YOUTHFORIA – PR PLAN

CAMPAIGN: YOUTH FOR ALL

Situation

In March 2024, Youthforia's reputation and customer base were deeply damaged after the release of Shade 600 as part of the Date Night Foundation line. Shade 600 was met with severe criticism from influences and customers, who pointed out the disconnection between Youthforia's promise of inclusivity and reality. A viral critique, comparing the shade to jet-black paint, from influence Golloria George gained over 12 million views, and major news outlets such as The New York Times and CNN covered the backlash, intensifying the damage to Youthforia brand perception. The brand's apology of June 2024, was met with skepticism and negativity all over Instagram, reflecting a loss of trust and authenticity among consumers.

To address this, the plan seeks to rebuild Youthforia's brand image through focusing on messages that reflect the brand's commitment to inclusivity and active engagement with its customers. By aligning with industry standards and creating transparency in communication channels, the plan aims to showcase Youthforia's dedication to inclusivity and responsiveness to feedback. The approach includes interactive initiatives, content updates, and social media campaigns to restore trust, reinforce consumer relationships and reposition Youthforia as an active player in the beauty industry.

Objectives

- **Rebuild Brand Image:** Increase awareness of Youthforia's inclusivity initiatives among its social media followers by 30% within three months
- **Educational Outreach**: Inform Youthforia's audience about the technical improvements in shade development
- **Increase Social Media Presence:** Grow Instagram and TikTok follower counts by 20% within six months
- **Restore Customer Trust**: Aim for a 15% increase in positive sentiment on social media comments within three months
- **Drive Brand Loyalty**: Increase returning customer rate by 20% within six months
- **Sales Growth**: Achieve a 10% increase in product sales, especially within the foundation line
- **Increase Social Media Engagement:** Increase in engagement rate within three months
    - **Instagram**: Raise the engagement rate from **0.1%** to **0.3%**, targeting **300 likes** and **120 comments** per post
    - **TikTok:** Increase the engagement rate from **0.06%** to **0.18%**, aiming for **550 likes** and **60 comments** per post

Audience

Primary Audience:

- **Demographics**:
    - **Age**: 16-30, Gen Z and young Millennials who engage actively with digital content and beauty trends
    - **Annual Income**: $40,000 to $75,000, with spending focused on wellness and beauty
    - **Education:** High school, college students, and recent graduates, along with young professionals
    - **Location:** Primarily urban areas within beauty-conscious states like California, New York, Texas, Florida, and Nevada, where beauty and skincare trends are highly influential
    - **Consumption Habits**: Users of makeup that combine skincare benefits
- **Psychographics**:
    - **Values**: Diversity, transparency, and social responsibility, often preferring brands that reflect their ethical standards
    - **Digital Behavior**: Highly active on social media platforms like Instagram and TikTok, follow beauty influencers, engage in brand discussions, and look for product recommendations

Secondary Audience:

- **Influencers and Beauty Experts**
    - **Demographics**: Aged 20-35 with a strong following in beauty and skincare

    - **Platform Activity**: Active on TikTok and Instagram, engage audiences through tutorials and brand reviews
- **Media**
    - **Beauty & Lifestyle Publications**: Allure, Teen Vogue, BuzzFeed, Marie Claire
    - **Beauty Podcasts:** Fat Mascara, Breaking Beauty, The Beauty Brains
    - **TV Shows:** Glow Up, House of Glam, American Beauty Star, Good Morning America

Research

Primary Research:

- **Focus Groups**: Conduct focus groups with a diverse cross-section of target audience
    - Gain insights into consumer perceptions of Youthforia's inclusivity, expectations for the brand, and areas for improvement
    - Understand emotional and perception-driven factors influencing trust in Youthforia
    - Inform how to address inclusivity and rebuild credibility
- **Surveys**: Develop and distribute online surveys targeting existing Youthforia followers and general beauty consumers
    - Measure awareness, sentiment, and expectations for Youthforia
    - Identify key media consumed by our target audience
    - Capture quantitative data on brand perception, engagement interest, and trust levels pre- and post-campaign
- **Social Listening**: Monitor Youthforia's brand mentions, sentiment trends, and emerging discussions around inclusivity on social platforms
    - Identify key issues, track public sentiment, and understand how influencers and customers are engaging with the new narrative
    - Detect sentiment shifts to address potential concerns immediately
    - Help in crafting timely, targeted responses and tailoring messaging that resonates with Youthforia's audience

Secondary Research:

- **Media and Audience Insight Reports**: Use platform-specific reports from Instagram, TikTok, and Twitter to understand audience engagement patterns, preferred content formats, and topical interests
    - Ensure delivery of content in formats and on topics that will drive engagement and positive sentiment
    - To tailor its social media engagement strategy to maximize audience connection and trust
- **Industry Trend Reports**: Analyze trend reports to identify expectations for inclusivity in the beauty industry, along with any emerging communication trends
    - Validate that Youthforia's message aligns with current consumer expectations for inclusivity and diversity
    - Ensure that the messaging is proactive

Strategy

The following tactics are strategically connected to achieving the objectives of rebuilding brand image, regaining customer trust, enhancing social media engagement and growing sales. Website and content updates, such as an inclusivity commitment page and blog series, seek to increase Youthforia's inclusivity messaging and communicate the brand efforts of improvement. These tactics address the objective of increasing brand awareness among social media followers and providing transparency in order to rebuild customer trust. Additionally, the #YouthForAll social media campaign motivates user-generated content that showcases customer experience, addressing the positive sentiment and engagement objectives.

Live interactions with Youthforia's CEO and company leaders offer transparent and direct interaction, connected to the objectives of educating audiences and rebuilding trust, which also support customer loyalty. Pop-up events allow firsthand brand experiences, which also align with brand awareness and motivates social sharing that contributes to the increase in social media interactions. Targeted and strategic media outreach seek to position Youthforia as a competitive player in the beauty industry, reinforcing brand's credibility and educating the audience on the brand's product development. All together, these tactics are part of a cohesive strategy that addresses the current negative brand perception, proactively engages with customers and increases trust, engagement and sales.

Tactics

- **Website & Content Updates**
    - **Inclusivity Commitment Page**: Add a dedicated section on Youthforia's website outlining the brand's commitment to diversity and transparency
        - Feature statements from the CEO, explanations of new inclusivity-focused roles, and details on future product improvements
    - **YOUTH FOR ALL Blog Series**: Publish a regular blog or update series on the website that outlines specific customer-driven product changes
        - Highlight how feedback has influenced new shades and formulation adjustments
- **Social Media**
    - **#YouthForAll Campaign**: Launch an ongoing social media campaign with the hashtag #YouthForAll
        - Encourage customers to share photos and videos of themselves using Youthforia products
        - Feature user-generated content across Youthforia's Instagram and TikTok accounts
    - **Q&A Sessions**: Host live Q&A sessions on Instagram and TikTok with Youthforia's CEO or product developers
        - Invite customers to ask questions about inclusivity efforts and upcoming product changes
        - Allows to address customer concerns directly

        - Fosters a sense of transparency and responsiveness while also building brand community
    - **Social Posts and Engagement:** Keep up with the trends that invites users to engage, and engage with costumers mentions and comments
        - **Tik-Tok:** Post following a trend going on once a week and brand educational post twice a week
        - **Instagram:** Post styled product shots twice a week and an engaging reel following trends twice a week
- **Events**
    - **Pop-Up Events:** Host pop-up stores in major cities based on target demographic where customers can experience Youthforia firsthand
        - Target cities: Los Angeles, New York City, Miami, Las Vegas, Austin
        - Events will include incentives for social sharing, shade-matching sessions, tutorials, photo opportunities
        - Opportunities to speak with brand's representatives about product improvements
    - **"Behind-the-Scenes" Tours:** Provide virtual tours
        - Showcase product development process
        - Showcase Youthforia's efforts in product development
        - Gives customers a transparent view into brand's commitment to diversity
- **Media Outreach:**
    - **Feature and Mention Pitches:** Craft personalized pitches to editors and journalism on the Beauty and Lifestyle Industry

        - Outlets: Allure, Teen Vogue, Refinery29, and Marie Claire
        - Highlight Youthforia's renewed commitment to inclusivity
        - Cover events and #YOUTHFORALL Campaign success
    - **Op-Eds:** Position CEO as a leader in beauty development and inclusivity
        - Outlets: Business Insider, Forbes, Vogue, The New York Times, CNN
- **Appearances**
    - **Podcasts/TV Shows Appearances:** Share brand's story, showcase improvements and increase Youthforia credibility and engage with target audience
        - **Podcasts:** Allure: Science of Beauty, The Goop Podcast
        - **Shows:** Glow Up, House of Glam, American Beauty Star, Good Morning America
    - **Beauty Convention Appearances:** Host booths and appear on panels to inform beauty professionals more about the brand and products
        - Target Conventions: Premier Anaheim, International Beauty Show

Budget

For the PR plan, the budget will include funds for pop-up events, specifically for video/photography, event space, makeup artists, decor, and product kits. The research costs include a focus group moderator, participant incentives, and facility rental for focus groups.

Calendar

- **November-December:**
    - Conduct primary research
    - Complete secondary research
    - Write the Inclusivity Commitment Page
- **January:**
    - Roll out new content on the Youthforia website
    - Host live and Q&A events and post on official Youtube (ongoing until the end of the campaign)
    - Pitch Op-Eds and stories (ongoing until the end of the campaign)
- **February:**
    - Begin #YouthForAll campaign (ongoing until the end of the campaign)
    - Use UGC to make supporting social content (ongoing until the end of the campaign)
    - February 23-24: Premier Anaheim
- **March**
    - Pop-Up events
    - Start Podcast/TV show appearances (ongoing)
- **June**
    - 21-23: International Beauty Show, Las Vegas
- **August -** End of the campaign
    - Evaluation phase

Evaluation

As seen in the objectives section, Youthforia set specific metrics in order to evaluate the success of their campaign. The campaign seeks to contribute to an increase of 10% sales growth. It aims to have a 15% increase in positive sentiment on social media within three months and an increased returning customer rate by 20% within six months. Other objectives include increased engagement rate, impressions, and strengthened brand image.

- Rebuild Brand Image: Track and compare media coverage, UGC, and brand mentions before and after the campaign using social listening tools
- Educational Outreach: Evaluate feedback found through surveys and focus groups
- Increase Social Media Presence: Track follower growth and content engagement using Instagram Insights, Google Analytics, and Tiktok Analytics
- Restore Customer Trust: Measure sentiment through Sentiment Analysis Tools to monitor positive and negative social media comments and interactions
- Sales Growth: Measure percentage increase in sales revenue, number of new customers acquired and average transaction value
- Drive Brand Loyalty: Measure customer retention rate and track repeat purchase rate