

Situational Analysis

Moon Ease is revolutionizing women's experience of coping with period pain by launching a new line of period pain relief. Moon Ease is an all-natural, ethically, and sustainably sourced pain reliever that can be applied to the lower abdomen to ease throbbing or cramping pain from menstrual cramps, acting as a safe alternative to oral painkillers. Moon Ease is designed for topical, non-invasive use. The gel is non-greasy and smooth in application, with a soothing herbal smell and fast-acting results. Moon Ease is priced at \$20 for 50ml, which equates to 30 times of use. It is easily accessible online through Moon Ease's website and Amazon and in-store through large chain drug stores like CVS and Walgreens.

Both the market for pain-relievers, or analgesics, as well as menstrual pain, are increasing and expected to continue to do so. The revenue of the United States analgesics market has been growing steadily over the past ten years and is expected to hit \$5.9 billion this year (Doughman). The menstrual cramps treatment market was worth \$4331 million in 2021 and is forecasted to reach \$8197 million in 2029. In the United States, around 71.1% of women experience dysmenorrhea (period pain) (BioSpace). Moreover, in 2020, 21.72 million women used non-prescription products to relieve menstrual pain in the country (Statista).

There exist both direct and indirect competitors of Moon Ease in the competitive landscape. The direct competitors of Moon Ease include other topical period pain relievers, despite topical period pain relief bringing a very new line of products. The major direct competitor for Moon Ease is Control Menstrual Cramp Relief Cream. This line of period pain relievers has similar characteristics as Moon Ease, as it is also fast-acting and non-invasive. However, unlike Moon Ease, it is not all-natural. The main strength of Control Menstrual Cramp Relief Cream is its very affordable price, \$13 for 90ml, and its established reputation, as it is

backed by a significant number of physicians, physical therapists, and athletic trainers. Moon Ease's indirect competitors include traditional oral painkillers such as Tylenol, Advil, and Midol. These painkiller brands offer oral analgesic products in varying forms, including liquid-filled capsules and sugar-coated tablets. These brands have existed in the analgesic market for several decades and are thus well-established. Midol, specifically, was introduced in 1911 (American History) and has established itself as a staple option for consumers seeking period pain relief. Midol's extensive and well-established user segment also allows them to carry out effective word-of-mouth marketing. The long history of these oral painkiller brands and their proven effectiveness earns the loyalty of countless customers. Moreover, these large brands are very affordable and accessible in chain grocery stores and drugstores like Target, Ralphs, and CVS. Based on the aforementioned strengths of traditional oral painkillers, especially their established reputation, consumers tend to consistently purchase these familiar brands over newer forms of painkillers.

Key environmental trends that may affect Moon Ease include modern social and cultural perspectives. There is an increasing awareness and emphasis on the importance of healthy lifestyles as a social trend that will affect Moon Ease. As a result of healthy lifestyle media promotion and the COVID-19 pandemic, consumers are increasingly cognizant about what they are putting into their bodies and often even use digital assistance for personal health monitoring. Interest in herbs and botanicals in natural products has grown a whopping 60.2% since 2020, according to the Nutrition Business Journal (Silva). People are willing to spend money on healthy food, self-care, homeopathic and herbal remedies, and more if they believe it is a smarter choice for their health. That said, seven in ten Americans have become more aware of their health since the COVID-19 pandemic, with 42% considering their health as a top priority (New

York Post). Moreover, younger generations are not simply health conscious but also open-minded, socially and environmentally conscious, and morally attentive. The values a company reflects in its brand are integral, as consumers will alter their purchase behavior by influencing them to purchase the products that most align with their moral principles.

Economically, according to Forbes, E-Commerce sales grew 50% to \$870 billion during the pandemic. Consumers are increasingly utilizing online platforms to make purchases, in part spurred by necessity during the pandemic. Furthermore, though there was high inflation in the United States in 2022, the International Monetary Fund (IMF) predicts that US inflation in 2023 will decrease to 3.5% (Forrester).

From a cultural perspective, the stigmatization around menstruation has consistently diminished society's discussion of period-related topics, including period supplies and care. Menstrual pain has been commonly accepted as a normal part of "being a woman." Surveys revealed that seven in ten women were taught to manage their menstrual privately and discreetly. 50% of women have undergone or witnessed period stigma, while 57% of women responded feeling more comfortable talking about their period using euphemisms like "time of the month" instead of saying "period" directly (Intimina). The culture of menstrual stigma can greatly impact marketing strategies for menstrual-related products like Moon Ease.

SWOT Analysis

Strengths

- *Location of business:* As a company based in LA, location is one of Moon Ease's greatest strengths. The Greater Los Angeles area is the second-largest metropolitan area in the United States, with a population of 18.5 million in 2021. This makes it easier to reach our target market and expand the Moon Ease business, e.g., to supply it to larger chain stores (Walgreens, CVS, Erewhon, Whole Foods, etc.).
- *Natural ingredients/Eco-friendly:* Moon Ease has an eco-friendly, all-natural formula that makes it the company's significant strength. Ingredients for the formula are also ethically and sustainably sourced. Eco-friendly company values reflected in the brand are important for consumers, who may alter their purchase behavior to products that most align with their principles.
- *Marketing specialist expertise:* Moon Ease has experienced marketing specialists, including digital marketing and influencer marketing specialists, who can strengthen the company and contribute to the success and launch of Moon Ease products.

Weaknesses

- *Limited customer base:* Moon Ease has a very narrow focus, with only one product specifically designed for menstrual pain relief. According to a study on the prevalence of menstrual pain, approximately 55% of women report menstrual pain and a need for medication (Grandhi, 2012). This could negatively impact sales because it limits Moon Ease's potential customer base and revenue streams to health-conscious women who struggle with menstrual pain.

- *Limited brand awareness:* As a relatively new product, it is difficult for Moon Ease to attract new customers and compete with existing mainstream oral painkillers as the universally accepted go-to pain relief brands for period cramps. It can lead to brand equity, where consumers tend to choose older, established, and traditional pain-killer brands over newer ones.
- *Less competitive price:* Because Moon Ease is a startup and operates on a small scale, it cannot carry out economies of scale like other competitors with a larger production scale. Indirect competitors such as Tylenol are very competitive in price, e.g., \$5 for 20 tablets, due to their efficient production.

Opportunities

- *Growing demand for natural products:* As consumers become more concerned about the potential negative effects of chemicals and synthetic ingredients, there is a growing demand for natural products like Moon Ease. This presents an opportunity for the company to tap into a large and growing market.
- *Prominence of social media marketing:* The prominence and reach of social media present an opportunity for Moon Ease to leverage platforms such as Instagram and TikTok to build brand awareness and attract new customers not only within the United States but globally.
- *Joint ventures:* While Moon Ease currently only offers one product, there is an opportunity for the company to expand its product line and offer additional natural health and wellness products for women through joint ventures. Partnering with other established wellness companies can help Moon Ease enhance its brand image and become more well-known among potential consumers.

Threats

- *Existing competition:* The market for menstrual pain relief products is highly competitive, with many older, well-known brands such as Advil and Tylenol vying for market share. This presents a significant threat to Moon Ease, which may struggle to differentiate itself and gain a foothold in the market.
- *Competitors with new innovative products:* If an established brand in the period pain relief market develops a similar all-natural pain reliever, it could threaten Moon Ease's customer base and brand image due to the brand equity of other established brands.
- *Price wars with competitors:* Competitors may try to win market shares by lowering prices that Moon Ease can't compete with. This can lead to reduced profitability on Moon Ease's side. The company may also lose customers and gain less revenue.

Objectives

Moon Ease's mission is to provide women with a safe and effective solution to alleviate the discomfort and pain associated with menstruation. Every woman deserves access to high-quality period relief products, and we are committed to delivering on this promise. Pain with a period has been commonly accepted as a normal part of being a woman for far too long.

With that in mind, the CEO of Moon Ease has released the following **business objectives**:

- Implement a campus ambassador program by March 2023, where students are encouraged to try out products at pop-ups events and to give feedback on Moon Ease
- Expand distribution channels by expanding Moon Ease products from retail stores to at least three more e-commerce platforms, enabling Moon Ease to reach at least 100K international customers by the end of 2023

- Increase sales volume by 20% by September 2023 through sets of promotions such as media campaigns to attract more customers to try the products and ultimately make purchase decisions

In order to help the company achieve these objectives, we as the agency recommend the following **marketing communication objectives**:

- Increase brand awareness to 80% among the target market within 1 year post-launch
- Enhance company image to attract 100K followers on social media. Specifically Instagram, TikTok, and YouTube within 1 year post-launch.
- Utilize social media platforms to cultivate user-generated content and foster a strong sense of community around the brand, ultimately reaching a goal of 150K sales as a result of increased customer engagement by September 2023.

To conclude, we are committed to achieving both business objectives and communication objectives by expanding the product line, increasing sales, and building a strong brand that resonates with our target audience. We believe that by focusing on these objectives, we can make a meaningful impact on the lives of women around the world.

Target Market

We are looking predominantly at healthy, eco-friendly visionaries, women aged 15-25, interested in contemporary wellness. These women are excited about the future; they are passionate about sustainability and preserving the planet, are goal-oriented in their education and careers, look forward to new trends, and are determined to maintain their health for years to come. Their interest in the latest trends, especially in wellness and beauty, reflects their enthusiastic, self-improving nature, and all-natural products are no exception. The key word is

“proactive.” This audience is educated and understands the importance of utilizing all-natural and sustainable products. They know the consequences of synthetic chemicals on their bodies and the environment and avoid using them as much as possible. Psychographically, we call this audience PROACTIVE VISIONARIES. These women are eager to improve both their own well-being and that of the environment. They want a period pain reliever that will give them all-natural period pain relief so they can reduce temporary discomfort while feeling good about their overall health and environmental impact. That said, they are go-getters who don't want to waste their time curled up in bed with period cramps. They prioritize pain-relieving products that work, even if they are not always the most environmentally friendly or without synthetic ingredients.

To better understand the target market, this agency conducted a market research survey on forty women from ages fourteen to over thirty years old through Google Forms for mass distribution within the convenience sample of the UCLA student community. According to the market research survey, most female respondents between the ages of 15-25 (see Appendix *Fig. 1*), which comprise the target market, rated effectiveness as the most important factor when choosing a menstrual relief product, and the second-most respondents selected natural ingredients as the most important factor (see Appendix *Fig. 3*). The majority of respondents also indicated they would be willing to pay up to \$20 for an effective all-natural period pain reliever (see Appendix *Fig. 9*). This audience is likely to consistently purchase familiar, traditional period pain relievers such as Midol or Tylenol because they trust their effectiveness. To avoid non-natural pain relievers as much as possible, they are likely to rely on non-invasive remedies such as heating pads, tea, massages, and exercise as more regular forms of pain relief. Nevertheless, they would prefer all-natural pain relievers so long as they are effective and

affordable for their household income range, which is about 100K-180K per year. In other words, these busy, educated women prefer natural methods that are both effective and inexpensive. Because many are in college or new to the workforce, they are conscious of their spending habits. They are looking for a stable, reliable solution for their period cramps so that they can maintain their active lifestyle. Accordingly, as it pertains to usage rate, they would prefer a safe, effective, all-natural period pain relief method that they can utilize throughout the duration of their period every month.

Geographically, these women reside mostly in ethnically diverse and highly populated urban areas where there is no shortage of influences, trends move quickly, and there are limitless opportunities for growth in both education and careers. These urban areas, such as Los Angeles and New York City, are culturally rich and driven by constant innovations in science and technology. Thus, this population of women is generally open to experimenting with new products and developments, including in the health and beauty industries.

These women are predominantly young and single and are likely to refer to friends and celebrities, or social media influencers to inform their purchasing decisions. They are striving to be better in all aspects of their lives, including social cohesion. Because they care about what products are popular among their friends and within pop culture, they are likely to follow trends, including those featuring exciting new products. Furthermore, their lifestyles are likely to include significant social interaction, which motivates the desire to assimilate or “fit in” with friends and peers. Most of their purchases are motivated or influenced by social media, such as trends on TikTok or Instagram, and lifestyle influencers such as Emma Chamberlain and Alix Earle. Their interest in all-natural and sustainable products, informed by their education, is further supplemented by trends also promoted by influencers and celebrities.

Ultimately, when deciding which period pain relief product to purchase, these women will undergo the five steps of the consumer decision-making process, including need recognition, information search, evaluation of alternatives, purchase decision, and postpurchase evaluation. Pertaining to need recognition, they will identify the internal stimuli of painful period symptoms such as cramping, as well as external stimuli including ads for period pain relief products, as well as recommendations for these products via social media influencers or friends. Following recognition, these women will conduct an information search, including both internal and external searches. Their internal search will likely produce their recall of traditional period pain relief methods that they have heard of and utilized many times, including painkillers such as Tylenol and Aleve and natural home remedies such as heating pads and hot tea. The external search will enable these women to identify potential new products for period pain relief, such as Moon Ease. Because they are already interested in new health and wellness products, their motivation to search is high and will likely require minimal additional time, effort, or anxiety because it will include browsing social networking sites for celebrity and influencer input on period pain relief product recommendations. Because they likely already browse social media often, searching these sites required minimal additional effort. As such, the opportunity cost and actual cost of the search are low. Their ability to search, accordingly, is high due to their high education level, which motivates their interest in innovative new developments in areas of health such as period pain relief. Further, these women already have an extensive knowledge of products and brands, so they are more likely to search for more new products. During the evaluation of alternatives stage, they are likely to consider the evoked set of brands to consider purchasing, which will likely include traditional painkillers, non-invasive options such as heating pads, and new potential all-natural options that are positively reviewed by celebrities and

influencers, as well as in popular culture in general. The evoked set consists of those pain-relief products that they know to be reliable and effective. For some, traditional painkillers may also be in the inept set, due to memories of negative side effects, such as nausea, or due to the synthetic ingredients in the products. The inert set consists of brands these women are unlikely to consider that they know little about, such as new cramp-relieving devices that they have neither tried nor heard reviews for. The purchase choice these women make will derive from the evoked set and will ultimately be primarily informed by their knowledge of the effectiveness of the period pain relief product, based on personal experience and input from outside sources such as friends and celebrities, and secondarily by how natural the product is. During their postpurchase evaluation, these women are likely to attempt to reduce dissonance by seeking further content that reaffirms their purchase decision, likely by continuing to look for influencer reviews online that positively feature the product, as well as by discussing the product with friends who also had a positive experience with the product. They are likely to repurchase the period pain relief product again for monthly use if it is effective and positively received by trusted sources, such as friends, celebrities, and influencers.

Marketing Strategies

1. Positioning Statement

To: Healthy eco-friendly visionaries, females 15-25, who want quick period pain relief without the unhealthy synthetic ingredients that harm the environment.

Moon Ease is the: ‘All-natural’ period pain reliever

That: Gives you all-natural period pain relief so you can reduce temporary discomfort while feeling good about your overall health and environmental impact.

That's because:

- In a consumer study of 500 participants, 95% reported a significant decrease in period pain and cramping within 15 minutes of applying Moon Ease, which contains zero synthetic ingredients.
 - 96% reported that Moon Ease reduced menstrual pain faster than popular synthetic painkiller pills such as Tylenol and Aleve.
 - 93% claimed they felt more comfortable using Moon Ease than alternative forms of period pain relief because it contains all-natural ingredients.
 - 92% claimed they felt more comfortable using Moon Ease than alternative forms of period pain relief because it is more environmentally friendly.
 - 100% reported experiencing no negative side effects after using Moon Ease.

2. Message Strategies

A cognitive message strategy with a unique selling proposition will be used to persuade the target audience that Moon Ease is the best solution for period pain, with emphasis on the statement that it is the only *all-natural* period pain reliever with no synthetic ingredients that are eco-friendly and cruelty-free. The “all-natural” component is the one thing that makes Moon Ease better than its competition. It can provide natural relief like other heavily mainstream and convenient oral painkillers just can’t. It is a specific benefit that makes Moon Ease stand out in the feminine care market. This gives the company an edge in terms of its selling point, being able to make a unique claim to its benefits that its competitors can’t. Although other companies may also be topical pain relievers, Moon Ease has the distinctive reputation as the all-natural one. The advertisements will explicitly highlight the key attributes of Moon Ease that set it apart from

other pain relievers on the market to appeal to the values and knowledge of the educated target market.

Moon Ease's ads will highlight the clean formula, which is a feature that is highly attractive to the target market. "Eco-friendly," "ethically sourced," "natural," and "sustainable" are all words that will be stressed in advertisements, both paid and unpaid. The all-natural claim will be supported by pharmaceutical experts who confirm that Moon Ease contains no harmful ingredients and who will be listed on packaging and advertisements as verified sources. As such, a rational appeal will be utilized and further substantiated with supportive facts emphasizing that the product is also cruelty-free, sustainably made in small batches, and begins to work immediately upon application. Emphasizing these features that are integral to its composition and effectiveness as a pain reliever will aid Moon Ease in staying at the forefront of people's minds when it comes to natural period relief. Honesty with the consumer about the ingredients that are backed up by research will urge audiences to make informed purchase decisions. By providing facts about the formula to the consumers, the brand can persuade the audience to purchase its products. Allowing people to understand the ingredients and trust the sources will make the target market feel like they can trust the brand. Ultimately this will create an ethical reputation for the company, which will make it more likely that people will recommend the product to their loved ones.

To supplement the rational appeal, multiple executional frameworks will be implemented to emphasize the primary features of the Moon Ease product. For instance, informative executions will be utilized to communicate key information about the product's effectiveness and composition, including that it works immediately upon application and the formula is derived ethically, using naturally derived squalane from sugar cane without detrimental effects on

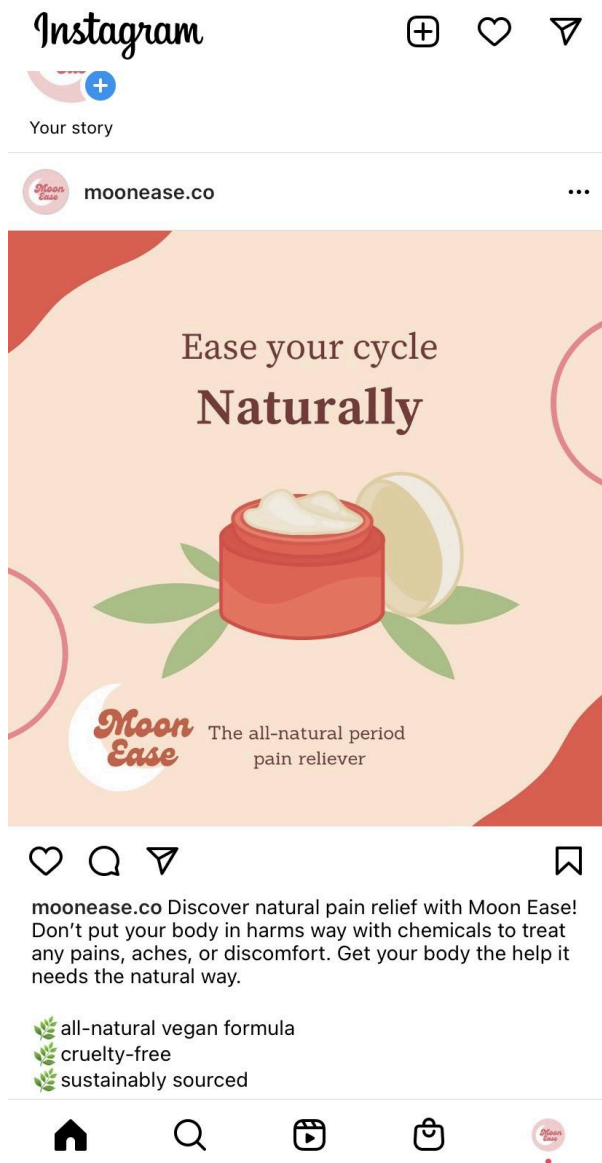
biodiversity. Because the target audience is highly involved in the health and wellness categories that encompass the product, they are more likely to pay attention to an informational ad. People want to know what is going into their bodies. The executional framework will be implemented through print ads in young women's lifestyle magazines such as *Glamour* and will be placed adjacent to articles related to the Moon Ease product, such as articles on sexual health and menstrual health.

The affective strategy will bolster the cognitive strategy by providing the target audience with resonant messages, appealing to their common experiences and emotions. To ultimately influence the target market to purchase Moon Ease, strong connections and positive associations with the brand must be developed. The ads will stress that women are *tired* of commonly used over-the-counter painkillers which can be risky for growing adults, and want more choices. This is a universal experience people should relate to. As such, the brand will relate to the target audience through affective messaging to cultivate a relationship with the target audience on a personal level and inspire the consumers to trust the brand and its practices. Emotional appeals, achieved through relatable and emotive consumer stories will foster feelings of trust and security with the brand among the target audience. The emotional appeal approach will align with Moon Ease's positioning as a brand that cares for the health of consumers as well as the environment, which is the primary rationale behind emphasizing the "all-natural" aspect of Moon Ease. By implementing ambient and emotional music through an emotional appeal, the brand will further supplement the affective messaging strategy. Music, which will be included in advertisements and social media posts and paired with both eye-catching visuals and videos featuring influencers and industry experts, will enhance Moon Ease's ability to formulate a memorable connection with the target audience and improve their retention of details regarding the Moon

Ease product. A slice-of-life executional framework, featuring videos made by social media influencers such as Emma Chamberlain that have already developed a strong relationship with the target audience, will supplement the affective messaging strategy. These videos, which will be posted on the YouTube accounts of influencers and shortened for pre-video YouTube advertisements, will be reenactments entirely created by an influencer demonstrating their story or experiences coping with period pain and will integrate the Moon Ease product seamlessly as a solution for their suffering. These simple videos will resonate with the target market, who may have experienced similar struggles with period pain. Testimonials will both appeal to the emotions of the audience by generating resonance with fellow consumers, as well as appeal to their logic by underscoring the validity and effectiveness of the Moon Ease product.

By considering the target audience's preferences for content and messaging and maintaining consistency across all marketing channels, these message strategies will be effective in reaching and persuading the target audience to choose Moon Ease as their go-to all-natural period pain reliever.

3. Sample Ad



The above Instagram ad features a minimalistic, feminine design with clean lines. The central message states, “Ease your cycle, naturally.” This evokes a call to action to visit the online store through the link in the bio on the Instagram page if they want a clean, natural way to approach their menstrual needs. A fairly monochromatic pink palette is utilized with a bright green color used as an accent on the leaves to stress the natural, vegan component of the brand. The ad aims for simplicity, allowing consumers to understand the ad faster, especially if they’re

just mindlessly scrolling through the app. The “ease your cycle” motto refers directly to the name of the brand, resulting in an affiliation with the phrase and the brand when people think of it. For humans, it's only natural to seek out simple, functional solutions for their problems, especially pain. So for an ad that deals with pain, the goal was to conserve rather than consume energy for the audience. People should think of nature and its beautiful ability to heal when they picture Moon Ease, not some complicated infographic that makes their period pains that much more difficult to deal with.

The poster also evokes a cognitive message strategy. The unique selling proposition is stressed next to the brand name. It is THE all-natural pain reliever for women. This provides information about the clean formula, but it primarily speaks to the specific benefit that makes Moon Ease stand out amongst its competition. It can provide natural relief, like other heavily mainstream and convenient oral painkillers can't. The all-natural component is the company's selling point, being able to make a unique claim to its benefits over its competitors.

Overall, the goal is to create a simple yet memorable brand image that emphasizes the benefits of all-natural period pain relief while also resonating with the target audience's values of health and environmental sustainability.

Marketing Tactics

This agency will employ a combination of Paid, Owned, and Earned Media to reach the target audience of healthy, eco-conscious visionaries, women aged 15-25. The emphasis of marketing tactics will be on social media, including paid social media advertisements, owned social media posts, and public relations campaigns organized on various popular social media outlets.

Earned Media

College Ambassadors and Guerilla Marketing

Moon Ease college ambassadors program is a partnership type of marketing tactic. Moon Ease would partner with selected UCLA college students to promote the company's newest launch. By leveraging the influence of these ambassadors, Moon Ease can generate buzz and drive sales in a cost-effective way. Also, Moon Ease will be able to reach a younger audience and build brand awareness on college campuses.

Moon Ease will encourage ambassadors to post about their experiences with the products on social media a month before and then host events on campus to generate buzz. In return, the company will incentivize ambassadors who generate the most engagement and sales. Moon Ease and campus ambassadors would host a popup in the first week of the Fall Quarter. People who visit the popup booth will receive a goodie bag filled with mini samples of Moon Ease products. These ambassadors will educate students at the booth about the importance of wellness and the benefits of applying natural remedies to their bodies. The most fun part is ambassadors would have the opportunity to invite people to spin the wheel, where participants could receive a coupon code (anywhere between a 10% off discount and 30% off). On top of this, the first 150 people who follow Moon Ease's Instagram account will receive a limited edition Bruinbear keychain only available at Moon Ease's UCLA popup booths. Moon Ease will also host an exclusive giveaway on Tiktok where UCLA students can share their honest reviews and first impressions after receiving their Moon Ease products in the mail. The giveaway starts on September 20 and ends on September 30. Winners will be announced on the following day at noon exclusively on TikTok. Three lucky winners will win a \$50 gift card which can be used to shop solely at Moon Ease's website.

Influencer Collaborations

Because the target audience is very active on social media and is highly informed by recommendations from influencers and celebrities in the health and beauty industry, building collaborations with social media influencers who, in turn, build relationships with the target market will be the intention. To cultivate this relationship with influencers and the target audience, this agency recommends a social media campaign that will involve major lifestyle influencers and their existing followers to increase brand awareness and sales. As such, this tactic will combine efforts in social media, personal relations, and influencer marketing.

To begin, this agency proposes a collaboration with a major lifestyle influencer, such as Emma Chamberlain or Alix Earle, on a campaign to involve their followers and introduce the Moon Ease product. The proposed campaign will feature the hashtag #PeriodProof, introduced by an influencer such as Emma Chamberlain. Under the hashtag, the influencer will share her personal experiences coping with period pain and period pain products while dressing or “getting ready” in a “get ready with me style” video in a #PeriodProof outfit. The influencer, who will introduce and be the face of the campaign, will encourage their audience to share their #PeriodProof outfits, their favorite comfortable and cute outfits to wear during their period, and their experiences coping with period pain to help combat stigmatization around discussing period and period pain in the mainstream media. The influencer will also introduce a giveaway component, through which Moon Ease will send free period pain relief products to creators who post under the hashtag, regardless of follower count. Ultimately, the influencer will create a YouTube video incorporating their audience’s original posts and stories, interviews with experts on menstrual health and care, and discussions with the creators and CEO of Moon Ease. The

campaign will ultimately spread brand awareness, improve education about menstrual health, and decrease stigmatization around discussing menstrual pain and menstruation. The video will be the final product of the campaign.

Paid Media

In addition to earned media efforts, this agency recommends utilizing paid media to reach a wider audience and drive traffic to the Moon Ease website. The target audience spends a significant amount of time on social media advertising, influencer collaborations, print ads in relevant magazines, YouTube ads, and event sponsorships.

Influencer Collaborations

Working with social media influencers to promote the Moon Ease product through specific paid sponsored posts and collaborations can further increase the reach and impact of paid media efforts. The influencers selected for paid collaborations will be chosen based on their alignment with Moon Ease's brand values and their ability to reach the target audience. For example, this agency recommends a paid partnership with a micro-influencer with 20K followers or less in the health and wellness space, who has a following of young women aged 15-25, to create a sponsored post highlighting the benefits of using Moon Ease products for period pain relief. The posts may feature the influencer using the product in a relatable and authentic way while also sharing their personal experience with menstrual pain. Additionally, larger collaborations with social media influencers, such as Emma Chamberlain or Alix Earle, may be similarly utilized as forms of Paid Media.

Social Media Advertising

The target audience spends a significant amount of time on social media platforms, including Instagram, TikTok, and YouTube. Therefore, this agency recommends utilizing these

platforms for paid media efforts. Specifically, this agency recommends a combination of sponsored posts and paid advertisements that are targeted toward our audience based on their interests, demographics, and behaviors. This will ensure that the ads are shown to those most likely to be interested in the Moon Ease product. Sponsored posts will be created in partnership with micro and macro influencers, and paid ads will be shown in the target audience's social media feeds.

Print Ads

In addition to social media advertising, this agency recommends placing print ads in magazines that are relevant to our target audience, such as *Seventeen*, *Glamour*, and *Teen Vogue*. These ads will highlight the benefits of using Moon Ease products for period pain relief and feature aesthetically pleasing images that appeal to young women aged 15-25.

YouTube Ads

YouTube is the second largest search engine in the world, making it an ideal platform for reaching our target audience. This agency recommends creating pre-roll ads that play before popular YouTube videos that are relevant to our target audience. These ads will highlight the benefits of using Moon Ease products for period pain relief and feature aesthetically pleasing images that appeal to young women aged 15-25. Most will derive from content already created through collaborations with influencers, such as the proposed video collaboration for #PeriodProof, and will also be used as paid YouTube ads.

Billboards

This agency recommends the limited use of billboards as a form of outdoor paid advertising in highly populated urban areas to supplement substantive advertising efforts on social media. Billboards should include trends from social media or influencers to appeal to the

target audience. For instance, this agency recommends implementing trends such as the #hotgirlshaveIBS trend on TikTok and its associated LA billboards by responding with a #hotgirlsgetcramps billboard to spread awareness about the Moon Ease brand and menstrual cramps in general.

Event Sponsorships

Finally, this agency recommends sponsoring events that are attended by the target audience, such as college fairs and health and wellness expos. This agency proposes creating interactive booths that allow attendees to take pictures in 4cuts, featuring the Moon Ease brand name and product pictures on the bottom. Additionally, this agency recommends opening a game booth in colleges such as UCLA and offering a roulette game where attendees can win a free Moon Ease product or a 50% discount. Attendees will also receive a retry if they post about the game on their Instagram stories, thus increasing awareness and engagement with the Moon Ease brand.

In conclusion, this agency's recommended paid media tactics include social media advertising, influencer collaborations, print ads, YouTube ads, and event sponsorships. By utilizing a combination of these tactics, this agency aims to increase brand awareness, drive website traffic, and ultimately lead to increased sales of Moon Ease products.

Owned Media

With the prevalence of social media among the younger generation today, using owned media will be critical in expanding Moon Ease's digital footprint. Because customers care more about the ethics and values of a company when they make purchases today, sharing company perspectives on current issues related to the product, such as facts about the environment and

sustainability, and general information about menstruation and menstrual pain on owned media will be an efficient method to increase customer loyalty.

Social Media

The agency recommends Moon Ease to post content on Instagram and TikTok on a frequent and regular basis. Based on the trend of health consciousness, women empowerment, and the problem of period stigmatization, Moon Ease can share information on its owned Instagram and TikTok accounts regarding these topics. For example, Moon Ease can make a post on Instagram sharing the history of period stigmatization and messages that encourage women to not feel shameful about mentioning their period in front of others, using the word period instead of finding replacement words. It is recommended to incorporate information and aesthetically pleasing designs like flowers and happy women figures in the graphics as the main message is to build a positive attitude towards this female process. Showcasing Moon Ease's attitude towards women empowerment and discouraging period taboos can also possibly increase customer likeness towards the brand. One example of sharing on TikTok is Moon Ease can share a TikTok video about the things that women can do to alleviate period cramps naturally. For example, avoiding drinking cold drinks and foods a few days before their period and during their period and drinking herbal teas to relieve muscle spasms. This kind of video would be a good way to educate the audience on how to deal with period cramps in a healthy, natural way rather than consuming oral painkillers. A TikTok video showing how to use Moon Ease will also be an effective way to advertise the product.

Email marketing

Email marketing will be another way to invest in owned media. Email marketing is a recommended method to share information with more details in the form of a company

newsletter, which is both effective and inexpensive. Newsletters may include product promotions and details, environmental news, ways to cope with period pain, and inspiring stories about women. A sample idea would be sharing the story of Marie Curie, the first women Nobel Prize winner in history as the celebration of Women's History Month. The email can include the background, challenges, and accomplishments of Marie Curie in detail.

Implementation

This implementation plan outlines the steps for Moon Ease to effectively achieve its goal. The plan takes into account the unique needs, in terms of business objectives, and circumstances of the company. It aims to provide a structured approach to implementing strategies and tactics that will benefit the business.

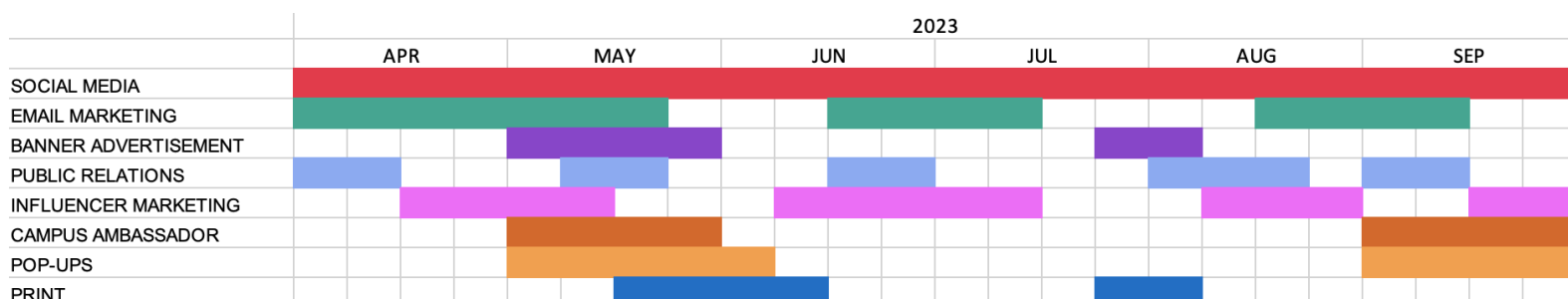
Before launching the period pain relief product, the agency will conduct market research and prepare any necessary marketing materials, such as who the target audience is and what key messages they would like to deliver, in order to make the launch successful. For the target audience, this agency is primarily looking for eco-friendly visionaries, women aged 15-25, who are interested in contemporary wellness. This agency proposes to design the messages based on Moon Ease's commitment to providing eco-friendly, effective, and all-natural period pain relief options for women, with a belief that every women's menstrual health should be openly discussed and treated to diminish stigmatization, with as minimal harm to the woman and to the environment. For media platforms, this agency proposes to emphasize the most popular ones among the target audience: social media, email, website advertisement, influencers, campus ambassadors, pop-up stores, and prints with social media as the focus.

This agency's marketing plan utilizes a flighting schedule for most media platforms, with a continuous schedule for social media because it is the most utilized by the target audience. The agency plans to kick off the launch in April with social media marketing and email marketing, as both channels have a large audience base and can quickly and relatively inexpensively raise brand awareness. The launch is set to occur in April because it is during the school year, when students, who comprise most of the target audience, are in contact with more peers and friends. Further, because April is later in the school year, the target audience is likely to have accumulated more connections.

This agency recommends hosting public relations events every other month to engage with the audience and establish its brand image in a regular but cost-effective manner. In May, this agency proposed a focus on banner advertising, campus ambassador programs, and pop-up stores to increase visibility and connect with students during the school year. Through these initiatives, the agency aims to generate interest in the Moon Ease product and introduce its benefits to potential customers within the target market. Influencer marketing campaigns will be conducted monthly within the six-month period to generate buzz and foster engagement with the target audience. Throughout June and July, this agency will ramp up social media, and email marketing efforts to maintain visibility and build momentum to maintain customers gained throughout the school year and earn more throughout the summer. In September, the agency recommends a continuation of campus ambassador programs and pop-up stores during the back-to-school time to reinforce its brand image and drive further purchases. Printed materials will be distributed in May, June, and July to make information about the product accessible to everyone at a low cost.

This agency will allocate resources to different channels based on their effectiveness and cost when determining the budget. This agency will track media mentions and monitor social media metrics while building relationships with influencers to increase brand credibility. Finally, this agency will assess the effectiveness of social media efforts and make adjustments as needed by engagements, reach, and sales to determine the impact of social media marketing.

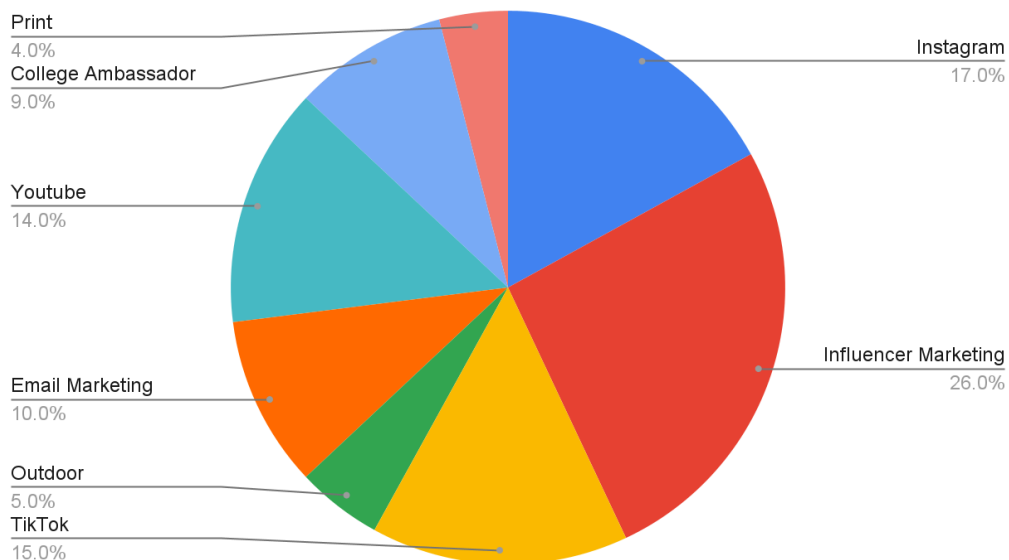
In conclusion, a well-crafted implementation plan will help Moon Ease achieve its goals in an effective manner. By implementing the strategies outlined in the implementation plan, Moon Ease will establish a clear roadmap for success, and ensure that its efforts are aligned with its business objectives to establish a strong brand presence.



Budget Allocation

This agency will implement the “objectives and tasks” type of budget to allocate the company’s budget efficiently. After reviewing the communication objectives, this agency will calculate the cost of acquiring each objective. Moon Ease will implement PR marketing the most to increase brand awareness and increase revenue by 20% before the end of the year. To implement, Moon Ease will identify eight tasks required to increase brand awareness, with a predominantly higher budget spent on social media and influencer marketing. This approach allows for flexibility in budget allocation as tasks can be prioritized based on their importance in achieving the set objectives. By using the objective and task type of budgeting, Moon Ease can

allocate resources efficiently to the most critical tasks to increase brand awareness and gain a higher market share.



Evaluation of Performance

In order to measure the success of Moon Ease's product launch and if the marketing communication objectives were met, the plan is to track brand awareness of the product using a longitudinal study, specifically employing ad tracking methodology over one year. The first communication objective was to achieve an 80% awareness amongst the target market in the 1st year post-launch. To see if this goal was met, product awareness will be investigated in three different waves as shown below.

- Wave 1 will measure percent of awareness of this product 3 months pre-launch
- Wave 2 will measure percent awareness 6 months post-launch
- Wave 3 will measure percent awareness 1 year post-launch

Percent awareness will be calculated based on changes in website traffic compared to the previous month, as well as traffic to the dispersed marketing survey. Brand awareness is important as we wish to ensure that the target demographic is being reached. Results will be analyzed using ad tracking methodology, specifically Google Analytics, which will collect data and user insights on the performance of the online marketing campaigns and will track how often people click the links to Moon Ease's website. This will be done using continuous tracking for regular updates. In September 2023, a comparison of respondents at the 3-month point pre-launch and 1 year post-launch will be executed to determine if the overall percentage of brand awareness increased by at least 80%.

KPIs (key performance indicators) will be used to assess the performance of the campaign. The second marketing objective is to enhance the company image to reach at least 100k followers on social media. In order to gain insight into customer engagement and satisfaction, built-in social media metrics will be gauged using analytics. Likes, comments, and reposting indicate consumer engagement. People who feel strongly about the product may take the time to post their feelings about it, so keeping tabs on the performance of Instagram stories and posts is essential. Click-throughs, response rate, and sales will be the primary online evaluation metrics utilized to evaluate the online marketing presence. The social media key performance indicator for reach is follower count. Followers show how many people are keeping up with the brand. Follower count will be checked on a regular basis, particularly after the company posts on both the feed and story. Another metric to measure the growth of the brand is impressions. Impressions will display how many times posts have been interacted with and how many people have viewed them. Likes, shares, and comments will all be steadily watched and recorded for customer feedback for improvement, and to track satisfaction. Updates on metrics

will be performed routinely since reactions to the product line on social media outlets will be constant. This will allow the company to track if the goal of 100k followers is met after one year.

Lastly, the third marketing communications objective is to reach a total sales count of at least 150,000. To track purchase decisions to see whether we reach the company goal of 150k sales by September 2023 from the time of launch, behavioral measures will be used; specifically customer actions such as official website traffic, inquiries, and, most importantly, purchases to see the total change in sales from the product's first launch to one year post-launch. After one year post-launch, we will compare statistics to see if our sales volume has increased and reached the goal.

Through evaluation of the campaign's performance, the agency will be able to determine if Moon Ease has met its marketing communication objectives; achieving a notable increase in brand awareness and reaching sales goals for the year to set up the client's brand for future success.

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Appendix

Survey questionnaire and results:

Fig. 1

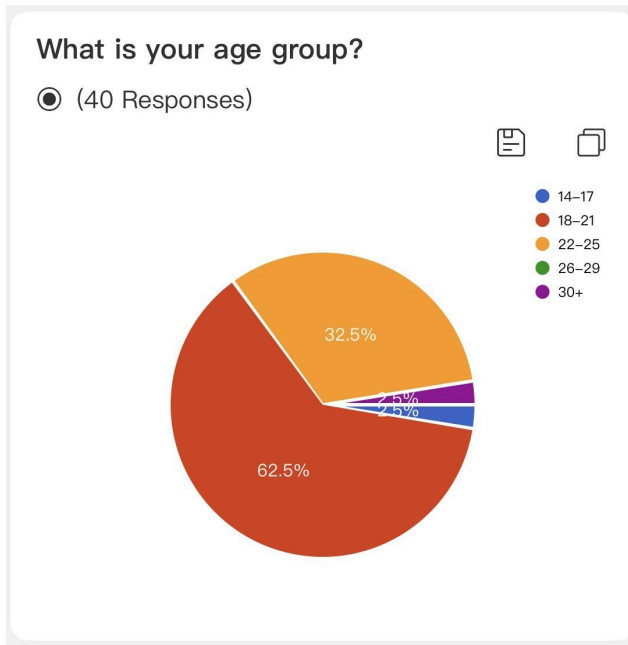


Fig. 2

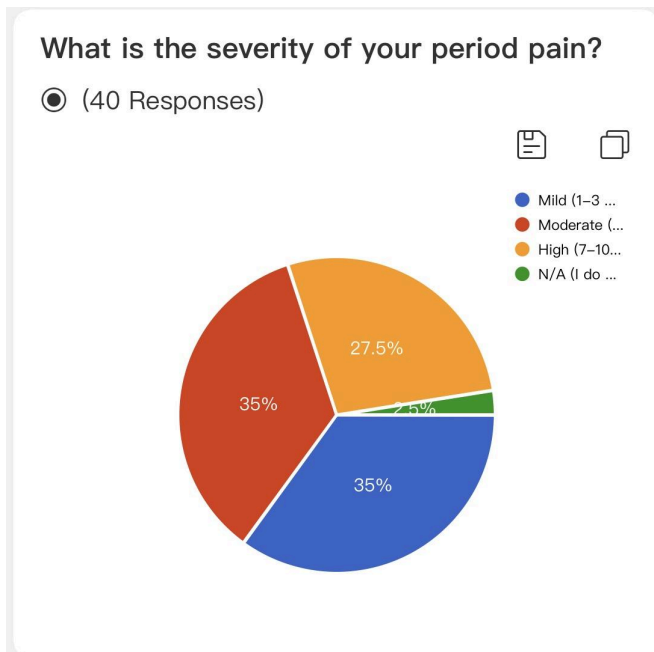


Fig. 3

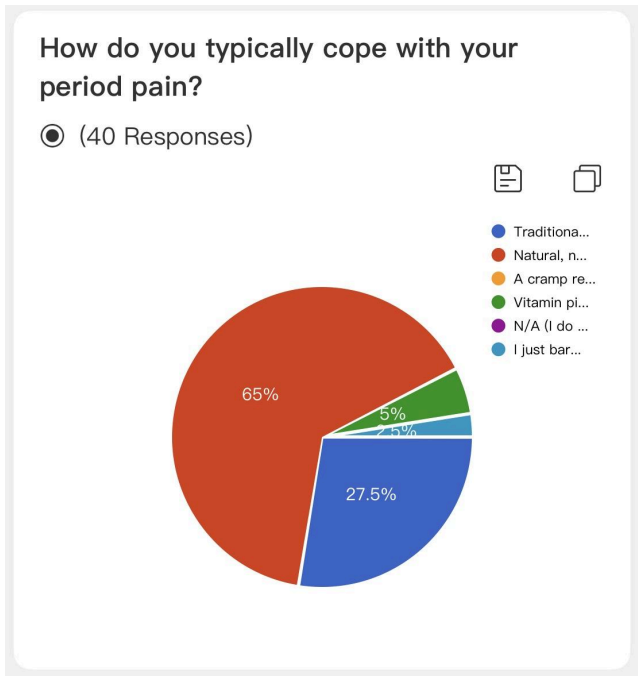


Fig. 4

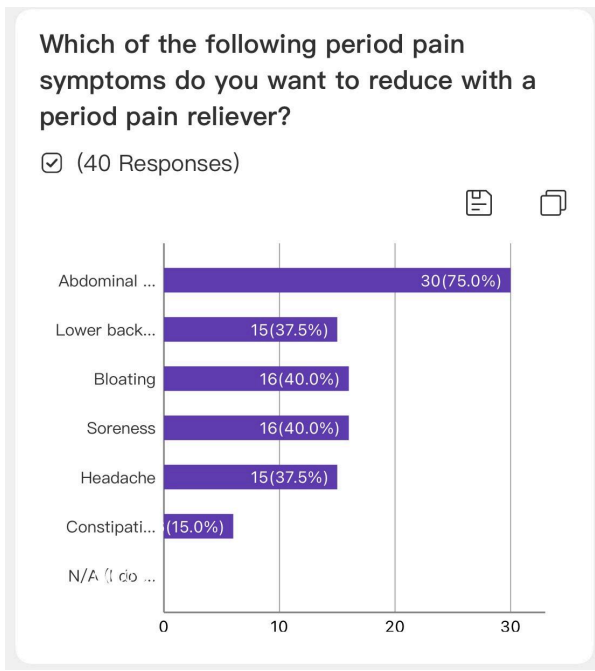


Fig. 5

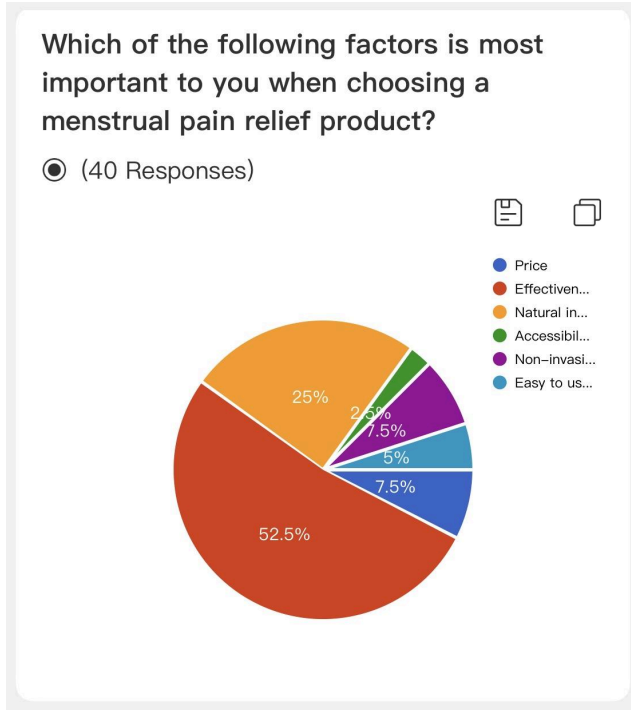


Fig. 6

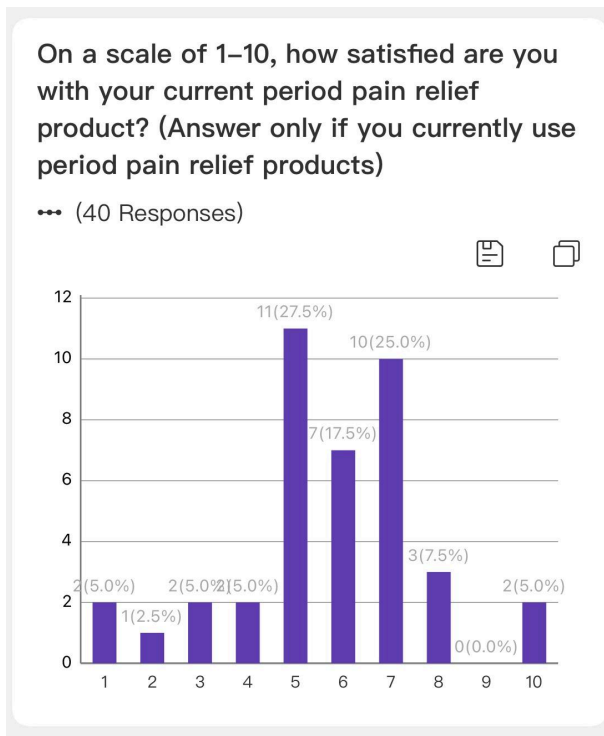


Fig. 7

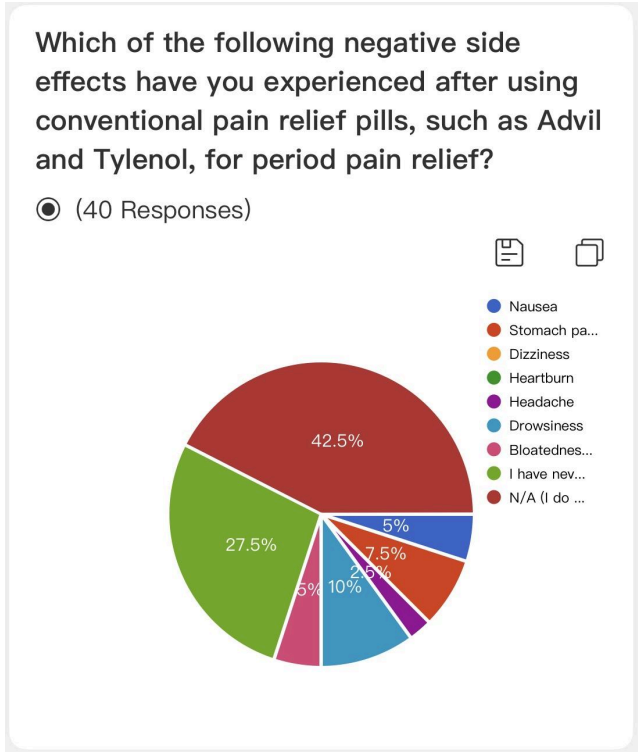


Fig. 8

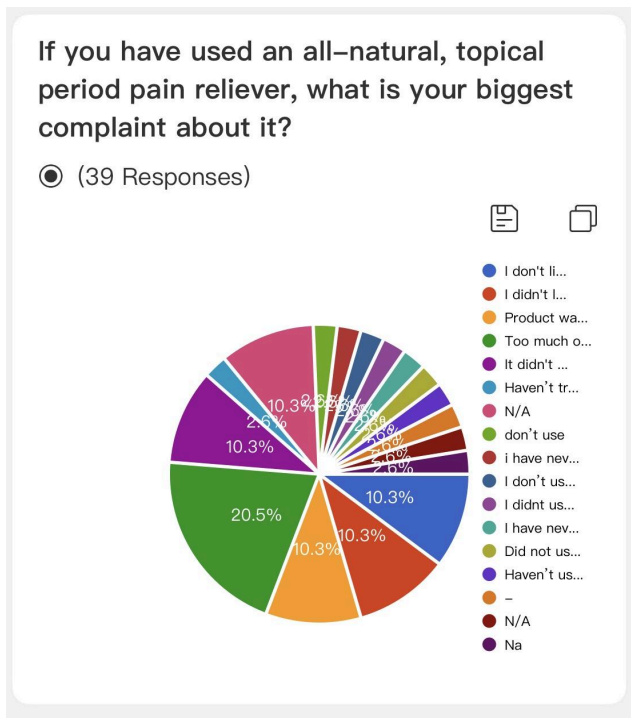


Fig. 9

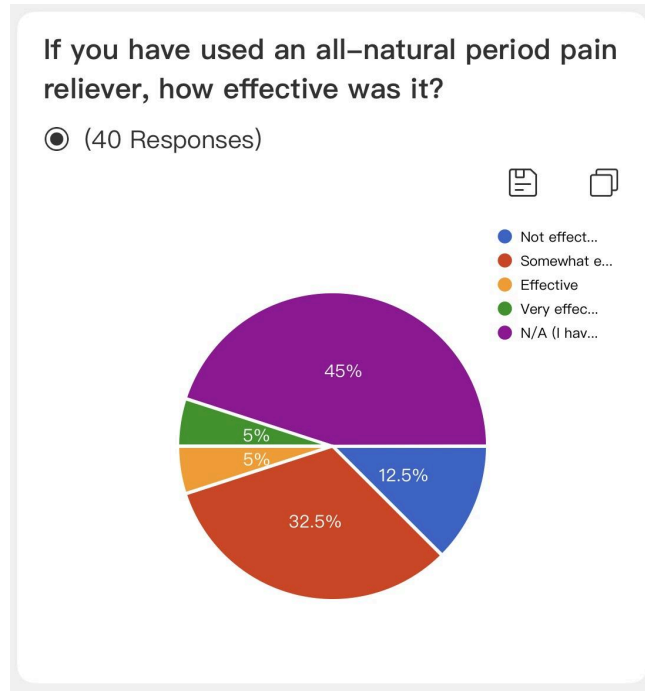


Fig. 10

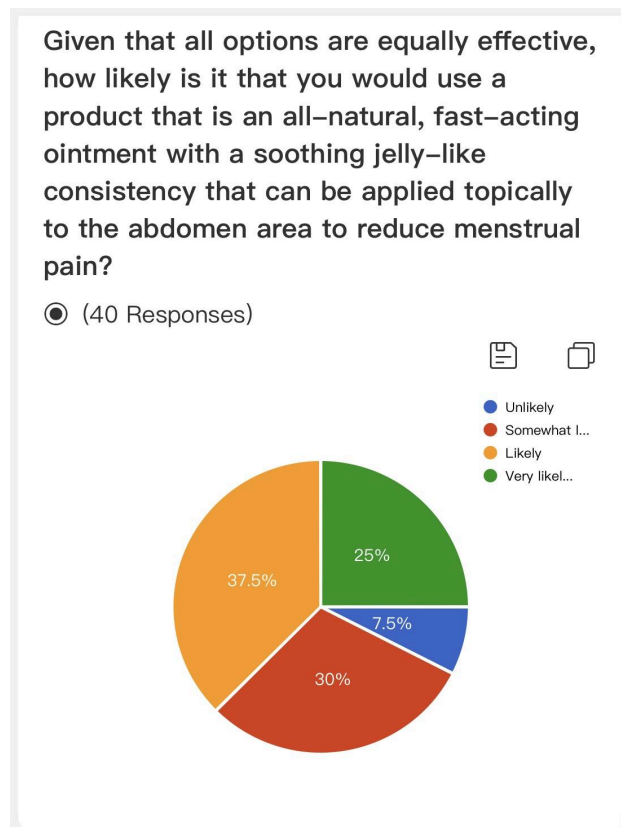
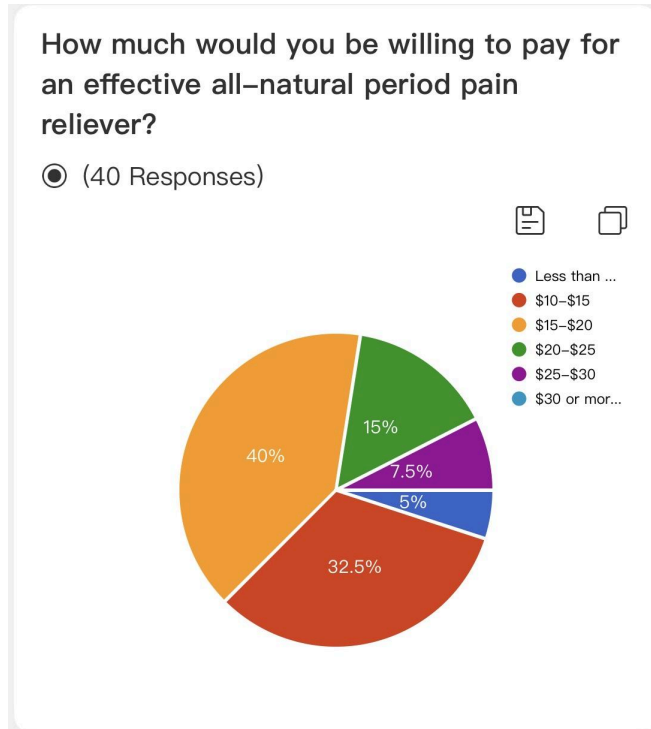


Fig. 11



Division of Labor

Below is a list highlighting which group member supervised or was primarily responsible for each section. Each group member participated in editing and proofreading the entire plan.

- *Situational Analysis*: Kelly
- *SWOT Analysis*: Zivana
- *Objectives*: Garsi
- *Target Market*: Kylee
- *Marketing Strategies*: Din, Adela, Kylee
- *Marketing Tactics*: Kylee, Kelly, Zivana
- *Implementation*: Zivana and Garsi
- *Evaluation of Performance*: Adela
- *References*: Kelly
- *Appendix*: Zivana