

Bringing Awareness to Mental Health by Promoting Community Building



#WhatMakesYouGlow

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2021 FSF Scholarship Competition

goop

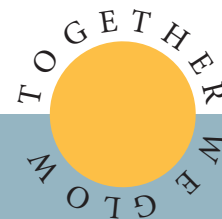


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Campaign Mission

Background and Strategy

Merchandising Campaign



Together We Glow Campaign

Goop brings awareness to mental health by encouraging consumers to build community through ecommerce and instore touchpoints. A percentage from the GoopGlow sales will go to various charities assisting those who struggle with mental health issues.

The future of beauty is a shared sense of belonging.

“

**IT'S OKAY
TO RELY ON
OTHER PEOPLE.**

”

—ABBI JACOBSON
#goopPodcast



The Inside Goop

Top Competitors

WHOWHATWEAR

Who What Wear is perceived as one of Goop's biggest rivals. The company was founded in 2006 in Los Angeles, California. Who What Wear competes in the Publishing field, and generates \$16.5M less revenue than Goop.

philosophy®

In 2014, this chicly packaged skincare and perfume brand launched an initiative called Hope & Grace aimed at raising \$10 million to combat mental illness.

To date, Philosophy has donated \$4.3 million to charities directed to mental health particularly on issues that affect women, like postpartum depression, and trauma associated with domestic abuse.



Goop Overview

Founded in 2008.
Founder/Ceo - Gwyneth Paltrow
Headquarters - Santa Monica, CA
Status - Private.
Industry Sector - Publishing, Broadcasting



Target Market

High income individuals,
mostly women, with an interest in personal wellbeing.

Goop knows how this person shops, when she shops, her needs, and what she's interested in before even she knows it.

Launch Date

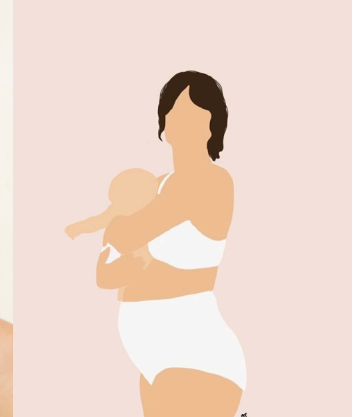
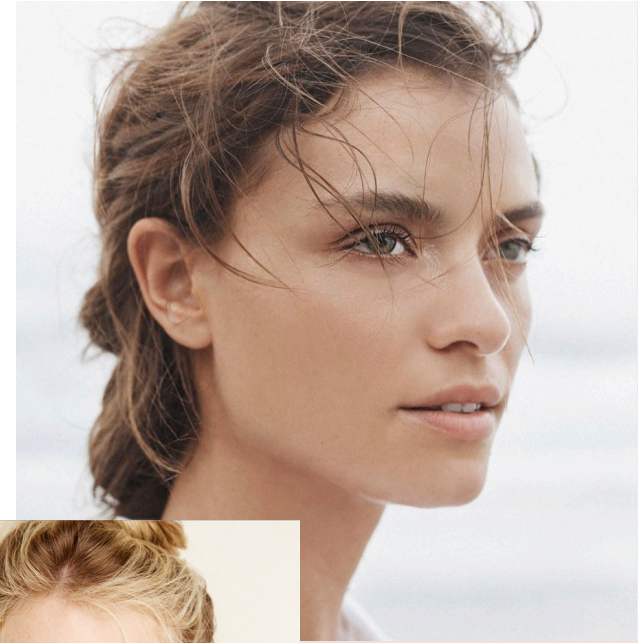
- Early May delivery, campaign exiting in October.
- Maximizes selling due to May being Mental Health Awareness month
- One week in October brings awareness to mental health as well, which will drive sales for the final month.

Duration

May 2021 through October 2021

Goop's Tone Of Voice

Sounds like a trusted friend



Retailer Justification

Sephora x Goop



Sephora would benefit further from this launch with Goop, seeing as both companies saw great return from their first venture together at the end of 2019. Sephora is a real innovator in the beauty space, and presenting a campaign that is taking strides towards mental health awareness, confidence boosting, and community building; the pairing shares the same values and stance making it quite seamless.

What better way to introduce this campaign than the retailer who changed Goop's direct-to-consumer business model.

This is just the beginning.

Product Assortment

<u>Style</u>	<u>Description</u>	<u>Color/Print</u>	<u>Sizes</u>	<u>Retail Price (\$)</u>	<u>Units on Hand</u>
GoopGlow	Body Luminizer	N/A	80 ml	48.00	1,000
GoopGlow	Skin Powder	N/A	5 Pck	12.00	1,000
GoopGlow	Skin Powder	N/A	12 Pck	60.00	1,000
GoopGlow	Exfoliator	N/A	15 ml	42.00	1,000
GoopGlow	Exfoliator	N/A	50 ml	125.00	1,000
GoopGlow	Overnight Peel	N/A	4 Pck	45.00	1,000
GoopGlow	Overnight peel	N/A	12 Pck	125.00	1,000

COGS: \$ -

Total product Costs: \$ -

Margin Goals: % -

Goop to date, has been valued at \$250 Million, with an estimated annual revenue of \$20 Million. In 2017, Goop introduced GoopGlow along with other wellness products earned \$100,000 in sales in the first day, with 25% of those sales coming from GoopGlow.

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Allocation Plan



In-Store Merchandise

Retailer

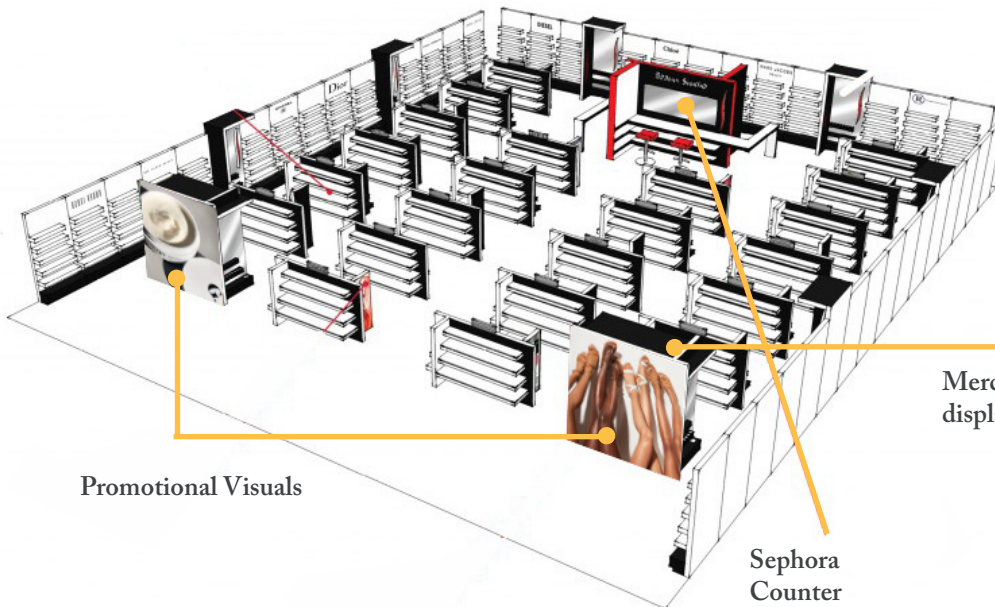
Sephora
Sephora
Sephora
Sephora
Sephora
Sephora
Sephora

Location

SF
NYC
LA
ATL
STL
NYC
EC

Goop will enter the select Sephora stores that they are in now, starting with the locations with their highest demand of product.

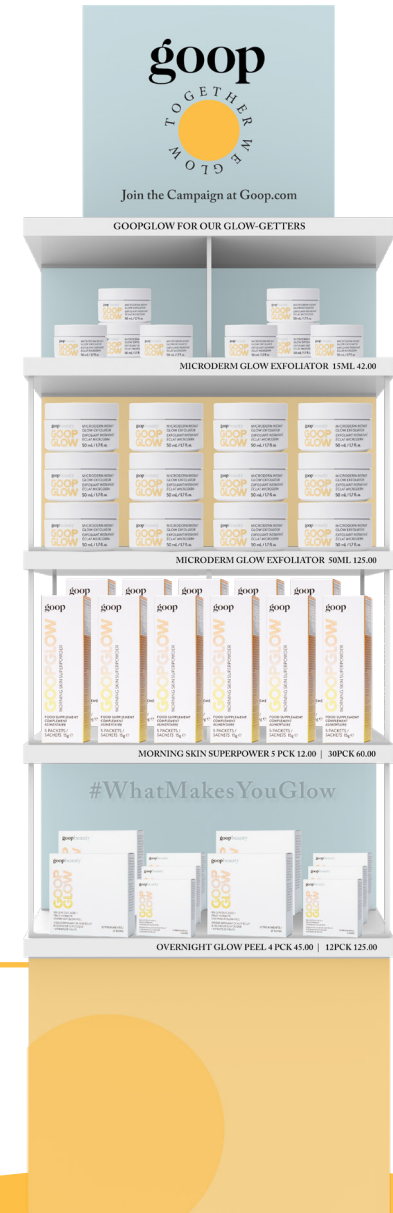
The displays will be at the forefront when customers first enter.



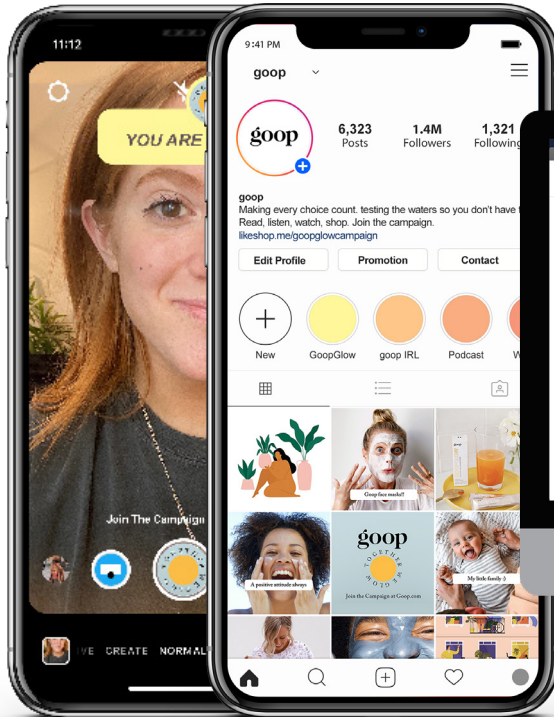
Promotional Visuals

Merchandise display

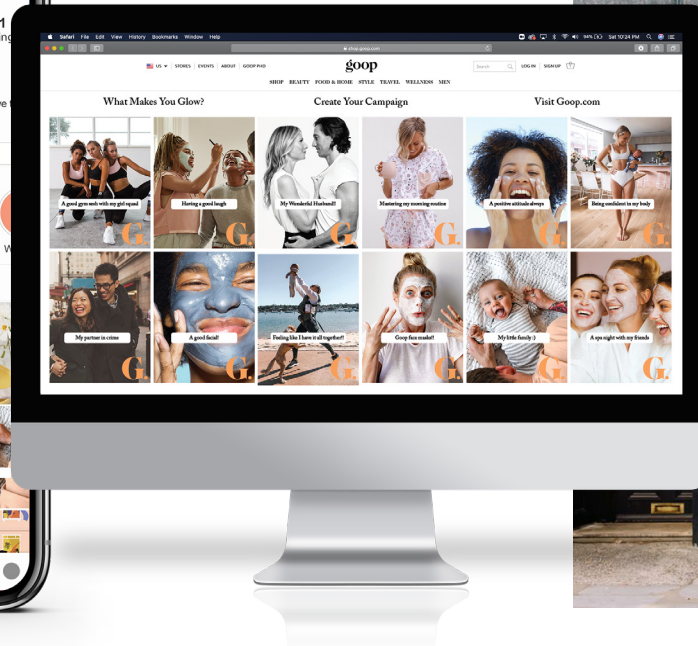
Sephora Counter



Omni-Channel Launch Plan



Social Channels via
Instagram & Instagram Filter



E-commerce Site



Brick & Mortar
Select Locations

Distribution

Adjustments to Allocation Numbers

Owned E-commerce Site

All GoopGlow products are available on Goop.com
Mental Health related blog posts

Retail Stores

This campaign and GoopGlow product line will be available in flagship locations. (5)

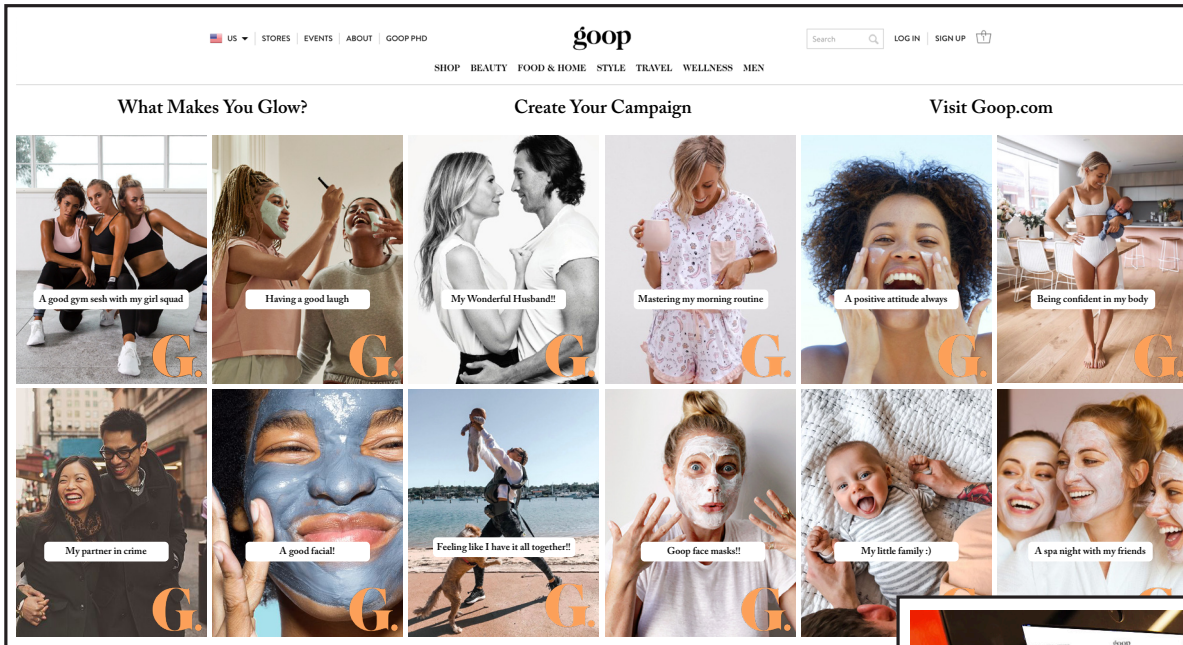
Brick & Mortar Retail Partner

The In-Store Touch-points will only be available in select Sephora stores in New York, Los Angeles, Seattle, San Francisco and Atlanta.

This Zeitgeist inspired product launch interactivity is projected to generate an increase in revenue so more GoopGlow inventory will go to the selected brick & mortar locations.



Marketing Campaign



In-Store Touch-points

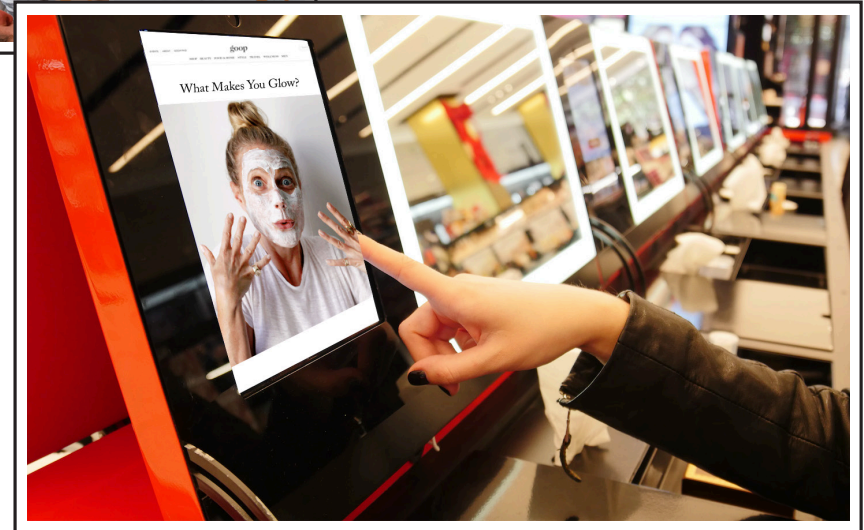
All Goop and select Sephora stores will have this interactivity, where consumers have the opportunity to create their own campaign, telling us what makes them happy, encouraged, and *glow*. They have the option to link any Instagram picture or snap one right in the store and upload.

E-commerce Marketing Plan

To celebrate GoopGlow we created a space that allows our community to chose an image meaningful to them, with a chance to express themselves through our question of 'What Makes You Glow?'

This is our way of celebrating the notion and uniqueness of individuality and an opportunity to thank our partners, retailers, staff and the loyal customers who have supported and grown Goop to what it is today.

Let's celebrate our Glow-Getters!





Background Description Share

What makes YOU glow?

Finding the humor in any situation and
Goop face masks of course!!

Name

Gweneth Paltrow

Instagram

your_handle

Email (Your address will not be shared or visible)

gwen@goop.com

Subscribe to the Goop newsletter

I accept the terms of use

Next

Instagram interaction will reach thousands if not millions of potential customers who may not have heard of Goop, but would have interest in aiding mental health.

Marketing Tactics

Email Marketing

(By subscribing to our Goop newsletter we will add mental health/wellness tips and blog posts as well as direct links to our products)

Interactive Website Campaign

(Upload your image and description to be apart our our uplifting, positive and encouraging community - that makes our consumers feel like they are never alone)

Website Chat Box and Therapy Referrals

(We encourage our consumers to talk to us and lean on us as our company's tone of voice is like a trusted friend)

Instagram Filter

(What GoopGlow product are you?)

In Store Touch-points

(Both in Goop and Sephora stores, we will have the same setup with the interactivity on a digital screen that they can share and answer the question)

What Makes You Glow?

You Are:
Resilient
Strong
Glowing
A Glow-Getter
Capable

Call To Action



Social Channel Interaction

Profit and Loss Statement

Revenue

Net Sales \$3,199,000.00
Receipts -

Cost Of Goods Sold

COGS \$495,000.00
Gross Margin \$18,699,000.00
Average Inventory \$504,000.00
Inventory Turnover 2.57

Operating Expenses

Social Media Advertising/Marketing \$150,750.00
Product Development \$9,000.00

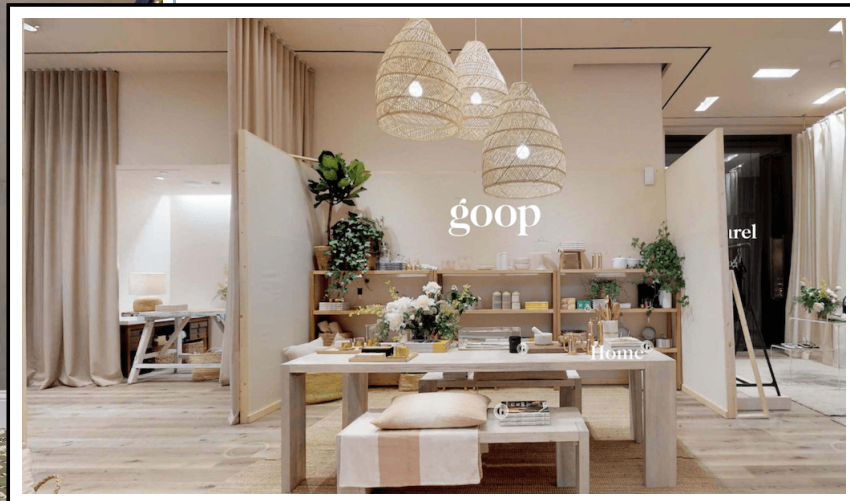


Marketing Expenses

Social Media Advertising
Cost Per Click (CPC)
Average Cost = \$1.1

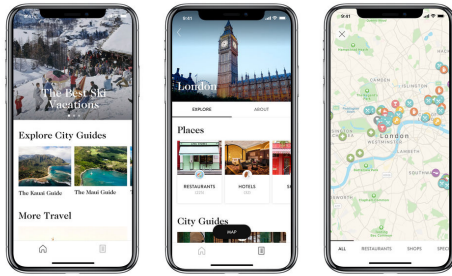
Assumptions
Reach avg. 140,000 clicks

Ipad Screens in 6 Goop
Locations costing \$250
Totaling = \$9,000



Expansion and Scaling

G. Spotting Travel App



Since the *What Makes You Glow* campaign is predominately digital, with the exception of a few in store touchpoints; expansion looks a little different then most.

Plans for expansion would include, either continuing with Mental Health, or introducing a new politically, culturally, or socially relevant topic to pair with a new product line.

Having done wellness, we could expand to travel, beauty, style, food and home, mens section.. and reach wider audiences while bringing awareness to the chosen zeitgeist.

Food & Home

THE
**goop
Fellas**
PODCAST

Scaling *What Makes You Glow*:

Switch from digital campaign to a pop up event, gathering together, celebrating and bringing awareness to Mental Health through various activities. (yoga flow session, cooking demo, panel of speakers bringing these topics to light) Make it a big event.

G. Men Label

Appendix - Furthered Research

What factors contribute to the success of products that leverage awareness to mental health as their mission?

Brands born out of the minds who struggle with mental health.
Those who struggle, shift their focus into an entrepreneurial mindset to help others alike.

@MaisonDeChoup

Being personable as a business, and seeking in-person relations.

@Philosophy

Donating a percentage of sales to organizations that provide hands-on help.

Global wellness industry valued at \$4.2 Trillion



@MaisonDeChoup



@Philosophy

Appendix - Furthered Research

What factors contribute to the success of products that leverage awareness to mental health as their mission?

Donating a percentage of sales to organizations that provide hands-on help.

@SaksFifthAvenue

@Lord&Taylor

@SaksOffFifth

Streetwear brands visualizing their awareness through graphic hoodies and tees.

@MadHappy

*Launch of a campaign
"The Future is Stigma Free."
with an exclusive t-shirt
and donated proceeds.*



This initiative marks the next step towards the commitment made in 2017 to distribute \$6 million CAD to support mental health services by 2020 through the HBC Foundation's in the U.S. and Canada.

@MadHappy

"We wanted to try to create a very optimistic and positive brand in a time we thought a lot of brands were very negative and closed off."

Appendix - Furthered Research

What factors contribute to the success of products that leverage awareness to mental health as their mission?

Bring awareness through in-store touchpoints.

Meditation and Calming Booths
The Wellery Studio
Exclusive Products for support and awareness.

@SaksFifthAvenue

@HappyNotPerfectApp

Innovations that Matter.
Installations that promote
Mental and Emotional Wellbeing.



Appendix - Furthered Research

Art Installations that promote Mental and Emotional Wellbeing.



A vending machine in Sydney invites people to think about mental health by dispensing consumables for the mind.

Distributed small activity packets to passers-by, creating a fun and interactive experience. (Notes, maps, pencils..etc.) were among the available items with labels such as 'Bravery', 'Friendship', and 'Structure'.

Asks the public to think about consumerism and our psychological needs.

Imagine being able to access and purchase solutions for emotional needs with the same ease as we do our physical needs.



Footnotes - Bibliography

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