

FLORA
APOTHECARY



Team Flora

Omar Abawi

Shauna Evans

Doris Lynk

Archit Patel



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Welcome

Nikki Wangler

- Beauty Expert
- Product Knowledge
- Brand Passion
- Brand Leader
- Brand Vision



Company Overview

- Established in 2010
- Studio in Paradise Valley, Arizona
- All-natural, non-toxic, vegan bath products and skin care line.
- Products heal and rejuvenate the body and ensure optimal skin health.
- Handmade in small batches



Agenda

- Brand Analysis
 - Environment
 - Elements
 - Online
 - Communication
- Recommendations
- Conclusion
- Implementation Timeline



Market Research

- Collected Secondary Data
- Conducted an Online Survey
- 140 Responses received
- Most respondents were non-customers



Brand Analysis

Environment

- Positioned as High-end natural beauty
- Target market is 25-55 year old females
- Consumer-centric company
- Competition
- Value Proposition



Brand Analysis

Elements



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Modernized Logo

Re-designed Packaging



Fresh New Slogan

"Rejuvenate your Inner Goddess"

Brand Analysis

Online

- New Website recently launched
- Most of sales via Online website
- 45% respondents mentioned Social Media as primary means of acquiring product information



Brand Analysis

Communication

- 40% of current customers purchase based on relationship with Owner
- 70% of users prefer to shop at a physical location
- 74% trust product information from friends and family



Recommendations

- Strengthen Key Brand Identity
 - Trend Analysis
 - Competitor Analysis
- Consumer Profile
- High Quality Products, Organic, Natural, Exclusive, Artisan, Loving/Caring



Recommendations

- Social Media development
 - Facebook, Twitter, Instagram, Pinterest & Blog
- Focus on Customer Communication
- Critical to continued development of brand
 - Increase brand loyalty
 - Improved brand awareness
 - Better SEO
 - Richer Customer Experiences
 - Increased Inbound Traffic



Recommendations

- Brand Extensions
 - Ties in with goal of growth & broadening appeals of Flora Apothecary.
 - **Extension idea:** 'Flora for Teens'

Flora for Teens

- In 2011, \$100M was spent each month on skincare and beauty products.
- The APA suggest that young girls are more likely to turn to higher end skincare products if it can help improve skin and self-confidence.
- Marketing to younger segments can create lifelong customers.
- A Flora for Teens range would necessitate developing new brand associations and touch points to appeal to the younger segment.

Recommendation - WOMM

- 92% of consumers are more likely to purchase products based on what their friends and family have to say.
- Its not ideal to sit back and hope conversations around the brand will naturally happen, rather we need to unleash the power of word of mouth.
- 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!
- Utilize brand ambassador's & opinion leaders.

Conclusion

- Increase Brand Awareness
- Build Brand Equity
- Introduce New Products
- Potential New Markets
- National Expansion

Implementation Timeline

- Step 1: Increase brand awareness
 - **Social media**
 - Coherent social marketing strategy for a stronger online presence.
 - Blogging, demonstrations, sponsorships.

Implementation Timeline

- Step 2: Introduce New Products in a Younger Market
- Flora for Teens

Implementation Timeline

- Step 3: National Expansion
 - Hire employees
 - Open a flagship store location
 - Figure out prime locations
 - Expand into more stores

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