



# RoughDraft *pro*

## CASE STUDY: Havaianas

Sitation's AI Powered Content Creation tool,  
RoughDraftPro Solves Product Content  
Creation Challenges At Scale





## About Havaianas International

Havaianas is a globally renowned footwear brand with a prominent presence in over 100 countries. Selling more than 250 million pairs of sandals annually, the brand is celebrated for its top-notch flip flops and diverse range of clothing and accessories. Offering colorful and lovely designs, the company proudly manufactures its products in its home country of Brazil.

## Havaianas recognizes localized product content needs to support US market growth goals.

Havaianas, in pursuing its corporate goals for large growth in the US market, recognized the need for specially-created and localized product content at scale.

The digital team soon realized that generating top-notch and precise product content at an enterprise scale was beyond their existing resource capacity.

Leveraging Sitation's AI content tool, RoughDraftPro, and a direct PIM integration for automation, Havaianas was able to generate product content for its US product assortment on Amazon in a matter of days.

## Challenges

- Inaccurate and Missing Product Descriptions on 3,000+ priority Amazon products
- Incomplete Product Records and Data Gaps
- Inconsistent Branding Across Global Sales Platforms
- Lack of Resources to Create Quick and Accurate

## Goals

- High Quality and Consistent Product Content Especially Crafted for the Havaianas target consumer on Amazon.com
- Quick creation of Product Titles, Descriptions, Feature Bullets, and SEO Keywords for 3,000+ items
- Create a scalable and repeatable approach to include brand tone and voice for future content creation

## Approach

### Havaianas leverages AI Content Tool, RoughDraftPro for a consistent & scalable solution

- Leveraged machine-assisted process to correct existing inaccuracies
- Crafted prompt models to accurately reflect brand tone and voice, and data format requirements
- Integrated with Akeneo PIM for workflow and automation

“We need good quality content that is consistent across the board and across language. **RoughDraftPro is a critical element of the success** in what we are doing.”

**Francois Silvain**

Digital CTO, Havaianas International



Sitation transformed product content into precise, hyper-localized, and on-brand product representations at scale.

RoughDraftPro generated results that matched the specific marketplace format requirements, while incorporating the vivacious spirit the brand is loved for.

## Results

- Accurate and Consistent Product Information Across 3,000+ Priority PLPs at Amazon
- Foundational Prompts to Facilitate Continual Content Creation at speeds of up to 30,000 pieces/hour.
- Product Data Completion and SEO Strategy
- True to Brand Tone and Voice Product Descriptions
- Akeneo Integrated Product Descriptions



**RoughDraft**  
*pro*

[Contact us](#) today to learn more about RoughDraftPro as a solution to resolving your quality product description and content challenges.

## Conclusion

RoughDraftPro and content creation is one of the many facets of a successful, ongoing Havaianas and Sitation Partnership.

RoughDraftPro facilitates content creation and refresh for crucial sales channels at scale, while maintaining the authentic brand identity of Havaianas across thousands of globally offered shoes and apparel.

Silvain explains, "if we weren't using RoughDraftPro and working with Sitation, we would still be in a place of creating one product description at a time without the staff to do it."

