

LIGHTHOUSE SOLUTIONS

116 OSPREY DRIVE, BATON ROUGE, LA 70810



Strategic Communication Plan for St. Ives: Prepared by Lighthouse Solutions

Dec.7, 2020

Introduction

Lighthouse Solutions created this plan for St. Ives skincare. The plan presents recommendations for strategic PR activities that will help strengthen the reputation of the company and encourage customers to purchase the products.

Situation analysis

St. Ives is one of the leading skincare brands in the United States. The company faced a major decline in sales following a lawsuit in 2016 against the brand and its notable Apricot Scrub.

St. Ives describes the company as America's No. 1 scrub brand. In recent years, there has been an increase in product awareness for skincare products. The famous Apricot Scrub has been under intense scrutiny due to the sandpaper-like texture. The abrasive scrub creates little microtears in the skin that speeds up aging and can cause infections. However, the brand claims that the product is dermatologist recommended and prevents breakouts.

Facial skin is extremely sensitive and requires gentle products. The brand should create gentle skincare products that encourage safe use.

Goal

Our goal is for consumers to view St. Ives' products as favorably as competing skincare products.

Objectives

The objectives of this plan follow:

- Distribute brochures by Feb. 10, 2021, to explain St. Ives' new clean products.
- Install displays and infographic posters by Feb. 10, 2021, to present St. Ives' new products.
- Conduct a traditional and social media campaign that reaches at least 25% of the target audiences with at least one message about St. Ives' new products by May 31, 2021.
- Host a launch party by April 1, 2021, to introduce the new products to influencers and consumers.

Strategy

Our strategy is to use media relations and public events to promote new healthy and clean products and draw new customers to the brand.

Tactics

The tactics we will use in implementing this strategy fall into two categories: traditional and social media campaigns, and public displays and events.

Traditional and social media campaigns

- Prepare and distribute a news release that announces the newest products created to rebrand St. Ives.
- Conduct a social media campaign that promotes St. Ives as a healthy and clean brand.
- Contact skincare influencers and ask them to review our products on their social media.
- Prepare and distribute a news release that announces a launch party that features the new products.

Public displays and events

- Plan and host a launch party to promote St. Ives' newest products.
- Prepare a brochure about St. Ives' new clean skincare mission in drug and cosmetic stores.
- Place copies of the brochure in drug and cosmetic stores.
- Create displays of the new products to be set up in drug and grocery stores.
- Prepare and distribute infographic posters about skincare steps using the new line of products.
- Put infographics in high-traffic locations in drug and cosmetic stores.

Target audiences

The target audience for this plan will be based on demographics and psychographics as listed below.

Demographic and psychographic

- Female teenagers and young adults in the United States
- Skincare enthusiasts and acne-prone customers
- People who use social media and look at women's lifestyle magazines

Timeline

This plan covers activity over the first six months of 2021 as presented below.

- **January:** Prepare content for traditional and social media campaigns.
- **February:** Conduct traditional media campaign. Distribute brochures and infographics. Set up displays. Distribute the first news release.
- **March:** Prepare media pitches for outreach to skincare influencers. Launch social media campaign. Distribute second news release.
- **April:** Continue contacting skincare influencers. Host launch product launch party.
- **May:** Continue traditional and social media campaign.
- **June:** Evaluate the campaign's effectiveness.

Budget

The budget for this plan includes agency fees and expenses. It is estimated to be \$82,500.

- **Agency fees: \$25,000**
 - 150-200 hours at \$125 per hour
- **Expenses: \$57,500**
 - 35,000 brochures: \$35,000
 - Launch party with 200 people: \$10,000
 - 50 press kits: \$500
 - Travel: \$12,000
- **Total: \$82,500**

Evaluation

To determine the effectiveness of this plan, we will measure outputs and outcomes.

Outputs

- Production and distribution of the news releases, social media messages, brochures, infographics and displays.
- Number of stories published in traditional media.
- Number of likes and shares on social media.
- Number of influencers who mentioned the new products.

Outcomes

- Survey of consumers in target cities to see if they recall brochures and displays at different locations.
- Survey of consumers and influencers to measure recall of media coverage.

Authorization to proceed

Sign below to indicate your approval of this plan and permission to begin work in January 2021.

J Schwan, CEO, St. Ives



Strategic Communication plan for St.Ives Skincare

A proposal from Lighthouse Solutions



Our team



Katherine Toerner



Maggie Landry



Kayla Wilkinson

Our Clients

ROCHE-POSAY



CLINIQUE



SK-II



CERAVE



Overview of our plan for you



Situation Analysis

St. Ives is one of the leading skincare brands in the United States. The company faced a major decline in sales following a lawsuit in 2016 against the brand and its notable Apricot Scrub.

St. Ives describes the company as America's No. 1 scrub brand. In recent years, there has been an increase in product awareness for skincare products. The famous Apricot Scrub has been under intense scrutiny due to the sandpaper-like texture. The abrasive scrub actually creates little microtears in the skin that speeds up aging and can cause infections. However, the brand claims that the product is dermatologist recommended and prevents breakouts.

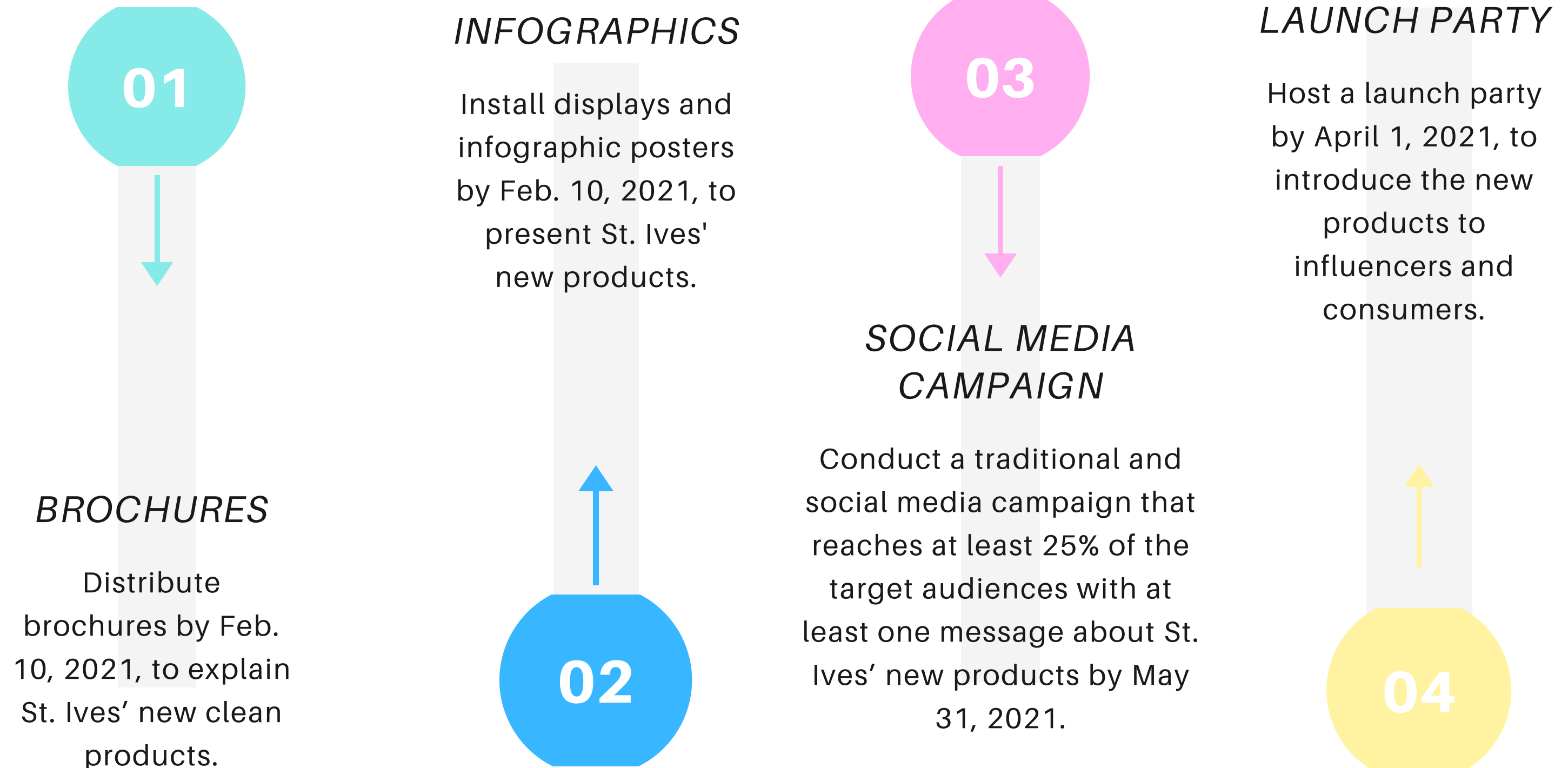
Facial skin is extremely sensitive and requires gentle products. The brand should create gentle skincare products that encourage safe use.

Our Goal

Our goal is for consumers to view St. Ives' products as favorably as competing skincare products.



The objectives of this plan:



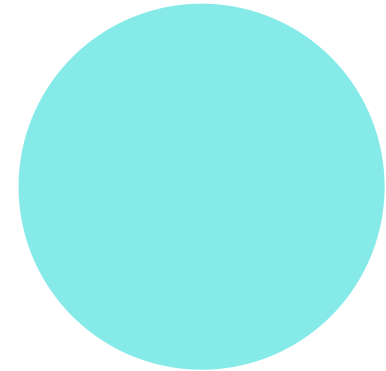
Our Strategy

Our strategy is to use media relations and public events to promote new healthy and clean products and draw new customers to the brand.

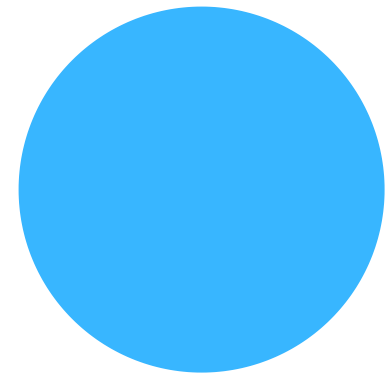


Tactics

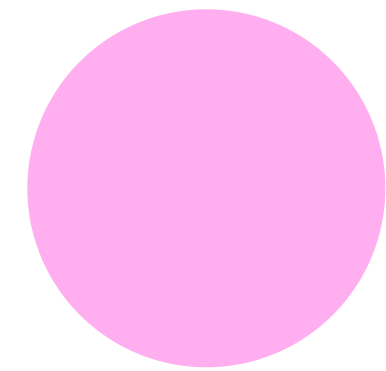
Traditional and social media campaigns



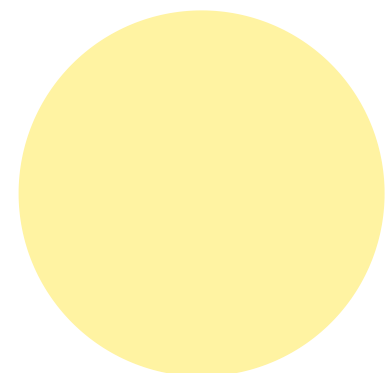
Prepare and distribute a news release that announces the newest products created to rebrand St. Ives.



Conduct a social media campaign that promotes St. Ives as a healthy and clean brand.



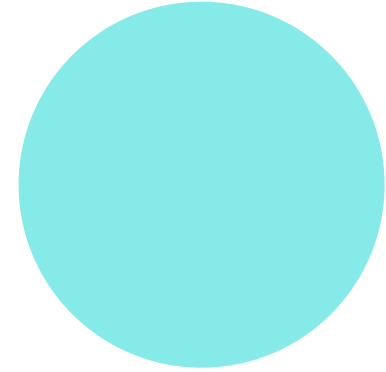
Contact skincare influencers and ask them to review our products on their social media accounts.



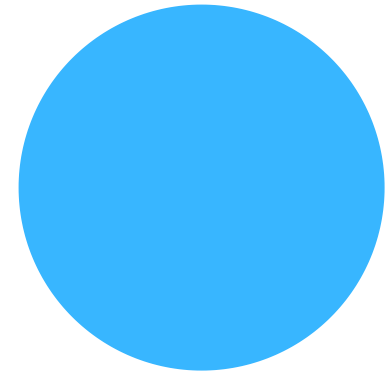
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Tactics

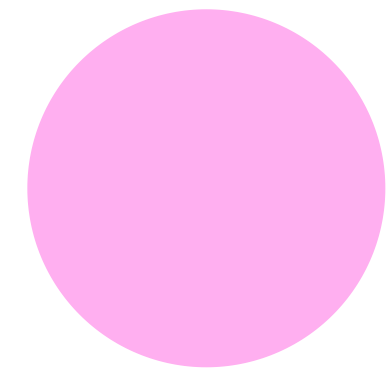
Public displays and events



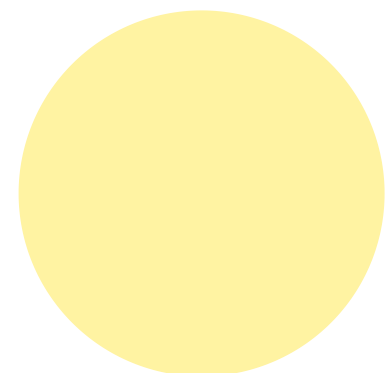
Plan and host a launch party to promote St. Ives' newest products.



Prepare a brochure about St. Ives' new clean skincare mission in drugstores and cosmetic stores. Place copies of the brochure in drug and cosmetic stores.



Create displays of the new products to be set up in drug and grocery stores.



Prepare and distribute infographic posters about skincare steps using the new line of products. Put infographics in high-traffic locations in drug and cosmetic stores.



Target Audiences

Demographics

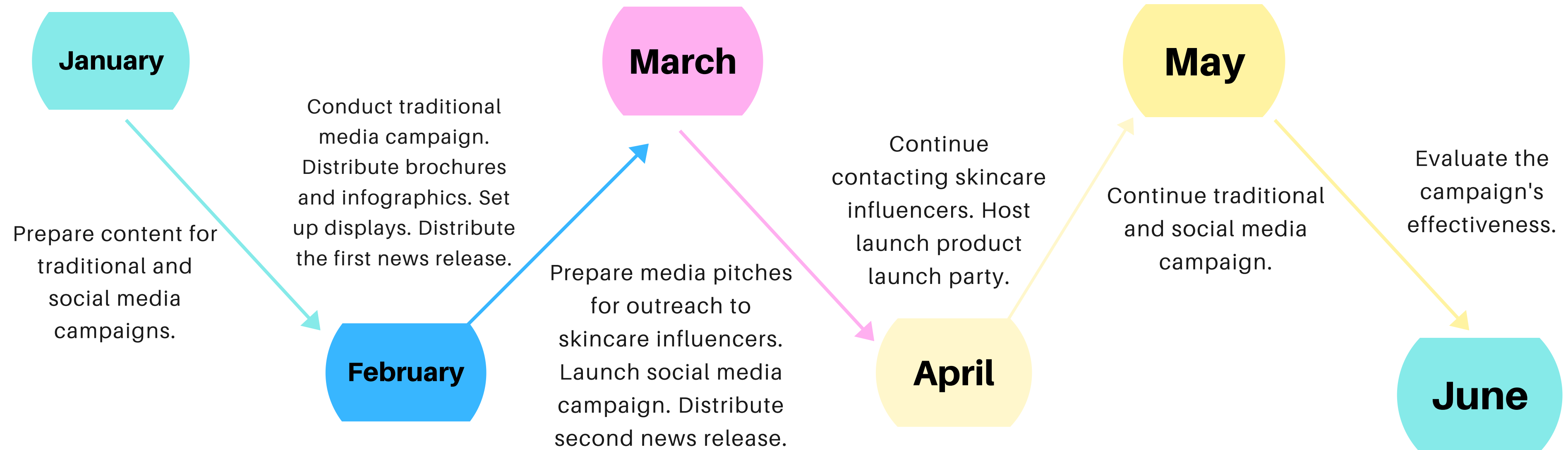
- Female teenagers and young adults in the United States

Psychographics

- Skincare enthusiasts and acne-prone customers
- People who use social media and look at women's lifestyle magazines

Timeline

January through June 2021



Budget

AGENCY EXPENSES

150-200 hours at \$125 per hour

Total: \$25,000

EXPENSES

35,000 brochures for \$35,000

About 6,200 CVS stores in 43 states

About 9,000 Walgreens in the U.S

LAUNCH PARTY

200 people at \$50 a person

Press kits: 50 at \$10 each

Total: \$10,500

TRAVEL

Four trips

Total: \$12,000

Expenses Total: \$57,500

GRAND TOTAL

\$82,500

Evaluation



Outputs

Production and distribution of the news releases, social media messages, brochures, infographics and displays.

Number of stories published in traditional media. Number of likes and shares on social media. Number of influencers who mentioned the new products



Outcomes

Survey of consumers in target cities to see if they recall brochures and displays at different locations. Survey of consumers and influencers to measure recall of media coverage.

Evaluation



Outputs

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Outcomes

Survey of consumers in target cities to see if they recall brochures and displays at different locations. Survey of consumers and influencers to measure recall of media coverage.

**We're ready to start our
next greatest partnership.**

Are you?

