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In honor of the upcoming Breast Cancer Awareness month, I am proposing that Victoria's Secret plan and launch a campaign in which, throughout the entire month of October 2018, 50% of all revenue made from bras sold in stores go to the National Breast Cancer Foundation in a mutual partnership.

SWOT Analysis

Strengths:

- allows more meaningful relationships to be made within internal communication and team building
- creates a new connection with the National Breast Cancer Foundation and its supporters
- the audience is already primarily women, in which are largely affected by breast cancer
- creates room for word-of-mouth buzz to take place, generating more customers and sales

Weaknesses:

- certain items may go out of stock sooner
- that 50% of revenue from bra sales isn't going directly to the company

Opportunities:

- increases overall sales by encouraging more people to purchase bras, both those looking for a sale price and those excited to support the cause
- opens the door for new business endeavors and partnerships
- creates a positive brand image in the public eye
- gets people talking about breast cancer awareness

Threats:

- may be costly to launch and fund the campaign

Research

The objectives for the research that needs to be met in order to conduct a successful include finding out if anyone has ever done a similar campaign before, and if so, what those results looked like. It should also be important to note how many individuals are affected by breast cancer every year, and what is being done to help the cause currently. As far as primary research, I'd like to conduct national (anonymous) surveys to ask Victoria's Secret target demographic if they themselves have ever been diagnosed with breast cancer, and if they know anyone whom has ever been touched by breast cancer.

As of 2017, "breast cancer is the second leading cause of death among women, and in the U.S., one in eight women will be diagnosed with breast cancer in their lifetime" (Breast Friends). Other secondary research vital to this campaign is looking at the statistics of Victoria's Secret's budget and revenue, as well what the National Breast Cancer Foundation makes and is doing with donations. A similar campaign in which has already been proven to be successful is Sephora's "Sephora Stands" programs, in which \$10 from each purchase of a Sephora brand lipstick goes to its programs to empower women, including supporting female founders in the

beauty industry and supporting environmentally conscious and sustainable practices (Sephora Stands).

Planning

The campaign objectives are to...

1. **Inform** the public and spread awareness about breast cancer
2. **Increase traffic** and interaction on Victoria's Secret social media pages through Word of Mouth marketing
3. Bring in more new customers through speaking up about breast cancer awareness as well as increase **loyalty** among existing customers

The strategies that need to be implemented to meet these campaign objectives include...

- Starting to promote the campaign *at least* one month prior to the start date (Oct. 1, 2018)
- Send out press releases to announce Victoria's Secret's and the NBCF's partnership and all of the details about the campaign
- Use the hashtag **#VSgoesPINK** on all social media posts related to the campaign to help spread the word (WOM marketing)
- With each customer that buys a bra during the 31 days of this campaign, they will receive a gift bag with brand samples and an information card from the NBCF stating what else they can do to help the cause

Victoria's Secret makes an average annual income of \$12.6 billion (Statista). When looking at budget for this campaign, it is important to note that the expected revenue from sales generated from this campaign are predicted to outweigh the cost. With that said, the budget is (as of now) set at \$5 million. Social media is also expected to act as a large factor in being a relatively low-cost marketing strategy.

Execution

The goals for each of our campaign strategies include informing people about breast cancer awareness and persuading more people to spend money at Victoria's Secret. Through this, Victoria's Secret's social media accounts (particularly Instagram) should gain traction and increase that two-way communication, which will elevate the brand.

Message exposure will occur through the use of social media, promotional emails to those who've subscribed, and various ads in other places, such as magazines and on television, in order to inform and persuade our target audience. In this campaign, two-way communication is vital. Using the "media uses and gratification theory" (Pearson Revel, 7.3.1), the goal for communication is to have it be interactive, which will allow us to better evaluate the success of this campaign.

KEY MESSAGE: "Victoria's Secret wants to support and empower women internationally and bring positive attention to breast cancer awareness and the work of the National Breast Cancer Foundation."

Evaluation

Our campaign objectives were to reach more people to develop a larger base of customers and create more social media traction, as well as spreading the word about breast cancer awareness in partnership with the NBCF. Not only did we accomplish our goals of more sales and engagement, but we also were able to stay within the given budget of \$3 million. Over \$8

million in sales were generated in total by the sale of bras at Victoria's Secret's around the globe, in which half of that has been donated to help the work the NBCF continues to do. Overall, this campaign was highly successful, and we now have a larger picture of how to analyze audience awareness, audience attitudes, and gage audience action.

In the future, we will ask ourselves "What steps can be taken to improve the success of similar future endeavors?" to keep Victoria's Secret at the peak of innovation and success.

Resources

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