



**Campaign Proposal: Victoria Secret**

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## **Executive Summary**

### *Target Audience*

Victoria's Secret is a lingerie company that has been selling merchandise for 43 years. The main target audience that Victoria Secret tries to sell their products to is girls ages 13-29 and women ages 30-50. This target audience is broad because Victoria's Secret does not just sell linge but other products that would be enticing for people of all ages.

### *Campaign Goals and Objectives*

The goal of our public relations campaign for Victoria's Secret is to be more inclusive of people and their body types. Our campaign focuses on trying to include the LGBTQ+ community as well as people who have different body types. We want to redefine the public's image of Victoria's Secret.

### *Messages*

The message we are wanting to implement to our audience is that we are trying to be inclusive of all people. One of the tactics we are wanting to introduce is a larger selection of nude bra colors. Our plan is to have approximately 50 different shades of nude bra colors to ensure that everybody who shops at the stores will have a bra color to match their skin tone. We are also implementing making bras that do not fit the typical body types but are larger and smaller to accommodate all sizes.

### *Strategy*

To reach our audience and ensure that our image is being displayed effectively we have several ideas and tactics that we are wanting to implement. We have seen in the past that Victoria's Secret has been scrutinized for not being inclusive when it comes to using models that are plus-sized, a part of the LGBTQ+ community, as well as people of different skin tones

besides white. The tactics and strategies that we are going to discuss are some ideas that we believe will improve the public's viewpoint of Victoria's Secret and bring in more business. Our first tactic is that we are wanting to host open auditions for Victoria's Secret Fashion Show. Our goal is to hire models that are a part of the underrepresented communities and use them in the fashion show to model lingerie. Our second tactic is to release a new line of bras that we will try to include as many different sizes and colors to try to represent every skin tone and body size that our customers may need.

### *Communication Tactics*

To communicate to our public about our fashion show and new bra line we are wanting to host events and create advertising. For the fashion show, we plan on releasing ads to Facebook and Instagram once a week, putting advertisements on the radio, as well as releasing short videos to be played on Hulu and Youtube ads. For our new bra line, we are going to do promotions through release parties, discounts that will be advertised and giveaways that will come with a purchase of one of our new bras.

### *Budget*

The budget that we are estimating is \$28,264,531 without contingency. With a ten percent contingency, we are estimating a total of \$31,090,984.1 and a twenty percent contingency with a total of \$33,917,437. With our budget, we are taking into consideration the cost of advertising and payment of the people we employ to help throughout the campaign.

### *Calendar*

We are estimating that our campaign will be extended over an eight-month period. Pre-planning will begin on November 15th and end on January 3rd. We will be trying to brainstorm ways to promote our campaign and build suspense for our audience. Our pre-launch

will be on January 5th and end on February 2nd. This is where we will advertise our campaign to our publics. We will then have a launch on February 3rd to release our new line of lingerie. After the launch, we will still be promoting the new line of lingerie from February 3rd to June 16th when we will host our Victoria's Secret Fashion Show.

**Background and Case Study**

Victoria's Secret is a company that specializes in lingerie. The company was founded in 1977 by an American businessman and husband, Roy Raymond. Raymond founded Victoria's Secret because he wanted men to have a place to go to feel comfortable buying undergarments for their wives or girlfriends. The store has developed tremendously since 1977. A store that used to be just undergarments has now expanded worldwide with sister stores and a multitude of products to purchase that are not limited to lingerie.

A case study that we decided to do research on is an interview that was had between Vogue Magazine and the Chief Marketing Officer of L Brands, Ed Razek. After the Victoria's Secret Fashion Show in 2018 Vogue Magazine did an interview with Razek asking general questions about the show. One question in particular that created controversy for Victoria's Secret was when Vogue asked about plus-sized and transgender models. Razek's response shook consumers because he explained that he didn't believe that these models should be used in the show because Victoria's Secret Fashion Show is a fantasy. He explained that the show was an entertainment special for people to see the best that Victoria's Secret has to offer. Because of Razek's statements, he made an apology on Twitter explaining that the show would use these models but none of the ones that came to tryouts were up to the Victoria Secret standards. This statement was not adequate for viewers and Victoria's Secret lost many followers on social media as well as backlash and hate. The sales also decreased after the interview.

**Target Audience Identification**

Our current target audience for Victoria Secret has changed from our last research in our initial proposal to now due to our team reaching out and gathering more opinionated surveys from non-biased audiences. From our records, we have concluded that Victoria Secret has two different target audiences. The demographic of their primary audience is made up of women between the ages of 20-40 years old. This audience focuses on university and workforce millennial women.

Statics show that millennials make up 90% of heavy online shopping which is the market Victoria Secret tries to cater to and market more towards. For the women that shop in-store, their attitudes towards Victoria Secret could be a stressful experience when shopping; that stress could be attributed to expensive prices, not finding the sizes or products you're looking for, or just negative customer service/shopping experience. More of the online audience could experience similar issues like merchandise being out of stock or technical issues.

Within our campaign, we are looking more in-depth at how the Victoria Secret customer has been responding to the company's morals and standards through prior knowledge of our topic. Thus, most of the primary audience feels like they are being underrepresented, and they feel like current/ average sized bras are being neglected. One of our pollsters quoted, "When I walk into Victoria Secret, I can't even find my 36C size, it seems like they only have smaller sizes and stop there". Our team addressed this issue as a challenge we want to fix in our initial goals.

The demographic of our secondary audience is males. They are the Victoria Secret shopper that goes into the stores to buy their significant other lingerie. They feel like Victoria Secret is known for its undergarments that will make their shopping experience more

comfortable and less awkward. Due to shopping habits, men are more likely to buy the merchandise at full price and in more quantity. According to Business Insider, there was an employee at a Chicago store that stated that Victoria Secret trains their employees to treat male shoppers differently because they are prone to spend more money in the store. She quoted, “The general feeling about men is that they would buy anything in order to get out of the store as quickly as possible. That means that they would spend more money”. Males have a more positive attitude towards the company because they don’t know better, they are known as innocent shoppers.

As for attitudes and knowledge prior to our surveys, they seemed to not be as in touch with having emotions towards Victoria Secret as much as the women because of less body image pressure and stress of finding what they actually need in store. In the same article, the employee described the women's behavior towards shopping, she said “Women are more value-oriented, and so we were encouraged to show them deals”. Overall, how Victoria Secret markets to its target audience are different and their behaviors vary as well.



**Campaign Goals and Objectives**

The goal for our campaign is to increase positivity to self image. Our objective is to impact Victoria Secret's image by diversityfing ads and create marketing geared towards underrepresented communities (LGBT+, plu-size, POC) in our brands. This will be measured by strategically polling consumers throughout an 8-month period.

**Message**

In order to reach our goals and objects we need to create messages and themes that support the goal. The message has to be attention grabbing, memorable and catchy without being cheesy. We came up with the messages that could be a play on words while promoting inclusivity throughout the company.

a. “Introducing the new Fifty Shades of Nudes”

This message is a play on words to one of the most popular NSFW pieces of media released in recent years. Grabbing the attention of the public and bringing awareness to the new line of expanding the range of nude-tone bras for Victoria's Secret.

b. “Bras for everyBODY!”

This message is another play on words to create emphasis on the body in everybody. This message is to bridge VS's new expanded size line with the expanded range of nude-styled bras. This is to make everybody comfortable in their own body.

c. “Beyond the Basics: Redefining Standard Sizes”

This message is to represent the expanded size line of bras VS will be releasing. In addition to the increase of nude shades, we want to represent many sizes. The sizes will go from AAA through size L. We want to advertise there is no “standard” at VS to make everyone comfortable in their own skin. We want everyone who walks in to feel more comfortable and accepted shopping in stores.

**Strategy**

The strategies we plan to use are through advertisement, events and the news. Our outcome is to rebrand the company. We will support this rebrand through releasing lines of inclusive garments to include more options for traditionally underrepresented communities (LGBT+, plus-size, POC).

For the advertisement we plan to use three sources through paid promotional posts, radio ads, and video ads. Paid promotional posts are sourced through Facebook and Instagram. Promotional posts will be once a week with each advertisement lasting 3 days and changing in targeted demographics to reach a broader audience. Next, we will have radio ads broadcasted through F.M. 99.7 (Q100), Pandora, and Spotify. This will run at least once a day, 3 times a week for two months. In addition to radio ads we will also run video ads through Hulu and YouTube. This ad would play in videos/shows related to VS's target audience 15 times per 100 video views for a 2-month period.

Another strategy would be through our events we host. First, we would have open auditions for new VS Angels. This would create a focus on recruiting more underrepresented communities (LGBT+, plus-size, POC) to sponsor the brand. We would then work with the Angels and prepare them for the show. We would host the VS show 1 month prior to the launch of the new lines in order to showcase the new, expanded line of inclusive VS products.

Lastly, we intend to write and release a press release for VS rebranding. The press release will be sent to known women friendly blogs, news sites, and magazines. These would include but not be limited to Broadly, Vogue, Cosmopolitan, InStyle, The Skimm, and the New York Times.

The goal is to increase sales for Victoria Secret while also providing a better over experience and image as well.

## Communication Tactics

### *Press Release*

December 4th, 2020

### **Victoria's Secret is Releasing its Newest Lingerie Line: 50 Shades of Nude**

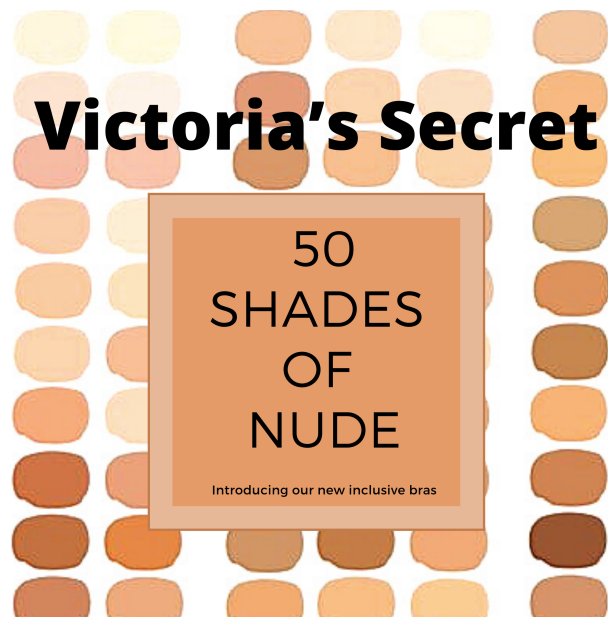
Victoria's Secret will be releasing their newest line of lingerie on June 16th, 2021 at 5pm (EST) to ensure that every customer that shops at Victoria's Secret has a nude bra that matches their skin tone and body type.

Victoria's Secret new line of lingerie will include fifty different shades of nude. The sizes of these bras are ranging from AAA to L. This is the first time Victoria's Secret is expanding their color and size range to try to accommodate every customer.

Victoria's Secret is wanting to make sure every customer that walks through their doors is able to feel comfortable knowing that they will be able to find a bra that is specifically designed for them. Our company is making the necessary changes to the way we market and advertise to be more inclusive for everybody.

Martin Waters, CEO of L Brands International, commented "We are pleased to be a company that is now focusing on trying to accommodate our products to be suitable for every person. We want people to feel happy and comfortable in our products knowing we have their best interest in mind."

Victoria's Secret is a company that has been selling lingerie for over forty years. With that, comes the changes we are looking forward to implementing to make sure our customers' needs are met to feel beautiful and confident within their own skin.



**Budget**

<b>Out of Pocket</b>			
<b>Item</b>	<b>Quantity</b>	<b>Cost/Item</b>	<b>Total</b>
Social Media Promotions (Facebook/Instagram)	32	\$45 (\$15/day/ad)	\$1,440
Radio Ad (FM)	3	1,500	\$4,500
Radio Ad (online streaming)	240	\$0.20	\$48
Video Ad (Hulu/Youtube)	500	\$0.20	\$1,000
Casting Call	35	\$1,500	\$52,500
VS Fashion Show	1	\$26,400,000	\$26,400,000
Media Kit (Press Release/Media Advisory/Fact Sheet/Business Card(s))	100	\$1.53	\$153
Release Parties	5	\$150,000	\$750,000
<b>All Items</b>			<b>\$27,209,641</b>

<b>Staff Time</b>							
<b>Position</b>	<b>Reason</b>	<b># Number of Positions</b>	<b>Hours/Week</b>	<b>Cost/Hour</b>	<b>Cost/Week</b>	<b>Number of Weeks Needed</b>	<b>Total</b>
Event Planner	VS Fashion Show, Release Parties	1-3	20	\$75	\$1,500		\$54,000
Actors	Radio Ads	3	8	\$100	\$800	1	\$2,400
Actors	Video Ad	8-10	10	\$15	\$150	2	\$3,000
Social Media Team	Social media promotions	3	30	\$50	\$1,500	34	153,000
Casting Team	Video Ad, VS Angel Casting	5	8	\$35	\$280	12	\$16,800
VS Angels	VS Angels	40	40	\$12	\$480	34	\$652,800
Editor	Content Editors (visual and written)	2	15	\$40	\$600	34	\$40,800
Writer	Media Kit, Promotional	1	25	\$36	\$900	34	\$30,600

	Message Creation						
Graphic Designer	All Content Creation	3	25	\$27	\$675	34	\$68,850
Outreach Coordinator	Communication Between Business	1	30	\$22	\$660	34	\$22,440
Web Designer	Updating Website	1	10	\$30	\$300	34	\$10,200
<b>All Staff</b>							<b>\$1,054,890</b>

<b>Contingency</b>	
10%	2,826,453.00
20%	\$5,652,906

<b>Total</b>	
Without Contingency	<b>28,264,531</b>
With 10% Contingency	<b>31,090,984.10</b>
With 20% Contingency	<b>33,917,437</b>

**Calendar**

<b>Area In Timeline:</b>	<b>Task:</b>	<b>Responsibility:</b>	<b>Date: Over an 8 month period</b>
<b>Pre-Planning</b>			
	Plan and design social media content	Graphic Designer, Editor, Writer	November 15-January 3
	Cast actors for video ads	Casting Team	November 15-January 3
	Cast actors for radio ads	Casting Team	November 15-January 3
	Create Media Kit	Writer and Editor	November 15-January 3
	Create Video Ads	Production Team	November 15-January 3
	Create Radio Ads	Production Team	
<b>Pre-Launch</b>			
	Social media promotions (FB/Instagram)	Social Media Team	January 5-February 2
	Release Radio Ad (FM)	Outreach Coordinator	January 5-February 2
	Release Video Ad (Hulu/Youtube)	Outreach Coordinator	January 5-February 2
	Media Kit (Press Release/ Media Advisory)	Writer, Outreach Coordinator	January 5-January 19
<b>Launch</b>			
	Release Party	Event Planner	February 3
<b>Post-Launch</b>			
	Social media promotions (FB/Instagram)	Social Media Team	February 3- April 15
	Casting Call	Casting Team	February 17-March 18
	Prep and plan for VS Fashion Show	Event Planner, Outreach Coordinator	March 1-June 15
	Social Media Promotions (VS Fashion Show)	Social Media Team, Graphic Designer, Writer, Editor	April 16-June 16
	VS Fashion Show	VS Angels, Event Planner	June 16



**Evaluation**

*Goal one: Our main goal is to increase positive public image for VS.*

- Plan
  - We are wanting to implement that by rebranding VS through a new image of diversity that includes (LGBTQ, Non-binary, Minorities, Inclusive body sizes)
  - Our team wants to use VS's already existing platform which: include millions of followers and celebrity endorsement, by delivering a new press release, new ads to the public of VS's new inclusive image.
  - Aside from social media advertising, we are also promoting more ads on popular video streaming networks such as Hulu and Youtube. We are also promoting popular music streaming networks such as Spotify and Pandora. Finally we will also be promoting for a limited run time on radio stations.
  - We plan through the implementation of re-building VS's fashion show. Via the calendar in the previous homework, we listed out that we had a plan to have an open casting call to a more diverse group of individuals.
- Evaluation
  - Monitoring how many emails subscription sign-ups are acquired to keep track of how many new customers are interacting with the brand since the implementation of the campaign.
  - Monitoring how many people click- on the ads that we are promoting and how they are responding to the new marketing.
  - Keeping track of the responses the customer leaves on the social media platforms reacting to the brand.

- Public opinion between polling dates increases positively by a minimum of 15%.

*Goal two: The reaction to our first goal will help increase sales for VS products.*

- Plan

- We are looking at sale promotions through sending out coupons electronically and through magazine subscriptions that they can use in-store and online.
- Our team is planning on scheduling a release party after the VS fashion show to gain the reaction from coming out with the new rebrand and offering special deals to attendees.

- Evaluation

- Monitoring the sales throughout the course of the campaign.
- Seeing the sales (numbers) of the release party.
- Keeping track to see if people are using the promotions we are sending out.

## Appendix

### *Audience Survey*

KEY: Questions Answers

We released a survey for a limited run time (two weeks) in early November and received 17 responses. It is a very small initial sample, but this was used to gauge initial attitudes towards Victoria's Secret. All of our questions focused on demographics received the answers we expected, stating that people shopping at Victoria's Secret were primarily female identifying, between the ages of 17-35, and had middle to upper class income levels. From the feedback it seemed like many people were unhappy with the brand due to its lack of inclusivity.

- Key Quotes from Survey Responses
  - "I'm plus sized with stretch marks galore-- fashion is just now trying to catch up, but there's still an overwhelming shame when it comes to being bigger, especially with things like lingerie/etc."
  - "I'd say yes, if they're smaller than me. They make great quality stuff but it's a little pricey if you can't even find something that'll fit you well."
  - "Needs to be more than skinny."
  - "Most people I know don't like VS."
  - "Better made products and all ethnicities be represented."

What gender do you identify with?	What is your age?	Please specify your ethnicity.	How many people live in your household?	What is your estimated combined yearly income in your household?
Female	17-24	Caucasian	2	\$10,000-\$20,000
Female	17-24	Caucasian	4+	\$20,000-\$45,000
Female	31-45	Caucasian	3	Prefer not to say

Female	17-24	Caucasian	2	Prefer not to say
Female	17-24	Caucasian	4+	Prefer not to say
Female	17-24	Caucasian	3	\$45,000-\$100,000
Female	31-45	Asian	3	\$45,000-\$100,000
Female	17-24	Caucasian	4+	\$45,000-\$100,000
Female	17-24	Caucasian	2	Less than \$10,000
Female	24-30	Caucasian	1	\$20,000-\$45,000
Female	17-24	Caucasian	4+	Prefer not to say
Female	17-24	Asian	4+	More than \$100,000
Female	24-30	Caucasian	4+	\$10,000-\$20,000
Female	17-24	Caucasian	4+	\$45,000-\$100,000
Female	17-24	Caucasian	2	\$20,000-\$45,000
Female	17-24	Caucasian	2	\$10,000-\$20,000
Female	31-45	Caucasian	1	\$45,000-\$100,000

Have you purchased from Victoria's Secret in the past 6 months?	If so, how was your experience?	What is your previous experience with Victoria's Secret?	Would you be willing to recommend Victoria's Secret to friends and family?	Why or why not?
Yes	Good	I usually just buy panties on sale	No	Not really because most people I know don't like vs
Yes	Pretty okay! I'm plus sized so I only found two things stretchy enough to fit me. The staff was super nice to me but I think it's because they saw I was visibly nervous about being in there lol	I'd never stepped in before because was always really scared. being a plus size lesbian you always feel like a little shame looking at the Victoria's Secret storefront, but I went in during their annual sale on impulse.	Yes	I'd say yes, if they're smaller than me. They make great quality stuff but it's a little pricey if you can't even find something that'll fit you well.

No		I love the products and the store is always so clean!	Yes	The quality of merchandise makes it a good choice.
No		Pretty okay	No	Expensive
No		Good	Yes	Staff was friendly
Yes	Great	Amazing	Yes	I always find cute stuff there and it's great for Christmas presents and a gifts for your girlfriend
No			No	Products are poorly made
No			Yes	
No		It was fine, It was around last Christmas that I went there and they had good deals.	Yes	I would because you can find some sexy items for your special someone. The only thing is the price range, I tell them about because It can be high.
Yes	Very friendly and easy.	Always great customer service.	Yes	Great store.
No		Really good	Yes	They have good quality items like yoga pants, undergarments and great smelling perfume.
Yes	It was good, staff was helpful and nice	About a month ago- Staff checked temperature at entrance and asked covid symptom related questions before entering	Yes	Good quality underwear
No		I've never bought	Yes	My sister and

		from them		friends seem to like it
No		I outgrew their style, I find the lace to be itchy and scratchy. I also don't think they accommodate well to big busts.	No	You can get better and cuter items elsewhere at local boutiques.
No		Buying underwear	No	Expensive
Yes	Good	I usually just buy panties on sale	No	Not really because most people I know don't like vs
Yes	I have order everything online. Every time I got into a Victoria's Secret store the staff will keep asking me if I need help and try to start conversations with me when all I want to do is look around. I have 3 gift cards and I have not been able to spend them because employees literally run me out of the store. I get it it's probably what they're told to do by corporate but it's honestly annoying and drives away customers.	Great until I have 3-5 employees asking me the same questions or bothering me when I try to shop.	Yes	Yes, but I make sure to warn them about the employees and that they won't be able to be left alone to shop.

Do you feel comfortable when shopping in Victoria's Secret Stores?	If answered "no" to the previous question, why not?	Do you feel your body type/ethnicity/etc. well-represented when shopping with Victoria's	If answered "no" to the previous question, why not?	What could be improved about Victorias Secret to make you more likely to shop with us in the
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		Secret?		future?
N/A	Na because it wasn't bad but I was the only plus size gal in there	No	I'm plus size and it's hard to find a bra that fits my large back but tiny boobs	Make better sizes
Yes		No	I'm plus sized with stretch marks galore-- fashion is just now trying to catch up, but there's still an overwhelming shame when it comes to being bigger, especially with things like lingerie/etc.	Being more size inclusive would make me feel much more welcome!
Yes		Yes		Nothing. I only shop there when I need new bras.
Yes		No	I look nothing like Victoria secret models	Cheaper
Yes		Yes		More sales
Yes		Yes		Maybe support plus sizes more
Yes		No	Needs to be more than skinny	Better made products and all ethnicities be represented
Yes		Yes		More adorable
Yes		Yes		The prices go down!
Yes	N/A	Yes	N/A	More checkout registers.
Yes		Yes		Have more sales
Yes		Yes		Better sales and deals
N/A		Yes		Not really sure

Yes		No	I'm mid sized and they cater to very skinny/slim ladies.	Better quality material, THICKER STRAPS, and more adult/mature options. Not neon stuff.
Yes		No	They are all super skinny and tall	Lower your prices
N/A	Na because it wasn't bad but I was the only plus size gal in there	No	I'm plus size and it's hard to find a bra that fits my large back but tiny boobs	Make better sizes
No	See above. Your employees harass customers.	Yes		Let customers shop in peace. I work 40 hours a week dealing with my own customers and talking with people I don't care about, I especially don't want to do this in my free time when I just want to relax and shop and have some quiet time to myself.

### *Client Interactions*

#### **Meeting 1**

October 5th, 2020: Initial Corporate Meeting

Alex and Shannon Zirkle (LBrands store manager)

In Person Meeting: Duration was 20 minutes

Details



- Manager at Bath and Body Works store #340 in Dawsonville
- Asked questions about LBrands as a whole and her knowledge about the diversifying of LBrands as a whole.
- Referred to store manager of Brookhaven Victoria's Secret

## Meeting 2

October 20th, 2020: Victoria's Secret Branch Meeting

Alex and Chris Brace (Manager of Brookhaven Store)

Zoom: Duration of 30 minutes

- Current Manager of the Brookhaven Store
- Been with LBrands and VS for 20 years
- Asked about this history of LBrands and Diversity from his perspective
  - Very lacking in diversity
  - He (black man) was excited this Christmas season to see that a black woman would be prominently showcased on the website with the holiday ads this year.
  - Doesn't have strong opinions one way or another about body shape representation for the brand but know it's something society looks at.
- Pitched our changes to the company and marketing along with the main points of our campaign
  - Was receptive of the idea and said it was well put together and thought out
  - Thought it was worthwhile enough and would be well received to the public if we could make it happen
- Received the email to current east coast VS Director

**Email Exchange 1**

October 22nd, 2020: Arranging Meeting

Email

- Sent an email to Grace Nichols (District manager) in order to set up an online meeting about hearing our pitch
- Received an email 10/23 to confirm a date and share basic details.

**Meeting 3**

November 18th, 2020: Victoria's Secret DM Meeting

Alex and Grace Nichols (District Manager)

Zoom: Duration of 30 minutes

- Pitched our full proposal to the manager
- Manager said that it was well developed and thought out; however, due to current holiday promotions there wasn't a need for another campaign at the moment.
- Was potentially interested in working with us and having us pitch again after the new year.
- Kept Alex's Contact information and shared the rest of the group's information as well.

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