

Real, Raw & Divine

Public Relations Campaign

Summer 2023



Ocean Eyes

SWIM

Presented By Bo-Tarah Rose

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Overview

MISSION



Ocean Eyes Swim believes in raw and natural beauty. Real bodies, no models, no filters, no editing, no touch ups. We present women in our swimwear in their natural state to create an inclusive and self-loved based culture

VISION



Together we aim to tear down false female ideals and unattainable beauty standards that society has force-fed women for decades.

The Product

Handmade to order, customisable swimwear. Made in Australia with locally sourced recycled fabrics. Size expansion coming Summer 2024

The Leadership

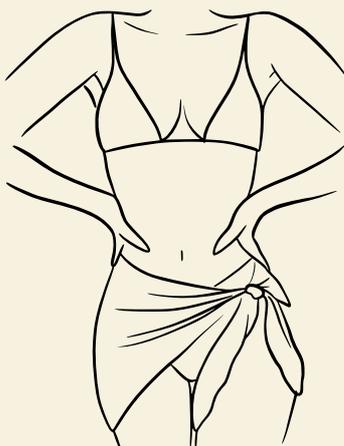
Bo-Tarah Rose founded the company in 2019 after being consistently dissatisfied with fit and limited style offerings swimwear on the market.

The Overall Industry

The Australian swimwear market is saturated with start up swim brands due to lowered MOQ of overseas manufacturers; launching a brand via this means has become accessible to many. OES differs due to its handmade product offering.

The only Australian competitor identified in the .Australian handmade swimwear market is Swim by Elly.

The Financial Status



Though operation began in 2019, OES is considered start up. Self funded from the full time, external salary of the owner, all equipment and fabrics and assets have been purchased over time. All growth and engagement until the current point has been due to organic marketing and PR tactics with the plan being to invest financially in strategies in Summer 23-24.

Account keeping methods are in place to monitor profitability.

Executive Summary



The purpose of this soft-launch campaign is to roll out a message via our social and media channels that presents Ocean Eyes Swim as a brand that values and celebrates women, not one that views them as a commodity.

Our mission to create a community of empowered women, helping them break free of the social constructs society has imposed and prevents them from feeling worthy of wearing a swimsuit.

The primary objective is to build positive audience relationship with OES as opposed to using typical objectification methods similar of past campaign imagery. These past campaigns are driven largely by audience desire for visual gratification, women being the primary focus of product-driven campaigns, and their sexuality and physical appearance exploited to manipulate audience emotions for the purpose of selling products.



Executive Summary



Objectives

We do not expect this campaign to generate an immediate financial result for two reasons:

- 1) It is intended as a branding campaign for the primary purpose of creating engagement and trust from our audience.
- 2) The social constructs that hold women back from wearing a swimsuit have been ingrained for many years and will take significant reconditioning of an entire market. As such this is an investment of time and consistency of our message. But an important one as it will make OES stand out from competitors. Create a (slow) perspectival shift on beauty ideals to begin to move women's mindset away from the belief's that they need to conform to unattainable physical and social attributes to warrant buying themselves swimwear.

Breaks goal down into specific output and outcome objectives which target specific publics, set measurable, achievable behavioural or attitudinal shifts and are realistic.

Key Messages



CAMPAIGN ~ REAL, RAW & DIVINE

The Ocean Eyes Swim 'Real, Raw & Divine' campaign will include key messages to our target audience inclusive of self-love, inclusion, and self-acceptance and over time.



Value Proposition

- Create and build upon consumer trust with the brand by showing our audience that we value authenticity and are committed to breaking these historical social norms relating to the objectification of women.
- We commit deep rooted values as a brand that does not manipulate or edit any imagery containing women. We will not condone unattainable or unhealthy beauty standards.

Customer Trust & Loyalty

- Proving to our audience that they are represented and included within our brand by using volunteer models, real women from the community to model our swimwear. We will forever provide these shoots to the volunteers for free.
- The key message is not relative to body type inclusivity; it is communicating that women are perfect just as they are and deserve to wear swimwear.

Ethical Profitability

- Demonstrate that it is possible to find business success (in terms of engagement and sales) in women's fashion without creating insecurities in female consumers and then exploiting them for profit.

Research & Situation Analysis



THE UNDERLYING PROBLEM & OUR SOLUTION

The objectification of women in media has been rife since the very beginning of advertising. Driven largely by audience desire for visual gratification, women have become the focus of product-driven campaigns, their sexuality and physical appearance exploited to manipulate audience emotions for the purpose of selling products. The Real, Raw & Divine campaign for Ocean Eyes Swim was designed to oppose all the objectification tactics historically used.



Following extensive research the circumstances and situation impacting Ocean Eyes Swim appear to be as follows:

- The attitudes of consumers towards Ocean Eyes swim indicate that there is an opportunity to create a more engaged community. Due to previous works and photoshoots offered to women within the local community over the last two years, OES is becoming known for its inclusion values. This is evident by monitoring engagement and behaviours of both past customers and volunteer models. We have created a small community of brand advocates who are helping to spread the message.
- We conclude that a major weakness of Ocean Eyes Swim includes a lack of marketing budget to reach a target market beyond the local region and we aim to change in 2024 but for the time being, our focus needs to rest on the generation of brand advocates and organic reach (free) to drum up both brand awareness and sales.

Market *Analysis*

Target Audience

Our key publics have been identified as women who feel misrepresented in fashion campaigns of the past whose desires align to OES values. Ocean Eyes Swim's current audience is female; women aged between 17-54, though our most engaged audience is between 18-34 - This is our current primary demographic that interacts most with our media channels.

Analysis of past sales indicates our most engaged age group is between 18-34 though we do believe this can broaden to age 45 with the consistent execution of the new key messages. We have identified that the female mid life age group exists within our audience, they just have yet to make a purchase.

Traffic analysis indicates that sales are made after 2-3 visits to the website, indicative of research being undertaken by the customer prior to purchase. She is usually browsing during the day and evenings with purchases being made predominantly in the evenings and weekends, when she is less distracted.

Primary Audience



Goals

- Wants freedom of design choice.
- Seeks personal recommendations in relation to product.
- Seeks to advocate for a brand that she feels an emotional connection to.
- Needs to move freely within the brand. If she wants help she will ask.

Pain Points

- Overwhelming market choice.
- Inflation & the cost of living. Needs to see value in purchase
- Not able to physically see and touch product.
- Deeply ingrained lack of self love and/or lacks confidence to buy swimwear

Female
18-34 years old
Australian

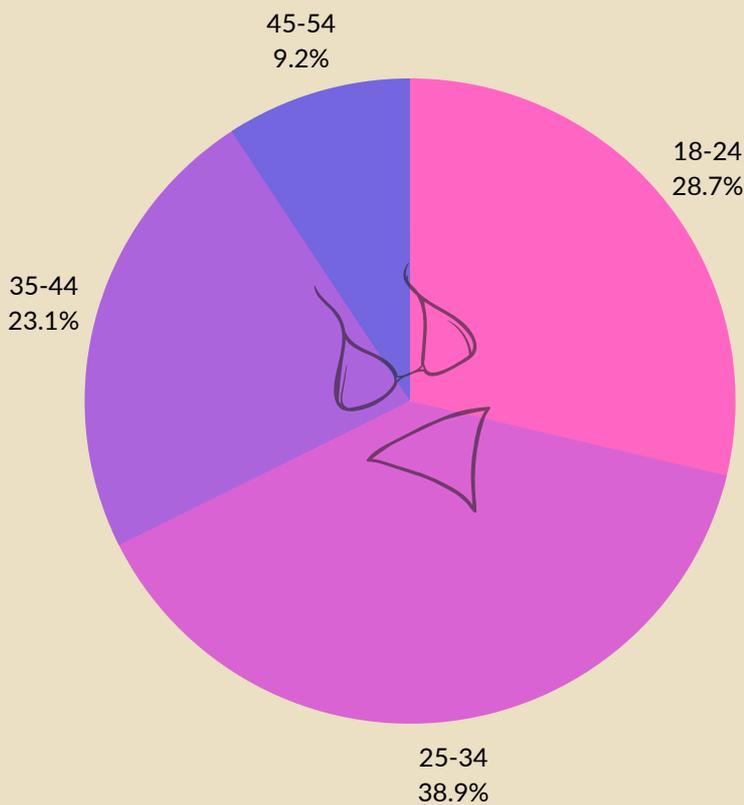
Products She Enjoys

- Trinity Bottoms
- Southport convertible top
- Anything high waisted
- Fuller bum coverage though she is curious about cheeky cuts

Dislikes

- One sided brand communication
- Not being heard

Market Analysis



Engaged Female Social Media Audience

The four major age groups share a nearly equal engagement share.

This is relative to interaction and consumption of the content on our Instagram profile, though when compared to sales figures, is indicative that over 90% of our website traffic is being driven from this platform.



The Major Platform

Real, Raw & Divine is predominately focused as a social media-based campaign due to the fact that 92% of our website traffic was driven from Instagram.

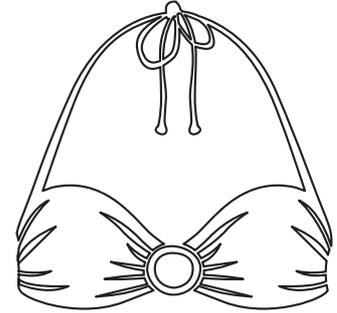
As a business we have chosen to use 1-2 social media platforms to host our business instead of multiple in order to maintain quality and consistent content.

We have identified that our target market are heavy users of Instagram and thus we have chosen it as our main external platform to communicate with them.

Competitor *Analysis*

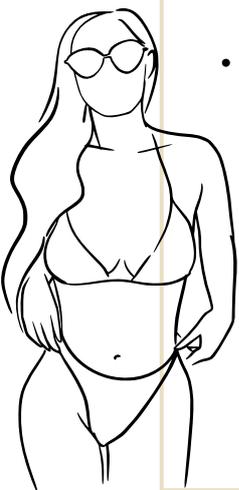
The Australian market is saturated with small swimwear brands. Overseas manufacturers are now offering low cost entry and low MOQ, making entrepreneurship more accessible.

However only one handmade swimwear competitor has been identified



Ocean Eyes Swim SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Low business expenses & overheads.• Local community engagement through free photo shoots.• Caters to vast style preference.• Small batch, sustainable & ethical.	<ul style="list-style-type: none">• Low budget for marketing and PR campaigns.• Difficult to gain organic exposure in broader Australian market.• Unable to invest large amounts into stock on hand fabric rolls - risk supplier sell outs.	<ul style="list-style-type: none">• Minimal competition in the handmade sector.• Introduction of x2 long sleeved suits may help drive traffic through cooler months.• Marketing overseas during Australia's Winter months & targeting top end states.	<ul style="list-style-type: none">• Winter• The current financial economy causing luxury spending to slow.• Struggling to keep fabric sourcing within Australia.• Cost of international (& ethical) fabric purchase.



Direct Competitor - Swim by Elly

Swim by Elly is our only Australian handmade swimwear competitor. Located in Geelong, Victoria, owner Elly is hugely successful, recently opening up her own warehouse/studio. Her product range is similar to OES however she offers less style choice and colour options. Her sudden expansion is causing production issues for her as she is still the only employee though she counters this by implementing an order capacity each month. She has a larger range of sizes which is recognised as a weakness for OES, however this will be increased within 12 months. She also utilises paid ads, we currently do not.

Strategy

Breaking Social Norms

Let it be clear that the Real, Raw & Devine campaign is not a body positivity movement, it does make up a part of it but with a more centralised focus on everyday women who show up as they are, no photo shop, and minimal and realistic make up (should they choose to wear it) to their shoots.

As such, our PR campaign takes the approach of relationship marketing over direct advertising. The PR story showcases women's personalities, true physical and emotional identities and using no re-touching.

:

Marketing	Marketing / PR	Public Relations
Product development	Image assessment	Community relations (shoots)
Sales	Media strategy	Media relations
Point of sale promotion	Relationship marketing	Publications (media release)
	Direct email	Fashion show
	Influencer collaborations	
	Social media	

The goal is to develop an emotional connection from my target audience by showing them that they are represented, and that Ocean Eyes Swim does not align with the societal pressures of the past.

The idea here is to integrate marketing communications and create strong, emotional customer connections to a brand that can lead to ongoing business, free word of mouth promotion and other forms of sales and lead generations

There is a significant amount of marketing and public relations overlap for the roll out of Real, Raw & Divine:

Strategy - Tactics

The Real, Raw & Divine campaign is a soft roll out social media campaign that began filtering out content in late November 2022. It has been building traction and audience engagement via predominately digital means ever since using the following tactics that highlight OES's values and mission to repair the societal problem of female objectification and help women to celebrates themselves as they are without feeling like they need to alter themselves to fit in.

Community / UGC (user generated content) / Collaboration	Social Media / Website
<ul style="list-style-type: none"> Continuation of free photo shoots for brand content but this also creates advocates for the brand as the models will share their images. Influencer collaboration with Instagram wellness advocate & blogger Jenna Bleakley. She wrote a post titled, "<i>How to feel amazing in a swimsuit</i>" distributed via social media, email and re-posted on our blog. Jenna has 14.6k followers and is a known associate of Ocean Eyes Swim due to her involvement with our first professional photoshoot in 2020 (Index 1.4). 	<ul style="list-style-type: none"> Strategised daily posts, reels, and stories Campaign hashtag: #IamDivine used in all Instagram posts. Instagram giveaway with terms and conditions to promote engagement. Youtube video campaign (Index 1.2). Updated Instagram bio and Linktree driving traffic to the website campaign and product pages (Index 1.1). Creation of campaign page on website discussing missions, values and introducing the models (Index 1.3). Blog - Hosted on the OES swim website summarises the campaign and increases SEO (Index 1.5). Sharing the content via direct email marketing.
Events	Media & Wholesale
<ul style="list-style-type: none"> Fashion Parade (Index 1.9) held at local beach venue, the Moseley Beach Club. Event map: Index 	<ul style="list-style-type: none"> Media release (Index 1.8) to be distributed to local publications, Jetty Road magazine and the Adelaide Advertiser. Look book to accompany media releases and for distribution to retailers (Index 2.0).

Results & Analytics

Since the Real, Raw & Divine campaign was launched in November 2023, Ocean Eyes Swim has seen increased engagement across the board. Following is 60 days of analytics since soft launch date.

Sales	Instagram Engagement	Website Traffic
<ul style="list-style-type: none">• Sales by social media is up 8%• Average order value + 3%	<ul style="list-style-type: none">• +45 new followers• Accounts reached +18.6%• Accounts engaged +21.3%	<ul style="list-style-type: none">• Website traffic was up 27% in general• Traffic from Facebook to website up 79%• Traffic from Instagram to website up 57%



Sales Forecast

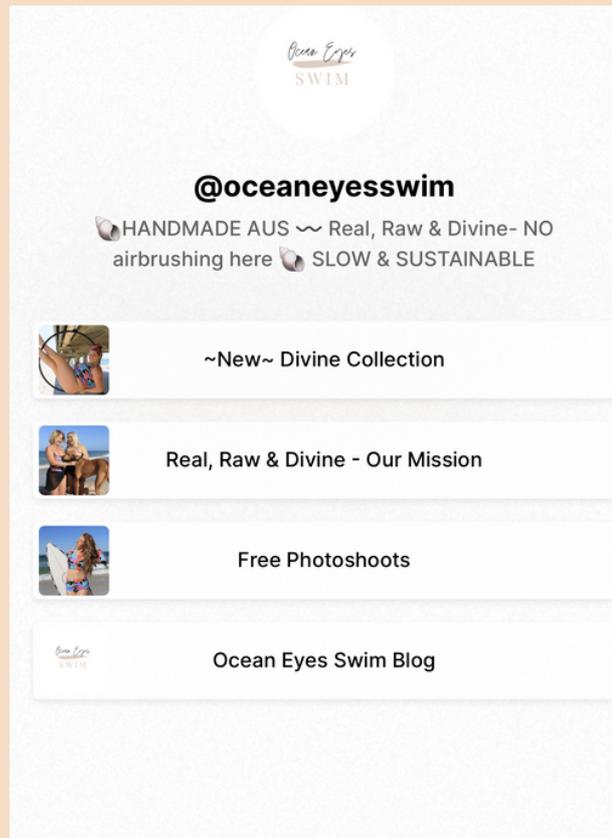
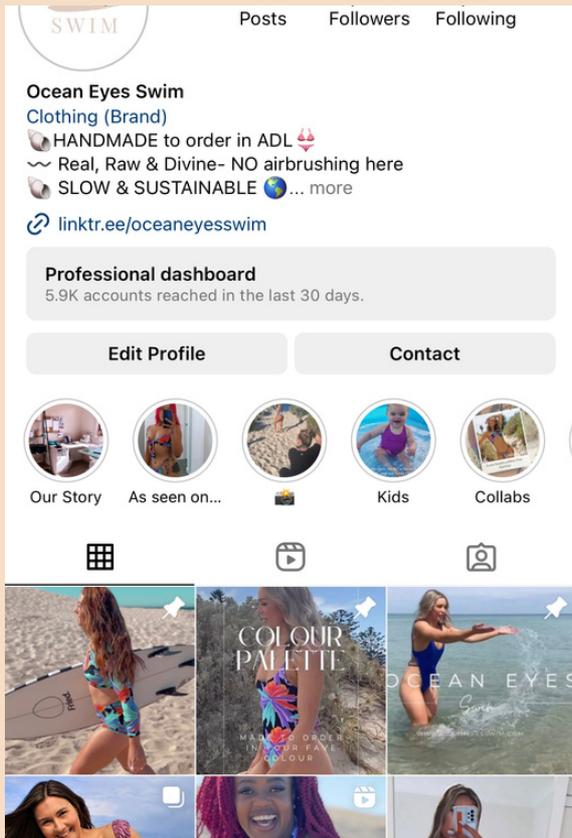
At the time of publication, the Real, Raw and Divine campaign is in the middle of its life cycle. Continued efforts and execution of our public relations and marketing strategies are predicted to increase.

We have a seasonal goal of 20% increase in overall sales in comparison to 2022's figures.

Index & Links

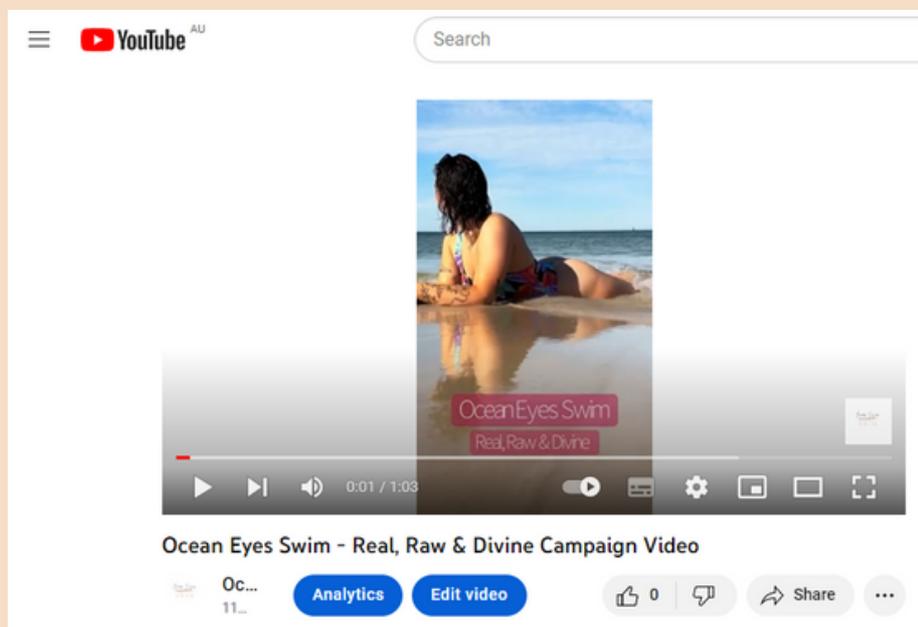
1.1: Instagram page, bio and Linktree directory links

LINK: <https://www.instagram.com/oceaneyesswim/>



1.2: Youtube Campaign Video

LINK <https://www.youtube.com/watch?v=ZiLeqr26Kvk>



Index & Links

1.3: Real, Raw & Divine campaign page on Ocean Eyes Swim website

<https://oceaneyesswim.com/pages/real-raw-divine-our-mission>

1.4: Influencer collaboration - Jenna Bleakley

<https://www.justagirlinherthirties.com/post/look-good-in-a-bikini-this-summer>

1.5: Ocean Eyes Swim: Real, Raw & Divine blog write up

<https://oceaneyesswim.com/blogs/news/the-real-raw-divine-campaign>

1.7 Wholesale & PR Lookbook

https://www.canva.com/design/DAFZHdFQ_Jc/6TAcwWAa06P6oUoX8wtB_g/edit?utm_content=DAFZHdFQ_Jc&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Index & Links

1.8 Media Release



PRESS RELEASE

FOR IMMEDIATE RELEASE 1.2.23

ADELAIDE SWIMWEAR BRAND ENDING OBJECTIFICATION OF WOMEN IN ADVERTISING.

Adelaide based handmade swimwear brand, Ocean Eyes Swim is in the middle of public relations campaign that is primarily focused on ending the objectification of women in advertising.

The brand is achieving this by working with volunteer, everyday women from the local community to produce raw imagery that is free of retouching.

Owner, Bo-Tarah Rose says that a change is urgently needed if the mental health of women and what audiences view as acceptable is to improve.

"We need women to know that they are enough just as they are and stop exploiting them for profit" says Ms. Rose.

"How many times have you seen an ad that promises to improve your looks in some way if you just buy this product – then you'll be the best version of yourself. It's so damaging; imagine the realities we are instilling into little girls if these are the beliefs adult women are carrying around."

Ocean Eyes Swim is on a mission to set a long overdue industry standard and put an end to objectifying women to sell products.

Ms. Rose said that it the campaign is not about body image alone, though it does make up a part of it. It is more about removing the lens placed on women's appearances all together and refocusing it on who woman are; their wisdom, personality and individuality.

The campaign can be viewed on the Ocean Eyes Swim website and enquiries relating to participating in a free shoot can be emailed directly to Ms. Rose on the details below.

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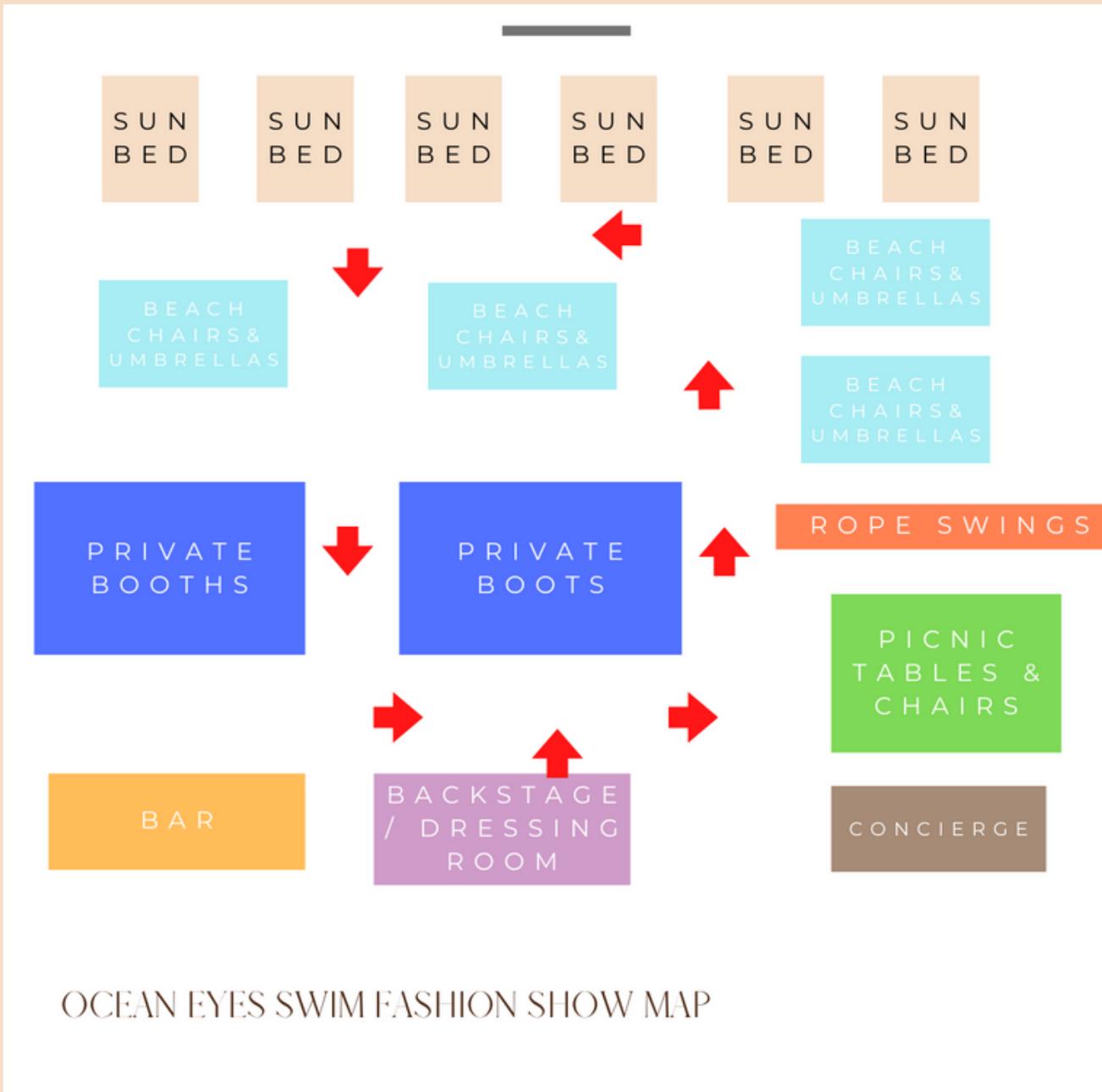
1.9 Fashion show event information

Venue Photos



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1.9 Fashion show event information



KEY

-   VIP Seating
-    General admission seating
-  Model pathway during show from dressing room