

# Client Case Study: Agüi Swim



**Agüi Swim**

Industry: Swimwear & Beachwear  
Location: Baltimore, MD

## Our Role

Agüi Swim is a sustainable swimwear company started by two Loyola students. Their mission is to provide comfortable swimwear for all body types, while utilizing some of the most eco-friendly fabrics on the market. There are very few companies that create a product appealing to their target audience while simultaneously considering their environmental impact; this is what sets Agüi apart.

Agüi Swim has requested Loyola Consulting Group's assistance with social media, content, and market research. Additionally, Agüi is looking for LCG to help with organizing business partnerships and projecting financial implications of these changes.

## Solution - Content Marketing

LCG worked with Agüi to enhance social media marketing strategies on Instagram, organize pop-up shops in the local Baltimore community, and generate content and website visuals that speak to the brand's vision and values. The team created graphics for Instagram feed and stories that provide eco-friendly statistics and support Agüi's mission to bring positive change to the environment. Additionally, LCG collaborated with GreyComm studios to organize photoshoots for Agüi's Fiora and Brisa collection pieces. Continuing in an effort to drive brand awareness, the team organized pop-ups in 4 locations across Loyola's campus.

## LCG Team Composition

Consultant - Summer Telleri

Analysts - Taylor O'Brien, Emma Alexander,  
Esha Shinh, Caroline Lacey, Maria Blangiforti

## Business Results



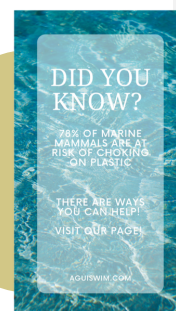
4 pop-up shops organized in various locations across Loyola's campus



Created over 10 graphics emphasizing environmentally-friendly facts and statistics



Collaborated with GreyComm studios to host photoshoots for Agüi's Fiora and Brisa pieces



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## Solution - National Outreach

LCG worked with Agüi to drive brand awareness and sources of outreach by conducting research on influencer marketing and boutique partnerships. The team created a form to conduct market research and analyze consumer wants and needs. Utilizing this information, LCG identified hot-spots and select locations along the East Coast for Agüi to partner with boutiques. Furthering outreach methods, the team generated an outline of potential influencers to work with as well as shared their findings and suggestions for determining terms, conditions, and payments.

## LCG Team Composition

Consultant - Bridget Harrington

Analysts - Brianna Kaffeseder, Joshua Rafferty, Alec Rahman,  
Sophia Puskamp, Kayla Iwanowski, Arianna Meehan

## Business Results



Performed market research with  
10-question form to analyze  
consumer trends



Identified 5 locations along the  
East Coast for boutique  
partnerships



Developed an influencer outreach  
strategy for continued growth and  
engagement