



**BUHI**

NOSTALGIC BAGS FOR ALL  
ADVENTURE LOVERS

## **Public Relations Strategic Proposal**

**Adrian College Communications Department**

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## Why Hire Me?

Due to my experience I have accumulated from Adrian College courses, extracurriculars, and real-world internships, I have learned the essence of public relations in its entirety. From copywriting, strategic planning, social media management, and digital marketing, I have gained hands-on experience to build lasting relationships between businesses and their publics.

An ever-growing aspect of marketing and public relations is the creation of podcasts as a tool to gain more reach. For the last year, I have been the PR Coordinator for a health and wellness podcast in New York City. Here I executed successful pitches, wrote articles for national platforms, created email marketing campaigns, and graphic design for Instagram and Facebook on Canva.

With this traditional experience, my brand ambassadorship with a fashion-tech company called Qatch, has taught me additional skills in creating content for Instagram and TikTok. I converted referrals into sales for the company, and even left the program with the highest number of conversions.

Overall, from my college and internship experience, I have demonstrated creating successful campaigns for companies. By hiring me as one of your PR strategists, you will have a cohesive brand image for your valuable company through your engagement growth, new brand partnerships, and life-long bonds formed with your audience to ultimately form a strong community.

## Executive Summary

BUHI Supply Co. is an e-commerce and retail bag supplier. It specializes in backpack, purse, wallet, satchel, and duffel products. Basically, if it's a bag of any sort, BUHI makes it. Its business goals are to find bags that resonate with a design-conscious audience, manufacture them at affordable costs, and sell them for a profit at competitive prices. BUHI aims to design functional bags that evoke nostalgia, tags with enough personality for even the choosiest of Millennials. This goal has been a driving factor that has helped BUHI's sales grow significantly since it was founded in 2009.

## Fiscal Overview

Currently, BUHI Supply Co. estimates its market share to be about 0.25% of all retail bag sales. The company's gross revenue last year was \$15 million. Its year end goal this year is \$17 million with 0.3% market share. Your role as the social media manager is to help BUHI reach this goal by increasing the number of visitors on its website. As you progress through the simulation, pay close attention to your reach and clicks.

# Buhi Product Selection



BUHI is a company that prides itself on creating various lines of products to make almost anyone feel a sense of nostalgia and confidence when wearing our bags. Ranging from **traditional backpacks, wallets, duffels, totes, travel cases, and more**, our bags are provided at the highest quality and an affordable price so you and your adventure loving soul don't have to worry about *life's extra baggage!* Refer to the graph above to see the average price points for our collection.

# Key Publics

BUHI organizes its key demographics into subsets of adventure lovers. The main age range is **18 - 32** year olds with various income rates from **\$12,000 - \$70,000**.

Each of these individuals have specific interests, passions, and lifestyles, and BUHI proudly represents them all with the perfect bag option for what life throws their way.

	<h3>Back to School Mindy</h3> <p>18 - 26 year old females 20% of the market \$12,000 - \$20,000</p>	<ul style="list-style-type: none"><li>backpacks</li><li>fashion</li><li>convenience</li><li>comfort</li><li>college</li></ul>
	<h3>Seaside Sally</h3> <p>18 - 26 year old females 8% of the market \$20,000 - \$30,000</p>	<ul style="list-style-type: none"><li>camping</li><li>country</li><li>outdoors</li><li>fishing</li><li>cabins</li></ul>
	<h3>City-Hopper Sue</h3> <p>18 - 35 year old females 12% of the market \$28,000 - \$40,000</p>	<ul style="list-style-type: none"><li>travel</li><li>transportation</li><li>urban</li><li>backpacking</li><li>sightseeing</li></ul>



## Day Packer Tom

18 - 26 year old males  
29% of the market  
\$22,000 - \$28,000

day trip  
outings  
tourism  
backpacking  
work



## Energetic Jill

18 - 27 year old females  
10% of the market  
\$13,000 - \$23,000

sports  
school  
dance  
duffel  
travel



## Up & Comer Raj

18 - 26 year old males  
16% of the market  
\$30,000 - \$45,000

work  
business  
news  
style  
meeting



## Hipster Mami Kai

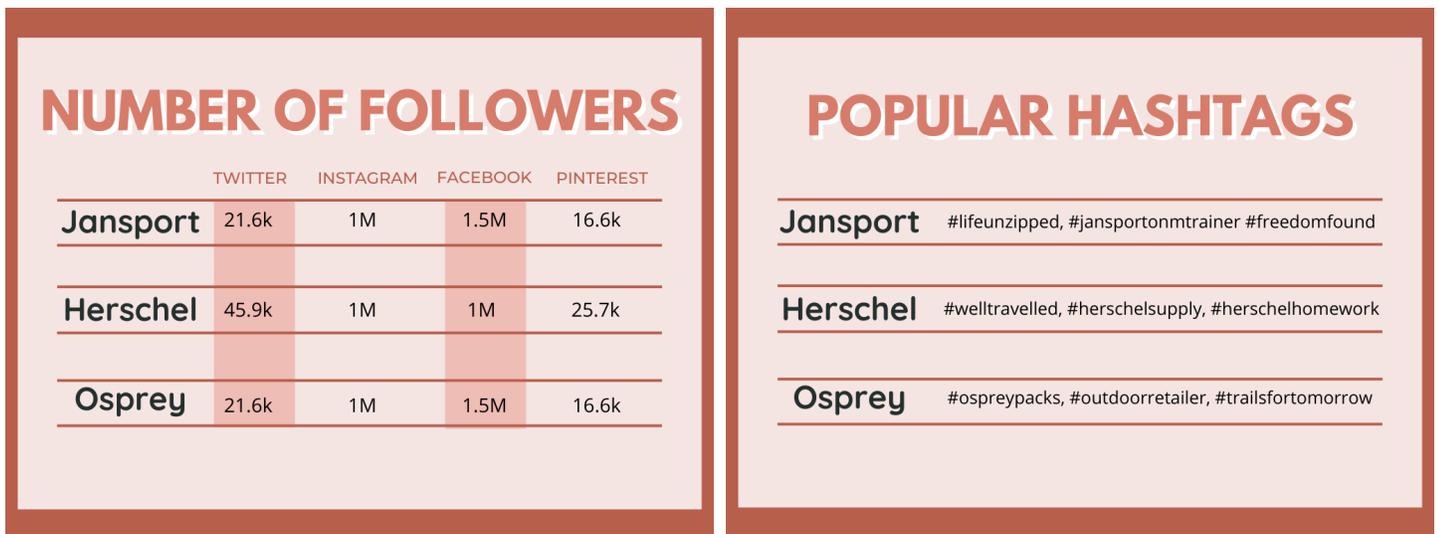
32 - 45 year old females  
5% of the market  
\$35,000 - \$70,000

children  
shopping  
motherhood  
school  
backpack

# Competitor Analysis

The three major competitors to BUHI are **Jansport, Herschel Supply Company, and Osprey**. These companies range in size, quality, and price, but they are all in the same industry of producing handbags, backpacks, etc.

When analyzing how BUHI compares to other companies, we took a look at each business's likes, follower count, most successful days to post, frequently used hashtags, and repeating topics used on their social media platforms. We specifically look at Twitter, Instagram, Facebook, and Pinterest.



When looking at a company's success, the first aspect we look into as PR strategists are the number of followers. This gives us great insight to their outreach and how many people are actually interested in their products or brand message. As seen above, Instagram and Facebook are the most popular social platforms for **Jansport, Herschel, and Osprey** with a total of 1 - 1.5 million

followers. Herschel has the largest following at 25,700 likes on Pinterest and 45,900 followers on Twitter. Coincidentally, Jansport and Osprey have the same amount of Twitter and Pinterest followers at 21,600 and 16,600 for both accounts.

The second tactic used for competitor analysis is their usage of hashtags. These are what they utilize in their posts, or what they follow from their followers.

Jansport uses #lifeunzipped, #jansportonmtrainer, #freedomfound, Herschel uses #welltravelled, #herschelsupply, #herschelhomework, and Osprey uses #osprey packs, #outdoorretailer, and #trailsfortomorrow. These are primarily used on their Instagram and Twitter accounts.

### CONTENT TOPICS

<b>Jansport</b>	teen-focused, modeling backpacks, BLM, sustainability
<b>Herschel</b>	high quality imagery, nature, travel, face masks, music
<b>Osprey</b>	family-friendly, hiking stories, high quality imagery

### POPULAR POSTING DAYS & TIMES

	WEEKDAYS/WEEKENDS	SPECIFIC TIMES
<b>Jansport</b>	weekends	1 PM - 8 PM
<b>Herschel</b>	weekends	10 AM - 8 PM
<b>Osprey</b>	both (daily)	11 AM - 5 PM

The third tier to analyzing Buhi’s competitors are frequently discussed topics and themes in their posts. This reveals to their audience and the general public what they stand for and how they go about executing their brand mission. **Jansport** focuses their content to the teenage demographic with pictures of people their

age modeling backpacks, and focus on social justice movements and the importance of sustainability.

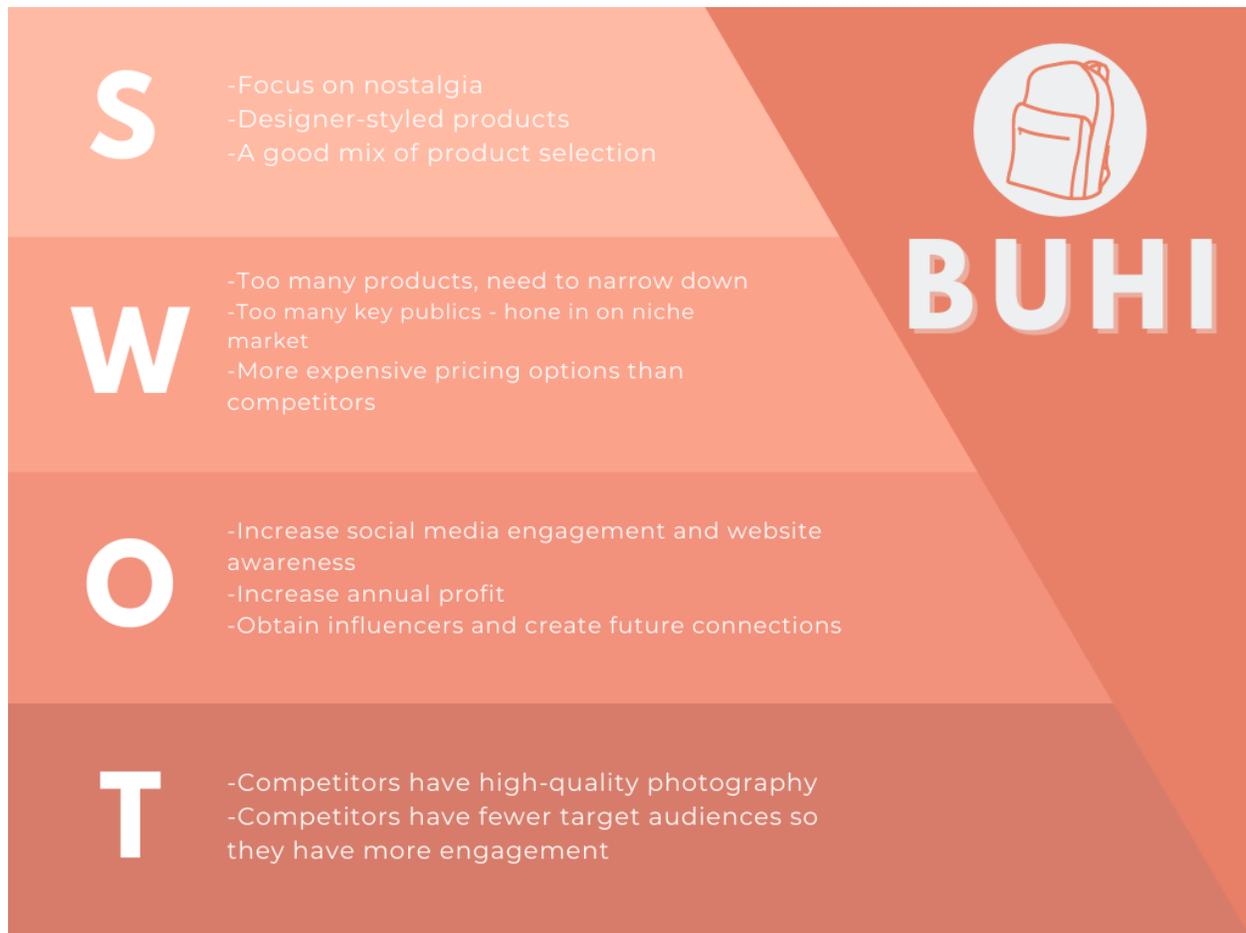
**Herschel** takes advantage of high-quality imagery to emphasize the elevated quality of their products. Through pictures of nature, travelling, face masks, and music, they cover a wide range of interests while keeping the theme the same by consistent messaging in their copywriting.

**Osprey** focuses on family-friendly content by using pictures of family members all using their bags. They also enlighten their audience with people's personal hiking stories using Osprey, and wrap this up with high quality photography as well. This creates a community for Osprey's audience to keep returning because it has an emotional attachment associated with their products.

Lastly, the fourth part of competitor analysis is noting what times of the day they post and interact with their followers. Along with the time of day, seeing how often they post during the week/month is also important. Jansport has a pattern of posting more often during the week during the times of **1 pm - 8 pm**. Herschel posts from **10 am - 8 pm** and also posts a majority of the weekdays. However, Osprey posts quite consistently and has been posting daily for awhile now. Their average posting times range from **11 am - 5 pm**.

# SWOT Analysis

As a newer company, BUHI has its strengths, weaknesses, opportunities, and threats. See the chart below for a deeper analysis.



Our **strengths** lie in our deep brand messaging on nostalgia, our high-quality products, and a great variety of product selections. However, our **weaknesses** could be that we have too many products to choose from, too many key publics we are trying to target, and that our price point is more expensive than our competitors. Externally, BUHI's **opportunities** lie in increasing brand awareness,

an influencer community, and an increased following on multiple social platforms. But, we do have to consider that our competitors brand very well by having consistent high-quality product photography while targeting their goods to a smaller and more niche market, which could be seen as a **threat**. All of these aspects were considered in the making of our plan moving forward.

## BUHI Goals & Objectives



Every company needs to consider their goals and objectives before tackling new campaigns. These goals and objectives are broken down into **awareness, acceptance, and action.**

For brand **awareness**, we are going to work diligently to work with 3 Instagram influencers. With the rise in influencer marketing, we believe this would be a successful tactic to gain new audiences and create a community around BUHI products. We will be gifting them with some of our best bags and making them brand ambassadors. Our other goals are to create our Pinterest following by 10% and Facebook by 20%.

To gain **acceptance**, we plan to focus on high-quality imagery, community, and consistency. We will be doing photoshoots with BUHI products in nature once per week because this was voted as the most favored type of content from our audience. Then, we will be posting one product picture a week to all platforms. Lastly, we will be posting interactive stories 3x/week on Instagram, Facebook, and Twitter. These will include polls and question/suggestion boxes.

Our **actionable** steps will include creating different themed boards on a company Pinterest account. Also, we will run a giveaway on Facebook that focuses on nostalgic childhood memories. By tagging three friends in the comments, this will help increase awareness and followers to the page. To conclude, we will run a sale on the BUHI website so that anyone who buys \$50 worth of merchandise, they get a complimentary product for free.

# Advertising & Promotion

By using various campaigns and tactics on Instagram, Facebook, Twitter, and Pinterest, BUHI will be able to achieve its goals and objectives in no time. Through all of these campaigns, posts will be promoted through company money, which was described in the above listed invoice.

## INSTAGRAM

We will be utilizing three influencers as brand ambassadors for BUHI products. This is a **paid campaign** due to the cost of gifting the three influencers products along with a monthly stipend. We will be using Ava Jones, Hannah Park, and Julian Summers. They are established world travelers who like to document their adventures showcasing different outdoor equipment and apparel. This will draw in new audiences and create an engaged community ready to believe and buy into BUHI's mission.

For **organic** content, we will be doing Instagram Live specials for our audience to ask questions about their experience with BUHI as a company and as a product seller. Additionally, posting interactive stories will help people learn more about us

# SOCIAL MEDIA PLANS

Specific times & days posting schedule + target publics for each social media platform

### INSTAGRAM

Wednesday 3 PM  
Friday 12 PM  
Saturday 4 PM

Back to School Mindy  
Seaside Sally  
City Hopper Sue  
Up & Comer Raj  
Energetic Jill



### FACEBOOK



Wednesday 1 PM  
Thursday 3 PM  
Friday 11 AM

City Hopper Sue  
Up & Comer Raj  
Hipster Mami Kai  
Back to School Mindy

### TWITTER

Wednesday  
12, 3, & 5-6 PM  
Saturday 3 PM  
Sunday 12 PM

Day-Packer Tom  
Up & Comer Raj  
Back to School Mindy



### PINTEREST



15 pins per day  
Saturday 1-4 PM  
Monday 9-11 AM  
Tuesday 7-10 PM

City-Hopper Sue  
Hipster Mami Kai  
Seaside Sally

while at the same time we learn our audiences voice and feedback too. We will utilize the question boxes, polls, and suggestion drop boxes to gain these insights for marketing analytics.

## FACEBOOK

We are planning a giveaway on Facebook because it has the largest active audience out of any social platform. It will be based on nostalgia by asking followers to comment on their favorite childhood memory while also encouraging people to tag three friends in the comment section to gain more exposure. This will run for one week and the winner will receive a complimentary BUHI backpack on us.

On the **organic** content end, we will do interactive stories as well. With our goal to increase our clicks by 20%, this will draw people to our page while giving them the opportunity to provide their insight. Not only does this create engagement and community, but also the ability for our target publics to feel heard and valued.

## TWITTER

On Twitter, we want to emphasize the **personality of the brand**. We will be posting content that circles back to nostalgia, childhood memories, and adventure loving moments. Through images of people enjoying nature with BUHI, we will have that trust from the consumers that we provide good-quality content, but knowing it has an emotional attachment tied to it as well.

We will also be doing interactive stories on Twitter to engage and converse with our audience. Since Twitter tends to be a place where people show their wit and write what they honestly think, we want to encourage people to contact us through DM's and in our replies so they feel that BUHI is more of a persona than a company.

## PINTEREST

Since Pinterest is a rapidly growing platform, we will make sure to leverage it in the best ways possible. We will be hyperlinking all of our high quality images from other platforms onto this page. Additionally, we will be **promoting each post** to boost it onto people's discovery pages that fit within our demographics.

We will also make company boards that have different themes. One for the city working woman, the nature loving guy, college girls, and women just beginning their careers potentially looking for ways to revamp their style. This will allow consumers to connect to their personal aesthetic, and subconsciously associate these positive feelings with BUHI.

## Additional Campaign Ideas

### TikTok

TikTok is the fastest growing social media platform and has made an impactful effect on so many up and coming businesses within the last year. The ability to grow a following and be pushed in the algorithm is truly a skill we think we can execute successfully.

We will be running a giveaway on TikTok. BUHI's profile will ask people to tell us what they are nostalgic for and why you would want a BUHI bag and to use the hashtag **#BUHI memories** and tag **@BUHIBAGS** in their caption. This will be free advertising from all participants because they will be talking about our products to their potentially untouched audiences.

#### **4OCEAN COLLABORATION**

One of the best ways to gain exposure and increase engagement is to merge audiences. Through promotion on social media platforms, this project will be unique and engaging.

4Ocean is a sustainable company that gives donations to cleaning plastic out of the ocean through the purchase of their bracelets made from recycled materials. Even though BUHI does not identify as a specifically sustainable brand, their publics clearly have a passion for a mission to a brand.

Our idea is to create a limited time exclusive bag that incorporates BUHI and 4Ocean's brands. By creating a sustainable bag, potentially out of recycled material, we can draw in an environmentally focused public. By doing so, we can close the deal by selling them on the idea of nostalgia and how if we want future moments to look back on, we need to put in the hard work now to make the earth liveable and environmentally safe.

# Budget Plan 2021-2022

# BUHI

**INVOICE  
2021-2022**

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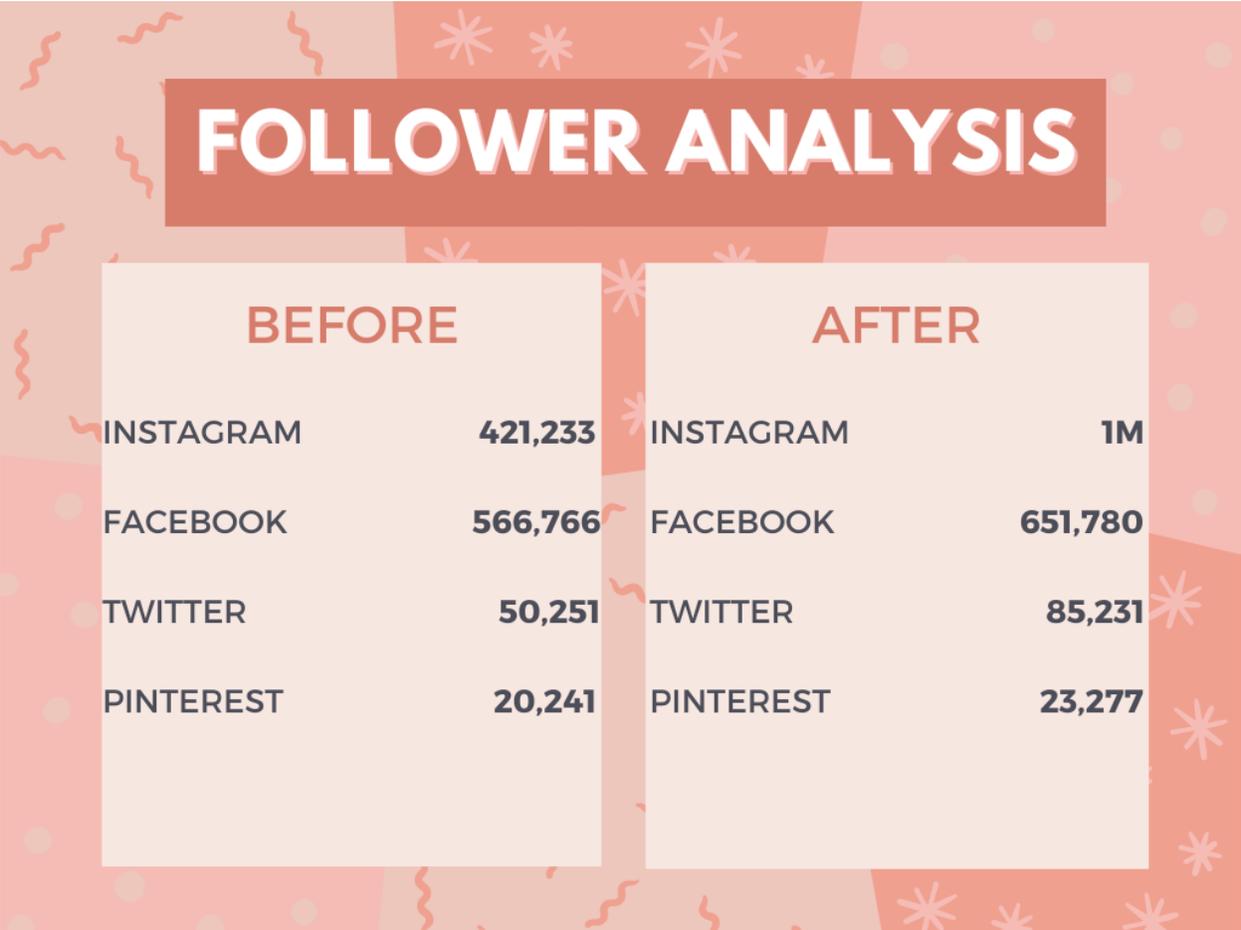
<b>PROJECT</b>	<b>TOTAL</b>
Social Media Audit	\$1000/mo.
Influencer Outreach	\$1500/person
Post Promotion	15% addition fee on paid post revenue
Event planning	\$3000/event
Giveaways	\$1000

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THIS INVOICE IS PROJECT-BASED. IT ALLOWS  
OUR TEAM TO CHARGE FOR SPECIFIC  
PROJECTS, RATHER THAN A FLAT RATE. THE  
ABOVE LISTED PRICES ARE POTENTIAL  
PACKAGES AVAILABLE

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# Evaluation



BUHI initially handed over their original follower count asking us to give them the help they needed. Their highest following was on Facebook, with 566,766 followers and Instagram at 421,233. Their Twitter follower count was 50,251 and Pinterest was 20,241.

At the start of our work with BUHI, we came up with the goal to increase the Pinterest following by 10% and the Facebook following by 20%. Incorporating our new tactics into their social media profiles, we had successful results. Our

Pinterest following went above our goal at **15% of an increase**. However, our Facebook following **raised by 15%**, not 20%, but that is still a successful increase nonetheless.

However, we did find the most success with the company's Instagram engagement. Through promoting posts and targeting fitting demographics, BUHI's following rose around **237%**, This was an amazing and insightful accomplishment to see that our strategies really did pay off in the long run.

### Customer Survey Evaluation

To wrap up our work with BUHI bags, we wanted to send out a customer survey to their email newsletter mailing list. This will provide us the information to see what went well, what we could've done differently, and how we can improve in the future as PR strategists.



- 1 What was the biggest influence on why you bought our products?
- 2 Why did you choose us over our competitors - Jansport, Herschel, and Osprey?
- 3 How can we make our social platforms reflect your interests better?
- 4 Why did you buy that specific product? Would you buy from BUHI again?

We created this evaluation on **SurveyMonkey** one month after the campaign ended. This was intentional because it gave the customers time to see the results of our work but also not too long of a wait to remember specifics of the campaign.

The following questions are from the survey:

- ❖ *What was the biggest influence on why you bought our products?*
- ❖ *Why did you choose us over our competitors?*
- ❖ *How can we make our social media platforms reflect your interests more?*
- ❖ *Why did you buy that specific product?*
- ❖ *Would you buy from BUHI again?*

Overall, from this customer evaluation, we can gain the understanding how we can make our social media profiles more niche and relevant to our corresponding target publics. Additionally, we can figure out if certain products are doing better than others, and how we can emphasize those more through our platforms.

Ultimately, we had a successful campaign working with BUHI and are proud to have represented the nostalgic bags for all adventure lovers.