

FLORA

A P O T H E C A R Y

Brand Management Final Report

Prepared for;

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By;

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Nikki Wangler

Dear Mrs. Wangler,

Our team would like to thank you for the amazing opportunity we received this semester working for Flora Apothecary. Since it has been such a wonderful experience learning about you and your company, we hope our final report can help support Flora Apothecary's successful future.

Every chance we were able to meet with you, it was a delight. The time we spent engaging with you, learning about the company, helped us see how passionate you are which is amazing. From our first meeting, we immediately understood your plans for the company, your goals and your vision for the brand. Your immediate plans were to redesign some of the elements such as the logo, packaging, as well as to create a new website. You have successfully gone on to do that and completed your rebranding plans. Our team took into consideration your goals/objectives and your vision for the brand and worked to provide recommendations that could enable you to achieve that. As you read this report, we hope that you find our recommendations useful and also hope that they prove to be the answers needed for the brand to be successful.

We all think you are a terrific entrepreneur for what you have achieved so far with Flora Apothecary and believe you have long way to go yet. Your passion for the company and your desire to protect and enrich the lives of others is one of your greatest strengths. You have over 10

years of expertise in the beauty industry and have single handedly made this brand what it is today. These are some of the qualities we believe you possess that will guide you to your goals. And most importantly, your vision, to make it a national brand, will further drive you to success. We wish you and Flora Apothecary all the very best for your future endeavors.

Executive Summary

Flora Apothecary is a high-end, natural beauty supplier that offers natural, chemical-free, vegan, artisan, and handmade products. Their customers women within the 25 - 55 of age who lead an active and healthy lifestyle. Flora Apothecary supplies exclusive, high-quality products that range from lip butter to facial elixirs.

Flora Apothecary able to retain positive amount of sales primarily through their website which was recently remodeled. In terms of social media, Flora Apothecary currently manages a Facebook, Twitter, Pinterest as well as an Instagram account to help promote the business. In addition, the owner Nikki Wangler frequently takes part in “Junk in the Trunk” events that allow for the company to showcase their products as well as allowing Mrs. Wangler to interact with customers.

Through current market research, data has shown Flora Apothecary’s methods of marketing and promotion was properly selected yet, the company has failed to efficiently utilize them. The market research states that

Table of Contents

1. Introduction
2. Brand Assessment
 - a. Brand Inventory & Brand Positioning
 - i. Brand Overview and Inventory
 - ii. Brand Positioning
 - iii. Pricing and Customer Strategy
 - iv. Competition
 - b. Integrated Marketing Communications & Online Brand Strategy
 - i. Integrated Marketing Communications
 - ii. Online Brand Presence
 - iii. Social Media Marketing
 - iv. SEO strategy
 - v. Recommendations
 - c. Brand Perceptions
 - i. Primary research
 - ii. Core Brand Associations & Mental Map
 - iii. Customer Based Brand Equity Pyramid
 - iv. Consumer-Centric Brand
 - d. Brand Development
 - i. Brand Development Strategies

- ii. Branding Guidelines
 - iii. Final Recommendations
 - iv. Top Priorities
 - v. Implementation Plan
- 3. Conclusion
- 4. References
- 5. Illustrations, Exhibits & Appendices

1. Introduction

Flora Apothecary, located in Arizona, was established in the year 2010 by Nikki Wangler. Being in the beauty industry for the past 10 years, Nikki Wangler noticed that most products on the market contained harsh chemicals. Everything she was buying (even at health food stores) contained toxins. These products were not conducive to the healthy lifestyle she lived, and she knew with her experience that she could create something that was actually healthy for her skin. After ordering a few natural ingredients and whipping up some bath scrubs, Flora Apothecary was born. Flora Apothecary is a clean, natural, vegan, skin and bath product line. There are no harsh chemicals, parabens, and sulfates. Flora Apothecary products are made with aromatherapy to heal & rejuvenate the body. Everything is handmade in small batches to ensure quality at her studio in Paradise Valley.

Nikki Wangler likes to think of herself as a modern day medicine woman. She has studied effects of natural oils and aromas and how they affect the mood and overall health. She has applied that knowledge into crafting handmade bath products. She is one of the only local crafters that has taken their passion for creating to the next level by offering and distributing a handmade, healthy alternatives to everyday bath necessities.

Flora Apothecary was inspired by a love of creating and was motivated by friends & family who fell in love with the way they felt after using her products. Her mission is not only to bring you an artisan body product line that is clean, simple, & affordable, but to also add an air of luxury to the everyday cleaning ritual. Flora Apothecary is currently sold online on the company website as well as a few brick and mortar stores across the state.

When we first met Nikki Wangler, we discussed the brief background of the company, its current state and the future objectives. Nikki Wangler shared her current rebranding strategies as well as her objectives of building brand awareness and brand equity of the company in order to help her expand nationally. From our previous marketing knowledge and our learning this semester in the brand management class, we were able to conduct a thorough brand assessment and propose recommendations to enhance the firm's branding strategy.

The report begins with a brief brand overview where we discuss the current business environment and examine the company's SWOT analysis. We will then talk about the brand elements where we discuss the rebranding changes Nikki Wangler has made i.e. a new logo, new packaging design and a new website. The report then describes the company's customer and pricing strategies as well as the current competition it faces in the beauty industry.

The report then elucidates the current marketing communication strategies the company engages in. We will provide our expertise on how efficient the social media and web strategies are as well as propose some recommendations on how to make improvements. We collected secondary data through our meetings with Nikki Wangler and via other credible sources. To collect primary data, our team created an online survey which was distributed to current and potential customers. The report will discuss our survey research objectives, methodology, and results in details. Based on the results, we will propose final recommendations for Nikki Wangler to analyze and decide whether she wants to implement them or not. The report also includes an implementation plan which lists the timeline for each recommendation to be implemented. Finally, we will provide a conclusion and list references used to create the report.

2. Brand Assessment

a. Brand Inventory and Brand Positioning

i. Brand Overview and Inventory

Flora Apothecary's current environmental awareness gravitates strongly towards influencing micro-environmental factors rather than anticipating and strategizing for occurrences within the macro-environment. Some of the key stakeholders in the micro-environment include: suppliers, customers and intermediaries. In terms of the macro-environment, there are more omnipresent influences that affect the business's political/ legal, economic, and social nature. Both the micro and macro context of Flora Apothecary are discussed below.

Micro-environmental factors

Flora Apothecary retains extensive oversight over its supply chain. Due to the full service nature of its product, quality is a paramount concern in sourcing decisions. Nikki Wangler has identified that while the price/quality trade-off does affect her margins, everything from the bottle to the purity of oils have become crucial identifiers when recognizing Flora Apothecary. The company is then able to stay consistent with its notion of prestige, quality and exclusivity. In addition, Flora Apothecary's high quality supply chain helps maintain the integrity of the product. Currently, their packaging and raw materials are sourced from Idaho and Oregon.

As a small business with a relatively niche customer base, Nikki Wangler has identified the importance customer relationship management applied at simplistic level. For example, all sales are accompanied by follow-up emails to evaluate customer experience and invite feedback. In addition, Flora Apothecary has a mailing list on which customers receive new product

information, discount codes, and a periodic newsletter. In the end, customer retention currently lies at roughly 60%.

Flora Apothecary currently distributes their artisan bath product through nine health and lifestyle intermediaries throughout Arizona, on its website and occasionally through pop-up booths at trade shows. It is anticipated that 50% of total sales are made through the nine stores, which Flora Apothecary sells through. While it is advantageous to sell through others as it negates many selling costs, it is possible that this may have a negative impact on her brand. This is due to the fact that the company does not dictate its' sales price of its products in the stores, which has proved to be inconsistent between sellers. Moreover, there is no control as to how the product is presented in the stores, which again may detract from the integrity of their products.

Macro-environmental factors

Due to a number of misleading marketing campaigns run by “Green Businesses”, the Federal Trade Commission has tightened its regulation on “green marketing” (BusinessWeek). Updates urge businesses to abstain from making bold and unqualified claims as to the potential benefits of their product. Now, for a business that prides itself of selling multi-purpose and healing bath and beauty products, such restrictions can place a significant impediment on Flora's ability to successfully convey its brand mantra to consumers.

With expansion, an imminent proposition for Flora Apothecary is in its' availability and cost of capital which are vital considerations in undertaking growth related activities. The U.S. Federal Reserve is seeking to maintain accommodative monetary policy for the foreseeable future to support full employment in the US. Thus making the current time period more attractive for expanding the businesses capital assets (human and non-human). Furthermore given the

luxury nature of Flora Apothecary products, the current economic climate does not pose a threat to sales through contracted demand for economic reasons.

Finally, from a societal viewpoint, 2014 is a particularly prosperous time to be involved in the organic skin care industry. Mintel Research has forecast that global sales in the sector are expected to reach \$11bn by 2016. In addition, it is estimated that North America constitutes 35% of global demand for organic personal care (Penning, 2012). This growth is being predicted on the basis that people around the world are becoming more and more organically literate and the fact that society is beginning to learn the impacts of non-organic bath and body products on human skin and health (Baginski, 2013).

SWOT Analysis

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> • High quality products • Excellent organizational knowledge of natural remedies • Hard working management • Uniqueness of products – based off trial and error to concoct signature formulas. | <ul style="list-style-type: none"> • 1-person business • Uncoordinated marketing/ branding campaigns • Uncoordinated use of social media |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • Product development and diversification • Partnerships • Development of brick & mortar store | <ul style="list-style-type: none"> • Competition (direct & indirect) i.e. The Strawberry Hedgehog, Lush, Sephora, The Body Shop, Bath & Body works • Imitation, active ingredients listed on back of packaging |

Brand Name

The brand name Flora Apothecary was created by Nikki Wangler herself. According to her, “the name came from the direct meaning behind her mission of healing the skin using herbs and botanicals”. The word “Flora” comes from the herbs and botanical aspect whereas the word “Apothecary” comes from the healing aspect. Overall, Nikki Wangler likes to think of herself as a modern day medicine woman and strongly believes that her brand name epitomizes that fact. In terms of attributes, the brand name is very meaningful as it illustrates general information about the nature of the product category as well as its benefits and qualities to the consumer. The adaptability and transferability of the brand name would be challenging as it would be difficult to extend into different product categories such as healthy foods or drinks. Additionally, the name may also be difficult to translate it into other foreign languages should she decide to go global. As far as likability and memorability is concerned, the company needs to conduct market research in order to figure out what consumers think about the brand name as well as the perceptions towards the image of the company itself.

Brand key elements

Apart from the brand name, another key element of the company is the brand logo. The previous logo was mildly updated since the company was founded and consisted of a plain typography which was a mixture of sans serif and serif fonts. Nikki Wangler says that the new logo is simplistic, clean, and modern which fits with the current trends and lifestyle of her target audience. The images below show the previous logo of the company and the newly re-branded logo for the future.



Previous Brand Logo



New Brand Logo

Flora Apothecary's slogan is to "heal your body and mind through the natural essence of floral, plant, and herbal ingredients". The slogan is meaningful as it describes and communicates the benefits of the brand within a short but powerful phrase. Additionally, the slogan perceives the brand as a natural healer for one's body and mind which fits with the company's overall message. Now, currently Flora Apothecary does not have an official brand mantra, however, when asked about "rejuvenating, organic, beauty" being the brand mantra, Nikki Wangler simply replied, "That's beautiful".

The final key element of the company is the brand packaging. Flora Apothecary's old packaging mainly consisted of a blue glass with a sticker label. This, however, was also redesigned and is now a combination of clear glass with black and pink screen print. Below is an example of the label for an anti-aging facial oil moisturizer that utilizes the new logo as well.

Ingredients: Grapeseed Oil, Apricot Oil, Hazelnut Oil, Macadamia Nut Oil, Meadowfoam, Black Current Seed, Evening Primrose, Willow bark extract, Rose Hip, Sea Buckthorn, Vitamin C, Frankincense.

Directions For Use: Place 1-2 drops of Prana onto fingertips, apply to face and neck evenly while massaging into skin. Should be used after cleansing. Our vitamin packed healing face oil can be used in place of your nightly moisturizer. Our anti-aging miracle in a bottle is packed with anti-oxidants that help nourish, balance, hydrate, and heal your skin. Prana reduces age spots and revitalizes tired skin, while helping to maintain the skin's elasticity and correcting UV sun damage.



From the perspective of both the firm and the consumer, the new packaging achieves a number of key objectives. It identifies the brand, conveys descriptive and persuasive information, and provides product ingredients and directions for use. The containers are small and strong which make it convenient for transportation and storage at home. In addition, the new packaging will further help perceive the company as one with luxury products due its high quality design and layouts. Essentially, the brand elements work well together in conveying the overall company impression towards its target audience.

Brand Attributes

As mentioned earlier, one of the major brand attributes is the luxuriousness of the products. This is exemplified by the fact that each bar soap is worth \$8. This, however, also means that the products are of a higher quality. As one customer claimed, “It’s well worth every pretty penny. I purchased this soap a month ago and it’s still going strong. I like my standard "Dove" and all but I literally think I will save money by using her soap since its lasting forever”. (Strebe) Some of the major brand features are illustrated from the fact that the products are 100% natural, chemical-free, vegan, artisan, and handmade. Nikki Wangler describes her products as being made with “no harsh chemicals, parabens, sulfates, petroleum, or artificial colorants”

which customers can feel good knowing that Flora Apothecary is good for the mind, body and soul.

Physical Environment

Along with selling the products on their website **www.floraapothecary.com**, the products are also sold at various retailers stores and retail shows across Arizona as mentioned earlier. In total, the retail sales account for almost 50% of overall company sales. Some of the stores the products are distributed to include: Sage Organic Skincare, Metta Yoga, Arcadia Farmers Markets, and McClean meditation institute. These companies all that have similar target markets (i.e. consumers who are focusing on a maintaining a healthy lifestyle and are care about the products they use for daily use). The company wants to maintain an exclusive, luxury brand so they are rather choosy regarding where their products can be sold.

Then regarding the retail-events such as the Junk in the Trunk, Flora Apothecary is not only able to sell their products but able to advertise and promote their products on a personal level.



Flora Apothecary Studio

Junk in the trunk Vintage market



McClean Meditation Institute

Above are some pictures that show how she displays her products at different locations. In the end, the physical environments currently used to promote and distribute their products are well selected and should be similar environments when the company becomes national.

i. Brand Positioning

Flora Apothecary's current target market is 25 to 55 year old females with a high disposable income who also maintain a healthy lifestyle. In addition, these are women who purchase expensive beauty items from high-end companies such as Ulta and Lush. As a result, the company has segmented their market based upon income, lifestyle and gender which is a standard among companies. Yet, the company has failed to do any research that would fully support their idealized market. However, since Nikki Wangler works in both the production and the sales side of the business, this allows her the ability to interact with the consumers and gain feedback on her products. Flora Apothecary however is correct with the assumption that women are the primary target market.

In a recent study, it shows females being the primary consumers of beauty products, shopping for items over five times a year (Mint.com). It also concludes that females age 16 to 65 years spend an average of \$43 each trip to purchase beauty supplies. This means that even females at the age of 16 spend around \$215 a year on beauty supplies. In addition, since the vast majority of Flora Apothecary's sales come from their website, a recent study states females from 18 - 34 spend 31% more time purchasing online than any other age (WSJ).

Therefore, Flora Apothecary should try to broaden their age segmentation and try to appeal to a younger audience since there is a great promise for potential sales. This can be done by investing in a brand extensions for a younger audience which can be “Flora for Teens”.

In the end, Flora Apothecary has identified themselves as a high-end, natural beauty supplier. Additionally, according to Nikki Wangler she sees her brand for those of whom spend “...their Saturday mornings doing yoga and then heading out to get a cold-pressed juice.”

Therefore, for healthy women, Flora Apothecary is a high-end, natural beauty supplier that offers natural, chemical-free, vegan, artisan, and handmade products. With that in mind, Flora Apothecary is able to focus everything it does in delivering this promise with excellence. Since the company developed a brand positioning, it will become easier for Flora Apothecary to develop consistent customer experiences and communications and use it as a basis for developing brand personality. Flora Apothecary can also focus on their current best customers, help them understand what the company offers and create a consistent brand they will remember.

Brand Mantra

Since the start of Flora Apothecary, there was never an established brand mantra until now. In a recent interview with the owner Nikki Wangler and as previously mentioned, she confirmed that the mantra “rejuvenating, organic, beauty” encapsulates her company to its core.

The company specializes in organic, beauty care that is supposed to rejuvenate the skin so that is why this new brand mantra fits the identity of the consumers and its customers so well.

ii. Pricing and Customer Strategy

Pricing remains one of the most important elements of Flora Apothecary's brand. Therefore, with the correct positioning within the market they can ensure success and continued company growth. By evaluating their costs, company goals, and the primary customers, this gives an insight into accurate pricing and positioning.

Currently, Flora Apothecary's prices are relative to competition and other premium products. Their target consumers' place a large priority on the ingredients are used within their beauty cosmetics and expect a certain quality of product based upon their price. Now, since the company is the sole producer of their products, each batch is specially handcrafted with high-quality ingredients, thus reflecting their value-based pricing.

Flora Apothecary's products are sold through three different platforms: wholesale, retail, and online. There are two different price variations Flora Apothecary uses in Business-to-Business and Business-to-Consumer marketing. In the company's wholesale transactions prices vary from \$4 -\$15, which is half of the suggested retail price. This allows for a large portion of the merchandise to be sold through a second party. Conclusively, Flora Apothecary wants to expand their business nationally. Therefore, by focusing on wholesale and online transactions, it will help to expedite the expansion and brand recognition nationally.

Value Proposition

The company's value proposition is the ability to sell organic, healing beauty products that will promote a healthy lifestyle. Unfortunately, Flora Apothecary's current communication strategy does not effectively boot their proposition. The channels of communication are primarily through word-of-mouth and social media. Although the business maintains steady

revenue there communication plan lacks consistency through all platforms. This is due to largely to the fact that the company does not have a clear and concise image because of their current re-branding.

In their existing communication strategy, social media is the main channel that allows for the most with the consumer contact. Plus, through their promotions on various social platforms (i.e. Instagram, Facebook, etc.) it serves as the main form of customer retention and acquisition. Furthermore, Flora Apothecary seeks to attain new consumers through retail shows like Junk in the Trunk which showcases local and emerging businesses. This allows them the opportunity to attain new customers while gaining customer feedback and suggestions in-person. All in all, both of these channels are ideal for consumer ratings and feedback but still have areas of improvement.

iii. Competition

While the healthy, organic products are relatively a new and growing industry, there is a vast amount of competition. Specifically, within Flora Apothecary's market their main competitors are: Lush Handmade Cosmetics, KHall Designs, Tata Harper, and Frank Coffee Scrub. When evaluating each competitor's strengths in Flora Apothecary's market, there are evident differences among them. For example, Lush Handmade Cosmetics, is an international company based out of the U. K. that manufactures and sells of environmentally-friendly, natural cosmetics. However, since it is an international company, they have over 700 retail shops worldwide, as well as an ecommerce site and product catalog. In the end, Lush Handmade Cosmetics, much like KHall Designs and Franks Coffee Scrub; strengths are through their

national/international exposure to the target market as well as their amount of marketing and retail stores. Overall, these companies are perceived to be well-established, high-quality companies due to their years in the market, their exposure and their amount of distribution.

All in all, Flora Apothecary's competition such Lush Handmade Cosmetics or KHall Designs, position themselves within the same ranges because they are all competing in the similar or same markets. Thus, primarily for older women, these companies offer high-end cosmetics and beauty products that can be distributed internationally. Based upon this statement, these companies position themselves in regards to gender, price, quality, age, and lifestyle. The only main difference is that the competition, like Franks Coffee Scrub, positions their products to both a younger and older audience. These positioning are then communicated by product design and their brand mantra. For example, Franks Coffee Scrub's brand mantra is "Get Naked. Get Dirty. Get Rough. Get Clean." This then promotes the image of their company while identifying with their key market.

Flora Apothecary is a diverse company filled with lots of potential. They just have to establish a key identity and target market, as well as establishing a communication plan in order to increase company growth.

b. Integrated Marketing Communications & Online Brand Strategy

i. Integrated Marketing Communications

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the brands they sell. The five major marketing communication tools options are; Advertising, Promotion, Event Marketing and Sponsorships,

Public Relations and Publicity, and Personal Selling. The communication tools Flora Apothecary currently engages itself in promotions, personal selling and social media marketing.

Flora Apothecary does not currently have any significant advertising presence in terms of television, radio, or print ads. We believe Nikki Wangler should at least utilize radio and print ads as a means of advertising her company and its products. Television ads can be very expensive, however; an effective radio or print ad could prove to be very beneficial in terms of creating brand awareness and building brand equity for the company. Radio ads are less costly and can reach her target market providing information about the company, the products, as well as the location of the store or the online website details. A print ad would be the most ideal as it is the cheapest advertising option and the ads can be distributed regionally or even statewide via mails and emails. The print ads are effective as the visibility gained from the ad can enhance the company's image. Print ads are also easy to read and understand as the brand and products are well identified.

Nikki Wangler does a small amount of promotions for Flora Apothecary. Most of it is consumer sales promotion which provides both current and potential customers an incentive to purchase the products. The most common sales promotion the company currently uses is "Free Shipping" when customers purchase products from the company's online website. Another promotion she did last year was to provide 20% off entire store during the fall season. These, as well as the "free shipping" promotions, were offered via the company's official Facebook page. She also engages in trade promotions mainly through various trade shows such as the most recent "Junk in the trunk" vintage market. Our suggestion would be to have sales promotions more frequently than she currently does. It is understandable that she is trying to maintain the

exclusivity of the products and offering various promotion discounts may affect the image, but at this point her goal should be to build brand equity and awareness. This can be done if the target market is given an incentive to purchase her products over a more established competitor.

Finally it can be said that Nikki Wangler does some personal selling as well via all the trade shows. We believe this to be her strongest promotional tool as she is very passionate about her company and the products, hence a face-to face interaction with the customers gives her the chance to target best prospects as well as build personal relationships. At the trade shows, she is able to reach out to the right target market where she can then address specific customer needs, provide additional information about her products and persuade the consumers into purchasing the products all while gaining positive PR.

Ii. Online Brand Presence

The Flora Apothecary old website served a multitude of purposes. While the brand is currently shelved at nine different stores around the state, Flora Apothecary online sales constitute 50% of its total sales. In this regard, Flora Apothecary's old website fulfilled the e-commerce objective of the business's web branding strategy. The layout of website was able to convey the page as a purchasing destination for the brand, with the salience of text and images such as: "Free Shipping" and "Add to cart" well positioned in the top corners of the homepage. Moreover, catalogue accessibility is relatively simple with the six product category bannerred across the top of the homepage. Without having to select a product category, website visitors are still able to view Flora products through a "Products We Love" section displayed at the bottom of the page. (Image 1.1)

The use of soft images and earthy colors helps first time visitors/potential customers to identify the Flora Apothecary brand with purity and naturalness. The salient image on the homepage is that of a young, pretty woman wearing a floral head wreath with the accompanying message: “Our Artisan Bath Products Are Natural & Handmade”. The central positioning of this image and text on the homepage helps firmly establish the brand identity in the mind of consumers. The demographic the website hoped to attract is in line with Flora’s general target market i.e. women in the age bracket of 25-49, with an above average disposable income and an interest in self-maintenance. With the goal of national expansion, we believed that the website was able to consider the needs of prospective business buyers and could provide information on potential business opportunities as opposed to focusing solely on business-to-consumer sales.

The current (Image 1.2) website is effective in meeting its web strategy objectives but not overly efficient. There is not much depth to the current website. For example, greater passion and personality could perhaps be conveyed with the integration of more diverse media i.e. video on the homepage portraying the manufacturing process or Nikki Wangler herself explains the benefits of using her products. Overall the website feels clean, and makes good use of earthy colors and relevant images to the brand. Yet, the website seems to fall short on personality and vibrancy. Without considering competitors, a general perception of the website would be that it is easy on the eye, yet a little static. What is particularly pleasing about the website is its coherence with the Flora Apothecary line of products.

Strawberry Hedgehog is a direct competitor to Flora Apothecary. This website is simple but at the same time it is significantly more developed in terms of information presence. Under the “About” link on Strawberry Hedgehog’s website, there is an abundance of information

relating to company history, reviews, FAQs, media articles and an active blog (Image 1.3). As comparative readers, we feel more intertwined with the Strawberry Hedgehog website compared to Flora Apothecary, given the abundance of active and relevant information provided to potential consumers. Lush Cosmetics is an example of a larger scale operator in a similar market as Flora Apothecary. Where the aesthetic of Flora Apothecary's website was considered satisfactory, Lush's website is exemplary. Even though Lush may have a larger budget than Flora, some of the features can be drawn upon to improve on their own website. Lush has used an array eye popping colors to draw customer attention whereas Flora has conservatively maintained a one color approach with its wide use of a light pink. (Image 1.4)

The website currently does not use any videos. In the context of the Flora Apothecary brand, a video would present the business with the opportunity of providing detailed information in a very concise format. The beauty of a video is that it is adaptable, always relevant and if executed correctly, can help generate a real buzz.

iii. Social Media Marketing

Social media enables users to communicate ideas and exchange content through online networking. Currently, Flora Apothecary has a social media strategy that has been implemented via Facebook in order to increase brand awareness. The brand utilizes four social media platforms: Instagram, Facebook, Twitter, and Pinterest. Facebook is the central form of communication over other platforms. In addition, the company offers discounts and coupon codes to reward current and new customers. Flora Apothecary's competitors are utilizing the same platforms but more effectively. For example, Lush Cosmetics has created a social media strategy that promotes the brand through their mission statement. In addition, their other media

platforms serve as a lifestyle extension for their natural products. Therefore, it is important for Flora Apothecary to implement new strategies tools in order to increase customer participation and reach potential customers.

The website, blog, Facebook, Instagram and Twitter all allow users to follow, share and like content. Although this interaction presents an opportunity for greater participation with customers, Flora Apothecary's only interacts with them via email. This, in turn, affects their ability to analyze customers' perception towards the brand and its products. Moving forward, the company blog would be an ideal channel as the primary customer point of contact. Unfortunately, the last updated blog post was over a year ago so there has been no recent content. This hinders the overall brand image Flora Apothecary is trying to convey.

Key competitors, like Frank's Body Scrub and K Hall Designs, have different approaches to their social media strategies but both create customer awareness of the brand. Currently, Frank's Body Scrub has a social media campaign implemented with the use of the #letsbefrank. It creates a fun and easy way for customers to interact with the brand. With 55,397 likes on Facebook and 500,817 followers on Instagram, Frank's Body Scrub has a clear understanding of how to use their two platforms effectively. K Hall Designs also have more likes on Facebook and followers on Instagram compared to Flora Apothecary. Here is a comparison to the two companies in terms of followers and likes on their highest activity platforms:

| | Flora Apothecary | Frank's Body Scrub |
|-----------|------------------|--------------------|
| Facebook | 635 likes | 60794 likes |
| Twitter | 258 followers | 10600 followers |
| Instagram | 1000 followers | 534000 followers |

iv. SEO Strategy

SEO or search engine optimization is the process of gaining online traffic from free or organic search results on various search engines. Basically, search engine optimization is how a company or entity can optimize their website in order to get higher rankings in search results. This process is done by posting relevant material that will appeal to the target audience search queries and get them to share the website content. In order for a company or entity to properly utilize search engine optimization for their brand they must:

1. Find relevant keywords that properly represent the brand
2. Optimize the website domain name, title and description
3. Create relevant website content through the use of images, videos and text

Evaluating Flora Apothecary's SEO, it is apparent that it is not properly employed.

When running a website analysis, Flora Apothecary's has low domain authority and page rank which are crucial indicators of poor SEO. (Website Details) Since these are important factors in Google's SERP (search engine results page) rankings, Flora Apothecary needs to increase backlinks from relevant niche sites and choose keywords that prove high already in Google rankings. Also, they must focus on their link profile and enter links from higher linking pages.

Website stats can be seen in the table below:






| Webpage Stats: | | |
|------------------------------------|---------|--|
| PageRank ? | 2 | Your Page Rank needs to increase. Page Rank is one of the important factor in Google's SERP rankings. To increase page rank of a site get back links from the relevant niche sites having high PR. Where links from the relevant niche sites helps in getting good rank in SERP, there the back links from the high PR sites help in attaining high Page rank. |
| Domain Authority ? | 16 | This is a poor domain authority and it needs to improve. The best way to increase this metric is to improve the overall SEO. The focus should be set mainly on the link profile by getting more links from other high linking pages. |
| MozRank ? | 3 | Your MozRank needs improvement. A page's MozRank can be improved by getting lots of links from semi-popular pages or a few links from very popular pages. |
| MozTrust ? | 3 | Your MozTrust needs improvement. MozTrust can be improved by receiving links from sources which have fundamental trust, such as the homepage of university websites or government web pages. |
| Alexa Rank ? | No Info | |
| Appears in DMOZ ? | 0 times | You are not listed and it is recommended to get listed on DMOZ. It is a great link to have and it can be an easy listing to get. Be sure to write an objective non-sales-type (spammy) description for the website. Find the right niche category to submit in. |

Flora Apothecary' domain name is <http://www.floraapothecary.com> and their website title is Flora Apothecary. In addition, the company has two website descriptions which are “all natural, handmade, artisan, bath & body, skin care, products.” and “using aromatherapy to heal and nurture the body.” Flora Apothecary also has four primary keywords that are currently ranked on Google which are apothecary online, apothecary bath, online apothecary, and apothecary soap. These keywords positions do change on a frequent basis due to search engine updates and competition, and also vary due to user. Therefore, it is important for Flora Apothecary to promote the keywords that are specific to their brand. Keyword rankings can be seen in the table below:

| Ranking Keywords | Google Ranking | Volume Per Month | Ranking Page |
|-------------------|----------------|------------------|---|
| apothecary online | 11 | 30 Searches | http://www.floraapothecary.com/ |
| apothecary bath | 7 | 20 Searches | http://www.floraapothecary.com/ |
| online apothecary | 14 | 70 Searches | http://www.floraapothecary.com/ |
| apothecary soap | 14 | 40 Searches | http://www.floraapothecary.com/ |

Based on Flora Apothecary's posts, they tend to tag their items using keywords such as handmade, all natural, organic, healthy, and cosmetics. Their primary keywords help Google determine what each page and piece of content is about which also increases rankings.

This can be shown in the table below:

| Content Focus | Qty | Details | Recommendation |
|--|-----|--|---|
| Title  | 16 | Flora Apothecary |  |
| Meta Description  | 114 | All natural, handmade, artisan, bath & body, skin care, products. Using Aromatherapy to heal and nurture the body. |  |
| Meta Keywords  | 28 | Handmade, all natural, organic, bath & body, lush, cosmetics, skin care, clean, healthy, aromatherapy, vintage, yoga, good for you, local, artisan, Scottsdale, Phoenix, Arizona, Sanskrit, rejuvenating, revitalizing, relaxing, bath bomb, bath fizz, body scrub, body soap, soy candle, | - |

After evaluating Flora Apothecary's SEO, it is apparent that there is an opportunity for improvement. The main focus areas that Flora Apothecary must improve upon is their lack of backlinks, recommendation links, specific keywords, and content creation. Adding backlinks of niche sites and using specific keywords is an easy fix but creation of content poses more of a

challenge. Flora Apothecary has the challenge of creating “snackable” content which means content that is easy for visitors to consume and be able to share (Investopedia). It also means that their content needs to be relevant towards their primary audience. Hence, that is why Flora Apothecary needs to start creating more colorful material that incorporates the use of text, images, and videos as well as maintaining their keywords/tags. Thereafter, this content should be posted across company social media accounts with the keywords attached so that the content can reach the target audience and be easily consumed. By Flora Apothecary making a few changes to their website and the content they post, their SEO should increase rankings among Google and increase their overall online presence. To help with the process of on and off site link building, we have attached supplemental material that will give the needed basics of linking development (Article 1.1). MOZ SEO development tools

v. Recommendations

In terms of Flora Apothecary’s brand website, the company needs to do the following:

1. Update their website design and layout to increase readability
2. Properly align displayed images
3. Simplify use key words
4. Downsize the Flora Apothecary Logo connected to each page as it is hard to see the menu options and products when clicked.
5. Create a readable and modern product layout similar to that of Sephora’s (Image 1.5)
6. Create more vibrant content (images, videos, articles) that will allow customers to keep returning and heighten the website’s SEO ranking

7. Add a “How To” and an “Advice” page where Flora Apothecary can recommend how to use their products as well as promoting a healthy lifestyle.

In the end, by simplifying and adding more types of content it will allow for more sales from current and promising customers.

When evaluating Flora Apothecary’s social media strategy, there virtually is none. This is due to the fact that the owner, Nikki Wangler, is in charge of not only the production and distribution but the marketing as well. Therefore, she needs to hire a social media intern or use a social media program assistant such as HootSuite. Consequently, it will allow Flora Apothecary to create and organize their material consistently which in turn will be posted across all social media accounts at the click of a button. Cross integration is easy to implement and can prove to be a helpful factor in company success. Besides account organization and integration, Flora Apothecary should be posting material on a consistent basis. The company needs to improve their brand awareness and build brand equity thus creating content that appeals to both objectives. Again the content that is produced must be “snackable” and come in various forms such as “How To” videos or article tutorials. While assessing Flora Apothecary’s Pinterest and Instagram, the accounts are filled with irrelevant content. It can be seen that the owner uses these accounts for both personal and business use. In order to build brand identity, she needs to use these accounts to highlight her products and not post pictures of unneeded content (Image 1.6). As for the company Twitter account, it has a very plain and generic feed that just features plain text (Image 1.7). If Flora Apothecary wishes to increase their followers on Twitter there has to be more creative content posted in the feed. Finally, in terms of content, overall it is good for Flora Apothecary to produce their own content but they should involve their customers as well. This

will allow customers to develop a relationship with the brand in addition to, Flora Apothecary gaining content that their target audience can create and share. In conclusion, Flora Apothecary needs to focus on these key areas:

1. Organize social media integration through the use of an online program or social media assistant
2. Post content on a consistent basis (preferably everyday)
3. Maintain a vibrant collection of content which includes video, images, text, surveys, etc
4. Make company accounts strictly business with little to no personal content
5. Engage customers in content creation

By implementing a new website design and layout as well as a new social media strategy, Flora Apothecary should be able to build brand equity, increase online presence, and encourage customers to engage with the brand.

c. Brand Perceptions

i. Primary Research

From our market research plan, the primary research objective was to figure out how Flora Apothecary can retain as well as gain potential new customers. The goals for the company should still be to create brand awareness and brand image. Through the survey methodology, our team was able to find key areas that Flora Apothecary can effectively improve upon and implement within their new business strategy. In addition, the research also provided detailed information about the target market's behavior and their perceptions towards using organic beauty products. Therefore, this data will now allow us to be able to find the most effective and efficient way for Flora Apothecary to target new customers and enhance the company's market

presence. We will now discuss our survey results in details and provide any recommendations based on our findings.

In order to understand how Flora Apothecary influences its current and potential customers on how they think and interact with the brand, it is important to determine their brand perceptions. The goal for Flora Apothecary is to become a strong brand which is an important business asset and in order for the brand to grow, they must align brand and perception within their bottom line. When, viewing the results of a recent Flora Apothecary survey (primary data) along with some supplementary secondary data, the brand's overall perception can be uncovered.

Brand Awareness

When analyzing the primary data collected from the Flora Apothecary survey, it uncovers the potential market of a younger generation. We received survey responses from 140 total respondents. The key demographic within the survey respondents is females within the ages of 20 - 24 of who consider themselves health-conscious. Yet, only 33% of respondents were Flora Apothecary customers. However, there is still a general interest among the respondents with 57% answering that they are interested in Flora Apothecary's products. It is also beneficial that Flora Apothecary is starting their business in the Western region of the U.S. because in the study conducted by Brandon Gaille, he found that women in the west spend the most money on beauty products at an average product price of \$154.

For Flora Apothecary to increasing brand awareness within this market, the one of the primary channels they must advertise through is word-of mouth. This can be generated when the owner, Nikki Wangler, attends shows such as the trunk show in Arizona and be able to generate

buzz about her business. Approximately 74% of respondents preferred to find information about products from family members and friends being more reliable which is why we recommend the company to communicate through personal selling and sales promotion. In addition, 45% of the respondents listed social media as a crucial means of finding product information. Therefore, our recommendation to Nikki Wangler would be to revamp her social media strategies in terms of daily product advertising, providing product information/benefits, and offering discounts. We believe this will boost her online sales as the customers receive all the information they need via the sites and are able to confidently purchase the products online

Brand Product Characteristics

When analyzing a few of the brand associations and perceived product benefits of Flora Apothecary, it seems as though they are trying to capitalize on their strengths. In the same study conducted by the marketing expert Brandon Gaille, 82% of women believe that wearing and using products makes them more self-confident along with 86% finding that it improves their overall image. Our results showed that 80% of Flora Apothecary customers repurchase items because of quality of the products. Thus, it is important that the company maintains its focus on product quality which in turn would increase sales from current customers and reduce cost of attracting new customers.

Brand Purchasing Preferences

According to our survey, 61% of respondents are willing to spend on average \$15 - \$20 on a beauty product. This is not good news for the company as each of their body polish sells for \$30, almost double the price. One key influencer that Flora Apothecary needs to take note of is that 34% of the respondents listed high cost as the main reason why they decide not to switch to

organic beauty products. We understand that Nikki Wangler wants to maintain the exclusiveness of the brand, but we recommend the company to have a market penetration strategy in order to increase sales. Once they establish a significant market share, they can return back to the current pricing strategy and promote the exclusiveness of the brand. Lastly, 90% of respondents preferred to buy their beauty products in a physical store such as a boutique or a retailer. Therefore in the future, we recommend that Flora Apothecary to eventually build a flagship store where they not only can sell their products but host events in-store.

ii. Core Brand Associations and Mental Map

Brand associations are anything which are deep seated in customer's mind about the brand. Brand associations are the positive or negative attributes of brand which come into consumers mind when the brand is talked about. Positive brand associations are developed if the products which the brand depicts are durable, marketable and desirable. The customers must be persuaded that the brand possess the features and attributes satisfying their needs. Our survey results provided us with information that can help us outline some of the brand associations that Flora Apothecary may possess.

High quality products

Both the relative and objective quality of Flora Apothecary products resonates strongly to consumers. In addition to the healing and natural concoction of Flora beauty products, respondents of the survey highlight relative quality of products as being a major reason in continuing to purchase from Flora Apothecary. 80% of the current Flora Apothecary consumers chose quality of products as the reason for staying with the brand. They believe that the products

are not as harmful as compared to the high toxicity of generic beauty products commonly sold at supermarkets, department stores, cosmetic stores and drug stores.

Organic/ natural

Embedded in the name, the product and every discernible touch point of the brand. Organic, toxin-free products are the inspiration behind the brand, and it is these selling points, which continue to engage new consumers. When consumers hear about the brand Flora Apothecary, they think of the words organic and natural and these are the associations made with the products which is a big positive for Nikki Wangler.

Exclusive

The price point for Flora Apothecary is necessarily consistent with the quality of the product. The above average price of its beauty products helps to elicit the prestige of the product in the mind of consumers. Not only should users feel good about using Flora Apothecary products, but equally they should detract some social utility and self-worth from buying relatively upmarket products. The Exclusive brand associations however might have a negative impact to the brand. When we asked the respondents why they haven't made the switch to more organic/natural beauty products, 34% said the reason was due to high cost. If we want these consumers to make the switch, Flora Apothecary may need to reduce its products prices or convince the consumers of the value they may be receiving from the high cost.

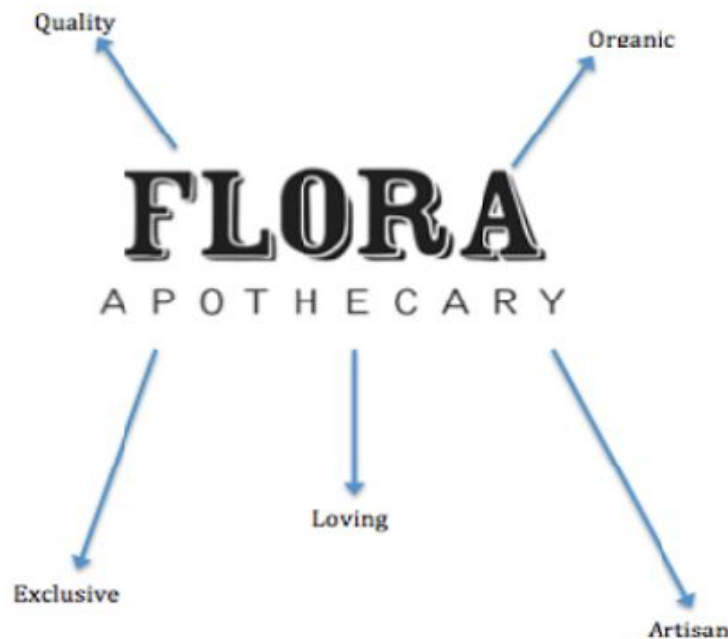
Artisan

In a world of mass production, the handmade dynamic of Flora Apothecary resonates strongly with consumers. It helps elevate the image of the brand favorably given that craftsmanship goes into each bar. The “artisan “ brand association also ties in each of the other four core associations given that handmade often runs synonymous to quality, organic, exclusive and care.

Loving/ caring

The soft colors used in promotional activities and the way the product is designed to feel on your skin perpetuates a notion of love in every bottle from the maker to the user. Such a brand association is intelligible given the fact that it is the customer who lies at the center of any product innovation. Also, in addition to the favorable quality of Flora Apothecary products, survey results suggest excellent customer rapport is a key driver of repeat purchases.

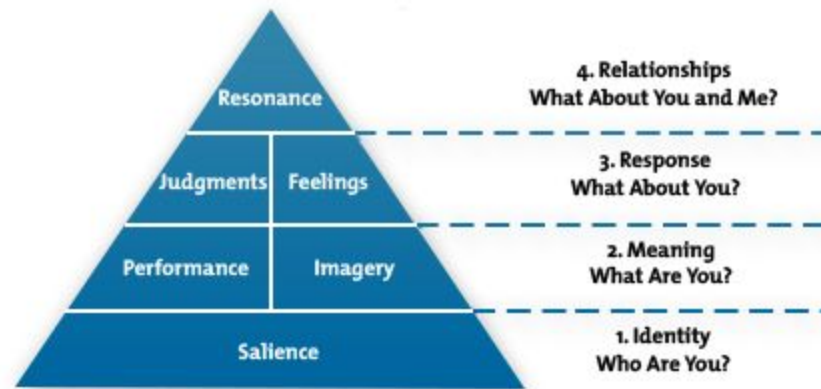
Figure A: Flora Apothecary Brand Association Mental Map



The image above illustrates all the brand associations that Flora Apothecary possesses. Nikki Wangler can study this and find Points of Parity and Points of Differences through which the company can target potential customers.

iii. Consumer-based equity pyramid

Brand knowledge is the key to building successful customer based brand equity. Below is the key outline (pyramid) to understanding Flora Apothecary consumer-based equity.



Starting at the base of the pyramid, salience looks to understand the deep and broad brand awareness answering the question “who are you?” After examining the survey data, the salience of the brand is currently does not seem to be translating to the consumers. According to the Flora Apothecary website “the line is designed to promote inner healing and outside beauty through aromatherapy, and the natural essence of floral, plant, and herbal ingredients”. Yet the data collected shows there is not a resonating brand identity. There is a necessity to have an ease of recall and recognition that comes with strength and clarity of category membership. There are numerous trends that suggest an increase in health conscious decisions. The breadth of the brand awareness plays an important factor in purchasing and consumption consideration. The current

identity can be translated as “an artisan body product line that is clean, simple and affordable, that also add an air of luxury to the everyday cleansing ritual”. By strengthening this through digital and print media platforms, brand associations can be formed to create a stronger and clearer sense of identity.

Building from the base of the pyramid, performance and imagery, are the next key factors that address the question “what are you?” Through a rational and emotional analysis each focus on the brands points-of-parity and points-of-difference. Flora Apothecary’s points-of-parity keep consumers coming back and can be narrowed into four main categories, quality, homemade, organic, and naturally sourced ingredients. While many of these characteristics are not unique to Flora they remain a top priority and increase the brands differentiation. According to the data 50% of consumers or potential consumers view the brand positively, and of the current customers 40% continue to purchase products based on relationships with owner Nikki Wangler. The brand has the ability to differentiate from the competition through its communication strategy, emphasis of overall health benefits as well as Nikki Wangler’s journey to an overall healthy lifestyle. As an owner she is able to connect with her consumers creating personal customer relations and lasting clientele.

The third tier of the pyramid, judgments and feelings, focuses on examining the question “what about you?” The brand carries a variety of natural and organic products for women and men that range from elixirs, soaps, candles, lip balms, body polish, beard oil and shave soap. It is the emphasis on the handmade all-natural, non-toxic, vegan bath products and skin care line without the addition of harsh chemicals, parabens, sulfates, petroleum, or dyes that complete the high quality judgments. As previously stated, 80% of current consumers continue to use Flora

Apothecary products because of the high quality. According to the association for consumer research, “Providing high quality products is essential in the retail industry as it increases customers’ purchase intentions, store loyalty, and favorable word-of-mouth communication.”(Kim) Along with quality judgments, the personal connection many consumers feel to Nikki, as an owner, create positive brand associations that can foster a stronger sense of feeling and brand loyalty.

The final step to the pyramid is resonance, which asks the question “what about you and me?” This step is where consumers are loyal to the brand and feel a real connection to the company as a whole. While there is opportunity for Flora to reach this in the next few years, from the data we collected it shows that the company does not have an intense and active loyalty from consumers. Our data showed that some of the main reasons consumers are reluctant to try natural beauty products are because they do not fully understand the benefits from use along with high costs. By expanding her blog and expanding digital marketing efforts she can reach more clientele and begin to expand her loyal consumer base.

iv. Consumer-centric Brand

From our survey results, we can say that Flora Apothecary is a consumer-centric brand, or it is at least attempting to be one. Consumer-centric is simply creating a positive consumer experience at the point of sale and post-sale. We feel Nikki Wangler personally offers this experience whether it is at her own store or at the events/shows. She is very passionate about her company and the products and engages well with consumers during and after the sale of her products. As we said previously, 40% of the customers continue to purchase products from the company

based on relationships with owner Nikki Wangler. This is great and she needs to continue to maintain this as a customer-centric approach can add value to a company by enabling it to differentiate itself from competitors who do not offer the same experience. Her next step would be to offer the same experience via her online website as well as through her social media platforms.

C. Brand Development

i. Brand Development Strategies

Brand extensions

Nikki Wangler has always been a very proactive businesswoman, continually exploring ways to extend her product-line to a wider range of consumers and offering a broader product range to existing customers. The two most recent extensions have been the “Gents” range and the soy candle range. The “Gents” range is a 3-product category including: beard oil, shaving soap and body soap. The soy candle line is still in its infancy, and customer responses are yet to be gauged however, the ‘Gents’ range has been a big hit during its first year on the market. Nikki Wangler has quantified the success of this extension with males being among her most loyal customers in terms of repeat purchases.

With regards to brand failures, to this date Mrs. Wangler has not been required to withdraw any of her products for market. In the new future, Flora Apothecary should explore potential line extensions in product categories such as: face serums, body butters, bath accessories, a Flora for Kids or a Flora for Teens range.

Flora Apothecary for Teens

While we are not convinced the name for the proposed extension “Flora Apothecary for Teens” would gather much traction, we are confident that the essence of the product will. Young girls in America on average begin using skincare and beauty products at the onset of their teenage years. In 2011, young girls aged 13-17, had a total spend of \$100M on skincare and beauty products each month in America (NDP Group). Furthermore, young girls who struggle with skin related issues are much more likely to purchase more expensive skincare alternatives if they are able to remedy acne and improve complexion. According to Grail Research, companies are beginning to reach girls with skin and beauty products when they're young to hopefully create lifelong customers (Market Watch).

Flora Apothecary is potentially a brand that will resonate strongly with teenagers, given the range of skin related issues faced through the teenage years. Market research by American Physiological Association suggests that insecurity experienced in the formative teenage years encourages teens to find ways to feel good about themselves, often this liberation is found in the products they consume whether it makes them look better or feel more confident. Furthermore opportunity exists particularly in the teenage girls market, because during teenage years, young girls are more likely to express their personality and look for ways to fit in to predetermined gender roles by associating themselves with brands, through a sound product offering and coherent branding strategy towards teens, Flora Apothecary for Teens could extrapolate larger revenues by leveraging the two aforementioned factors of: teenage insecurity and desire of teens to subscribe towards gender roles.

The key brand perceptions that could drive demand amongst teenagers would be Flora's penchant for high quality, organic ingredient base and natural healing properties the product

purports to do. Such brand perceptions would be the identifying traits, which differentiate Floras prospective teen line from common supermarket or department store brands.

The fundamental idea behind this brand extension is that the nature of the “new product” and its formulation would be based on the existing Flora Apothecary range. However some of the more specific brand elements regarding the brand extension would need to be particularly different for the teenage market, given the impressionability of the youth on aesthetic and superficial aspects of the branding process. With the youth market, we anticipate that ‘Apothecary’ may need to be dropped in order of a more relevant name which resonates with teens, moreover the softer colors such as light pink and white which are commonly associated with Flora Apothecary through the brand touch points may be reconsidered for more eye-popping colours, such as bright and fluoro greens, blues, pinks, purples and yellows. However perhaps the biggest detriment to brand success for a teen-segmented product would be value. This may be a difficult proposition for Flora Apothecary given that pricing is a key driver of influencing consumer perception. As Tina Wells explains in her book: *Chasing Youth Culture and Getting it Right*, prices matters more to teens than you’d think, Teens in seeking social acceptance have a ton of expenses; from small commitments like clothes and electronics, to big ticket items such as college and a car. Offering a product at a reasonable price is going to be the most critical factor (Huffington Post). This may be a concern given the cost of manufacturing and use of pricing by Flora Apothecary to drive consumer perceptions, however research suggests that this would be an appropriate brand extensions which could yield many benefits such as: economies of scale and greater market coverage.

iii. Final Recommendations

In addition to the aforementioned brand extension in a Flora for Teens line, at the conclusion of our client project we have a number of other recommendations, which we feel could aid Flora Apothecary in developing a stronger overall business. The first of these recommendations is the adoption of a “Word of Mouth Marketing” campaign (WOMM).

WOMM Campaign

According to Nielsen, 92% of consumers are more likely to make a purchase based on recommendations from friends and family as opposed to other forms of advertising. Yet the same study also suggests that only 6% of businesses have mastered it. This statistic is supported by our market insights, which suggest that 74% of respondents were more inclined to make a skincare product decision based on what their friends or family thought. As such, it is not ideal to sit back and hope conversations around the brand will naturally happen; rather Flora Apothecary needs to unleash the power of word of mouth.

The reality is that 100 passionate fans who love Flora Apothecary is exponentially better than having 10,000 fans who like the Facebook page for the sake of it. In order to affect buzz around the product it is necessary for any word of mouth campaign to be founded on the 3 E's: engage, equip and empower!

For example, a sample word of mouth campaign for the proposed “Flora for Teens” line could look a little like this: The business would ideally partner with a brand ambassador, someone or some group with traction and influence over the teen segment, perhaps an ASU

sorority or an Arizona high school student with a large social media following. As an opinion leader the brand ambassador would be given free products, in return for promoting the product through their own social media platforms, ideally the word generated by the opinion leader would inspire interest among similar consumers in the market. More than this however, it is important we equip the brand ambassador with a means of effectively doing her job. For example we may decide to give her samples to share with people, or generate a discount code for each reference the ambassador provides.

Social connectivity makes it easier than ever for consumers to do your marketing for you. A post that takes just a few minutes for a fan to write will be seen by hundreds of friends who trust them, and soon enough will trust Flora Apothecary.

Social Media Campaign

Another primary recommendation supported through the data is an increased social media presence and strategy which will help strengthen brand identity. When first looking at the target demographic we saw discrepancies in what we believe should be the brands main focus. Through trend analysis there is a large shift towards healthy and organic lifestyles. From information previous presented in our paper looking at a societal viewpoint, 2014 is a particularly prosperous time to be involved in the organic skin care industry. Mintel Research has forecast that global sales in the sector are expected to reach \$11billion by 2016. In addition, it is estimated that North America constitutes +35% of global demand for organic personal care. This growth is being predicted on the basis that people around the world are becoming more and more organically literate and the fact that society is beginning to learn the impacts of non-organic bath and body products on human skin and health.

With this information it is important to clearly define the target market and key identities of brand.

Consumer Persona

Looking at the data we have created a consumer profile of The Flora Apothecary customer. She is a 28 year old independent young woman and working professional, she shops at Nordstrom, practices yoga everyday, gets brunch with her friends on the weekend, drinks green smoothies and juice cleanses, always has a copy of Cosmo, Glamour, or Vogue, stays current on the newest trends from SoulCycle to Pure Barre and backpacked through Europe in her early 20's. Being able to personify this target market makes it easier to correctly target. Competitors within the industry, like Lush, have done a success job of creating a brand image that associates and resonates with their consumers. By focusing on the key differentiators, high quality products, organic, natural, exclusive, artisan, and loving/caring, the brand can strengthen its identity as a whole.

To implement this strategy we move on to our second recommendation. Improve social media presence. Currently Flora Apothecary is represented on Facebook, Twitter, Instagram, Pinterest and implements. Currently the social media platforms are not updated often enough to stimulate customer communication. There is a large room for improvement within each platform. Facebook is the main hub for the company's social media use. With a cross platform set up many of the posts to Facebook post to Instagram and Twitter as well and vice versa. There is a need for a clearer and more concise social media strategy. Currently personal and business photos are displayed on each site. While consumers do enjoy interaction with Nikki our suggestion would be to create more of a focus on the consumer. Research shows that effective social media

marketing will increase brand loyalty, improve brand awareness, create a better SEO, richer customer experiences, and increase inbound traffic. Each of these factors are important in the continued growth as well as developing and maintaining loyal consumers. With a strong brand identity there will be room to target and create a strong dialogue between the consumer and business. Giving the brand exposure on sites that have a large focus on the target market such as blogs, like Cupcakes and Cashmere, Vlogs and companies like BirchBox will give the brand a plan for targeted exposure. With more followers that are truly connected to brand, the SEO, brand awareness and loyalty will fall into place.

Implementation Timeline

The implementation timeline is three basic steps that are believed to be easily achieved by Flora Apothecary. Also, the timeline does take into consideration certain external factors such as the owner, Nikki Wangler's pregnancy. Now, here is the three step timeline for Flora Apothecary to follow:

1. Increase brand awareness through social media
 - a. Form a coherent marketing strategy for a stronger social media presence
 - b. **Time:** 1 - 3 months which is enough time to hire a social media intern or implement the use of a social media planner
2. Flora for Teens
 - a. Conduct a focus groups to test the market with the products
 - b. Repackage the new to appeal to a younger audience
 - c. **Time:** By the end of July or beginning of August to be ready for back to school.
3. National Expansion
 - a. Hire employees
 - b. Open a flagship store
 - c. Figure out prime locations to sell products nationally
 - d. Expand into more stores nationwide
 - e. **Time:** 3 - 5 years is enough time for Flora Apothecary to mature as a company and for the owner to gain more experience.

Even though process is time sensitive, it will help Flora Apothecary continue its growth and success within a realistic time.

Conclusion

In conclusion, through an analysis of the Flora Apothecary brand five key findings were found. The brand will benefit from increased brand awareness, building of brand equity, introduction of new products, potential of new markets and national expansion. With the support of market research collected through an online survey, 140 respondents

helped to solidify support and help create brand recommendations. While most respondents were not current customers it allowed the ability to help develop a strategy to capture more of the bath and beauty market. The brand is positioned as a high-end natural beauty product targeting mostly 22-55 year old females. There is a main consumer-centric company focus as well as high competition within the current demographic. This facilitates a clear need for a concise value proposition. With the development of a modernized logo, redesigned packaging, and fresh new slogan these brand elements are creating a stronger brand resonance with consumers. Overall communication and online presence were some of the top factors when assessing brand analysis. The recommendations looked to address each of these issues and help the brand implement these changes in the future. By taking into account the owner, Nikki Wangler's, pregnancy we have created a timeline that will maximize the time available. By first increasing brand awareness, through social media and as well as launching a new product focused on teens and finally planning a national expansion of Flora Apothecary the brand will grow in revenue and customer base. Flora Apothecary is a brand that is on the rise and has the potential to "rejuvenate the inner goddess" of men and women around the nation.

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Illustrations, Exhibits & Appendices

Image 1.1

Image 1.2



Image 1.3

Image 1.4

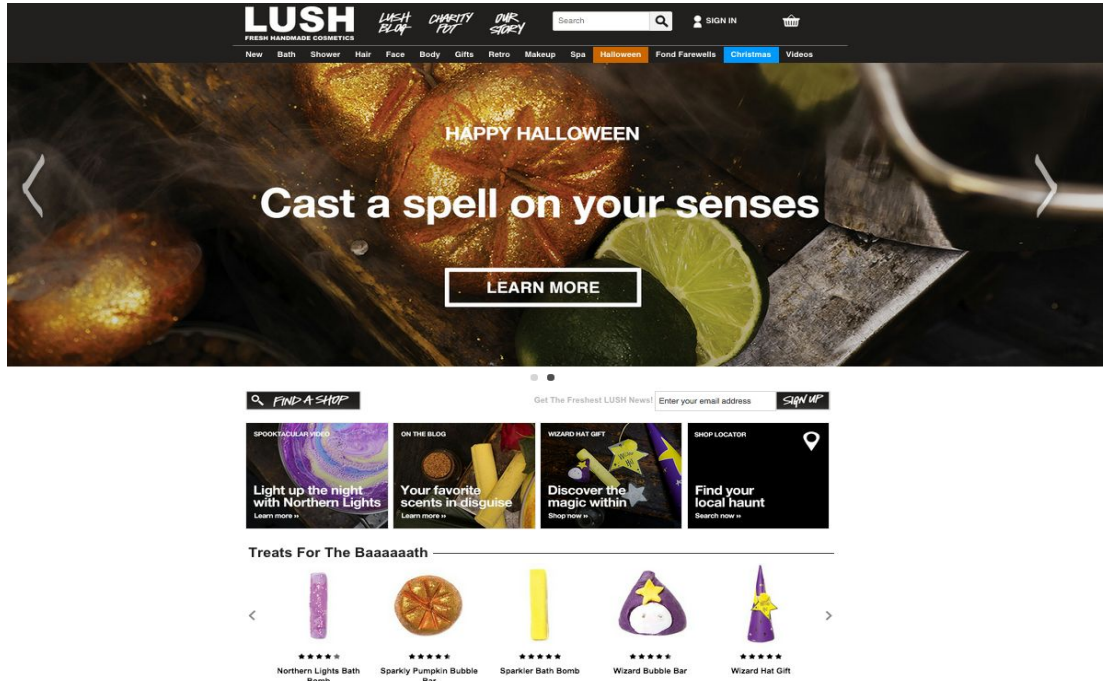


Image 1.5

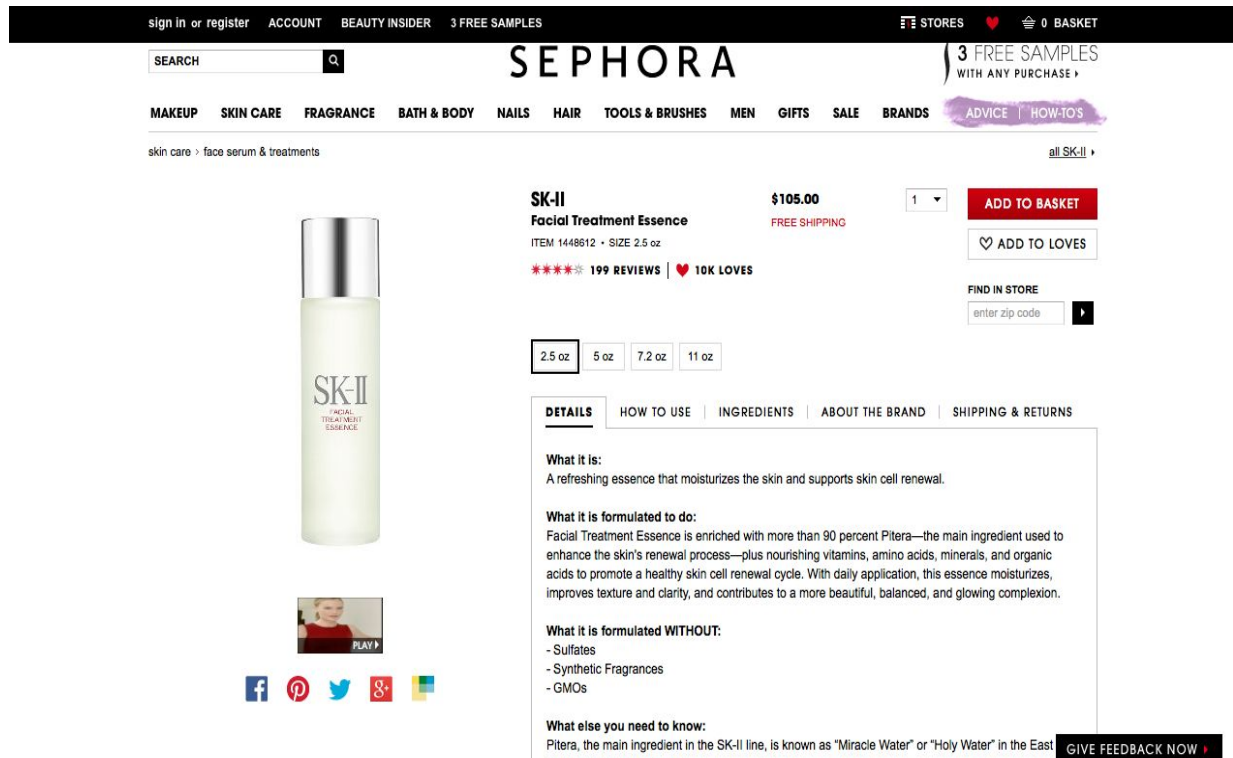


Image 1.6

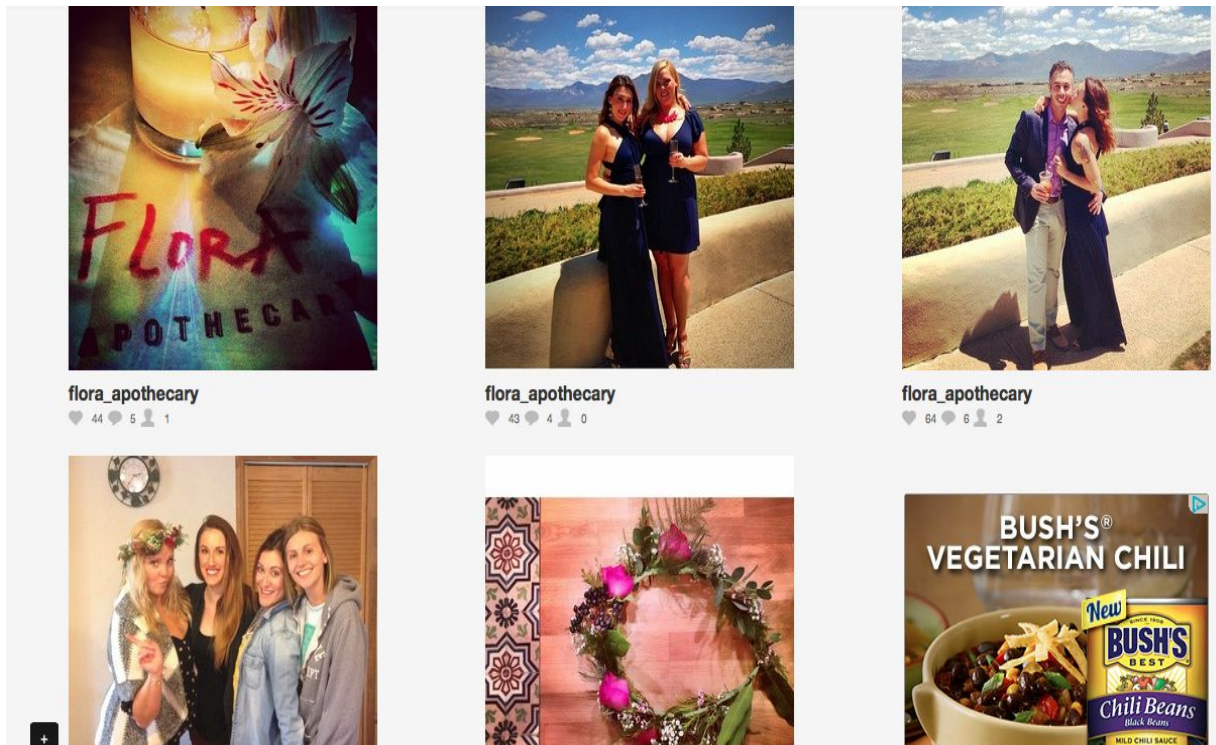
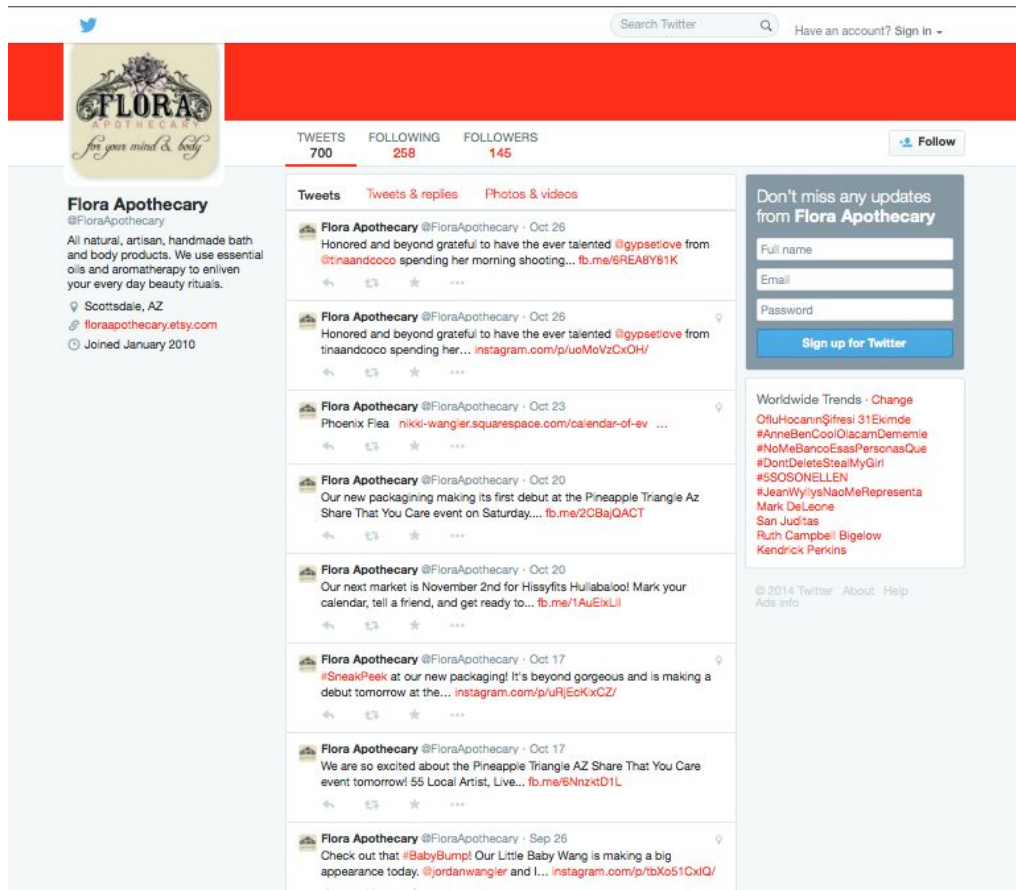


Image 1.7



Article (1.1) attach at the end