



PR Plan

bumble PR 



Background

Organization Background & Environment

Burt's Bees manufactures and distributes more than 150 natural personal care products around the world. Burt's Bees labels itself as an "earth-friendly, natural personal care company."¹ These products hold an all-natural average of 99 percent; however, the company soon wants to be 100 percent natural in all products. The mission is to make people's lives better every day: naturally. Its vision is to be the No. 1 natural personal care business in the world through profit, people and the environment.²

John Replogle joined the company as CEO in 2003 and implemented the triple bottom line business model called the greater good model. The "good for you, us and all" model includes a focus of corporate social responsibility, including the company's established core values of creating natural products while protecting the environment.¹ Burt's Bees faced a drastic change in 2007 when Clorox bought the company for \$913 million. Clorox was not the only company interested in Burt's Bees; however, it was the only company that showed interest in both the brand and the business model. Replogle shares, "We did not want to sell the brand; we wanted to find a new home for the business." He insists that the natural, sustainable and healthy lifestyle that Burt's Bees promotes is at the core of what Clorox is looking to become in its future¹.

Although there was confusion about the merge of these two companies, Burt's Bees has set high goals for sustainability. The company articulated a set of ambitious goals for 2020, including being "a zero waste, zero carbon company, and operating on 100 percent renewable energy in LEED certified buildings." These goals are 100 percent reliant on employee engagement of Burt's Bees sustainability activity.¹

History

Roxanne Quimby and Burt Shavitz created one of the most profound natural personal care brands on the market that started in 1984 in Burt's kitchen. Together they started selling beeswax candles, natural soaps and perfumes cooked up on gas stoves. 1 Starting with a profit of \$200 at a craft fair, the dynamic duo's profits soon skyrocketed to \$20,000 within that same year.²

Quimby and Shavitz incorporated into Burt's Bees by 1991. Quimby soon found her calling in experimenting with various natural ingredients, only to find that beeswax and olive oil poured into tins would create the company's best-selling product: Burt's Bees Beeswax Lip

¹ Marquis, C. (2010). Burt's Bees: Balancing growth and sustainability. *Harvard Business Publishing Corporate Learning*. Retrieved January 20, 2016, from

² Burt's Bees. (n.d.) About Us. *Burt's Bees*. Retrieved January 20, 2016 from <http://www.burtsbees.com/Our-Purpose/story-philosophy,default,pg.html>

Balm.² With a product line continuing to expand, the business relocated from Shavitz's hometown in Maine to North Carolina in 1993. At the time, North Carolina was home to many other personal care product companies, placing them in a business-friendly market.¹ Due to "personal conflicting interests," Quimby acquired Shavitz's equity in the company. Five years and 30 awards later, Quimby and Shavitz led the company into a complete expansion into personal care. Burt's Bees reached \$8 million in annual sales from its product line including more than 100 distinct products.² The company began to maneuver its way into e-commerce and global expansion within the next year.

Additionally, products retailed into 4,000 outlets, including Whole Foods and Trader Joe's.³ Going into the 21st century, Burt's Bees experimented further into the realms of beauty care and provided natural products for skin and hair. Toothpaste, shampoo and a Baby Bee line for infants were just a few of the successful new products.

Burt's Bees utilizes natural ingredients and environmentally friendly practices in its operating, packaging and marketing techniques. While keeping waste to a minimum and packaging as recyclable as possible, Burt's Bees also worked close with the Nature Conservancy and other projects in working to save the bees.

In 2004, Quimby decided to end ties on the operational side of Burt's Bees and let AEA, a private investment firm, invest approximately 80 percent of the company; letting Quimby own 20 percent and a seat on the board⁴. Over the next three years, AEA kept the brand's core values intact and repositioned the management of the company. John Replogle became the chief executive officer and led the company in a variety of strategic and operational improvements. From the relationship with AEA, Burt's Bees successfully entered into drugstore distribution, new product categories and creating opportunity for the company to be bought by a parent company: Clorox. The company nearly tripled its revenue and became one of the most recognizable brands in the natural personal care market.⁴

Clorox officially acquired Burt's Bees in 2007, an opportunity that opened Burt's Bees' doors to achieve a higher status in the parent company and allowed Clorox to join a growing market; that's consistent with consumer megatrends in health and wellness, sustainability, convenience and a multicultural marketplace.⁵ Burt's Bees was skeptical at first about Clorox's initial interest, but their interest in both brand and business, and commitment in health and well-being outshined all other offers.¹

As an independent subsidiary of Clorox, Burt's Bees continues to build its brand and step closer to the company's sustainability goals. With its "greater good model" still intact, being good to the consumer, to the company itself and to the environment is the main goal. Although Burt Shavitz was no longer a part of the operations of the company after 1993, he remained the iconic, namesake face of the brand. Passing away in 2015, Burt's Bees ensures it will maintain Shavitz's legacy and timely ethos as the brand continues on in the future.⁵

³ Alexander, P. (2013). Part2: Burt's bees case study 1. *Sustainability: how the Cosmetics Industry is Greening Up*. 178.

⁴ AEA. (n.d.). Burt's bees. *AEA Investors*. Retrieved January 20, 2016 from <http://www.aeainvestors.com/private-equity/middle-market/case-studies/burts-bees/>

⁵ Clorox. (2007). Clorox to acquire Burt's Bees; expands into fast-growing natural personal care. *Clorox*. Retrieved January 20, 2016 from <http://investors.thecloroxcompany.com/releasedetail.cfm?ReleaseID=272197>

Operational Environment

As one of the leading producers of natural personal care products worldwide, Burt's Bees finds enormous support from its naturally conscious consumers. Burt's Bees provides natural alternatives in self-care health that include skin, lip and hair care. To reach markets that value these alternatives, Burt's distributes through specialty health grocery stores such as New Seasons Market, Trader Joe's and Whole Foods.

Natural personal care is a highly competitive industry as the Go Green Movement continues to soar. Tom's of Maine, a company similar to Burt's in quality and production, produces merchandise that competes with Burt's Bees on a global scale in natural baby, body, and lip care. Tom's of Maine also has a significant oral care component to its brand. This additional factor allows Tom's of Maine to reach a broader audience and strengthen bonds with existing naturally conscious consumers, threatening Burt's Bees' market share. Burt's Bees competes with organizations that produce lower quality products at a lower price. Consumers may turn to lower-priced alternatives if they feel as though they cannot afford Burt's higher priced products.

Burt's Bees' merger with Clorox in 2007 opened up new avenues for distribution, research and development. Without sacrificing the company's standards in natural and sustainable production, the merge allowed Burt's to reach audiences through larger distribution outlets and national chains, such as Safeway, Kroger and Wal-Mart. Following the merge with Clorox, Burt's Bees expanded product retail into new markets across Europe and Asia.⁶ In that same year, Burt's Bees began a cooperative effort with the Pollinator Partnership to help end colony collapse disorder.

Burt's Bees is currently at the center of controversy for the company's alignment with the Pollinator Partnership. Environmental activists accuse the program of shifting the blame of CCD away from neonicotinoid pesticides. The Organic Consumers Association notes that some of the Pollinator Partnership's key sources of funding come from Bayer, Monsanto and Syngenta, which are widely believed to be significant contributors to CCD and the worldwide bee-killing epidemic. Activists are calling for Burt's Bees and Clorox as a whole to move away from the partnership.⁷ The public perceives Burt's Bees as one of the greenest brands in the U.S. thanks to its commitment to sustainability and relative affordability in the personal care market.⁸

⁶ Marquis, C. (2010). Burt's Bees: Balancing growth and sustainability. *Harvard Business Publishing Corporate Learning*. Retrieved January 20, 2016, from https://eproduct.hbsp.harvard.edu/eproduct/product/m_burtsbees/content/chapter6.html

⁷ Organic Consumers Association. (n.d.). Retrieved January 15, 2016, from http://salsa3.salsalabs.com/o/50865/p/dia/action3/common/public/?action_KEY=17381

⁸ Roos, G. (2010, June 9). *Burt's Bees, Whole Foods Perceived Greenest US Brands*. Retrieved January 19, 2016, from <http://www.environmentalleader.com/2010/06/09/climate-change-identified-as-biggest-issue-for-global-consumers/>

Situation Analysis

Burt's Bees co-founders Roxanne Quimby and Burt Shavitz built their company in the 1980s based on the core value that its products are all almost 100 percent natural. The brand continues to support a natural healthy lifestyle to its consumers and upholds a natural transparent image worldwide. Quimby and Shavitz eventually parted ways, letting Quimby take full reins of the company's operations. In 2003, Quimby sold 80 percent of Burt's Bees to AEA Investors, a private equity firm, for \$179 million. After finalizing the deal, Quimby relinquished her role in day-to-day operations and took a seat as a member of the board. Four years later, AEA Investors, Quimby, and CEO John Replogle, agreed to sell 100 percent of Burt's Bees to the Clorox Company for \$913 million.

Selling Burt's Bees to Clorox caused initial confusion among employees due to the perceived differences the two companies. Furthermore, customers expressed discomfort over social media about Burt's Bees involvement with the Pollinator Network. However, Clorox's continuing efforts into a healthy well-being and sustainable practice are improving. Burt's Bees wants to continue to improve their image as a natural brand, demonstrating that its partnership with Clorox doesn't change what they stand for as a company and is working with Burt's Bees to create a greener company overall. In addition, Burt's Bees wants to ensure that it is committed 100 percent to supporting its employees, all of whom are dedicated to and stand for the same core values as the company.

SWOT Analysis

<p>Strengths:</p> <ul style="list-style-type: none"> • Burt's Bees manufactures high quality products. • Burt's Bees is a recognizable brand. • Due to its specific market and high quality of products, Burt's Bees has good financial stability. • Burt's Bees holds the largest market share in lip balm. • The partnership with Clorox provides more opportunity through larger distribution channels. • Burt's Bees has high brand loyalty with its customers. • Burt's Bees participates in "Culture Day," to partner employees in community outreach efforts. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Burt's Bees has higher-than-competitors-priced products. • The pollinator Partnership depletes Burt's Bees image. • Co-founder, Burt Shavitz, is recently deceased, changing the company's image. • Lower employee retention rate due to merge with Clorox. • Decrease in customer connection due to rapid expansion.
<p>Opportunities:</p> <ul style="list-style-type: none"> • There is opportunity for expansion through the partnership with Clorox. • Earth Day is an opportunity to help the community and mend their image. • Burt's Bees can always take steps to become a greener company. • With the change of branding, there is the opportunity to create a new image for Burt's Bees. • Burt's Bees has the opportunity to cater to a new market and new customers. 	<p>Threats:</p> <ul style="list-style-type: none"> • Competing brands such as Tom's of Maine, Inc. and Nature's Sunshine Products, Inc. may rise above Burt's Bees in price or quality. • Burt's Bees reaches a very specific market, which could limit its customer base. • The use of Burt Shavitz's image is decreasing, changing the branding. • There is poor history between co-founders, which is potentially bad for the company's image.

(2016). Our History. *Burt's Bees*. Retrieved January 16, 2016. From <http://www.burtsbees.com/Our-History/story-history,default.pg.html>

Publics

The Burt's Bees publics we chose to address are the employees and customers. As functional linkages, they are critical to our company success.⁹ Employees expressed concern over how the merge would impact Burt's customers. Employees misunderstood that current Burt's customers who shop at Whole Foods also shop at commercial distributors like CVS and Walgreens.¹⁰ Amongst Burt's customers, there are several demographics. However, we've decided to focus on the millennial female ages 15-20. We chose this age group because they hold influential value across social media platforms. As online influencers, they play a key role in how brands are perceived by their audiences. Consumer brand awareness of Burt's Bees in the U.S. was merely at 35 percent in 2006; but has increased to 70 percent after expanding to new distribution channels through the merge with Clorox.¹¹ The Burt's "Greater Good" business model has three sectors that all promote the wellbeing of its customers, making them an important linkage of the company. Secondly, Burt's values its employees for balancing growth and sustainability, which is why we feel they are equally as important and powerful to the organization.

Burt's Bees Customers

Females 15-20 years old

Customers initially expressed concern across social media platforms over Burt's Bees involvement with the Pollinator Partnership. Looking at Facebook specifically, the company responded to users with the same scripted response to clarify its involvement. What Burt's didn't include in its response was how its involvement with the Pollinator Partnership achieves two-thirds of Burt's 2020 sustainability goal.¹² The company remains in the partnership for the greater good of the planet. Seventy-two percent of customers' ages 15-20 years old are more willing to purchase products that come from companies committed to making a positive social and environmental impact.¹³ Ninety-five percent of millennials have at least one social account online.¹⁴ Two-thirds of millennials don't make a

⁹ Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Orlando, FL: Harcourt Brace Jovanovich.

¹⁰ Marquis, Christopher. (2010). Burt's Bees: Balancing growth and sustainability. *Harvard Business Publishing Corporate Learning*. Retrieved from https://eproduct.hbsp.harvard.edu/eproduct/product/m_burtsbees/content/chapter2.html

¹¹ Marquis, Christopher. (2010). Burt's Bees: Balancing growth and sustainability. *Harvard Business Publishing Corporate Learning*. Retrieved from https://eproduct.hbsp.harvard.edu/eproduct/product/m_burtsbees/content/chapter2.html

¹² Marquis, Christopher. (2010). Burt's Bees: Balancing growth and sustainability. *Harvard Business Publishing Corporate Learning*. Retrieved from https://eproduct.hbsp.harvard.edu/eproduct/product/m_burtsbees/content/chapter2.html

¹³ Nielson. (2015, November 5) "Green Generation: Millennials say sustainability is a shopping priority." Retrieved from <http://www.nielson.com/ph/en/insights/news/2015/green-generation-millennials-say-sustainability-is-a-shopping-priority.html>

¹⁴ Nielson. (2015, November 5) "Green Generation: Millennials say sustainability is a shopping priority." Retrieved from <http://www.nielson.com/ph/en/insights/news/2015/green-generation-millennials-say-sustainability-is-a-shopping-priority.html>

major decision until they have discussed it with a few people they trust.¹⁵ As such, one Burt's consumer has the power to influence a vast group of other customers. Additionally, more than a third of all millennial customers say they are the primary influencer of what products their parents buy.¹⁶ The core of the Burt's brand is the relationship between each customer that is built on trust and allows consumers to feel like they own part of the Burt's brand. Needless to say, Burt's Bees will find success as this generation seeks to be a part of the brand and products they use.

Burt's Bees Employees

Male and Female 43-52 years old

One of the 2020 sustainability goals requires 100 percent employee engagement in its sustainability practices and community outreach.¹⁷ This gives employees power over how effective this plan is and a great sense of urgency in regards to meeting their objectives to achieve the overall 2020 goal. Although employees expressed concern over the merge with Clorox and how it would affect Burt's Bees core values, they saw how sharing these values were an optimal business opportunity for both companies. The average employee is between the ages of 35-50 with salaries from \$42,317-72,524.¹⁸ According to Forrester Research, 73 percent of this demographic are spectators and 54 percent are joiners of social technology.¹⁹ This shows that the most effective form of communication is through online content. Burt's employs individuals who strive to maintain environmentally friendly practices within the company and alongside its partners.²⁰ Specifically, the team doesn't have trashcans around their desks; they practice yoga at lunch and speak their minds. Burt's Bees corporate consider employees to be hands-on, tree-hugging, greased elbow do-gooders.²¹ Employees are fundamental to a successful organization and effectively engage the targeted audience.

¹⁵ Solomon, Micah. (2014, December 29) "2015 Is The Year Of The Millennial Customer: 5 Key Traits These 80 Million Consumers Share." Retrieved from <http://www.forbes.com/sites/micahsolomon/2014/12/29/5-traits-that-define-the-80-million-millennial-customers-coming-your-way/#237f4fe32a81>

¹⁶ Solomon, Micah. (2014, December 29) "2015 Is The Year Of The Millennial Customer: 5 Key Traits These 80 Million Consumers Share." Retrieved from <http://www.forbes.com/sites/micahsolomon/2014/12/29/5-traits-that-define-the-80-million-millennial-customers-coming-your-way/#237f4fe32a81>

¹⁷ Marquis, Christopher. (2010). Burt's Bees: Balancing growth and sustainability. *Harvard Business Publishing Corporate Learning*. Retrieved 20/ January 2016. From

https://eproduct.hbsp.harvard.edu/eproduct/product/m_burtsbees/content/chapter2.html

¹⁸ "Average Salary for Burt's Bees, Inc. Employees." (2015, November 7) Retrieved from

http://www.payscale.com/research/US/Employer=Burt's_Bees,_Inc./Salary

¹⁹ "What's The Social Technographics Profile of Your Customers" (2010) Retrieved From

http://empowered.forrester.com/tool_consumer.html

²⁰ Burt's Bees, Our Culture. (2016 January 30) Retrieved from <http://www.burtsbees.com/Our-Culture/story-culture,default,pg.html>

²¹ Burt's Bees, Our Culture. (2016 January 30) Retrieved from <http://www.burtsbees.com/Our-Culture/story-culture,default,pg.html>

Goals and Objectives

Goal One

Our first goal is to enhance Burt's Bees identity of being a natural brand.

Objective One

We are going to increase the number of Burt's Bees customers that recognize the company as a natural brand by 10 percent by June 1, 2016.

Primary Message One

Burt's Bees is focused on natural, original products. By going back to its roots and the original products, it reminds its customers where it came from in a more personable way.

Secondary Messages



Burt's Bees uses environmental friendly methods throughout production and distribution channels.



Burt's Bees is committed to being an eco-friendly company.



Burt's Bees wants its customers to know what being a "natural" company means and why they are committed to creating almost all 100 percent natural products.

Primary Message Two

Burt's Bees is a leading company in the natural care industry. Although Clorox initially has a different set of values, Burt's Bees continues to implement its core values.

Secondary Messages



Clorox has used the merger to adopt some of Burt's Bees environmentally friendly practices in order to become a greener company as a whole.



Burt's Bees is a model for other companies when it comes to environmental practices and keeping the company green.



Burt's Bees is always looking for ways and working to become a greener company.

Primary Message Three

There are many benefits to using all natural products which is why Burt's Bees feels it to be so important to have the highest quality of natural products on the market.

Secondary Messages



Burt's Bees is committed to using the highest quality of natural ingredients on the market, allowing it to rise above its competitors.



There are many positive health factors for using natural products.



Burt's Bees products are better for you and your skin in comparison to other leading brands.

Strategy One

Use social media to enhance Burt's Bees brand image.

Tactic One

Promote various Burt's Bees products by sending products to bloggers to review and share on their blogs.

Tactic Two

Promote Burt's products through new social media channels (i.e. Pinterest, Polyvore).

Tactic Three

Create a video to show the grassroots of Burt's Bees, where it started and where the products are actually coming from.

Strategy Two

Use social media to interact with customers.

Tactic One

Create a hashtag and hold a social media contest for users to post creative content with the hashtag for a chance to win a gift basket of Burt's Bees.

Tactic Two

Host a Burt's Bees spa day where Burt's Bees customers have to check in and post on social media in order to participate.

Tactic Three

Create dialogue with customers across social media channels where Burt's Bees responds to comments and highlights positive reviews.

Evaluation

To evaluate the percentage increase of Burt's Bees customers who recognize it as a natural brand, our team selected outputs that best measure our progress of the campaign.

The following key performance indicators will determine the success of the campaign output measures:

- Successful product reviews from bloggers
- Successful feature of product promotion across blogging platforms
- Popularity of the trending hashtag
- Number of video views on YouTube
- Media Impressions on Facebook and Twitter
- Number of shares across social media platforms
- Success of media placement

To measure the outcome of this objective, we will hire Qualtrics to host a specialized survey of Burt's Bees customers ages 15-20. Qualtrics will focus this sample to measure how they identify with the Burt's Bees brand. We chose to focus on this sample because statistics show how influential this demographic is not only towards brand awareness and reputation, but also highly influential of prospective Burt's Bees customers. The five-question survey will include a sample 1,000 customers.

Survey Questions:

1. To what extent do you agree with the following statement (five point scale):
 - Burt's Bees is a natural brand.
2. To what extent do you agree with the following statement (five point scale):
 - Burt's Bees uses all natural ingredients
3. Would you say natural and organic have the same meaning?
 - Yes or no
4. Do you purchase personal hygiene products based upon their ingredients?
 - Yes or no
5. Please order the following in order of what you like most about Burt's Bees products (rank order scale):
 - Price
 - Natural ingredients
 - Brand image
 - Quality of products
 - Environmentally friendly

Questions (6), (7) and (8) will ask about respondents' age, gender and income.

A follow-up survey with the same questions will be asked of this same population through Qualtrics concluding the campaign.

Goal Two

Our second goal is to strengthen the bond and support between Burt's Bees and its employees.

Objective One

We are going to maintain employee retention rate of 85 percent in one year.

Primary Message One

Burt's Bees believes that its employees come first, and that sharing common values with its employees is the key to a successful company.

Secondary Messages



Internal communication is important when trying to reach employees, and Burt's Bees wants to enhance its internal communication to create the best possible working environment.



Burt's Bees wants to help its employees become involved outside of the company to continue helping make the world a better place.



Burt's Bees values its employees and offers them great benefits to show its appreciation.

Primary Message Two

Burt's Bees is dedicated to providing future employees with the same values and benefits it offers today.

Secondary Messages



Burt's Bees will continue to enhance the working experience and create a positive and community-like work culture.



In the same way that Burt's Bees is so dedicated to taking care of its environment, Burt's Bees will take great care of its employees and the

environment they work in.



Burt's Bees is committed to providing a fair and friendly hiring process that welcomes all people that are passionate about the same values as the company.

Primary Message Three

Diversity and employee opportunity are two very valuable factors for Burt's Bees and go hand in hand in creating a positive and successful working environment.

Secondary Messages



Burt's Bees believes that upward mobility and promoting from within is valuable to any company and will support employees through their careers.



Burt's Bees believes that employees should have many opportunities to try new things and will work with and support them to ensure that.



Burt's Bees will strive to be a diverse company and provide statistics and company information to keep its employees and its customers up to date.

Strategy One

Build stronger interpersonal relationships with employees.

Tactic One

Participate in task sharing with employees to increase employee morale throughout the company.

Tactic Two

Hold employee workshops to build a sense of community through team bonding exercises, eco-friendly activities, and new product tutorials.

Tactic Three

Establish a weekly newsletter to inform and engage employees, promoting more participation and awareness within the company.

Strategy Two

Enhance employee loyalty and recognition.

Tactic One

Create an incentive program where employees receive recognition for their time and hard work with the company.

Tactic Two

Establish a quarterly motivational speech by CEO where they discuss the accomplishments of employees and highlight those who have been successful in the company, in order to get other employees excited about growth.

Tactic Three

Feature writing in the monthly newsletter about employee dedication, highlighting employee accomplishments both inside and outside the workplace.

Evaluation

To maintain employee retention rate of 85 percent in one fiscal year, we've selected outputs to best measure our progress during the campaign. The following key performance indicators will determine the success of the campaign output measures:

- Employee engagement after hosting forum
- Increase in employee attendance at organized events
- Successful attendance rate in training session
- Increase in employee awareness from survey responses
- Behavioral and attitudinal changes after forum

To measure the outcome of this objective we will host a forum to evaluate employee attitude towards Burt's Bees and measure employee understanding of the overall brand. CEO John Replogle will host an open dialogue forum amongst all Burt's Bees employees. We chose to do an open forum to gain insight on the current interpretations and feelings of employees towards Burt's Bees. Additionally, it builds upon the company value of transparent communication and allows for internal growth.

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Executive Summary

The goal of this public relations campaign is to further enhance the brand as being natural, while strengthening the bond between Burt's Bees and its employees. Worldwide, Burt's Bees is iconic in making eco-friendly products for personal care, health and beauty. Since 2007, Burt's Bees has been a subsidiary of Clorox, which has continued to bring concern to many customers and employees. This plan is focused on proving to customers and employees that although Burt's Bees is linked to Clorox, it still continues to stand by its values and ethics. This campaign will use social media tactics to enhance Burt's Bees image and interact with customers in order to achieve acknowledgement of being a natural brand. The campaign will also build stronger interpersonal relationships within the company in order to increase loyalty and recognition.

The target publics for this campaign will be divided into two categories; Burt's Bees female customers, ages 15-20 years old, and Burt's Bees male and female employees, ages 43-52 years old. The campaign will use various digital communication techniques, along with special events in order to reach to its millennial customers, while focusing on more conventional communication routes with its employees.

Majority of the campaigns budget will focus on enhancing the brand's image through social media outlets; one in particular is creating a video in order to show the history and continuing values of Burt's Bees. The rest of the budget will be allocated in tactics to build relationships with the organization internally.

Budget

The total cost for objective one, including all strategies and evaluations: \$48,938

Objective One, Strategy One -

Use social media to enhance brand image: 36,377.50

Tactic One

Promote various Burt's Bees products by sending products to bloggers to review and share on their blogs: \$3,537.50

- Send select audiences Burt's Bees products for promotion.
 - \$10 each for a Burt's Bees Classic gift set to send to 50 bloggers: \$500
 - \$25 gift card/per blogger for writing a review, a feature article or both: \$1,250
 - \$5.75 per package to ship 50 gift sets: \$287.50
- Create Qualtrics blogger before and after survey: \$750.00
 - Specialized Qualtrics survey before sending products to bloggers \$7.50 per blogger: \$375
 - Specialized Qualtrics survey after product reviews \$7.50 per blogger: \$375

Tactic Two

Promote Burt's products through social media channels: \$4,840

- Establish and execute key social media messages:
 - Twitter: \$2 per promoted tweet. Five Tweets per day between March 1 – Oct. 31. Span of 242 days: \$2,420.
 - Facebook: \$2 cost per click per day between March 1 – Oct. 31: \$2,420.

Tactic Three

Create a video to show the grassroots of Burt's Bees, where it started and where the products are actually coming from: \$28,000

- Establish goals and strategy for video: \$2,500
- Begin conceptual development of the video: \$2,500

- Production process: \$18,000
- Market and seed the video: \$5,000

Objective One, Strategy Two -

Use social media to interact with customers: \$12,560.50

Tactic One

- Create a hashtag and hold a social media contest for users to post creative content with the hashtag for a chance to win a gift basket of Burt's Bees: \$1,645
- Hire a social media coordinator at \$75/hour, five hours per week, for four weeks: \$1,500
- Burt's Bees customized gift boxes for top three winners: \$75 for first place, \$50 for second and \$25 for third. \$150

Tactic Two

Host a Burt's Bees spa day where Burt's Bees customers have to check in and post on social media in order to participate: 1,915.50

- Partner with Ulta to host special event: \$300
- Product for event: \$400
- Hire two estheticians at industry rate \$13.41/hourly for three hours: \$322
- Hire an account coordinator at \$75/hour for three-hour event, including an hour lead time to clean up time: \$375
- Give personalized Spa Bags for the first 50 guests. \$229.50
 - \$3.59 for each Eco-Bag: \$179.50
 - \$1 for each bag personalization: \$50
- Create one promotional sign: \$75

Tactic Three

Engage with Burt's Bees customers across social media platforms respond to comments/questions/concerns and highlight positive reviews or testimonials: \$9,000

- Hire Social Media Coordinator for \$75/hour for five hours per week [24 weeks total]: \$9,000

The total cost for objective two, including all strategies and evaluation: \$50,280

Objective Two, Strategy One -

Build stronger interpersonal relationships with employees: \$33,800

Tactic One

Participate in task sharing with employees to increase employee morale throughout the company: \$11,020

- Pay employees for four hours of work at a non-profit of their choice. \$7.25/hour for four hours total, \$29 per employee [380 Employees total]: \$11,020

Tactic Two

Hold monthly employee workshops to build a sense of community through team bonding exercises and new product tutorials. \$3,600

- Hold team-building workshops for three hours once a month. Hire human resources coordinator for \$50/hour [12 events total]: \$1,800.
- Hold product tutorial two hours once a month. Account coordinator \$75/hour [12 events total]: \$1,800.

Tactic Three

Establish a monthly newsletter to inform and engage employees, promoting more participation and awareness within the company: \$1,860

- Use mailchimp service for distribution and design [\$75 per month]:\$900
- Hire an editor for grammatical assistance for two hours at \$50/hour: \$1,200

Objective Two, Strategy Two -

Enhance employee loyalty and recognition: \$32,800

Tactic One

Create an incentive program where employees receive recognition for their time and hard work with the company: \$32,100

- Begin a perks programs, at approximately \$6/employee per month: \$28,800
- Give out Employee of the Month reward for 12 months. \$25 reward each month: \$300
- Host Employee of the Year ceremony: \$1,000 reward

Tactic Two

Establish a quarterly motivational speech by CEO where they discuss the accomplishments of employees and highlight those who have been successful in the company, in order to get other employees excited about growth: \$500

- Hold a quarterly hour-long CEO speaking engagement \$250/event [four events total]: \$1000
 - Hire one Account Coordinator \$75/hour: \$300
 - Hire two Interns \$25/hour: \$200

Tactic Three

Feature an article in the monthly newsletter about employee dedication and highlight employee accomplishments both inside and outside the workplace: \$1,200

- Hire an editor for grammatical assistance for \$50/hour for two hours of work [\$100 per month]: \$1,200

The total cost of this public relations plan: \$99,218