



Campaign Proposal: Uniglitter Labs

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Executive Summary

Situation Analysis and SWOT

- Uniglitter is a company based out of Sanford, Florida and founded in 2016 by Melody Smith. Their primary product is glitter gel that is adorned at festivals and conventions. Since their founding Uniglitter has expanded into offering over 60 unique blends of glitter that come in singles, duos, and 6-stack jars. One of the staples of Uniglitter's business model is ambassadors who partner with the brand.

Objectives

- The main objectives for this campaign are to raise awareness about the brand's existence through a creation of positive corporate image and to increase sales.

Strategies and Tactics

- This will be accomplished through five different channels: advertisement, social media, partnership, promotions, and advertisement. The most aggressive tactic would be through sponsorship as this proposes taking on ten more ambassadors and partnering with online conventions and festivals.

Timeline

- This campaign will take place over the course of four months starting October 23, 2020, and ending February 28, 2021.

Budget

- During this campaign the Uniglitter team will expand by 10 people including a social media director, graphic designer and outreach coordinator. The maximum budget after contingencies is \$58,219.

Evaluation

- The successes or failure of this campaign will be measured both quantitatively and qualitatively. The quantitative ways that the campaign will be measured is by tracking social media traffic, tracking sales rates, and tracking the usage of the usage of coupon codes distributed at online events. To track qualitative progress, we will be sending out surveys to customers, collecting comments from social media, and looking at feedback on orders that are placed through the website.



Situation Analysis and SWOT

Part 1: Background

Uniglitter Labs is a company that specializes in different blends of chunky glitter that is either sold loose or as a gel. Their company started at the end of 2016 and was founded in San Francisco, California, but has since moved operations to Sanford, Florida. The mission statement of the company states, “We aim to help promote positive self-image through the use of cosmetic glitter, whether it's worn by itself or alongside other makeup. we aim to make people sparkle on the outside just as much as they do on the inside.” This is proven even further through their future goals in the company as they plan to expand the company as their fanbase expands. Some of the things currently working are different “nude” blends for different skin tones to cater to everyone to provide a natural sparkle to people on the daily.

The product may sound simple, but a lot of thought goes into all of the different blends. Each blend of glitter contains a variety of sized pieces from large to finely milled, with many of the blends having custom-designed glitter shapes (stars, hearts, leaves, etc.). In total Uniglitter offers 60 different blends that range in many different finishes including, opaque, duo-chrome, holographic, iridescent, and UV (blacklight) reactive. The smallest pots of glitter are \$12.95 for a 19-gram jar, which comes out to a value of 68 cents per gram of product. The glitter gel is created with a mix of aloe, glycerin, and jojoba oil; consequently, this allows the gel to act as a light adhesive while still moisturizing the skin. The product is verified as cruelty-free by PETA and vegan; however, the only downside of the product is that it is not biodegradable. To combat this their product website has multiple ways to remove the product all of which avoid letting more plastics into waterways.



There are two main assets of the organization staff and ambassadors. The company has roughly ten people on staff who are responsible for branding, order fulfillment, customer service, inventory creation, and everything else in between. This is actually a large expansion for the company as originally the only staff was the two co-founders of the organization. The other part of the organization, and where the main marketing efforts of the company come from is their ambassador program. Either through personal invitation or application acceptance, many people have been chosen as ambassadors for the brand, utilized to showcase products and create buzz. This position is not a normal paid staff position but instead, influencers are given individual discount codes and are provided with a percentage of sales once their codes are used as compensation. On top of the small monetary compensation ambassadors also receive major product discounts, social media features, early access to new products, and potential sponsorship for giveaways and promotions.

Despite being a small company Uniglitter is a leading brand in its market with several main competitors. All of their competitors have slight differences, but one thing that is a perk for all companies mentioned is they are all verified cruelty-free and vegan. The first main competitor is Colorpop. This is a mainstream makeup brand that is known for selling inexpensive good quality makeup. Colorpop brought out a line of chunky glitter gels after they were made popular by Uniglitter but focus very little on expanding their range as they currently only have 12 different blends with only iridescent finishes available. Their second biggest competitor is The Good Glitter, and what makes this company such a rival is that their glitter is also biodegradable and waterway safe. The downside to this brand is it is far more expensive with the 10-gram package being \$18. Along with the product being biodegradable, this company also offers a biodegradable packaging option. The third company in the running is Lemon Head and their



space paste glitter. This brand is only considered a distant competitor as Uniglitter offers vastly higher quality and more diverse product range for half of the price. Their glitter gel is only finely milled glitter and is most often targeted as an eye-safe product specifically. Another concern about this product that many people have is the fact that Space Paste is scented with citrus which can often be an irritant when used in close proximity to the eyes.

Part 2: Where are they starting?

After making through all of the background information the biggest question is, “where does the company stand with the public?”. The answer is slightly difficult to quantify as currently, the answer is neutral. At the beginning of Uniglitter’s career, the public image for the company was amazing: everyone was sharing images of makeup looks/swatches, any event the company attended patrons were covered in their glitter; however, in the day of COVID-19 when most events have been canceled, their image is very neutral. One thing that did negatively impact their image was a red, white, and blue blend that released before the Fourth of July. This happened during the protests/riots after the death of George Floyd and was seen as a political stance. Many members of their target audience blasted the company on social media, stating that the company didn’t support the BLM and thought nothing wrong was done. Shortly after this they released an all-black glitter blend called “Midnight Unicorn” and issued an apology. Shortly after this Uniglitter partnered with Beautiful Spirited Women (a charity that mentors and empowers young girls and created a blend of glitter to represent the company. It was also announced that throughout the course of the partnership Uniglitter would donate 5% of total sales to the charity. This partnership quickly quelled the remaining frustrations from earlier in the summer and returned the company to a neutral image.



The neutrality and currently lack of buzz is where the problem lies as sales have been down and fewer people have been discussing them on social media. This is a problem because up until now Uniglitter has chosen to forego all marketing costs and solely rely on word of mouth from social media and in-person events they attended. It has worked thus far, but, with COVID-19 reshaping large-scale events and how people have been spending their money, their sales have come to a plateau. This risks the company becoming obsolete as the time of conventions and festivals have halted for the unforeseeable future which, with enough time, could send the company out of business. Another major challenge when considering how to proceed is how the product is worn. Despite the mission statement mentioning the ability to wear the product with or without other makeup, most people prefer wearing the product with makeup. This may be problematic as many people are not wearing makeup because they cannot go out or when they do go out are required to wear masks that often smears/covers up makeup worn. Overall, there are several potential roadblocks moving forward, but, because Uniglitter has such a blank slate when it comes to public relations activities the only way to go is up.

Part 3: Where are we going?

Overall, the main problem that Uniglitter is facing is the lack of buzz about their brand which then leads to a lack of sales. In order to combat this problem, a proposal has been created. This proposal contains two separate parts: increasing their reach on social media and getting involved with the online events to replace their in-person events. First and foremost, the idea of expanding their social media reach is the most attainable goal and possibly the most effective. The company is established on Instagram with 22.9k followers, the Facebook and Youtube pages have very little activity on them. On top of that, the brand has no presence on most of the most popular and relevant social media platforms for their target



audience. These platforms include TikTok (or also byte since Tiktok is theoretically getting banned), Twitter, Rave.io, and Amino. One of the biggest ways to increase reach is, once establishing a presence on these platforms, introduce sponsored posts/paid ads to cast a wider net. On average sponsored posts reach double the audience than non-advertised posts, and the reach can be even wider depending on the length of the promotion.

A potential problem with this could be the manpower needed to successfully run the different social media platforms and the penitential increase of money needed with sponsored posts. The biggest hurdle in running multiple social media platforms is coordinating all of the information and content generations, luckily, most, if not all, of the content created on Instagram is transferable between platforms. As far as organization goes there are many online programs that allow users to link social media accounts and create a schedule of posts. The other concern would be the slight increase in cost to support paid promotions. Thus far no money has been expended towards marketing and it has gotten the company to this point, but, without a gentle push, the company is at a standstill until the world returns to “normal” and in-person events return. The idea that no money has been spent so far is only partly true; while no money has been spent specifically on marketing previously, Uniglitter has had to pay for booths at the different events they attend, so, until further notice, the budget that was used to cover attendance costs and be shifted to online advertisement until further notice without much problem.

The second part of the proposal relies on replacing the in-person events that Uniglitter attends with online events. Since the start of COVID, many people have tried to find alternatives to in-person events that have been canceled including conventions, festivals, and raves with relative success. The easiest way to get involved would require finding a list of online events including large conventions that have moved online (Momocon, Dragoncon, AWA, etc.), smaller



conventions that started in hopes of bringing people together (Online, Quarancon, Ghostcon, etc.), and online raves/festivals (Subculture Party, Vyve, We are Manchester). There are lots of different events to get involved with, but there is also the opportunity for Uniglitter to partner with local EDM artists to create their own online events. Participating in these events can act as a replacement to in-person events and are often low-to no-cost setup due to the many online hosting platforms available. Throughout the course of these events, it will give Uniglitter to promote their products and potentially host giveaways or run promotions offering discount codes/other compensation to people who wear their products to these events.

The biggest drawback to this would be time. It takes time to learn the necessary technical skills needed to get involved with these events or sponsor their own. Most events like this are hosted through Discord, Zoom, Teams, all of which are software with vastly different user interfaces (with some being more difficult than others). Another aspect that takes time is reaching out to all parties involved, convention hosts, musical artists, etc., in order to gain space at these events. Overall the time commitment is a fair trade to further promote business for the company, so with proper scheduling, it is more than achievable.

Part 4: SWOT





Goals

- 1.) We hope to further popularize the indie brand, making it more well known.
- 2.) We also hope to increase sales throughout the campaign.



Objectives

- Informational
 - To increase brand knowledge throughout the 16 months by making the brand a household name amongst the target audience which will be accomplished through event sponsorship and increased social media usage (specifically through the use of at least 4 sponsored posts a month).
- Behavioral
 - We want to increase traffic on the store's website/blog by 20% in the next 6 months by creating more blog content and utilizing more SEO friendly language.
 - Through the increased web traffic, the company intends to increase sales by 15% in the next 6 months by featuring products in blog posts and on social media pages.



Strategies and Tactics

- Sponsorship
 - Sponsor the Subculture Party, an online reoccurring rave event, once a month.
 - Sponsor social media giveaways for two ambassadors every other month.
 - Open applications to find new ambassadors to draw in new demographics.
- Promotions
 - Provide a discount code (Ex. SubCulture10:3) for their shop and give it to everyone who wears their products.
- Advertisement
 - Paid promotional posts on Facebook/Instagram, once a week with each advertisement lasting 3 days and changing in targeted demographics to bring in a wider audience.
 - Host product demos on social media that receive less attention (YouTube, Twitter, Facebook).
 - Curate a monthly newsletter to send to all UniGlitter website subscribers.
- Social Media
 - Increase Twitter usage by posting 1-3 times every other day
 - Sign up for byte/firework and begin posting 3 times a week.
 - Publish one YouTube video a week.
- Partnership
 - Apply to be sellers at Nottacon, Galaxy Con, and Bubbles Con Discord.
 - Host one ambassador take over on their Instagram page once a month.



Timeline*October 23 – February 28*

Task	Responsibility	Date	Frequency
Reach Out to Subculture Party	Outreach Coordinator	October 24-25	1x
Create Plan/Calendar with Subculture Party	Outreach Coordinator	October 30-November 10	1x
Create Advertisement for Subculture Party	Graphic Designer	October 23-February 28	1x/month
Open Ambassador Applications	Outreach Coordinator	October 23-February 28	1x
Correspond w/ Ambassadors	Social Media Team	October 23-February 28	2x/month
Product Demo on Social Media	Social Media Team	November 11, December 3, December 20, January 11, February 5	1x-2x/month
Create Social Media Content (images/videos/captions)	Graphic Designer	October 23-February 28	3x/week
Create Media Kit	Head Writer	October 23-25	1x
Release Media Kit to Press	Outreach Coordinator	October 27-30	1x
Announce PR Campaign on Social Media, News Sources, and etc.	Outreach Coordinator	October 31	1x
Write Monthly Newsletter	Head Writer	November 1, December 1, January 1, February 1	1x/month
Post on Twitter	Social Media Team	November 1-February 28	1-3 times every other day



Post on TikTok	Social Media Team	November 1-February 28	3x/week
Post on Byte	Social Media Team	November 1-February 28	3x/week
Post on Youtube	Social Media Team	November 1-February 28	1x/week
Reach out to Conventions	Outreach Coordinator	November 1-February 28	5x
Plan and oversee Ambassador social media takeovers	Social Media Team	October 23-February 28	1x/month
Giveaway and Ambassador order Fulfillment	Distribution Team	October 23-February 28	2x/month



Budget*Out-of-Pocket*

Item	Number	Cost	Total
Media Kit <ul style="list-style-type: none"> • Press Release • Media Advisory • Fact Sheet • Business Card(s) 	150	\$1.53	\$229.50
Product for Giveaway	40	\$12.95	\$518
Product for Ambassadors	60	\$12.95	\$777
Social Media Promotions	35	\$15	\$525
HootSuite Account	1	\$129/month	\$516
Convention Registration	5	\$30-\$50	\$150-\$250
All Items			\$2,715.5-\$2,815.5

Staff Time

Position	Time	Cost/Week	Total (18 weeks)
Outreach Coordinator	20 hours/week	\$640/week	\$10,880
Graphic Designer	20 hours/week	\$500/week	\$9,000
Head Writer	25 hours/week	\$625/week	\$11,250
Social Media Team <ul style="list-style-type: none"> • 2 Interns • Social Media Director 	20 hours/week 20 hours/week	\$160/week \$700/week	\$2,880 \$12,600
Distribution Team	15 hours/week	\$195/week	\$3,510
All Team Members			\$50,120



Contingency

10%	\$5,283.55
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Total

Without Contingency	\$52,835.5-\$52,935.5
With Contingency	\$58,119.05-\$58,219



Evaluation

COVID-19 is a virus that impacted everyone with varying degrees of importance in people's lives. Though, the one thing that everyone can agree on is that we are all unable to travel to see friends, loved ones, and get involved with previous community activities. This has resulted in depression, anxiety, stress, and any number of negative feelings. It has caused people to be confined or living with potentially unsupportive parents, abusers, or overall negative situations that also add to the previously mentioned feelings. Uniglitter wants to partner and host online events in order to regain that missing sense of community that COVID-19 has caused.

The plan is to host their own online festival, partner with the Subculture party, and participate in conventions that have moved online. These will be reoccurring events throughout the span of October 23 – February 28 and consumers will have to look out for announcements in Uniglitter's social media and released newsletters. During this time some of Uniglitter's less attended social media pages will be getting some more attention, posting between one to three times a week to gain more awareness of the brand and the projects associated with them. Even the most attended to social media will have an increase in activity as many posts will now be paid advertisements to gain as much interest as possible. The secondary objective of this campaign is to increase company sales by 20%. This will be done partly as a consequence of the first objective, increasing marketing and hosting new events. One of the ways the company will increase sales is by providing a discount code for 30% off a purchase to attendees at events who wear their products.

This will be measured in two different ways throughout the course of the campaign: quantitatively by measuring sales and qualitatively by sending all customer surveys. The gross sales will be the best way to measure the increase in profit margins but will be unable to tell how



many of these sales come from first-time customers. This is where the surveys come in. At the end of purchases, customers will be able to fill out a survey sharing their experience with the company's customer service, along with letting the company know how they found about Uniglitter. The data from sales and numbers will be evaluated at the end of each month in order to track progress going forward to see how the program will need adjusting based on public reception.

