


Beauty Bus



Prepared for:

Beauty Bus

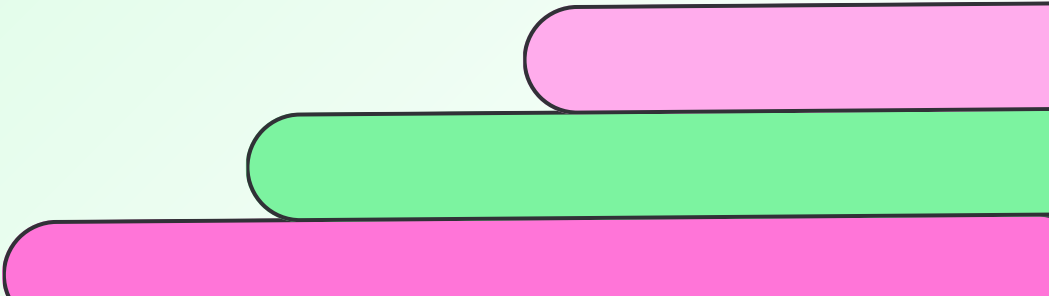
beautybus.org

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I. Organization Overview:

A. Internal environment:

The Beauty Bus did not have an official mission statement, therefore, I crafted a mission statement with the information provided in the “About Us” section on the Beauty Bus website.

1. Proposed mission statement:

The Beauty Bus mission is rooted in the memory of Melissa Marantz Nealy, whose life was tragically shortened by a degenerative neuromuscular disease at the age of 28. Melissa’s journey inspired us to create a haven of compassion, where the transformative power of beauty becomes a source of comfort and strength for those facing serious illnesses.

Melissa’s family coordinated in-home haircuts, manicures and facials during the challenging stages of her illness. These simple acts were not merely cosmetic; they became a lifeline, offering her an escape from her hardships and a chance to feel “human again.” The Beauty Bus was established in 2009 as a way to honor the impact these moments had on Melissa’s emotional well-being. Our purpose is clear: to extend the same experience of dignity, hope and respite to other families navigating the difficult terrain of serious illnesses.

Beauty Bus is more than a service, but rather, it is a power source of kindness, support and compassion. We are dedicated to delivering not just beauty treatments, but moments of peace and rejuvenation to seriously ill patients and their caregivers. Together, we can empower, restore hope and make a lasting impact on the lives of individuals and families in need.

2. Performance

- a) In 2022, the Beauty Bus Foundation provided over \$1 million worth of beauty and grooming services for ill patients and their caregivers.

3. Resources

- a) Beauty Bus has several resources consisting of beauty professional volunteers; general volunteers; “Barbara’s Butterflies,” which are the organization’s youngest volunteers – children ages 12 to 17; and corporate donations.

B. Public perception

1. Beauty Bus’ public perception is extremely positive. The Beauty Bus has received media attention with features on the Today Show, KABC and KCAL 9. However, the organization can certainly build a greater awareness from the general public, as well as major beauty brands.

C. External environment

1. Recently, Beauty Bus partnered with Besame Cosmetics, a niche brand marketed as a “luxury vintage makeup brand,” available exclusively on its website and Amazon. While this collaboration is noteworthy, it should be viewed as a stepping stone toward broader, more impactful alliances.

D. Public relations issue

1. This public relations campaign is strategically centered on elevating brand recognition through social media platforms, specifically Instagram. By doing so, Beauty Bus can enhance outreach efforts and foster valuable connections with established beauty brands, which can potentially lead to partnerships to significantly contribute to our growth.

II. Public Relations Research

A. Owned media

1. Strengths:

- a) The website is easy to navigate and acts as a centralized hub of information for all things Beauty Bus. The website provides extensive information in regard to the organization's background, programs offered, how to get involved, press clippings and contact information.

2. Weaknesses:

- a) Branding is not consistent with that of a beauty brand. The Beauty Bus is not technically a beauty brand, but its work is beauty-centric. Therefore, it is understandable why the Beauty Busy Foundation has failed to connect with major beauty brands.
- b) Beauty Bus is incredibly inconsistent on social media. Therefore, it is understandable why its follower and engagement rates are significantly low for an organization of such impact.

B. News media analysis:

1. The Beauty Bus website gives several press clippings from outlets such as Allure, KTTV Channel 11 News, KABC Eyewitness News and more. All features are incredibly positive, but they differ in importance and should be organized in a way that reflects that. Active call-to-action should be prioritized and the most prestigious press coverage should follow. This is crucial to maximize the impact of these press clippings.

C. Demographics:

1. The Beauty Bus Foundation was unaware of the demographics of its publics, as its volunteers span from 12 years old to working professionals.

Therefore, I researched the demographics most interested in beauty in the United States with the belief that individuals that value beauty would best understand the impact of the Beauty Bus Foundation's efforts.

a) Gender: Women

b) Age:

(1) Young adults (18 to 34)

(2) Baby boomers (60+)

(a) This age group shows a great interest in anti-aging products and services.

c) Education: Higher-income individuals and college graduates

(1) Higher disposable income typically equates to a greater willingness to invest in beauty products and services.

d) Social media users

III. Key Public

A. The key public for this campaign are major beauty brands that can potentially partner with the Beauty Bus Foundation to provide beauty and grooming services. Examples of such brands include Sephora, Ulta, MAC Cosmetics, etc.

IV. Goal and Objective

A. Goal: Elevate online presence in order to build credibility and establish a mutually beneficial partnership with a major beauty brand to amplify the Beauty Bus Foundation's impact.

B. Objective: Rebrand and implement a content calendar to strengthen online presence while connecting with beauty brand representatives to present a

comprehensive proposal that explains the mutual benefits of a partnership and emphasizes potential positive impact.

V. Key Message

- A. The Beauty Bus Foundation: Redefining beauty and transforming lives
 - 1. Such a key message would hold true to the core values and goals of Beauty Bus, while potentially inspiring partnerships and collaborations.

VI. Tactics

- A. Utilize a content planning platform like Trello to schedule and organize content in a way that is visual and collaborative to make posting more convenient and, therefore, more consistent, which will, ultimately, result in a stronger online presence.
- B. Leverage the online presence of current volunteers or employees with a significant social media following by incorporating takeovers as part of the overall social media strategy.
- C. Reach out to potential partners via email, utilizing the provided email pitches and actively engage with their respective accounts on social media whenever relevant. These interactions should feel organic and not forced, which can potentially lead to reciprocated engagement and, ultimately, partnerships and collaborations.

VII. Evaluation

A. Tactics

- 1. A simple way to measure the use of a content planning platform would be to evaluate the improvement (or lack of) consistency in social media posts. An increase in consistency would, therefore, justify this tactic.

B. Message

1. The impact of the campaign's key message could be evaluated via audience analysis, such as surveys, which could request feedback and suggestions.

C. Communication strategy

1. A way to evaluate the success of this communication strategy would be to monitor the quantity of quality of the responses to email pitches and engagement with major beauty brands.

VIII. Appendix/Tool Kit

Appendix & Tool Kit

1. Rebrand

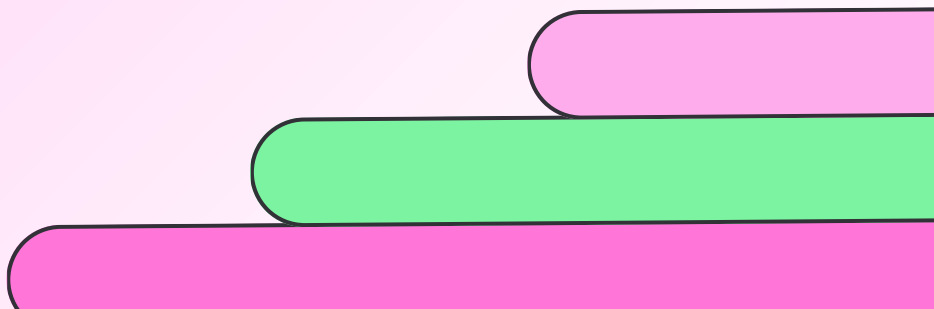
- a. Logo and alternative logo
- b. Brand kit

2. Social media

- a. Sample content calendar – (1 week)

3. Email pitch

- a. Goal: To obtain a partnership with a major beauty brand



Rebrand

The Beauty Bus Foundation's current branding conflicts with its goals. This rebrand, will allow Beauty Bus to appear more beauty-centric to potentially attract more brand partnerships.

Current logo



Proposed logos



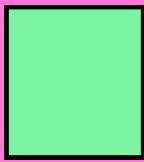
Proposed
Logo



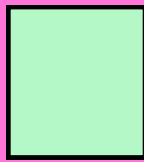
Proposed
Alternative
Logo

Brand kit

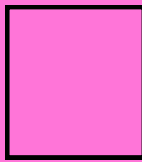
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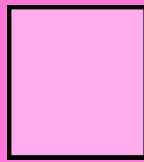
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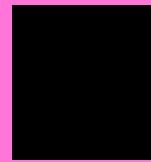
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Fonts

Romman

abcdefghijklmnopqr
stuvwxyz

Poppins

abcdefghijklmnopqr
stuvwxyz

Social Media

- Posting consistently will drastically improve social media engagement, which will simultaneously improve brand awareness and reach.
- Aim to post on the same days, (for example: Monday, Wednesday and Friday), as well as at the same time to create a sense of anticipation with audience, as well as establish a reliable presence.

Sample Content Calendar

- **Monday**
 - “Motivation Monday” – Text-focused post featuring quotes from recent patient or caregiver expressing their gratitude.
- **Wednesday**
 - “Did you know?” – Weekly fact-based series featuring posts that explore the correlation between self care and physical, emotional and/or mental wellbeing.
- **Friday**
 - “Glow-up Guides” – Reels (video posts) featuring beauty tips from beauty professional volunteers.
- **Other content ideas:**
 - Success stories
 - Volunteer spotlights
 - Donor spotlights
 - Behind-the-scenes

Email Pitch

Subject: Partner with Beauty Bus: Let's Transform Lives Together!

Dear [*Brand Representative*],

I hope this message finds you well! My name is [*Your Name*], and I'm reaching out on behalf of the Beauty Bus Foundation. We're admirers of [*Brand Name*] and its commitment to [*include relevant initiatives or values*], and we believe that together, we can make an even greater impact.

At Beauty Bus, our mission is simple yet profound: to bring joy, dignity and respite to individuals and the caregivers of those who are facing serious illnesses through the transformative power of beauty. We have witnessed firsthand how beauty can uplift spirits, while providing an escape and restoring a sense of normalcy to those navigating such challenges.

We understand the power of partnerships and would love the opportunity to discuss how we can collaborate on crafting a sponsorship package that aligns seamlessly with both of our goals and values. Together, we can create a lasting impact on the lives of individuals and families facing serious illnesses.

To discuss this opportunity further, please reach out to me directly at your earliest convenience. Thank you for considering this partnership. We look forward to the possibility of transforming lives together.

Sincerely,

[*Your Full Name*]

[*Your Position*]

Beauty Bus Foundation

[*Your Contact Information*]