



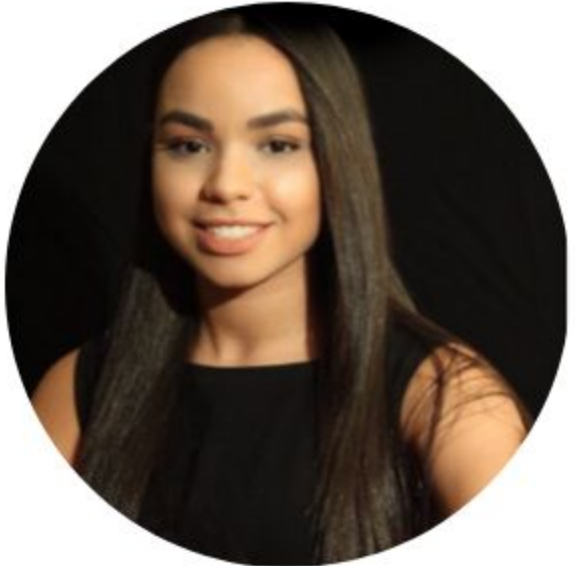
# MEET THE TEAM



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Account Manager



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Account Planner



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# EXECUTIVE SUMMARY

Lovepop was founded by two Naval architects, John Wise and Wombi Rose, in Massachusetts in 2014. They received the opportunity to go on Shark Tank and earned an investment from Kevin O'Leary, Mr. Wonderful, in 2015. Lovepop's mission is to create one billion magical moments by making it a gift that is creative and meaningful for the people. LovePop sells exquisite 3D pop-up greeting cards for every occasion. LovePop works with retailers, businesses, and event hosts to make their message pop on custom orders."



# EXECUTIVE SUMMARY

***LOVEPOP IS MORE THAN A CARD. CREATING MEMORIES SINCE 2014.***



2014:

Two naval  
architects

2015:

Shark Tank  
Venture

Lovepop  
disrupts the  
greeting card  
industry

Mission:  
create one  
billion  
magical  
moments

Present day goal:  
Building  
brand awareness

# THE STRATEGY



## STRATEGY OVERVIEW

Our strategy is to reach our target audience through events, **pop-up shops**, and targeted **digital and print media**.

We want to emphasize that Love pop is **more than just a pop up card**. It is a gift that creates an **emotional connection** and experience between the giver and receiver.

## CAMPAIGN GOALS & OBJECTIVES OVERVIEW

- Build brand awareness and increase reach
- Expand consumer base
- Create a clear brand vision
- Emphasize the emotional aspect of Lovepop products

# THE RESEARCH

## OBJECTIVES & METHODOLOGY

### OBJECTIVES

Lovepop challenged us to create a campaign that will make their current and future target markets more aware of the brand's promise. The campaign will launch January 2020. Lovepop wants us to create a larger story.

#### Our goals:

- Make the brand more recognizable
- Connect Lovepop's story to a wider audience
- Define what the 'magic moment' is

### CHALLENGE

The challenge Lovepop has is that the purpose and brand identity is unclear to consumers. The brand is not easily recognizable, consumers have said the brand, "looks like a bat," and, "it's not that memorable," and that the logo "looks like CVS."

### SOLUTION

In order for the brand to be more recognizable, it needs to resonate with consumers on an emotional level and have a trust factor. The tactics we are implementing for solving these challenges is to reach out to our target market and use our campaign, "Beauty comes from within," as the main strategy for our experiential, public relations, and social media tactics.

### METHODOLOGY

The research is designed to see what kind of emotions customers are getting from Lovepop. From our primary research, we are able to understand the emotions and that our audience feels from Lovepop. The campaign was created according to the results of our research to make more connections and introduce the brand from a new, perspective using pathos.





# THERESearch

## *PRIMARY RESEARCH*



**Online Surveys:** We conducted interviews with a set of questions based on whether the interviewee knew Lovepop or not, and the questions and data was supposed to help us understand how audience's perspective of the brand and their purchase behavior. We mainly focused on interviewing older millennials in their 30s, moms and parents, and younger millennials.

**Methods:** We collected data through Google Surveys. Each team member asked 10 people. 5 who have not heard of Lovepop, and 5 who have heard of Lovepop.

We asked participants to answer questions in a fill in the blank format and asked them to interpret pictures.

We then gathered key insights from the research and used that to move forward with the campaign.



# THERESearch

## SECONDARY RESEARCH



- **Evaluated reports of Gifts & Card Industry**
- **60,867 companies** In the Industry, **\$17 Billion total revenue**
- Lovepop receives US \$12.5 million investment by Highland Capital Partners for 3D greeting cards.
- Lovepop has grown more than 270% in 2017, and its growth exploded over the last two years as it developed the creative technology tools with an omnichannel distribution.
- The global market for greeting cards is projected to decline in the US at \$21 billion by 2024 because of the trend of mobile communication devices.
- Christmas/New Year Cards face the steepest decline in growth as the result of fading tradition of exchanging greeting cards. Birthday and Anniversary Cards fail to meet the challenges by instant messaging, e-cards and social media platforms. The millennial population and their willingness to celebrate holidays are influencing the demand for greeting cards.

# Consumer Behavior

## Projective Techniques:



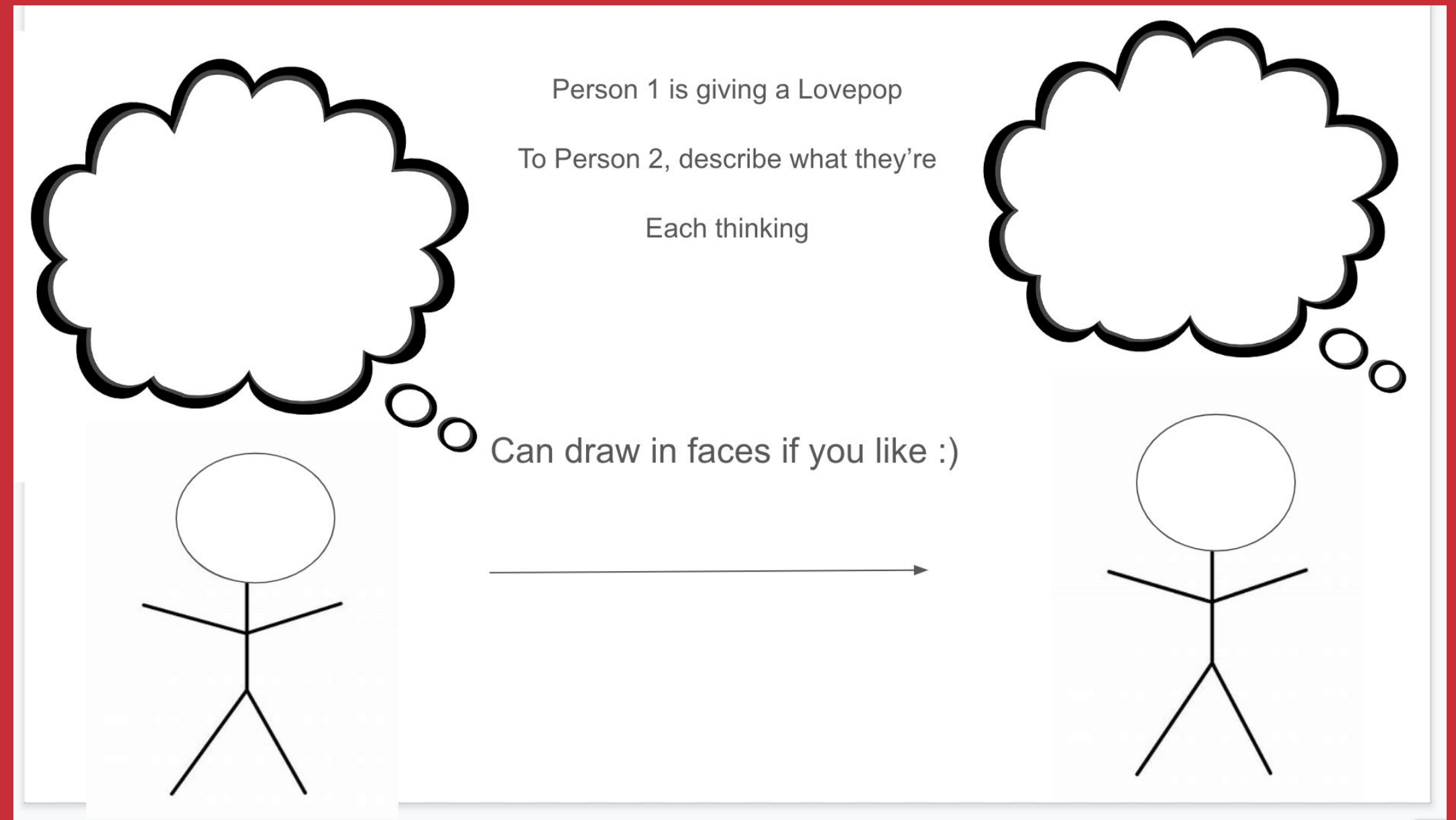
### Sender & Recipient:

The **sender** and the **recipient** are the two subjects that share strong emotions with the cards.

The image on the right represents the projective technique that we asked those who took our research survey to fill out. We asked them what person 1, the giver, and what person 2, the receiver, and was thinking when they shared the Lovepop card experience.

Below represents survey interviewee responses who shared their emotional expressions as the sender or as the recipient.

- “It’s a **special surprise** to open. Like I **received a treat.**”
- “You care about that person enough to create and value your relationship so you’ll do actions that mirror your feelings towards him/her.”



# CONSUMER BEHAVIOR

## INSIGHTS

Issue: Consumers are unsure as to what the brand and purpose of Lovepop is.

- “When I first looked at the logo, I thought it was a popcorn brand.”
- “The first impression is that the logo looks like CVS and the brand name makes her think of k-pop.”
- “Do they have any advertisements? On TV? Or magazines?”



## KEY INSIGHTS

### BEAUTY COMES FROM WITHIN

**Emotion** is a key feature that Lovepop should concentrate on, which is beyond the current brand mission of creating magical moments. Based on our research we found that people attached their emotions and feelings when giving or receiving a present and card from their loved ones.

The strategy derived from our research is “Beauty Comes From Within”, in regards to the idea of how audiences’ connect the emotions with Lovepop product.

The, "**Beauty Comes From Within**" campaign will highlight the strong emotional aspects in the product that create the emotions that make the magical and unforgettable moments in their life.

# THE CAMPAIGN

## *OUR STRATEGY*



## BEAUTY COMES FROM WITHIN

With Lovepop, the exteriors are beautiful but the **true Beauty Comes From Within**

On the inside, you receive a beautiful, one of a kind design and a customized message.

We are focusing on **building and connecting the relationship between the giver and receiver** of a Lovepop card.





# BIGIDEA

## **BEAUTY COMES FROM WITHIN**



## THE DEFINITION

The campaign, “Beauty Comes from Within” is how we are emphasizing Lovepop's brand mission and values. The word beauty has a multitude of meanings. For Lovepop we wanted to explore the emotional, physical, and artistic meanings of beauty. What the moment means to us is giving and receiving Beauty and the quality of love and emotions being shared from person to person. Beauty is the pleasure that heightens the senses and the spirit. ***Our definition of beauty highlights the emotional factor that someone feels when they receive a lovepop card.*** When describing the craftsmanship of a Lovepop, beauty can also be defined as, “a particularly graceful, ornamental, or excellent quality,”. Our definition of beauty combines these definitions to truly encapsulate the magical moments that Lovepop creates.





# THE CAMPAIGN

*BEAUTY COMES FROM WITHIN*



**REAL PEOPLE. REAL STORIES. REAL BEAUTY.**





# THE VIDEO



## Beauty Comes From Within

- When you create open communication with your customers, they will be open to share their own stories about love and family
- **Purpose of the video:**
  - Sharing the stories
  - Creating a greater understanding of the meaning of the Lovepop brand
  - Showing how "Beauty comes from within."

## BEAUTY COMES FROM WITHIN #SHAREYOURSTORY





# MEDIAPLAN

## OVERVIEW



### #SHAREYOURSTORY

- Ask followers to share their stories on social media and to upload them on them to the website
- These videos will be used in the *Beauty Comes From Within* campaign video
- The video #shareyourstory campaign will generate buzz and create a relationship between the consumer and Lovepop.





# THE VIDEO



## THE VIDEO

- Real person taking a video: Real people, real stories
  - Family time: asking each person what they want their loved ones to know & remember forever.

## VIDEO STORYBOARD



1. Voice over: "think of a special moment or someone you love. What would you want them to know?"



2. "I love my mom, and want her to always know that"



3. "I want my daughter to always remember that she's my best friend"



# THEVIDEO



- Real person taking a video: Real people, real stories
  - Family time: asking each person what they want their loved ones to know & remember forever.

## VIDEO STORYBOARD



4. "That day we we grabbed coffee after not seeing each other for 5 years. I had missed you so much."



5. "Your 50th birthday, I said to myself  
Let's keep this memory forever"



6. "I will never get sick of calling you every Thursday."

# THE VIDEO



- Real person taking a video: Real people, real stories
  - Family time: asking each person why they want to give a gift to their families

## VIDEO STORYBOARD



7. Hands card to people on screen, "Here you can tell them yourself."



8. People In the video give the cards to their loved ones, and see a reaction.



**lovepop**

Beauty Comes from  
Within

9. Voiceover: Lovepop, Beauty comes from within.  
Share your special moments @Lovepop.



# THE STRATEGY

## OVERVIEW

### TACTICS & EXECUTIONS

#### 1. Experiential Tactics

A. Pop-up Museum

#### 2. Public Relations Tactics

A. Social Media Tactics: Owned & Earned Media

B. Paid Media



# EXPERIENTIAL

## TACTICS



### ALTERNATIVE RETAIL

- **Pop-up museum:**
  - Beauty Comes From Within Lovepop museum
    - Using #shareyourstory Videos for the Beauty Comes from With Campaign
    - Rebuild museum during holidays
- **At the Boston Public Library**
  - Call to Action: close to the Prudential kiosk Location
  - Has lots of foot traffic

### EXAMPLES POP UP MUSEUM



Room one will have the video playing, and  
Lovepop cards all around



# EXPERIENTIAL TACTICS



## ALTERNATIVE RETAIL

- Pop-up museum:
  - Rooms inspired by popular Lovepop products and the stories behind their creations
    - Each Room will share a story from the video from real people and what they want their loved ones to always know
- The photos are examples of what the room structure will be
- Multi-sensory campaign
  - incorporating scents





# EXPERIENTIAL TACTICS

## ALTERNATIVE RETAIL

- Pop Up Shops:
  - Less risky and less expensive than traditional retail.
  - The temporary space adds a sense of urgency and sentiment
  - Acts as a testing ground for what is effective and resonates with the target audience
  - Opportunity to integrate the "Beauty comes From Within" campaign in to the space



## POP UP SHOPS

New retail form for Lovepop

### IMPROVISING WITH SPACE

Design the area for retail



### CHEAPER SPACE THAN TRADITIONAL RETAIL

Lower fixed costs

### MORE SAMPLES

Testing areas for different customers with different demands



### CONVENIENT MOVEMENT TO OTHER PLACES

For potential customers from different places

Lovepop  
BEAUTY COMES FROM WITHIN

Read more at  
[lovepop.com](http://lovepop.com).

# PUBLICRELATIONS

## TACTICS

### SOCIAL MEDIA

- Owned and Earned Media
- Social media platforms:
  - Facebook, Instagram, Twitter, and Pinterest.
  - Utilizing Lovepop's Blog: Create engaging content on a consistent basis, using it as a platform to help further develop Lovepop's brand.
    - DIY, recipes, Lovepop stories, features & spotlights, interviews.



# PUBLICRELATIONS

## SOCIAL MEDIA



60.7k

Followers



218k

Likes



7.3k

Followers



11.2k

Followers



2 Million

Views

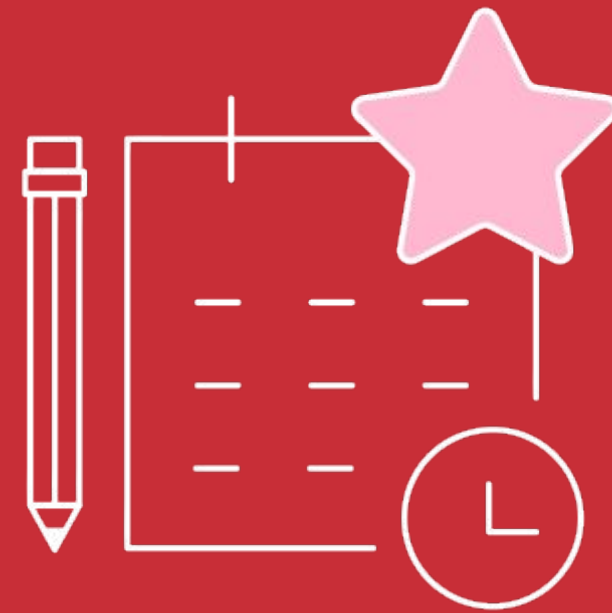


# PUBLICRELATIONS

## TACTICS

### PAID SOCIAL

- Mommy Bloggers: teaming up with mommy bloggers and popular DIY bloggers to spread brand awareness, reaching women 30 and up
- Craft fairs:
  - Magazines
  - Flea Markets
  - Utilizing Lovepop's Blog
  - Featuring a blogger and partnering each month
  - Blogging conventions Crafting Conventions



# PUBLIC RELATIONS

## Blogs and Cross Collaborations

Cross Collaboration:

- Mom Blogs: [Scarymommy.com](http://Scarymommy.com)
- Mom Blog Society

These are both **popular national online blogs** with a large reach



READ ▾

CONFESS

WATCH

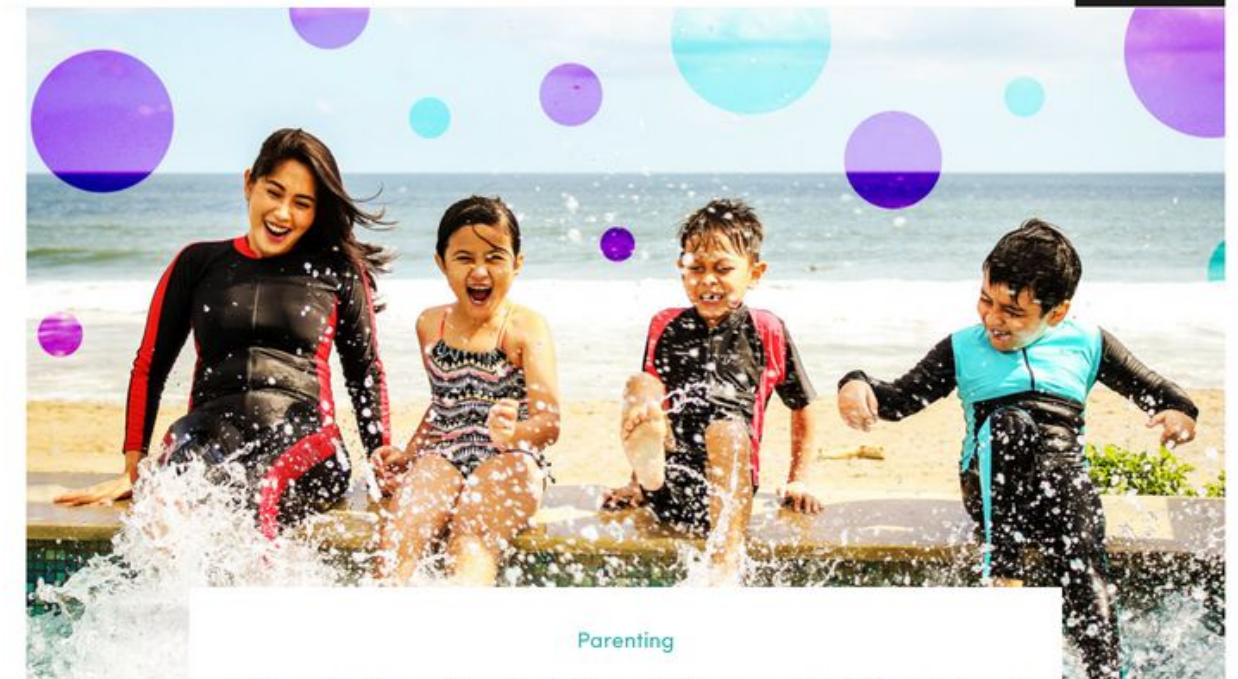
LISTEN

SHOP

Spotted



SIGN UP



Parenting

A Family Vacation Is A Great Reason To Miss School



# MEDIAPLAN

## OVERVIEW



### Direct Mail:

- Email Lovepop's loyal target market, and send direct mail to make the consumer to brand connection more tangible and authentic
- Our research shows that many new families are no longer living in the city and are relocating to the suburbs surrounding large metropolitan areas
- We will incentivize them to buy Lovepop cards by sharing where the pop-up locations are in order to continuously share those beautiful moments



# MEDIAPLAN

## OVERVIEW

### MEDIA ACTIVATIONS & OUTREACH

- **Internet:**

- Google Adwords

**Keywords:**

- “Holiday gifts”
- “Gifts”
- “Special occasions”

- Our digital budget will improve SEO efforts and increase our Google Adwords presence.



Google  
AdWords





# MEDIAPLAN

## OVERVIEW



### MEDIA ACTIVATIONS & OUTREACH

- **Online:**

- Increasing presence & improving the quality of posts.

- Social Media:

- Sponsored Instagram and Facebook posts
  - Enhance reach, ROI, and create a more targeted approach.

- Increasing our presence and improving the quality of posts we can engage consumers in a genuine way. Placing cost effective strategies on websites with a large audience of women 30 and up can best promote our message.

- Videos will include **real people** sharing **real stories** of family members.





# MEDIA PLAN

## OVERVIEW

### MEDIA ACTIVATIONS & OUTREACH

#### Prints & Online Magazines

Boston Magazine

- **National Magazines:**

- **Women's Day**
- **Family Circle Magazine**
- **People Magazine**

- Each ad will hone in on the “**Beauty comes From Within**” idea, and will have a call to action telling readers to share their special moments with the Lovepop brand on social media and the website



# MEDIAPLAN

## *IMPLEMENTATION*

### IDEA PROGRAM IMPLEMENTATION

24 Month program:

**January 2020:** Media Plan

- Direct Mail, weekly emails
- Online Magazine Boston Magazine (monthly)
- People Magazine (seasonal/holiday seasons)
- Non-traditional Social Media Sponsored posts:
  - Instagram, Facebook (daily)
  - Internet: Google Adwords/ Keywords (daily)

**May and June, Mothers day and Fathers day**

- Family #shareyourstory seasonal

**Holiday seasons**

- Experiential: Pop-up museum





# THE BUDGET



## LOVEPOP MEDIA FLOW CHART

LovePop Media Flow   24 Month Full Campaign															
Channel	Tactic	Price Model	Jan	Feb	Mar	April	May	June	July	Aug	Sep	Oct	Nov	Dec	Gross Budget
Print	Boston Magazine	CPM	\$12,000				\$12,000			\$12,000		\$12,000		\$12,000	\$60,000
	Family Circle Magazine			\$188,000			\$188,000							\$188,000	\$564,000
	Womens Day		\$80,000				\$80,000					\$80,000		\$80,000	\$320,000
	People Magazine			\$112,000				\$112,000						\$112,000	\$336,000
OOH / Direct Mail	Love Pop Blogs	Flat													-
	Pop Up Museum			\$40,000					\$40,000					\$40,000	\$120,000
Digital	Mommy Blogs	CPC		\$3,600			\$3,600		\$3,600				\$3,600	\$3,600	\$18,000
	Weekly Emails														\$
Social	FaceBook (\$7.19/1000 impression)	CPM	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$7.19	\$2,157,000.00
	Twitter														-
	Pinterest (\$5/1000 impressions)		\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$870,000
	Instagram (\$7.91/1000 impressions)		\$7.91	\$7.91	\$7.91	\$7.91	\$7.19	\$7.91	\$7.91	\$7.91	\$7.91	\$7.91	\$7.91	\$7.91	\$2,373,000.00
SEO	AdWords (\$1000/word)	CPC		\$6,000			\$6,000	\$6,000				\$6,000	\$6,000	\$6,000	\$36,000

# THEBUDGET

## *THE SOURCES*

### The sources



#### **Boston Magazine:** (Excluding Tax)

Full page ad: \$14,420.00

One column: \$11,850

- [Boston Area & Greater Metro Newspapers' Advertising Rates Link](#)
- [Boston Magazine.com](#)

#### **People Magazine:**

1/3 page ad: \$185,400

1/6 page ad: \$112,000

[https://static.people.com/media-kit/assets/peop2019\\_ratecard.pdf](https://static.people.com/media-kit/assets/peop2019_ratecard.pdf)

#### **Women's Day:**

1/4 page ad: \$82,400

<http://www.womansdaymediakit.com/r5/home.asp>

#### **Family Circle:**

1/3 page ad: \$188,500

<http://mediakit.familycircle.com>

# THEBUDGET

## *THE SOURCES*

### The sources



#### **Google adwords:** (Excluding Tax)

- Holiday gifts, special gifts, special occasions.

CPC: around \$1.00

x \$1,000 a month per word (6 months)

- <https://www.semrush.com>

#### **Social Media:** (Excluding Tax)

Facebook CPM: \$7.19 per 1000 impressions

Instagram CPM: \$7.91 per 1000 impressions

Twitter: Tweets from Lovepop account

Pinterest: Curated posts → has paid ads now CPM: \$5 Per 1000 impressions

- [Webfx - social media link](#)

#### **Blog posts:** (Excluding Tax)

- 50,000 to 100,000 monthly blog impressions: \$250 to \$500 per post About 3 blog posts a month for five months

- [Digital Marketing - Influencer marketing link](#)

# THEBUDGET

## *THE SOURCES*

### The sources



#### **Direct mail:** (Excluding Tax)

Sending out direct mail to advertise pop up museum:

Postage: .50 cents per piece

Costs: Printing, Paper, Postage, Tracking = \$.50 per piece or \$5,000 total. Pro Plan Subscription = \$399. cost = \$5,699.00. Cost per 1000 of a direct mail campaign (Postalytics) = \$5,699.00/1,000 or \$5.70

- [Direct Mail Link](#)

#### **Pop up shop:** (Excluding Tax)

“anywhere between \$10,000

- You’re going to build it,
- Transport it back and forth and then set it up

Rent a pop up space [Rent the Boston Public Library Cost link](#)

Space: \$15,000

Based on a wedding budget for the BPL

The cost includes: seating, decor, the tent, lighting, staging, sound, food and beverages, and potential event managers.

Total: \$120,000



# Trademark

***“Beauty Comes From Within”***

“A trademark is an original symbol or saying that sets apart one product or company from another. Registering a trademarked slogan will make the connection between your message and your brand for customers.

This can aid your marketing efforts and add value to your business.”

-UP Counsel

## Trademark

### The Filing Costs:

- The USPTO trademark filing fee costs between \$225 and \$400.
- Will have to pay extra for extensions, some amendments, and maintenance.

It is optional to get a trademark on the slogan and idea, “Beauty Comes From Within.” However, it would make Lovepop’s big idea more authentic.



**Thank You for Reading!**



# WORKSCITED

- <https://www.upcounsel.com/trademarks>
- [\*\*Boston Area & Greater Metro Newspapers' Advertising Rates Link\*\*](#)
- [\*\*Boston Magazine.com\*\*](#)
- <https://www.postalytics.com/blog/direct-mail-cost/>
- <https://www.semrush.com>
- [Rent the Boston Public Library Cost link](#)
- [\*\*Digital Marketing - Influencer marketing link\*\*](#)
- [https://static.people.com/media-kit/assets/peop2019\\_ratecard.pdf](https://static.people.com/media-kit/assets/peop2019_ratecard.pdf)
- <http://www.womansdaymediakit.com/r5/home.asp>
- <http://mediakit.familycircle.com>