



SUPERGOOP! 'STAYING SUN SAFE' CAMPAIGN

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PRL 376: Content Optimization for PR Writing

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Supergoop! is changing the SPF industry by revolutionizing what it means to take care of skin. Founded in 2007 by Holly Thaggard, Supergoop! has over 15 years of experience and has become one of the leading brands in skin protection. Supergoop!’s mission is to “change the way the world thinks about sunscreen.”¹ People often associate sunscreen with the summertime and while that is so important, it is crucial to be mindfully wearing SPF all year round. By introducing innovative products that differ from the average sunblock, more people are being protected from the sun’s harmful ultraviolet rays. SPF is not one-size-fits all and Supergoop! understands this. By creating over 40+ items to ensure every skin tone, type, and routine can enjoy SPF protection. In addition to encouraging people to wear their sunscreen every day, Supergoop! ensures ethical manufacturing. All of Supergoop!’s products are made using cruelty free practices, and eco-friendly ingredients. Additionally, their commitment to sustainability extends to packaging and shipment. Supergoop! aims to ethically produce products that change the way people perceive sunscreen and sun-protection.

The month of May is Melanoma Skin Cancer Awareness month. Melanoma can be attributed to prolonged sun-exposure on skin which leads to the production of cancerous and pigmented cells. Melanoma’s unique danger lies in its ability to spread throughout the body unlike any other skin cancer.² One in five Americans will be diagnosed with Melanoma at some point in their life.¹ The objective at Supergoop! is to beat those odds.

With this in mind, Supergoop! is thrilled to announce its partnership with the Melanoma Research Alliance. This amazing organization is dedicated “to end suffering and death due to melanoma by collaborating with all stakeholders to accelerate powerful research, advance cures for all patients, and prevent more melanomas”.² The Melanoma Research Alliance is the largest non-profit organization dedicated to melanoma and has raised over \$150 million and donates 100% of collections to research.

For the fifth month of the year, Supergoop! will be donating 5% of each sale to the Research Alliance throughout the “Staying Sun Safe” campaign. Furthermore, the brand will be releasing a limited-edition, new line of SPF products that showcase the black, melanoma cancer ribbon. Another aspect of the campaign is a pop-up hosted by Supergoop! on May 25th, located in Los Angeles, California. Here, select customers will be invited to spend the day with influencers and celebrities learning about skincare and SPF while enjoying free dermatology screenings. The pop-up further emphasizes Supergoop!’s commitment to bringing awareness of the harmful effects of melanoma skin cancer.

The pop-up event plays a crucial role in the campaign as it leverages influencers and promotes engagement when spreading the word about melanoma and their products. The pop-up will feature a diverse list of guests however, Supergoop! is focused on partnering with a few selective people to ensure the message resonates effectively with its target audiences online. After conducting research, the “Staying Sun Safe” campaign will work closely with influencer Alix Earle and Khloe Kardashian. In doing so, Supergoop! not only amplifies its message with influencers, but utilizes their reach to extend its mission of education, awareness, and fundraising to a broader audience that aligns with their goals.

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1. “The Supergoop! Story.” Supergoop! Accessed September 28, 2023.
 2. “MRA Overview.” n.d. Melanoma Research Alliance. Accessed September 28, 2023.

Alix Earle is one of the number one influencers on social media today. From making small get ready with me videos, to creating her own podcast Earle has taken the media and marketing world by storm. Throughout her videos Earle will provide in-depth details about what is going on in her life. Oftentimes, her videos feature her getting ready for the day or an event and incorporate commentary on the products she uses. With this in mind, Alix Earle could create a series of videos showcasing Supergoop! products while educating her audience about the dangers of UV rays. By selecting Alix Earle to be a partner in this campaign, Supergoop! ensured the reliability of the selection by breaking down Earle’s impact and influence. People are inclined to follow Earle’s accounts and buy the products she uses due to perceived trust.³ Her 5.9 million followers on TikTok has allowed her to partner with other beauty companies like Tarte cosmetics, Drunk Elephant and more. However, none of Earle’s prior endeavors have focused on SPF care. Alix’s TikTok videos produce an engagement of over 324 thousand.⁴ With this, Alix Earle will not only promote the sales of Supergoop! products but spread awareness about melanoma skin cancer to a larger demographic.

Khloe Kardashian is a member of one of Hollywood's most famous families. They have built an empire while gaining an immense amount of influence along the way. The reality television star revealed her Melanoma diagnosis in October of 2022.⁵ Khloe became an advocate for Melanoma prevention methods and practicing sun safety, educating those who view the show. The Good American brand co-founder is very open about her experience with tumor removal and how the entire situation has affected her mental health.⁵ With Khloe’s experience and passion for advocating, Supergoop! is confident in her ability to bring awareness to the “Staying Sun Smart” campaign.

The primary objective of this campaign is to enhance awareness and knowledge among the public and Supergoop!’s target audience about Melanoma. It focuses on warning signs and prevention which aligns with the sunscreen products that Supergoop! sells and their overall mission. The campaign aims to shift public perception of melanoma prevention by targeting an audience that already takes their health seriously but may lack in-depth knowledge of scientific aspects and processes. Through offering promotional deals and screening events, we intend to increase awareness of melanoma and prevention methods, thus encouraging the addition of Super Goop’s sun protection products into their daily skincare routines.

Another aim of the campaign is to build a working and long-term relationship with the Melanoma Research Alliance. The campaign leverages trust and credibility of the Supergoop! brand and its products. This reinforces the importance of their sunscreen products and melanoma prevention practices. A long-term, mutually beneficial association with the Melanoma Research Alliance enhances brand reputation and built trust among their audience and stakeholders.

Melanoma is a potentially fatal, yet preventable cancer. Supergoop! Is enthusiastic about introducing the “Staying Sun Safe” campaign and spreading awareness on prevention efforts and the importance of sunscreen.

3. Swadling, Claire C. 2023. “What the Hell Happened: Alix Earle’s Rise to Fame | Arts.” The Harvard Crimson.

4. “. ” 2019. . - YouTube.

<https://app.taggermedia.com/profile/4699477/analytics/contentHealth>

5. Barrett, Kira G. 2023. “Khloe Kardashian Shares Before, After Photos of Her Cheek Post-Cancer.” Us Weekly.

Target Audience Persona

Section 1: Demographics

Age: 25-34 ¹

Gender: Women ²

Salary/household income: \$111,000³

Location: Santa Monica, CA¹

Political ideology: Liberal⁴

Education: College Degree ⁵

Family: two-person household

Section 2: Identifiers

What are their interests?

They love to stay active by doing things outside. They go to the beach during the day, love to go to Venice Run Club to keep their mileage up and take every opportunity to have a hot girl walk to their favorite cafe down the street.

Do they support any issues or causes?

Women in California support a wide range of issues and causes that impact the surrounding area. Some that are consistent in this age range are affordable access to inclusive health care, taking care of the housing crisis, and investing in eco-conscious companies. Personally, they hope to lead a clean and healthy life and push to only buy products that are cruelty-free and intentionally act in ways that are beneficial to the world outside of the business (good for the environment, reef safe, donates shoes, etc.).

What are their goals (how would they define happiness)?

They are a very driven individual who wants to be successful in their careers, but realize there is more to success and a fulfilled adult life than becoming the next CEO. Outside of work, they define happiness as having close relationships with family members and friends. They also spend their personal time doing yoga or going on hikes to appreciate the local beauty.

What challenges do they face?

Like many women who are beginning adulthood, she is worried about what the future will hold. Will they be able to find a partner who adds value to their life, get that next promotion at work, and stay healthy? She struggles with balancing all the different aspects of her life and keeping up with those around her. Living in California is wonderful, but also is the land of social media and comparison which is a lot to deal with during this time of her life.

What roadblocks keep them from achieving their goals and how can you help them achieve their goals?

Being that California is the land of social media, looks, and maintaining youthfulness is a priority many have and will spend lots of money to do so. She has been looking for the perfect brand of sunscreen to protect her skin from early aging that was within her budget. Supergoop! is

just that, and offers a range of products with tinted sunscreens, glow screens, and any kind of sunscreen a customer could want. The packaging is sleek and modern which makes it even more appealing to her. She also appreciates how their range of products allows for the ‘no-makeup’ makeup look that is trending amongst her friend group and in the area, allowing for that effortless look.

Section 3: Media/Distribution

How can we reach them?

Social media, primarily Instagram, TikTok, and X s⁶

What kind of media do they use?

Social Media platforms (nontraditional)

Do they have a smartphone? What apps are downloaded on their phone?

Yes, they have a smartphone and have a plethora of apps downloaded on their phone, primarily social media apps. She has apps for making reservations and booking workout classes such as SoulCycle and Yelp. She has Gmail downloaded to keep up with her emails for both work and personal reasons, and she often argues that she spends too much time on her phone.

Traditional platforms (local, regional, or any relevant outlet)

a. Daily Press: Santa Monica Daily Press, Los Angeles Times, New York Times

b. Magazines: Los Angeles Magazine, Malibu Magazine, Harper's Bazaar, Glamour, LA Style Magazine

c. Radio Stations: Sirius XM channels: Hits 1 Radio, Coffee House

d. TV Stations: Bravo, KTLA, NBC LA,

e. Streaming Services: Max, Hulu, Netflix, Peacock

What words, and phrases resonate with this audience?

Sustainability, Balance, Wellness, equal rights (especially women's), young adult, repurposed fashion, homemade meals

What kinds of images resonate?

Before/after, alternative workouts, nature clips, fun skincare products and homemade food.

Would they click on a video?

Yes

Influencers: Find at least two “influencers” that you think they would listen to. This could be a specific Instagram public figure or a doctor. Who do they trust?

[@brettesbites](#), [@melissawoodtepperberg](#), [@naturally.sassy](#)

Where do they currently shop/go to the most? Find 3 businesses

[3rd Street Promenade](#)

- Anthropology (features Supergoop! products)
- Crossroads Trading (High-end thrift store)
- alo Yoga

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1. supergoop.com Traffic Analytics, Ranking Stats & Tech Stack.” n.d. Similarweb. Accessed September 28, 2023.
 2. Villarroel, Maria A. 2022. “QuickStats: Percentage of Adults Aged ≥ 18 Years Who Always Use Sunscreen When Outside for 1 Hour on a Sunny Day, by Sex and Age Group — National Health Interview Survey, United States, 2020 | MMWR.” CDC.
 3. “90404 Income Statistics - Current Census Data for Zip Codes.” n.d. Income By Zip Code. Accessed September 28, 2023.
 4. California Voter and Party Profiles.” n.d. Public Policy Institute of California. Accessed September 28, 2023.
 5. “A Deep Dive Into Party Affiliation.” 2015. Pew Research Center.
 6. “The 2022 Social Media Users Demographics Guide.” n.d. Khoros. Accessed September 28, 2023.

Audit Analysis

Supergoop! utilizes the social media platforms, Instagram, Twitter, TikTok, and Pinterest. Additionally they post to their blog, *The Bright Side*. A social media audit was conducted to inform the analysis and reports on engagement, type of content, responsible party and measurement. They primarily post content to their Instagram, TikTok, and blog while less frequently utilizing Twitter and Pinterest. The content posted to their social media varies across platforms, but usually encompasses product promotion. Awareness metrics and engagement metrics are used to collect and assess the data that informs the proposed social media strategy. It is recommended that Supergoop! increases their presence on social media, incorporates a consistent uploading schedule tailored for each platform, and modify content accordingly to increase overall engagement and brand sentiment to facilitate the campaigns success.

Supergoop!’s Instagram mostly consists of user generated content aimed to promote their products and launches; they upload daily. This combination of push and pull marketing effectively targets their audience, yet the data shows low engagement. It is recommended they capitalize on trends and influencer marketing to increase visibility, exposure, credibility, and overall engagement with their publics.

Supergoop!’s TikTok posts everyday and their content mainly surrounds the importance of wearing SPF. TikTok’s algorithm caters towards accounts who frequently post, it is recommended they continue posting regularly. In addition the algorithm leverages hashtags to deliver content to individuals who will likely be interested in it, Supergoop can use this to reach a broader audience. It is also recommended they capitalize on trending content and sounds to maintain relevance throughout the winter months as their content now mainly involves the importance of wearing SPF.

The use of Twitter by Supergoop! is infrequent. It is recommended they post 2-3 times a week and share content that generates a conversation. Twitter primarily revolves around textual content and conversation, they should post text-based prompts asking questions that incorporate trends to increase engagement and reach.

Supergoop!’s blog creates a great opportunity to educate their audience. They have the ability to post long-form and short-form content, catering to a broader audience. To add an element of engagement they should incorporate an open comments section. Their blog posting is

infrequent and irregular, if they establish a posting schedule of 1-2 posts per month that are uploaded on the same day of each month. This creates a sense of predictability, when readers know when content is posted they are more likely to be a consistent reader.

The social media platform, Pinterest, aligns with the preferences of Supergoop!’s target audience. It is recommended they post aesthetic graphics and images twice a week. The platform focuses on aesthetics and imagery, it is advised they incorporate these elements throughout their content to effectively target their audience.

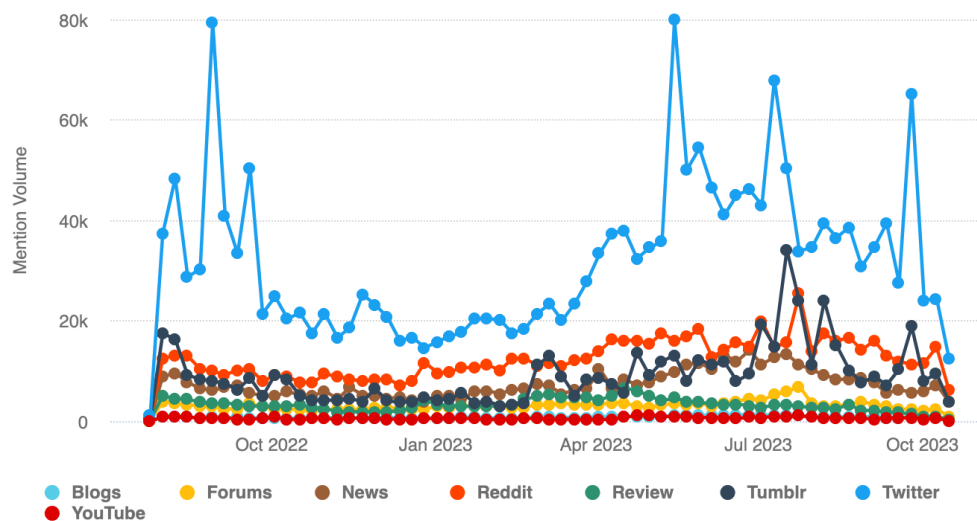
Social Media Audit

OUTLET	HANDLE/URL	ENGAGEMENT SCORE	STRATEGY/ PURPOSE	POST FREQUENCY	CONTENT SHARED	PARTY RESPONSIBLE	MEASUREMENT
			OBSERVED	RECCOMENDED	OBSERVED	RECCOMENDED	
INSTAGRAM	@supergoop	4	O - Supergoop's purpose is to promote their products and any new launches. / R- I would recommend incorporating more trends into their posts and stories as well as more influencer partnerships	O - They post every day. / R - I would recommend that they continue this pattern, but create more diversity in types of posts.	O - Photos of products or videos of people using their products is the entirety of their Instagram feed. / R - I would recommend that they continue this, while incorporating more trends in order to garner more engagement.	Content creator, who can work alongside their team in creating an effective Instagram presence.	The amount of comments, likes, followers, and visits after a post has been made.
TWITTER (X)	@supergoop	3	O- Purpose was to engage audience and start a conversation // R- Continue engaging the audience and work to gain clicks to website	O- They have not posted since 2022 and recieved little engagment when they did post// R- To increase posting to three Tweets a week	O- By asking questions, writing one sentence tweets, occasional inclusion of product pictures// R- Post SPF facts, on-trend tweets, memes	Twitter manager who will monitor trends, conversation and promotion strategy	Number of re-tweets, likes, comments and visits on days when website is included in Tweet
BLOG	The Bright Side	6	O- Strategy is to educate consumers on all things UV, SPF, Aging, Skin Health and more// R- Continue doing this but strive to build a conversation as purpose, open a comment section	O- Haven't posted in a while but it was infrequent when posting did occur.// R-Begin posting one article a month rotating through the categories.	O- There are 10 sections of the blog that have a specific area of articles from Ask a Derm to Sun 101.// R- Open up the platform to allowing article responses so viewers can provide feedback	Editorial team, editors, journalists	How many views each article gets
TIKTOK	@supergoop	6	O - Their strategy is to remind people of the importance of wearing SPF, specifically their products while utilizing trending TikTok sounds. / R - I would recommend that they use more hashtags to reach a larger audience through the for you page.	O - Supergoop is also posting about every day on their TikTok platform. / R - For the TikTok algorithm, posting frequently is the best way to reach the largest group of people, so I would recommend that they continue on this posting schedule.	O - The content being shared most recently is promoting the importance of wearing SPF in the fall, and highlighting which products are best for that. R - While this content is very timely, it may become oversaturated if they continue to post this for the next nine months. I would recomment to diversify their type of content while continuing to incorporate trending sounds.	Content creator, who is familiar with video editing.	The views, likes, comments, and shares a post receives.
PINTEREST	@Supergoop	3	O- There are no comments on any of the posts, likes are not shown.//R- Connect with more people to gain comments and re-pins	O- The post dates are hidden on the Supergoop! Pinterest account.// R- Post 2 times a week	O- Product casing, graphics.// R- Focus more on graphics and more aesthetic pictures rather than product promotion	Digital/creative team	Engagement on posts/ visits to attached links

Sentiment Analysis

Between July 31, 2022 and October 18, 2023 (444 days), Supergoop! has garnered over 4 million mentions across social platforms. In the graph below, you can see where those mentions have been distributed with an overwhelming majority occurring on X (formerly Twitter). A uniform trend across media forms was an uptick of coverage during warmer months, with most peaks occurring between May and August. This is the period in which people are more conscious about their SPF usage, and therefore engaging in discourse about it online. It is observed that

brand engagement across all platforms tends to increase during the summer months (July 31, 2022 till May 21, 2023). To confirm this, and dive deeper into what these mentions are saying, we used Brandwatch to look at the sentiments held through different periods of time.

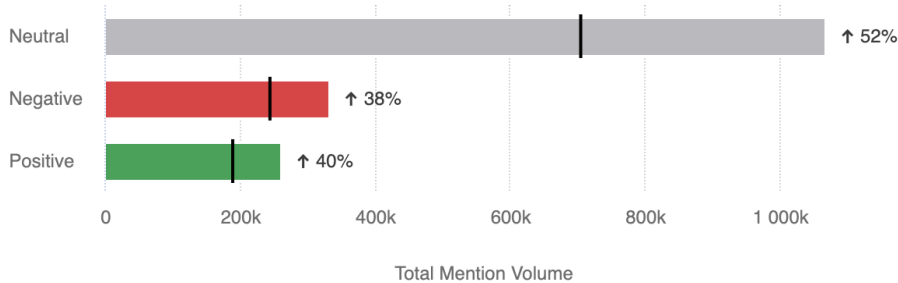


Mention Volume: 09/22-10/23

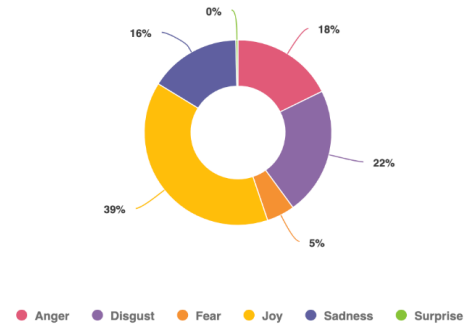
While Supergoop!’s sentiment varies throughout the 14 months, the majority of online conversations regarding the brand maintained a neutral position. The individual peaks of negative sentiment are observed outside of the summer months, which we previously noted as the most active time for both the industry and company. In fact, Supergoop!’s largest count of negative mentions happened at the end of September 2022, with a total of 31,705 mentions in one day. That being said, there were still more neutral sentiments that day, and overall was only one of three days in which negative sentiments were greater than the number of positive ones. The sheer volume of neutral sentiment supresses the combination of both negative and positive regards towards Supergoop!, as seen below. The highest amount of neutral sentiments ever calculated for one day is over 80,000. The bar graph below shows the sentiment of Supergoop! from May 21, 2023 to September 21, 2023. The donut chart to the right highlights the emotions expressed throughout all 4 million mentions over the 14 months. Unsurprisingly, given that there were more negative sentiments than positive, only one of the impressionable emotions was

optimistic. 39% of mentions expressed joy towards Supergoop!, with the rest holding emotions relating to anger and fear. These mostly stemmed from conversations regarding sun burns or skin damage, whereas the positive sentiments come from the products itself.

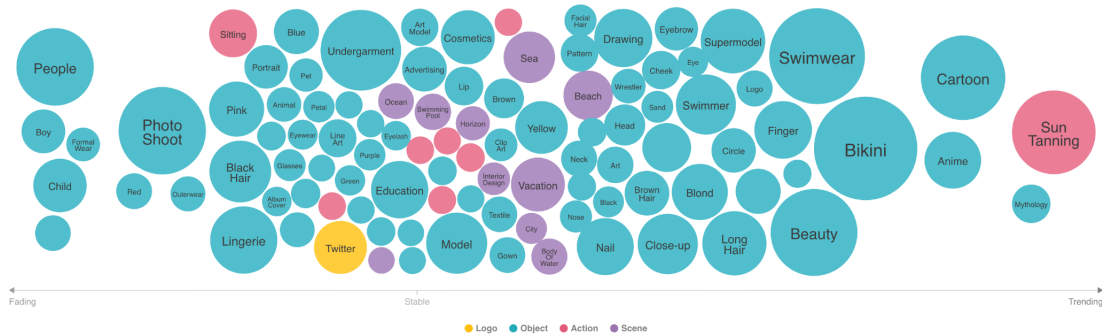
Sentiment: 05/21-09/21



Emotion Over Time



Trends



Trends from 05/21/23-09/21/23

Using Brandwatch’s generated trend graph, and specifically looking at the summer months of 2023, we are able to identify the topics that people most closely associated with Supergoop! during their peak season. Objects on the right side of the graph reflect popular and growing trends, with the size of the circle relating to how frequently those topics appear in mentions. Ideas and objects to the left are previously trending concepts that are still popular but no longer at their peak. From this we can see what resonates with audiences in a way that

re-engages them, which can help when deciding what to utilize in a social media plan.



Frequently Used Words

When looking at the frequently used words across all platforms, you can see a high focus on three different categories: beauty/skincare, summer, and skin protection. These all align with the brand, and therefore are good indicators that we are operating in appropriate areas. Words such as ‘light’, ‘daily’ and ‘beauty’ all relate to the areas they are aiming to distinguish themselves in. Supergoop!’s brand is built around bridging the gap between everyday suncare, skincare and beauty without the hassle. Finding operative words like the ones mentioned above validates the alignment of brand perception and intended self-image/branding.



Frequent Keywords, Phrases and Organizations

“Wear sunscreen” was the only phrase found consistently repeated throughout mentions and in the frequently used word bubble. This is good for multiple reasons, with first being the fact that it promotes a healthy practice that aligns with our product. The second is looking further out, taking into consideration part one of our social content creation plan, where we are partnering with Melanoma Research Alliance. Our upcoming media plan emphasizes the importance of using sunscreen everyday to protect yourself from diseases, like melanoma. Breaking into a conversation about everyday usage will be easier if there is already the association between our brand and that practice. Overall, the word cloud can give us confidence that the average association with Supergoop! aligns with who we are as a brand and what we are trying to achieve.

Competitor Comparison



Sun Bum Keywords and AI-powered Keywords

Sun Bum and Supergoop! both have the word ‘skin’ as most frequently used as the two brands both specialize in skincare and sell similar products. A notable difference between the two is the appearance of the word ‘protect’ in Supergoop!’s visual. This may indicate their product is perceived as more reliable when concerning its intended use of protection against UV rays. Sun Bum’s visual depicts the word ‘experience’, whereas Supergoop!’s does not. This insight can inform Supergoop!’s social media content and messages, Supergoop! should further emphasize user experience across their platforms.

PESO Strategy

- Paid

1. Collaboration with Alix Earle
 - a. Earle will engage her large following by filming a Get Ready With Me video where she shares UV and Melanoma facts as she uses a variety of the special edition line of products. This collaboration would allow for a large reach across a variety of platforms, hopefully increasing clicks on the Supergoop! website and product purchase.
2. Television Advertisement Campaign
 - a. A series of three different advertisements will run across major television networks following in this order: launching the special line and bringing attention to the donation percentage with each purchase, a more emotional campaign showing real melanoma patients and survivors giving statistics about this cancer, showing skin under a special light revealing the damage of UV rays and comparing it to skin under the same light but with Supergoop! products applied. In doing so, we will create a deeper connection with a larger audience and inform people about Melanoma.

- Earned

1. Media Pitch about the launch of the campaign
 - a. After drafting a pitch about the launch of the Staying Sun Safe campaign, Allure magazine will be writing a feature piece for its online site. The article will detail the campaign’s collaborations, pop-up events, donation special and more.
2. Influencer coverage of Pop-Up
 - a. Along with our main collaborators, Alix Earle and Khloe Kardashian, many influencers and fans of our products will be invited to the event. We are hopeful everyone in attendance will post about the event of their own free will, to build up trust with audiences showing how great the products are.

- Shared

1. Old Age TikTok Filter paired with #StaySunSafe!
 - a. People will be able to engage with a filter/hashtag which would show your skin if you used sunscreen versus if you didn’t, to help bring awareness to sun damage and how it can age you. This, in turn, would also emphasize our product as the solution to a problem people should be fighting everyday.
2. Photo-Op with free samples in LA

- a. During our pop event in May, we will have multiple photo opportunities and free samples provided to people. Our hope, aside from generating regular awareness will be to further promote the hashtag, #StaySunSafe with the organic content created by people at the event.

- Owned

1. Instagram Reels Series about everyday use of Supergoop!
 - a. We can have a serialized Instagram Reels show that shows how to use Supergoop! products in your everyday routine. Our first show can be with Alix Earl and one of her notorious get ready with me, but going forth it can be employees and other ‘everyday’ people using the products to show the full range and how they are easy to use. These people can be found with street interviews using the same light used in the advertisement.
2. Blog about skin care and sun protection
 - a. Another form of owned media will be a blog talking about the importance of skin care and everyday protection against the sun. Our first blog would be a celebrity interview/written by Khloe Kardashian talking about her experience with Melanoma and things she knows now. Like the Instagram Reels Series, this can be ongoing with new posts each week.

PESO Strategy Evaluation

Paid:

1. Collaboration with Alix Earl

Engagement metrics such as likes, comments, shares and click-through-rates aim to measure the effectiveness of Alix Earls influence on consumer behavior. The goal of this collaboration is to leverage Alix Earls perceived authority and reach to influence consumers to click on the link and purchase a product. Measuring the CTR in addition to analyzing the conversion rate will allow Supergoop! to understand the impact her post has on purchasing behavior. Engagement metrics and conversion rates will be initially measured on X and a follow up on X.

2. Television Advertisement Campaign

Cost Per Thousand (CPM) can help evaluate the efficiency and effectiveness of the ad by calculating the cost per thousand impressions. Return on investment (ROI) can be calculated after the campaign on X to measure success in terms of revenue generated compared to money spent. Assessing and comparing engagement metrics and CPM/ROI helps Supergoop! to

understand the effectiveness of integrating the TV Ad with their overall social media marketing strategy.

Earned:

1. Media Pitch about the launch of the campaign

The best way to measure this is to monitor how many reads the Allure article receives. Additionally, we will check to see if there is any correlation between the article and other social media platforms. We are hopeful for any reactions to the feature story and track if any further buzz generates.

2. Influencer coverage of Pop-Up

Working on tracking the public's reactions to how influencers post about the pop-up is crucial in understanding if this part of the campaign has been successful. We will also be monitoring how many product purchases are made within the time of influencer posting and two days after.

Shared:

1. Old Age Filter and #StaySunSafe

The best way to measure the success of the old age filter in collaboration with the #StaySunSafe campaign would be to determine how many times the hashtag was used. This will help us determine how many people are not only aware of our campaign, but are actually engaging with it and trying to spread the messages of the campaign.

2. Photo Op with free samples in LA

Similarly to the hashtag on TikTok, the best way to monitor the success of the photo opportunity in LA would be to use metrics to see how many Instagram and TikTok users utilize the hashtag. Additionally, it would be insightful to check how many impressions the Instagram and TikTok accounts got after people utilized the hashtag.

Owned:

1. Instagram Reels Series about everyday use of Supergoop!

The most successful way to measure the success of the Instagram reel series is to measure engagement through the amount of views and likes Supergoop! is receiving in comparison to their number of followers. The goal of this initiative is to reach those who may not even follow the account, but stumbled across this series as a fan of Alix Earle, in turn learning about the brand and becoming invested in this campaign. In addition to this, the Supergoop! team will track if the hashtag is beginning to trend with the general public.

2. Blog about skin care and sun protection

To measure the result of the blog would be by tracking the number of views that each article generates, as well as how many of them lead to unique users on the company website. Tracking the click through rates of hyperlinks will also be beneficial in measuring how informative and

helpful these blogs are, as they will be linked both to our website and the Melanoma Research Foundation.

Central Message

Melanoma is the most common, and preventable, form of cancer in the US. The majority of melanoma is caused by exposure to UV radiation. The link between sun-exposure and melanoma makes practicing year-round sun safety imperative. Implementing SPF into your routine is a vital step in preventing sun damage and reduces your risk of developing melanoma. Our products center around the use of SPF and are free from unnecessary ingredients to ensure the easy integration of sun safe products into your daily routine. Prioritizing your skincare should not mean sacrificing comfort or aesthetics, our products are designed to harmonize sun safety and feeling comfortable in your skin.

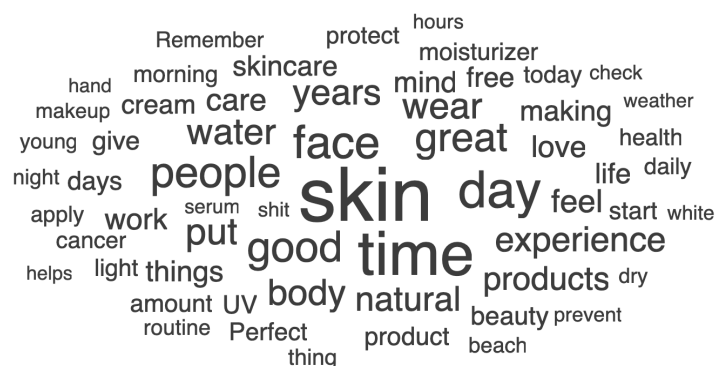
This campaign is meant to encourage early screening and treatment of melanoma so that cases of this can be reduced. It’s meant to empower individuals to take their skincare routine seriously to improve their overall health. By utilizing mega influencers such as Khloe Kardashian and Alix Earle, this campaign is sure to reach a large audience. Additionally, the free screening event is intended to help individuals feel at ease about getting screened, while educating them on the importance of screening regularly and taking care of their skin.

SEO Keywords

1. Keywords:

- a. Skin
- b. Time
- c. People
- d. Day
- e. Good
- f. Face
- g. Water
- h. Products
- i. Years
- j. Wear

2. Data Visualization



Key Messages

1. What is Melanoma Awareness Month?
 - a. May is Melanoma Awareness Month, which is dedicated to raising awareness about skin cancer, preventing cases, and giving credit to research being done in the field.
2. What is Melanoma?
 - a. Melanoma is America’s most common cancer, but it is also one of the most preventable cancers. Specifically, it is a very aggressive form of skin cancer that is more likely to spread to other parts of the body than other forms that appear when skin is not properly protected.
3. What are easy ways to protect yourself against melanoma?
 - a. Easy, everyday practices to protect yourself from skin cancer include [\(according to the CDC\)](#) staying in the shade, using garments and accessories to cover your skin, and using a broad-spectrum sunscreen with a sun protection factor (SPF) of 15 or higher.
4. Who are well-known public figures who have dealt with melanoma before?
 - a. Khloe Kardashian has had a long history with melanoma, with the most recent occasion happening (and being featured on her reality TV show *The Kardashians*) this past summer. She got diagnosed with melanoma on her face after testing a spot that did not disappear after 7 months.
5. What kind of product line does Supergoop! have?
 - a. Supergoop! creates a wide range of everyday SPF products to help make integrating skincare easier for everyone. Their product line solves unprecedented issues with daily use, like a powder SPF for your hairline to avoid greasiness! These flexible and creative products makes sun protection second nature.
6. How do Supergoop’s products promote sun safety?
 - a. Wearing SPF reduces your risk of developing skin cancer, Supergoop’s products promote the daily use of sun safety measures. Supergoop has a large range of sunscreen products formulated to encourage the implementation of SPF throughout your daily skin care and makeup routine. Their products are formulated with chemical and mineral ingredients to absorb or block UV radiation. The formula is dependent on the products intended use and is crafted to feel comfortable on your skin.
7. What is Supergoop!
 - a. Supergoop! Is expert sun protection with no compromises. Since day one, we’ve held ourselves to a higher standard in order to change the way the world thinks about sunscreen . SPF is all we do, which is why we’ve been the Experts in SPF™ for nearly 20 years.

8. Can you trust Supergoop!/?
 - a. YES! All Supergoop! All of our products and formulas are tested by board-certified dermatologists, so your skin is getting expert care!
9. What ingredients should I expect in Supergoop! Products?
 - a. Supergoop! wants to make sure you know that no harmful ingredients are being put in our formulas. We have a very public “no list” which contains over 1,300 ingredients that we refuse to include in our products.
10. What makes Supergoop! different from other sunscreen products?
 - a. At Supergoop! our mission is SPF. Not only do we make tested formulas to ensure great, effective products but we promote beating the odds. 1 in 5 Americans will get skin cancer at some point in their life, at Supergoop! we are revolutionizing the industry to make sure that doesn’t happen.

Content Calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
April 29	April 30	May 1	May 2	May 3	May 4	May 5
Announce campaigns on Tiktok and Instagram with an in-grid post. The campaign doesn't officially launch until May 1.	Post information from the in-grid post to Instagram story to remind followers of campaign's launch on May 1.	Announce collaboration with Khloe Kardashian, again on all platforms. The Instagram post will have a carousel of photos sharing details of her story, while TikTok will create a video with her recounting her story.	Instagram story post, using the hashtag "#StaySunSafe"	Post a TikTok and Instagram Reel of Supergoop's scientist they use to create the products doing a Q+A on what melanoma is and how to prevent it.	Khloe goes on the Today Show talking about her experience with melanoma, and how she has recovered from it. Supergoop will clip her interview and post it to Instagram Reels and TikTok.	Instagram story post hinting at another collaboration that will be announced on May 6.
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
May 6	May 7	May 8	May 9	May 10	May 11	May 12
Announce partnership with influencer, Alix Earle, using in-grid story post on Instagram and TikTok.	Post TikTok video of Alix Earle doing a "Get Ready With Me" video using Supergoop products.	Supergoop will post a TikTok of the people in their office, using the old age filter inviting their followers to see what they will look like without sunscreen. In the caption, they would use the hashtag "#StaySunSafe" again	First blog post goes up today, and Supergoop will repost and share it to their Instagram story and feed announcing its blog post with Khloe Kardashian.	Announce information and details about pop-up event being held on May 25. Make in-grid post on Instagram and TikTok.	Announce a giveaway that will consist of gifting a whole line of the new products to a lucky follower. In order to win they will have to be following the Supergoop account and repost our picture to their story, using the hashtag "#StaySunSafe."	Alix and Khloe post to their own Instagram stories talking about how excited they are to be attending the Supergoop pop-up event. In the story post, they would use the hashtag "#StaySunSafe".

Drive to Mockups

You can find all social media mockups, and press releases [here](#).

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