

Grandview PR

X

EDIBLE BEAUTY

THE BEAUTY APOTHECARY



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# HELLO!

We are *Grandview PR,*

an integrated communications agency with a focus on helping beauty and fashion brands connect with their audiences through the execution of meaningful + impactful campaigns.

You can find us at [grandviewpr.com](https://www.grandviewpr.com).





**Miranda Xie**

*Visual Media Designer*



**Geneve Lau**

*Partnerships Strategist*



**Jackie Loring**

*Strategic Communications*



**Akshai Wadhvani**

*Media Relations Specialist*



**Alexis Mills**

*Consumer Engagement Specialist*

**Our Team...**



has combined 10+ years of experience with integrated communications and marketing



# S.W.O.T. Analysis

## Strengths

- ✓ Natural, pure, free of toxins
- ✓ Cruelty-free, vegan, sustainable
- ✓ Special packaging to help preserve (dark glass)
- ✓ Global reach, sold at many retailers online
- ✓ Loyalty program

## Weaknesses

- ✓ Low brand recognition in the states
- ✓ Unclear branding
- ✓ Gender-exclusive, appealing mostly to female consumers
- ✓ Whole Foods is not known for its beauty products

## Opportunities

- ✓ Collaborate with environmentalist groups
- ✓ Blog page to help boost SEO
- ✓ Partner with celebrities and influencers
- ✓ Expand diversity among representation of customer base
- ✓ Use Whole Foods for refillment

## Threats

- ✓ Wildfires diminishing resources
- ✓ Product allergies
- ✓ Controversies surrounding beauty conventions
- ✓ Promotional campaigns under scrutiny regarding diversity, beauty standards, ingredients, etc.
- ✓ Influencers not meeting guidelines



# Audience analysis

## Demographics

- ✓ 18-30 year-old
- ✓ Working  
young professional  
or young mothers

## Psychographics

- ✓ Believe that beauty products should be an investment
- ✓ Sustainability minded, keeping products for a long time
- ✓ Consume media: Instagram, Youtube



# Campaign *objectives*

- ✓ **Increase brand awareness**
- ✓ **Increase brand affinity**
  - Increase website traffic to reach over 50,000 visitors and 2,500 email leads per month
- ✓ **Increase revenue**
  - 25% revenue increase from the expansion into Whole Foods Market and new organic makeup line





# Campaign *strategies*

## Streamline expansion into Whole Foods



## Define the brand

- ✓ Differentiate from other cosmetics
- ✓ Push brand identity as clean, natural, sustainable option

## Tie the brand together

- ✓ Create and share unique story
- ✓ Align brand with the minimalism movement





# Whole Foods Refill Stations

- ✓ Located at **select Whole Foods stores** in major U.S. cities
- ✓ Repurchase raw product only by **refilling**
  - No single-use packaging
  - No shipping costs
- ✓ Boost brand awareness and loyalty
- ✓ Seamless integration with Whole Foods while emphasizing commitment to **sustainability**



*Please refer to pg. 8 of executive summary for further details.*





## *Earned* **Media**

Our team has ideated a broad variety of media outlets to pitch Edible Beauty to with multiple angles.

VOGUE  
ELLE  
marie claire  
COSMOPOLITAN  
BAZAAR  
allure

Print & online

women's  
*fashion* and/or  
*beauty*  
magazine

VICE  
BuzzFeed  
29  
REFINERY29  
YouTube  
INTO THE GLOSS

Online

*multimedia*  
features

### Sustainability

Challenging wasteful buying habits  
Establishing new cosmetic refill  
Wellness within community- integration  
with Whole Foods

### Minimalism

Simple bottles, going with a simple,  
refined lifestyle  
Personalization option on glass bottles  
Not just a pit-stop, but a beauty journey

### The organic makeup line we've been waiting for

Well-rounded, immersive beauty idea,  
fusing together both skincare and makeup

Online

*home decor*  
magazines

apartment therapy

Better Homes  
& Gardens

Online

*green living*  
magazines

A GREEN  
BEAUTY

WholeFoods  
Informing and Educating the Natural Products Industry



Please refer to pg. 9 of executive summary for full pitches.



# *Influencer* Campaign

Our team has hand-selected five social media influencers whom we see as best fit to share Edible Beauty's exciting new launch with the world.



# *Factors* for choosing influencers





# Marianna Hewitt

*@marianna\_hewitt*

1m *followers*



300k *subscribers*





# Aspyn Ovard Ferris

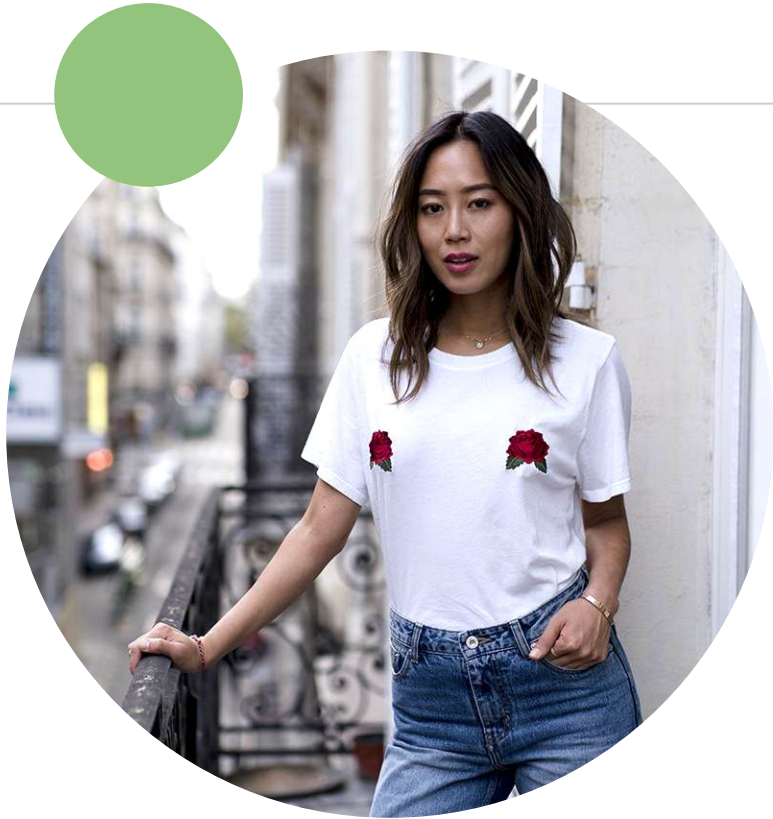
*@aspynovard*

2.2m *followers*



3.46m *subscribers*





# Aimee Song

*@aimeesong*

5.5m *followers*

346k *subscribers*





# Leena Snoubar

*@withloveleena*

925k *followers*



548k *subscribers*







**Sai De Silva**

*@scoutthecity*

294k *followers*

29.8k *subscribers*





## Content Platforms

In exchange for receiving our product and a payment of \$3,000, each influencer will provide...

instagram 

- ✓ 1 in-feed posts showcasing the product
- ✓ 1 five-slide story demonstrating and explaining the product

youtube 

- ✓ 1 video at least 15 minutes in duration featuring the product in an incorporated capacity, with at least 3 minutes dedicated to explaining our brand

*All influencer-posted content will include #ad to disclose paid endorsement*



# Example of *Instagram* content

## POST:

- ✓ Flatlay of products
- ✓ Display of products on bathroom shelf “shelfie” style or displayed on a vanity
- ✓ Influencer holding product

## STORY:

- ✓ 1: Introducing Edible Beauty brand, and makeup as the new extension. Explain mission of brand.
- ✓ 2-4: Influencer choice
- ✓ 5: Explaining where Edible Beauty products are available, promote Picnic pop-up event with swipe-up link for event details



*All influencer-posted content will include #ad to disclose paid endorsement*



## Example of YouTube content

- ✓ At least 15 minutes long
- ✓ Product must be incorporated into video. Examples:
  - Morning Routine
  - “No Makeup” Makeup Routine
  - June Favorites
  - New Products I Am Loving
- ✓ Must speak exclusively about Edible Beauty for 3 minutes (consecutively or separated in different parts of video)



*All influencer-posted content will include #ad to disclose paid endorsement*



# EDIBLE BEAUTY *Picnic* basket



To promote the series of “**Picnic with Edible Beauty**” pop-ups launching at select Whole Foods locations, each influencer will receive their package in a reusable picnic basket.

- Items in package:
  - ✓ 2 liquid foundations
  - ✓ 1 powder
  - ✓ 3 blushes
  - ✓ 5 eye pencils
  - ✓ 5 lip creams
  - ✓ 2 mascaras





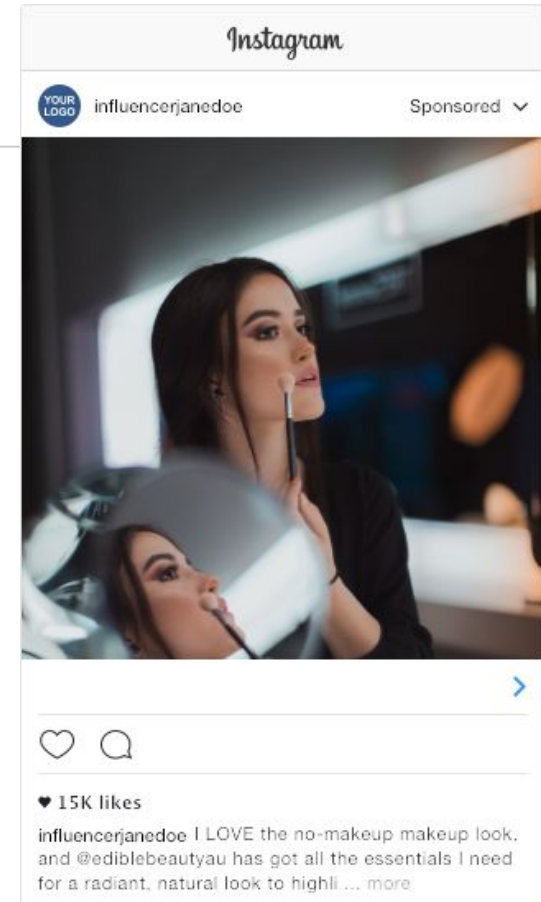
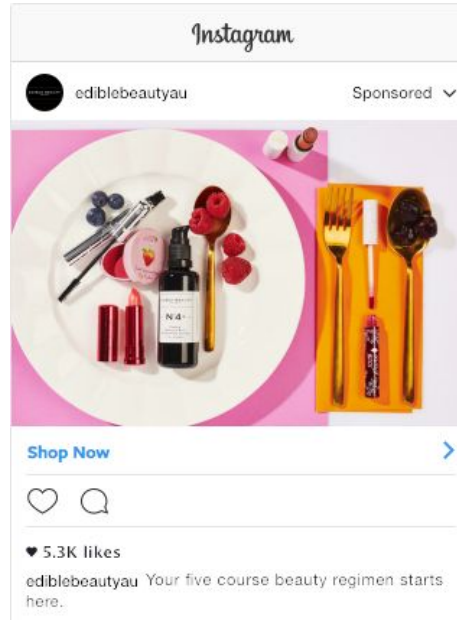
## *Paid* **Media**

**Our team has chosen what we believe to be the most efficient paid media strategies to help build the brand's following with the most traction.**



# Instagram Ads + Sponsored Posts

- ✓ Utilizing advertising on Instagram to **reach audiences** that are the fit for the brand's target audience
- ✓ Also **boosting influencer posts** to gain more traction for the brand
- ✓ Utilizing the **visit site** option in the ads to bring users to Edible Beauty site with a pop-up offering them **25% off** if they give their email to join the loyalty program





## Youtube Ads

- ✓ Utilizing **consumer and influencer** testimonials
- ✓ **15-30 second ads** in front of YouTube videos relating to wellness, beauty, or health
- ✓ Catching the audiences that are **best fit** for Edible Beauty

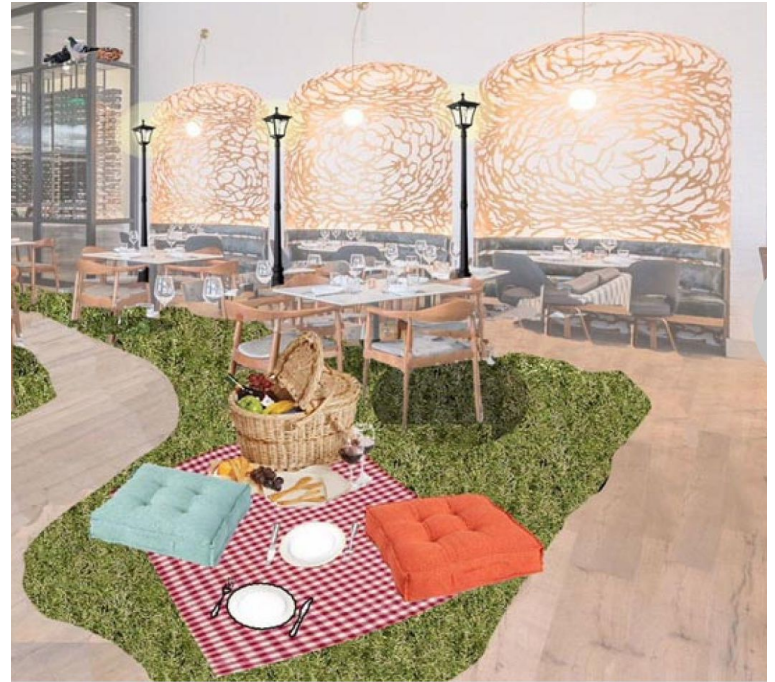






# Picnic with Edible Beauty *Pop-Ups*

- ✓ **Pop-up events** at highly trafficked Whole Foods stores in cities
- ✓ “Picnic” located on outdoor patios or storefront of stores
  - Gingham print and picnic baskets featuring Edible Beauty products
- ✓ Featuring the newly released makeup line as well as other product lines
- ✓ **Interactive experience** where visitors can try the product and see it in action





# *Rapid* **Response Opportunities**

Our team has brainstormed theoretical opportunities that arise which may prompt relevant responses from the brand.



## Theoretical scenarios

*Action: New Whole Foods store*

### RESPONSE:

Pitch to a local broadcast news channel as well as online media about new local access to Edible Beauty products

*Action: Sudden report of drastic rise in sea levels.*

### RESPONSE:

Emphasis of reusable bottles across all Edible Beauty products

*Action: New study released on harsh chemicals in certain makeup brands*

### RESPONSE:

Promote how the product is safe enough to eat, hence “Edible Beauty”

*Action: Minimalism Documentary released*

### RESPONSE:

Create a parody for Edible Beauty and share it on social media

*Action: Australian wildfires*

### RESPONSE:

Declare that a percentage of all Edible Beauty revenue for the next couple of months would be donated to relief efforts in Australia



## *Timeline* and *Budget*

Our team has scaled out the course of events for this campaign from May-September 2020 as well as the associated costs.



## Campaign *timeline* pt. 1



**Material Development:**  
develop paid media content &  
PR packages

**Outreach/Coverage:** reach out  
to media outlets.

**END OF MONTH:**  
Finalize paid media design



**Material Development:** further  
development of paid media  
content

**Outreach/Coverage:** Sign  
contracts with influencers and  
send product

**END OF MONTH:**  
Influencer drafts social  
content and video for team  
approval



**Material Development:**  
content for earned media  
target (Organic makeup  
related)

**Outreach/Coverage:**  
Pitching/earning media  
coverage

**END OF MONTH:**  
Launching line of organic  
makeup



## Campaign *Timeline* pt. 2



**Material Development:** Solidifying products and materials necessary for Edible Beauty Picnic

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Whole-Foods related content for earned media targets

**Outreach/Coverage:** Pitching

**END OF MONTH:**

All content about Whole Foods syndication to be released

**Material Development:** Promoting product for official launch/Whole Foods distribution (free samples, stickers, promotional materials, etc.)

**Outreach/Coverage:** Edible Beauty pop-up stands where customers can test the product in person

**END OF MONTH:**

Whole Foods Distribution



# Campaign *budget*

PAID MEDIA	COST
Instagram ads (\$1,500 per ad/month, x10 ads for 4 months ea.)	\$60,000
Instagram ad production (\$3,000 total)	\$3,000
YouTube ads (two 15-second, one 30-second, all unskippable)	\$60,000
INFLUENCER CAMPAIGN	COST
Influencer posts (\$3,000 for 1 post and 1 story each, x 5 influencers)	\$15,000
Boosted influencer posts (\$800/week, x 3 weeks, x 5 influencers)	\$12,000
POP-UP PICNICS	COST
Location costs (\$2,000 budgeted for each location x 25 locations)	\$50,000
Pop-up labor (\$15 hourly wage x 3 workers/pop-up x 25 popups, 3 day pop-ups with 5 working hours)	\$16,875
Event coverage (\$3,000 full video and photographer coverage x 5 flagship locations)	\$15,000

PROMOTIONAL MATERIAL	COST
Publicity kit (\$150 allotted per kit for assembly + shipping x 15 kits)	\$2,250
Promotional materials (goodie bags, product, stickers, t-shirts, etc.)	\$3,000
AGENCY	COST
Media team (\$250/billable hour x 3 hours x 5 members x 5 work days/week for 5 months)	\$75,000
MISCELLANEOUS	COST
Liability insurance (\$500/event x 25 pop-ups)	\$12,500
Charity fund (reserved for example scenario in rapid response)	\$20,000
Other (unexpected expenses which may arise, travel expenses, etc.)	\$20,000

**TOTAL:**

**\$364,625**

Please refer to pg. 33 of executive summary for more detailed budget.



# Thanks!

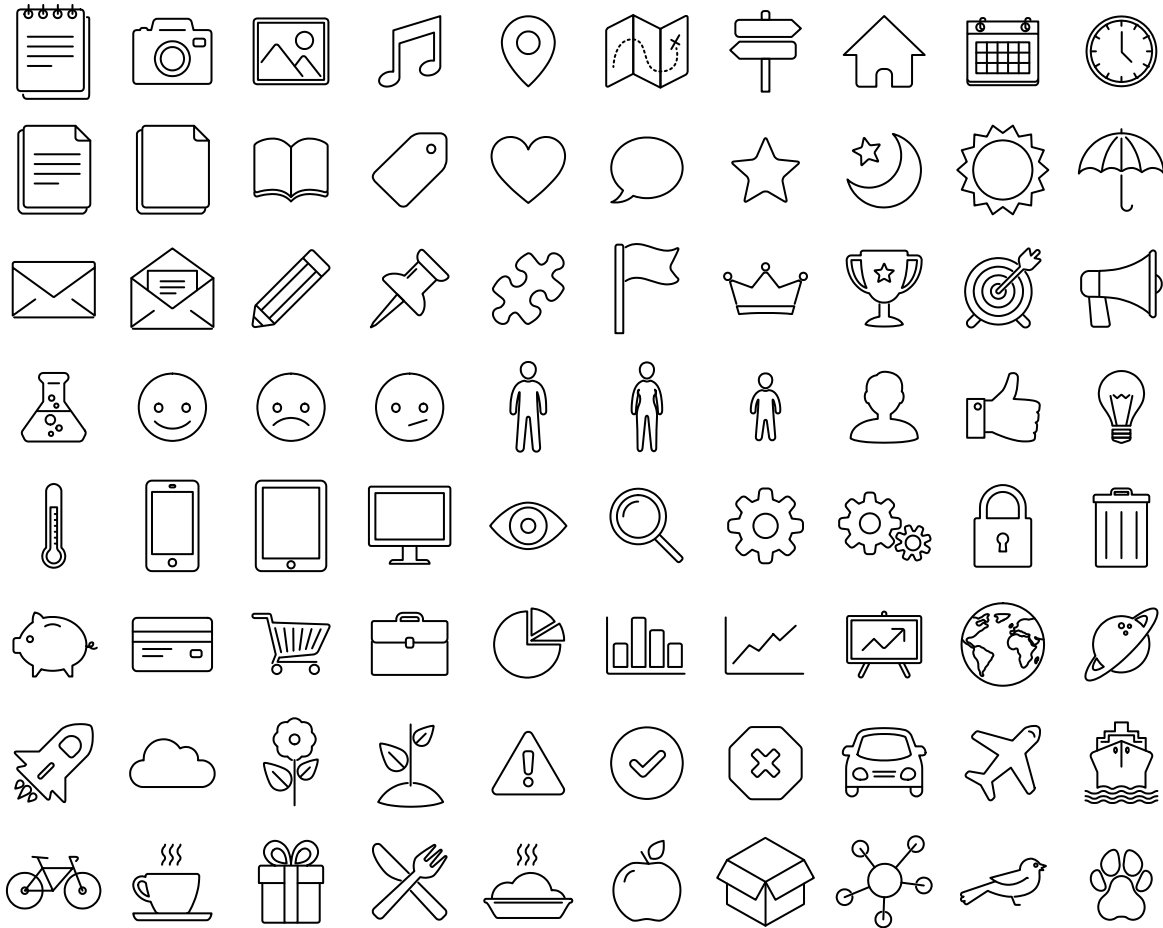
*Any questions?*

You can find us at

**@grandviewpr**

**hello@grandviewpr.com**





SlidesCarnival icons are **editable shapes**.

This means that you can:

- Resize them without losing quality.
- Change line color, width and style.

Isn't that nice? :)

Examples:

