, quick tutorials or challenges that incorporate Sloppy Tunas products help capture attention, while at the same time subtly highlighting the brand's eco-conscious attributes.

Moreover, TikTok collaborations with eco-conscious influencers are a key part of the strategy. These influencers create content that organically integrates Sloppy Tunas swimwear into their daily lives, travel adventures, or sustainable living tips, lending authenticity to the brand. These influencers often have a direct, personal connection with their followers, making their endorsements particularly effective in fostering trust and credibility with the target audience. Through TikTok, Sloppy Tunas can showcase its products in an engaging, relatable way, while tapping into the eco-conscious spirit of the platform's young, socially aware users.

Although not the primary focus of Sloppy Tunas's social media strategy, YouTube serves as an important platform for longer-form content that deepens the brand's connection with its audience. Through YouTube, Sloppy Tunas can share documentaries, behind-the-scenes footage, and detailed product stories that provide more context about the brand's sustainability efforts. For instance, a "behind-the-scenes" video of the product manufacturing process helps highlight the brand's commitment to ethical sourcing and eco-friendly production methods. Additionally, YouTube offers the opportunity for more immersive, educational content, such as documentaries on ocean conservation and collaborations with environmental organizations. These videos not only showcase the brand's values but also serve as powerful tools for educating customers about the broader environmental challenges the brand seeks to address. This platform allows Sloppy Tunas to create more in-depth content that might not fit the shorter formats of Instagram or TikTok, but which can deeply resonate with viewers who are committed to sustainability and want to learn more.

A key element of Sloppy Tunas's social media strategy is its focus on user-generated content (UGC). The brand actively encourages customers to share their own photos and experiences with Sloppy Tunas products, using branded hashtags like #TunaTide and #WearTheWave. UGC serves as a powerful form of social proof, allowing the brand to showcase its products in real-world settings while simultaneously building a community of engaged followers.

By encouraging customers to share their own content, Sloppy Tunas not only strengthens its relationship with existing customers but also attracts new ones. Seeing real customers enjoy and wear Sloppy Tunas products—often in picturesque beach settings or during eco-friendly events—creates a sense of connection and authenticity that is invaluable for brand growth. UGC also serves as an important tool for customer feedback, helping Sloppy Tunas understand how its products are being received and how they can be improved in the future.

To conclude, Sloppy Tunas uses visually driven platforms like Instagram and TikTok to foster a community of eco-conscious consumers, amplifying its sustainability message.

Key Strengths

Sloppy Tunas has established itself as a prominent brand in the sustainable swimwear market, combining vibrant designs with eco-conscious values to create a unique positioning in the fashion industry. The brand has leveraged several key strengths to carve out its niche, but there are also areas where further development could amplify its impact and broaden its reach. This analysis will explore Sloppy Tunas's key strengths as well as potential opportunities for improvement that can help the brand continue its growth and enhance its market presence.

1. **Strong Alignment with Eco-Conscious Values**

One of Sloppy Tunas's greatest strengths lies in its deep alignment with sustainability and eco-consciousness. In a market where consumers are increasingly prioritizing environmental responsibility, the brand has successfully positioned itself as a champion of both fashion and environmental stewardship. Sloppy Tunas's swimwear is made using eco-friendly materials, such as recycled fabrics and water-resistant technologies that reduce environmental impact, which resonates strongly with their target audience.

This commitment to sustainability is not just a peripheral aspect of the brand—it is embedded in every element of the business, from product design to marketing messaging. Through initiatives like beach clean-up events and partnerships with ocean conservation organizations, Sloppy Tunas reinforces its dedication to preserving marine ecosystems. By aligning itself with the broader environmental movement, the brand not only attracts eco-conscious consumers but also taps into the growing trend of conscious consumption, where customers increasingly seek products that align with their values.

2. **Consistent Brand Positioning and Messaging**

Sloppy Tunas's clear and consistent brand positioning as a sustainable, trendy swimwear brand is another key strength. The brand maintains a strong and recognizable voice across all its marketing channels, from social media to pop-up stores. The use of phrases like "Save the Ocean in Style" and "Wear your impact" reinforces the idea that sustainable choices can be fashionable, allowing Sloppy Tunas to bridge the gap between eco-consciousness and trendy, stylish fashion.

The visual identity of the brand, particularly through its use of Instagram and other platforms, consistently reflects this positioning. Vibrant beach scenes, lifestyle imagery, and product shots highlight the company's focus on trendy, beach-ready swimwear while reinforcing the brand's message of environmental responsibility. By establishing a strong narrative around sustainability and style, Sloppy Tunas appeals to younger, eco-aware consumers who value both aesthetics and social responsibility in their purchasing decisions.

3. Effective Use of Social Media to Reach a Younger Audience

Another key strength of Sloppy Tunas is its ability to effectively engage with younger, digitally native consumers via social media. Platforms like Instagram, TikTok, and Facebook are central to the brand's marketing strategy, and they are used to amplify the brand's message, showcase products, and engage directly with customers. By utilizing Instagram Reels and TikTok's viral formats, Sloppy Tunas reaches Gen Z and millennial consumers who are looking for fresh, creative content that blends entertainment with social causes.

Influencer partnerships on social media are another effective strategy employed by the brand to increase its reach and credibility. By collaborating with eco-conscious influencers who resonate with its target market, Sloppy Tunas taps into established communities that value sustainability. This strategic use of social media not only generates buzz for new collections but also builds a loyal customer base by fostering a sense of community around shared values.

Opportunities for Improvement

1. Explore Emerging Social Media Platforms

While Sloppy Tunas has done an excellent job leveraging established social media platforms such as Instagram and TikTok, there is an opportunity to expand its presence on emerging platforms that may provide access to new, untapped audiences. Platforms like Threads, a newer Instagram-connected platform, and BlueSky, a decentralized social network, offer new ways for brands to engage with consumers in a less saturated environment. These platforms could provide a space for more intimate, authentic interactions with customers, building on the community-centric approach that Sloppy Tunas has already developed on Instagram.

Additionally, the brand could experiment with YouTube Shorts or Pinterest, where visual content also drives engagement, particularly around lifestyle and product inspiration. Pinterest, for example, can serve as a platform for curating sustainable fashion inspiration boards, offering a space where consumers actively seek out eco-conscious products. By diversifying its social media presence and engaging with newer platforms, Sloppy Tunas can further expand its reach and connect with younger, trend-sensitive audiences who may be looking for new sources of inspiration.

2. Enhance Educational Content About Sustainability

While Sloppy Tunas has made commendable strides in promoting its eco-friendly products, there is an opportunity to further enhance its educational content around sustainability. Consumers, particularly millennials and Gen Z, are increasingly interested in learning about the **true environmental impact** of their purchases, and they are looking for brands that go beyond just surface-level claims.

Sloppy Tunas could develop deeper, more educational content that explains the full lifecycle of its products—from sourcing and manufacturing to the environmental impact of the materials used. This content could take the form of infographics, documentaries, or blog posts that delve into the specifics of how Sloppy Tunas is contributing to environmental conservation efforts. Videos explaining the brand's collaborations with ocean clean-up initiatives or the impact of using recycled fabrics over traditional materials would provide transparency and build trust with consumers.

This type of content could be distributed through Sloppy Tunas's social media channels, YouTube, and even as part of in-store activations, helping to position the brand as a thought leader in the space of sustainable fashion. By showcasing the true impact of its

sustainability efforts, Sloppy Tunas would not only improve its brand credibility but also deepen its connection with customers who are passionate about environmental issues.

3. Expand Pop-Up Presence to Attract More Locals

While Sloppy Tunas's pop-up stores have proven to be effective in attracting tourists and beachgoers in high-traffic locations, there is an opportunity to expand this presence to attract more local customers. Pop-up stores could be set up in urban areas or regions that may not be traditionally associated with beach culture but are home to large, eco-conscious communities. These cities, particularly those in regions where sustainability and environmental consciousness are becoming more mainstream, could provide a new avenue for growth.

For instance, partnering with local events, eco-friendly markets, or sustainability expos could help Sloppy Tunas reach consumers who may not typically spend time at the beach but are still deeply interested in fashion and sustainability. Expanding the pop-up store concept to a broader array of locations, such as trendy urban districts or college towns, would allow the brand to build a stronger local following, increasing its reach and visibility in different markets.

Sloppy Tunas has established itself as a standout brand within the sustainable fashion space, thanks to its strong alignment with eco-conscious values, consistent brand messaging, and effective use of social media. However, there are several areas where the brand could further build on its strengths to expand its market presence. By exploring emerging social media platforms, enhancing its educational content about sustainability, and expanding its pop-up presence into new regions, Sloppy Tunas has the potential to reach even more customers and solidify its position as a leader in eco-friendly fashion. These improvements would allow the brand to continue growing its customer base while staying true to its commitment to both style and sustainability.

In conclusion, Sloppy Tunas's advertising and public relations strategies have been highly effective in reaching eco-conscious consumers, thanks to their strong alignment with sustainability and modern trends. The brand's marketing campaigns, including influencer partnerships, vibrant social media content, and community-focused PR events, successfully position Sloppy Tunas as both a fashionable and environmentally responsible brand. Through platforms like Instagram, TikTok, and Facebook, Sloppy Tunas effectively engages younger, eco-aware audiences with compelling visuals, lifestyle imagery, and user-generated content. Their messaging, such as "Save the Ocean in Style," reinforces the brand's commitment to sustainability while making it feel trendy and accessible.

PR efforts, such as press releases, media outreach, and partnerships with environmental organizations, further amplify the brand's image as a leader in eco-friendly fashion. Hosting beach clean-up events and collaborating with influencers who advocate for sustainability enhances Sloppy Tunas's credibility and builds trust with its target market. These strategies have been successful in fostering a sense of community and loyalty among consumers.

However, while Sloppy Tunas has excelled in promoting its eco-friendly values, there is room for improvement in terms of directly educating consumers about the specific environmental impact of their practices. While the brand emphasizes sustainability, more in-depth content about the sourcing, manufacturing processes, and real-world environmental benefits of their products would increase consumer trust and deepen their understanding of the brand's mission. Enhanced educational content could further differentiate Sloppy Tunas from other eco-fashion brands and solidify its position as a thought leader in sustainable fashion.

SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Eco-friendly process • Unique and meaningful designs • Transparency • High-quality fabrics 	<ul style="list-style-type: none"> • Niche market • Dependence on seasonal demand • High cost of sustainable certifications • Exclusively target
Opportunities	Threats
<ul style="list-style-type: none"> • Launching women’s and kids’ lines • Product expansion • Collaborations • Enhanced digital marketing 	<ul style="list-style-type: none"> • Competitive market • Economic downturns • Supply chain challenges • Customer skepticism

Sloppy Tunas’ strengths lie in their process of using recycled plastic bottles—that are found in the ocean—to produce swimwear. They execute this with a circular approach, which appeals to eco-conscious consumers. Their designs are unique and meaningful, focusing on marine themes that align with their environmental goals. Lastly, they are transparent about their sustainable production process, building customer trust, and their focus on high-quality, durable materials encourages customer loyalty.

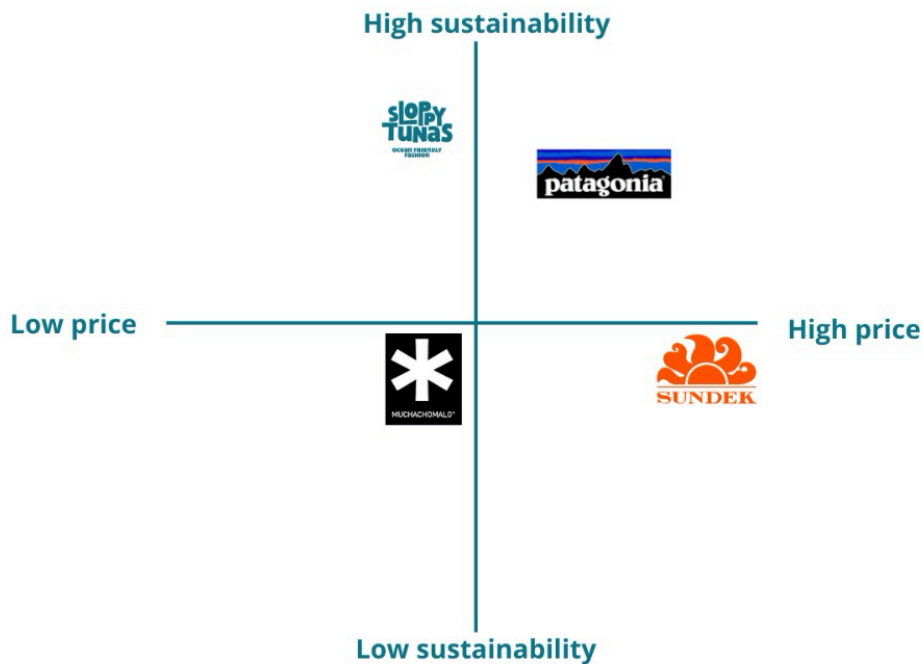
Sloppy Tunas faces some weaknesses, including a niche focus on eco-friendly swimwear, which may limit broad market appeal. Their reliance on seasonal demand for swimwear can make it challenging to maintain consistent year-round revenue. Additionally, the costs associated with sustainable certifications can strain profitability, especially for a smaller brand. Exclusively targeting men further narrows their potential customer base, excluding women and children who might also be interested in sustainable swimwear. Expanding their offerings and diversifying could help address these challenges.

Sloppy Tunas has several opportunities for growth, including expansion of its swimwear to include women and kids, sharing more details about how its products help the environment, and trying newer platforms like Pinterest. In addition to that, they could add to their product line additional apparel or accessories, broadening their appeal. Collaborating with influencers or eco-initiatives would help them reach wider audiences and strengthen their environmental brand message. Enhanced digital marketing efforts, particularly through social

media and partnerships, could further increase their visibility and attract more eco-conscious buyers.

Sloppy Tunas faces threats from a competitive market, with many brands adopting sustainability as a core value. Economic downturns could shift consumer focus toward affordability over eco-friendliness. Additionally, disruptions in their localized supply chain—from sourcing Mediterranean plastics to producing fabric and sewing in Portugal and Spain—could impact their ability to secure recycled materials. Finally, industry-wide concerns over greenwashing might increase consumer skepticism, affecting trust in their environmental claims.

Positioning map



This positioning map displays various competitors of Sloppy Tunas and Sloppy Tunas itself in terms of price (low to high) and quality (low to high). Sloppy Tunas, Patagonia and Sundek are positioned as high-quality and higher-priced, indicating a focus on offering premium materials or well-crafted clothing at a price point that reflects this quality. They appeal to consumers who are willing to pay more for dependable quality and style.

Quicksilver is seen as affordable but with relatively high quality, appealing to budget-conscious consumers who still want good quality. This positioning reflects a value-for-money strategy, where the brand is accessible without compromising too much on quality.

Muchachomalo offers lower cost options but are perceived as a bit lower in quality. This category targets price-sensitive consumers looking for inexpensive fashion, possibly for temporary or fast fashion needs, with an understanding that the quality may not be as high.

Business Model Canvas

Key partners

Sloppy Tunas works with local fishermen in the Mediterranean Sea, who collect plastic waste from the ocean. This waste forms the main material for their swimwear. These are partners who support their mission to fight ocean pollution, providing a constant supply of recycled material. They also work with organizations that organize beach clean-ups and plastic-awareness campaigns. For instance, they have collaborated with ‘World Cleanup Tour’, mobilising volunteers to clean up beaches and draw attention to plastic pollution (Sloppy Tunas Presentation, personal communication). Furthermore Sloppy Tunas works with a recycling facility and production partner in Spain and Portugal respectively. These are partners who would process all the collected plastic into high-quality yarn, which is eventually used to produce their swimwear. By producing locally, Sloppy Tunas minimizes the emissions associated with transport and has control over sustainable production processes. (*Sloppy Tunas S.L*, z.d.) Besides, Sloppy Tunas participates in networks like The Circular Lab (Circular economy organization) , which have to do with sustainable design and circular economy. These are corporations that promote the innovations of recycling and support the vision for totally recyclable products. Because Sloppy Tunas is part of such networks, it reaches environmentally aware target groups and strengthens its position in the circular fashion industry. (Sloppytunas, z.d.) At least, Sloppy Tunas collaborates with media and national television channels, whether it's RTVE or El Pais, in an attempt to increase their visibility and help them position their brand in a sustainable way, concerning the ocean. Through media coverage, Sloppy Tunas builds a strong reputation among environmentally conscious consumers and reaches the largest number of people. (*Sloppy Tunas S.L*, z.d.)

Key activities

Their key activity is the production, Sloppy Tunas makes swimwear from recycled plastic, mainly collected by local fishermen in the Mediterranean Sea, which is one of their main activities in the production process. They send all the recycled waste to their manufacturers in Portugal (Sloppy Tunas Presentation, personal communication). Besides, Sloppy Tunas continues to invest in research on sustainable, recyclable materials used in swim shorts. They, therefore, test for comfort to ensure that the product meets consumers' quality standard preferences. With the changes, they continue moving forward in the sustainability fashion market and that is another key activity, they continue to develop their products into improved products. In addition, Sloppy Tunas creates environmentally conscious campaigns, because they are involved in the organization and promotion of campaigns that create awareness about plastic pollution and the protection of the environment. The brand educates consumers on the effects of plastic pollution around the world. This deals mainly with oceans. They also use their website and social media to share their stories, which are mostly about the benefits of recycled materials and how important it is to protect the ocean. They have a clean-up day every so often, where they'll go and pick up plastic waste on some beach in the Mediterranean to raise awareness of litter more. They want to bring these cleanups to many more cities across the Mediterranean. They have done more than 30 cleanups since 2019. Furthermore they do recycling workshops & clean ups with local schools (Sloppy Tunas Presentation, personal communication). Besides, they focus mainly on sales through their website. This helps them maintain control over their brand story and build a direct relationship with their customers. They also use digital marketing to highlight their products and brand values to their target audience, such as on instagram and facebook. In doing so, they use storytelling about ocean pollution and their sustainability mission. Another activity is that consumers can return their swimwear they no longer want and this, like plastic waste, is given a second chance and new swimwear is made from it. You can send this back to Sloppy Tunas. So they are reprocessing returns.

Key resources

The material is mostly recycled plastic, one of the big characteristics of this brand and helping them in their mission of protection for the ocean. So they use quality material to provide the best products (Sloppy Tunas Presentation, personal communication). Furthermore they are partnering with local fishermen and environmental organisations that collect plastic from the sea allowing them to produce their swimming shorts. They ensure a continuous supply of recycled material. In addition, Sloppy Tunas has specialised production plants in Spain and Portugal that convert their recycled materials into high-quality fabrics for swimwear. Another key activity is their website. Through their website, they sell their products to consumers. This allows them to reach customers worldwide and continue their mission. And at least their marketing channels, they use social media to get their message across. They do this mainly on Instagram and Facebook.

Value proposition

“ For the adventurers and beach lovers looking for stylish, sustainable swimwear without compromising on comfort and creativity. ”

The value proposition filtering Sloppy Tunas is that of sustainable, stylish men's and children's swimwear made from recycled plastic waste coming from the ocean. What matters most to the customers, it can contribute to the reduction in ocean plastics through buying swimwear made from plastic picked up from the sea. Besides sustainability, it also provides comfort in its products, usable for daily use and holidays with a stylish design. Lastly, Sloppy Tunas instills a strong sense of community by involving local fishermen and environmental groups in the collection of plastic, hence increasing the customer's sense of commitment.

Customer Service

To achieve an improved relationship with their customers, Sloppy Tunas provides customer service. The customer can ask questions and return or exchange products through the email. With that, they want to make it an easy and transparent experience if they're not satisfied with their purchase or don't want it after a while (Sloppy Tunas Presentation, personal communication). Furthermore they have customer relations because they build a community. Sloppy Tunas is on social media such as Instagram and Facebook where they promote their products and promotions. In doing so, they engage their customers in a conversation about sustainability which creates more loyal and engaged customers.

Channels

Sloppy Tunas uses different channels in their company, the most important is their website. On the website they sell their products, this also includes more information about the company and what exactly they do (Sloppy Tunas Presentation, personal communication). They also use social media. Sloppy Tunas is active on various social media platforms such as Instagram, X, Youtube, as well as Facebook. They use these channels to promote their products and convey stories and connect with their customers. Furthermore they use email marketing. Sloppy Tunas collects customer email addresses through their website. They use this to send newsletters, offers and information. At least they stand at events to raise awareness about plastic pollution. This way, they connect directly with their customers and can attract new customers who share their sustainable values.

Customer Segments

Sustainable conscious consumers

Sloppy Tunas wants to appeal to customers who are interested in sustainable fashion. These are often millennials and Gen Z customers because they are often aware of the environmental impact of their purchases. They are Sloppy Tunas' targets. Most spenders of Sloppy Tunas are women who buy it for the target group as a present or to give advice to them. That's why they are most of the time the spenders (Sloppy Tunas Presentation, personal communication).

Cost structure

Sloppy Tunas has a lot of cost from material to obtain and process recycled material, a price has to be paid; this is a significant part of their cost (*Sloppy Tunas S.L*, z.d.). They also have production and manufacturing costs. The swimwear is produced in Spain and Portugal. This includes labour costs, production costs and logistics of converting recycled material into finished products (*Sloppy Tunas S.L*, z.d.). Sloppy Tunas sells their products through their website, this has shipping costs mainly for international deliveries (*Men's Swim Shorts*, z.d.). And to raise awareness and reach its target audience, Sloppy Tunas invests in digital marketing campaigns and collaborations (Sloppy Tunas Presentation, personal communication). And the last one is employees, Sloppy Tunas has a number of employees in the company who need to be paid (*Sloppy Tunas Company Profile*, 2024). Lastly, the revenue is mainly from the sale of their sustainable swimwear. (*Sloppy Tunas S.L.*, n.d.).



6 P's

Product

Sloppy Tunas offers sustainable swimwear from recycled plastic bottles, aiming to reduce ocean pollution and promote eco-friendly production practices. With a simple yet very impactful formula—7 plastic bottles = 1 eco-friendly swim short—the brand combines innovative recycling with stylish design, ensuring each piece makes a meaningful contribution to ocean conservation. Their swimwear offers durability, comfort, and vibrant aesthetics, appealing to both functionality and fashion.

Price

Positioned in the mid-to-premium range, Sloppy Tunas reflects the value of its eco-conscious manufacturing processes, high-quality materials, and purposeful designs. This price point caters to consumers who prioritize sustainability and are willing to invest in products that align with their environmental values.

Promotion

Sloppy Tunas harnesses the power of storytelling to engage eco-conscious audiences. Through their website and active social media presence across platforms (Instagram, Facebook, LinkedIn, and TikTok) the brand shares its mission of ocean conservation and sustainable living. Their content highlights the journey of plastic waste, from collection in the

Mediterranean to transformation into fashionable swimwear, creating a narrative that resonates with environmentally minded consumers.

Place

As a direct-to-consumer online brand, Sloppy Tunas reaches a global audience through its e-commerce platform. Previously operating a physical store in Barcelona, the brand now focuses exclusively on online sales to maximize accessibility and streamline operations. This digital-first approach enables them to connect with a worldwide community of eco-conscious shoppers.

People

The target audience for Sloppy Tunas includes environmentally aware, fashion-forward consumers who value sustainability and support ocean conservation efforts. These individuals seek products that align with their lifestyle and ethical values, prioritizing both style and impact.

Power/Production

Sloppy Tunas is committed to eco-friendly production, creating their swimwear from recycled ocean plastics. Each swimshort is made from seven plastic bottles, which are collected, processed into pellets, and spun into high-quality thread. By sourcing plastic from the Mediterranean and manufacturing locally in Spain and Portugal, they minimize their environmental impact while supporting ocean conservation. This proximity production approach reduces carbon emissions compared to overseas manufacturing, aligning with Sloppy Tunas' mission to protect the oceans and promote sustainability.



1. Plastic is shredded into pieces
2. Melted and converted into granules
3. Finally it is stretched to get the thread

Key Target

For the brand to be successful in achieving their mission and vision, Sloppy Tunas needs to establish their key target market. It consists primarily of eco-friendly younger consumers, specifically millennials and Gen Z. This demographic is drawn to brands that represent sustainability and social responsibility, aligning with the increase of environmentally conscious consumerism. Sloppy Tunas fits into this mold as it is focused on reducing plastic waste in the Mediterranean and using recycled materials for its swimwear production.

As it targets younger generations, the target audience ranges between the ages of 25 and 45 years. Despite swimwear being a unisex market, the brand prioritizes men's and children's swimwear. Thus, the brand focuses their marketing on eco-conscious men, fathers, and families that are interested in sustainable clothing options. However, the owner and buyer of the swimwear differ. Despite Sloppy Tunas producing swimwear for primarily men, the purchasing demographic extends to family members, particularly mothers, girlfriends, and grandmothers. Therefore, marketing efforts can appeal to the purchasing demographics as a motivation to purchase thoughtful, sustainable gifts.

As for the affordability, the brand is catering towards mid-range buyers who are willing to spend above average on products that ultimately align with their ethical values. Sloppy Tunas has not been established as a luxury brand; however, the brand's pricing reflects a certain income level. Thus, the brand is positioned between basic brands and premium options. Nonetheless, this range of buyers is mostly consisting of buyers residing in the northern part of Europe due to the increasing awareness of sustainability. Therefore, residents are more likely to make a higher purchase to remain sustainable.

In addition, Sloppy Tunas resonates strongly in areas with a connection to Mediterranean lifestyles, particularly in Spain and Southern Europe. The consumers are most likely adventurous and enjoy the outdoors and nature. This is due to the increasing awareness of the impact of plastic waste in local waters. The target audience prefers brands that openly support ecological causes and intend to make a tangible impact as they are directly or indirectly affected. Gen Z and Millennials often favor direct-to-consumer brands that uphold transparency in their ethical positioning. Thus, the consumers are most likely to conduct research about a brand's impact before buying their products. They are likely to choose a brand like Sloppy Tunas over competitors due to its commitment to sustainability and its Mediterranean conservation focus.

Nonetheless, this specific demographic heavily relies on online media for brand discovery. They get influenced by authentic, eco-friendly brands that present themselves strongly online and actively engage on social media. Due to this, Sloppy Tunas's marketing strategy focuses on storytelling that enhances its mission to reduce plastic waste and protection of the Sea. By doing this, the brand establishes a niche appeal that resonates strongly with its target audience.

In comparison to its competitors, Sloppy Tunas' sustainability efforts are localized and specific to Mediterranean waters which creates a special storyline to the swimwear market. Sundek and Muchachomalo focused on style and high-quality, whereas Sloppy Tunas attracts a niche target audience motivated by sustainability rather than luxury or fashion. Further, Sloppy Tunas prioritizes the establishment of a community consisting of its consumers and buyers. They achieve this by involving their community in choosing their swimwear designs. Thus, they directly target their audience with products that have already been approved by their target audience.

USP's and the Added Values

Sloppy Tunas' unique selling point (USP) lies in its commitment to eco-friendly swimwear crafted from 100% recycled ocean plastics. Each swimsuit is crafted from recycled ocean plastic and produced locally, following a circular manufacturing approach that minimizes waste. Their unique closed loop production process proceeds as follows: raw materials → design → retail → consumption → collection → recycling, and this makes Sloppy Tunas stand out from their competitors. Their designs are meaningful and distinctive, often reflecting marine themes, and every piece is made to the highest quality standards. Sloppy Tunas prioritizes the highest quality at an affordable price, aiming to make sustainable swimwear accessible to a broad audience, even if it means sacrificing big profits to uphold their standards.

Sloppy Tunas offers added value through its eco-conscious approach, using 100% recycled ocean plastics to make high-quality, durable swimwear that actively contributes to reducing marine waste. Their commitment to transparency and ethical manufacturing strengthens customer trust, while a clear conservation-focused mission enhances brand loyalty. By choosing Sloppy Tunas, customers engage in ocean cleanup efforts, aligning their purchases with environmental impact. This combination of quality, sustainability, and meaningful engagement makes Sloppy Tunas an attractive option for eco-conscious consumers.

Price and distribution strategy

Sloppy Tunas operates within a niche market of sustainable swimwear, a segment characterized by relatively few competitors. Most brands in this space price their products between €65 and 80 or higher. Sloppy Tunas, however, positions itself on the more affordable end of this spectrum, with products priced between €50 and 60. This pricing strategy reflects the brand's mission to make sustainable swimwear more accessible to a broader audience. To achieve this, the brand works with minimal profit margins, emphasizing accessibility without compromising its commitment to eco-friendly production.

To balance affordability with sustainability, Sloppy Tunas offers a mix of basic swimwear lines, which help to reduce costs, and seasonal collections featuring new and unique patterns. This approach allows the brand to cater to customers seeking both timeless staples and fresh designs, enhancing its appeal across different consumer preferences.

In terms of distribution, the easiest way for customers to purchase Sloppy Tunas products is through the brand's website. The online platform serves as the primary sales channel, providing customers with a seamless shopping experience and direct access to the full product range. Geographically, most sales are concentrated in Western Europe, where audiences tend to be more educated about sustainability and possess higher purchasing power. Furthermore, a significant portion of the brand's sales comes from a female audience, including mothers, girlfriends, wives, and grandmothers, who often purchase swimwear as gifts. This dynamic highlights the importance of appealing not only to the end-users but also to gift-buyers, broadening the brand's reach and market potential.

To enhance its physical presence, Sloppy Tunas has been hosting seasonal pop-up stores, including a recurring summer pop-up in Ibiza. These events allow the brand to directly engage with customers, showcase its products in a tangible setting, and reinforce its identity as a vibrant and exclusive swimwear brand. Additionally, Sloppy Tunas is actively working on expanding its distribution into select retail stores, which would further strengthen its visibility and accessibility.

By combining its competitive pricing, sustainability ethos, and evolving distribution strategy, Sloppy Tunas continues to carve out a unique position in the sustainable swimwear market. Its focus on affordability, fresh designs, and accessibility ensures it remains appealing to its target audience while staying true to its core values.

PR initiative for new customers

Sloppy Tunas at the UN Ocean Conference 2025

The UN Ocean Conference 2025, co-hosted by France and Costa Rica from June 9th to 13th, presents a strategic opportunity for Sloppy Tunas to solidify its position as a leader in sustainable swimwear. By participating in this globally significant event, the brand can not only showcase its eco-conscious products but also actively contribute to the discourse on ocean conservation. Below is a comprehensive strategy for Sloppy Tunas' involvement, emphasizing its commitment to sustainability, innovation, and stakeholder engagement. A prominent presence at the conference can be established through a thoughtfully designed booth that embodies the brand's mission. Utilizing recycled materials such as reclaimed wood and repurposed ocean plastics, the booth will create a visually engaging and environmentally conscious space.

The exhibition will feature interactive elements, including digital displays that detail the lifecycle of Sloppy Tunas' swimwear, from recycled fishing nets and PET bottles to the final products. A "touch-and-feel" area will allow attendees to experience the materials firsthand, while an augmented reality (AR) feature will provide an immersive "dive" into the ocean, highlighting the brand's contributions to marine health. Additionally, a donation initiative, "Buy a Swimwear, Clean the Ocean," can be integrated, with proceeds supporting the removal of ocean waste. This initiative will directly align the brand's sales with its sustainability ethos.

As part of the conference's agenda, Sloppy Tunas can contribute to a panel discussion centered on the role of fashion in ocean preservation. This panel will provide an avenue for the brand's founder and sustainability experts to discuss the challenges and opportunities within the sustainable fashion sector. Key topics will include the integration of eco-friendly practices in fashion production, Sloppy Tunas' innovative approaches to material sourcing, and the importance of consumer education in driving sustainable purchasing decisions. By participating in this forum, Sloppy Tunas can position itself as a thought leader in the sustainable swimwear niche.

To creatively showcase its seasonal collections, Sloppy Tunas can organize a runway event under the theme "From Ocean Waste to Summer Waves." Models will present designs that blend aesthetics with sustainability, complemented by marine-inspired accessories made from upcycled ocean materials. During the event, a voiceover or video will narrate the story behind each design, emphasizing the recycled origins of the materials and the brand's

dedication to reducing environmental impact. The runway will conclude with a pledge: “Wear Sustainable. Protect Oceans,” reinforcing Sloppy Tunas' commitment to advocacy.

The conference offers extensive opportunities for real-time social media engagement. Live updates will be posted on platforms such as Instagram and Twitter, including behind-the-scenes content, interviews with attendees, and highlights from the booth and runway events. Dedicated hashtags like #Sloppy TunassAtUNOcean and #FashionForTheOcean will ensure greater visibility and engagement. Short-form video content, such as Instagram Reels, will spotlight key moments, including time-lapse footage of the booth setup, snippets from panel discussions, and cinematic highlights from the runway. Further the social media strategy for covering this event will extend to Sloppy Tunas' website which will serve as the central hub for content related to the conference. A blog post summarizing the brand's participation, complete with photos and key takeaways, will be published post-event. Any new partnerships or sustainability initiatives announced at the conference will also be highlighted on the website. As the final touch for this PR activity coverage, collaborations with eco-conscious influencers and partnerships with journalists covering the conference could amplify Sloppy Tunas' message. The brand can amplify its visibility through features in sustainability-focused publications and press releases tailored to traditional media outlets.

Lastly, the conference is a valuable platform for forging partnerships with NGOs, corporations, and policymakers. Sloppy Tunas can explore synergies with organizations such as Ocean Conservancy or Sea Shepherd, as well as with clean-tech companies that share its commitment to sustainability. These collaborations can pave the way for co-branded campaigns or joint initiatives aimed at ocean conservation. Moreover, the brand can use the event to establish relationships with retail partners as part of its ongoing effort to expand its presence in physical stores. This aligns with Sloppy Tunas' long-term strategy to make sustainable swimwear more accessible. Finally, a comprehensive post-event report will detail the funds raised and their contribution to ocean clean-up initiatives, solidifying the campaign's tangible outcomes.

Advertising action for new customers:

"Dive Into Change with Sloppy Tunas"

To complement Sloppy Tunas' PR initiative at the UN Ocean Conference 2025, a cohesive advertising campaign titled "Dive Into Change with Sloppy Tunas" will be launched. This campaign aims to increase brand visibility, engage a broader audience, and inspire action towards sustainable fashion choices. By leveraging both digital and traditional channels, the strategy aligns with the conference's overarching theme of ocean preservation and reinforces Sloppy Tunas' commitment to sustainability. The initiative seeks to raise awareness of the brand's role in ocean conservation, educate consumers about its sustainable practices, drive engagement through social media and on-ground activations, and boost sales by introducing a limited-edition, for example "Ocean Heroes" swimwear collection.

The campaign will center around the launch of "Ocean Heroes," a collection of swimwear inspired by oceanic themes such as waves and coral reefs. Each piece will be crafted entirely from recycled materials, demonstrating the brand's dedication to reducing waste. To further connect purchases to tangible environmental impact, a portion of sales from this collection will be donated to marine conservation projects, offering consumers an opportunity to contribute directly to ocean clean-up efforts.

Digital advertising will play a significant role in the campaign, utilizing platforms such as Instagram, Facebook, and TikTok to reach eco-conscious consumers, sustainability advocates, and affluent buyers aged 25 to 45. The content will include engaging video advertisements under the tagline "Dive Into Change," which will visually depict the transformation of ocean waste into stylish swimwear. Testimonials from Sloppy Tunas ambassadors and influencers will highlight personal connections to sustainability, while teasers and countdowns will build excitement leading up to the conference. Additionally, Google Ads will ensure visibility through search and display advertisements, driving traffic to the brand's website and increasing awareness of the "Ocean Heroes" collection. As an interactive feature, the campaign will also include an ocean-themed augmented reality Instagram filter, allowing users to "dive" underwater and discover marine creatures, further reinforcing the campaign's sustainability message while encouraging user-generated content.

Traditional advertising efforts will complement the digital approach. The campaign will include features in eco-conscious and lifestyle publications such as Vogue Sustainability Edition, National Geographic, and Oceanographic, which will narrate the brand's journey towards sustainability. Out-of-home advertising (OOH) will be strategically placed in cities

with a strong emphasis on sustainability and with high purchasing power, such as Paris, Amsterdam, and Stockholm. These advertisements will feature compelling visuals of ocean waste being transformed into swimwear, along with QR codes directing viewers to the "Ocean Heroes" collection and conference details. This multi-channel approach ensures that Sloppy Tunas' message reaches diverse audiences across various platforms.

Collaboration with influencers attending the UN Ocean Conference will further amplify the campaign's reach. Influencers will create unboxing videos for the "Ocean Heroes" collection and share behind-the-scenes content from Sloppy Tunas' runway event at the conference. Their involvement will help personalize the campaign's message and create a ripple effect among their followers. Additionally, the hashtag #DiveIntoChange will invite audiences to share their own sustainable practices on social media, fostering a sense of community. For every post shared with the hashtag, Sloppy Tunas will pledge to remove one kilogram of ocean waste through a partnered clean-up initiative.

By integrating digital innovation, traditional outreach, in combination with PR action, the "Dive Into Change with Sloppy Tunas" campaign will effectively communicate the brand's commitment to sustainability and ocean conservation. This holistic approach not only enhances brand recognition and consumer engagement but also positions Sloppy Tunas as a leader in eco-conscious fashion, reinforcing its dedication to creating a meaningful impact on the environment.



PR and AD action to target existing customer base

“Sloppy Club: Together for a Greener Ocean”

Another idea for Sloppy Tunas directed to deepen its connection with its existing customer base through a combined public relations and advertising campaign is titled “Sloppy Club: Together for a Greener Ocean”. This initiative is designed to reward loyal customers, foster engagement, and reinforce brand advocacy while emphasizing the company's dedication to sustainability. By blending personalized outreach with exclusive offerings, Sloppy Tunas aims to celebrate its customers' contributions to ocean conservation and inspire further participation in the brand's mission.

A cornerstone of the campaign will be the organization of a virtual event called “Ocean Guardians Celebration,” exclusively for loyal customers. This event will provide an intimate platform to strengthen the bond between the brand and its customers. It will feature a live Q&A session with the founders, offering insights into Sloppy Tunas' sustainable practices and plans. Customers will also gain access to behind-the-scenes footage that showcases the process of turning ocean waste into sustainable swimwear. Additionally, they will receive a sneak peek of the upcoming seasonal collection, highlighting new designs inspired by marine life and ocean conservation. The brand could even provide an opportunity for participants to vote for designs that they like so that they feel like their opinion matters.

Complementing the virtual event, personalized communications will play a vital role in fostering customer loyalty. Loyal customers will receive bespoke email campaigns expressing gratitude for their continued support and highlighting the impact of their purchases on ocean conservation. These emails will include stories from Sloppy Tunas' marine conservation partners and a digital badge titled “Sloppy Tunas Ocean Heroes,” which customers can share on social media to demonstrate their commitment to sustainable living. Furthermore, the campaign will include a blog and social media series spotlighting customer testimonials, creating a sense of community and encouraging others to embrace sustainable choices.

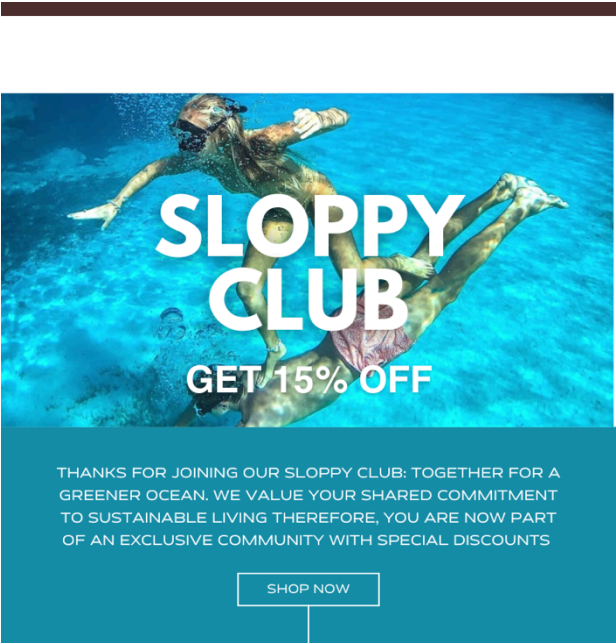
To enhance the advertising component, the campaign will introduce exclusive discounts to incentivize repeat purchases. Loyal customers will be sent unique discount codes offering 15% off their next purchase, paired with promotional emails and visuals showcasing the brand's latest "Ocean Heroes" swimwear collection. Retargeting ads on social media platforms such as Instagram and Facebook will complement this effort, using data from previous purchases to highlight new products and reinforce the message, “As a valued Sloppy Tunas customer, you're invited to dive into the next chapter of sustainable fashion.”

Additionally, Sloppy Tunas will launch the Sloppy Club, a loyalty program designed to nurture repeat purchases and long-term engagement. Members of the Sloppy Club will receive benefits such as early access to collections, birthday discounts, and points for every purchase that can be redeemed for discounts or exclusive products. This program will be promoted through advertising on social media, email campaigns, and physical inserts included with every order. The advertising strategy aims to reinforce the idea that customers are not merely buyers but active participants in a collective effort to protect the planet.

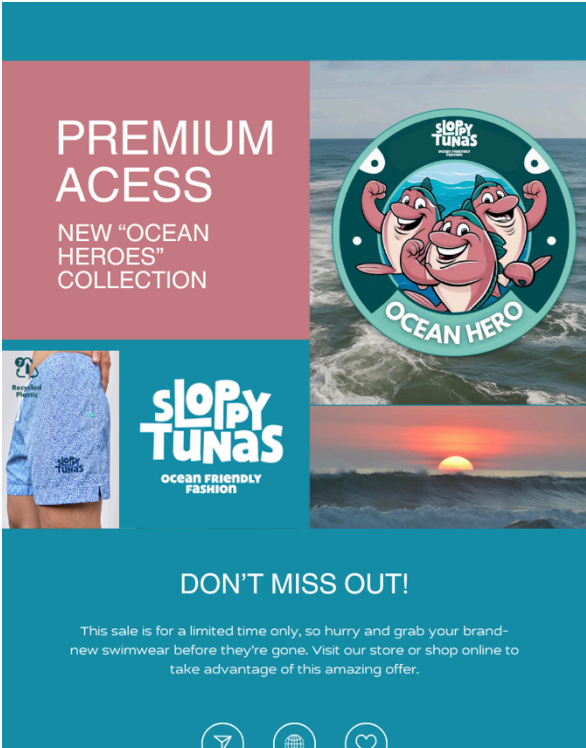
The campaign will also build momentum with a pre-event initiative titled “Your Impact Matters.” This teaser campaign will feature countdown posts on social media, showcasing the number of plastic bottles recycled through Sloppy Tunas’ efforts. A heartfelt thank-you video from the brand’s founders will also be shared, expressing appreciation for customers’ support and highlighting their role in driving change.

Following the campaign, Sloppy Tunas will sustain engagement by sharing an impact report detailing how customer purchases have contributed to ocean conservation initiatives. This transparency will solidify customer trust and reinforce the effectiveness of their choices. On social media, highlights from the virtual event will be shared, along with customer-tagged posts from those who participated in the campaign’s #SloppyGuardians hashtag initiative, celebrating the collective effort.

This cohesive PR and advertising activation creates a meaningful experience for Sloppy Tunas’ existing customers. By combining personalization, education, and exclusive benefits, the campaign not only rewards loyalty but also inspires customers to further their role as advocates for sustainability, aligning their values with Sloppy Tunas’ commitment to preserving the world’s oceans.



A promotional banner for the Sloppy Club. The top half features a diver underwater in clear blue water. Overlaid on this image is the text "SLOPPY CLUB" in large white letters, with "GET 15% OFF" below it. The bottom half of the banner has a teal background with white text: "THANKS FOR JOINING OUR SLOPPY CLUB: TOGETHER FOR A GREENER OCEAN. WE VALUE YOUR SHARED COMMITMENT TO SUSTAINABLE LIVING THEREFORE, YOU ARE NOW PART OF AN EXCLUSIVE COMMUNITY WITH SPECIAL DISCOUNTS". At the bottom center is a white button with the text "SHOP NOW".



A promotional banner for the Sloppy Tunas Ocean Hero collection. The top left has a teal background with white text: "PREMIUM ACCESS" and "NEW 'OCEAN HEROES' COLLECTION". To the right is a circular graphic with three cartoon fish characters and the text "SLOPPY TUNAS" and "OCEAN HERO". Below this is a photo of a sunset over the ocean. The bottom left shows a blue patterned swimwear item with the Sloppy Tunas logo and "Recycled Plastic" text. The bottom right has a teal background with white text: "SLOPPY TUNAS" and "ocean FRIENDLY FASHION". At the bottom center is a white button with the text "DON'T MISS OUT!". Below the button is a small paragraph: "This sale is for a limited time only, so hurry and grab your brand-new swimwear before they're gone. Visit our store or shop online to take advantage of this amazing offer." At the very bottom are three circular icons: a globe, a recycling symbol, and a heart.

The 5 W's

Who

The owners of the Sloppy Tunas and the assigned PR team, Fuego PR, play the most important roles in the brand's participation in these ads and PR actions. The owners of the brand set the overall vision and direction. They ensure that the brand's involvement aligns with its values and goals. The owners also represent the company in important moments, like engaging with partners. This provides authenticity and authority to the brand's presence.

Fuego PR, the Marketing and PR team for these actions, takes charge of planning and executing the campaigns. The team has developed the strategies for both, runway events, and social media engagement, ensuring Sloppy Tunas' message reaches a wide audience. The team is responsible for managing the content creation, such as blog posts and advertisements to amplify the brand's visibility. Fuego PR oversees all communication efforts to position Sloppy Tunas as a leader in sustainable swimwear.

What

The UN Ocean conference, the ad action and the campaign are all important for the brand's visibility. The conference showcases the brand's sustainability efforts and innovative products. Sloppy Tunas will create a visible presence with the interactive booth, which feature AR experiences, digital displays detailing the lifecycle of its swimwear and ways for attendees to explore its sustainable materials. There could be a new swimwear collection launched and promoted called "ocean heroes". This initiative will include partnerships with policymakers, NGO's and corporations to support marine conservation, but also raise funds for projects. Additionally, the brand will participate in a panel discussion about the roll of fashion in ocean conservation. This provides insights into their innovative approaches to sustainable production and the education of consumers about sustainability. At the conference, there will also be a stage for a runway show, where Sloppy Tunas will debut designs that highlights their journey from ocean waste to swimwear.

The advertising campaign titled "Dive Into Change" complements its conference activity, using digital, traditional and OOH channels. This will engage eco-conscious consumers and sustainability proponents through platforms like Facebook, Instagram and Tiktok, featuring ads that illustrate the process of ocean waste into fashion. The hashtag #DiveIntoChange and an AR filter on Instagram will drive engagement and user-generated content (UGC). Traditional advertising in publications like National Geographic will amplify

the campaign's reach, while OOH ads in big cities will highlight the brand's impact on ocean preservation.

Regarding the PR and advertising campaign called "Sloppy Club: Together for a greener ocean" Sloppy Tunas will deepen its connection with existing customers. This campaign focuses on rewarding loyal customers and building a sense of community among eco-conscious supporters. The Central idea is the virtual "Ocean Guardians Celebration event, which is an exclusive event for loyal customers. The campaign will also include personalized communications. Discounts and retargeting ads will encourage repeat purchases. The Sloppy Club loyalty will offer members birthday discounts, reward points and early access to new collections.

Where

For the PR initiative, the location of the conference is in Lisbon, Portugal from 9 to 13 June 2025. At this event, experts as well as policymakers, NGOs, companies and other stakeholders from around the world will gather to discuss sustainability. At this event, Sloppy Tunas will have a stand where they will present their sustainable products and initiatives to the rest of the visitors. In addition, Sloppy Tunas will share all information / live updates about the conference on their social media. Furthermore, a blog post summarizing the participation will be posted after the conference. Finally, it can gain more visibility through articles in sustainability-oriented publications and press releases tailored to traditional media. For the ad for the new customers, the place will be mostly online. Such as on Instagram, Facebook, TikTok and YouTube. Furthermore, Google Ads will be used for search and display ads targeting consumers interested in sustainable fashion and products. Email marketing is also used to share newsletters and updates on 'ocean heroes' collection to existing and potential customers. Finally, an AR filter is used to take a virtual dive and learn more about the ocean and the recycling process. As traditional media, ads will be published in magazines such as Vogue sustainability edition, national geographic and oceanographic. Furthermore, OOH ads will also be placed in cities more known for their sustainability, these are cities such as Paris, Stockholm, Amsterdam and other European cities. Additionally, pop-up shops will be set up to promote the collection and give customers a real chance to see the products in real life, and you can also participate in events such as the ' From ocean waste to summer waves at the UN ocean conference itself.

For the PR and advertising campaign "Sloppy club, together for a greener ocean", visibility will be on social media. There will also be an email campaign where existing customers will receive personalized emails and invitations about "ocean guardians

celebrations'', as well as updates on the impact of un purchase and offers. Furthermore, the website will tell more about the ''Sloppy club'' programme. For the virtual event, there will be an online event on a platform like Zoom or YouTube, where customers can participate, and there will also be physical meetings with environmental groups for joint ocean clean ups. Lastly, there will be exclusive pop-up events in major cities and a community platform for customers.

When

The UN Ocean Conference is from June 9th to June 13th, 2025. The launch of the ''Ocean Heroes'' collection will be during the conference. The content and reports of the conference will be published shortly after the event. The digital and traditional advertising start weeks prior to the conference. This will build anticipation. The social media engagement will be extended after the conference. The campaign ''Dive Into Change'' is also being launched at the conference.

Regarding the PR and advertising campaign called ''Sloppy Club: Together for a greener ocean'', there will be a teaser campaign leading up to the virtual event, which include personalized emails and social media posts. Sharing of the impact report and highlights immediately following the campaign. Then the Sloppy Club loyalty program will be launched for sustained engagement. This is an ongoing promotion.

Why

For Sloppy Tunas' PR initiative at the UN ocean conference 202, we do this to strengthen their brand positioning, by participating in the UN ocean conference, Sloppy Tunas has a unique opportunity to position itself as a leader in the sustainable fashion industry. Furthermore, the conference is an important platform for discussions on sustainability, by attending it shows that Sloppy Tunas is actively contributing to the global fight against ocean pollution. Also by using the AR, Sloppy Tunas can make visitors aware about the impact of the fashion industry on the environment. Lastly, it strengthens customer trust and brand loyalty and offers the conference a chance to build relationships with companies that may be important for the future.

For the ad ''Dive into change with Sloppy Tunas'', it is especially important to do these initiatives to increase brand visibility and create more brand awareness. This by communicating Sloppy Tunas' mission, vision and values. Furthermore, it will inspire people to make sustainable choices and create a sense of community using the hashtags and collaboration with influencers. Lastly, it reinforces the brand values, as the campaign

highlights the brand values and thus reminds consumers about eco-friendly fashion and their impact on it.

In PR and AD for existing customers, we do this to strengthen customer loyalty. The Sloppyclub values existing customers and engages them in the brand's mission. Furthermore, it promotes customer engagement because there is an exclusive online event and digital badges and discount codes are offered, making it attractive for customers to stay involved. Finally, Sloppy Tunas' is positioned as a company focused not only on sales but also on building a community of environmentally conscious consumers. Thus, Sloppy Tunas' not only takes the environment seriously, but also its customers.

Milestones & Timeline

For the new customers the objective is to increase brand visibility, showcase sustainability efforts, launch the "Ocean Heroes" collection, and raise funds for ocean clean-up initiatives.

Milestone	Description	Timeline
Preparation and planning	<ul style="list-style-type: none"> • Design the booth and create interactive displays • Select team members and partners 	Months 1-3 Jan- March 2025
Logistics and execution	<ul style="list-style-type: none"> • Launch promotional campaign for participation in the conference • Send invitations for panel discussions and events 	Month 4-5 April-May
Setup and installation phase	<ul style="list-style-type: none"> • Build the booth and test equipment • Conduct rehearsal for the panel discussion and runway show 	Week 1-2 of June 2025
Conference execution	<ul style="list-style-type: none"> • Participate in the panel discussion and host the runway show • Manage the “Buy a Swimwear, Clean the Ocean” initiative 	Week 2 of June 2025
Post-conference follow-up	<ul style="list-style-type: none"> • Publish report and summaries • Share highlights and photos 	Month 7 July 2025

Milestone	Description	Timeline
Campaign planning and development	<ul style="list-style-type: none"> • Develop advertising content and visuals • Partner with influencers and ambassadors 	Months 2-3 Feb-March 2025
Pre-launch phase	<ul style="list-style-type: none"> • Launch teaser and announcement campaigns • Prepare digital ads and AR filters 	Month 4 April 2025
Campaign launch	<ul style="list-style-type: none"> • Start digital and traditional advertising • Post live updates and social media content from the conference 	Week 1 of June 2025
Post-campaign evaluation	<ul style="list-style-type: none"> • Analyze campaign performance and impact • Publish a summary and impact report 	Month 7 July 2025

For existing customers the objective is to deepen customer loyalty, celebrate their contributions, and increase repeat purchases through a loyalty program and personalized engagement.

Milestone	Description	Timeline
Development sloppy club	<ul style="list-style-type: none"> Design and finalize the loyalty program structure, including benefits like early access, discounts, and rewards. 	6 weeks
Campaign concept finalization	<ul style="list-style-type: none"> Finalize creative messaging and visuals for the “Sloppy Club: Together for a Greener Ocean” initiative. 	2 weeks
Virtual event planning	<ul style="list-style-type: none"> Outline the “<i>Ocean Guardians Celebration</i>” event agenda, secure speakers and design interactive elements. 	4 weeks
Teaser campaign launch	<ul style="list-style-type: none"> Releasing “Your Impact Matters” teaser campaign on social media, showcasing the impact of customer purchases. 	1 week
Personalized communications rollout	<ul style="list-style-type: none"> Send gratitude-filled emails, loyalty discounts, and digital “Ocean Heroes” badges to loyal customers. 	Ongoing
Sloppy club launch	<ul style="list-style-type: none"> Introduce the loyalty program via email, social media, and packaging inserts with current orders. 	1 week
Virtual event Execution	<ul style="list-style-type: none"> Host the “<i>Ocean Guardians Celebration</i>” virtual event, including Q&A, behind-the-scenes insights, and design previews. 	1 day, event
Retargeting ads launch	<ul style="list-style-type: none"> Roll out retargeting ads for loyal customers, emphasizing exclusive discounts and new collections. 	2 weeks

Social media post campaign posts	<ul style="list-style-type: none"> • Share event highlights, customer testimonials, and #SloppyGuardians posts celebrating the community's impact. 	1 week
Post-campaign impact report	<ul style="list-style-type: none"> • Release a report summarizing loyalty program sign-ups, repeat purchases, and contributions to conservation. 	1 week

General Recommendations and Ideas

To continue growing and staying relevant in the eco-fashion market, Sloppy Tunas should expand its product offerings, rethink its retail strategy, and find creative ways to engage with customers. These steps will help the brand connect with more people, build loyalty, and stand out as a leader in sustainable swimwear.

Expanding the Product Line

Introducing new products could draw in more customers. Adding eco-friendly accessories like sun hats, tote bags, and beach towels made from recycled materials would complement their swimwear. A sustainable activewear line for water sports or casual wear could appeal to fitness fans, while a kids' swimwear collection would bring eco-conscious families into the fold.

Refreshing the Retail Experience

Sloppy Tunas could elevate its in-store presence by moving from short-term pop-ups to semi-permanent eco-friendly stores in urban hotspots. These locations could educate customers about the recycled materials in their products and offer unique experiences. Collaborating with other eco-brands in shared pop-up spaces could also attract new audiences and reinforce a shared commitment to sustainability.

Boosting Digital Engagement

Online, Sloppy Tunas has room to deepen connections with eco-conscious shoppers. A sustainability-focused blog could share tips, trends, and updates on their conservation efforts. Fun tools like style quizzes or carbon footprint calculators would engage customers while showing how their purchases make a difference. These efforts could strengthen the brand's reputation as a sustainability leader.

Seasonal and Cause-Driven Collections

Special collections tied to environmental causes would reinforce Sloppy Tunas's mission and excite customers. For example, a limited-edition line supporting ocean conservation could donate part of the proceeds to charity. Seasonal designs, like winter swimwear or vacation-ready resort pieces, would also help the brand appeal to a global audience year-round.

Conclusion

To conclude, Sloppy Tunas is a unique brand that produces stylish swimwear from recycled ocean plastics. The brand combines fashion with a strong focus on protecting the environment. The brand's mission is to fight plastic pollution, and its vision is to lead the way in making the fashion industry more sustainable. Unlike its competitors, Patagonia and Sundek, Sloppy Tunas takes on a unique position in the swimwear market due to its integration of circular economy principles and innovative approaches to production. Thus, Sloppy Tunas appeals to a young and eco-conscious target audience who cares about style and making a positive impact.

Furthermore, the brand uses social media platforms like Instagram and TikTok to connect with its audience, share its message, and show off its products. Collaborations with eco-friendly influencers and events like beach clean-ups help show the brand's commitment to its values and credibility. Sloppy Tunas has built a community that supports sustainability and fashion through creative posts and user-shared content.

As for recommendations, Sloppy Tunas could expand its swimwear to include women and kids, share more details about how its products help the environment, and try newer platforms like Pinterest. This would increase the brand's overall growth and brand awareness. In addition, these steps could help the brand reach more people and build stronger connections with its customers. By staying true to its focus on quality, creativity, and protecting the planet, Sloppy Tunas can inspire more people to support its mission and make sustainable fashion a bigger part of their lives.

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