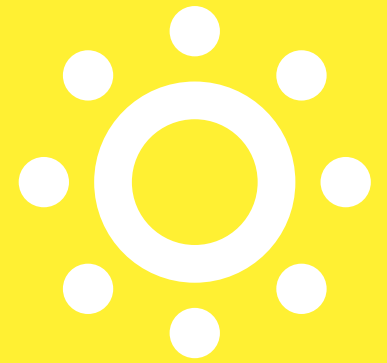
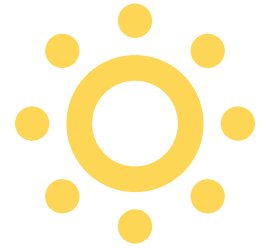


just



marketing plan
by blackbean creative





intro

This marketing plan is to help you understand your product's strengths and weaknesses in the market, identify your target markets and competitors, and generally understand how we can best position you for success.

We begin by refining your brand identity. This is where we combine creativity and insight with market research to create a more complete understanding of what your product really is. **It's a sunscreen, of course, but there's more to a brand than that.** What is the underlying philosophy of the brand? When the company releases an ad or makes a post to social media, who is it talking to, and why? What about this brand is so enticing that a consumer should spend their hard-earned money purchasing it? **This is about cultivating a central message that will be broadcasted to consumers in every marketing effort that follows, from packaging design to advertising to retail availability and price.**

Next, this document explore your competitors. It identifies a few of your top competitors, from large companies to local businesses, and evaluated their strengths and weaknesses. This helps you understand both the challenges and advantages you face in launching a new brand.

Finally, it identifies specific, actionable strategies to help bring your product to market and attract customers, including digital, social, and traditional media strategies.



Your brand identity doesn't begin with a logo or even a name. **In order to successfully launch a brand, we need to fully consider and truly understand what we're selling.** Great brands are guided by a core philosophy. Every marketing action they take is guided by this central idea. This helps make the brand resonate to its audience and ensure consistency between ad campaigns, across product lines, and over time.

vision statement

A vision statement is a short, simple guiding principle that acts as a roadmap for all business and marketing objectives. Some are extremely simple — the Alzheimer's Organization uses 'A World Without Alzheimer's'. Others are a little more nuanced. For instance, Make-A-Wish Foundation's is 'That people everywhere will share the power of a wish'. While we firmly believe that your vision statement needs to resonate with you, and as an outside marketing agency, we cannot and will not have the the final say, we have created the following statement as a guide for you to work with. You're free to run with it as-is, or consider it a springboard to producing your own:

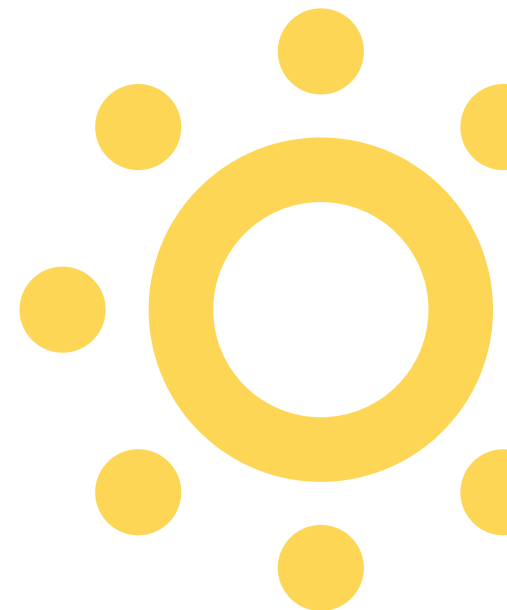
Truly Good Sun Care.

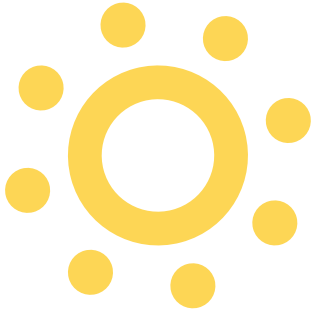
The rationale is this: the selling feature of this product is its goodness. From a health perspective, it's safer. From an environmental perspective, it's cleaner and more sustainable. From a business perspective, it's locally produced by a female entrepreneur. These are the features that will help set you apart, and the ones that will resonate with consumers.

positioning statement

A positioning statement is a description of how a product fills a consumer want or need. It involves identifying a need, a reason to buy, and a reason why you shouldn't buy your competitor's product. Like a vision statement, a positioning statement is used to clarify your business and marketing objectives. Our suggested positioning statement is below:

“For consumers who want healthier bodies, families, and communities, our product is a sunblock that cares for the well-being of our world. Unlike Coppertone and Neutrogena, we make small batch sun care products that are socially, environmentally, and medically responsible.”





customer personas

While there is certainly a niche market for men's sunscreen that can and should be exploited, at least **initially this product while primarily target women.** Research suggests (as does personal experience) that women take skin care, including sun care, more seriously than men, and likely drive sun care product purchasing in their households. **Especially when introducing a new product, women tend to browse and compare as they shop, while men tend to be more focused on completing the purchase,** often buying the first or most familiar product they see that fits their need. First and foremost, we will target the following women:

the bohemian

The Bohemian is unified more by interest than age or income; **these are farmer's market and Nature's Fare shoppers,** those who take a keen interest in natural health, shop organic, and are wary of pharmaceutical health solutions. While many men fall under this category, in general it includes more women.

values, attitudes, interests & needs

This group includes a diverse set of beliefs, with a unifying 'natural' factor. Many in this group are motivated organics shoppers. A significant portion are anti-GMO, and many consider the 'greenness' of products they purchase. Certified organic, environmentally friendly, fair trade, and other environmental or social justice emblems and badges are potent marketing tools for the Bohemian, but may be difficult or expensive to get certified for.

the bohemian

How do they connect/do business?

They may be quite active online; younger **'Bohemians' tend to be frequent social media users with like-minded friend groups. Facebook will be useful to connect with them.** This group tends to shop at high end, local, and natural health focused retailers; getting in these stores and selling through farmer's markets will pay dividends.

Where are they located?

Almost everywhere. This population tends to be more urban (as liberal social views are concentrated in urban areas) but can be concentrated in certain rural communities. Typically concentrated in BC and the US West coast.

Why would they purchase this product?

Alignment of values. They want to know that the products they buy are compatible with their deeply held belief systems. **Messaging to this audience totes the reduced environmental impact and lower risk of chemical absorption as selling features.** Local production may be appealing to this audience as well.



The Mom is typically 28 years and older, and - obviously - a parent. This group spans all socioeconomic classes.

Values, attitudes, interests & needs

When it comes to purchasing, mothers are motivated by many of the same factors as the Bohemian. Mothers are concerned about the health impact products could have on their family. **Safe and healthy products are appealing to mothers, particularly for younger children** who may be much more sensitive to harsh or harmful chemicals and scents.

How do they connect/do business?

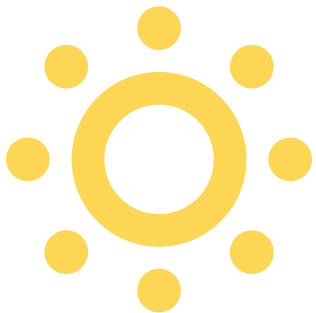
Hard to make generalizations about mothers. In terms of the mothers who would be considered high value consumers (those who would purchase frequently and provide positive testimonials to friends and family), this is another Facebook audience. **Many moms, particularly younger moms, turn to a variety of internet sources (blogs and social media influencers) for parenting tips or recommended products. An influencer campaign may work well here.**

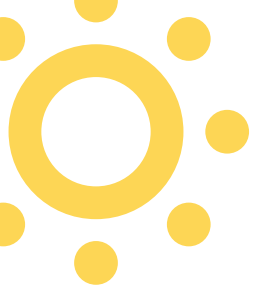
Where are they located?

Literally everywhere. Everyone has a mom.

Why would they purchase this product?

Marketing to moms is a bit of a carrot-and-stick venture: you can persuade them with product benefits (non-oily, promotes healthy skin, hypoallergenic) while driving them away from other products by describing their negative impact (chemical absorption into the body; potential for hormone issues/elevated risk of cancer, etc.). **Moms want what is best for their children. Give them a reason to believe this product is their safest option.**





the beauty queen

The Beauty Queen persona is typically (but not always) younger women, somewhat affluent, socially well-connected, and social media savvy.

Values, attitudes, interests & needs

The Beauty Queen has practical concerns when she shops for sunblock. Preventing sun damage is important, no doubt, but she also wants something that will blend well with her cosmetics, keep her skin blemish free, and moisturize without causing oiliness or acne.

How do they connect/do business?

Instagram, Instagram, Instagram. This demo is all about glamour and style. They love staying connected, and are very visually minded. Facebook is good too, especially for direct connections, but Instagram is prime.

These women are no strangers to online shopping. **Amazon fulfillment could work very well to sell to them.**

Where are they located?

Kelownafornia, where else?

Alright, pretty much everywhere. But **Kelowna is definitely getting younger with a socially connected crowd who live for the sunny Okanagan lifestyle.** There's a big audience for this product right here in the Valley.

Why would they purchase this product?

Positioning is important here. Cosmetics brands do a ton of marketing to appear high-end, luxurious, and unique, regardless of price point. Branding and packaging need to be an extension of the product itself. **The product experience needs to feel right to motivate purchases.**



Location

Global

Global

Local

Existence

Decades

Founded 1997

Founded 2007

Target market

The big fish in any pond. These companies have dominated the mainstream sunscreen markets for decades and have dozens of products targeting nearly every need, from lotions and sprays to children's products, tanning oils, and cosmetics.

Almost exactly our target demographic. Leans more heavily on the Bohemian than the others.

Local and organic producer of a variety of health and beauty products including sunscreen. Targets the 'Bohemian' demographic predominantly.

Selling points

Variety and price. Between the mainstream brands and their store-brand knock-offs, these are the most affordable and broadly available sunblocks and sun care products.

Heavily advertise their reef friendliness and various natural/organic accolades.

Local appeal. Claims to engage in 'wildcrafting' - harvesting extracts and ingredients from local flora to produce their products. Decent distribution across Western Canada and a growing reputation.



Decades of marketing and advertising mean that the big brands (Coppertone, Banana Boat, etc.) have undisputed market dominance. For many consumers, they go straight to their preferred 'big brand' and don't shop around.

In terms of weaknesses, the big brands may be off-putting to some socially conscious consumers, or prone to criticism that smaller brands can dodge. Think McDonalds vs. a local burger joint; nobody hounds the local restaurant to add healthy choices despite selling the same product.

High quality branding and great brand storytelling. Diverse range of products from cosmetics to underarm deodorants and, of course, sun care products. They do a very good job within their target market, but it's very narrow. Less broad appeal than many brands, much more focused on natural health advocates. Sold almost exclusively through natural grocery stores and health food stores.

Despite the ever-growing organic and natural health market, Back to Earth is pigeonholed as a very Bohemian-esque product. Crossover appeal is relatively low, especially with the price point being fairly high. Not focused exclusively on skin care or sun care, so their marketing efforts are diluted across different market sectors. Relatively poor package design and marketing with low appeal to other demographics.



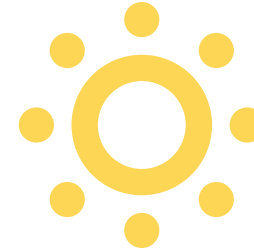
A SWOT analysis is a common tool used to nail down your position in the market. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. By understanding where your business falls in each category, you can better prioritize your marketing and financial resources.

strengths

- On trend — **natural health products have never been more popular.** Conversely, traditional sunscreens have never faced more negative press. This is a good time to enter the market.
- **Access to CBD — your access to medical cannabis products may prove a huge boon as such products become legal.** Offering a CBD infused sunblock or after care product will be an exciting addition to the market that many other brands will not be able to do.
- **Product simplicity** — this product is relatively simple to produce, which makes production comparatively easy, and contains few ingredients, which is a powerful selling point.

weaknesses

- Distribution — **starting from the bottom is tough.** Selling online is great, but getting into retail stores is still a very important part of growing your business. Businesses big and small have some sort of local, national, or international distribution already. You will need to develop the same in a timely manner to compete.
- Certification — selling health products gets complex and expensive quickly. Getting initial certification will run thousands of dollars; expect the same costs once you're able to expand your lineup with other ingredients, especially CBD oil. **If you can weather the storm in starting your business, you'll be well positioned to succeed.** Many businesses, however, do not get past the preliminaries.
- Consumer education — while this brand has strong selling points, **you will need to effectively educate consumers on why they should purchase this product instead of your competitors'.**



opportunities

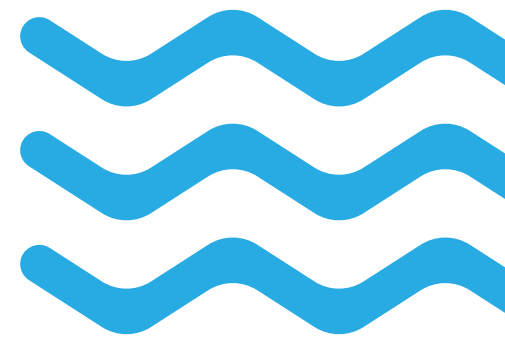
- Location — **In terms of Canadian cities to start a sunblock brand, Kelowna's a pretty good one.** Its reputation as a sunny vacation destination and world-class haven for skiing in the winter mean it's as good a place as any to get your product off the ground.
- **Positive press — there are abundant opportunities for positive press, either directly or indirectly.** For instance, bad press for your competitors equals good press for you. With more and more focus on the downsides of chemical sunscreens, you stand to benefit. Additionally, there are opportunities to feature your business locally in a variety of publications, and even potentially partner with charitable organizations to reinforce the positive messaging of the brand.

threats

- Strength of competition — While this is an exciting time to enter the market, it's also a dangerous time. The industry giants will continue to dominate, while many smaller players are also trying to eke out market share. **You'll need to quickly move past the entry-level businesses on the market before you get drowned out by your competition.**
- Turbulent regulatory rules — **Health products, especially natural health products (and even more especially cannabis products) are under constant review.** Unpredictable restrictions or loosening of laws could have negative consequences on the viability of individual products and the business as a whole.

customer journey

	The Bohemian	The Mom	The Beauty Queen
<i>how do we get their attention?</i>	Educational resources. Blogs or social media posts within their 'bubble' will resonate with them. Reinforce talking points about the harms of other types of sunscreen/skin products and drive home the environmental message. Get reviewed by prominent organic/eco blogs.	Focus on kids' health, particularly the hormonal impact of chemical sunscreens. The goal is to inform them of the risks and generate a little anxiety over the use of ordinary sunscreens. Coppertone's loss is our gain.	Explain the skin benefits of the sunscreen. Demonstrate that it can be used as a base layer beneath their makeup for sunny days.
<i>how do we hold their interest?</i>	Engage them in conversation, online or at events (farmer's markets, demo tables in stores). Being the 'little guy' resonates with this crowd, and they have a lot to say.	Frequency. Advertise to the average 'mom' demographic on Facebook with the same message about the risks of chemical sunscreen. Promote the hypoallergenic nature of this product along with its safety and high SPF. Repetition will develop brand awareness.	Get it reviewed on social media! Instagrammers will eat this up.
<i>how do we foster loyalty?</i>	See above. Ingrain yourself with the natural health crowd. Gain their trust and spread your influence through word of mouth.	Make it easy. Get into grocery stores and/or drug stores as soon as possible, so they can buy it with their regular groceries. Continue to blitz them on social media with both product benefits and competitor drawbacks.	Make online purchasing really easy and polished. Create a lifestyle brand around the product, and make sure they can get it through Amazon or other online markets as well.



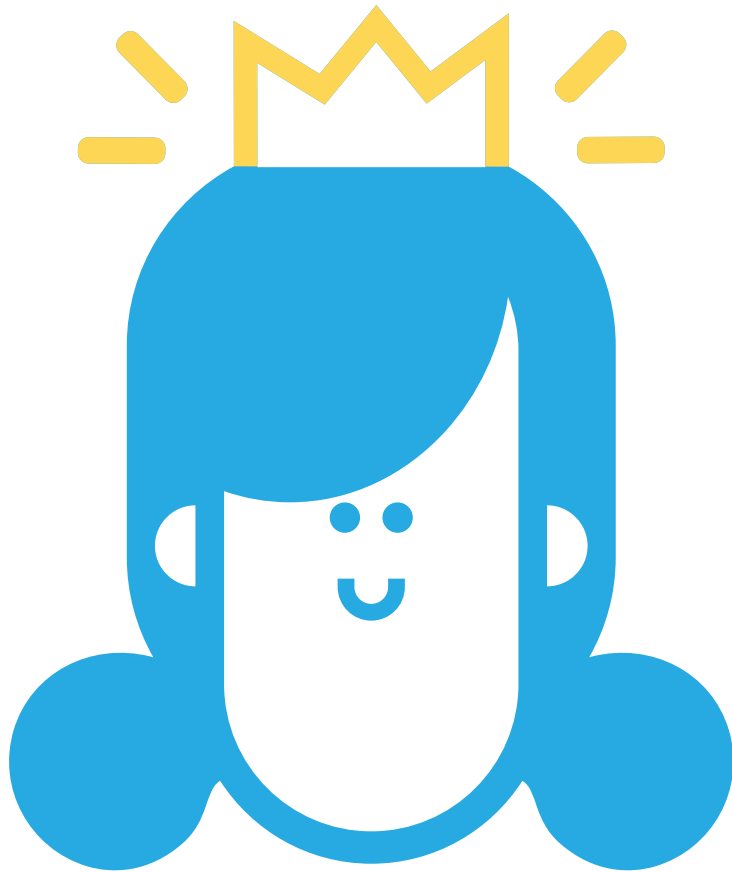
social media strategy

The bulk of advertising will occur on social media. **Social media could use a three-pronged attack, one for each major consumer profile. There's heavy overlap between these demographics, so you're hitting on a bit of each with each campaign.** *Bohemians and Moms* are similar, in that they're motivated as much by benefits of your products as by drawbacks of more mainstream products. The difference is in the focus. Bohemians are more concerned about their own health and the environment. Moms are concerned about their family's health. Present the facts to them in such a way that they A) develop negative associations with chemical sunscreens and B) become convinced that you offer the solution.



This can and will involve paid advertising, but it also involves direct engagement. Being one of the 'good guys' means being personable and receptive to the opinions of your customers. **Some good old fashioned customer relations will go a long way in creating a strong and likeable brand.** These demographics are best reached on Facebook.





The Beauty Queen is our millennial market. We reach her through Instagram, and take inspiration from cosmetics companies. Give them a peak behind the curtain as you develop new product lines, or just get great photos of people loving the sun while enjoying your product. You get them through cultivation of a particular lifestyle, using the health and environmental benefits as window dressing. **You could certainly take inspiration from feel-good campaigns as popularized by Dove and Always, or go in more of a fashionable, playful direction.**

Finally, **this group (and the others, but especially the younger, Instagram-friendly crowd) will respond exceptional well to social media influencer endorsements.** Shopping around for a good option here could pay dividends and help you reach an international audience.



e-commerce

E-Commerce is a must-have feature when launching your product. **An e-commerce store allows you to reach consumers across Canada, and provides an information portal and landing page for our ads to direct interested consumers toward.** We will build an e-commerce store on WordPress, using industry standard WooCommerce to handle the product catalog, calculate shipping, and more.

Depending on whether you'll be ready to sell internationally or not, we'll limit access to the e-commerce store to Canadian customers.

WooCommerce can integrate directly with Canada Post, making shipping straightforward and affordable.



print/TV/radio/other

Traditional advertising still has significant reach and impact. Curating the right opportunities is important here, because traditional media gets expensive quickly. Much like social media influencer endorsements, print promotions in popular publications can get you noticed. Native advertising (marketing articles 'disguised' as regular magazine or newspaper content) can reduce the jarring effect of an advertisement and better engage your readers. Numerous local publications offer this type of advertising, but it generally isn't cheap. Still, for brand awareness it can be a powerful tool.

TV and radio are unlikely to be worthwhile platforms for you. I would avoid spending money here, as they really aren't conducive to retail products.



One of the most important forms of traditional marketing is also the most intuitive: simply being available for purchase. Getting your product into high volume retail spaces is key to long term success. While digital campaigns can drive sales fairly well, nothing beats the convenience of picking up a product right off the shelf. **The first and most desirable target is Nature's Fare, though most Western Canadian grocery stores (notably Save on Foods) are trying to feature more natural and local product.** Internationally, a store like Whole Foods would be incredible for business development. The online purchasing platform RangeMe is a digital tool we can use to promote your product to interested retailers around the world, including Whole Foods.

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