

**glowing greetings with**

**gloop**

BLACK FRIDAY CAMPAIGN PITCH  
BY HEATHER HARPOLE

**G.**

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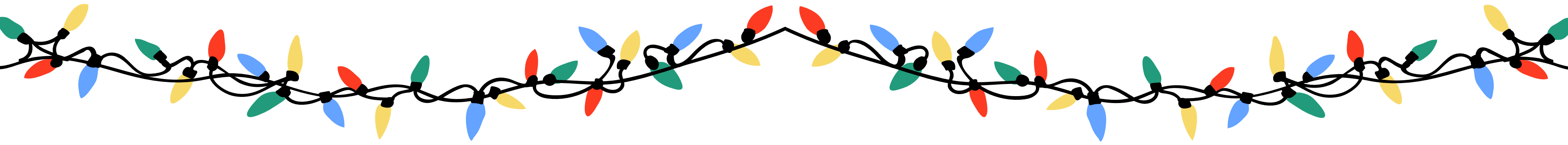
- Calendar
- Content calendar

## EVALUATION/METRICS

- KPIS

## WORKS CITED





**situation/concept**

## HISTORY OF GOOP

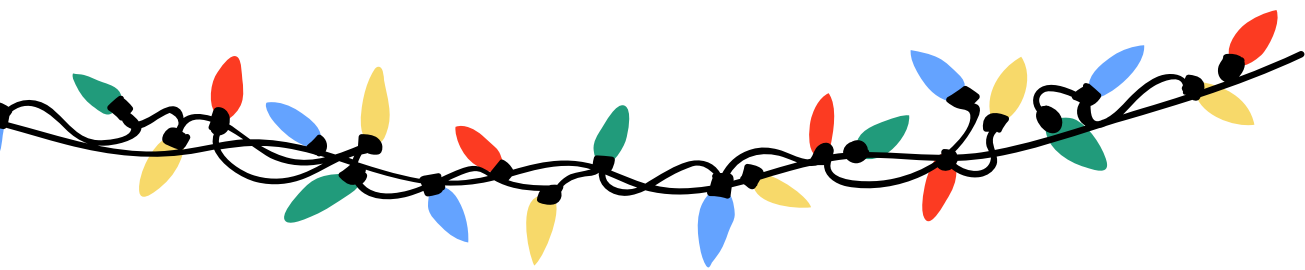
Actress and public figure, Gwyneth Paltrow created goop in 2008 when she began sharing health and wellness content in a newsletter. As she gained more subscribers, the brand expanded to an E-Commerce site to sell her favorite products. Multiple pop-ups later, goop opened its first store at the Brentwood Country Mart in 2017. Today, customers can purchase products in over forty stores nationwide and five brick-and-mortar locations. Now goop has its own presence on social media platforms to connect with customers worldwide.



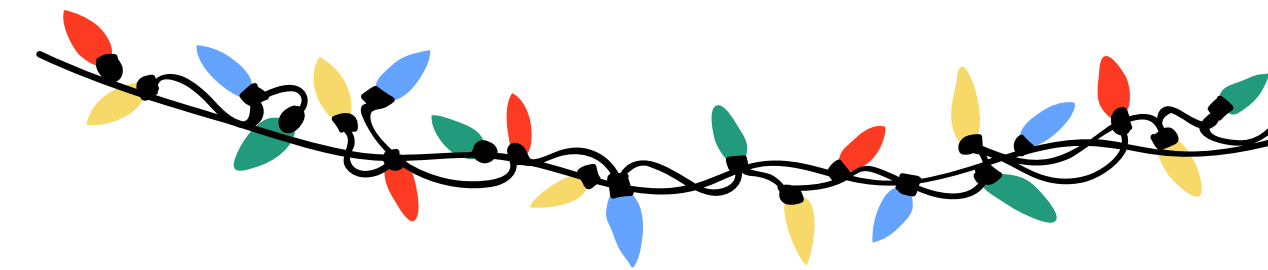
## CURRENT TARGET MARKET

- Positioned in Lifestyle and Wellness industry
- Sells beauty, fashion, and sexual health products
- Clean aesthetic for consumers to take inspiration from
- Mainly focuses on women but recently extended to goop men
- Target market ranges from ages early 20s and 27-55
- Individuals have undergraduate college degrees and higher
- They make an average income of \$75,000-\$500,000 a year
- Consumers enjoy luxury vacations, community workout classes, and attending high-profile events
- Individuals value self-care, personal growth, and satisfaction
- They invest in premium products and are innovators/experiencers





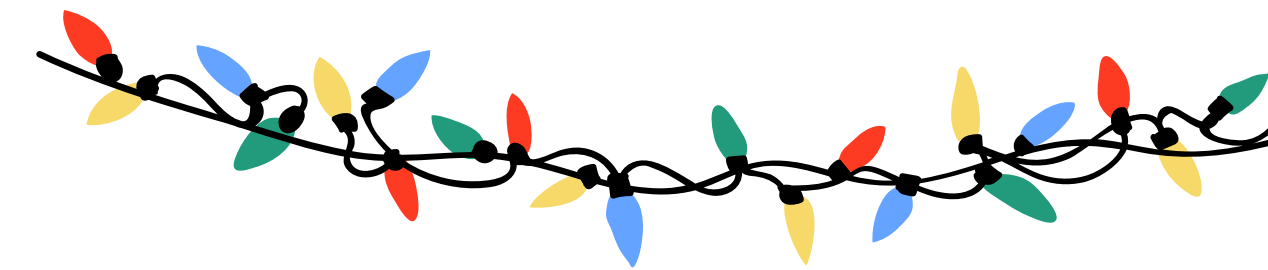
## **mission statement**



“We take a curious, open-minded, and service-centric approach to the work we do. We ask questions about all of it. We believe that people can take what serves them and leave what doesn't. We recommend what we love and what we think is worthy of your time and wallet. We value your trust above all things” (goop).



# swot analysis



## STRENGTHS

- Prominent in the public eye because of the founder's presence
- Unusual topics and many are still taboos today
- Cult-like following
- Consumers dedicate themselves to personal health
- Clean branding that can be consistent for campaign image
- Has had previous successful holiday campaigns

## WEAKNESSES

- Negative public image in the past due to promoting products that have not been approved by doctors
- Lying about effectiveness of products
- Exclusive products sold at premium prices
- Classist despite marketing as inclusive

## OPPORTUNITIES

- Press opportunities and the brand is newsworthy because of prominence, unusualness, human interest, proximity, timeliness, and conflict
- Holidays approaching which would help a campaign to gain traction for gift ideas
- A strategy to improve public image
- Connect with editors and press outlets to maintain relations for future growth
- Opportunities to collaborate with retailers that sell goop products through pop-up experiences and interactive events
- Collaborate with influencers to increase brand awareness
- Create podcast episodes promoting the campaign

## THREATS

- Public image on the line
- Stores shutting down because of controversy
- Doctors and scientists not approving the products
- More inclusive price brands generating higher sales

concept

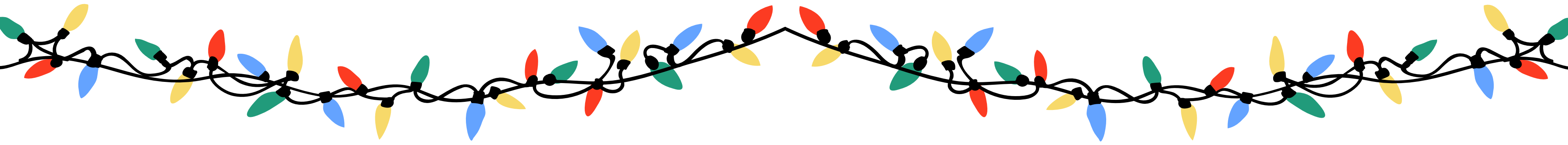
## ABOUT THE CAMPAIGN

- Titled “glowing greetings with goop” to raise brand awareness before Black Friday into the holiday season
- Multiple experiential marketing activations to promote the GOOPGLOW collection
- The theme of the campaign revolves around the holidays
- Campaign will generate press recognition and provide influencers and public figures with content creation opportunities
- Gwyneth will share her favorite ways to use the products and reasons why she would gift them to friends and family
- The brand will utilize new media marketing strategies along with traditional marketing to reach the demographic



G.





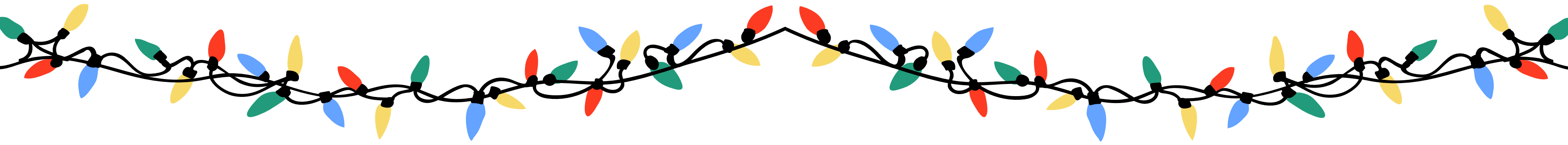
**goals/objectives**

**G.**

## CAMPAIGN OBJECTIVES

- *Positive Brand Awareness:* Goop would like to improve their image to consumers and rebuild connections with the press by gaining their trust back.
- *Strengthen Brand Loyalty:* Goop has the ability to offer loyal consumers exciting perks and benefits. The company can give back to customers by developing experiential elements to their marketing strategies.
- *Be Unusual to Increase Competitive Advantage:* Goop has always been ahead of the trends. The brand can play into this by improving their image during this campaign while still creating a shock factor to maintain interest over competitors.





**audience**

## CAMPAIGN TARGET MARKET

- Target market aligns with goop's current demographic
- Consumers are in their early 20s to 50s
- They care about personal health, friends' self-care, and family's well-being
- Individuals want to treat their loved ones to products that keep them glowing into the new year!
- They have active lifestyles and are on-the-go
- Many attend holiday parties and dress up frequently
- Luxurious lifestyle and will pay a premium
- Innovators and Experiencers



## PERSONA 1: EMILY JONES

- **Age:** 21
- **Profession:** Student at University of Southern California
- **Income (parents):** \$250,000-\$500,000
- **Hobbies:** Going on trips with her sorority sisters, hangover recovery self-care days, loves getting facials and massages, trying healthy restaurants with friends, posting the trendiest content on social media, and going to exclusive events and clubs
- **Values:** Community activism through her sorority, cruelty-free beauty products, gluten-free options



## PERSONA 2: ELICIA GARCIA

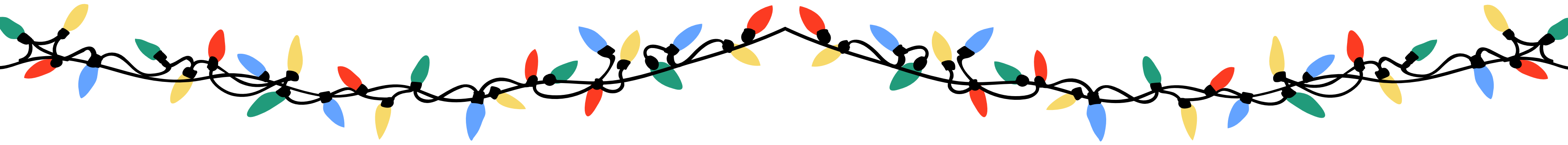
- **Age:** 34
- **Profession:** Producer
- **Income:** \$85,000-\$130,000
- **Hobbies:** Enjoys visiting local supermarkets and DIY projects around her home. She attends red carpet events often and travels for work. Loves scouting for new locations to film and plan events at. She goes on wellness retreats frequently and goes on trips with her boyfriend. This year she is celebrating the holidays at her boyfriend's family's home. She's always on the lookout for gifts to impress them.
- **Values:** Donating to film foundations, sponsoring events, does local charity work in the arts



## PERSONA 3: ANGIE WILLIAMS

- **Age:** 44
- **Profession:** Interior Designer
- **Income:** \$150,000-\$250,000
- **Hobbies:** Loves decorating her home, enjoys getting breaks from the kids, takes her dog for walks, goes to workout classes every morning, attends high-profile events in her city, visits art galleries, travels with her family, and spends her free-time baking. She enjoys shopping for her husband, children, parents, and friends.
- **Values:** Donating to charities and attending charity events, self-care activities, healthy alternatives, spending time with her husband





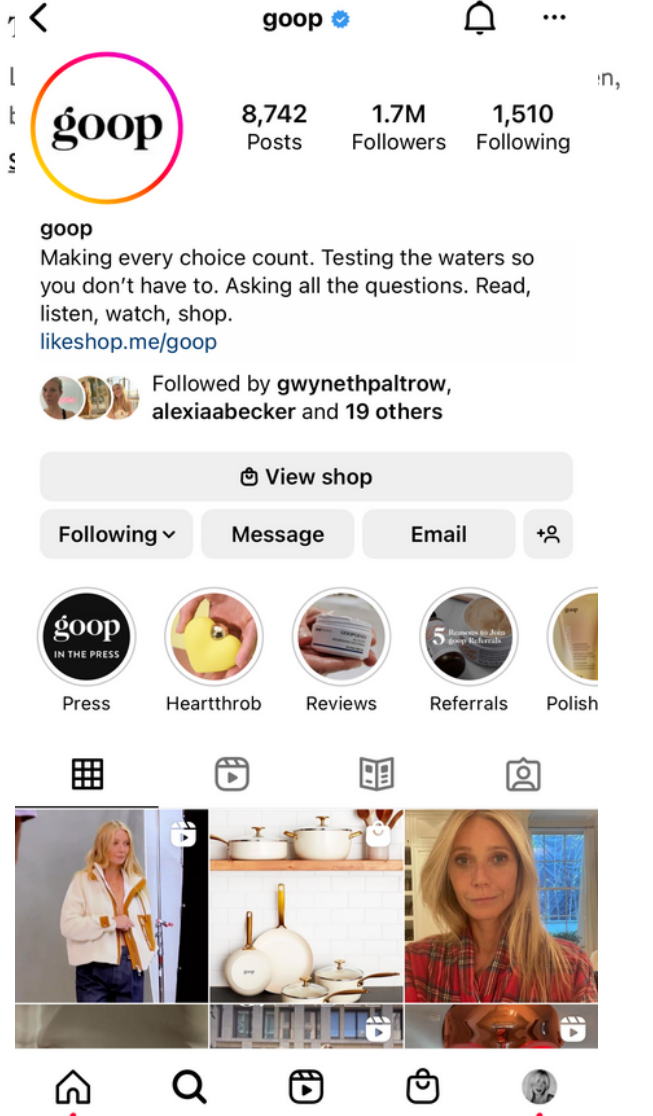
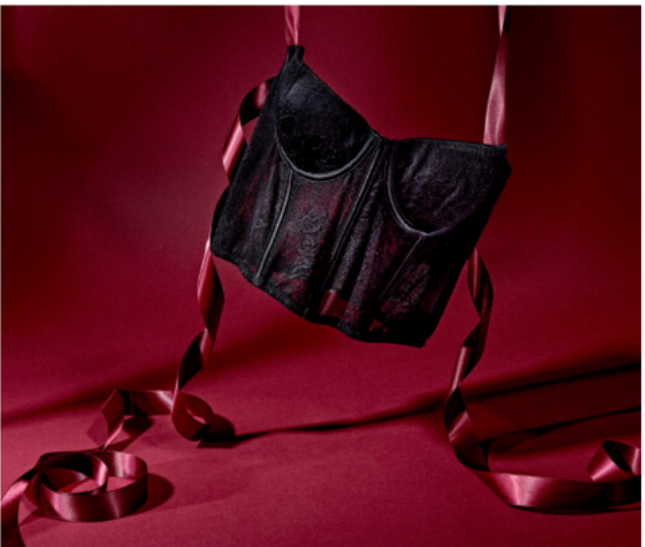
**strategy**

**G.**



# CAMPAIGN STRATEGY

- *Owned Media:* Goop will post on their Instagram, Facebook, Twitter, TikTok, Pinterest, website, blog, podcast, and newsletter to market to their brand loyal followers
- *Paid Media:* Goop will use SEO to increase their E-Commerce presence. Ads will be ran on Facebook and Instagram. Goop will pay TikTok to have an ad ran on the For You Page a couple days leading up to Black Friday.

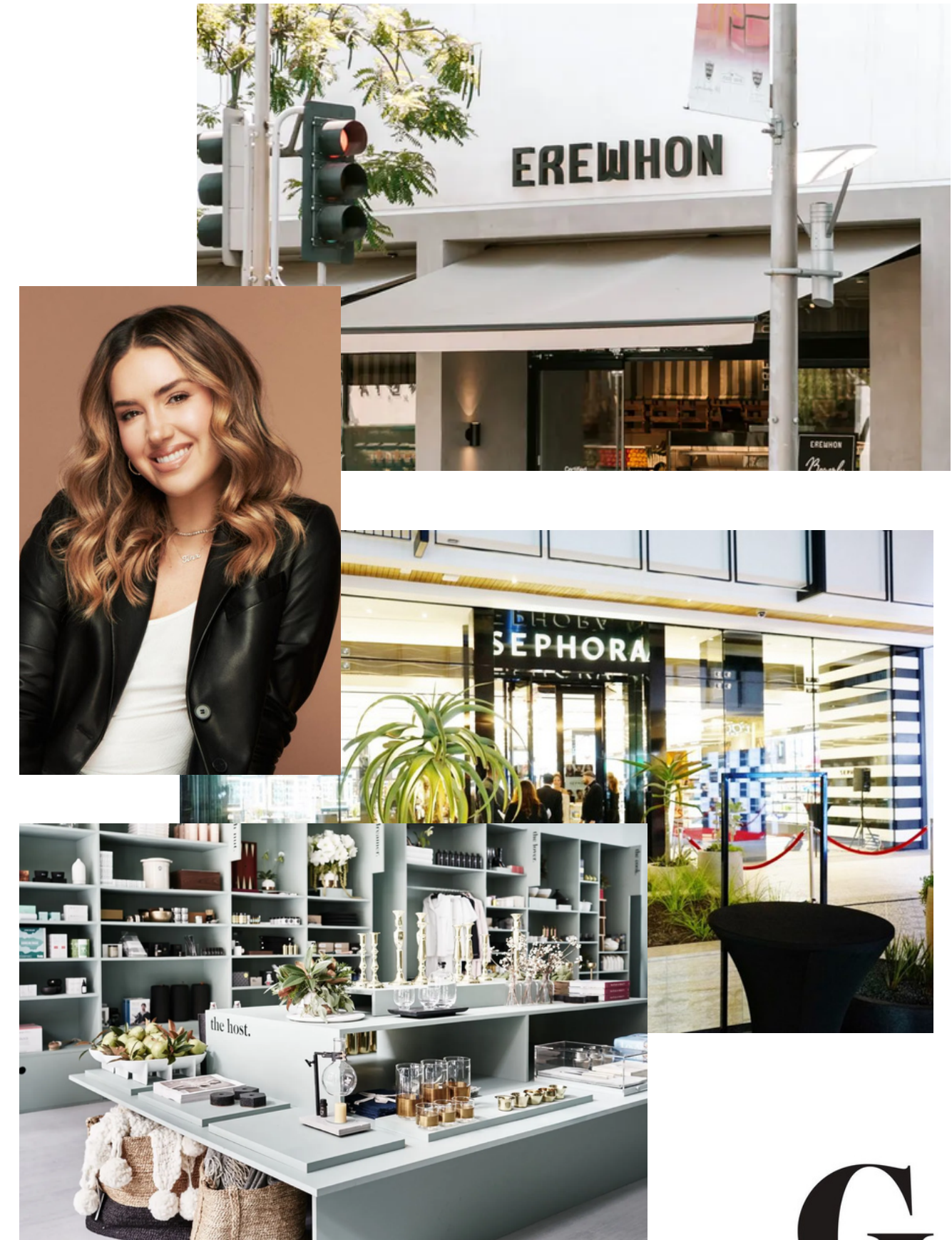
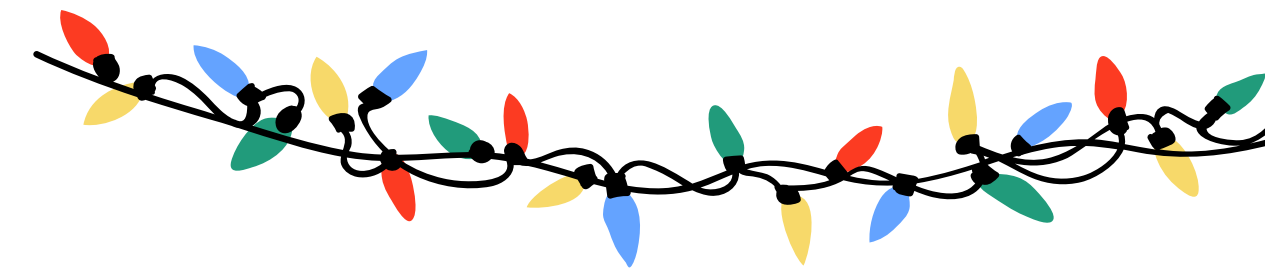


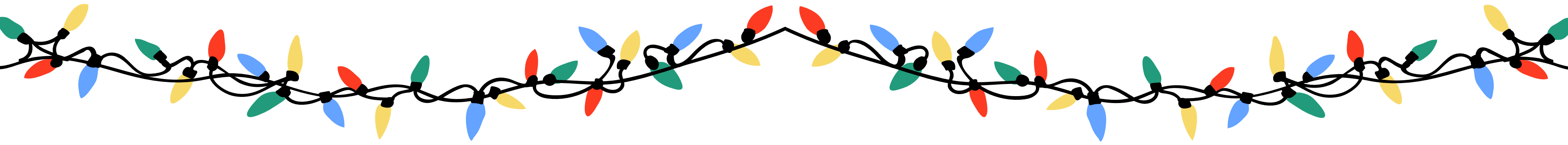
**The Wellness Gift Guide**  
 Something perfect for their mind, body, and soul.  
[SHOP NOW](#)



## CAMPAIGN STRATEGY

- ***Earned Media:*** Goop's experiential activations will gain social media and press traction. There will be a product pop-up at Erewhon on Black Friday. Gwyneth will collaborate to create the GOOPGLOW Smoothie which will generate UGC. There will also be a pop-up at Sephora at Westfield Century City. At the Sephora Glowing Greetings pop-up, It's Me Tinx will make an appearance. Goop can invite influencers and media to the pop-ups to earn gifted products and in return they will post about their experience. Finally, Gwyneth will be at goop Brentwood to answer interview questions about the launch. Ultimately, goop will gain free press mentions and improve their trust and establish a positive image with the community.





**tactics**

**G.**

## CAMPAIGN TACTICS

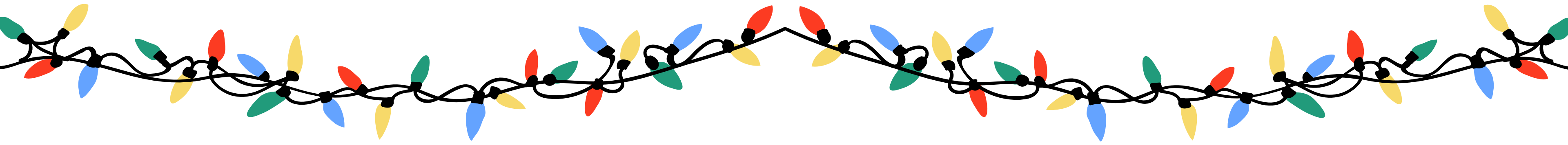
- ***Social media posts:*** Goop will launch numerous social media posts on each platform leading up to Black Friday. Posts will be scheduled in advance to make sure the brand aligns with Erewhon's and Sephora's marketing.
- ***Email newsletters:*** Goop will send out weekly email newsletters and promotions for the campaign to share the news
- ***SMS:*** Goop will contact subscribers to let them know about the campaign information



## CAMPAIGN TACTICS

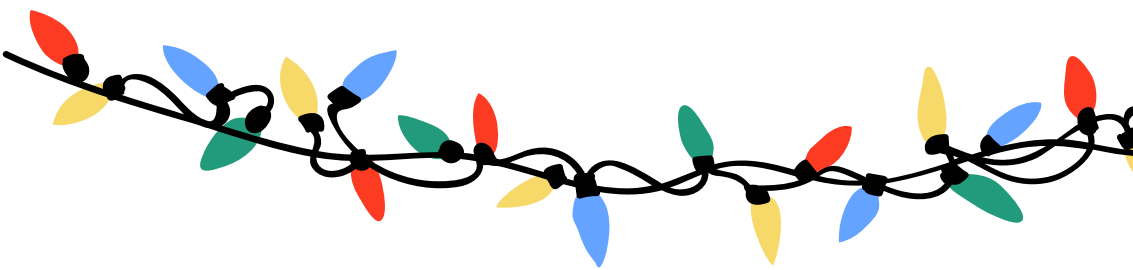
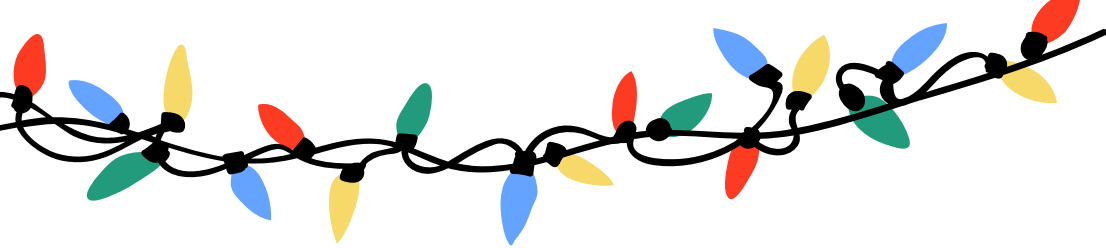
- *Sending editors info for Press Releases:* Publicists will send press releases through email and social media DM to share news about the glowing greeting with goop campaign.
- *Sending products for earned media opportunities:* The PR team will send influencers and public figures GOOPGLOW products to include in their videos, photos, and blogs before Black Friday. The MBI List will be very valuable here.
- *Improving SEO through paid search and display ads:* Goop will utilize Google ads, Facebook ads, TikTok ads, Pinterest ads, and Instagram ads to increase their E-Commerce SEOs and their reach target demographic.





# calendar/timeline

# events timeline



<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid white; padding: 2px 5px;">MONTH</div> <div style="font-size: 2em; font-weight: bold; text-align: center;">NOVEMBER 2022</div> <div style="border: 1px solid white; padding: 2px 5px;">YEAR</div> </div>						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>1</b> • Meet with Erewhon to discuss flavors • Sephora meeting	<b>2</b> • Create press release for events • Campaign final edits to content	<b>3</b> • Begin styling looking for events	<b>4</b> • GP approves final smoothie	<b>5</b> • Promote campaign via socials
<b>6</b> • Promote campaign via socials	<b>7</b> • Send press kits • Send creative briefs • Send facts sheets	<b>8</b> • Promote campaign via socials	<b>9</b> • Promote campaign via socials	<b>10</b> • Promote campaign via socials	<b>11</b> • Begin running event ads • Promote campaign via socials	<b>12</b> • Promote campaign via socials
<b>13</b> • Begin 12 Days of Giveaways	<b>14</b> • Final walk through at Erewhon and Sephora • Meeting with Tinx + team	<b>15</b> • Wine night with Kate Hudson	<b>16</b> • Chat with Brad Falchuk	<b>17</b> • Announce special news about campaign events	<b>18</b> • Smoothies with GP	<b>19</b> • goop team sees Christmas movie at Westfield Century City
<b>20</b> • Promote campaign via socials	<b>21</b> • Confirm wardrobe with GP and employees	<b>22</b> • Make sure Erewhon + Sephora have GOOPGLOW products in stock	<b>23</b> • Confirm pop-ups • Decorate the goop store, Sephora, and Erewhon	<b>24</b> • Wish the team a Happy Thanksgiving! • Sales reminder • Promote BF events	<b>25</b> • Day of events 9:00 AM-2:00 PM PST • Make sure guests feel welcomed • Tinx live stream + meet and greet	<b>26</b> • Thank guests • Repost UGC
<b>27</b> • Press coverage	<b>28</b> • Cyber Monday promotions • Recap events	<b>29</b> • Continue promoting campaign	<b>30</b> • Continue promoting campaign		• Help press and talent navigate the events	



# content calendar

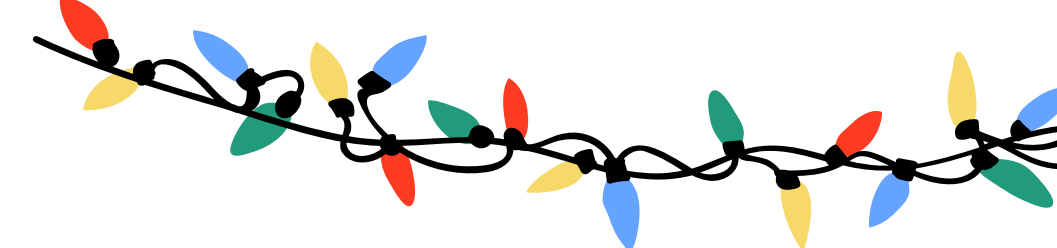
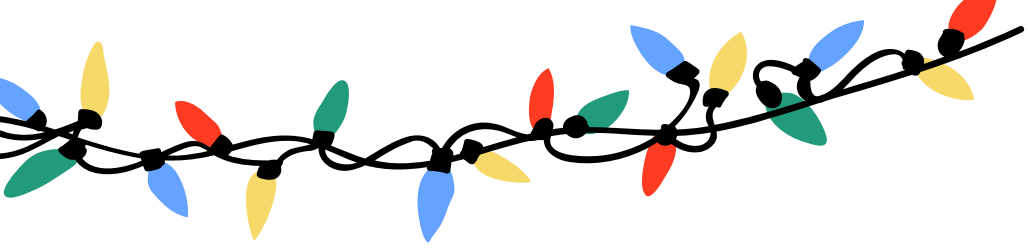
MONTH

YEAR

# NOVEMBER 2022

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		<b>1</b> <ul style="list-style-type: none"> <li>Instagram: Overheard LA</li> <li>TikTok: Overheard LA</li> <li>Pinterest: Brentwood Moms Starterpack</li> </ul>	<b>2</b> <ul style="list-style-type: none"> <li>Instagram: BTS of campaign</li> <li>TikTok: goop products on tree</li> <li>Pinterest/blog: GP's Christmas Wishlist</li> </ul>	<b>3</b> <ul style="list-style-type: none"> <li>Instagram: BTS of campaign</li> <li>TikTok: BTS of campaign</li> <li>YouTube: BTS of campaign</li> </ul>	<b>4</b> <ul style="list-style-type: none"> <li>Instagram: Campaign teaser</li> <li>YouTube: Campaign teaser</li> <li>Podcast: Announce campaign</li> </ul>	<b>5</b> <ul style="list-style-type: none"> <li>Instagram: GP answers questions</li> <li>TikTok: GP announces live stream</li> <li>Pinterest: teaser ad</li> </ul>
<b>6</b> <ul style="list-style-type: none"> <li>Instagram: Team's favorite products</li> <li>TikTok: Favorite products</li> <li>YouTube: Favorite products and benefits</li> </ul>	<b>7</b> <ul style="list-style-type: none"> <li>Instagram: BTS smoothie + Tinx</li> <li>TikTok: GP meeting Tinx</li> <li>Pinterest/Newsletter: Holiday smoothie recipes</li> </ul>	<b>8</b> <ul style="list-style-type: none"> <li>Instagram: 2022 gift guide</li> <li>TikTok: Unrealistic wishlist</li> <li>YouTube: Shorts of 2022 gift guide</li> </ul>	<b>9</b> <ul style="list-style-type: none"> <li>Instagram: 2022 gift guide blog post promotion</li> <li>TikTok: GP comedic video</li> <li>Blog: GP shares a gift guide post</li> </ul>	<b>10</b> <ul style="list-style-type: none"> <li>Instagram: goop office decor</li> <li>TikTok: Holiday office/store tour</li> <li>YouTube: Holiday decor inspiration</li> </ul>	<b>11</b> <ul style="list-style-type: none"> <li>Instagram: Cameron Diaz podcast promotion</li> <li>TikTok: Cameron and GP comedic video</li> <li>Podcast: CD and GP Cozy Wine Night</li> </ul>	<b>12</b> <ul style="list-style-type: none"> <li>Instagram: Announce 12 Giveaways</li> <li>TikTok: Announce 12 Giveaways</li> <li>Pinterest/Newsletter: Announce 12 Giveaways</li> </ul>
<b>13</b> <ul style="list-style-type: none"> <li>Instagram: #1 12 GOOPGLOW products</li> <li>TikTok: Team shows favorite products</li> <li>YouTube: Promote Giveaway #1</li> </ul>	<b>14</b> <ul style="list-style-type: none"> <li>Instagram: #2 11 items from gift guide</li> <li>TikTok: Giveaway 11 items</li> <li>Pinterest/Newsletter: Promote Giveaway #2</li> </ul>	<b>15</b> <ul style="list-style-type: none"> <li>Instagram: #3 10 bottles with Kate Hudson</li> <li>TikTok: Giveaway 10 bottles</li> <li>YouTube: Live of GP and KH</li> </ul>	<b>16</b> <ul style="list-style-type: none"> <li>Instagram: #4 9 goop men products</li> <li>TikTok: Brad and GP teaser</li> <li>Podcast: Episode with husband</li> </ul>	<b>17</b> <ul style="list-style-type: none"> <li>Instagram: #5 8 mystery items</li> <li>TikTok: Mystery giveaway</li> <li>YouTube: Short of special news</li> </ul>	<b>18</b> <ul style="list-style-type: none"> <li>Instagram: #6 7 sweats sets + smoothies</li> <li>Blog: Announcement BTS</li> <li>YouTube: BTS video</li> </ul>	<b>19</b> <ul style="list-style-type: none"> <li>Instagram: #7 6 movie + dinner tickets</li> <li>Blog: 10 Things to Do this Holiday Season</li> <li>Pinterest: 10 Things to Do...</li> </ul>
<b>20</b> <ul style="list-style-type: none"> <li>Instagram: #8 5 G. Label pieces</li> <li>TikTok: Holiday styles</li> <li>YouTube: Holiday outfits</li> </ul>	<b>21</b> <ul style="list-style-type: none"> <li>Instagram: #9 4 GP holiday party winners</li> <li>TikTok: Tinx + GP teaser</li> <li>YouTube/Podcast: Holiday cocktails with Tinx</li> </ul>	<b>22</b> <ul style="list-style-type: none"> <li>Instagram: #10 3 winners Tracy Anderson class</li> <li>TikTok: GP + TA workout</li> <li>Pinterest/Newsletter: GP + TA live circuit</li> </ul>	<b>23</b> <ul style="list-style-type: none"> <li>Instagram: #11 Trip for 2 to Hawaii</li> <li>TikTok: Best winter escapes</li> <li>Blog: Best places to travel in the winter</li> </ul>	<b>24</b> <ul style="list-style-type: none"> <li>Instagram: #12 Trip for 1 to Greece</li> <li>TikTok: Tease goop wellness trip</li> <li>YouTube: goop summer 2023 wellness trip promo video</li> </ul>	<b>25</b> <ul style="list-style-type: none"> <li>Instagram: Remind followers of events</li> <li>Blog: Items under \$50</li> <li>Podcast: BF Rituals</li> </ul>	<b>26</b> <ul style="list-style-type: none"> <li>Instagram: Photos from events</li> <li>TikTok: Videos from events</li> <li>YouTube: Interviews with special guests</li> </ul>
<b>27</b> <ul style="list-style-type: none"> <li>Instagram: Post media coverage</li> <li>TikTok: Joke about media</li> <li>Pinterest/Newsletter: Collage of funny quotes from press</li> </ul>	<b>28</b> <ul style="list-style-type: none"> <li>Instagram: Cyber Monday deals</li> <li>TikTok: Cyber Monday slideshow</li> <li>Pinterest: goop best sellers on BF</li> </ul>	<b>29</b> <ul style="list-style-type: none"> <li>Instagram: Photos from events</li> <li>TikTok: Photos from photo booth</li> <li>YouTube: Montage of Tinx + fans</li> </ul>	<b>30</b> <ul style="list-style-type: none"> <li>Instagram: Wrap weirdly shaped gifts</li> <li>TikTok: Team wraps unusually shaped gifts</li> <li>YouTube: GP GOOPGLOW routine</li> </ul>			





# content examples

## PINTEREST

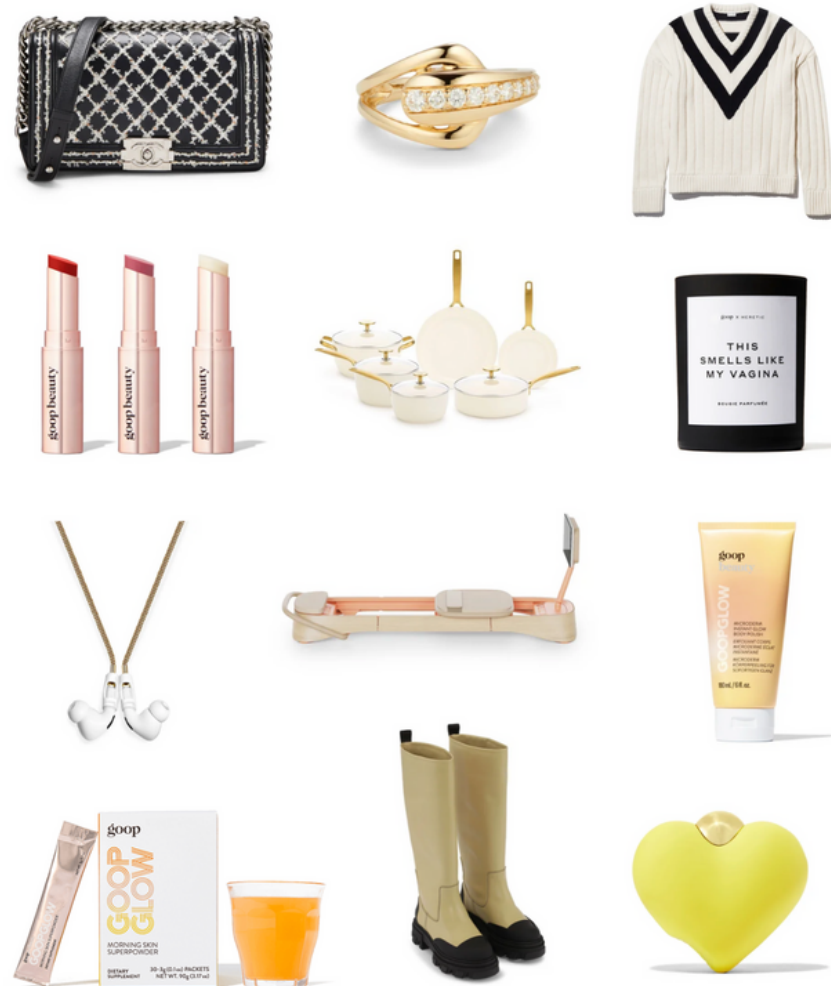
**G.**

10 BEST PLACES  
TO TRAVEL  
THIS WINTER



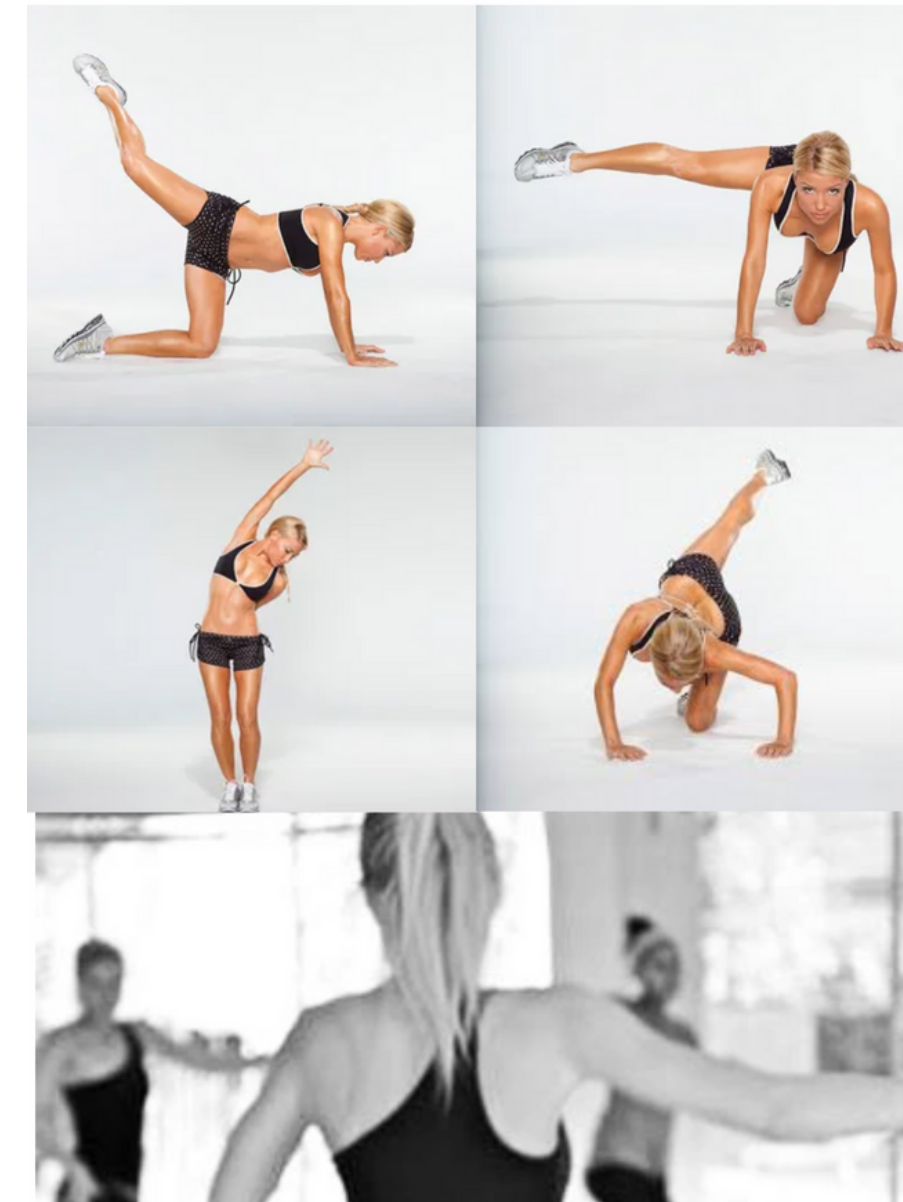
**G.** holiday gifts

RICH MOM EDITION!

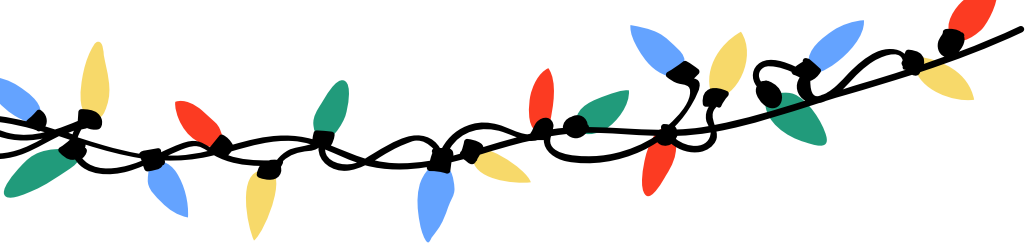


**G.**

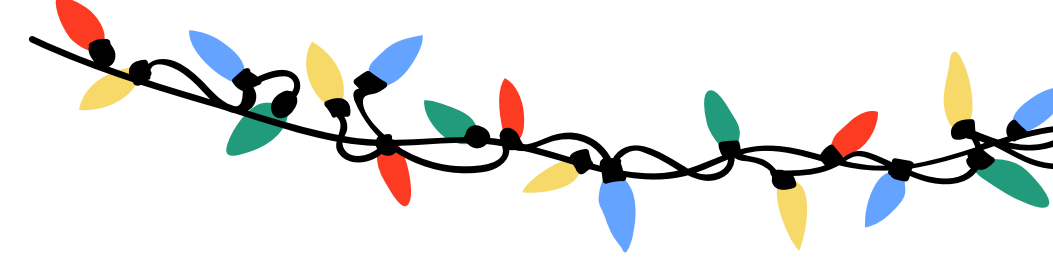
TRACY ANDERSON  
+ GOOP CIRCUIT



**G.**



# content examples



## PINTEREST

**G.**

10 THINGS TO DO  
THIS HOLIDAY  
SEASON IN SOCAL



**G.**

SMOOTHIES YOU  
HAVE TO TRY THIS  
HOLIDAY SEASON!



**G.**

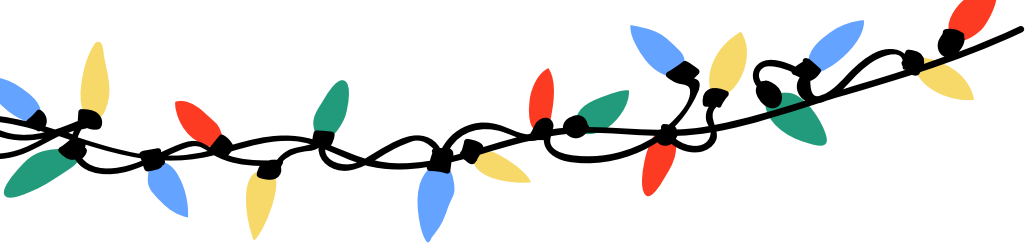
**content examples**

**INSTAGRAM FEED**

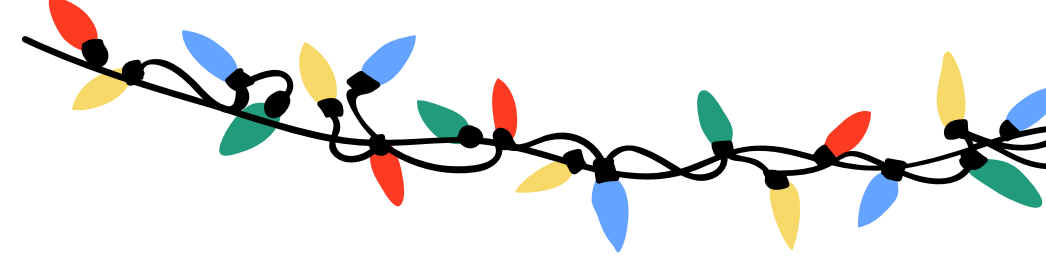


**glowing greetings with goop**





# content examples



## INSTAGRAM FEED

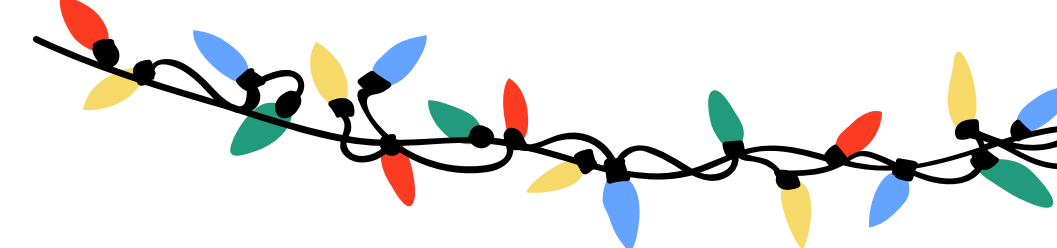
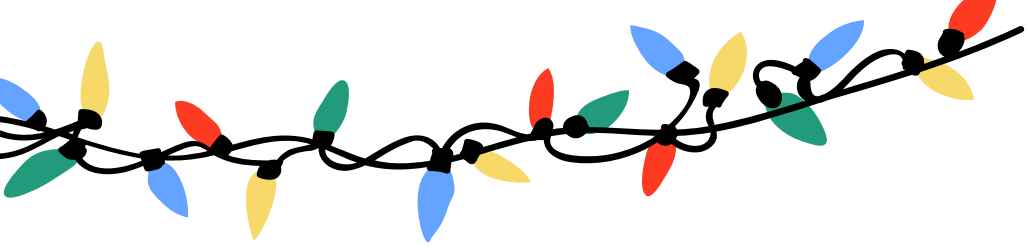
**Brentwood Mom to Husband:** "Take a hint that my Christmas wishlist is everything on the goop website. I want to be glowing like Gwyneth!"

**Husband:** "OK got it. Brad seems to be glowing too. Order the Black Friday goop men's package for me. I could use a glow up."

**Brentwood Mom:** "Great! We can live up to the rich mom and dad aesthetic at the next PTA meeting."

@overheardla

G.



# content examples

## INSTAGRAM STORY

**G.** ASKING OUR EMPLOYEES THEIR FAVORITE

**GOOPGLOW**

PRODUCT!



**G.** WHAT IS YOUR FAVORITE GOOPGLOW PRODUCT?



**Grace Jones**  
Social Media Assistant

floral acids  
resurfacing toner



everyday glow  
multivitamin



**Adam Ewing**  
Director of Finance



**Jada Johnson**  
Beauty Editor

restore + shine  
hair serum



**G.** WHAT IS YOUR FAVORITE GOOPGLOW PRODUCT?



**Nicole Garcia**  
Fashion Editor

feel fantastic  
naked kit



15% glycolic acid  
overnight glow peel



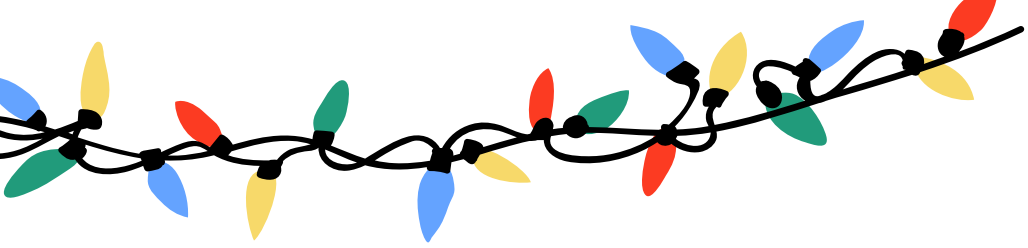
**Camilla Craig**  
Director of Marketing



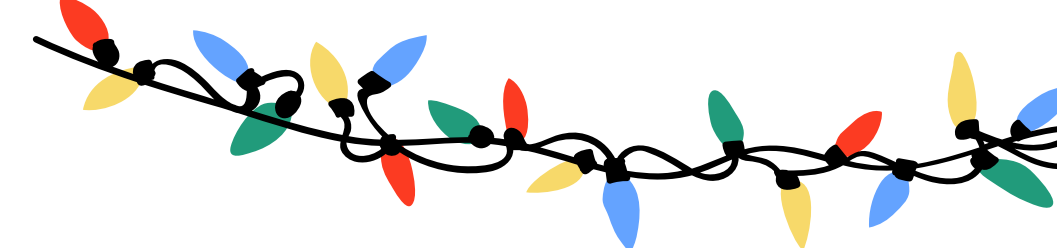
**John Miller**  
ECommerce Supervisor

microderm instant  
glow exfoliator





# content examples



## INSTAGRAM STORY



CHECK OUT  
OUR HOLIDAY  
DECOR SHOP!

goop

GOOP  
BRENTWOOD  
DECOR



SET OF 2  
CANDLE  
HOLDERS

HOLIDAY  
GARLAND

GOLD  
ACCENT  
BOTTLE

GOOP  
OFFICE  
DECOR



ORGANIC  
WREATH

HOLIDAY  
GARLAND

ACCENT  
THROW  
PILLOW

GWYNETH'S  
HOME  
DECOR



VAGINA  
CANDLE

GOOP  
GLOW  
EXFOLIATOR

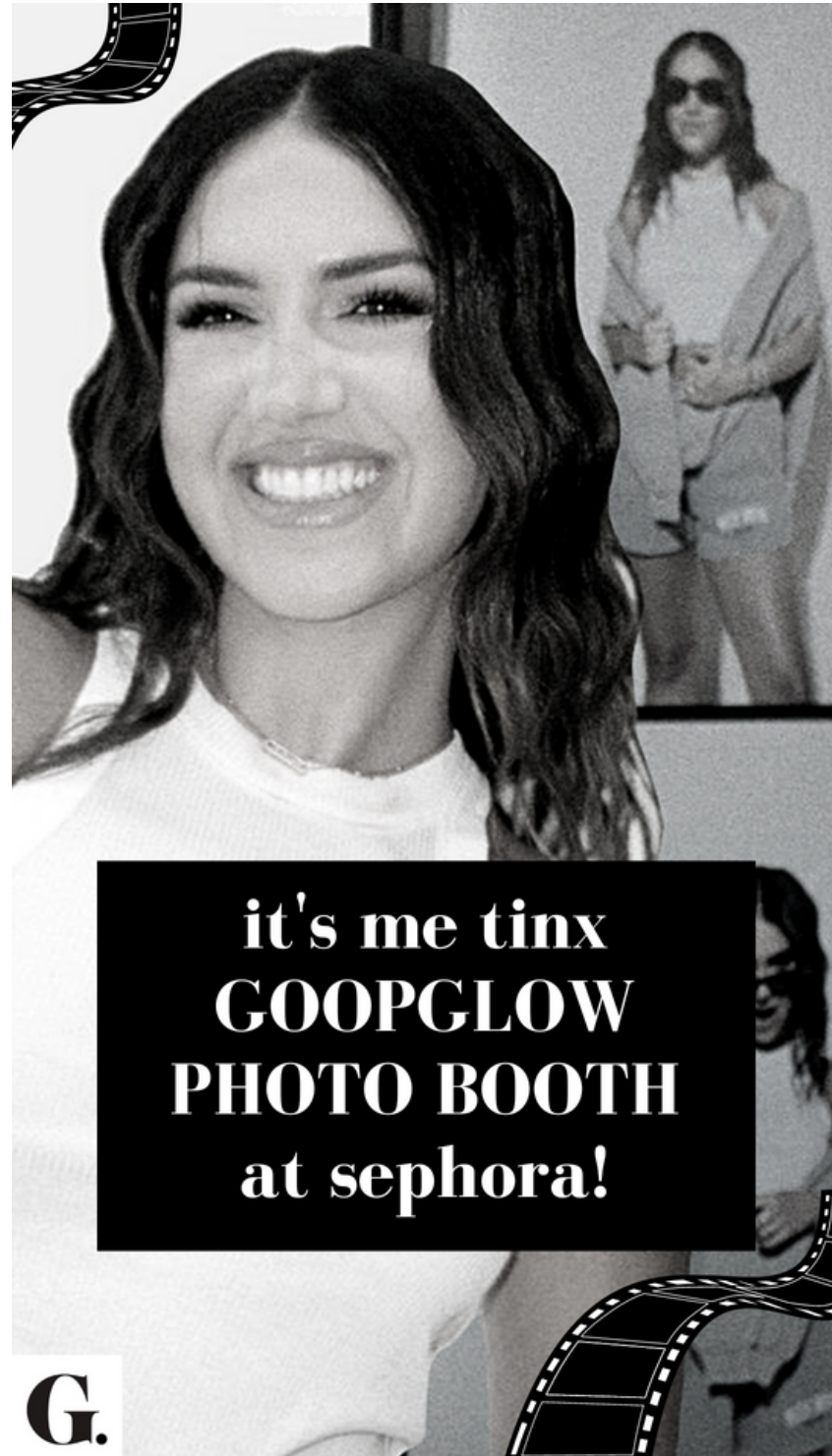
ORGANIC  
PINE CONE

GOOP  
STOCKING

G.

content examples

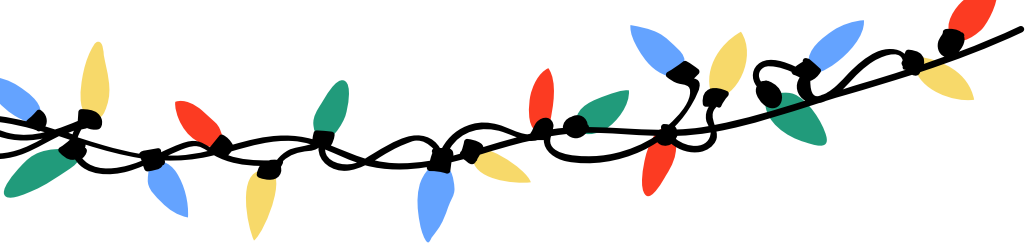
INSTAGRAM REELS



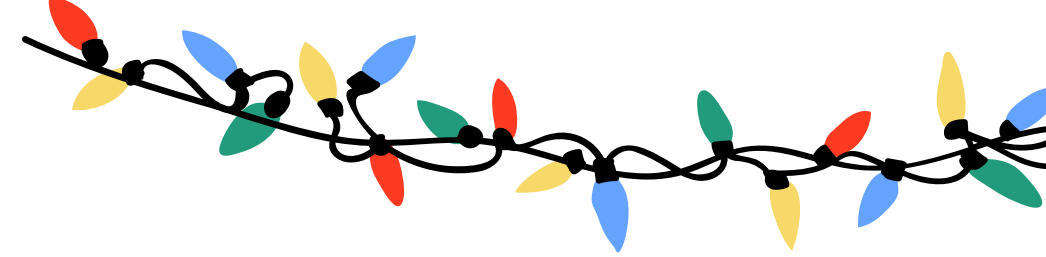
G.



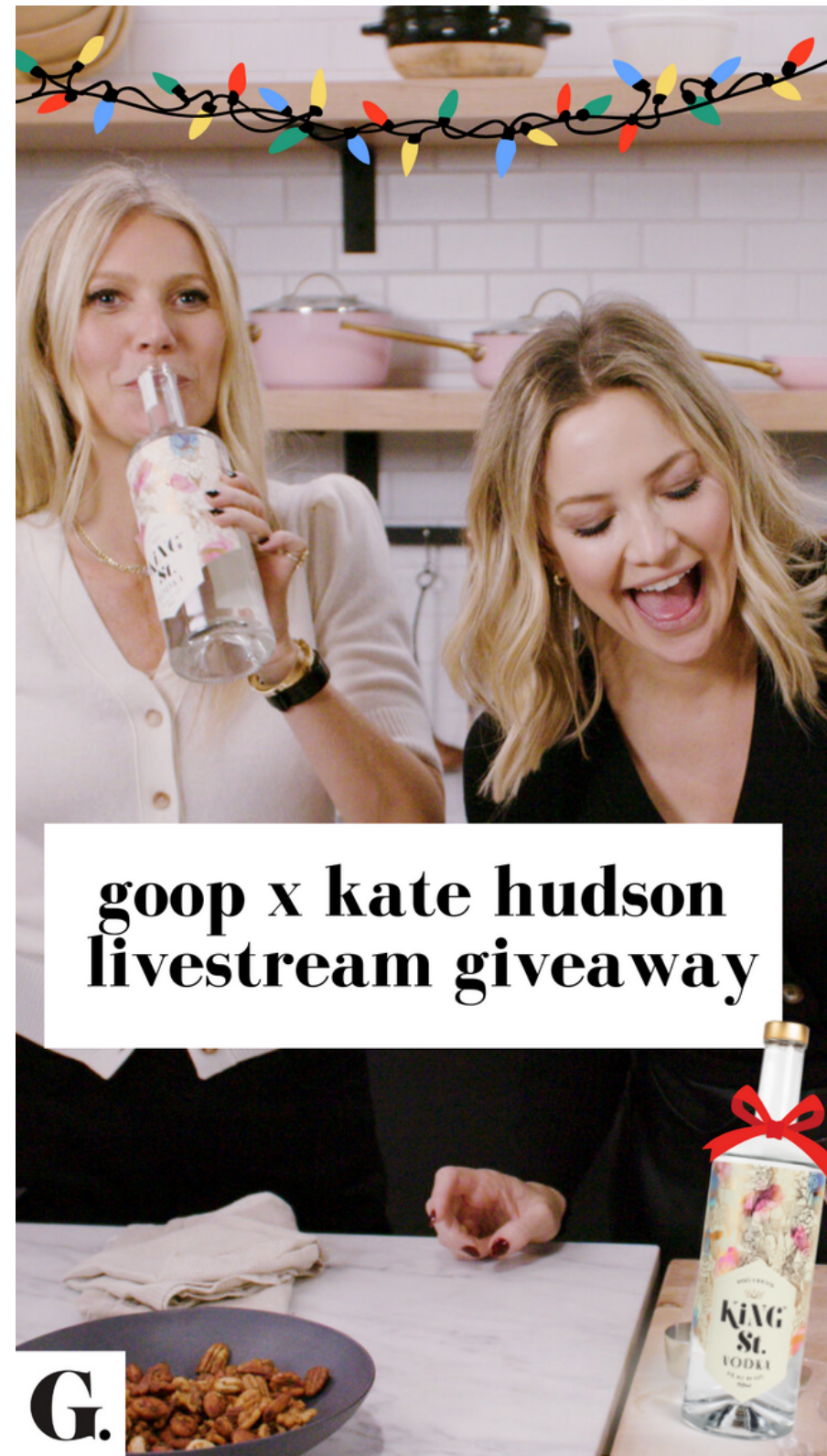
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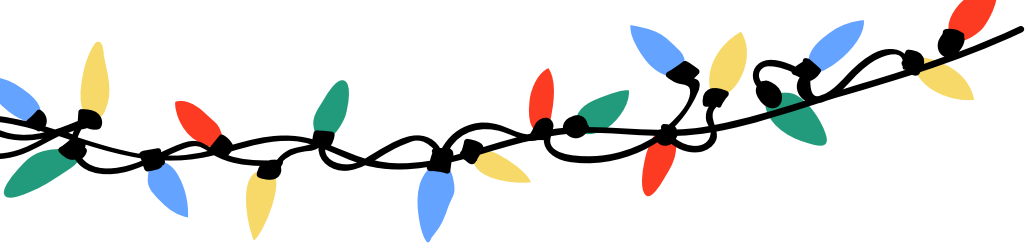
# content examples



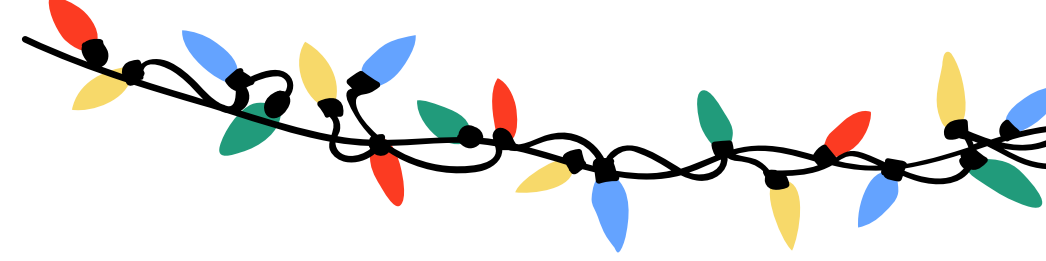
## TIKTOK







# content examples



## TIKTOK



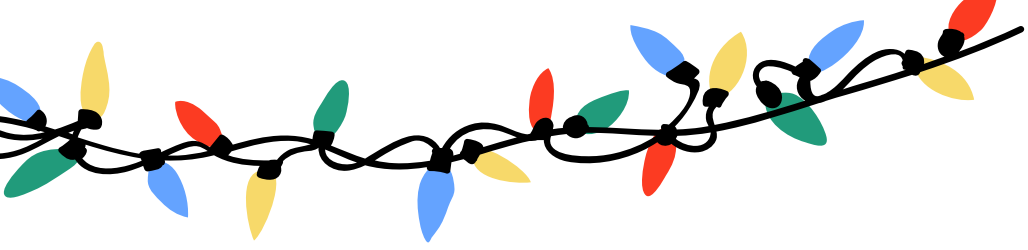
# content examples

## YOUTUBE

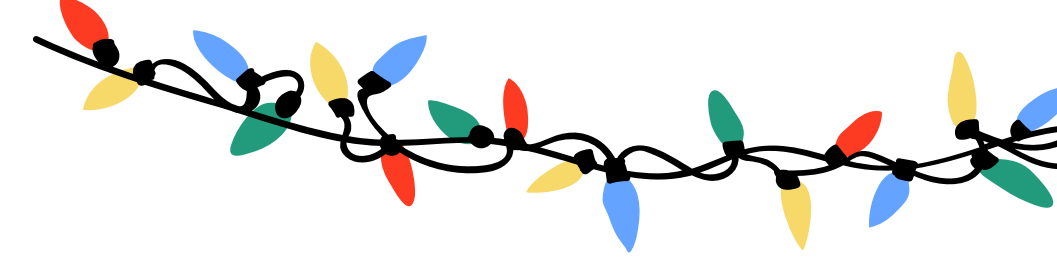


**G.**

**G.**

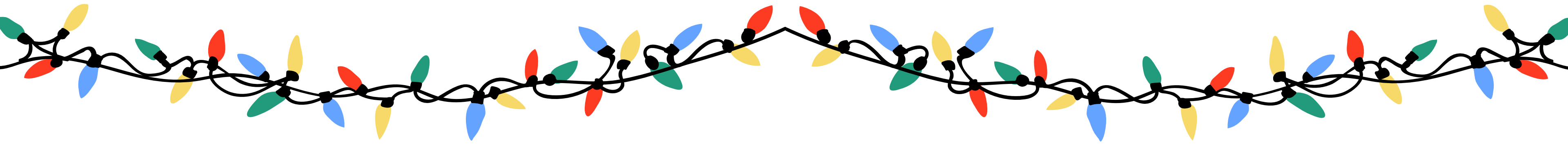


# content examples



## PODCAST



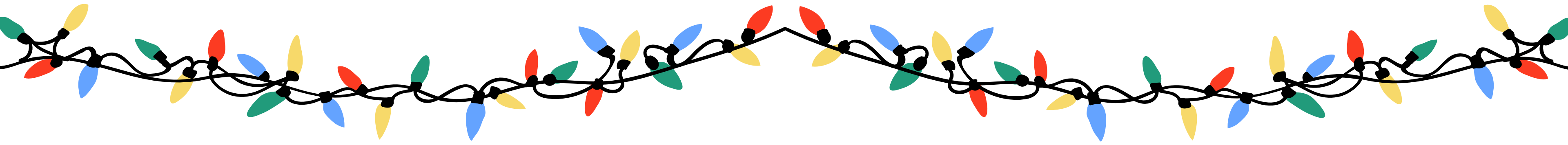


**budget**

## CAMPAIGN BUDGET

- The budget for this campaign will range from \$300,000-\$500,000
- *PR Gifting to public figures and media: \$45,000*
- *Gwyneth's GOOPGLOW Erewhon Smoothie Gifting: \$18x30+ influencers and press: approximately \$3,000*
- *Erewhon Pop-Up with products and smoothie collaboration: \$50,000*
- *Sephora Pop-Up with products: \$50,000*
- *It's Me Tinx Appearance: \$50,000*
- *Paid Media Ads: \$200,000*

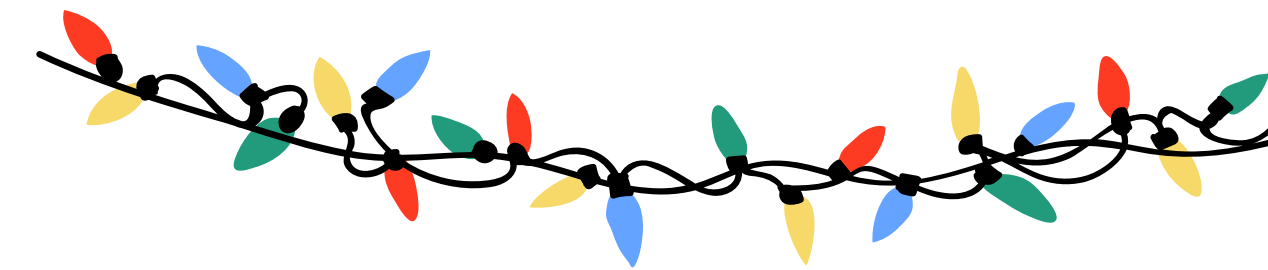




# **evaluation/metrics**



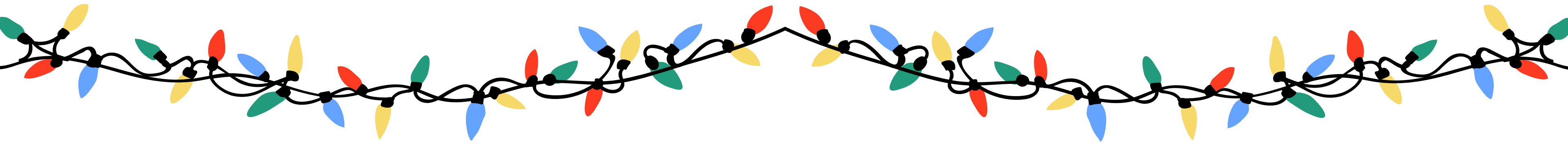
# performance



## KPIS

- Sell out of GOOPGLOW products by December 25, 2022
- Currently have 9.5 millions subscribers to weekly newsletter. Reach 10 million subscribers by December 25th, 2022
- Currently have 1.7 million followers on Instagram. Reach 2 million followers by December 25th, 2022
- Currently have 123.6K followers on TikTok. Reach 200k followers on TikTok by December 25th, 2022
- Currently have 532K likes on Facebook. Reach 600k likes by December 25, 2022
- Currently have over 30 million downloads on the goop podcast. Gain 500,000 additional downloads by December 25, 2022
- Have 30 press mentions by December 1, 2022
- Reviews improve to be 4.5-5 stars on the podcast and E-Commerce site
- We want 500 hashtags of #glowinggreetingswithgoop on Instagram by December 1, 2022





**thank you!**

**G.**





## works cited



“GOOPGLOW.” goop, <https://goop.com/goopglow/>. Accessed 20 Oct. 2022.

“Find goop IRL.” goop, <https://goop.com/goop-retail-store-locations/>. Accessed 20 Oct. 2022.

“What’s goop?.” goop, <https://goop.com/whats-goop/>. Accessed 20 Oct. 2022.