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Campaign Objectives

- Create overall brand awareness.
- Generate online sales.
- Drive target audience to the PRET*TY Store's social media.

Campaign Challenges

- Generation X consumers are skeptical to unknown charities.
- Generation X mothers prefer to feel and touch products before purchasing jewelry.
- There is a lack of loyalty amongst Generation X consumers to costume jewelry brands.

Campaign Takeaway

After seeing the launch campaign we want Generation X consumers to be more inclined to buying PRET*TY products because they are vibrant and make a statement for a brighter future for children with pediatric cancer.



Target Profile

Demographics

- Generation X
- Mothers who are between the ages of 30 and 50
- Live in suburban communities.
- Households with an average annual income between \$40,000 and \$50,000.

Psychographics

- Generation X consumers have high brand loyalty.
- Generation X consumers make most of their purchases online.
- Generation X mothers are very emotional toward causes for kids.
- Generation X moms enjoy wearing costume jewelry on a day-to-day basis. Generation X consumers would wear costume jewelry to work as well as going out to dinner and to parties.



Customer Print



Hi my name is Deborah, I am a 40 year old female with three kids under the age of 10. I live in the suburbs of Stamford, Connecticut and I keep busy with my full time job and taking my kids to their multiple after school activities. I am very involved in my kids lives, I am team mom for their sporting events and troop leader in my daughters girls scout troop. I keep up with my friends and family on Facebook and do most of my shopping online. I keep up with my favorite brands promotions by email or on facebook. On the weekends I love playing tennis with my friends and browsing boutiques in my spare time. On Sundays I like to relax with my family and prepare for the upcoming week. Around the holidays I regularly donate to charities such as St. Jude and The American Red Cross.

Key Customer Insight

Generation X females like to make a statement through their fashion about things that they feel passionate about to show solidarity.



Customer Takeaway

Generation X females can wear
PRET*TY products to represent their
unification in supporting children with
pediatric cancer.



Tagline

*“Creating a PRET*TYr tomorrow”*

- Establishing a better looking future for children who are affected by cancer
- PRET*TY jewelry is a fashion statement and symbol that represents the hope for a cure for pediatric cancer.



Positioning Statement, Brand Personality

For Generation X females , *The PRET*TY Store* is a *charitable jewelry company* that allows you to be a part of the solution of pediatric cancer through fashion. Only *The PRET*TY Store's* passion for contributing to the efforts to find a cure for pediatric cancer inspires them to create products that make a statement about the cause.



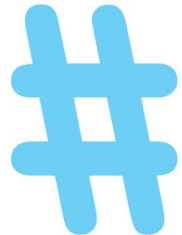
Brand Character



Brand Character	PRET*TY Store
Brand Character -The brand attributes are...	Hope- The belief that the brand has for a brighter future for kids who will be affected by cancer later on. Joy- Joy is the persona the children give off as kids, being so young and lively. Joy also represents the feeling you have when wearing the bracelet because it is more than just a bracelet, it is a statement. Love- The love the brand has for the children who are suffering. Everyone has love for each other that strengthens the bond between them, which encourages a vigorous fight to end cancer.
Brand Territory -The brand competes in...	Jewelry, charities, e-commerce
Brand Personality -The brand is like..	Supergirl- vibrant, powerful, young, hero, passionate, devoted, admiring
Brand Properties -The brand owns...	National Muddy Puddles Day, The Ty Louis Campbell Foundation, SuperTy

Awareness Strategy

- Create awareness by spreading a trending hashtag #howdoyoufight on instagram, facebook, and twitter and generating conversation among consumers who already know about PRET*TY.
 - This hashtag will start a conversation about the brand and encourage people to post on social media.
 - Use the hashtag to start a contest on social media and have customers post pictures of their PRET*TY jewelry and where they got it from. The winner will get reposted by the PRET*TY store accounts. This will increase brand recognition.



Awareness Strategy Cont.

- Create awareness by launching a 'How Do You Fight?' campaign
 - Use print, online display, email and social media
 - Our target consumers use these forms of media the most
- Reach out to instagram bloggers and influencer via Direct Message and ask them to do a sponsored post wearing PRET*TY Jewelry to generate awareness.



♥ 21 likes

free.spirited.yogini Hey humans, aren't these bracelets awesome! Many @puravidabrachelets proceeds go to charities, all purchases go towards providing jobs for artisans in Costa Rica! They're really cheap, and it's for a good cause. Make a difference and buy Pura Vida 🌸💕🌿 #puravida #puravidabrachelets

Use the code KARINAWOJNAR20 to get 20% off your purchase! Link in the bio!

Direct Marketing Strategy



- **Email:** Sending emails to our target audience with promotions and/or news updates about PRET*TY product offerings. The email will be a click ad so it is easy entry to the website for our busy mobile consumers.
- **Facebook:** PRET*TY can track consumers who frequently look up costume jewelry and then target those consumers and put facebook advertisements up on their page. Generation X females are frequent facebook users who always check their social media.
- **Instagram:** Consumers that follow PRET*TY on Instagram will be able to see posts from PRET*TY. When users scroll through their instagram feed they will see a PRET*TY advertisement which will entice consumers to the website and purchase PRET*TY products. Generation X consumers are also very active on Instagram and use it to follow jewelry brand accounts to catch up with the latest trends.

Social Media Strategy: #HowDoYouFight?

September 2016

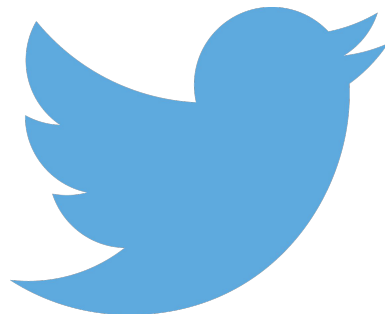
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 • Facebook Post: 10AM	2 • Facebook Post: 10AM	3 • Facebook Post: 10AM	4 • Facebook Post: 10AM
5 • Facebook Post: 10AM	6 • Facebook Post: 10AM	7 • Facebook Post: 10AM	8 • Facebook Post: 10AM	9 • Facebook Post: 10AM	10 • Facebook Post: 10AM	11 • Facebook Post: 10AM
12 • Facebook Post: 10AM	13 • Facebook Post: 10AM	14 • Facebook Post: 10AM	15 • Facebook Post: 10AM	16 • Facebook Post: 10AM	17 • Facebook Post: 10AM	18 • Facebook Post: 10AM
19 • Facebook Post: 10AM	20 • Facebook Post: 10AM	21 • Facebook Post: 10AM	22 • Facebook Post: 10AM	23 • Facebook Post: 10AM	24 • Facebook Post: 10AM	25 • Facebook Post: 10AM
26 • Facebook Post: 10AM	27 • Facebook Post: 10AM	28 • Facebook Post: 10AM	29 • Facebook Post: 10AM	30 • Facebook Post: 10AM		

September 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 • Instagram Post: 2PM	2 • Instagram Post: 2PM	3 • Instagram Post: 2PM	4 • Instagram Post: 2PM
5 • Instagram Post: 2PM	6 • Instagram Post: 2PM	7 • Instagram Post: 2PM	8 • Instagram Post: 2PM	9 • Instagram Post: 2PM	10 • Instagram Post: 2PM	11 • Instagram Post: 2PM
12 • Instagram Post: 2PM	13 • Instagram Post: 2PM	14 • Instagram Post: 2PM	15 • Instagram Post: 2PM	16 • Instagram Post: 2PM	17 • Instagram Post: 2PM	18 • Instagram Post: 2PM
19 • Instagram Post: 2PM	20 • Instagram Post: 2PM	21 • Instagram Post: 2PM	22 • Instagram Post: 2PM	23 • Instagram Post: 2PM	24 • Instagram Post: 2PM	25 • Instagram Post: 2PM
26 • Instagram Post: 2PM	27 • Instagram Post: 2PM	28 • Instagram Post: 2PM	29 • Instagram Post: 2PM	30 • Instagram Post: 2PM		

September 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Twitter Post: 12PM, 4PM, 6PM	2 Twitter Post: 12PM, 4PM, 6PM	3 Twitter Post: 12PM, 4PM, 6PM	4 Twitter Post: 12PM, 4PM, 6PM
5 Twitter Post: 12PM, 4PM, 6PM	6 Twitter Post: 12PM, 4PM, 6PM	7 Twitter Post: 12PM, 4PM, 6PM	8 Twitter Post: 12PM, 4PM, 6PM	9 Twitter Post: 12PM, 4PM, 6PM	10 Twitter Post: 12PM, 4PM, 6PM	11 Twitter Post: 12PM, 4PM, 6PM
12 Twitter Post: 12PM, 4PM, 6PM	13 Twitter Post: 12PM, 4PM, 6PM	14 Twitter Post: 12PM, 4PM, 6PM	15 Twitter Post: 12PM, 4PM, 6PM	16 Twitter Post: 12PM, 4PM, 6PM	17 Twitter Post: 12PM, 4PM, 6PM	18 Twitter Post: 12PM, 4PM, 6PM
19 Twitter Post: 12PM, 4PM, 6PM	20 Twitter Post: 12PM, 4PM, 6PM	21 Twitter Post: 12PM, 4PM, 6PM	22 Twitter Post: 12PM, 4PM, 6PM	23 Twitter Post: 12PM, 4PM, 6PM	24 Twitter Post: 12PM, 4PM, 6PM	25 Twitter Post: 12PM, 4PM, 6PM
26 Twitter Post: 12PM, 4PM, 6PM	27 Twitter Post: 12PM, 4PM, 6PM	28 Twitter Post: 12PM, 4PM, 6PM	29 Twitter Post: 12PM, 4PM, 6PM	30 Twitter Post: 12PM, 4PM, 6PM		



Brand Manifesto



WE WISH BE SUPER WE DREAM
Fight with jewelry; Make a statement.
We believe in **hope**, because we have a desire
for a PRET*TYr future for our children.
We **love** our children and will fight to make
them have the same life as everyone else.
We have **joy**, because we know that
tomorrow can bring good fortune.
Join us and take the
journey for a prettier
tomorrow with
PRET*TY

Video



Print Advertisements



TY LOUIS CAMPBELL
FOUNDATION

Help create a PRET*TYr tomorrow

Be your own
kind of super with
PRET*TY



Join the fight against the villian. Be a **SUPER MOM**

Be your own
kind of super with
PRET*TY

A close-up of a hand in a blue superhero suit with a red cape, holding a white beaded bracelet with a gold tag that says 'PRET*TY'.

**Let's be
SUPER
together**

Be your own
kind of super with
PRET*TY

Email Advertisements



Don't miss a thing...

100% of the proceeds from EVERY Pret*ty purchase benefits childhood cancer research through the Ty Louis Campbell Foundation in memory of Ty Campbell. Gold is the awareness color for childhood cancer, and Ty inspired the "T-Y" in Pret*ty. For Mother's Day, please consider donating a locket to a bereaved mom of childhood cancer.

PRET*TY

Shop All
PRET*TY Jewelry
Clothing
Shoelaces

Search 

Contact
FAQ

FACEBOOK
TWITTER
INSTAGRAM
OUR CATALOG

YOU WILL BE FIRST TO SEE NEW
JEWELRY AND PRODUCTS



SHOP
NOW



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OUR CATALOG

DOING GOOD HAS NEVER
LOOKED BETTER



SHOP
NOW

Instagram Advertisements



Online Display Advertisements

Join the fight against
pediatric cancer and
fight with jewelry.
Visit the PRETTY store
today!
CLICK HERE



PRETTY

Click to
Shop
NOW

Doing good has never looked better



BUDGET

Vehicle				
	CTR	# of Ads	CPM	Total Cost
Email	20%	36		\$228
	Impressions	# of Ads	CPM	Total Cost
Print- Posters	30,000	150		\$105
	Impressions	# of Ads	CPM	Total Cost
Facebook	5,000,000	2	\$1	\$5,000
	Impressions	CTR	CPM	Total Cost
Online Display	2,105,263	0.17%	\$1.90	\$4,000.00
Total Budget				\$9,333



I fight with jewelry