



Media Kit: Uniglitter Labs

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PR Writing

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December 4, 2020



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Fact Sheet

Uniglitter Fast Facts

Mission

We aim to help promote positive self-image through the use of cosmetic glitter, whether its 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.

Location

- Region: East Coast
- State: Florida
- City: Sanford

Website Details

- <https://www.uniglitter.com>
- Shopify engine

Payment Methods

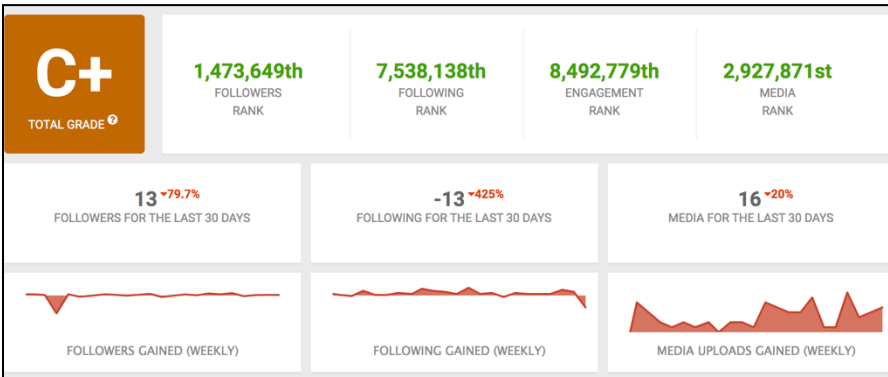
- ShopPay
- Google Pay
- Paypal

Active Promotion/Marketing Strategies

- Social Media
 - Instagram
 - Tiktok
 - YouTube
 - Facebook
- Ambassador Sponsorships



- Glycerol (Aloe based)
- Vitamin E Oil
- Jojoba Oil
- Glitter



Vision

We want to make people feel comfortable in their own skin and expand their company as they continue to grow in popularity



News Release

For Immediate Release

October 9, 2020

Media Contacts

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STAY SPARKLING AS UNIGLITTER PARTNERS WITH LOCAL DJ'S IN ORDER TO HOST ONLINE RAVES TO RE-FOSTER COMMUNITY AMONGST COVID-19 PANDEMIC

SANFORD, FLORIDA, 1 NOVEMBER 2020 – Keep your calendars marked for this socially distanced rave to be hosted over Discord from November 21-23. “Quarantine may have stopped our parting, but it can’t stop the music!” is a quote from the headlining DJ Tokyo Machine, set to go on at 11 p.m. on opening night.

Starting November 21 at 7 p.m. the World Wider Wonderland (www.) Discord server will open to the public and the first DJ starts at 7 p.m. The festival server will be open until Sunday at midnight, with the last show ending at 11:45 p.m. The Discord link can be found on all of the released flyers, Uniglitter Labs’ social media pages, and at the bottom of this article. This festival will feature many popular artists including headliner Marshmello, CloudNone, Tokyo Machine, and many more. Uniglitter Labs will also be providing a 15% off coupon code for anyone who attends while wearing any Uniglitter product, along with hosting several giveaways throughout the weekend.

There will be no cover charge, but throughout the event, we will be fundraising for the CDC Foundation in order to fund research for COVID-19. The pandemic may have impacted the ability of in-person raves, but through Discord, there will be many different available chat rooms (video and text) to experience all aspects of the rave. There will be the main lobby where people can come mingle amongst other festival-goers, a specific Uniglitter room in order to verify that ravers are wearing their favorite glitter blends, several rooms dedicated to different performances all at once, along with rooms to share Kandi and set up trades. On top of the many different chatrooms being offered at www., there is also

Uniglitter has dedicated themselves to representing all aspects of festival culture, and if someone thinks of a room to add, all they have to do is send a message to the help desk to get connected with staff. Staff will also be announcing the winners of giveaways throughout the weekend with one grand prize to be announced on Sunday before the closing act. One lucky person will win an entire collection of Uniglitter Labs blends, consisting of all 57 color schemes, which is valued at over \$500!



About Uniglitter

Uiglitter offers cruelty-free jars of mess-free biodegradable glitter gel that is suitable for all ages. The company was started in Sanford, Florida with just two employees in a workshop and has since expanded to be a well-known brand across the east coast cosplay and rave community. They offer over 50 different blends of glitter so there is something for everyone!

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Backgrounder



An assortment of Uniglitter glitter gel blends laid out to display the products.

Uniglitter is a cosmetics company that has an innovative product: glitter gel, with over 50+ blends, perfect for any one's needs. The company was founded in Sanford, Florida, in 2017, by Melody Summers and Angela Don. While only starting three years ago the company has grown exponentially, hosting a successful shop on Shopify, selling their products on Dolls Kill (a popular alternative clothing retailer), and attending conventions/festivals across the country as a vendor.

Uniglitter sells two main products, first they sell their most popular, glitter gel blends, and they also sell loose

glitter blends that creators often use to create resin projects (such as ashtrays or keychains). The loose glitter is sent in sealed bags after blended before being shipped and the gel mixed with the blends is created with a mix of Aloe Vera, vitamin E, and jojoba oil, developed to help moisturize the skin while on. This has created two main sales demographics, festival/convention goers, and small business owners alike.

This leads to the main point about Uniglitter: to this date no money has been spent on marketing costs for the product. This has been accomplished through very aggressive social media marketing, primarily on their Instagram. The company has operated on an ambassador model by partnering with many social media influencers in order to spread the word about their product and in return they receive occasional free products and an affiliate code that they can earn money off of based on the sales related to their codes. These partners are obligated to post and demo products any time they receive a shipment. This spread their product like wildfire, and, at the time, there was no products with this quality on the market which created ample sales.



Keychain created by @beautyandthecreation using Uniglitter blends.



Media Advisory



UniGlitter Partnership Announcement

UniGlitter is going to announce its first-ever online-festival geared towards rave and EDM culture. During this event, there will be several giveaways, and the company will announce its new product ambassadors for the company. During this meeting, Uniglitter will also announce their open casting for new ambassadors.

WHO: UniGlitter Labs, Alex Rodgers

WHAT: UniGlitter is announcing its partnerships with DJs for upcoming virtual festivals, along with announcing their open call to find new product ambassadors.

WHERE: Instagram and Facebook Live Stream

WHEN: Mon, Oct. 26, 2020 – 4 PM.

WHY: To promote upcoming events Uniglitter is hosting along with drum up interest for new ambassadors.

HOW: Our festival will provide a sense of community for the rave and festival community that have had their events canceled as a result of COVID-19.

MEDIA OPPORTUNITIES: Special time has been set aside for a press Q&A with founder Megan Smith.

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News Feature

Cosmetics Company Reunites the Rave Community

Sometime in mid-March, the United States shut down due to the Corona Virus. This impacted every single person and their day to day lives. You might be thinking, yeah-masks, and social distancing are annoying; however, for the rave community, it obliterated most of their culture and identities. As a community that interacts primarily through physical contact and large gatherings, spirits have been quite low since all of that has been halted by COVID-19. In the beginning, some attempts were made to host online events, such as live sports games and concerts, and virtual conventions through zoom, it has proved difficult to recreate the feeling of physical events in digital environments.

All of that changed though as Uniglitter entered the scene, determined to host an event that had a large draw, trying to foster the sense of community that has been lacking since the beginning of COVID-19. The most important part of this event would be to figure out how to make every part of rave culture feel represented in this event: Shufflers, Kandi Kids, Flo-Artists, Fashionistas, and General Attendees. To try and meet this goal Uniglitter decided to send out on a large-scale to all their social media along with releasing it to some of their online partners. This was done to try and get as much feedback as possible about who consumers wanted to see preform, what platform they would be interested in the event being held on, and what all should happen during the festival.

Despite the large goal of the company though man will wonder where Uniglitter came from in the first place. Uniglitter is a relatively undiscovered indie brand that was founded in Sanford, Florida, and primarily can be found throughout the southern coast of the United States. The company is known for its 56+ unique blends of glitter, offering something for everyone. The brand has been invited to events up and down the east coast including Dragoncon, Holiday Matsuri, Atlanta Pride, Electric Daisy Carnival, and E-Zoo. The brand has been made popular by cosplayers, DIY-ers, and festival-goers alike. The company is specifically known in the rave community for its product's ability to bring some added shine to any festival outfit.

After the survey had been released for two months it became apparent that there was an overwhelming amount of support for a large-scale online event to happen. An overwhelming number of people voted to hold the event on Discord due to the customizable nature of the platform, with many requests for specific categories and channels. The server also allowed for people to suggest certain artists or entertainers for Uniglitter to extend an invitation to. Once all the data was compiled it was evident that people wanted to have this event as soon as possible, to which Uniglitter set a very ambitious goal of hosting the event only three months out, in March 2021. The most difficult aspect that the company was facing due to the tight deadline was all the needed communication between the company and potential artists, volunteers for the project, and new staff that was hired, to make this project a reality.

Finally, after a month of initial planning, the festival date is set for March 11-14, 2021. The event will be held on Discord and invitations to the three festival servers will be found on all



Uniglitter's social media (Instagram, Facebook, YouTube, and Twitter). This festival will include headliners such as Calvin Harris, Tokyo Machine, Skrillex, Diplo, and Marshmallow. There will be other enticers such as giveaways from popular brands like Dolls Kill, iHeartraves, iedm, and more. Not only is Uniglitter participating in the giveaway, one lucky person will be sent the entire collection. In addition to that, anyone who submits photos wearing their favorite product will receive a 15% off discount code and a shout out on Uniglitter's social media pages. To top it all off, throughout the entire festival, Uniglitter will be raising money for Corona Virus relief charities.

Overall, this company wants to create an online, inclusive space that caters to everyone in the rave/ festival culture. This will be to reunite people participating in the hobby that COVID has in no uncertain terms put on drastic hold.



Internal Memo

To: Uniglitter Employees

From: Alex Rodgers, Public Relations Specialist

Date: 11 September 2020

Subject: **New Programming – Make it Shine**

Many of the daily operations will remain the same, but some staff will be shifted into working on new projects to help with the implementation of this plan. The main objective of this campaign is to jumpstart conversations about our product within the scope of our target audience and increase brand awareness in a general scope. The name for this campaign going forward will be titled Make it Shine.

Due to the unforeseen circumstances of 2020 many of the promotional events we planned to attend have been canceled, along with some events scheduled for 2021. This has taken a toll on the company as an aspiring small business, especially with our initial choice to rely on word-of-mouth marketing strategies. Our social media influencers have continued to share/promote our business during this time, but their scope reaches only as far as their follower base and nothing further. This limits the ability for outward growth especially considering the current COVID is still an active issue with no specific ending in sight. This means there is no knowing when events will start taking place again, or if it will be safe to attend when they do.

All that being said Make it Shine was designed with our current business model in mind to avoid straying too far from our roots while still spreading our brand. Another goal of the campaign was to potentially increase morale amongst members of the community who will miss out on enjoying our products in person. The plan for Make it Shine is as follows:

- Expansion of Social Media Activity
- Introduction of paid advertisements on social media platforms
- Participating as a vendor in online “conventions”
- Sponsoring online raves/festivals
- Hosting an online rave/festival

With the implementation of these strategies, the reach of the company will increase exponentially. These procedures will begin rolling out within the coming weeks, so begin checking regularly for new updates disclosing more details. If you have any questions moving forward please direct them to Alex Rodgers at drrodg@ung.edu. Thank you for your time and consideration.



Business Card

