## Coleen Pascual's Portfolio

Brand Management and Storytelling • Digital Marketing, Email, CRM and PR

MS in Integrated Marketing (NYU) • Consumer Goods and Beauty Industry

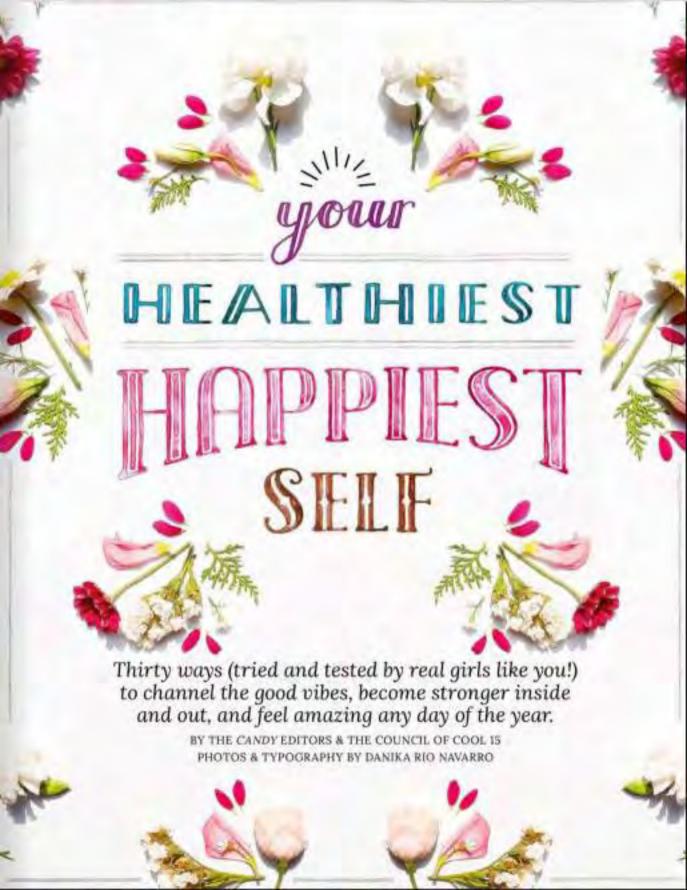
## For the **full portfolio**, please visit:

coleenpascual.wordpress.com

## **Writing Samples**

## 1. Candy Magazine

Short articles published on print, focused on lifestyle and pop culture



Lused to be so hard on myself for gaining weight in college. There were days when I would skip a meal after eating chocolate or go on crash diets where I would starve myself until I felt like I've paid the price. The cycle of unhealthy habits went on until I finally learned the real secret: forgiveness. I learned to forgive myself for caving in to my sweet tooth, for skipping a workout, and for gaining weight in the first place. Hearned to move forward after making mistakes and focus on doing. things better. This outlook helped me gain a positive body image and a greater respect for reyself. -Bianca Mascenon, Fashion and Beauty Assistant

#### exercise dolly.

No matter frow demanding my schedule is, I always maintain a short workout routine that keeps my muscles flexible and strong. It also keeps my mental and emotional state up and ready for the daily grind. Instead of working out your thumbs as you scroll down your social media feeds, why not do a quick ab workout or a 30 second plank? If you can watch a threeminute YouTube video in school or at home, then a quick exercise can be easily slipped into your busy schedule - Chiara Ocampo



Earlier this year, my friends invited me to go on a spontaneous hiking trip to Mr. Pico de Laro. I'm not exactly the most athletic person so I didn't have time to physically and mentally prepare myself for the hike. Despite all my fears and doubts, I decided to accept the challenge. Every time I felt like giving up, my friends motivated me to keep going. After three hours, we finally made it to the summit. Conquering the mountain was one of the most rewarding moments ever, and the beautiful view from above was the sweet cherry on top. -Coleen Pascual

I never knew I would enjoy extreme activities until I went zip linkry in Hoces Sur last summer. It was my first time to ride a zip line. and I was tentfied as I made my way up the steel platform. All the penic was replaced with excitement as I marveled at the sight of the Abra River and the massive mountains that surrounded me. The zip line was 400 meters. long and it took around 25 seconds to get to the other side. After the ride, I left Adventure. Zone with a happy heart. Extreme outdoor activities might seem a little scary at first, but you won't appreciate the joy they can bring if you never try. -- Macee Rosimo

#### Jace your higgest lear.

never imagined I could ever run a full marathon, I was terrified of the distance and I doubted whether I was strong enough to do it. Last year, I Finally stooped making excuses and authored the courage to sign up for one. During the six-month training period. I felt muself aetting strenner and feeling more confident. Running 47 kilometers worn't ecoq-there were times when I wanted to guit because I was to tired-but I prohed on and reached the Finish tinal Now, when I link back on that moment, I feel proud and hoppy because it reminds me that I am capable of doing whatever liset mumind to. -- Angel Constantino Aguino. Managing Editor



it's really hard to keep a healthy and fit lifestyle. 34/7. I used to just operior in the summer, and then I would stop whenever it was time for school. So I decided to find an exciting activity that would give me the right burn and consistently challenge rse. Boxing did this while holping me charge my ways. It involves a lot of cardio and requires agolity as you spar with your coach in the ring. And like all workouts, you need persistence and motivation. to keep going. Whenever I hat the ring, my coach. always uses the word "ansayo," Fractice through constant training is the less to a sound mind and healthy body. -- Jasmine Ting



#### EXPLORE A CAVE.

One of the highlights of my family's top to Sagada. last year was exploring Surraguing Cave. I thought if would just irrolve walking and sightseeing but I was wrong! We had to go down slippery. but-poop covered tocks, climb ropes, and walk through ice-cold pools of water-all while barefoot. The hardships became worth it when we saw the stunning rock formations and finally eached the trail's endpoint, Spelunking demands a lot of mental and physical strength, but it's definitely an extraordinary experience. Plus, it's an awesome way to unleash your inner flat Geo explored -Monica Mabuti



#### HAVE A GREEN KITCHEN.

After switching to a plant-based diet. for health, environmental, and ethical reasons. I found myself spending more time in the kitchen. I now cook my own meals and experiment with different herbs and spices so I can eliminate preservatives, bad fats, and carbohydrates from my food. Some of my favorite dishes to make are veggie burgers, buffalocauliflower, eggplant pizza, and berry plalouts-which are all super healthy and flavorful. To guide mein my vegetarian journey, I follow websites like eatgood4life.com and ohsheglows.com, and I take cooking classes by Marie Gonzales of Kitchen Revolution. Trust me, healthy can taste good! -Bianca Santos



#### Take small steps to get his results.

Eating healthy was a challenge for me at first because I was a huge jurk food fished. But I realized that you don't have to cut down on ALL the bad stuff and you do have to treat yourself from time to time so you wan't feel deprived. I started by being more conscious of what I eat, like choosing veggles and fish over park and beef, but I would frost muself to a small chocolate bar sometimes. Now I always feel excited to try new restaurants with Friends because I can truly enjoy eating the healthy way. -Steph Yapnayos, Art Director

#### FIND A SPORT YOU'RE PASSIONATE ABOUT.

basicatball variety. But all that stopped when I want to college and I became unhealthy and unfit. Then a friend of mine introduced me to u workout estied Fisha Forms, which combines yoga, pillutes, and dance. It was challenging but really fund I was glad to have fluind a workout. that I liked and worked well for my body Stree then, I became happler and more energized. I also recognized that being stronger and more comfortable in my own skin was more important than reaching a Committee weight on Bight - Erin Torrejon, Web Associate Fashion and Beauty Editor ZAKKETES KAS KESAKARISTATAKAN ANDARA MANANAKA

## ESCAPE THE CITY ONCE A MONTH.

the city can be too noisy and constricting. Lately I've been escaping to beaches, and while they have varying degrees of beauty and ferocity, they all wash away the grime of the daily grind. (like floating in the middle of the see, as far as a non-swimmer like me can possibly go, listening to the waves, and feeling the sunshine on my skin. It's semething I've come to crave, like listening to Passion Fit. Echosmith, and T-Swift for hours on the road to the next destination. I gohome feeling refreshed and thankful for both the little things I take for granted and the bad stuff that make the good that much sweeter. -Dyan Zarzuela, Features and

#### MINIMIZE DISTRACTIONS.

It's hard to focus on schoolwork when the internet siways burks in the background I discovered a secret Forget the "I will reward myself" after every 30 minutes of studying by going on scotal media" intodest. So offline completely until you have finished everything you need to do it also helps if you reop a to-do dit (on paper) and schedule your days ahead Finally, change your mobile or desired well paper into a motivational quote and hide your scotal media loose. This will help you be 100% productive so that you can have more time for laboure and relaboration later on —Mone Martines.

Get a part-time job.

Last summer, I worked as a restaurant staff member. Receiving my first paychech Felt as satisfying as seeing my favorite singer (Paramore's Mayley Williams) in the flesh, New, I have I) my own money to spend and save, 2) significant work experience and better work ethic, 3) cool new friends, and 4) an improved resume. Getting a part-time job or an internahin was definitely a productive way to spend my time. —Chiere Ocempo

## CIN TERMS TARE A

Whenever I bring out my camera on a trip to look behind the lens, the advenaline rush kicks in. Suddenly, I see myself as an explorer documenting life unfolding before me. Combining my passon for traveling and photography taught me that there is so much more to life, especially when you leave your comfort zone. By keeping an open heart and an open mind when I visit new places, I gain new expenences and discover more things about myself along the way, —Betina Libre

#### WRITE YOUR HEART OUT.

I've always been more comfortable keeping things to my will. But one thing I love to do in write. Because of this, I love a journal of (mostly) my frustrations, jurished feelings, and samu about life. It's a great way to left it all out especially during (mass when I don't feel like talking to anyone. This also helps frust by inspiration for creative writing. Antomette Jadacoe (director of That Thing Called Earthura) told as in her IEDs talk at UP Marria, "Write with your heart and edit with your brain." So now, I turn my feels and earth into something be autiful. Studies also show that expressive writing reduces blood pressure, improves memory, and puts you in a botter mood. —Tricia Quintero

#### \*\*\*\*\*

## HAD W CHINIAN

I can't remember a time when I didn't want to create art. When I was younger, lused to draw everywhere: on walls, tables, the backs of notebooks, and even my hands and lesps. I've never woncompetitions or enything like that, but always and without fall, art gives me bliss. It has given me better control of myself and my emotions, rid me of the idleness that used to cause late-night junk food binges, and given me space and time to breathe. If you challenge yourself to make one piece of art a day. whether or not you're the next Matisse or Picasso, you'll have a unique form of therapy and always have new pieces to decorate your room with! -Jess Cuadro

## COLUMN TO SERVICE

Things can get stressful when I get too caught up with work so it's important for me to have an outlet to keep my mind calm and happy. I've always wanted to be a fashion designer so I decided to take dressmaking classes every Saturday. It's been almost a year since I started and now I can create dresses from scratch! Weekends are considered sacred me-time while weekdays are reserved for accomplishing work tasks. This set up allows me to breathe and find my balance so that when Monday comes along. I'm always ready to face the challenging week sheart.—Ning Nuriez, Fashion and Beauty Assistant.

#### GET A MAKEOVER.

Eve always felt scared to do anything drastic to my long, dark brown hair. But there came a time when I suddenly wanted to stop playing it safe. I wanted a new look and a fresh start, so I had my locks cut several inches shorter and dyed a few shades lighter. I also started styling and cuiling it whenever! went out. My friends complimented the positive change and even strangers told me how much they fixed my hair. Now, I'm absolutely in love with my short hair! Getting a makeover has given ma a renewed self-confidence, and I can't wait to see what my next one will be -Vivien Nelsen



#### MAKE A GOOD VIBES PLAYLIST.

Music has always been a big part of my life. I love listening to songs because they make me feel like there is someone out there going through the same thing I am. Whether it's listening to my iPod on the way to school, singing karaoke with my friends, or watching my favorite artists perform live. I use music as an outlet for my emotions. I make different playlists and listen to them depending on my mood, On my GV playlist are songs like "I Lived" by OneRepublic, "Unwritten" by Natasha Bedingfield, and "Who Says" by Selena Gomez. Listening to these songs never fails to uplift me and give me a positive outlook. —Coleen Pascual

#### MORE STATEMENT MERCHAN

Studying abroad opened my senses to new nights, squads, tastes, and feelings that I could only have gotton from New York. Of course, it wasn't all fair and games. I was he away from overything and everyone fermiliar to one. I stiff had to take my classes sensurely, as sent as learn to be undependent. But every second was worth it. Through Fordham University's Philippine American Chils, I found a new home and made new friends. I walked a different pace, amongst different people from different cultures in that massive hab of a pity. I also had among adventions just by rearing the streets and letting my feet take me wherever they wanted by go. I wouldn't have traded this amoning experience for anything in the world and I'm glad I laok that chance. — Jasmine Ting

**Entertainment Editor** 

#### THE BIG SWING

When my friends and I went to Sandbox in Porac, Pampanga, I insisted on rightig the great swing. I love roller counters and thought that this swing would be a walk in the park. When we got there, I was first in line and ready to ride. But it wann't what I expected at all! They pulled us up and the minute we fall from 10 meters above ground, my world started apinning. It was the longest minute of my life. As soon as we got out I fainted! -- Andrea, 18

#### ALL DANCED OUT

Every nummer, I take dance classes and always look forward to the recital at the end of the leasens. Last year, I took four classes: hip-hop, lazz, belly dancing. and modern dance. My teachers told me I should only join two groups for the rectal, but Linuxued on joining all four practiced hard and had my costumes ready for the show. On the day Itself, I zoned out and forgot the dance steps to two of the numbers. Leven wore the wrong custume to one of the dances! My teacher was right, it was too much for me to handle -Jessica, 14

On the last day of school, my Spanish teacher held a cooking competition on who could make the best paells. I volunteered to be the head chef since. my mom taught me how to cook Spanish cuisine. Everything was going well until I tald my group members I would flip the paella. Instead of catching it in the pan. it landed on my arm, leaving me with a massive burn. Needless to say, we lost the competition - David, 14

My crush and I were casually talking until he suddenly switched the topic to World War II. He told me that shalls were dropped on the beach in Hawaii. To impress him. I pretended that I knew a lot about the war, saying, "It's really smart trying to kill people with shells because it blends in with the beach!" He looked very confused and told me that shells are another term for bombs.

## TALES OF THE SMARTY PANTS

Knowledge is power. But when you act like a know-it-all and it backfires, you better learn to laugh it off!

COMPILED BY COLEEN PASCUAL AND RIANA LAGO.



#### UNEXPECTED RIDE

Firmy Durwighand during over school bestate Two all them; wanted to oldethe Scan Mountain while them that I torowheed we your that it and belond here I went to and that my family and I have been to all the Dinguind Parks around the se lab las Grapaties Floreino Parka and Johns (Liver it was Finally ow turn to ride, treatised that this Source Planning was a roller small olde included of the Burz sightper role / thought if was I were the first to enigher out and nur out the exit day! -less U

#### OFF THE MAP

Two years ago, I was chosen as a delegate to an international conference. I was very excited to meet new people from all over the world. I mer this guy who said he was from Trinidad and Tobago, My initial reaction was to smile and nod like I knew where it was. He must have noticed the look on my face. because he said. "You don't know where it is huh?" I obviously should have brushed up on geography. -Ina, 19.

#### NOITAJZNAAT NI T201

One time for my French class. I tried memorizing some phrases the night. before. We weren't required to do this but I wanted to seem like my vocabulary was wider than the others. The next day, we were asked to perform a short skir. with a partner using the new phrases. we had learned. Instead of using the assigned phrases in class, I decided to use the ones I memorized on my own. After our "performance," my professor. translated everything land. Turns out. same of my sentences were totally. inappropriate for class! -Fatima, 18

#### CAN'T CATCH EM ALL

My boyfriend and I started dating in high school. When we were getting to know each other, we talked about our childhood favorites and he memoned Povemion Since my brother was totally into Pakemon before and I had been influenced to like it as well, I told him ( was a Polipmon expert, I even challenged him to a Pokemon naming contest. Guess what? Meowth, there right! It backfired and I couldn't even pet past his first question -Rose, 16

#### POOR NAVIGATOR

When I was learning how to slrive, I always had an adult with me. I gained confidence over time, so I wanted to do it on my own. One night, I invited my friends to a movie and offered to drive to the mall. It was my first time to drive without a companion and I felt very mature. To avoid the rush hour I passed through roads which were far from my umial toute. I felt like I could easily find my way around the city, but ended up getting lost for about an hour. We



#### BIG VS. MINI

Fly souths and I went to a mini polificares. Each hole had a thoma-From sites all over the world like the Elffel Tinzer London Bridge, and the Statue of Liberty, I was telling my nine-year-old cousin that it was nothing like the real golf and that any five-year-old could somelete the course easily. He challenged me to a match and Laccepted, He ended up with a some of 12 while I ended with 173 (in galf, the person with the Invest your wind. Plint palf is not that wasy after all. - Nikki, TB



mused half of the moviel So much for getting there on time. - Haley, 17

#### LAUNDRY DISASTER

My mam asked me to do the laundry once. When she started talking about how to use the washing machine and giving me some basic dos and don'ts, I spaced out. Doing the laundry seemed nesy-or so I thought. A few minutes later. I was shocked to see that all my clothes. had turned pink! Separating the whites. from the colored clothes is a lesson I had to learn the hard way .- Brooke, 16

#### TWO IS BETTER THAN ONE

Part of our history class's requirements was a crucial gral presentation, which took up a big chunk of our final grade. Just to make sure we would get an A, I wanted to do everything by myself. My partner offered to help, but I told her I was perfectly line on my own. I prepared well for it, so I felt hornble when I saw the look of disappointment on my teacher's face. We were supposed to talk about Asia, not Europe! Our teacher gave us points for effort, but i totally felt had for my partner. - Jane, 13

l'always strive to be lit and healthy. I exercise every day and try to eat the right food. One day, I came across an article on healthy fruit and vegetable chakes. started making them not just for myself but for family members as well. I had carrot shakes for almost three weeks and I was so proud to tell people how healthy carrots are. Then, people noticed that my skin was turning yellow. Little did I know, eating too many carrots has that effect.

-Kyla, 20

#### passion pit

#### 京众会会会

Even the grumpiest people in the world will catch themselves humming along to the free-spirited melodies of Passion Pit's Kindred. Whether you're getting ready for a date, going on a road trip with friends, or even just enjoying some nice old-fashioned me time, it's definitely the ultimate feel good album. Spin "Lifted Up (1985)" and "Where the Sky Hangs" to get psyched for their concert next month!—Bianca Santos

#### fifth harmony REFLECTION

#### 京京京

When the fierco ladies of Fifth Harmony start singing "C-O-N-F-I-D-E-N-T, that's me, I'm confident," we reelly can't help but believe them. Give their latest studio album, Reflection, a spin whenever you need a quick pick me-up and let the X-Factor divas inspire you to be your own "BO\$5" in "Brave, Honest, Beautiful" ways just "Like Mariah" and Queen Bey herself! -Mona Martinez

#### charli aca SUCRER

#### क्रे के क्रे

Consider Sucker proof that Charli XCX can do more than just guest star on other people's hit singles. With triumphant hooks and an attitude to match her punchy melodies, the album makes the perfect soundtrack for everything from prepping for a long school day ("Red Balloon") to going out with the squad at the end of the week ("Break the Rules") to having 3AM dance parties in your bedroom ("London Queen").—Kaye Robles





#### FUJIFILM X-A2

Whether you've getting into blogging or just learning how to take a better picture, you can't leave home without the Fujiliam X-A2. It's easy to operate and gives you the quality of a DLSR without the extra weight, making it easy to bring absolutely anywhere. You can also tilt its LCD up to 175 degrees-perfect for sethed

With the push of a button, you can easily transfer the photos straight to your smartphone or tablet, or even connect if to the Instax SHARE so you can print your photos on the spot for keeps. With a wide range of functions to give you a variety of shots for your OOTDs, flatleys, and vlogs, it's safe to say that this camera ought so be your new best friend. -Cofeen Pascual



## Work Projects

## 1. L'Occitane Email & CRM

Summary of projects and learnings, including samples of email newsletters I created



## COLEEN PASCUAL

EMAIL & CRM MARKETING INTERN

## MEET THE TEAM



**CHELSEA WATERS**Manager, Customer Loyalty & Email



ANAHITA BESSON
Director, Customer Loyalty



IDA CHEN

Manager, Customer Loyalty & Direct Mail



CHLOE HWANG
Associate Manager, Customer Loyalty & Email

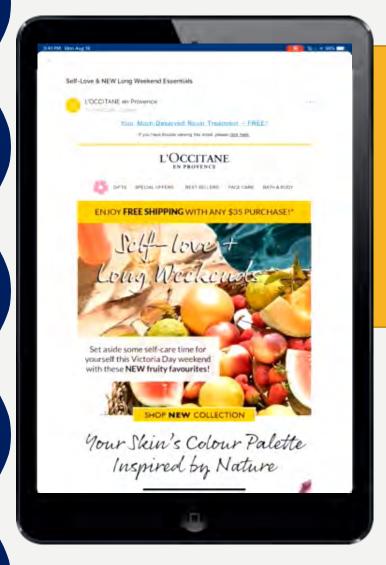


Intern

MARIE CHAZOULE

Coordinator, Customer Loyalty & Direct Mail

## **OVERALL PROJECTS**



#### **EMAIL**

- Creative Brief
- Adobe Brief
- Reporting
- Q/A
- Competitor Analysis (Monthly Trends)

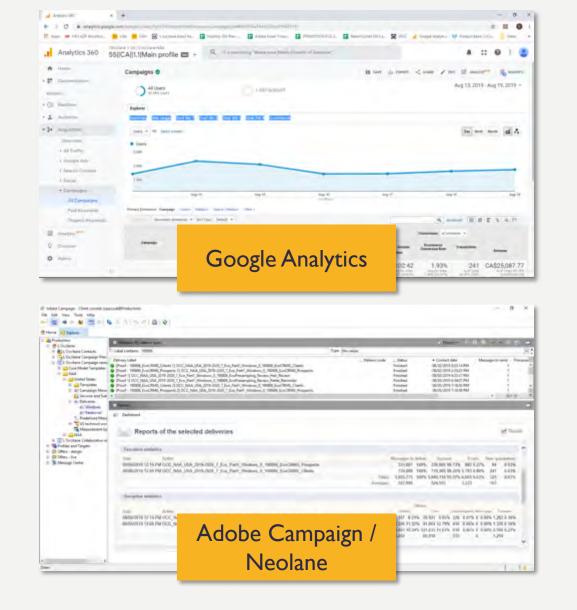
#### **CRM**

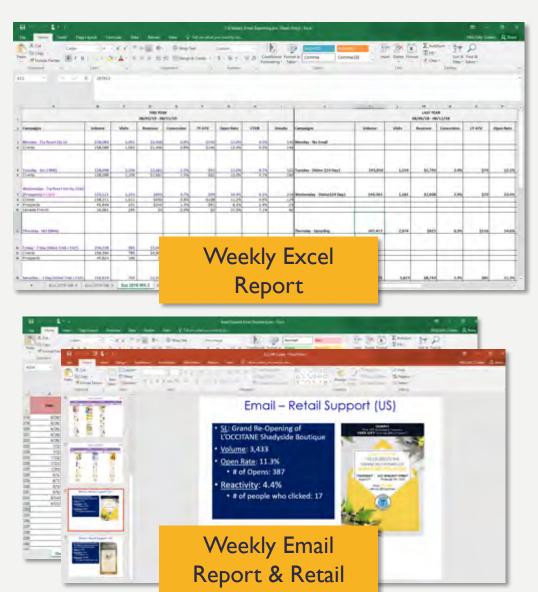
- Creating Promo Codes & Troubleshooting on Cegid
  - Maintaining Campaign Calendar & Files
    - Competitor Analysis



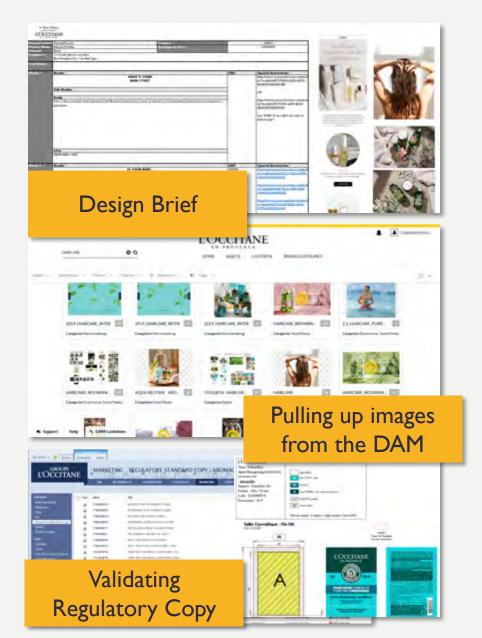


## REPORTING





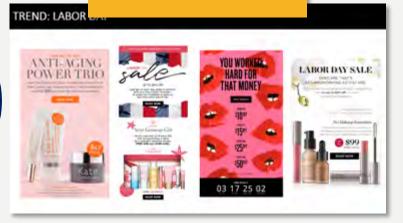
## CREATIVE BRIEFINGS





## **COMPETITIVE ANALYSIS**









## BIGGEST TAKEAWAY

WEARING
MULTIPLE HATS

TIME

MANAGEMENT &

PRIORITIZING

ASK QUESTIONS & KNOW LIMITS

## LEARNING JOURNEY



First work experience outside the Philippines



Challenging, but rewarding!



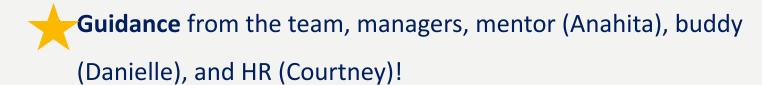
Not just an intern

- Value adding projects, especially in day-to-day support for the team
- Exposure to different teams



Significant growth since I started in March 2019

Great learning experience and opportunity for growth









## RECOMMENDATIONS

#### Streamlining Processes

- Set roles for team members, ownership of projects, and communication
- Especially noticeable after restructure of Marketing

#### Centralized Files & Databases

 Currently referring to multiple files & folders across different teams – led to mistakes in prices, disclaimers, and other details

#### Internship Program

- Establish written & clear job description and possible projects
- Explain KPIs at the beginning of internship to know process of evaluation





THANK YOU!

#### Makeup Campaign





TOUR NEAREST L'OCCITANE ADURIQUE



#### Canada Day

ENJOY FREE SHIPPING WITH ANY \$35 PURCHASE!

Summer Kick-Off

SHOP TRAVEL ESSENTIALS

Bite-Sized

Summer Essentials

SHOP HOW

Abuni MkCasarbab \$13

\$40F-10W

Your Much Deserved

Ronal Treatment

FREE with any \$65 purchase"

USE CODE TRAVEL

Available to Store & Online: DISCUTTOUS -- SHIPP NOW!

Ropal Stampeo 1750





market executive systematics





Father's Day







Canada Day





TIND BOUTIQUE SHOP HOW

**Bastille Day** 

soft inter

fifthe |

MIN'S

DOMESTIC STREET







**Tiered Pod Masks** 

## Work Projects

2. L'Oréal Digital Marketing & PR

Screenshots of influencer marketing projects and Facebook posts



#### L'Oréal Professionnel 23 April 2018

Top Filipina beauty guru and YouTuber Ana Victorino TV got her own #ParisianAshBrowns hair makeover by top stylist and colorist JM Dela Cruz of Bench FIX Alabang Town Center!

Watch her vlog to see her hair transformation! What do you think about her new 'do? \*\*

Visit any of L'Oréal Professionnel's partner salons now to have your own makeover like Ana's! Ask your stylist for Smartbond to protect your hair and #FearNoDamage.



YOUTUBE:COM

NEW HAIR! PARISIAN ASH BROWNS BY JM DELA CRUZ OF BENCH FIX ATC | FT. L'OREAL PROFESSIONNEL



26 January 2018 + @ + 3

Discover our newest hair care innovation, Powermix! Formulated with the highest concentration of actives to give you shiny, soft, & smooth hair.

Choose the perfect mix for you with the help of your stylist. #DemandforLOreal #InvestforPerfectHair





•••



Check out these AMAZING hair inspirations! The top international hair stylist and colorist behind all of these is no other than Berni Ottjes! A 3-time overall winner of the L'Oréal Professionnel Color Trophy Award, 3-time Hairdresser of the Year, and a member of the Hall of Fame, Berni will be coming here to Manila next week to train and inspire Filipino hairstylists.

Isn't that exciting? 

Comment below and share which Berni creation is your favorite!



berniottjes Bratislava, Slovakia





#### L'Oréal Professionnel 16 April 2018 - 🚱

Berni Ottjes, world-renowed L'Oreal Professionnel International Stylist and Colorist, shares his hottest hair color creations with Philippine L'Oreal partner stylists using this season's hottest hair colors – ashy and cool metallic shades.

Ask any stylist trained by Berni for cooler and ashier hair colors now! #MetallicBalayage #MajirelMetals

Aura Salon
Azta Salon Grand Canal
Azta Salon Robinsons Antipolo
Basement Salon SM Aura
FA 101 Hair Salon and Spa
Justine Barbara Salon
Kerastase Institute
Regine's Salon
Toni & Guy





L'Oréal Professionnel added 16 new photos to the album #MajirelMetals Look & Learn and Masterclass With Berni Ottjes — at L'Oreal Philippines

25 April 2018 - 3

"Education is sharing." - Berni Ottjes

Check out the highlights from the Majirel Metals Look & Learn and Masterclass held last April 3-5! International stylist and L'Oreal Professionnel ambassador Berni Ottjes visited Manila to share his expertise and inspire Filipino stylist with our latest trend, Majirel Metals!

No better way to launch L'Oreal Professionnel's newest trend than to learn from the best, right?

#MajirelMetals #LorealProPH

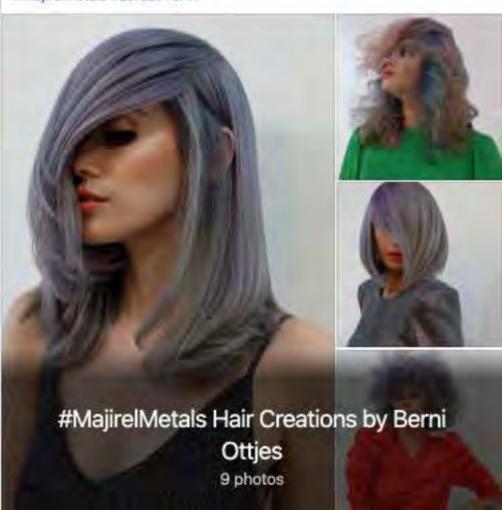




L'Oréal Professionnel added 9 new photos from 2 May 2018 to \*\*\*
the album #MajirelMetals Hair Creations by Berni Ottjes.
2 May 2018 · ② · ③

Look at these beautiful hair creations by international stylist and L'Oréal Professionnel Ambassador, Berni Ottjes! Filipino stylists who attended his exclusive Look & Learn and Masterclass held last April 3-5 were able to witness him make these creations live.

Which one is your favorite? Let us know in the comments below! #MajirelMetals #LorealProPH



## Work Projects

## 2. 3M Marketing

A summary of all projects I worked on, including visual merchandising and planogram creation



# 3M Projects (Construction and Home Improvements Division)

by Coleen Pascual





## Planogram - Ace Hardware



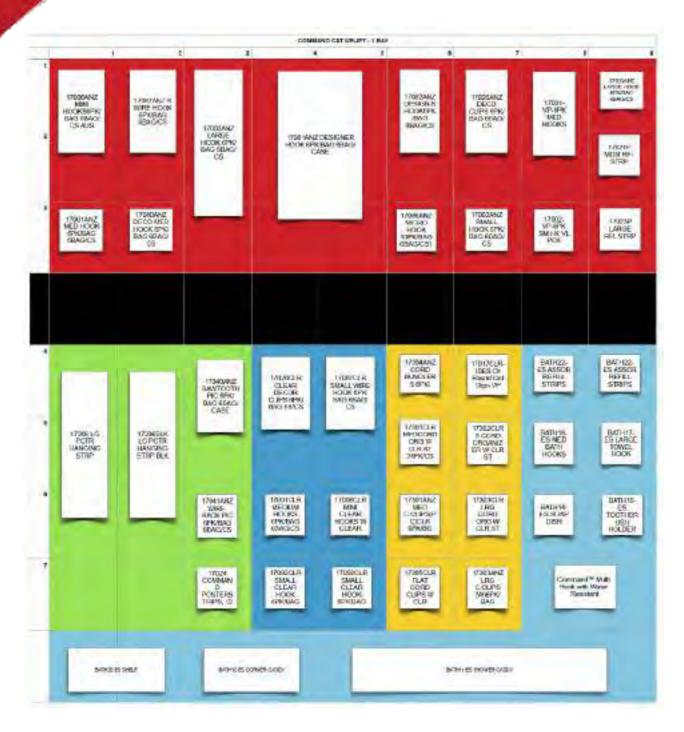


Before After





## Planogram - Ace Hardware



The proposed layout: Cat Uplift Planogram - 1 Bay



### **Posters - Ace Hardware**







#### **#iCOMMANDit Bundles**







## **Shirt designs for CHIMD Brands**





# **Shirt designs for CHIMD Brands**







# **Shirt designs for CHIMD Brands**





# Coursework

# 1. Integrated Marketing Capstone

The culminating project was to develop a new business plan



# INTEGRATED MARKETING CAPSTONE

Coleen Pascual

# **GEN Z**

# the digital natives



81% Frustrated because of changes happening in their bodies

27% Negative impact on body image
because of social media (vs. 18% in 2017)

73% Spend time on self-care to destress and unwind



Keen to experience spas that are specially designed with them in mind.

BRB. is a modern teen's **self-care space** where they can escape from their everyday stressors to **unplug and unwind.** 









We provide **wellness** and beauty spa services to teens who are **frustrated** about the changes happening in their bodies.



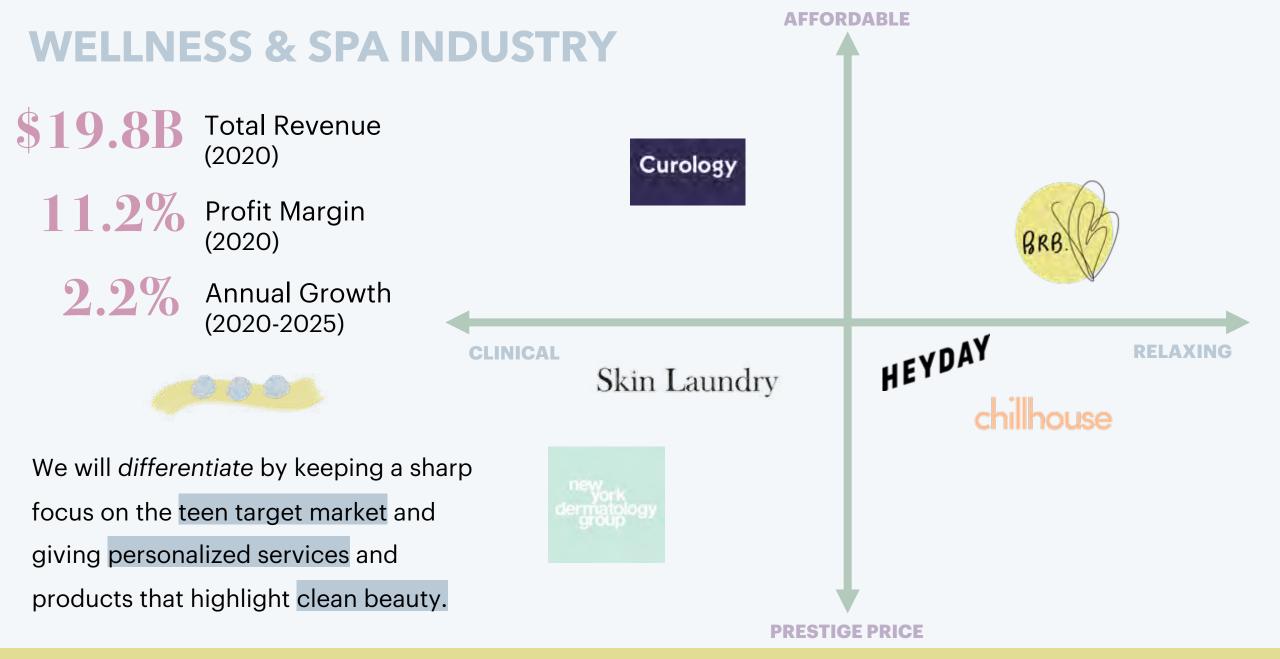
licensed aestheticians



clean beauty

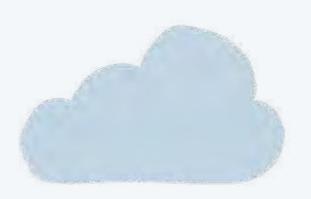


personalized service & routine



## **DEMOGRAPHICS**

- Teens
- High school or college
- All genders welcome!
- New York
- \$70,000 HHI





Eco-consciousness • Beauty is "being yourself"

## **PSYCHOGRAPHICS**

70% Personalized beauty products and services

63% Clean beauty

53% Value for money

68% Anxious because of social media







## **COLEEN PASCUAL**

Founder and CEO

M.S. Integrated Marketing at New York University, with a B.S. in Business Management from De La Salle University.

Work experience in the beauty and consumer products industry. Updated on current trends in the beauty space.







## COO

- Supply chain, day-to-day activities, customer service
- 10 years of experience in Day Spa operations

## **CFO**

- Funding, loan payments, optimize costs, maximize profits
- Certified Public Accountant (CPA) or Chartered Financial Analyst (CFA)

## **DERMA**

- Conceptualize the services, train estheticians
- Licensed and practicing for 10 years

# **HOW BRB WORKS:**



Book service online





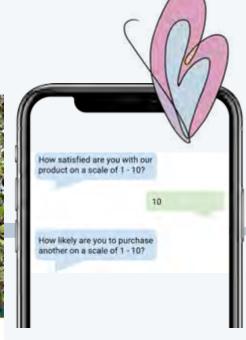
Consultation & personalized treatment



Customized skincare routine



Share on social media (UGC)



Customer service and feedback

## FINANCIAL PROJECTION - 2021 to 2023

# \$41M - \$36M = \$5M

#### **Total Revenue**

- Service
- Membership
- Retail



#### **Total Costs**

Rent

25,000,000

20,000,000

15,000,000

10,000,000

5,000,000

- Salaries & Wages
- Furniture & Equipment

BRB's Financial Projection

20,202,147

13,040,658

7,470,369

1,854,555

2,232,187

2021

2022

2023

Fiscal Year

Net Sales

Net Income After Taxes

Net Income

• Flagship store opens in NYC (800 sq. ft)

**2022** • Store expansion (+500 sq. ft)

Increasing capacity → higher sales

**2023** Second store in NYC (800 sq. ft)



# **SERVICES**

## **Facial (\$49)**

Consult with one of our skin experts. Cleanse, exfoliate, tone, extract, and moisturize. Find out more about your skin and build a skincare routine that works for you.

You'll thank us later.

### Massage (\$38)

Life is stressful. We get it. Relax your sore muscles and unwind with a 30-minute massage of your choice: back, leg, or combination.

### **Mani & Pedi (\$45)**

Wonder if you need a pick-me-up?
Hint: the answer is right at your fingertips. Give your hands and feet some love, pick colors that will express your mood (or not) – it's your pick! Add-ons for gel polish included.

## **MEMBERSHIP**

## **Yearly (\$480)**

In in for the long haul.
Perks include a 15%
discount on retail items,
no-charge cancelations
and a gift on your birthday.

## **Monthly (\$45)**

Sure, you can test the waters. Pay a monthly fee and cancel anytime. Perks include a 10% discount and a gift on your birthday.

## **RETAIL**

Personalized Toner - \$16 Serum -\$45 Spot Moisturizer - \$35 Treatment - \$22 Cleanser - \$30 Mask - \$10



NEW YORK



MARKETING: BRANDING

BRB

# **GEN Z (THE TEENS)**

# MORE be real. be you.

# **GEN X (THE PARENTS)**







Wellness & beauty services

Requesting for \$100,000

Let's help teens **embrace change** so they can **let their confidence shine** from within!



licensed aestheticians



clean beauty



personalized service & routine





THANK YOU!

Coleen Pascual coleen.pascual@nyu.edu (646) 438 3110

# Coursework

# 2. Nike Shoes for Baby Boomers

Presented a new product innovation for Nike based on insights on the Baby Boomer Market



# **Company Overview**

- Founded by Bill Bowerman and Phil Knight in 1964
- Beaverton, Oregon
- Design, development, marketing, and sale of: athletic footwear, apparel, accessories, equipment and services
- \$23.1B sales for Footwear in 2017
- 22.9% share in the Athletic Footwear Market



\*if you have a body, you are an athlete.



# **Target Market**

#### **DEMOGRAPHIC**

- Ages 54-72
- Male (48%) and Female (52%)
- Holding a senior position or retired
- Average income of \$60K
   per year (varies per state)
- Urban areas of the US:
   New York, LA, Chicago
   Source: Business Insider (2017).



# **BABY BOOMERS**

Trusting Patients • Weight Reformers • Healthy Holistics • Engaged Citizens

### **PSYCHOGRAPHIC**

- High importance to physical, mental, and emotional well-being
- Top priority: Exercise, diet, and physical fitness
- Mindful of the decisions they make: what food to eat, where to shop, how often to exercise.

\*They purchase new shoes to replace old ones or to use it for work or fitness.



# The Marketing Mix: Product

Value Proposition: To both Male and Female Baby Boomers ages 54 to 72 with an average annual income of \$60,000, Nike is the brand of rubber shoes for elders that offers them comfortable and functional footwear without compromising great style because we want you to feel that every step counts!



Casual • Athletic

Velcro straps (adjustable, easy to wear)

Breathable material

Cushioned and soft (avoid irritation, friction and blisters)

Wide fit



Grip and shock absorbent soles (prevent slip and falls)

Benefits: reduce injuries and falls; can be used for exercise or walking

\*The wrong shoes can lead to other health complications, like back and knee problems

# The Marketing Mix: Price

Customer Benefits	Rel. Imp.	Our Bus.	Competitors			Product
(Voice of the Customer)			New	Merrell	Sketchers	Advantage
			Balance			
Flexibility	20	9	8	7	6	13
Stability	30	8	7	9	8	10
Shock Absorption	30	7	5	8	7	10
Breathability	10	10	5	5	4	7
Weight	10	10	5	4	5	10
	100					50
Service Quality	Rel. Imp.	Our Bus.	Competitors			Service
(Voice of the Customer)			New	Merrell	Sketchers	Advantage
			Balance			
Quality Service	60	7	6	5	5	40
Response to Problems	40	6	6	7	6	0
	100					40
Brand Reputation	Rel. Imp.	Our Bus.	Competitors			Brand
(Voice of the Customer)			New	Merrell	Sketchers	Advantage
			Balance			
Most Respected Brand	40	10	7	6	5	40
Known for Quality	60	10	8	9	7	40
Cost of Purchase Index	100					80

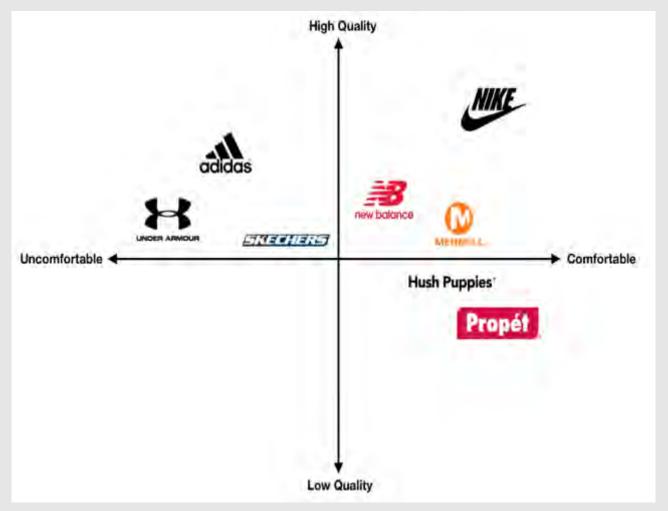
# PERCEIVED-VALUE PRICING



# The Marketing Mix: Price

## MARKET-BASED AND PERCEIVED-VALUE PRICING

Brand	Price
Sketchers (Relven/D'Lites)	\$70
New Balance (Fresh Foam Cruz)	\$75
Propét (Stability Strider)	\$75
Under Armour (Threadborne Slingflex)	\$100
Hush Puppies (Field Knit/Cypress Knit)	\$105
Nike	\$115
Merrell (Moab FST/Siren Edge)	\$120
Adidas (Ultra Boost)	\$180



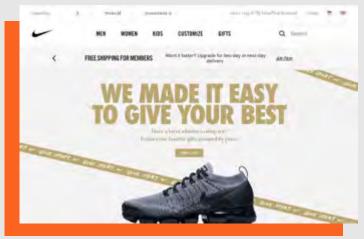


# The Marketing Mix: Place



# **O** BRICK & MORTAR

- There are 250 Nike stores across the US.
- Outstanding customer service is key for Boomers.
- They look for personal interaction with assistive and accommodating sales associates.



# **E-COMMERCE**

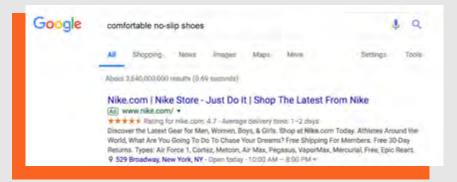
- 72% of Boomers shop online.
- They use the internet to research on products they are going to purchase in-store.
- It is important to have a classic interface that is easy to understand.





- Be present in category-specific retail destinations, such as:
  - Foot Locker
  - JD Sports, and
  - Intersport.
- 84% would rather visit a nearby store if what they're looking for is available.

# The Marketing Mix: Promotion



#### **SEARCH ENGINE MARKETING**

Keywords: Comfortable shoes for 54+, non-slip running or walking shoes.



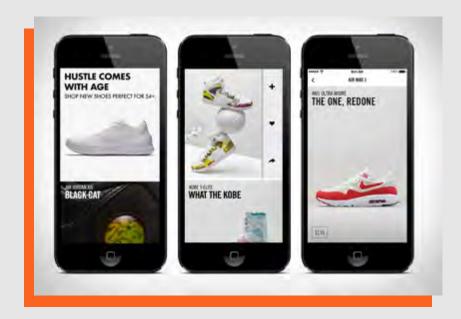
#### **EMAIL MARKETING**

Discount coupons for first-time buyers who sign up for the mailing list.



#### **VIDEO ADVERTISEMENTS**

Run on television and Facebook paid ads (most used Social Media platform of Boomers) to increase awareness about the new product.



#### **NIKE LOYALTY PROGRAM**

55% of Boomers show brand loyalty and stick to what they like. Encouraging them to join the app, linked to their email address and phone number, will encourage repeat purchases.

\*Message: never use the word "old" in advertisements.

# Marketing Goals & Targets

TAM \$19.6 billion

demand of 338 million units x \$58 average selling price

**SAM** \$4.3 billion

beachhead market
population of 75 million
x \$58 average selling
price

SOM \$995 million

\$4.3 billion x 22.9% market share

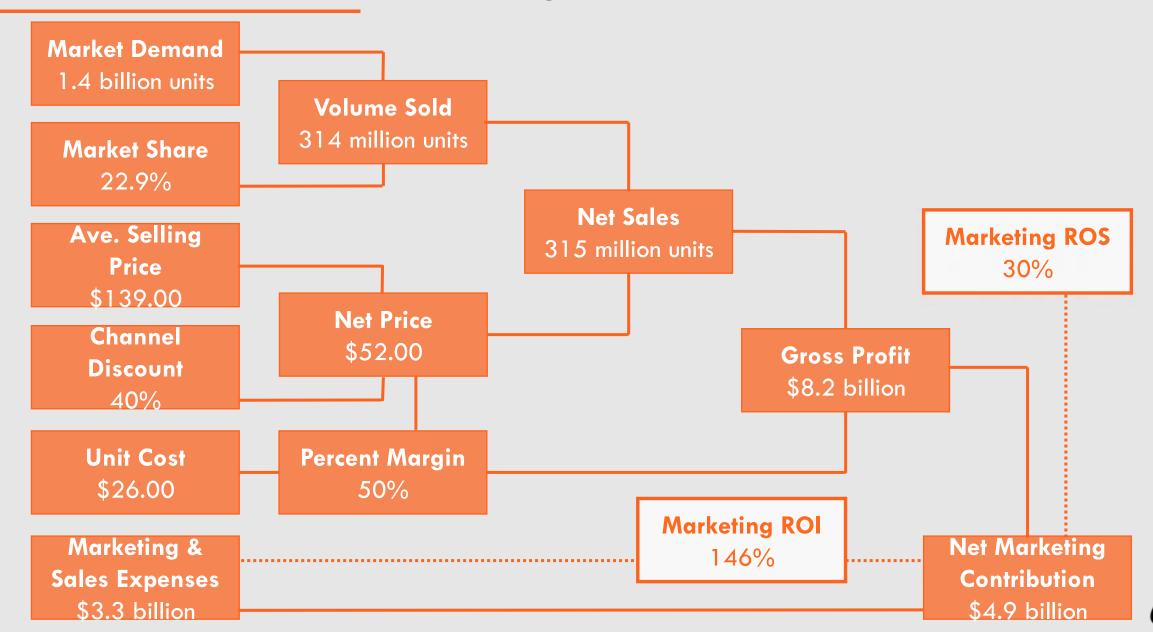
Market size of the US Footwear Industry

Market size of US Baby Boomers

Nike's target share of the US market



# Financial & Marketing Metrics





# Coursework

# 3. Lay's Integrated Marketing

Projects include writing a creative brief and translating into a mood board, and an in-depth plan

#### **Integrated Marketing Fall 2018**

#### **Creative Brief**

Student Name: Coleen Pascual

#### **Campaign Description**

LAY'S® is a brand of potato chips that is there for customers wherever celebrations and good times happen. This campaign called "Festive Friendsgiving Feast with LAY'S®" is all about being thankful for great company and diversity. Celebrating the Thanksgiving holiday with friends who have turned into family is the main highlight.

#### **Objective**

The objective of this campaign, which will run for the whole month of November, is to re-emphasize how LAY'S® is there for great moments. Measurable Key Performance Indicators (KPIs) include the following:

- increase of brand awareness by 10%
- increase social media engagement (3-5%)
- increase demand and sales by 15%

#### **Single Communication Idea**

For friends who come from different backgrounds and cultures, there is one thing that brings them together: the love for great taste. With the wide variety of LAY'S® potato chip flavors and forms, you can prepare the perfect feast for your friends.

#### **Target Audience**

The main target audience for this campaign are Males and Females aged 20-34.

- Single
- Young urban professionals or "Yuppies"
- Working away from home in big metropolitan areas in the United States, such as New York, Los Angeles, and Chicago
- Class A and B
- Diverse racial breakdown including White, Black, Hispanic, and Asian consumers
- Career-oriented, enjoys going out with friends, and going on adventures

#### **Insights**

#### **Consumer Insights**

- People in their 20s or early 30s who don't have kids choose to celebrate traditional holidays and other milestones, and travel, with their chosen family
- Consumers in this demographic are the most racially diverse; they also value community, family, and creativity
- "Friendsgiving," according to Merriam-Webster, is defined as a large meal eaten with friends either on or near Thanksgiving. It is a combination of the words "friends" and "Thanksgiving."
- Originated in 2007 as a Word of Mouth holiday, with 925k posts on Instagram with the hashtag #friendsgiving on Instagram
- Friendsgiving, also known as the 2<sup>nd</sup> Thanksgiving feast, doesn't necessarily replace the one celebrated with family. It is also done by those who live far from home, or don't have the means to go back home during the holidays.
- It is considered a big deal nowadays, with countless of articles, how-tos, sample menus, rules, and commandments found online

#### **Project Insights**

• It became popular in 2011 when Bailey's Irish Cream had a Friendsgiving campaign. Aside from the brand being featured as a plot point on a Real Housewives of New Jersey episode called "Gobblefellas," they also partnered up with four food bloggers who created Friendsgiving recipes with their product and hosted a feast

• Several companies such as Taco Bell, Evite, and Whole Foods have also created campaigns around Friendsgiving which were successful in the past, increasing their company's sales

#### Metrics

- KPIs include increase of brand awareness by 10% and ultimately, increase demand and sales by 15%
- Another KPI is to increase social media engagement (3-5%). Since Lay's already has majority of market share and has 6 million likes on Facebook, 779 and 453 thousand followers on Instagram and Twitter respectively, the next goal is to increase the engagement (likes, comments, and shares) on their social media platforms and make sure content resonates with their consumers.
- Encourage consumers to post for User Generated Content with the hashtag #LaysFriendsgiving and post their own recipes or Thanksgiving feast featuring Lay's products

#### Context

- This request lives alone and is independent from other campaigns, because it is only specific to one holiday
- Media channels include TV and digital (social media accounts: Facebook, Twitter, Instagram and YouTube)

#### **Brand Personality/Tone**

Fun, friendly, outgoing, unique, inclusive

#### **Design/Production Notes**

- LAY'S<sup>®</sup> Brand Logo
- Product pack shots
- Social Media accounts (fb.com/lays, @LAYS)
- #LaysFriendsgiving
- Central theme: friends who are of different races celebrating in a home (dining room or kitchen)
- To be executed for the whole month of November (1 month project lifespan leading up to Thanksgiving)
- Most of the campaign will be online or TV (must be visual)
- Campaign culminating activity at the end of November to be hosted at a home of a famous celebrity or influencer who is into cooking (like Chrissy Teigen)

#### **Additional Details**

- Fall colors and earth tones
- Sans Serif and Script fonts
- Static posts must be lifestyle inspired (flatlays, group shots of friends), with variations in video and GIF forms
- Pumpkin, turkey, fall foliage and other Thanksgiving elements





# INTEGRATED MARKETING PLAN

Coleen Pascual, Ziyi Wang, Qikun Gao & Jie Yang

Wherever celebrations and good times happen, the LAY'S® brand will be there just as it has been for more than 75 years. With flavors almost as rich as our history, we have a chip or crisp flavor guaranteed to bring a smile on your face.

# LET'S GET TO KNOW LAY'S

### **Business Mission**

- To spread smiles across America
- To be the world's favorite snack
- To always be within arm's reach

## **Strategy**

- Customer First
- Great Moments, Great Taste
- Corporate Social Responsibility and Sustainability

## **Operations**



**1,100** Frito Lay products



**15,000** delivery routes



**57,000** Frito Lay associates



manufacturing facilities (US)



# LET'S GET TO KNOW LAY'S



## **Target Audience**

- Students and Young Professionals
- Male and Female Age 18-34
- Living in Urban Cities (LA, New York, Chicago)
- Always on the go!

### **Market Share**

Lay's is the best potato chip brand of the United States with a market share of 29.6%.

## Competitors















#### INDUSTRY (SWOT ANALYSIS)

#### **STRENGTHS**

Strong brand name
Strong distribution network
Strong global presence
Wide product variety

#### **WEAKNESSES**

Less localized flavors Self-competition

#### **OPPORTUNITIES**

New localized flavors
Brand extensions
Healthy snacks

#### **THREATS**

Increasing health awareness
Competition

#### Operation Smile (2018)



For each purchase of specific bags with customers' smile, Lay's is making a donation to those with cleft conditions.

#### **Tactics Used**

- Out-of-Home: New York Pop-up shop called The Lay's Smiles Experience
- Celebrity Endorser: Jordin Sparks
- TV Spot





#### Taste of America (2018)



Provide localized flavors to the people who have different background and preferences

#### **Tactics Used**

- Released eight new flavors
- Inspired by popular foods representing parts of the country
- Interactions with consumers
- Examples of flavors include:
  - Maine Lobster Roll (South Portland)
  - Chile Con Queso (Mexican)
  - Deep Dish Pizza (Heartland and Mid-America)









#### Do Us A Flavor (2012-Present)



Gain insights into consumer preference behaviors at a low cost and increase engagement

#### **Tactics Used**

- Launch event: Pop-up Store in Times Square
- Receive generated image of Lay's bag to reflect submitted flavor
- Facebook: "I'd Eat That" like button
- Celebrity partners / judges: chef Michael
   Symon and actress Eva Longoria
- Top 3 sampled in store
- Contest winner received 1% of net sales of the year or \$1M, whichever is higher





#### Digital & Social Media

Overall observation: More or less the same content across different social media platforms, just modified in different ratios (square for FB IG, rectangle for Twitter)

	<b>9</b>	f		
Followers	450K	6.7M likes	771K followers	62k subscribers
Notes	Reply to tweets often.	Interact / reply to comments.	During many important festivals, Lay's makes interesting posts on their Feed or Stories.	Last post was 7 months ago (March) - not updated; TV ads are found on other websites, not their own platforms.





#### Strengths of Lay's Marketing

- Big area (worldwide coverage)
- Strong distribution network
- Use many different channels
- Strong emotional connection
- Favorable brand image



#### Weaknesses of Lay's Marketing

- Too much extra air in the bag
- Digital visuals are unnatural and much like a business style, not the consumer
- Same content across all platforms, just in different sizes

#### IMC PROPOSAL: CAMPAIGN

#### Be Anything with Oven-Baked Lay's



Reposition product to address health issues, since the target audience of Lay's are more conscious about food choices

#### **Objectives**

- Highlight and increase promotions for this existing product line
- Increase focus on Oven-Baked Lay's since there is more emphasis on the Original product line
- Treat each media platform differently and use for a specific function
- Be more transparent with ingredients and how's it's made through messaging

Enjoy eating potato chips with 80% less fat and indulge without the guilt!





#### IMC PROPOSAL: CAMPAIGN

#### Be Anything with Oven-Baked Lay's



- December 2018 March 2019
- End of Q4 2018 and Q1 2019



- \$4.49 million\*
- Top-Down Approach Lay's spent \$35.92 million on advertising in 2016

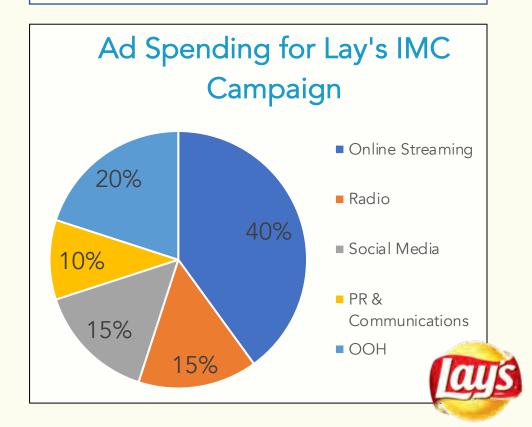
#### **Business Outcomes**



Increase **sales** of Oven-Baked Lay's by **5%** 



Receive a **Marketing ROI** of **115%** 



<sup>\*</sup>Average of \$8.98 million spent per quarter; the \$4.49 million budget is half of this spend

#### IMC PROPOSAL: Product, Place, Price

#### **Product**



#### Place









Vending machines, convenience stores, supermarkets, food shops, dining halls, cafeterias

#### **Price**

\$3.29

For one bag weighing 6.25oz vs. Regular - \$1.89 for 2.88oz Address the "less air, more chips" issue to increase value for customers



#### **IMC PROPOSAL: Promotions**

#### Menu of Marketing Assets + KPI

Online Streaming Advertising

Radio

Social Media

PR & Communications: Media Websites

PR & Communications: Influencers

Out-of-Home



Lay's will fully integrate

Paid, Owned, and Earned Media

#### Online Streaming Advertisements

Challenge: Millennials spend the least and decreasing time with TV

Opportunity: They spend the most time with online streaming video compared to other generations

#### **Details**

- 30s pre-roll video ads
- The big idea: Oven-baked Lay's provides high quality ingredients and healthier potato chips, which allows us to pursue personal lifestyle freely.
- Humor appeal







**KPI:** 10,000,000 Views



#### Online Streaming Advertisements

#### **OVEN-BAKED LAY'S AD STORYBOARD**



Mr. potato is being interviewed as a chief manager/spokesman of a Lay's potato chips factory



He introduces potatoes who are exercising in the factory and shows us the 80% less fat oven-baked Lay's



His interview is interrupted by crunchy sounds. The sounds come from Mrs. Potato, eating the oven-baked Lay's after she finds it in Mr. Potato's office



She enjoys herself so much because she is on diet recently and oven-baked Lay's is perfect for her to indulge without guilty

#### Radio

Challenge: Millennials spend less time listening to the radio.

Opportunity: They still listen to AM/FM radio on their way home or to work. At the same time, digital radios become popular among this generation and is projected to continue to grow.

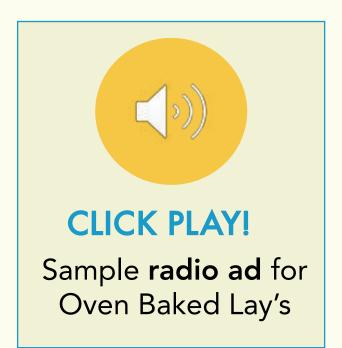
#### **Details**

- Content: Crunchy sound + "Worried about calories? Now you're free to enjoy potato chips with 80% less fat with Oven Baked Lay's."
- AM/FM radio +





KPI: 4% ratings for AM/FM radio, reach for internet radio (how much)





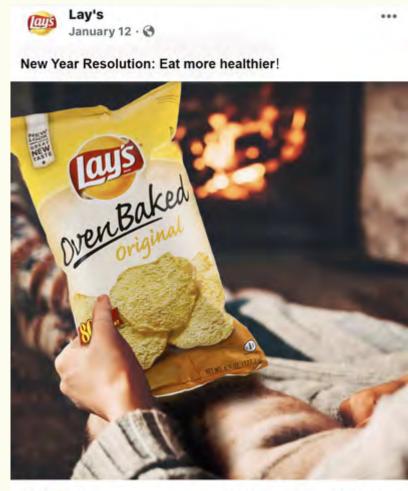
Social Media: Facebook

Challenge: Low engagement on Facebook

Opportunity: 35% of Facebook users are Millennials

#### **Details**

- Paid/Organic: 1 post per week on news feeds (desktop and mobile devices)
- Content ideas:
  - product information: emphasize high quality, 80% less fat
  - call-to-action: like purchase
  - engagement questions: what's your favorite xxx?





122 Comments 49 Shares



KPI: 3-5% engagement rate per post



#### Social Media: Instagram

Challenge: 771K followers compared to 6.7M likes on Facebook

Opportunity: Millennials are present on apps and websites, and Instagram is the 2<sup>nd</sup> most used platform (be present where the target market is!)

#### **Details**

- 1 post a week (Static) on the feed
- Maximize use of Instagram Stories and Highlights



KPI: increase number of followers 5%, at least 10,000 posts with the hashtag #OvenBakedLays





#### PR & Communications: Influencers

Challenge: Low awareness on the Oven Baked product line

Opportunity: Millennials prefer receiving ads from their favorite influencers over traditional marketing. Entertaining and useful content must come from authentic digital personalities.

#### **Details**

- Content ideas:
  - #OvenBakedLays on Instagram: Their favorite activity to do while snacking
  - What I Eat in a Day Videos
  - Mukbang Videos





<u>Influencers:</u> Claudia Sulewski, David Dobrik, Josh Peck, Bethany Mota





#### PR & Communications: Media Websites

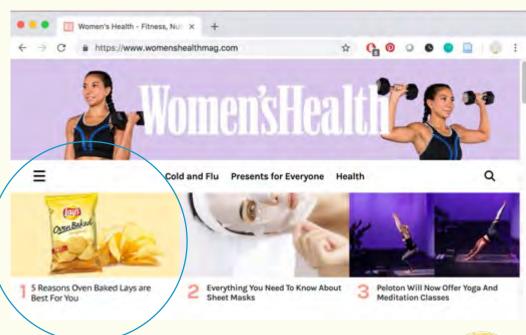
Challenge: Low consumption of print media for Millennials.

Opportunity: Millennials have a low print media consumption; however, they read articles on media company websites.

#### **Details**

- Partner up with Media Websites to create articles about Lay's Oven-Baked Line to increase awareness about it and its benefits
- Article Ideas:
  - New Year, New Fitness Resolutions
  - How to Eat Clean this 2019
  - 5 Reasons Oven Baked Lays are Best For You









KPI: 5,000 page views and 2% CTR

#### Out of Home Media

Challenge: Too many ads are targeting consumers at once.

Opportunity: Millennials want transparency and they are highly engaged in on-site events to gain in-person experience

#### **Details**

- City: NY, LA, Chicago
- Display high quality ingredients (potato/seasonings) and how potato chips are made
- Activities:
  - Encourage consumers to dig out potatoes from soil in person
  - Take a picture + Post pictures, follow us on Instagram, and use the hashtags to get free samples

#### Lay's Lab





potato farm + potato lab





#### **Campaign Timeline**

Month		D	ec			J	an			F	eb			N	1ar	
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Social Media																
Radio																
Digital Magazine																
ООН																
Online Streaming																
Influencers																

#### CAMPAIGN HIGHLIGHTS

#### Be Anything with Oven-Baked Lay's

Reposition product to address health issues, since the target audience of Lay's are more conscious about food choices

Marketing Tool	KPI						
Online Streaming Advertisements	10,000 views						
Radio	4% ratings for AM/FM radio, reach for internet radio (how much)						
Social Media: Facebook	3-5% engagement rate per post						
Social Media: Instagram	+5% followers, >10,000 posts with the hashtag #OvenBakedLays						
PR & Communications: Influencers	2% conversion rate						
PR & Communications: Media Websites	5,000 page views and 2% CTR						
Out of Home Media	+5% followers, >10,000 posts with the hashtag #OvenBakedLays						

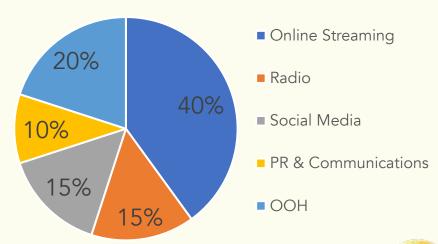
Enjoy eating potato chips with 80% less fat and indulge without the guilt!





#### \$4.49 million

Ad Spending for Lay's IMC Campaign





# THANK YOU!



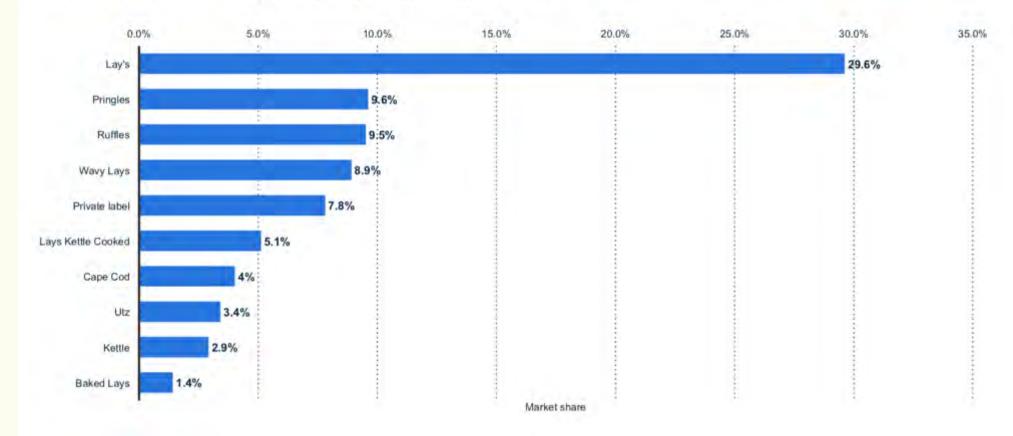




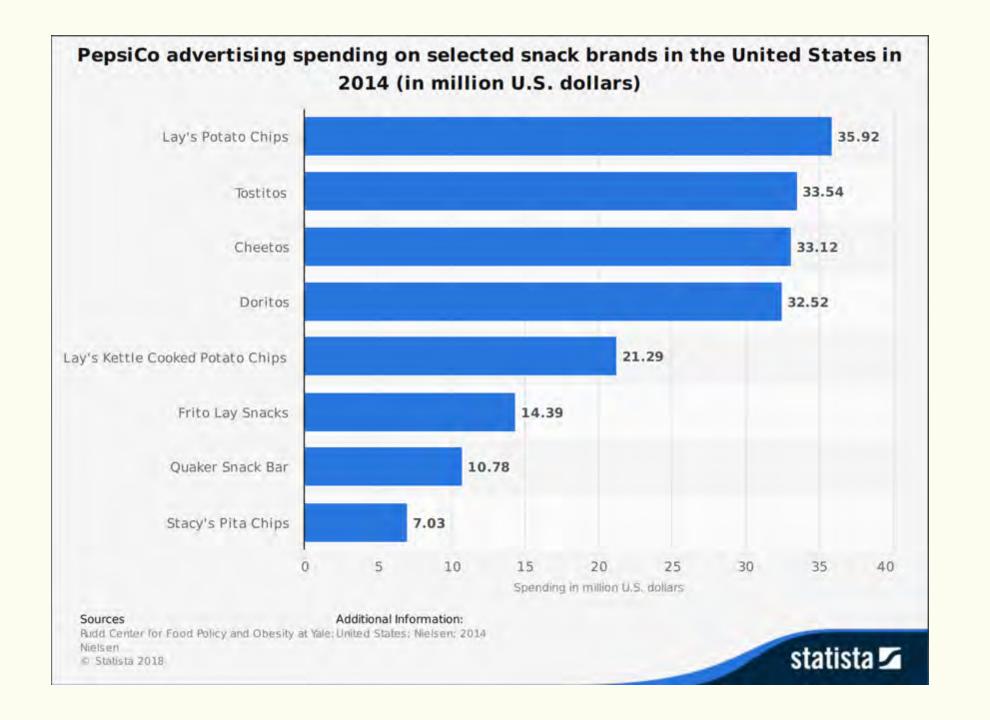


#### Market share of the leading potato chip brands in the United States in 2017, based on dollar sales

Market share of the leading potato chip brands in the U.S. 2017



Note: United States, 52 weeks ended Jenuary 22, 2017
Further information regarding this statistic can be found on page 54.
Source(s): Grocery Headquarters; IRI; ID 262117



### Coursework

# 4. Sweetgreen Strategies for Instagram

Presented for our Digital Marketing course

### sweetgreen

Strategies Behind Instagram



Coleen Pascual, Alexey Kong, Dixuan Zheng, and Luyang Bi





#### • Introduction

- About Sweetgreen
- Research Question
- Research Method
- Target Market

#### • Executive Summary / SWOT Analysis

- SWOT Analysis
- Instagram Overview
- Digital MarketingStrategies and Techniques
- Competitors

#### Suggestions for Improvement

Recommendations

# Founded in 2007, sweetgreen is a destination for simple, seasonal, healthy food.

We believe the choices we make about what we eat, where it comes from, and how it's prepared have a direct and powerful impact on the health of individuals, communities and the environment.



2 : a new idea, method, or device

sweetgreen



# **About Sweetgreen:**Overview



#### Connect people with food.

I'm just not done with a dish until I feel it is done.

NANCY SILVERTON

- WANTER

#### What's on their menu?



About Sweetgreen SG

#### What's on their menu?



About Sweetgreen SG

#### **About Sweetgreen:**

Recent news

I don't have any tricks in my bags; I've got knives and sauté pans and that's about it.

NANCY SILVERTON

-



#### Sweetgreen is officially a unicorn

Megan Rose Dickey manegarrosedtiskey / Smonths ago



Sweetgr In Delive Unicorn

Popular I

#### Movement

Tossed-salad star Sweetgreen gives Inc. an exclusive, in-depth look at its secret weapon, the small farms and food suppliers that fill its hip, healthy bowls.







#### **FAST @MPANY**













ADVERTISING

ARCHITECTURE

ARTIFICIAL

BEAUTY

BIOTECH

BRANDING

CHINA

DESIGN

CONSUMER ELECTRONICS DATA SCIENCE SECURITY SOCIAL GOOD SOCIAL MEDIA

ROBOTICS

LATIN AMERICA

LIVE EVENTS

MIDDLE EAST

NOT-FOR-PROFIT

MEDIA

MUSIC

RETAIL

SPACE

01 Sweetgreen

For planting novel approaches into every aspect of the farm-tocompostable-bowl salad chain

**02** Apeel Sciences

For freshening up the produce section

03 Indigo Ag

06 Beyond Meat

For making even carnivores interested in meat alternatives

07 Resy

For giving restaurants the key to customer satisfaction

08 Pivot Bio

For developing an effective and environmentally friendly replacement for nitrogen-based

- Young professional males and females
- Millennials (24-35 years old)
- Living in New York (or other Urban Cities)
- Always on-the-go
- Conscious about living a healthy lifestyle
- Prioritizes eating right and working out
- Informed consumer who requires transparency



How does @sweetgreen show transparency and build a community through Instagram?



## We analyzed **@sweetgreen**'s Instagram Strategies by:

- Going through their Instagram feed
- Viewing their **posts**, including static posts, IGTV, and highlights
- Finding supporting information on the Internet
- Comparing their performance vs. their competitors



# **SWOT** Analysis

#### **STRENGTHS**

- Healthy Option
- Customizable
- Economically beneficial by helping source locally from farmers
- Unique to the environment that they're in
- Fresh ingredients

#### **OPPORTUNITIES**

- Help local farmers get their name known
- Target people who have food restrictions
- Trends to be healthier
- Continuing expansion across major cities in the U.S
- Sustainability

#### **WEAKNESSES**

- Competition has a developed brand with loyal customers
- Not a wide variety for people with different tastes
- Limited to only one specific type of food

#### **THREATS**

- Unstable consumer spending
- Competitors

# **@sweetgreen Instagram Overview**



- 2,759 posts
- 180K followers
- 411 following
- Active on Instagram since June 19, 2012 (7 years)
- Posts at least once a day, between 12-4PM

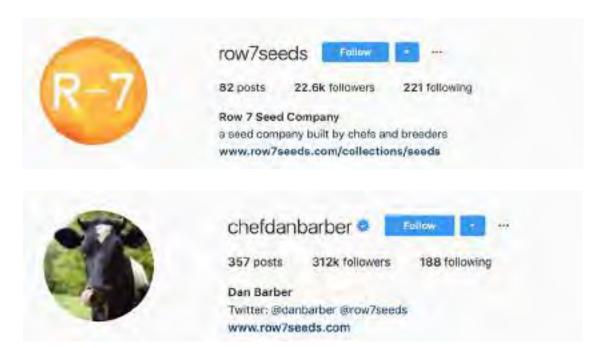
#### Food-related accounts

- Agriculture
- Farming



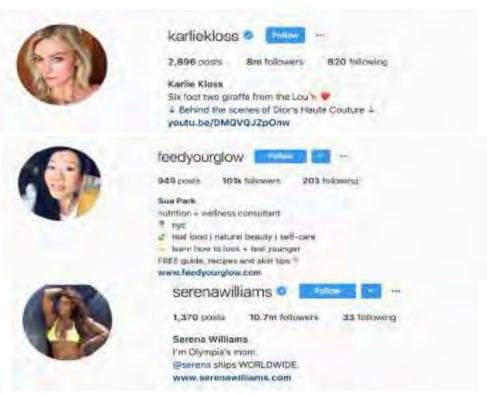
#### Food-related accounts

- Seed Company
- Chefs



#### Influencers

- Famous models
- Nutrition and wellness consultants
- Renowned athletes



### Other related organizations

- Non-profit organizations
- Health brands



# #hashtags @sweetgreen follows



- Hashtags related to
   @sweetgreen and their campaigns
- Other hashtags related to asweetgreen include:
  - #SweetHacks
  - #mygreenstory
  - #themoreyouknow

## Who follows @sweetgreen



#### **Followers**

- Mostly Millennials
- Food Enthusiasts
- Health Buffs
- Social Media Influencers and Celebrities

# Most viewed post





## Most commented post

#### 925 comments

- Campaign contest
- @getawayhouse
- #SmallActsBigChange

sweetgreen - Following sweetgreen We've teamed up with Mather Nature, ake world's best host, to give away two free nights at one of @cariawayhouse's tiny rabins nestled in nature. We'll also sec you up with \$200 in sweetgreen credit to grab your favorite Shroomann en route to your escape. To enter, draw your #SmallAct. in the comments below, foliare (Rowestowern + Wastawayhouse, and tag. two friends you won't to getaway with. The wincer will be announced on Tuesday the 22nd #SmallActsBkgChange. Limit was read to the same of the med08 Briating In We gotte good this ye somewhere nice and pencet.4 No this @ jouryaff mayayati Ochaman Gnitki byr this is Pleanannasan Entelsimemodical

\*last 30 days

## Most liked post

### 3,994 likes

- Announcement about store hours
- Holiday: #PresidentsDay2019
- Word of mouth

sweatgrasn @+Following. sweetgreen Your cgs are all open today #PresidentsDas2019 Limit core commercia. melivango We need an SG in Battery Park NYC. Just moved here and I'm going nuts without it I do # C C Sixwestgreen aweetgreen difiglanct Not yet, but it's on our rador! sweetgreen @empiessif2 We'd love to hit the slots! awestgreen @mmmmckelsie One sweetgreen (kitsme, dr.klag We'd) love to make it to ATL! sweetgreen Scherylbringuez Maybe one day! sweetgreen @mplyglipin\_You 3,994 likes FORVE NE Add a to revenue.

\*last 30 days

## Least liked post

#### 772 likes

- Unappealing visual disconnected from the copy
- Could be improved by including video snippet instead

\*last 30 days



# **Strategy**

**asweetgreen** is like that caring friend you have who:

- constantly reminds you to take
   care of yourself by eating healthy
- tells you to be mindful of the people around you by giving back
- is fun, playful, energetic

@sweetgreen reminds you that eating good means feeling good.



# Digital Marketing Techniques Used by @sweetgreen

- Create informative content.
- Engaging visuals are important.
- Appeal to emotions and build empathy.
- Constantly engage with followers.
- Stay relevant through pop culture, current events, and holidays.
- Promote giving back.



## Technique #1: Create informative content.



Feature ingredients they use in salads and give facts on **how they're sourced** 



Show how to **battle the cold and flu season** by eating healthy



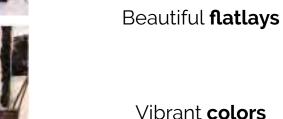
Go in detail about the **nutritional value** of ingredients and how they're beneficial

## Technique #2: Engaging visuals are important.









Well-curated feed







## Technique #3: Appeal to emotions and build empathy.



Show **how stakeholders are valued**, including employees. *IG Stories: Treehouse* 



Share stories of **farmers**, the important people behind the food they eat



Advocate for **social movements**, such as the
LGBTQ+

## Technique #4: Constantly engage with followers.



**Templates** on Instagram stories to share #SmallActsBigChange moments



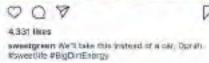
**Repost** tagged or mentioned tweets from Twitter to Instagram



Contests and sweepstakes

# Technique #5: Stay relevant through pop culture, current events, and holidays.





Pop culture reference to **Oprah's** iconic car giveaway



Thanksgiving letter from @sweetgreen founders

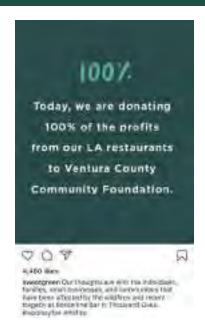


#Halloween lanterns out of Kogi



Riding on the viral trend of **#ASMR** 

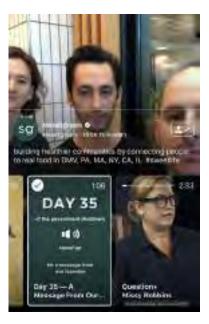
## Technique #6: Promote giving back.



Announcements of asweetgreen **donating profits** 



**Fundraisers** for food-oriented non-profit organizations that feed children



Founders announcing **free bowls** to those affected by the
government shutdown on IGTV

## Feedback on @sweetgreen's Instagram

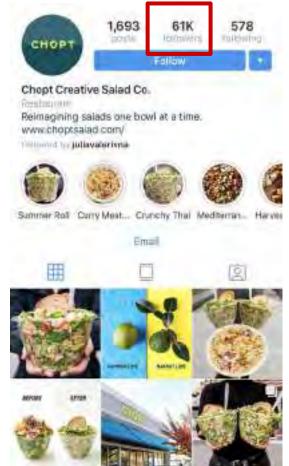
## **STRENGTHS**

- @sweetgreen fully utilizes the functions on Instagram.
  - Static posts, Stories, Highlights, IGTV
- Engages through informative and relatable content

### POINTS OF IMPROVEMENT

- Not much variety in content (visuals)
  - Lacks human element
  - Consider posting more UGC
- Utilize more carousel posts
- Categorize content and use relevant hashtags

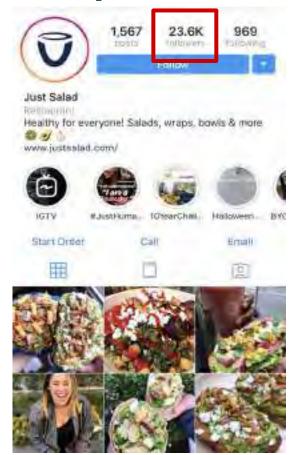
# **Competitor Analysis: Chopt**







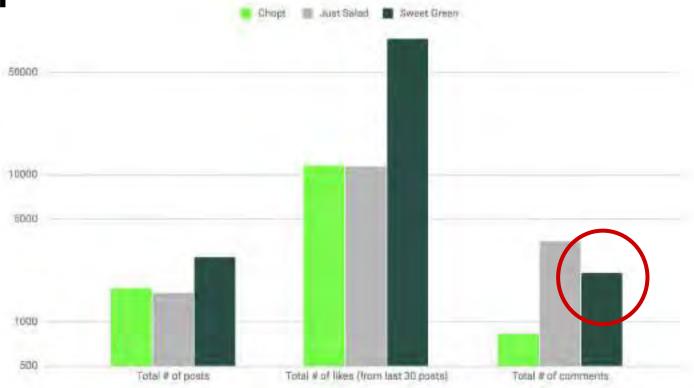
# Competitor Analysis: Just Salad







**Competitors** 



# **Competitors** Chopt Just Salad M Sweet Green

Average # of posts per day

Average # of likes per photo (in last 30 posts) Average # of comments (in last 30 posts)

Include ingredients of the salads they post and calories per bowl





sg

# Encourage their community to use more #hashtags and tag @sweetgreen

- #sweetgreenislife
- Encourage the use of hashtag and give away free bowls for chosen pictures
- To collect more User Generated
   Content (UGC) posts



sg

#### **Events to call for participation**

- Special events
- Holding contests
- Rewards



# Use IG Live to show how salads are made in-store and in chefs' classes

- Visibility
- Authenticity
- Engagement (two-way interaction)



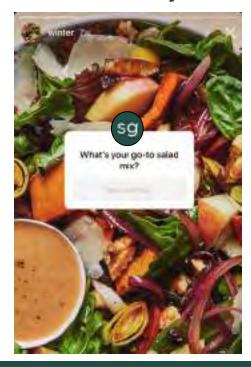
#### Feature sweetgreen experience

- Campaign: invite loyal customers to
   asweetgreen's partner farms
- Having a "farm-to-table" **experience**
- Share experiences through **IG Live**
- Building trust with clients



Recommendations

Use the "polls" and "answer" sticker on Instagram highlights to encourage more participation for community building





sg

# THANK YOU & HAVE A **SWEET** DAY!

QUESTIONS?