

KOBE TURANGAN

PR GIVES BACK CAMPAIGN



GIRLFRIEND COLLECTIVE

Earth Day 2020
PR Campaign

BIOLA UNIVERSITY - MAY 2020



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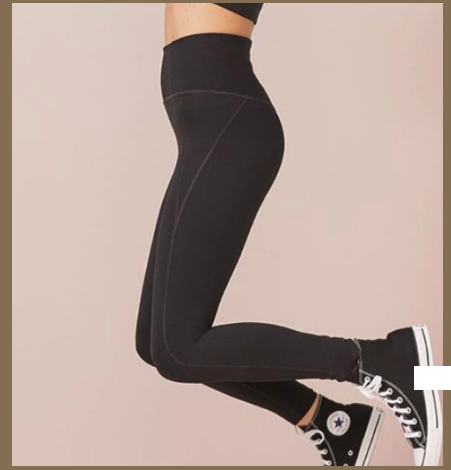
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Research

📷 314K followers

📢 152k mentions

History

Girlfriend Collective is an ethical and sustainable activewear clothing brand based in Seattle, Washington. Girlfriend Collective launched in 2017 as a small clothing company when co-founder Quang Dinh's wife, Ellie, couldn't find an eco-friendly active-wear brand. Believing in ethical manufacturing, recycled materials, representation, and that health and wellness come in many shapes and sizes, Girlfriend Collective is one of the most popular sustainable active-wear shops.

Mission Statement & Core Values

Girlfriend Collective believes in ethical manufacturing and recycled materials. Old water bottles and fishing nets look better on people than they do clogging up landfills and polluting oceans. Believing in

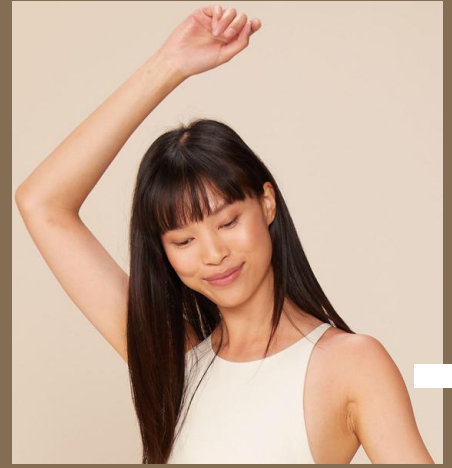
health and wellness to come first, GFC offers a large selection of sizes for all shapes, as representation matters. Transparency and ethics matter, including taking care of those who make their clothing and what is best for the planet.

Voice

GC's voice reflects from their goal in being as transparent as possible. Unlike companies who tout transparency through flashy headlines, GCF values substance. The company chooses each part of their process, from raw materials, to facilities, to their partners with care.

Representatives

GCF heavily values representation from different body shapes and sizes to culture and racial diversity. All models are diverse and represent all forms of people.



Research

Instagram Survey (237 Responses)

- Do you shop sustainably? - **"No" 57%**
- Do you work out? **"Yes" 45%**
- Would you like to workout? - **"Yes" 92%**
- Would you like to help save our planet? - **"Yes" 94%**
- Would you feel motivated to start working out if a company sold activewear that saves the planet? - **"Yes" 96%**
- Have you ever heard of GFC? - **"No" 76%**

Audience

Primary Audience:

- Teen and adult women who work out
- Women who use sustainable brands
- Followers on social media

Secondary Audience:

- Teenage and adult women who do not work out
- Women who do not shop sustainably
- Those who do not follow social media

Technology Usage

Website:

- Easy to navigate
- Well organized
- Informative & Inviting
- Good visual presence
- Clearly states what is important to GFC

Instagram: 284K followers

- Posts regularly
- Photos and content are on brand

Facebook: 70k followers

- Posts every few weeks
- Photos and content are on brand



Research

Strengths:

- Social media presence is visually inviting for their main audience
- Mission and core values are appreciated
- High active follower count
- Partners with big name brands

Weaknesses:

- Lack of conversation about why they are different than other active-wear companies
- “High prices” are not acceptable for everyone

Opportunities:

- Their clothing design can appeal to fitness newcomers
- Ability to partner with high profile brands to grow company name

Threats:

- Much competition in the sustainable fashion industry
- Criticism about what is sustainable and ethical

Opportunity Statement:

Girlfriend Collective heavily brands themselves with ethical manufacturing, diversity in all shapes and sizes, and being active. However, their uniqueness is outshone by other large activewear brands that may not have the same values. In this 12 week, \$0 budget social media campaign leading up to Earth Day 2020, GFC can share their voice promoting ethical and sustainable manufacturing while promoting a sale, attracting an audience.



Programming

Goal

To equip young and adult women to shop sustainably, and understand that Girlfriend Collective is not only ethical in manufacturing, but also uses recycled materials to produce their clothing, thus being more effective than other sustainable active-wear brands within a 12 week, \$0 budget Earth Day 2020 campaign.

Audience

Primary Audience

- Women who do work out
- Women who use sustainable brands

Secondary Audience

- Those who are not purchasing from ethical/sustainable companies
- Those who do not work out

SMART Objectives

Objective #1:

To reach primary audiences of women who do work out to become interested in GFC's clothing line through advertising through social media (Instagram, Facebook, etc.)

Strategy 1: Use fitness/health influencers with the same demographic as GFC to promote clothing.

Tactic 1: Reach out to 10 Influencers to share GFC's story leading up to Earth Day campaign.

Strategy 2: Post weekly workout tips via story posts to gain attention from those who workout.

Tactic 2: 12 Story Posts promoting healthy workout tips



Programming

SMART Objectives

Objective #2:

To reach primary audiences of women who shop sustainably to become interested in GFC's clothing line through advertising through social media (Instagram and Facebook).

Strategy 1: Use stories tool to promote saving the Earth (Earth Day 2020) to the target audience of women who do not shop sustainably.

Tactic 1: 24 Earth saving related posts (2 per week)

Tactic 2: 12 Story Posts highlighting GFC's values, mission, and ethical practices.

Objective #3:

To reach secondary audiences of women who do not work out or shop sustainably to become interested in GFC's clothing line through advertising through social media (Instagram and Facebook)

Strategy 1: Use stories tool to reach the target audience of women who do or do not work out but show interest in active-wear clothing lines.

Tactic 1: 6 blog posts to promote values, mission, and ethical practices

Tactic 2: 12 Story Posts promoting ambassador roles to public (will be able to reach a greater audience)



Programming

Budget Chart

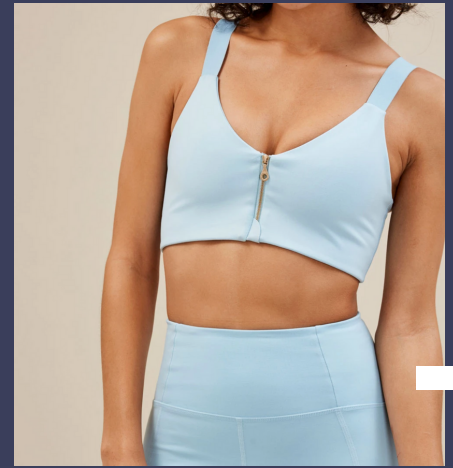
| Objective | Item | Quantity | Cost |
|---|--|----------|------|
| Objective #1: Primary Audience Those who workout | Fitness Influencers/Public Figures | 10 | \$0 |
| Objective #1: Primary Audience Those who workout | Workout Story Posts | 12 | \$0 |
| Objective #2: Primary Audience Sustainable Shoppers | Mission/Values/ Earth Post | 24 | \$0 |
| Objective #2: Primary Audience Sustainable Shoppers | Mission/Values/ Earth Story Post | 12 | \$0 |
| Objective #3: Primary Audience N/A Workout & Sustainability | Mission/Values/ Earth Blog Post | 6 | \$0 |
| Objective #3: Primary Audience N/A Workout & Sustainability | Ambassador Offers Story Post | 12 | \$0 |
| Total | | | \$0 |



Implementation

Message Map

| Objective | Audience | Message | Channel | Source | Task |
|--|---|--|------------------------|-----------------------------|---|
| Objective 1: Strategy 1: Tactic 1: | Primary: Those who workout | "Check out GFC if you are looking for new activewear..." | Influencer's Instagram | Instagram Stories | - Get 10 Influencers to Promote GFC |
| Objective 1: Strategy 2: Tactic 1: | Primary: Those who workout | "Here are our workout and health tips!" | Online Media | Instagram Story | - Record workout tips wearing GFC |
| Objective 2: Strategy 1: Tactic 1: | Primary: Sustainable Shoppers | "Let's save the earth together..." | Online Media | Instagram Post | - Gather photos for posts |
| Objective 2: Strategy 1: Tactic 2: | Primary: Sustainable Shoppers | "Here is how GFC makes our leggings..." | Online Media | Instagram Stories Highlight | - Film manufacturing process |
| Objective 3: Strategy 1: Tactic 1: | Secondary: N/A to Workout & Sustainability | "This is GFC's story..." | Online Media | Blog Post | - Write the history and upcoming of GFC |
| Objective 3: Strategy 1: Tactic 2: | Secondary: N/A to Workout & Sustainability | "We want you to be a part of our team... help us spread the word..." | Online Media | Ambassador's Instagram | - Gather and promote ambassador offers |



Implementation Timeline

Week 1: February 2-8, 2020

| Sunday 2 | Monday 3 | Tuesday 4 | Wednesday 5 | Thursday 6 | Friday 7 | Saturday 8 |
|--|---|--|---|--|-------------|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #1 | Objective 1: Strategy 1: Tactic 1: Research 10 Influencers | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #1 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #1 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #2 | | Objective 1: Strategy 2: Tactic 1: Workout Tips #1 |

Week 2: February 9-15, 2020

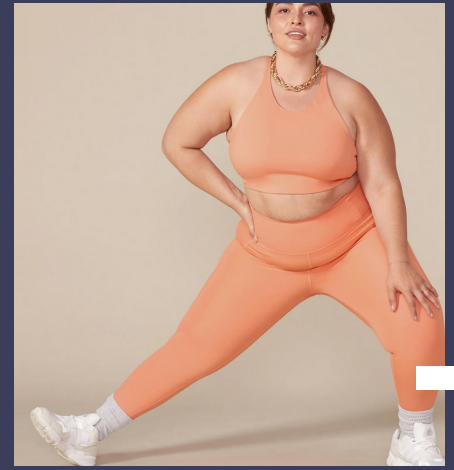
| Sunday 9 | Monday 10 | Tuesday 11 | Wednesday 12 | Thursday 13 | Friday 14 | Saturday 15 |
|--|---|--|---|--|---|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #2 | Objective 1: Strategy 1: Tactic 1: Email Influencers | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #3 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #2 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #4 | Objective 3: Strategy 1: Tactic 1: Blog Post #1 | Objective 1: Strategy 2: Tactic 1: Workout Tips #2 |

Week 3: February 16-22, 2020

| Sunday 16 | Monday 17 | Tuesday 18 | Wednesday 19 | Thursday 20 | Friday 21 | Saturday 22 |
|--|--|--|---|--|--------------|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #3 | Objective 1: Strategy 1: Tactic 1: Influencer Post #1 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #5 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #3 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #6 | | Objective 1: Strategy 2: Tactic 1: Workout Tips #3 |

Week 4: February 23-29, 2020

| Sunday 23 | Monday 24 | Tuesday 25 | Wednesday 26 | Thursday 27 | Friday 28 | Saturday 29 |
|--|--|--|---|--|---|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #4 | Objective 1: Strategy 1: Tactic 1: Influencer Post #2 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #7 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #4 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #8 | Objective 3: Strategy 1: Tactic 1: Blog Post #2 | Objective 1: Strategy 2: Tactic 1: Workout Tips #4 |



Implementation Timeline

Week 5: March 1-7, 2020

| Sunday 1 | Monday 2 | Tuesday 3 | Wednesday 4 | Thursday 5 | Friday 6 | Saturday 7 |
|--|--|--|---|---|-------------|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #5 | Objective 1: Strategy 1: Tactic 1: Influencer Post #3 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #9 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #5 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #10 | | Objective 1: Strategy 2: Tactic 1: Workout Tips #5 |

Week 6: March 8-14, 2020

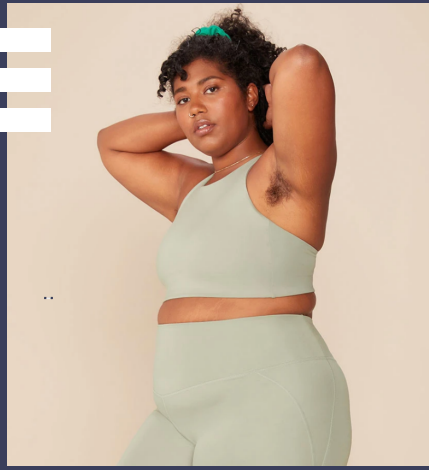
| Sunday 8 | Monday 9 | Tuesday 10 | Wednesday 11 | Thursday 12 | Friday 13 | Saturday 14 |
|--|--|---|---|---|---|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #6 | Objective 1: Strategy 1: Tactic 1: Influencer Post #4 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #11 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #6 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #12 | Objective 3: Strategy 1: Tactic 1: Blog Post #3 | Objective 1: Strategy 2: Tactic 1: Workout Tips #6 |

Week 7: March 15-21, 2020

| Sunday 15 | Monday 16 | Tuesday 17 | Wednesday 18 | Thursday 19 | Friday 20 | Saturday 21 |
|--|--|---|---|---|--------------|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #7 | Objective 1: Strategy 1: Tactic 1: Influencer Post #5 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #13 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #7 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #14 | | Objective 1: Strategy 2: Tactic 1: Workout Tips #7 |

Week 8: March 22-28, 2020

| Sunday 22 | Monday 23 | Tuesday 24 | Wednesday 25 | Thursday 26 | Friday 27 | Saturday 28 |
|--|--|---|---|---|---|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #8 | Objective 1: Strategy 1: Tactic 1: Influencer Post #6 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #15 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #8 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #16 | Objective 3: Strategy 1: Tactic 1: Blog Post #4 | Objective 1: Strategy 2: Tactic 1: Workout Tips #8 |



Implementation Timeline

Week 9: March 29 - April 4, 2020

| Sunday 29 | Monday 30 | Tuesday 31 | Wednesday 1 | Thursday 2 | Friday 3 | Saturday 4 |
|--|--|---|---|---|-------------|---|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #9 | Objective 1: Strategy 1: Tactic 1: Influencer Post #7 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #17 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #9 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #18 | | Objective 1: Strategy 2: Tactic 1: Workout Tips #9 |

Week 10: April 5-11, 2020

| Sunday 5 | Monday 6 | Tuesday 7 | Wednesday 8 | Thursday 9 | Friday 10 | Saturday 11 |
|---|--|---|--|---|---|--|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #10 | Objective 1: Strategy 1: Tactic 1: Influencer Post #8 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #19 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #10 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #20 | Objective 3: Strategy 1: Tactic 1: Blog Post #5 | Objective 1: Strategy 2: Tactic 1: Workout Tips #10 |

Week 11: April 12-18, 2020

| Sunday 12 | Monday 13 | Tuesday 14 | Wednesday 15 | Thursday 16 | Friday 17 | Saturday 18 |
|---|--|---|--|---|--------------|--|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #11 | Objective 1: Strategy 1: Tactic 1: Influencer Post #9 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #21 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #11 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #22 | | Objective 1: Strategy 2: Tactic 1: Workout Tips #11 |

Week 12: April 19-25, 2020

| Sunday 19 | Monday 20 | Tuesday 21 | Wednesday 22 Earth Day | Thursday 23 | Friday 24 | Saturday 25 |
|---|---|---|--|---|---|--|
| Objective 3: Strategy 1: Tactic 2: Ambassador Offer Promo #12 | Objective 1: Strategy 1: Tactic 1: Influencer Post #10 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #23 | Objective 2: Strategy 1: Tactic 2: Ethics/Manu. Story Post #12 | Objective 2: Strategy 1: Tactic 1: Mission/ Value/ Earth Post #24 | Objective 3: Strategy 1: Tactic 1: Blog Post #6 | Objective 1: Strategy 2: Tactic 1: Workout Tips #12 |



Evaluation

Due to COVID-19 circumstances, implementation was not able to take place, yet I have analyzed how I would evaluate this campaign's success. By tracking how many impressions Girlfriend Collective achieved, along with story and post views, the number of impressions shall have improved. By keeping track of follower accounts as the weeks go by, the success of reaching out to the greater public is seen. Finally, by analyzing the results of sales, site visits, or account views by Earth Day 2020, we will be able to see how much traffic we were able to get in total.

Primary Audiences

Objective #1 Goal: To reach primary audiences of teenage and adult women who do work out to become interested in Girlfriend Collective's clothing line through advertising through social media (Instagram and Facebook).

Strategy #1 - Tactic #1 Influencer Promotions: For the primary audience of those who do work out, yet have not heard of Girlfriend Collective, with the 10 influencers featuring our brand every week, we will have hoped to have gained 500 followers in total. This will be tracked by monitoring how many new followers are earned within the week of the influencer's promotion. Fitness influencers promoting GFC to their followers who are interested in working out have now been pointed to an activewear line.



Evaluation

Strategy #2 - Tactic #1 Workout Tips Stories: For the primary audience of those who do work out, they will be able to see an activewear brand hosting a workout session with tips on health and fitness. Hoping this attracts those who are looking for a session, we will have hoped to gain at least 1,000 views in total and 100 followers per week. This will be tracked with Instagram and Facebook analytics tools. Announcing that GFC will be hosting weekly workout sessions will attract followers and viewers to the brand as the Earth Day sale approaches.

Objective #2 Goal: To reach primary audiences of women who shop sustainably to become interested in GFC's clothing line through advertising through social media (Instagram and Facebook).

Strategy #1 - Tactic #1 Mission/Values/Earth Appreciation Post: For the primary audience of those who shop sustainably, they will be able to notice Girlfriend Collective's mission towards protecting the earth throughout the 12 week Earth Day campaign. Hoping these posts gain their attention for sustainable activewear, we will hope for an increase of 50 followers per post, twice a week. This will be tracked with Instagram and Facebook's analytics system. Posting these mission statements will help differentiate Girlfriend Collective from other activewear brands.



Evaluation

Strategy #2 - Tactic #2 Mission/Values Story Posts: For the primary audience of those who shop sustainably, they will be able to view Girlfriend Collective's ethical and sustainable manufacturing process. With these story highlights, we hope to gain 100 followers per story post, tracked through Instagram and Facebook's analytics system. Those who shop sustainably will notice how GFC's products are produced and why their mission stands.

Secondary Audiences

Objective #3 Goal: To reach secondary audiences of women who do not work out or shop sustainably to become interested in GFC's clothing line through advertising through social media (Instagram and Facebook).

Strategy #1 - Tactic #1 Blog Posts: For the secondary audience of those who do not workout or shop sustainably, GFC will be able to reach them by writing blog posts to be featured on their website, reaching those outside of who do not follow GFC on social media. By posting 6 blog posts every other week, we hope to see an increase of website visits, using certain tracking tools. Posting these blog posts on Girlfriend Collective's website will allow SEO advantages, as certain keywords will allow the brands to result in more searches.



Evaluation

Strategy #1 - Tactic #2 Ambassador Offers: Taking advantage of user-generated content, Girlfriend Collective will be able to use their follower's photos to be featured on their website and social media. Allowing them to become a brand ambassador, representing GFC will allow them to bring new audiences, like their friends and family. This will extend GFC's audience towards the general public, not just those on social media. Follower counts will be tracked and with customized codes for each ambassador, GFC will be able to track their sales or pushes.



Stewardship

Girlfriend Collective is a brand that not only saves the planet, and uses ethical manufacturing, but also strives for a trusting relationship with their customers. GFC uses water bottles and plastic waste from ending up in the oceans and landfills to create active wear to keep one comfortable while taking care of themselves. Not only that, Girlfriend Collective makes sure that their manufacturers and workers are treated under fair and safe circumstances. GFC wants to share that same care with their customers through thoughtful actions. Using reciprocity and responsibility, when one is through with their Girlfriend Collective item, they gladly take it back to recycle material in exchange for store credit gift cards.

In this campaign plan, GFC will be focusing on relationship nurturing, showing their customers their value in exchange for their loyalty. By providing high quality clothing items from a trustworthy company that uses ethical manufacturing and sustainability, they can do such. With this 12 week Campaign leading up to their Earth Day Celebration Campaign, Girlfriend Collective will be able to share their mission and values of saving the planet and inclusion for all.



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