A close-up photograph of a honeybee on a white flower with yellow stamens. The background is a soft-focus green.

COMM 424

# Burt's Bees Nature Knows Best Campaign

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The Burt's Bees logo, featuring the brand name in a red serif font, flanked by two horizontal red lines.

**BURT'S BEES®**

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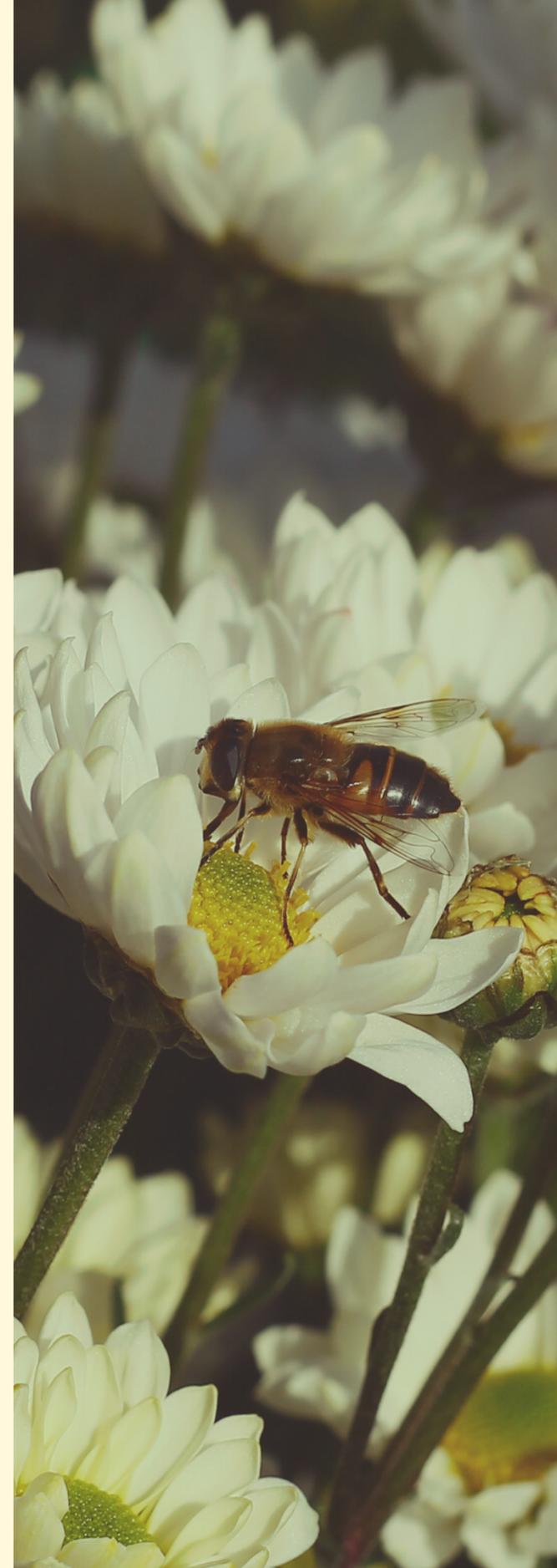
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# Executive Summary

When people hear the brand “Burt’s Bees,” many think of their chapstick made out of beeswax. Burt’s Bees has made a brand presence in the natural lip care category, but is overshadowed in skincare by competitors like Neutrogena and Olay. The communication problem we are trying to solve is that many skincare users believe that natural products are not as effective as more chemically-based skincare brands. Our goal is to inform consumers that there is science backing in natural ingredients.

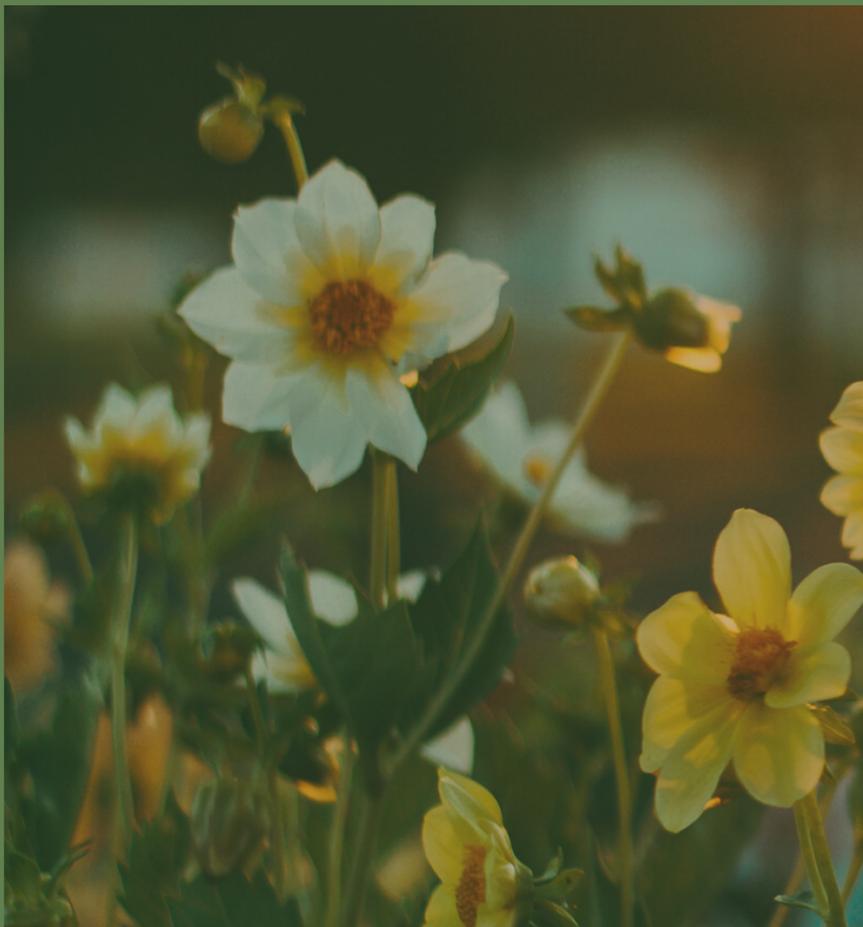
## Opportunity for Growth

It has been over a year since Burt’s Bees released their new makeup line. This is the perfect time to invest in effective advertising to increase skincare product awareness to our audience and increase purchase intent.

## Consumer Desires: Reliability and Trendy

Our target audience of young females who are colleged-aged or new moms value friend or family recommendations. They want what they purchase to be reliable while also remain trendy. Burt’s Bees’ vintage packaging will attract the consumer’s eye and our ads will convince the users of its effectiveness. By understanding what our target consumers want, Burt’s Bees can increase its skincare product page views and skincare sales.

Overall, Burt’s Bees can become a strong competitor in the skincare market with its understanding of consumer perceptions, making a preemptive claim in natural skincare, and positioning the brand to be more personable with its consumer engagement.



# Situation Analysis



## Brand History

Burt's Bees was created in Maine by Burt Shavitz and Roxanne Quimby, in 1984. Burt had a business as a beekeeper, and upon meeting him Roxanne suggested he use excess beeswax and turn them into candles and lip balm. Since then, Burt's Bees has become a leader in the lip balm category. The brand's unique selling proposition was that the lip balms were made of beeswax, making them natural and eco-friendly. While Burt's Bees is a leading brand of chapstick, it lacks in skincare.

## Industry Trends

According to data from 2019 sourced from the Adspender Database, Burt's Bees had the smallest share of voice out of our competitive set in skincare, at \$6,698.5(000).

# Situation Analysis



## Category

The Clorox Company's (Burt's Bees' parent company) market share for facial care for the US in 2018 is 5.3% (Mintel, 2019). Compared to its competitors, The Clorox Company ranks 5th out of the 11 market players.

**Bottom Line: Burt's Bees underperforms in the skincare category compared to lip care.**

# Competitive Analysis

## Brand Personality Comparison

skincare

Burt's Bees ●

Neutrogena ●

Masculine



Feminine

Contemporary



Old Fashioned

Playful



Polished

Low Price



High Price

Pretentious



Real

Humorous



Serious

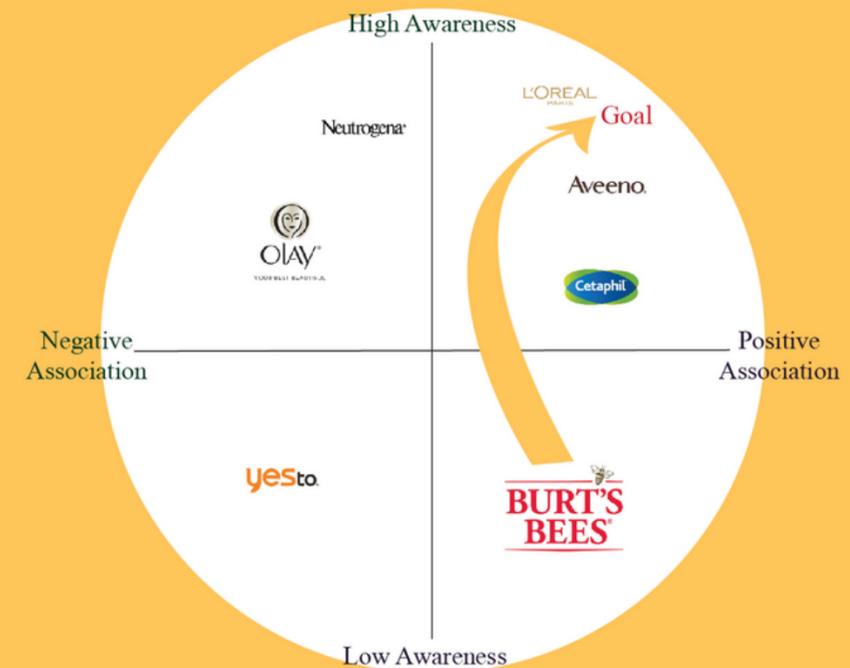
Sexy



Plain

## Perceptual Map

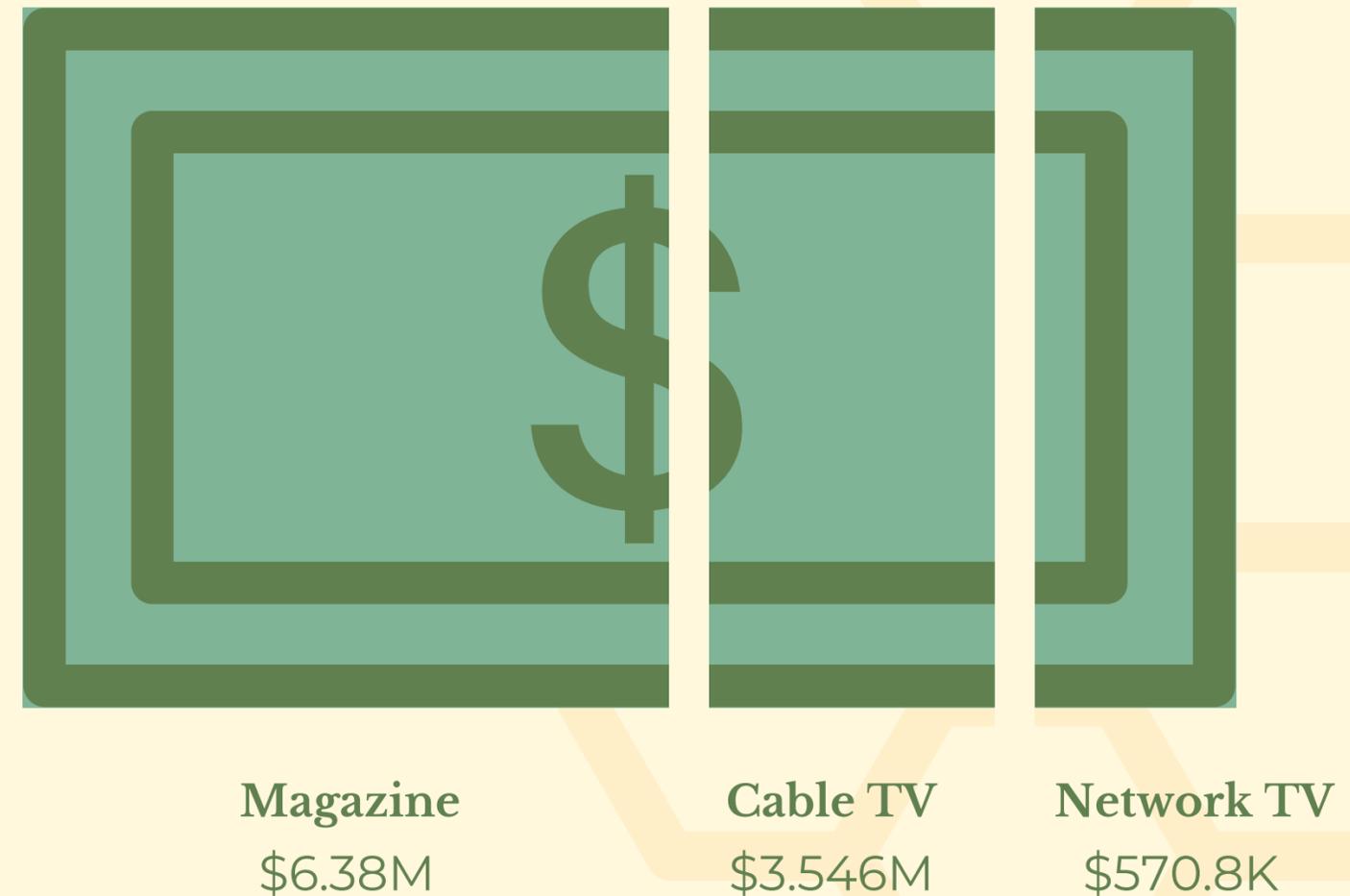
skincare



# Competitive Analysis

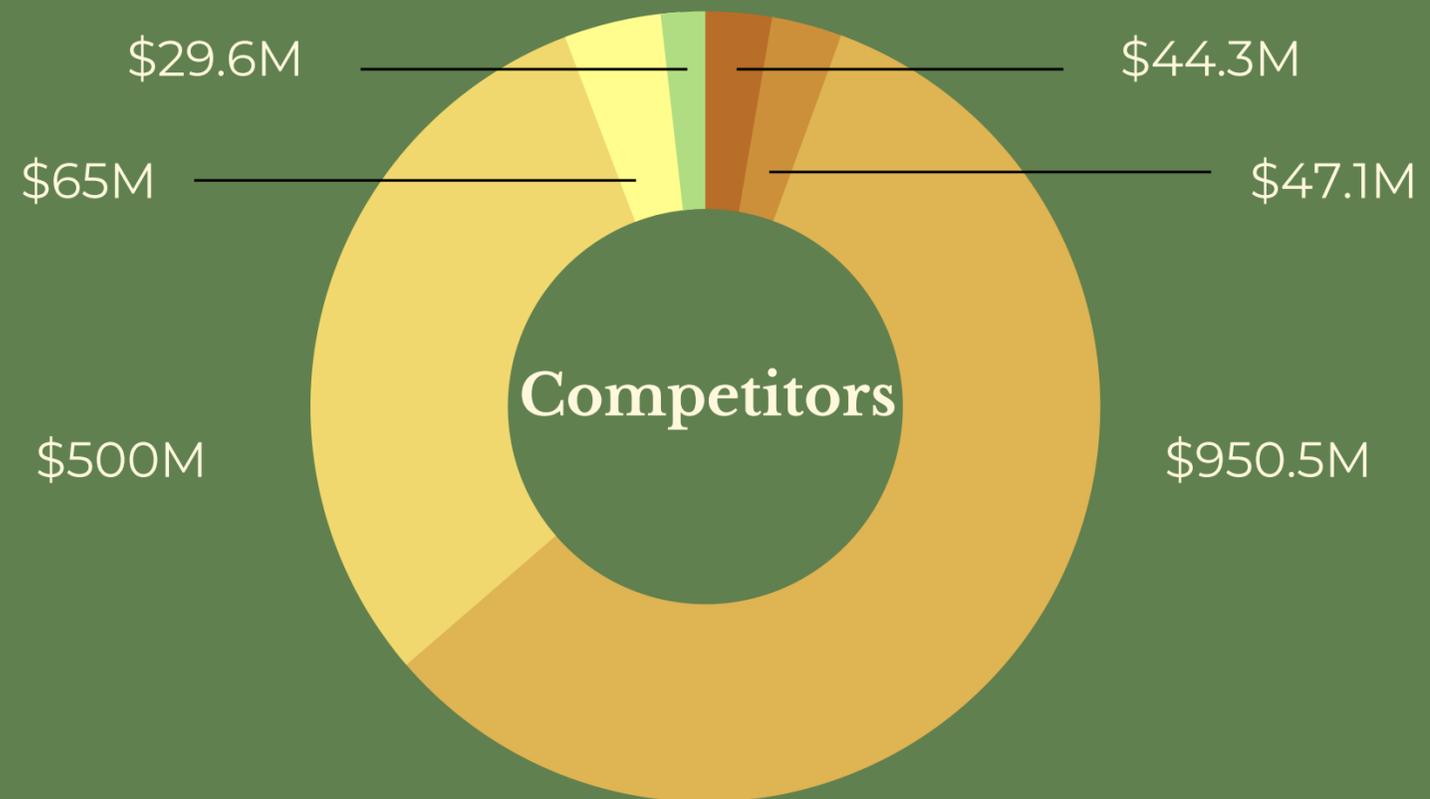
## Ad Spending

From January 1, 2019, to November 30, 2019, Burt's Bees' total ad spending was \$11,030,200. The heaviest medium spent was for Magazines by \$6,348,300 and then Cable TV at \$3,546,000 and Network TV \$570,800 (AdSpender, 2019).



# Competitive Analysis

- Neutrogena
- Cetaphil
- Yes To
- L'Oréal Paris
- Olay
- Aveeno



## Revenue Share

For 2019, Neutrogena had the most revenue of all of our competitors, with \$950.5 million dollars. Next was Cetaphil at \$500 million dollars, then Yes To at 65 million dollars, Aveeno at \$47.1 million, Olay at \$44.3 million, and L'Oréal Paris at \$29.6 million.

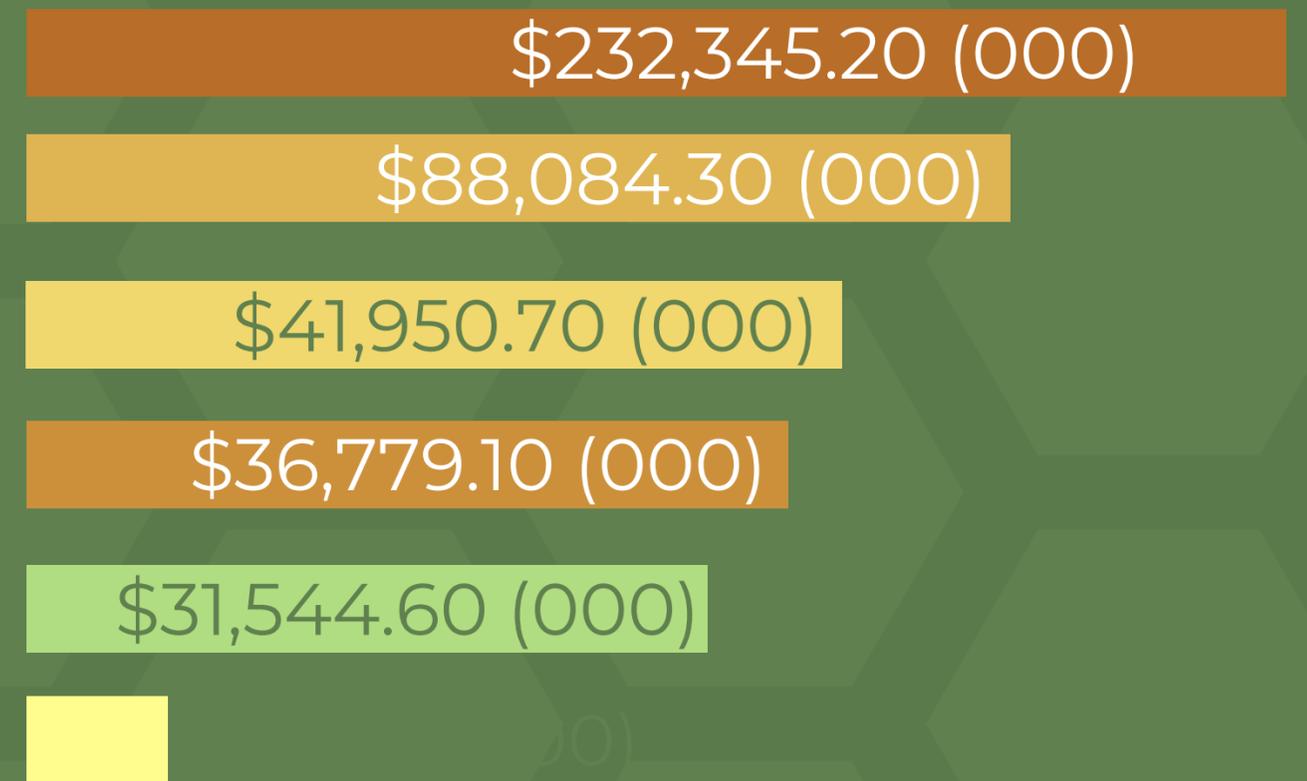
# Competitive Analysis

## Share of Voice

According to data from 2019 sourced from the AdSpender database, Olay spent the most on advertising, at \$232,345.20 (000). Next was Neutrogena at \$88,084.30 (000), Cetaphil at \$41,950.70 (000), Aveeno at \$36,779.1 (000), L'Oréal Paris at \$31,544.60 (000), and Yes To at \$83.90 (000).



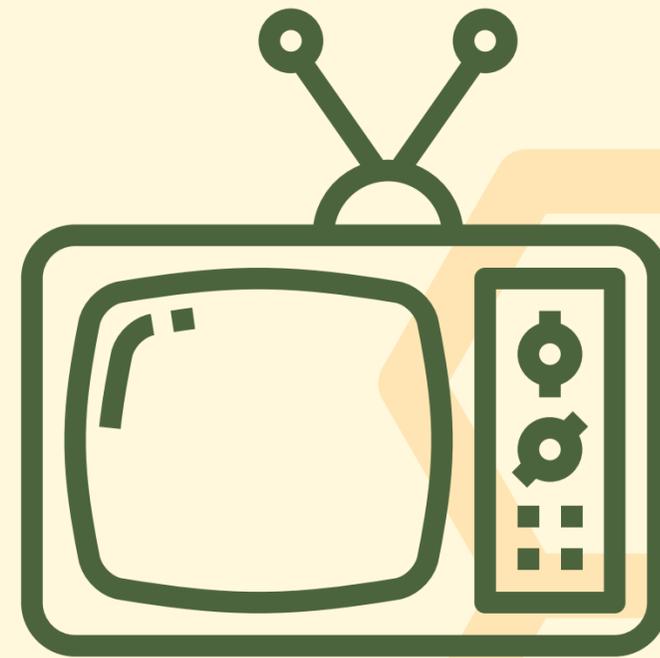
## Share of Voice



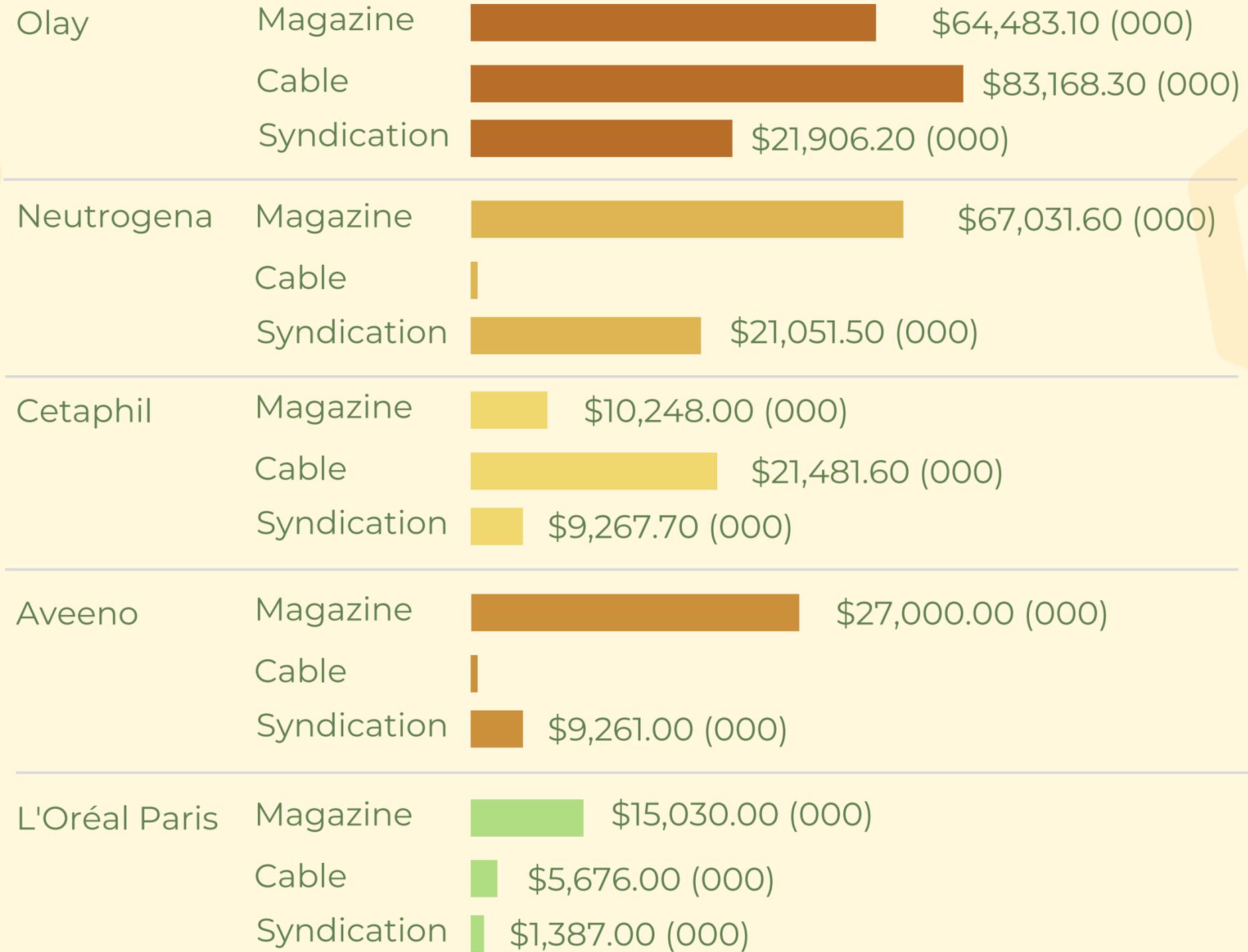
# Competitive Analysis

## Top Ad Mediums

We identified that the most popular ad mediums in our competitive set are magazines at \$184,792.7 (000), Cable TV at 110,325.9 (000), and Syndication at \$62,873.4 (000). The chart in the next page breaks down how much each of our competition spends on these mediums.

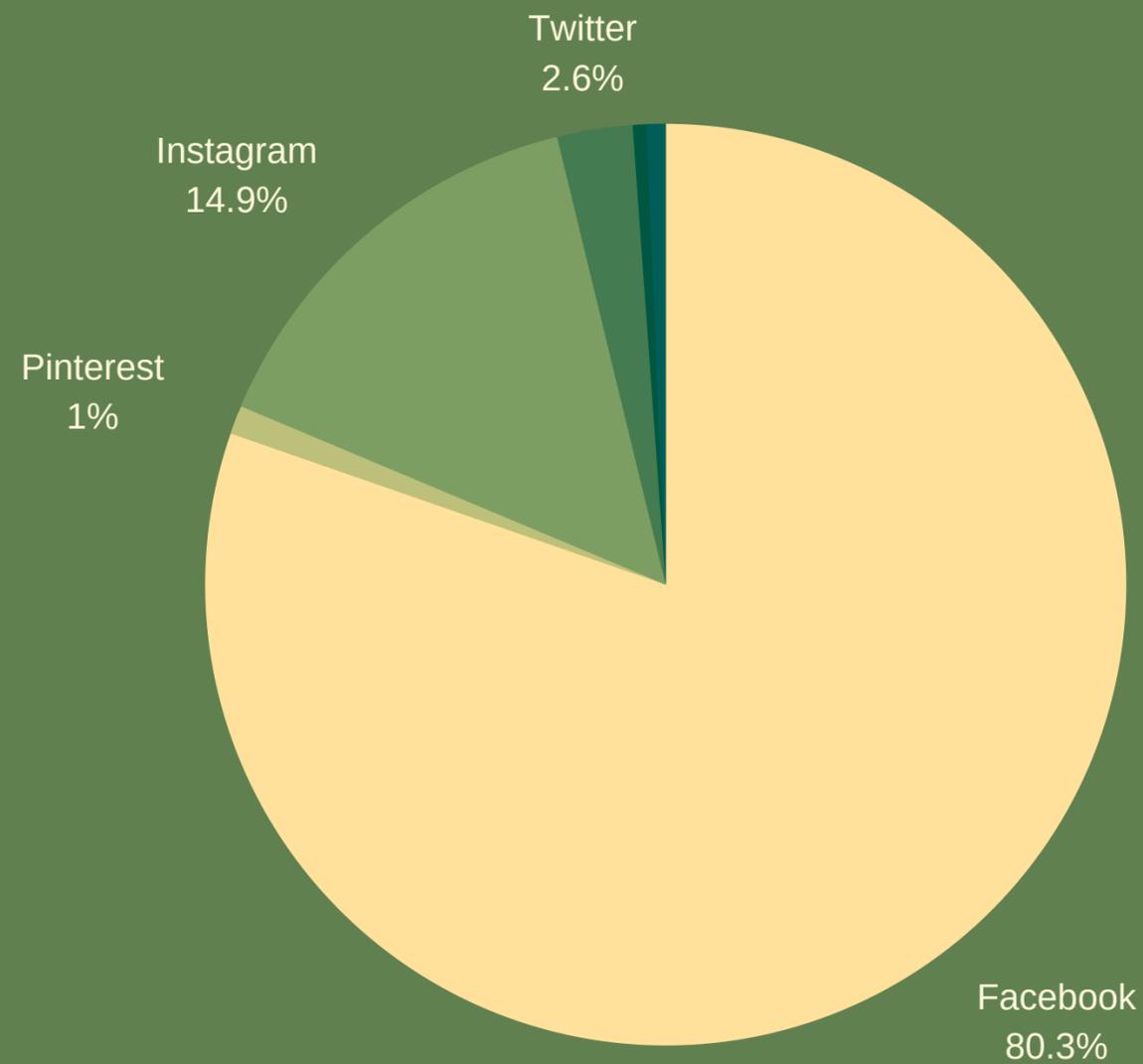


# Top Ad Mediums



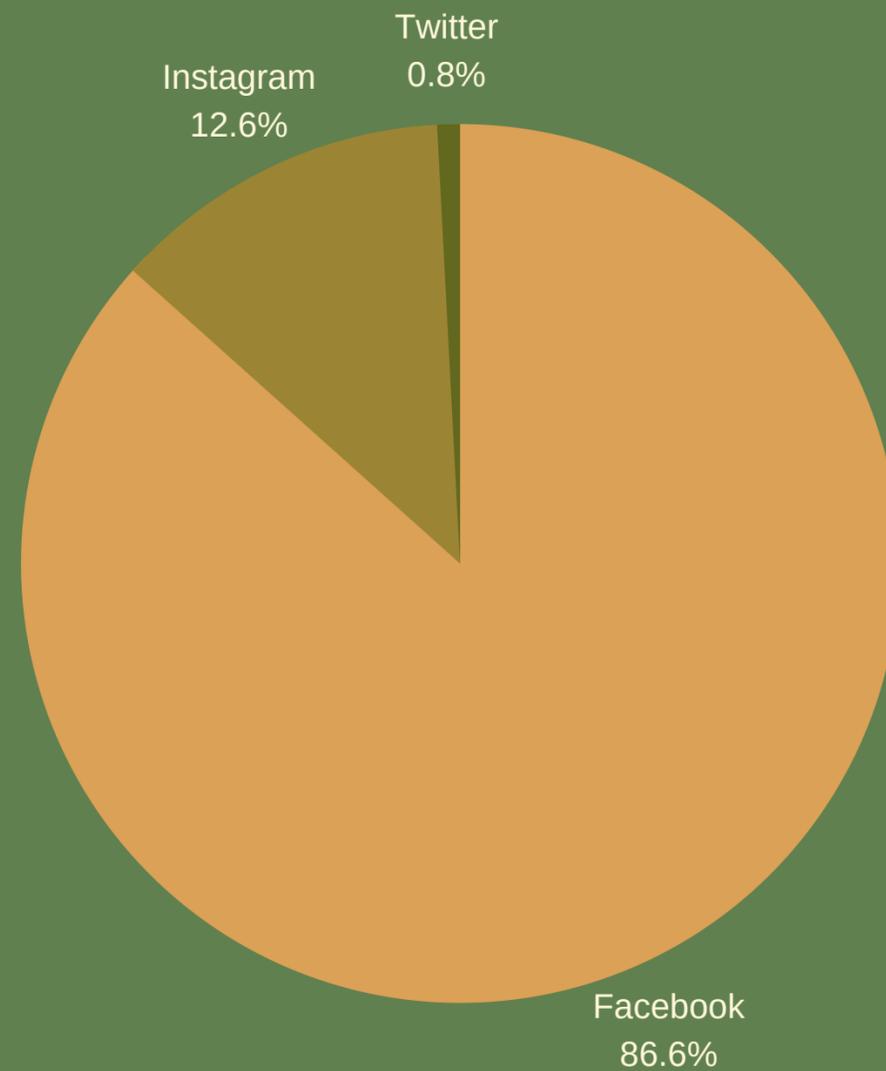
# Competitive Analysis

Burt's Bees Followers Across Social Media



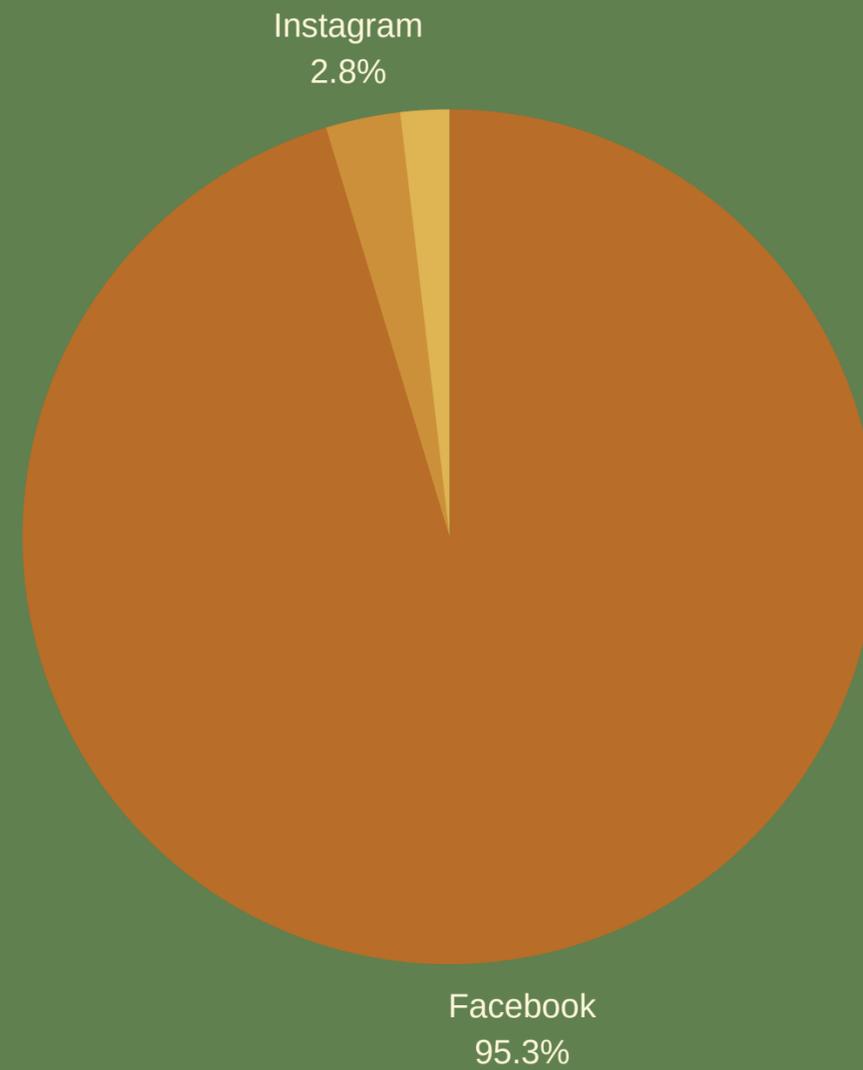
# Competitive Analysis

## Neutrogena Followers Across Social Media (Top 3)



# Competitive Analysis

## Olay Followers Across Social Media (Top 3)



# Competitive Analysis

## Top Competitors

We have identified Neutrogena and Olay as our biggest competitors based on the similarities of products, share of voice, social media following and focus group responses.

## Positioning

A way Burt's Bees can differentiate itself is with its brand personality. Compared to the medicinal feel Neutrogena has and the sophistication in Olay, Burt's Bees leans more towards a natural but playful brand.

# Target Audience

## Young Females

Our target audience consists of young females aged 18-34 years old. Since our primary research centers around female college students, our primary target consists of women ages 18-24.



## Target Audience Personality & Perceptions

Our target audience is creative, innovative, and appreciates humor. They are individuals by nature. While they are not overly concerned about the environment, they do appreciate eco-friendly products and care if others perceive them as environmentally conscious. They are primarily college and graduate students, and if they have graduated from college, it is likely that they are mothers and purchase Burt's Bees products not only for themselves, but for their children. They also tend to research their products and are looking for skincare that is simple and effective.

## Source of Media

Our target audience prefers the internet as their main source of media. While our entire target of 18-34 year olds use social media, 18-24 year olds have a higher rate of usage.

# Segmentation

## Geography: Northeast Region

These women are most commonly located in the northeast region of the United States.

## Ethnicity: Caucasian & Asian

Our target audience spans mainly Asian and Caucasian races, as this demographic had high counts of skincare usage in our Simmons data.

## Income and Education

Our audience are in college or have graduated from college, and tend to have a moderate to high income.



# Persona: Busy Bee Betty



Age: 28

Race: Caucasian

Home: Newtown, PA

Family Status: Mother

Income: \$50 - 70K per year

Social Media: Facebook

Burt's Bees user: Yes

Busy Bee Betty is a 28 year old from Pennsylvania. She recently returned to work after having been a stay-at-home mom for 3 years, excited to express her individuality. She prefers digital media over traditional media, and is a heavy Facebook user. She uses Facebook to stay up to date with her family, as well as posts updates of her own. She is a faithful user to Burt's Bees lip balm; she has heard of their skincare, but has not tried it yet.

# Persona: Sweet as Honey Hannah



Age: 19

Race: Asian

Home: NYC

Education: In college

Income: \$100/week

Social Media: Twitter and Instagram

Burt's Bees user: No

Sweet as Honey Hannah is a 19 year old art student, studying at Fordham University in NYC. She's financially dependent on her parents, who fund her schooling and food. She works at a part-time job for \$100/week outside of class to make her own money. She prefers digital media over traditional media, and is very savvy with Instagram and Twitter, posting often. She uses social media and her art to express her creativity. She has heard of Burt's Bees chapstick, but is not a user and is not aware that they have a skincare line.



# Interviews and Focus Groups

"When I purchase skincare products, I look for cute packaging, no harsh chemicals, and easy on the skin."

"I didn't know Burt's Bees sold other products aside from their chapsticks."

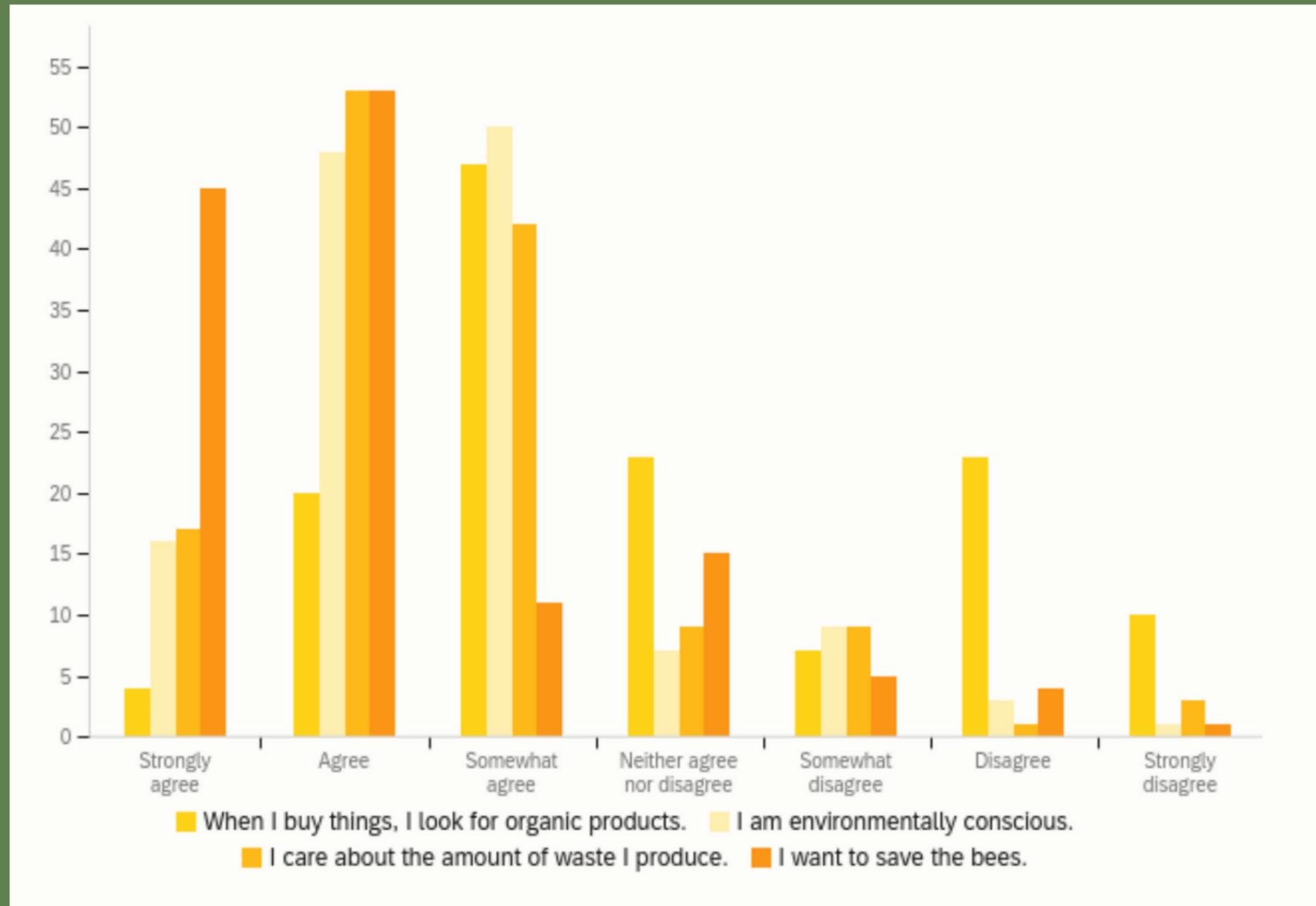
"I usually buy skincare based off of family or friend recommendations."



**Bottom line:** Our target values trendy skincare that works and is recommended by peers, and are not aware of Burt's Bees skincare.

# Consumer Insights

## Primary Research



## General Attitudes

Our target audience cares more about being perceived as environmentally conscious rather than actually being concerned about the environment.

# SWOT

## Strengths

- Diverse range of high-quality products (lip care, skincare, etc)
- Products on average 99% natural
- Mix of brand loyalty from a diverse range of age groups
- Aesthetically pleasing packaging stands out from competitors and attracts our target audience

## Opportunities

- Can be an industry leader in skincare
- Designate budget towards digital (better for target audience)
- Implement a preemptive claim on the science of natural products
- Existing brand loyalty for chapstick offers a base market of potential customers for their skincare

## Weaknesses

- Products have higher price points than competitors
- Audience has low product awareness with skincare
- Ineffective ad spending for our target audience

## Threats

- Lots of market saturation
- Competitors are offering products at lower prices
- Growth of skincare products will be stifled if media mix is not revised

# Campaign Strategy

The goal of our campaign is to showcase the science behind nature and how it works. Our campaign will increase brand awareness and purchase intent of Burt's Bees skincare relating to the wants and needs of our target audience.

## Smart

Increase our market share by 56% from 5.3% to 8.3% in the skincare category, through a flighting seasonality time-frame beginning in June and ending in March. This will be done with a budget of \$18 million.

## Measurable

We will track our success through an increase in sales and pageviews for skincare.

## Attainable

Since it has been over a year since Burt's Bees released a new product, they are in a position to create awareness for other products and direct funding towards a new campaign.

## Relevant

Burt's Bees has a strong presence in lip care. This loyalty and association provides an opportunity for growth in Burt's Bees skincare category.

## Time-bound

The campaign has a time period of 10 months, beginning in June and ending in March.

# Media Strategy



## Objectives

- Maximize exposure & discoverability of the Burt's Bees skincare products to our primary target audience.
- Drive interest and purchase intent among our secondary audience to activate new buyers.

# Media Strategy



## The Strategy

Through a flighting seasonality time frame beginning in June and ending in March, we can help increase overall sales and product awareness for Burt's Bees skincare. We will focus our digital media nationally because it captures a high frequency while staying in our budget. For traditional advertising such as magazine and outdoor, our focus will be geared towards the Northeast region, making up most of Burt's Bees skincare users.

# Creative Strategy

## Brand Positioning

For college-educated and trend-conscious young women, ages 18-34, Burt's Bees is the skincare brand that provides effective, natural products with personality and style in mind.



# Creative Strategy

## Creative Connection

Given the added positive societal stimulus around being environmentally conscious, Burt's Bees is in the unique position of being an affordable, high-quality drugstore option for women to obtain natural products as well. In addition, the natural aspect of Burt's Bees products only adds to the purchaser's aesthetic.



# Creative Strategy

## Creative Direction

The ads will be aimed to be friendly, fun and informative. In addition to being informative, the ads will also be pleasing to look at. They will take advantage and play into Burt's Bees' unique, eye-catching vintage look.



Bottom Line: Ads will demonstrate that natural ingredients in Burt's Bees products have scientific backing to support their effectiveness.

# Media Mix

## Paid

The main goal for our paid approach is to help increase purchase consideration. Partnerships with popular Instagram influencers can greatly expand the reach of the brand directly to our target audience, as that is not only the social platform our TA engages on the most but also the content our TA tends to view.

## Earned

Consumer product reviews and testimonials will emerge from our new Nature Knows Best campaign and highlighted on our website and social media accounts.

## Shared

Many students across the Northeast region campuses will have the chance to take selfies at a selfie booth from our pop-up events and upload them onto social media with the hashtag “#NatureKnowsBest.”

## Owned

We will develop a landing page that highlights our skincare campaign on the Burt’s Bees website.

# Digital - Video Spot

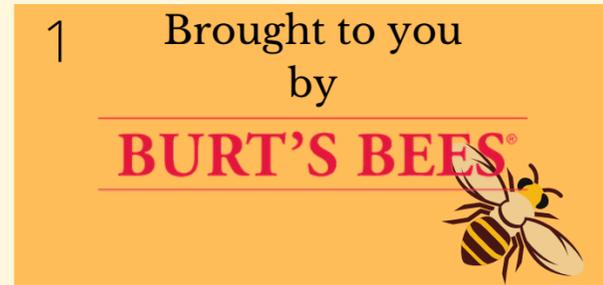
As part of our creative strategy, we will be implementing a 15 second animated video to be shown on digitally (primarily through Facebook).

The purpose of this video is to showcase the harmful ingredients other brands use, while highlighting the fact that Burt's Bees Skincare ingredients are not only natural and safe, but completely effective.

This video, targeted for the older half of our 18-34 target audience, will not only catch their eye with the familiar Burt's Bees branding, but draws them into our skincare by detailing the effective science behind natural ingredients.



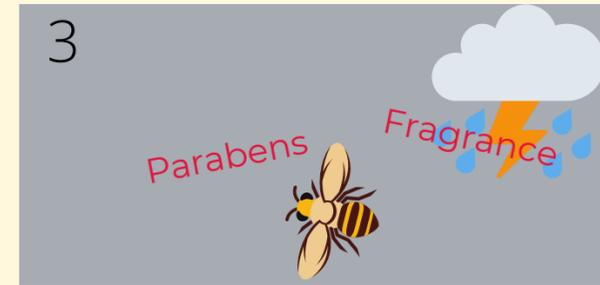
# Digital - Video Spot



"Brought to you by Burt's Bees Skincare"



"Have you ever thought about what ingredients might be in your skincare products? Here are just a few:"



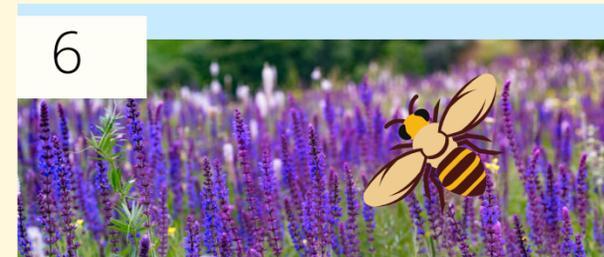
"Parabens, added fragrance, synthetic materials, harsh chemicals"



"Unnatural ingredients that harm your skin"



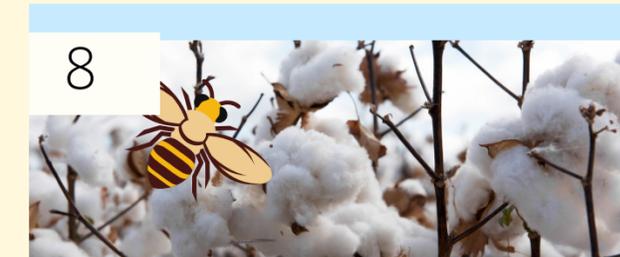
"Here at Burt's Bees, we do things a little differently."



"We use simple, natural, and effective ingredients in our skincare. Like Clary Sage to combat oily skin."



"Willow Bark extract to exfoliate and unclog pores"



"And cotton extract to soothe sensitive skin"



"Burt's Bees doesn't rely on harmful, synthetic ingredients."



"Instead, we use real ingredients by nature: because Nature Knows Best"



"Experience the science of nature yourselves and Find Your Regimen with our skincare quiz"

This video contains a realistically animated bee, voiced by a woman in her late 20s. The bee navigates through various scenes of real nature, going from more bright and pretty when talking about Burt's Bees ingredients to dark and gloomy with the harmful ingredients. Light, cheerful music plays in the background but is paused in scenes 3, 4, and 9.

# Social

## Goal

Instagram: gain 7,000 new followers

Facebook: gain 14,000 new followers

Twitter: gain 7,000 new followers

Overall increase in engagement rates across all platforms

## #NatureKnowsBest

Utilize the hashtag to promote our skincare campaign

Encourage consumers to post their Burt's Bees skincare regimen results on social media

# Influencer Selection

## Huda Kattan (Huda Beauty)

Beauty Influencer

Iranian

Skin type: combination oil/dry

## Susan Yara

Skincare Influencer

Half-Korean, Mom

Skin type: dry

## Renee Amberg

Lifestyle Influencer

Caucasian, Student

Skin type: oily

# Social Videos



## Idea

We plan to create a large amount of content for social media as this is the main media that our target audience consumes

We are taking the direction of creating native influencer videos that utilize the skin regimen quiz on the Burt's Bees website

Each video will follow the influencer as they do a Burt's Bees skincare regimen that matches their skin type

The video will be shown on platforms such as Instagram and Facebook

We will also have a series of paid social ads on Instagram that display the video in a still and more condensed version

# Social Videos: Huda Kattan (Huda Beauty)

**BURT'S BEES**

MEET HUDA

SKIN CONCERN:  
ACNE & DISCOLORATION

SKIN TYPE: COMBINATION OIL/DRY



Call Me by Swell & Shiloh begins to play, Huda is introduced via the text that pops up on the screen, she is moving and posing as she is introduced, after she is introduced, her skin type pops up as she moves her hands around her face

**BURT'S BEES**

Key Ingredient: Willow Bark  
Anti-inflammatory that reduces redness




The frame switches back to Huda, she begins to rub in the products, while she rubs them in, the key ingredient, Willow Bark, pops up on the side, and the ingredient is explained.

**BURT'S BEES**

Key Ingredients: Witch Hazel & Lemon Grass  
Tightens skin and fights off bacteria




The frame goes back to Huda, this time she is using a makeup pad as she is applying toner, the key ingredients, Witch Hazel and Lemon Grass pop up on the side and their benefits are explained

**BURT'S BEES**

Key Ingredients: Willow Bark & Sunflower Seed Oil  
Antioxidants help regenerate damaged skin




The frame switches back to Huda, she is now applying lotion and the ingredients pop up beside her, the camera zooms into her skin as she rubs in the lotion

**BURT'S BEES**

Key Ingredients: Lemon Peel Oil  
Enhances clarity and glow of skin




Huda applies the stick, the ingredients pop up with their benefits, and then the camera does a 360 around her face as it glows

**BURT'S BEES**

STEP 1: CLEANSE

Natural Acne Solutions  
Purifying Gel Cleanser

Natural Acne Solutions  
Pore Refining Scrub



The first step for her regimen pops up on the screen, zooming in on each product so the name is clear

**BURT'S BEES**

STEP 2: BALANCE & TREAT

Natural Acne Solutions  
Clarifying Toner

Natural Acne Solutions  
Targeted Spot Treatment



The frame switches to step 2 of her skin regimen, the products are zoomed in on

**BURT'S BEES**

STEP 3: MOISTURIZE

Natural Acne Solutions Daily  
Moisturizing Lotion



The frame switches to step 3, the product is viewed close up

**BURT'S BEES**

STEP 4: ENHANCE

Herbal Complexion Stick



The final step is shown and zoomed in on

**BURT'S BEES**

NATURE KNOWS BEST

FIND YOUR REGIMEN



The tagline "Nature knows best" pops up on the screen and then you are given the option to click on the button to find your own skin regimen



# Social Videos: Susan Yara

**BURT'S BEES**



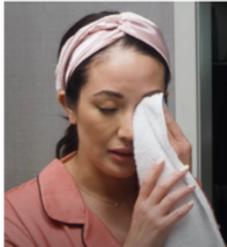
**MEET SUSAN**

SKIN CONCERN:  
WRINKLES & ELASTICITY

SKIN TYPE: DRY SKIN

Call Me by Swell & Shiloh begins to play, Susan is introduced via the text that pops up on the screen, she is moving and posing as she is introduced, after she is introduced, her skin type pops up as she moves her hands around her face

**BURT'S BEES**

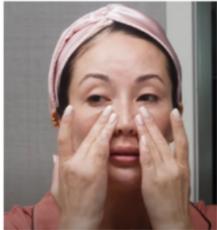


Spotlight Ingredient: Sunflower Seed Oil  
Antioxidants help regenerate damaged skin



The frame switches back to Susan, she begins to rub in the products, while she rubs them in, the key ingredient, Sunflower Seed Oil, pops up on the side, and the ingredient is explained.

**BURT'S BEES**

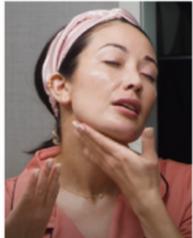


Spotlight Ingredients: Argan & Coconut  
Natural antibacterial and moisturizer to make skin smooth



The frame goes back to Susan, this time she is using a makeup pad as she is applying toner, the key ingredients, Argan and Coconut, pop up on the side and their benefits are explained

**BURT'S BEES**



Key Ingredients: Bakuchiol  
Targets wrinkles and aging skin



The frame switches back to Susan, she is now applying lotion and the ingredients pop up beside her, the camera zooms into her skin as she rubs in the lotion

**BURT'S BEES**

**STEP 1: CLEANSE**

Renewal Refining Cleanser



The first step for her regimen pops up on the screen, zooming in on each product so the name is clear

**BURT'S BEES**

**STEP 2: BALANCE YOUR CLEANSE**

Facial Cleansing Oil



The frame switches to step 2 of her skin regimen, the products are zoomed in on

**BURT'S BEES**

**STEP 3: MOISTURIZE**

Renewal Firming Moisturizer Cream



The frame switches to step 3, the product is viewed close up

**BURT'S BEES**

**NATURE KNOWS BEST**

**FIND YOUR REGIMEN**



The tagline "Nature knows best" pops up on the screen and then you are given the option to click on the button to find your own skin regimen



# Social Videos: Renee Amberg

**BURT'S BEES**

MEET RENEE

SKIN CONCERN: OIL & REDNESS

SKIN TYPE: OILY



Call Me by Swell & Shiloh begins to play, Renee is introduced via the text that pops up on the screen, she is moving and posing as she is introduced, after she is introduced, her skin type pops up as she moves her hands around her face

**BURT'S BEES**



Key Ingredient: Daisy Extract  
Prevents dark spots



The frame switches back to Renee, she begins to rub in the products, while she rubs them in, the key ingredient, Willow Bark, pops up on the side, and the ingredient is explained.

**BURT'S BEES**



Key Ingredients: Peppermint  
Natural cleanser and skin soother



The frame goes back to Renee, this time she is using a makeup pad as she is applying toner, the key ingredient peppermint pops up on the side and their benefits are explained

**BURT'S BEES**



Key Ingredients: Apricot  
Keeps skin cells hydrated



The frame switches back to Renee, she is now applying lotion and the ingredients pop up beside her, the camera zooms into her skin as she rubs in the lotion

**BURT'S BEES**

STEP 1: CLEANSE

Brightening Daily Facial Cleanser



The first step for her regimen pops up on the screen, zooming in our each product so the name is clear

**BURT'S BEES**

STEP 2: BALANCE & TREAT

Brightening Skin Perfecting Serum



The frame switches to step 2 of her skin regimen, the products are zoomed in on

**BURT'S BEES**

STEP 3: MOISTURIZE

Brightening Even Skin Tone Moisturizing Cream



The frame switches to step 3, the product is viewed close up

**BURT'S BEES**

NATURE KNOWS BEST

FIND YOUR REGIMEN



The tagline "Nature knows best" pops up on the screen and then you are given the option to click on the button to find your own skin regimen



# Paid Social Still Ad



**BURT'S BEES**  
NATURE KNOWS BEST

STEP 1    STEP 2    STEP 3

The advertisement features three Burt's Bees products: a tube of Brightening Daily Facial Cleanser, a bottle of Brightening Skin Perfecting Serum, and a bottle of Brightening Cream. The products are flanked by two bouquets of yellow flowers. The Burt's Bees logo, featuring a bee, is positioned above the brand name.



# Magazine

## Analysis

Our competitors do their heaviest advertising in this area. Burt's Bees already does the bulk of its skincare advertising through magazines. We do not want to neglect this medium to maintain the older target audience and to support the brand presence Burt's Bees already has.



# Magazine Ads

MEET: GRAPEFRUIT

Vitamin C brightens skin

Astringent properties fight acne

Nature Knows Best.

**BURT'S BEES**

FIND GRAPEFRUIT IN:



MEET: CLARY SAGE

Antioxidants fight signs of aging

Linalyl acetate regulates oil production

Nature Knows Best.

**BURT'S BEES**

FIND CLARY SAGE IN:



# Magazine Ads

MEET: KIWI

Amino acids and Vitamin C control excess sebum production

Vitamin E aids in regeneration of new skin cells

Nature Knows Best.

**BURT'S BEES**

FIND KIWI IN:



The advertisement features a central image of a sliced kiwi fruit on a dark background with green leaves. Two callout lines point from text boxes to the kiwi slice. At the bottom left is the Burt's Bees logo and tagline. At the bottom right is a small image of a Burt's Bees product box. The text 'FIND KIWI IN:' is positioned between the logo and the product image.

# Outdoor Executions

We believe the best way to raise brand awareness in our target audience is a direct business to consumer event. Across 14 universities on the east coast, Burt's Bees will host a pop-up store with free skincare samples, merchandise, and a photo/selfie booth so students can spread the word about Burt's Bees skincare. This gives our target audience the opportunity to try Burt's Bees skincare firsthand, and leaves a lasting brand impression in our target's mind and on their social media.



selfie booth



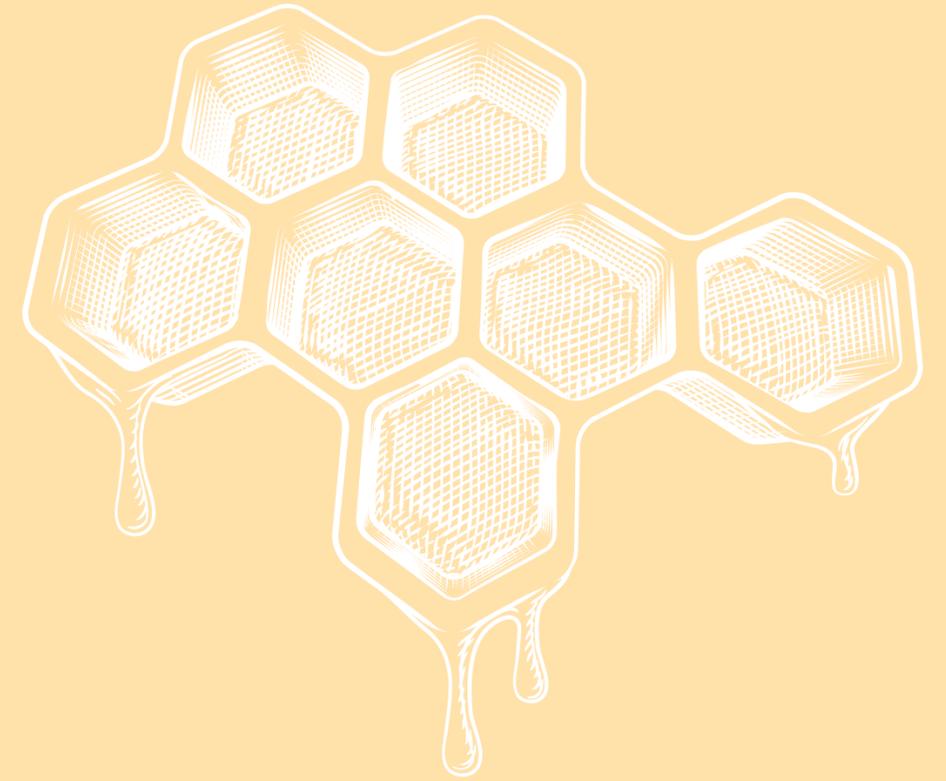
pop-up shop

# Outdoor Executions: Brand Ambassadors

Aligning with our pop-up events, we will hire two students from each of the 14 universities to be Burt's Bees Skincare brand ambassadors. Making \$11 an hour and working 8 hours a week during the school year, our ambassadors will be responsible for posting Burt's Bees content on their social media, spreading free merchandise (buttons, pins, etc) to other students, and representing the brand on campus.

Their most important responsibility is assisting with the pop-up store on campus. With the assistance of a Burt's Bees corporate representative, they will set up and run the entirety of the event.

Utilizing brand ambassadors will help Burt's Bees connect personally with our target audience, and even encourage trust with our brand. This is due to our ambassadors acting as reliable referers of Burt's Bees Skincare.



# Merchandise and Samples

At our pop-up events, we plan to include tables of free merchandise and Burt's Bees skincare samples for the audience to enjoy. This includes stickers and buttons that say #natureknowsbest, Burt's Bees enamel pins, and sample sizes of Burt's Bees chapsticks, facial towelettes, moisturizers, and cleansers. This not only spreads our hashtag around and garners more impressions, but offers our audience a risk-free chance to try out a few products.



# Campaign Schedule

	Reach	Avg Frequency	GRPs	Price (000)
Jan	86.4	15.1	1306	2553.4
Feb	86.4	15.1	1306	2530
Mar	79.6	7.3	578	1429.8
Apr	0	0	0	0
May	0	0	0	0
June	54.3	3.8	207	1069.9
July	54.3	3.8	207	1069.9
Aug	54.3	3.8	207	1069.9
Sept	89.6	9.7	1016	2033.9
Oct	89.6	9.7	1016	2033.9
Nov	94.1	10.9	1026	2113.9
Dec	94.1	10.9	1026	2113.9
Total			7895	18018.5

# Budget

**\$18 Million**

In previous years, Burt's Bees percentage of sales has been higher than their total revenue. Therefore, we will use **\$18 million** (12% of 153.65 million) as our budget. Our percentage of sales is relatively high as it is needed to fulfill a market share increase goal of 56%, from 5.3% to 8.4%. In order to accomplish such a large increase, we need to maximize exposure and discoverability in order to increase interest and purchase intent. To do this, we need our campaign to be seen at least semi-regularly by our target audience.



**Magazine (000)**

\$1120.6



**Digital national (000)**

\$10498.5



**Digital spot (000)**

\$5302.8



**Outdoor (000)**

\$1096.2



# Measurement

## Social Media

Social media growth (followers, engagement, hashtag tracking, Facebook and Instagram analytics).

## Website Traction

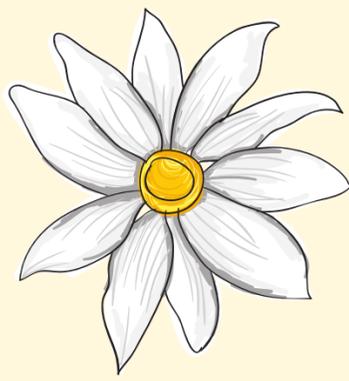
Burt's Bees skincare product search queries  
Skincare product page views  
Add to cart actions

## Monthly Surveys

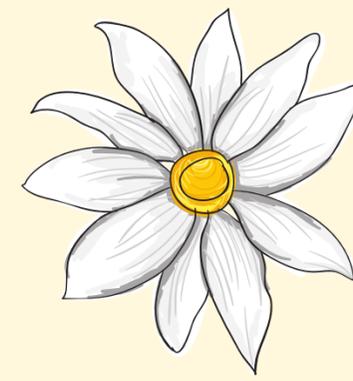
Distribute surveys that inquires about top-of-mind awareness and purchase intent for Burt's Bees skincare.

## ROI

The increase in budget is meant to push the brand to a 56% market share increase.  
Avg Reach Estimate: 78.27,  
Avg Frequency Estimate: 8.63  
This will total to 7,900 GRPs.



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