

# RUSKOVILLA®

RUSKOVILLA SWITZERLAND - CASE PRESENTATION

Minna Schmidt

Aalto University, January 8, 2019



Ruskovilla – a Finnish pioneer of ecologically and sustainably produced clothes made of natural materials



RUSKOVILLA®



# Ruskovilla offers clothes for babies, children and adults



## Babies ✓

- Main product lines for babies, children and adults
- Broad selection of clothes including mainly:
  - Baselayer/mid-layer clothes
  - Outdoor clothes
- Accessories including bedclothes, textile diapers, toys, washing liquids etc.
- Main materials:
  - 100% organic merinowool
  - 100% organic silk
  - Silk-wool (mixture of 30% silk and 70% merinowool)
  - 100% organic cotton



## Children ✓



## Adults ✓





# Ruskovilla's best-seller products



100% silk baby hat



Neck-warmer



Merino-wool fleece jacket



Baby mittens with silk lining



Merino-wool bodysuit



Outdoors shirt



RUSKOVILLA®

# Brief history and profile of Ruskovilla



- Founded in 1981 in Artjärvi, Finland by Anneli Wahlsten and Mauno Mattsson
- Strong principles: Objective is not to grow but to provide high-quality, sustainable textile products that are as friendly and healthy as possible to both to humans and to the environment
- Currently 2<sup>nd</sup> generation manages the company, Anneli and Mauno's son-in-law Ossi Näkki is the current CEO
- 19 employees
- EUR 1.6 million annual sales
- Products sold online as well as through 70 retailers in Finland
- Currently 20% of sales go to countries outside Finland, including USA, Japan, Australia, Canada, Switzerland



# Clear principles: Sustainable, ecological, made in Finland



**“The principle behind organic productions is to produce products whose manufacturing methods are not harmful to the environment or to the health and well being of people, plants, and animals.”**

**“Ruskovilla garments are made entirely in Finland, from design, weaving, cutting and sewing right the way through to the finishing touches.”**

**“Our factory will stay in Artjärvi, and we won’t switch our employees to robots”**



**“Our garments are meant to make the wearer feel good. They are meant to be worn again and again, and the manufacturing process does not take unfair advantage of people or the environment.**

**As a matter of fact, we don’t want to exploit anything - the earth, people, or animals.”**







## Sukupolvelta toiselle

Ruskovilla on esimerkki perheytyksestä, jossa yhteishenki on vahva. Niin vahva että Anneli Wahlsten, 81, jatkaa yhä töitä perustamassaan firmassa, vaikka ruuissa on jo seuraava polvi.

**Luontoa ja ihmistä kunnioittaan**  
**Vaatteita herkkäihoiselle**

Luomuvilla, luomusikki, luomusikkivilla ja luomupuuvilla ovat kutitta tätä arystyä ihoa.

**Sikki on kuin isotiesi ihä**

Ruskovilla on nyt oman kotimaisen luomuvillan valmistuslaitos. Maantieteellisesti luomuvilla, luomusikki, luomusikkivilla ja luomupuuvilla.

**Luomuvilla on hyvä asia**

Luomuvilla on hyvä asia, koska se on luonnosta. Luomuvilla on hyvä asia, koska se on luonnosta. Luomuvilla on hyvä asia, koska se on luonnosta.



**Meinillä villaa**

Ruskovilla on nyt oman kotimaisen luomuvillan valmistuslaitos. Maantieteellisesti luomuvilla, luomusikki, luomusikkivilla ja luomupuuvilla.

**Kotiäpänä villaa**

Ruskovilla on nyt oman kotimaisen luomuvillan valmistuslaitos. Maantieteellisesti luomuvilla, luomusikki, luomusikkivilla ja luomupuuvilla.

### Kotiäpänä villaa tekstiili-teollisuutta

Tekstiiliteollisuudessa on ollut viime vuosina voimakas kehitys. Ruskovilla on nyt oman kotimaisen luomuvillan valmistuslaitos. Maantieteellisesti luomuvilla, luomusikki, luomusikkivilla ja luomupuuvilla.

## Suomalainen villafleece käy kaupaksi ympäri maailmaa: "Ei irtoa haitallisia mikromuoveja"

4.12.2018 16:00 [YRITTÄMINEN](#) [TEOLLISUUS](#) [MUUTI](#)

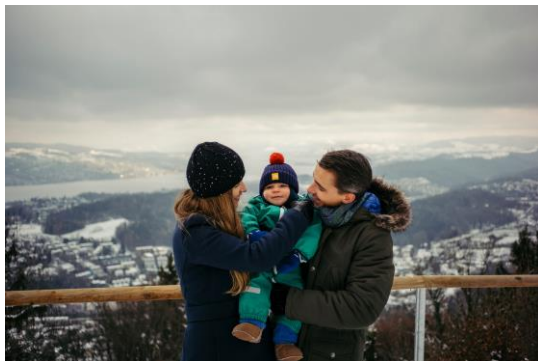


**Kotimaista käsityötä.** "Ei tätä tuotantoa voi viedä muualle. Jotta pystymme vastaamaan laadusta, valmistus on pidettävä Suomessa", Ruskovilla Oy:n Ossi Näkki sanoo. KUVA: PETTERI PAALASMAA

Ruskovillan vilkkain sesonki on joulun alla. Mitä koleampi sää, sitä paremmin kaudu käy.

# Ruskovilla Switzerland

- Founded in 2016 in Geneva by Annika Salmi
- Transferred to Minna and Phillip Schmidt in March 2018
- Products are sold via:
  - Online webshop: [www.ruskovilla.ch](http://www.ruskovilla.ch)
  - Events, e.g., Finnish Christmas markets, Children clothes markets
- Currently roughly 1/3 of sales from online and 2/3 from events
- Start-up mode: warehouse in our cellar and no employees
- Main customer groups:
  - Finns living in Switzerland
  - Young parents



RUSKOVILLA®

ECOLOGICAL, ETHICAL, SUSTAINABLE OUTDOOR CLOTHING



[Fabrics](#) ▾ [Children](#) ▾ [Adults](#) ▾ [About us](#) [Blog](#)



Popular

COMPARE (0)



Pure silk baby set  
50.00 CHF



Silk wool long sleeve  
90.00 CHF



Newborn set silk wool  
115.00 CHF



Mommy dress short  
152.00 CHF



T-shirt silk wool unisex  
80.00 CHF



Baby baby long sleeve  
49.00 CHF



Silk wool long sleeve  
56.00 CHF




Winter set for newborn  
170.00 CHF



# Our marketing approach (1/3) – Instagram, Facebook





**ruskovillababy** Follow










175 posts   1,604 followers   5,619 following


**Ruskovilla Baby**

- Soft & natural baby clothes
- Organic merinowool and cotton, pure silk, silkwool
- Ethical, ecological, sustainablert
- Best for your baby

[www.ruskovilla.ch](http://www.ruskovilla.ch)

POSTS
TAGGED



**ruskovillaswitzerland** Follow

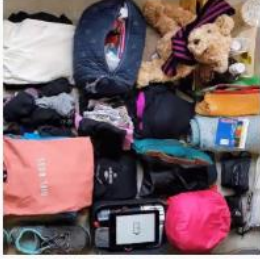








289 posts   1,619 followers   7,352 following

**Ruskovilla Switzerland**

- Comfy and warm undergarmentsrich
- Organic merinowool, silk, silkwool
- Sustainable, ecological, ethical
- Feel good, wear Ruskovilla

[www.ruskovilla.ch](http://www.ruskovilla.ch)

POSTS
TAGGED

# Our marketing approach (2/3) – Newsletters



## Glorious Fall weather is here.

It is the best time to go hiking and explore the beautiful outdoors! We wanted to share one of our favorite hikes in Switzerland as well as our favorite hiking gear from Ruskovilla to keep you warm during your exploration.



Our favorite: Breathtaking views on the pastures of Kiewenalp

Kiewenalp is one of those mountain regions with spectacular views, not far from Zurich, and not as touristy as some other areas like Rigi or Stanserhorn. We had a lovely time hiking up to the SAC Brisenhütte, where the hard climb at the end was rewarded by a simple but oh-so-heavenly-tasting lunch.

Classic mountain views with pastures of cow herds are all around, and in the distance glimpses the beautiful Vierwaldstättersee. It is not a difficult hike with most of the route even baby stroller-friendly (except the last climb to the SAC hut), but requires some endurance. More information can be found [here](#).

### Our favorite hiking gear from Ruskovilla

Ruskovilla's natural fibre garments are made for the outdoors, whether hiking, biking, or simple walks in the nature. Here are some of our classic favorites that we recommend for the Fall.



#### 100% organic merino-wool outdoor shirt

- All the details of this outdoor shirt have been designed to purpose:
- Merino wool keeps warm, breathes and does not make you sweat
  - Protective reversible collar with a wind flap under the zipper
  - Long sleeves reach the knuckles with separate thumbholes
  - Extended rear hem
  - Colors: off-white, green, red, blue and black
  - Sizes: XS-XXL (unisex)



## Weather is slowly getting colder... + special offers from Ruskovilla (only until Oct 24!)



### Stay warm this Fall with merino wool and silk.

Here at Ruskovilla we love the outdoors. As the weather gets colder, best is to use natural materials such as merino wool, silk wool, and silk as a base layer. They keep warm, breathe and protect from the cold.

All of our products have been made in Finland, using sustainable, ecological materials without any harmful chemicals. Outdoor clothes as well as underlayers to provide comfort and warmth for the entire family.

We are happy to announce some special offers on our merino wool favorites in [our webshop](#) (note: available only until October 24th!). See below to see the offers. Great opportunity to stock up for the upcoming winter!

Wishing you a wonderful time exploring the outdoors - stay warm this Fall!

Best regards,  
Menna & Philip  
Ruskovilla Switzerland

[Start shopping](#)

### Special offers from Ruskovilla (until Oct 24th, 2018)



## Ruskovilla sponsors an Antarctica expedition

We are very excited to announce that Ruskovilla Switzerland is sponsoring Daisy Hesseberger, a Lausanne based scientist who is soon reaching Antarctica as part of the Homeward Bound expedition promoting environmental awareness and women in science!



Dear friends,

We are very excited to announce that Ruskovilla Switzerland is sponsoring Daisy Hesseberger, a Lausanne based scientist specializing in evolutionary biology and plant sciences, on her expedition to Antarctica taking place now in January 2019! Daisy is very motivated about raising awareness on environmental issues and finding solutions to the threats to our environment, and now she will be joining 79 other women scientists on the [Homeward Bound](#) expedition to Antarctica. Read more about her on [her blog](#) and [twitter](#).

On her journey to Antarctica, Daisy will be wearing Ruskovilla's [silk wool thermal underwear](#), as in the picture above, which she sent to us from [Ushuaia](#), "the end of the World", in Southern Argentina. The photo was taken last Friday, before she was boarding the ship leaving to Antarctica. Read more below about the expedition as well as our interview with Daisy.

When Daisy contacted us, we were very happy to recommend Ruskovilla's thermal underwear to keep her warm on her trip to Antarctica, as our clothes have been used in several polar expeditions already before. In fact, Ruskovilla's baselayer clothes have been to both to the North and South pole! And we are very proud to be part of continuing this tradition!

We are wishing you a very happy New Year! And we hope you enjoy reading about Daisy and her story. We will be reporting more once she arrives to Antarctica!

Happy New Year and our best wishes,  
Menna & Philip  
Ruskovilla Switzerland





# Our marketing approach (3/3) – Events



*Finnish creativity  
pops up in Zürich!*

**SUOMI  
POP UP**

8.-10.11.2018

FELSENEGG-KELLER, SPIEGELGASSE 18, 8001 ZÜRICH  
DO 17-20 | FR 12-20 | SA 10-18

[WWW.SUOMIPOPUP.COM](http://WWW.SUOMIPOPUP.COM)



**DER TRADITIONELLE  
Perinteinen FINNISCHE  
WEIHNACHTSMARKT  
suomalainen joulutori**

SA/LA 17.11.2018  
Klo 10.00 - 16.00 Uhr

MIGRATIONSKIRCHENZENTRUM  
WIPKINGEN  
ROSENGARTENSTRASSE 1  
8037 ZÜRICH

[www.finnkirche.ch](http://www.finnkirche.ch)





## Current issues we are facing

- Brand name “Ruskovilla” doesn’t mean anything in English or German
- Low awareness of the brand outside Finland
- Attitudes “wool scratches”, “wool clothes can’t be washed in a washing machine”
- Prices are relatively high due to manufacturing in Finland, as well as transport and customs costs to Switzerland
- Little experience in effective social media marketing (e.g., FB/Insta ads, Google adwords)
- Limited time to do marketing efforts
- Current webshop solution is outdated and complicated
- Very broad selection of products (including colors/sizes), which makes stock management complicated



## Our objectives

- Make the brand well known in Switzerland
- Consider adapting language to use also German in marketing efforts
- Create new content with a more “Swiss flavor”, e.g., photos from hiking in the Alps
- Find new audiences in Switzerland that appreciate sustainable/ecological products
- Turn more customers into loyal customers by keeping in touch via email newsletters
- Try to find other outlets/channels in Switzerland to showcase and sell Ruskovilla products
- Create awareness around wool fleece (fleece without micro plastics)
- Facilitate administrative burden through having a better integrated webshop/warehouse system



# Case questions

Ruskovilla's key unique selling point is the **sustainability and environmental friendliness of its products** (only organic materials, no chemicals used, fleeces without microplastics, etc.).

How could Ruskovilla Switzerland **best bring this forward in its marketing strategy**?

1. What could be the **most attractive customer segments** (max. 3) that Ruskovilla Switzerland should mainly focus on? What could be the **potential “brand message”** for each target segment?
2. Through which **marketing channels** could Ruskovilla Switzerland best reach this target audience (while still being conscious of relatively small budget)?
3. What are the **main competitors of Ruskovilla Switzerland's adults and children's products**, and how does Ruskovilla compare to them e.g., in terms of **pricing, offering and product features**? How could Ruskovilla **distinguish itself** from competition?
4. How could Ruskovilla Switzerland expand its **distribution reach** (as currently only limited reach via webshop and events)? For example, would it be possible to use Amazon to sell the products?
5. Would you have any other **creative suggestions**?



Thank you and  
have fun with  
the case!!

