

THE
B
V
R
R
E

Internal Strategy & Visualisation Document

Emma Bell

Final Entrepreneurship Project & Business Launch

MA Entrepreneurship

Date Submitted: 28.08.2020

Executive Summary

This document is to be used internally for The Barres own development strategy that corresponds alongside our business plan and growth trajectory. You will find here our go to market strategy with visualisations of the various different key elements that will be implemented to ensure a strong communication channel. Each phased growth strategy and subsequent visualisation will be aligned to the corresponding target audience to ensure that there is a clear direction and purpose behind our actions.

BREAK THE BARRE

CONTENTS

| | |
|---------------------------------|-----------|
| 1.0 The Brand | 6 - 27 |
| 2.0 Target Audience | 28 - 35 |
| 3.0 Marketing Strategy | 36 - 47 |
| 4.0 Visualisation Of Strategy | 48 - 111 |
| 5.0 Summary | 112 - 113 |
| 6.0 References | 114 - 117 |

01 | SECTION ONE

The Brand

Brand Overview

The Barre is an advocacy organisation dedicated to challenging and removing the numerous beauty ideals, standards and pressures present throughout societies. Operating as a B2B and B2C facing platform The Barre is providing resources, acting as an information hub and community that is centred upon Breaking The Barre on these societal expectations.

The Barre will link industry and society together to provide positive and proactive change as well as providing valuable insights and intelligence. This will serve a direct need for both individuals and businesses as we live within an increasingly turbulent world that perpetuates social standards as the norm. Counteracting this The Barre celebrates the individual, championing beauty in its raw form and giving a platform to highlight the imbalance.

The Barre will teach compassion and accountability as we look to redefine the notion of beauty and drawing a spotlight on to the growing number of myths being pushed on to people as we present a realistic, unfiltered version of what being human means today.

Growth Objectives

1. To successfully penetrate the global fashion, beauty and media markets within 3 years and to increase The Barres authority with a recognised mark.
2. Create strong brand saliency over two years amongst the core target and social consumers through continual innovation as we develop service outreach

**Reactive
Intelligence**

+

**Positive
Disruption**

+

**Growth
Catalyst**

=

**Impactful
Change**

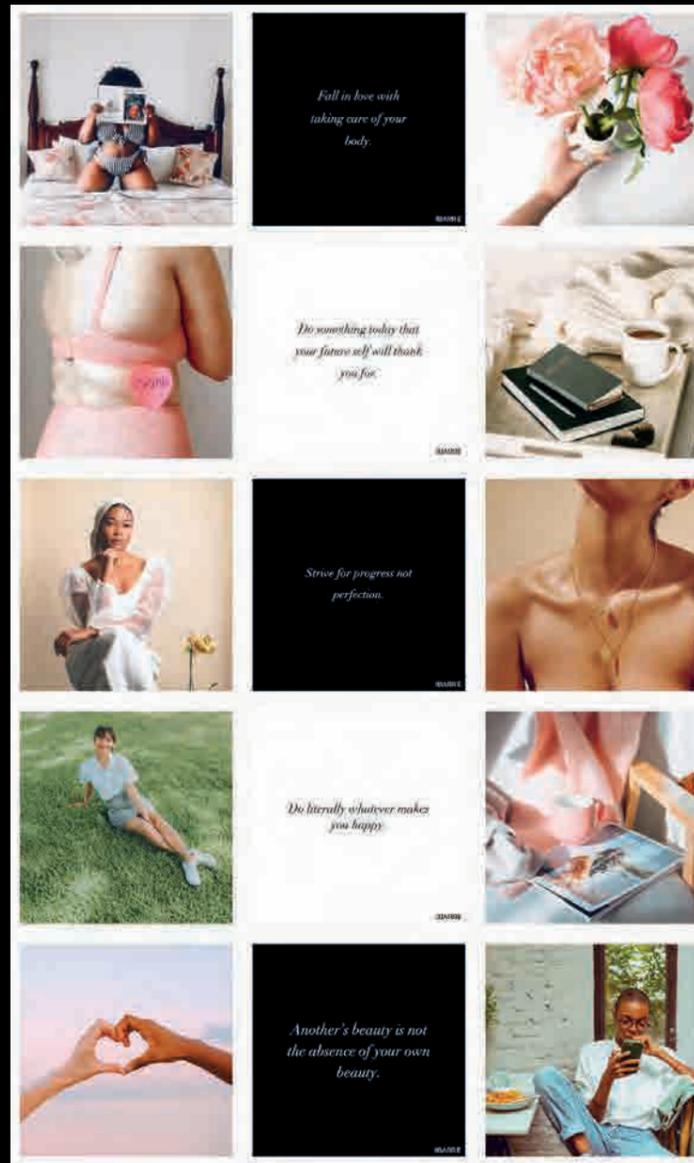
3 Year Growth Strategy Overview

The Barre has adopted a three year phased growth strategy that outlines a gradual development with each phase building on the previous. This is to ensure The Barres relevance, authority and credibility within both industry and society as The Barre looks to become the defining link to achieve positive and impactful change. This staggered approach gives each phase the necessary time and allows The Barre to establish its presence within market - this guarantees that The Barre is able to disrupt the presentation of beauty from a multitude of angles through a receptive audience base.

1

Phase One: Growth September 2020, 6 Months

Phase one is expected to last approximately six months and provides a period of growth and low level community building. It provides The Barre a chance to see what resonates most amongst audiences, experiment with content and develop a strategy moving forward that connects to peoples needs and personal grievances. The Barre will not officially launch during this period and will be operating with the sole purpose to build an engaged following prior to the consumer launch in phase two.



2

Phase Two: Disruption March 2021, 12 Months

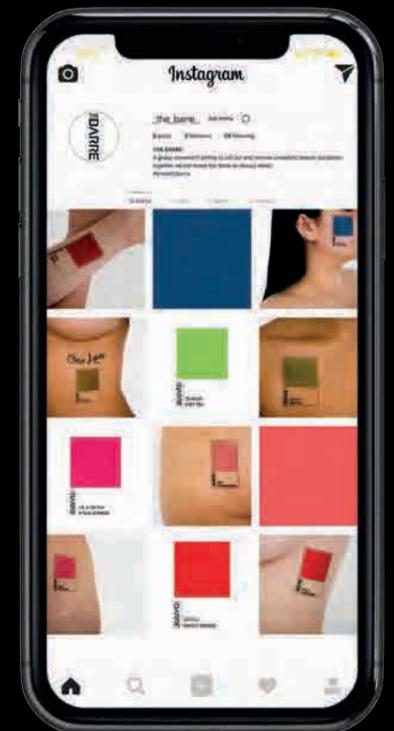
Phase two will be the official consumer launch of The Barre which will build upon the already established community. Social media will be vital as it ensures a direct, two way communication channel with our audience base and will allow for additional insights to be drawn from individuals. This will be supported by the 'Breaking The Barre' campaign which will be supported by a hashtag movement as a call to action. Digital advertising, newsletters and increased promotions will all ensure The Barres continual growth. This will be supported also by the addition of advertising, partnerships and sponsorships.



3

Phase Three: Reactive Intelligence March 2022, 18 Months

Phase three will build upon phase two by adding the premium B2B side of the platform as identified in which provides revenue from professional memberships. This will place a focus on developing insights and intelligence that can be delivered to industry and will ensure a strong relationship with social consumers. During this there will be a key partnership and campaign with Pantone to increase our commercial viability as well as the release of The Barres app.



Aims And Objectives

Short term: (Phase One)

- To reach a following of 1000 on The Barre Instagram feed.
- To populate The Barres website with 50 articles and 10 educational resources ready for phase two
- To have 100 individuals subscribed to The Barres newsletter

Mid term: (Phase Two)

- To reach 10,000 followers on social media with a high engagement rate
- To have a fully functioning website that is updated with 4 pieces of new content per week
- To launch the ambassador program and referral program to ensure social consumer retention and brand loyalty
- To be working with advertisers, developing partnerships and sponsorship oportunities as an additional source of revenue

Long term: (Phase Three)

- To reach 30,000 individuals across The Barres social media with a minimum monthly growth rate of 10%
- To generate a reach of 10,000 on The Barres website with 25% of this being organic traffic
- To have 'The Barre' as a recognised certification mark that shows which brands comply with the manifesto

Future: (Phase Three Onwards)

- To be working with the UK government to pass an act that ensures the monitoring of beauty ideals and standards throughout media
- To be working and engaging with key celebrities and notable figures that are able to support and promote The Barres work - these individuals will also participate in videos, podcasts and key campaigns to spread the message
- To be hosting events associated with The Barre (such as community meet ups and panels)
- To be working with educational authorities and establishments to ensure young people are educated about themselves, one another, mental health and wellbeing within the modern world

Mission

To Break The Barre on beauty ideals and standards.

Why

Our purpose is to challenge and eliminate beauty ideals and standards to allow for the widespread acceptance of individuals.

Vision

We are dedicated to the eradication of beauty ideals, standards and expectations to create a society and industry that promotes the individual that is perfectly imperfect.

Values

The Barre looks to highlight the contradicting and unrealistic pressures that are being imposed throughout societies with the end goal being to remove these. As a result the brand values are steeped in the brand essence as it puts people back at the heart of all activities. Its about inclusivity and acceptance through the creation of a distinct and disruptive voice that changes the perception of beauty.

Proposition

The Barre is providing a brand and platform that takes the form of an advocacy organisation, dedicated to eradicating beauty ideals, standards and expectations. Through a freemium platform The Barre is broken down into a B2B and B2C facing proposition. B2C will encompass resources and information through the website and social media: this is targeted at society, industry and education who all require support, insights and a strong brand voice. The B2B is focused on creating a standard, The Barre, which brands have to adhere and align with its manifesto in order to enter into a community of brands. This group of people will be able to advertise work on partnerships and sponsorships together with The Barre.

3 Year Strategy House

Vision

To Break The Barre on beauty ideals and standards and remove these expectations and pressures from society to allow for the individual to thrive.

Strategic Choices

Create reactive intelligence used to inform and educate

Be at the forefront of positive disruption within industry and society

To become a catalyst for growth and improvement

To ensure impactful change in relation to beauty ideals and standards

Strategic Initiatives

Design and launch an immersive platform that acts as an information hub and community for customers to incite change

Transparent and ethically run business that puts the social wellbeing of customers first

To work with and build connection within industry, supplying insights and intelligence to improve social responsibility and ethical practice

Enablers

Launch The Barres website and app

Consumer centric marketing plan

Advertising, partnerships & sponsorships

Network of industry connections & partners

Ambassador Program

Social media channels

Investment

The Barre as a recognised authoritative mark

Goals & Metrics

Achieving an annual net profit margin of 20%

To have a fully functioning website with new content being added daily

Reach 30k followers on social media by end of phase three with this growing by 3% each month

A full range of social media channels with each platform having a strong following

To have a industry community of 50 brands actively participating

Kellers Brand Equity Model

Brand Identity:

The brand identity for The Barre is clear and distinct as it features a primarily black and white colour palette that draws the focus onto the issues at heart. The brands logo itself is reflective of the name and message and created with a entirely new font to ensure it stands out within market. This identifiable brand identity ensures that The Barre has an unequivocal position and stands out by offering a unique value proposition to a range of segmented consumers. This coherent brand identity ensures that these audiences understand the brands values, mission and vision, creating a tangible visual that audiences can understand and connect to.

Brand Meaning:

As an organisation The Barre is providing a service that is focused upon the consumer with its brand values steeped in human emotion. By providing a platform dedicated to advocacy and change The Barre is speaking to individuals as well as meeting a consumer need in a time of uncertainty and increasing pressures. The element of human connectivity ensures that needs are met on a social, ethical and psychological level, creating a community that can be used to produce content that directs The Barres focus.

Brand Response:

Brand response is about understanding that reaction which for The Barre is a vital thing to be aware of due to the sensitive nature of many of the topics behind covered. Part of this will come form having a two way communication channel with The Barre being open to listen, understand and relate back to what they are being told - it again comes back to human connectivity. This will fundamentally ensure a positive brand perception as audience members begin to become brand advocates as they relate to the brands manifesto. The Barre as a brand is relevant throughout the wider society and has the ability to cover issues that the majority of people can associate themselves with and as a result has a high potential for scalability and reach. This also ensures that The Barre is able to stand out within the market and creates a distinct purpose from a consumer point of view which links directly to the value proposition which is entered upon change.

Brand Resonance:

To ensure brand resonance The Barre focuses on human connectivity with this being the primary pull that keeps audiences engaged. Within year one the focus is on the social audiences as this is used to gain credible traction and a community support behind The Barre. With this in mind building brand resonance will be vital as The Barre looks to move into industry and education to ensure the change necessary. A lot of this resonance will come about through the brand values, creating authenticity with a strong moral compass behind everything. For an organisation about The Barre resonance is less about the actions and more about the intention behind this as it needs to be motivated by good, putting the consumers at the heart of every action.

The Wider Context



As a society we live within an increasingly turbulent macro environment, filled with pressures and expectations that impacts how we function day to day. There is a continual growth of anxiety within this fast paced and emotionally complex world as this pressured life style is causing increased stress levels amongst much of the population.

We are having to navigate political instability, environmental turmoil and an increasingly digital space, as social media has changed the way we connect and interact with one another which when combined with our continual pursuit for happiness demonstrates the need to re-evaluate the state of society.

We've become preoccupied with aesthetic appearance, fuelled and continued by the medias perpetual plugging of unrealistic standards. These expected ideals change constantly as they have become a reflection of our discontent and need for perfection and yet still they are promoted as being the attainable norm.



Throughout fashion, beauty and media ideals are presented without consideration for the ethical and moral implications that these may have. Because of this body and beauty standards are getting even harder to achieve with an unspoken pressure to conform, creating a culture of falling short of The Barre.

Understanding this market place and the wider societal context is of vital importance within The Barres communications and marketing strategy as this impacts how we present and interact with those in our audience pool. As we collectively live within a high pressured lifestyle The Barre needs to be understanding of individuals own personal needs in a humanistic context that focuses on collective and collaborative connectivity - this has never been more integral to our strategy as we launch amidst a pandemic that has seen us disconnected from one another. The Barre aims to directly solve the issue of beauty standards and ideals with a focus on the fashion, beauty and media industries. However our marketing and communication strategy goes beyond this as we look to tap into a much broader societal concern that affects many across the globe.

What our Audience Thinks

"They want us to aspire to those unrealistic looks and we as consumers constantly want to see beautiful images, even though we know it's not real and it hurts us to feel bad about ourselves."

"We live in a fatphobic and ageist society that repeatedly tells women that their bodies need to be a certain size and that what naturally happens to it (wrinkles, menopause) is bad and is something to be ashamed/embarrassed of"

"Beauty standards are still out there, but they don't serve us nor do they have a place in the future as we have known them"

"Lip fillers, fake asses, a huge variety of plastic surgeries... influencers look all the same, really. I also feel like beauty is now associated with being extremely rich, so I guess another standard has to do with the desperate need to make money, and at a young age"

"We are taught an idea of beauty that is so outdated, and maybe instead of beauty being "perfect lips and symmetrical face" it should be "healthy of body and mind, natural, confident, relatable"

"We need to focus on making people feel like they can relate to others"

The Opportunity

Whilst there is no one solution to many of these problems ingrained within society it has become apparent that people care about these issues and want to proactively be apart of a larger movement for change as advocacy and activism become an integral part of the coming generations daily lives.

The Barres approach is to be at the forefront of this movement as we focus on removing and redefining a perceived normality of beauty in the context of popular culture and society. We are one of the only brands dedicated to doing this in its entirety rather than being yet another safe space to talk about the problem. With a distinct and disruptive voice The Barre focuses on taking a preventative approach, working with industry and society to effectively transform the way beauty is understood and presented. With a forward thinking approach The Barre links industry and society to provide positive and proactive change as well as valuable customer insights and intelligence.

The Barres aim is to Break The Barre on standards and to redefine what beauty means, highlighting the growing number of myths being pushed on to people as we present a realistic, unfiltered version of what being human means today.

Our vision is to create a society free of ideals and standards. A society where people can be perfectly imperfect without the media and pressures telling them otherwise. We are dedicated to the eradication of standards and to create a society and industry where the individual can thrive and where beauty can be seen in everyone.

As we grow through our three phased growth strategy we will continue to diversify our service offering with staggered release to ensure our audiences remain invested in our mission. The social and ethical root of The Barres business model provides a strong emotional and humanistic foundation to what we do and allows us to tailor our message and diversify into new and equally deserving markets as we are at the forefront of a larger, more important social movement for good.

Our Name

The Barre's name originates from my own professional dance background where for 15 years it was my emotional outlet and means of expression through periods of my life filled with personal difficulties and the usual growing pains. As my environment grew toxic, self-control and perfection became a barrier to being me as I continually strived towards an unrealistic standard.

Dance is a beautiful art form that draws many parallels with the fashion and beauty industries - on the surface it presents a vision of beauty but behind this there is a devastating impact throughout societies.

The Barre becomes a metaphor for everyones individual barriers - for me it was a physical representation of the control and conformity running around the edge of a dance studio but for many others it is a representation of not being good enough and not aligning to the social expectations. Irrespective of the field or individual experience The Barre represents a wider societal concerns that pushes forward a movement to Break The Barre on these issues.

THE
|
B
|
V
|
R
|
R
|
E

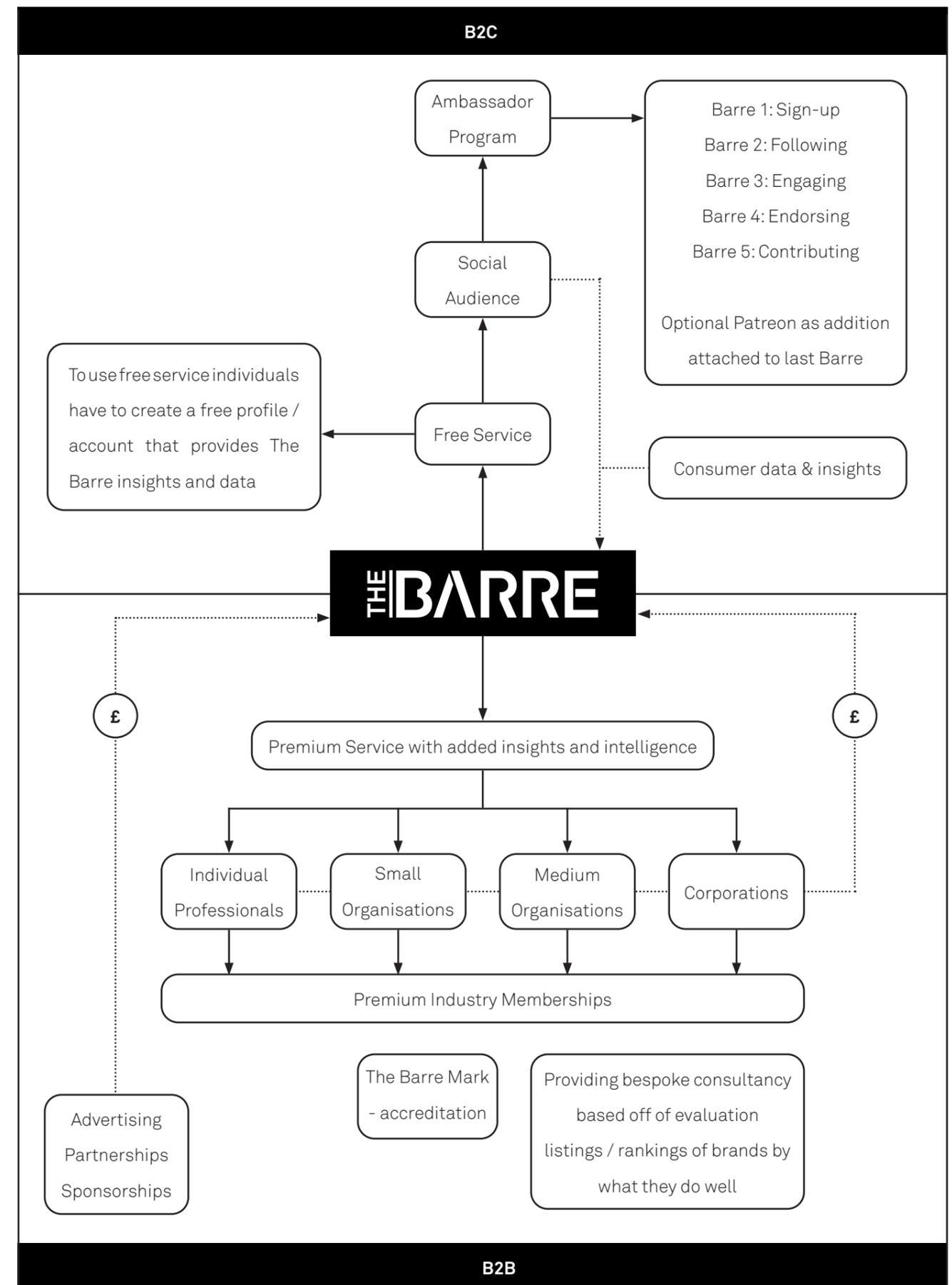
Service Overview

The Barres service and operations are broken down into B2B and B2C which formulates a platform structured as an advocacy organisation, dedicated to removing beauty ideals and standards and redefining the definition of beauty. Through a free platform for social consumers and premium industry memberships The Barre is providing resources, acting as an information hub and community as we collectively work towards a more positive and inclusive perception of beauty.

On the B2C portion the focus is on consumers within society, directly engaging with our missions and purpose centred upon removing ideals and standards. The strategy here will target engagement, raising awareness and building a strong and loyal community of individuals who resonate with The Barres values. This will utilise advocacy and activism as a key value proposition as we provide the knowledge and resources to collectively transform how we view beauty and one another, Social consumers engage with our platform through free profiles that allow them to tailor their preferences, save content and receive direct communications from The Barre. The ambassador program will also provide an engaging touchpoint to contribute to The Barres activities and will allow individuals to shape our voice as they become apart of a bigger movement through a platform for change.

The B2B functions are built upon the consumer portion of operations as the industry offering draws relevant insights and intelligence from our own reactive, socially minded community. Through premium industry memberships aimed at both professional individuals and businesses alike, The Barre becomes the link between industry and society by providing key takeaways to ensure social responsibility is at the forefront of operations. It allows those in industry to have immediate access to a unique group of consumers to better understand the importance of social responsibility on an personal level but also in a corporate setting and provides the insights to shift strategies to align with consumer needs.

As an additional source of revenue The Barre will look to implement advertising, sponsorships and partnerships in phase three which will feature across The Barres website and social media platforms. This provides these brands access to a receptive and engaged audience base that has been built up on the social consumer portion of The Barre.



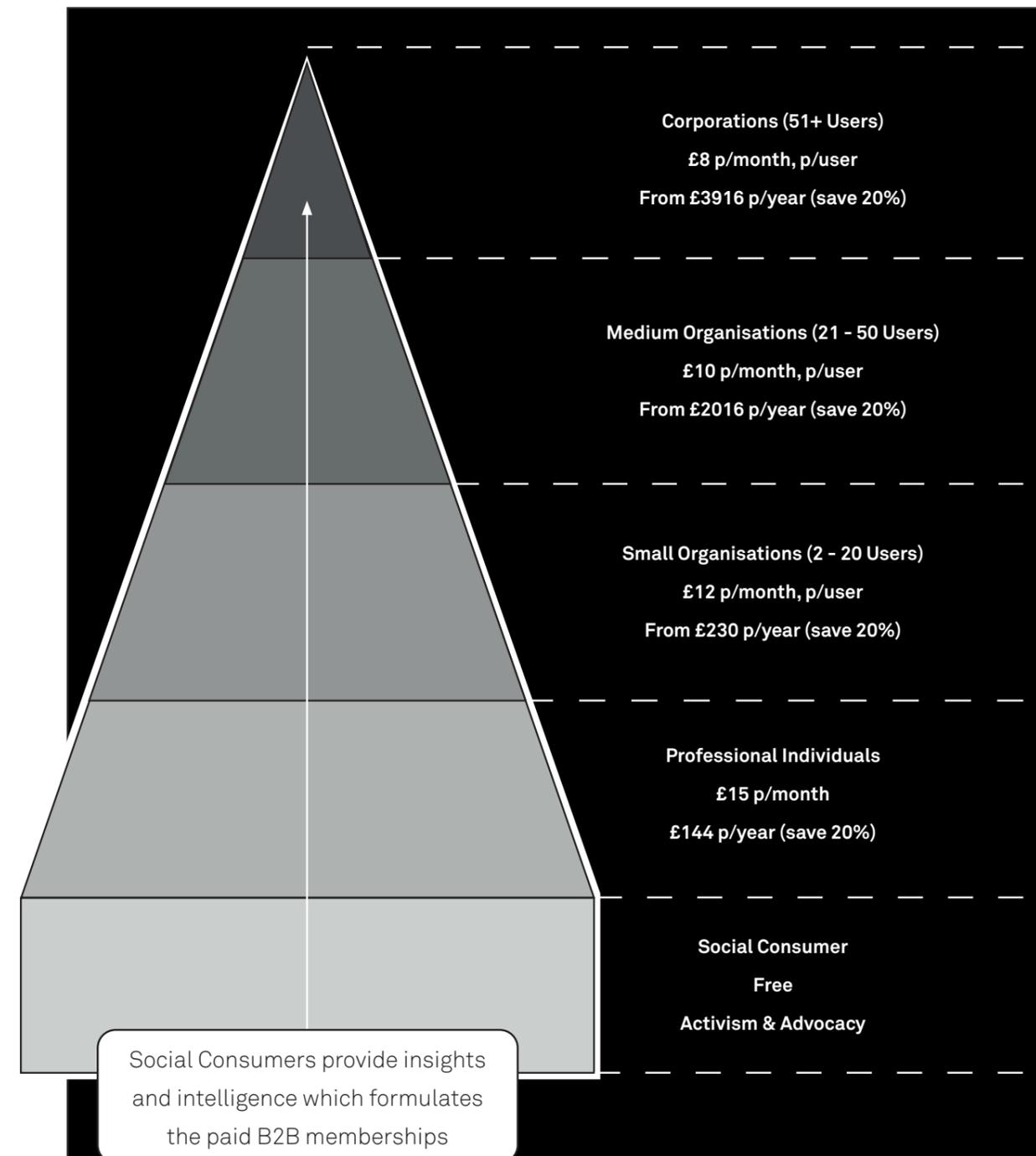
Point Of Differentiation

- The only brand dedicated to making direct and impactful change
- Consumer centric proposition that links society and industry together for a collective good
- Ensures accountability and authenticity to positively disrupt norms within society
- Providing resources and education as a catalyst for growth to inspire development
- A founder that understands the market problems as an individual and from an industry stance

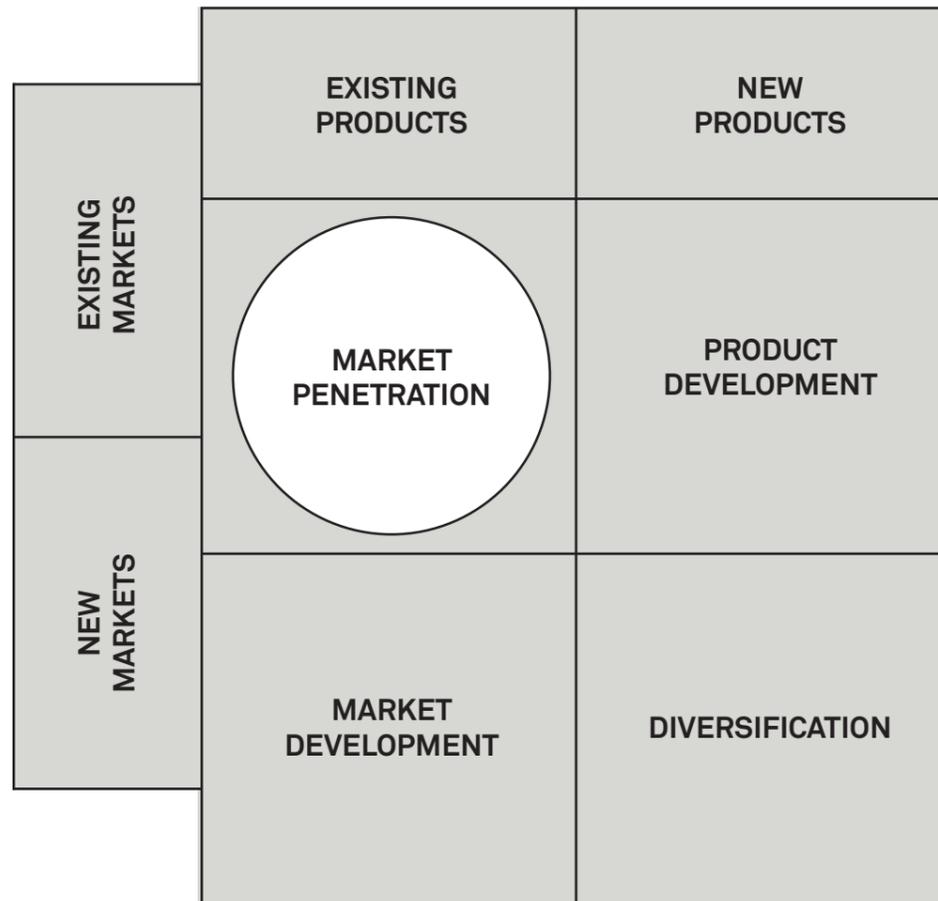


Pricing Strategy & Breakdown

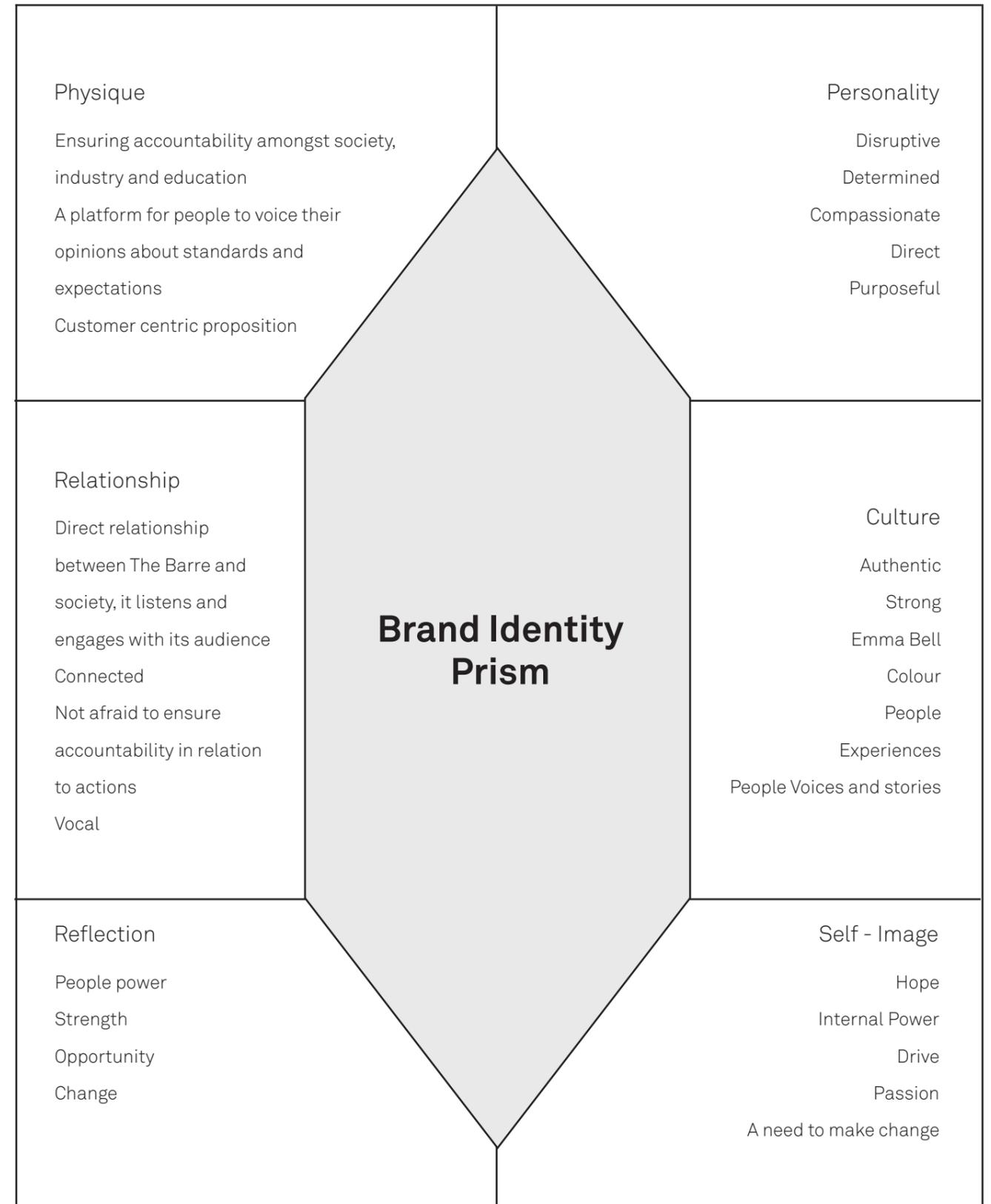
Our pricing structure is broken down into a free service for social consumers through which we gain insights and intelligence and a premium industry membership offering which acts as The Barres core revenue stream. These two groups work in conjunction with one another as both parts are needed to ensure impactful change is implemented and received. Each premium membership of offered with a monthly or annual payment option with the latter offering a 20% as an additional incentive. Our competitive rates are competitive within market as we provide a unique proposition with added value due to the social element. Our competitive positioning is also increased due to the free consumer offering which drives audience engagement and adoption.



Ansoff Matrix



The Barre primarily falls into the market penetration quarter, applying a growth strategy centred upon expanding and grow consumer reach. This will see The Barre enter into the realms of the fashion, beauty and media markets with a service that draws from existing services, combining them together into one unique offering. As a sub sector this places The Barre also into the realms of diversification as it looks to become the link between industry and society which has not been seen before in this format. The Barres phased growth strategy relies on an engaging and encompassing marketing strategy that engages directly with the individual on a humanistic level to ensure emotional connection and brand loyalty. Market penetration is the 'safest' of these four quadrants however as we move into an age where advocacy and activism become central The Barre will need to be aware of new entrants across multiple sectors as The Barre examines a broader societal concern beyond the stated industries.



Brand Identity

| | |
|-------------------|--|
| Brand Competence: | As an advocacy organisation The Barre is providing a platform for change, taking a proactive and preventative approach. It places people and the individuals experiences at the heart of its operations, using this as the foundations for each of The Barres key activities as a business. Taking this consumer centric approach ensures that The Barre is able to competently fulfil a gap within the market by addressing the problem directly and ensuring accountability. |
| Brand Image: | The Barres personality is clean, distinct and centred around the brand name, The Barre. This has in itself formed a large part of the brands voice and visual identity as it has stemmed from the founders personal experiences and story. The underlying message and manifesto within the brand has a positive direction entered upon change which provides an element of hope and makes people feel like they are apart of something bigger. These elements formulates The Barres brand values and mission in what it sets out to achieve as it provides a foundation in which it can develop and be scaled to meet a growing consumer need. |
| Brand Benefit: | The Barre is offering a consumer centric proposition that sets out to directly benefit those within the society audience segment. As the only organisation and platform dedicated to making a direct impact on industry and society The Barre is about providing people within society the opportunity for change, directly addressing the root of the problems. Engaging with people in this way creates a humanistic connection that people relate to on a deeper, more personal psychological level. It connects individual experiences to the cause which The Barre uses to direct its tone of voice to ensure that relatability. |
| Brand Appearance: | For The Barre having a strong visual identity is integral as it represents the brand message and reflects the tone of voice. This is reflected in a clear and distinct visual design, with a strong logo and a clean black and white aesthetic that stands out amongst the other softer, millennial pink brands. The USP for The Barre focuses on creating a consumer centric proposition entered upon change and as a result the appearance has to mirror this. |

Brand Equity: 6 Steps

| | |
|-----------------|--|
| Recognisability | The Barre has a distinct and distinguishable brand identity with a clear voice that shares a strong, meaningful message Clear Logo with unique font - bold and impactful - reflective of The Barres message Visual identity reflective across all communications Black and white - strong and distinct branding Built upon a stone foundation of morals and values - the founder |
| Memorability | Authenticity throughout communications Distinct logo Unique name that stands out amongst sector Lack of colour in comparison to other 'millennial' brands |
| Favourability | Consumer centric proposition Has a identifiable message and perspective True to its values and principles - authentic Straight talking Identifies the multiple issues |
| Distinctiveness | Focused on change within industry, society and education The only brand and platform dedicated to this change Provides resources and works with people A founder that understands and connects to the market being entered on a personal and professional level |
| Preferability | Unable to get same service elsewhere Focus is on the consumer and their needs - creating a human connection Community Ability to engage and make change themselves |
| Satisfaction | Community aspect Multiple communication channels and brand touchpoint's Human connection promotes word of mouth - they have a deeper understanding and are able to relate to the issues Personable which ensures retention |

Situational Analysis

The Barre acts as the only advocacy organisation and brand dedicated to the removal of beauty ideals and standards with a foundation built upon inciting change. This consumer centric proposition puts individuals and societal needs at the heart of its operations that are translated through a distinct and disruptive voice as The Barre aims to become a champion for growth throughout both industry and society. This humanistic approach ensures accountability and credibility as our audience recognition establishes our place within market

and society. As a start up brand there are of course risks associated with entering market and this has increased due to the pandemic and coming recession. However this has demonstrated The Barres own resilience as a business model as a digital first brand that is able to interact with consumers irrespective of the turbulence throughout the world. With a captive audience engaging with digital platforms now more than ever The Barre is able to draw upon recent ethical and moral concerns that are being felt throughout societies on a global scale. This begins to counteract the economic uncertainty Covid has brought as The Barre engages with a social cause felt by many that engages with individuals an a much deeper, humanistic level - this ensures The barres long term relevance and sustainability within market.



“I just want an accurate reflection of the world that we live in. I think as much as fashion is about telling a story, it needs to be conscious of the social responsibilities as well and the effects that it could have on younger girls growing up...Familiarity breeds acceptance.”

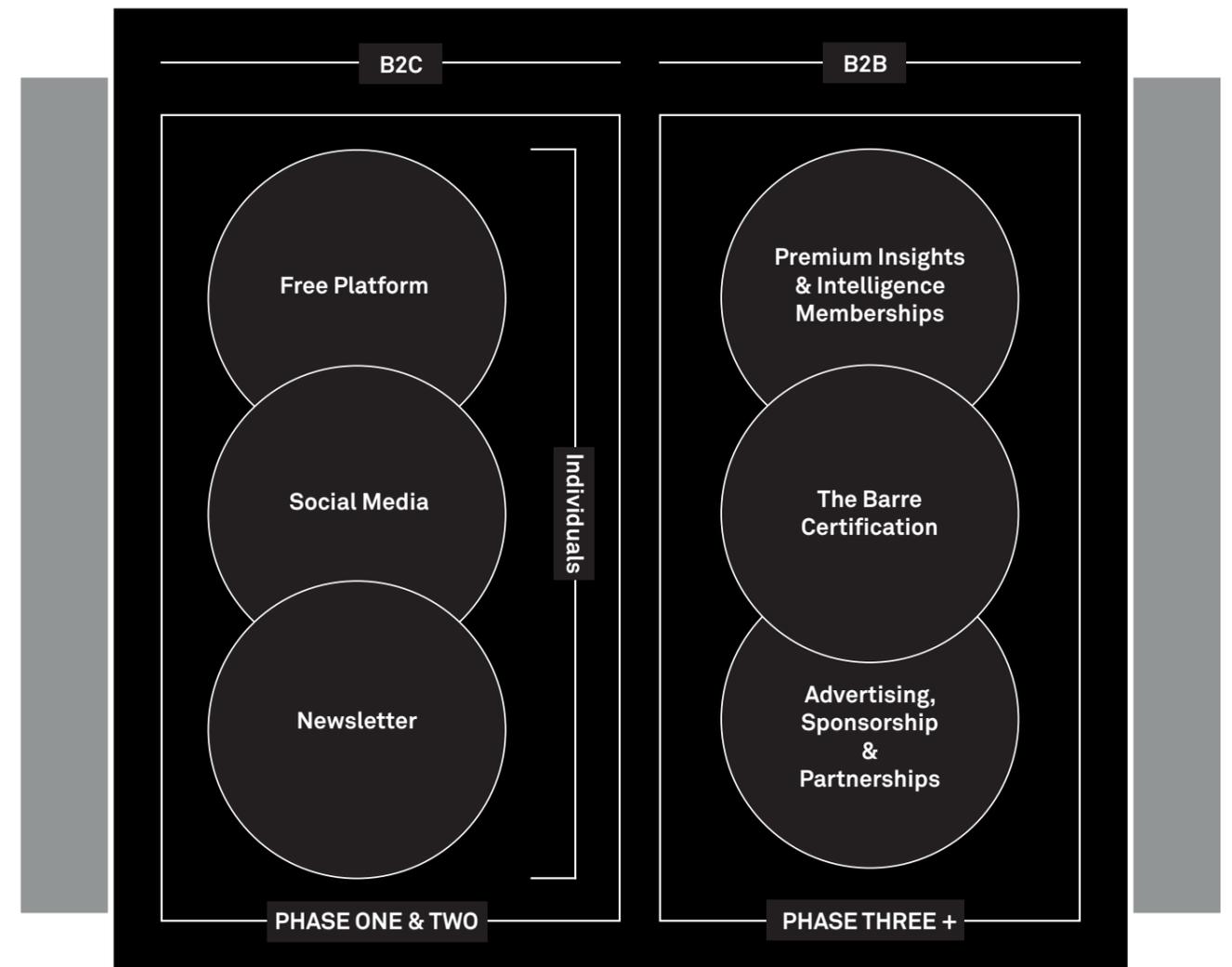
Designer Steven Tai - 2019

02

SECTION TWO Target Audience

Audience Overview

The Barres service encompasses both individuals and businesses through a B2C and B2B offering that links these two groups together to provide a platform for positive and proactive change as well as valuable customer insights and intelligence. The Barre is working directly with industry and society to effectively transform the way beauty is presented and understood as our advocacy organisation formulates a network of connections to allow for positive disruption. Our audience includes social consumers and individuals who comprise the B2C portion as well as professional individuals, businesses, organisations and corporations who engage with the B2B side of operations through our premium industry memberships. This audience breakdown directly informs our three phased growth strategy as we first start with audience growth on a social level which allows The Barre to gather key insights and intelligence in relation to social topics, primarily surrounding beauty ideals and their portrayal throughout fashion, beauty and media. The industry portion is built upon this foundation and provides a unique offering for industry which also allows The Barre to become the link between the two sides to ensure impactful change.



DRIP Model

The DRIP model is used to support marketing communications within the planning process and helps to identify key brand communication goals. It enables The Barre to specify its value proposition as a new brand in relation to its audience with this model beginning to understand how its services are consumed.

| | |
|-----------------|---|
| Differentiation | The Barre defines itself within industry and society by offering a unique and distinct platform that is dedicated to eradicating beauty ideals, standards and expectations. By highlighting the contradicting and unrealistic pressures that are being imposed The Barre is the only brand and platform with an intention for change. Whilst other brands within the social and charity sectors focus on communities and providing safe spaces to talk, The Barre looks to go beyond this and take a preventative approach that looks at changing the mindset and attitude towards beauty and people. This point of differentiation stems from The Barres communication strategy that goes through the channels of industry, society and education to create a three pronged approach to ensure maximum impact. |
| Reinforce | Reinforcing The Barres message, mission and values is an important activity to ensure that each audience segment understands the brand voice. The visual identity supports this: with a bold and unique graphic design that has been crafted specifically for The Barre which strengthens the value proposition in a clear and universally understood fashion. This distinct branding supports the brand voice which is clear and succinct with a direct purpose that is focused on change. |
| Inform | Informing and making people aware of The Barre is one of the most vital components that needs to be focused on to not only raise brand awareness but also of the wider issues that The Barre is highlighting. Raising the problems on a individual and emotional level will engage with audiences to connect and inform the necessary information - this is communicated across all channels to ensure a coherent message as a new brand. Through people The Barre is able to humanise the issues at the heart of the brand - this allows audiences to understand the information being delivered to them and encourages change. |
| Persuade | The Barre is able to persuade people to engage with the brand by ensuring that there is a brand universe that people can become involved in. By targeting three different groups of people The Barre becomes encompassing and begins to be a community of people who are united by a common belief regardless of the differences within this. People are willing to get involved as they understand the ideals, standards and expectations that are being placed upon societies with many people having experienced it first-hand. They can therefore connect with the brand at a personal level and are willing to engage and be a part of making change. |

AIDAR Model

| | |
|-----------|--|
| Awareness | The Barre is looking to launch in 2020 and as a new brand the focus will predominantly be on growing brand awareness from both a social and industry perspective. Creating a distinct and reputable identity will be vital with the visualisation of The Barre allowing for easy recognition from a consumer point of view. This visual aspect supports The Barres own distinct and disruptive voice present throughout industry and society - the founders own voice works alongside this to give the brand meaning and purpose as she has taken her personal values and incorporated these into The Barres foundation. Social media will be a key activity when growing awareness as it will gain consumer traction that will engage and connect with an audience who will be able to offer feedback as well as share the brand - this begins the formation of the brand universe and provides an initial step towards the point of differentiation which focuses on change. |
| Inspire | The Barre seeks to engage the interest and attention of its audience to ensure engagement and conversation as the brand is in its early growth stage. Inspiring and engaging with consumers is one of The Barres key activities as it connects its audiences individual values and opinions to the brands purpose which establishes a strong foundation on multiple fronts. The Barre is driven by people and their perceptions as the integration of ideals, standards, expectations and pressures draws upon peoples emotions - it is this highly human element that inspires audiences and pushes interaction. |
| Desire | The creation of desire for The Barre stems from the offering of a unique proposition that acts as the point of differentiation. As of current no other brand pushes to make direct and impactful change as the focus falls on conversation with brands at present providing safe spaces to talk - its about dealing with fallouts rather than taking a preventative approach such as The Barre. As the expectations being placed on people are increasing and as pressures mount within a turbulent environment society is beginning to suffer with the impact falling on mental health and wellbeing. This creates a distinct sense of social desire for a brand such as The Barre as it offers a platform and a voice for change that can be shaped by the current concerns. |
| Action | Engaging with consumers forms a fundamental part of The Barres business operations as it looks to evoke action from individuals to ensure relevance and resonance. By segmenting the audiences into three pathways - society, industry and education - The Barre is able to target each suitably to provoke action from each audience member. Examples of current and future activity opportunities include social media, the ambassador program, events, break the barre day and educations programs and resources. Having multiple channels of communication ensures accessibility and opens up a continual two way conversation between The Barre and its audiences: this ensures a level of consumer trust and supports The Barres foundation as it looks to become a credible standard throughout industry and society. |
| Retention | Keeping consumers engagement will be vital for The Barre and will ensure the growth of the brand following and subsequent loyalty. As part of the retention process The Barre will seek to connect with its consumers - this emotional and human element provides a purpose and reinforces the brand values which keeps engagement. The Barre serves and meets a direct consumer need and by connecting with peoples emotions The Barre is able to offer a chance for change which ensures retention. |

Audience Profiles & Breakdown

The Barres audience segmentation has been broken down into numbered and named profiles to ensure they are clearly identifiable - this will strengthen our brand communication strategy and ensure that we are targeting the appropriate profile throughout each phase. These numbered profiles will be referred to throughout the remainder of this strategy and visualisation document and will be used to clearly identify who we are targeting through each strategy and communication channel.

1 - 4 are profiles under the B2C segment

5 - 8 are profiles under the B2B segment

1



The Creative Young Adult (Primary)

This predominantly female customer, aged between 19 - 24, is in the final years of their degrees or in entry level jobs. As a 'typical' Gen Z she strives towards what she believes in and actively speaks out about her views and opinions in relation to the wider world. Not concerned with materialistic items she proactively spends time engaging in conversations that are change orientated, participating in marches and movements focused on wellbeing.

2



The Practically Perfect Mum (secondary)

This proactive and forward thinking Mums are protective of their children and want to provide the best environment for them as they are growing up in an increasingly tumultuous environment. They care about creating equality and a future where their children can be who they want and as a result strive to do good in this sector.

3



The Misunderstood teenager (secondary)

Aged between 13 and 17 this female teen is in school and attempting to navigate the various pressures around growing up. This has been exacerbated by an increasingly digital space with social media consuming and disconnecting people. There is a feeling and a pressure to fit in with the social norms as this young and impressionable age group are being shaped by the ideals throughout society.

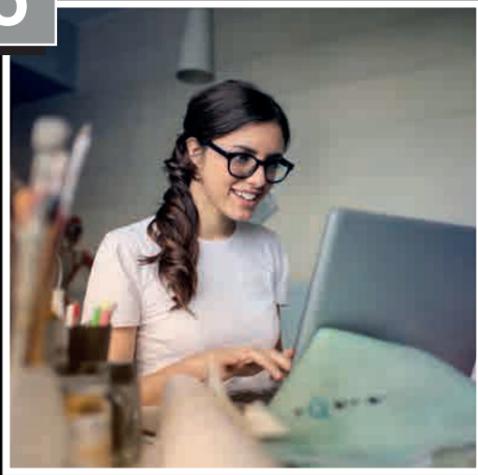
4



The Societal Outcast (secondary)

This customer is young and is an individual who does not align with the typical standards of beauty and societies expectations. They have physical differences such as acne and alopecia or identify within the LGBTQ+ society among numerous other things and as a result do not feel apart of the socially accepted ideals and norms.

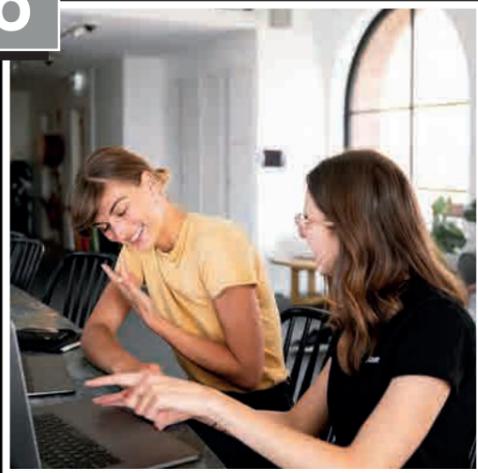
5



Professional Individuals

This is an individual working within the creative and communications industry who is seeking insights and intelligence to increase their own knowledge surrounding beauty ideals and standards. This person is typically female, in mid level jobs, aged between 25 and 35 as they are looking to implement their own values into their work to be a part of a bigger change.

6



Small Organisations

This small organisation operates on a local level with a small base of employees. Organisations of this size fall within small fashion, beauty and communications in more residential areas and will have less than 20 employees. They understand the importance of seeking out information and resources that aid them to be responsible and aware whilst balancing this with business and profit as they constantly look too give back to society and value insights that allow them to have more knowledge.

7



Medium Organisations

This organisation and business is of mid size with a relative income - with between 20 and 50 employees they operate primarily within London and business districts within the fashion, beauty and media realms. They understand the importance of the consumer and are wanting to increase brand loyalty through social causes that increase emotional connections. This organisation is looking to give back to industry with the majority of employees being female of varying ages.

8



Corporations

Corporations encompass the leading and most recognisable brands within the UK and also further afield as many operate in global markets. With large and diverse teams of employees this corporation is at the top of the field within the fashion, beauty and media industries. They are looking to further expand their CSR by working with a social cause that resonates with consumers. With over 50 employees and an increased budget this will be brands and conglomerates who are looking for increased and specialised insights and intelligence to diversify their communication strategy.

“Millennial and gen z consumers will pay more for brands that are participating in CSR. 66% of global consumers are willing to pay more for brands committed to positive social and environmental impact”.

Lieberstein.M.A - 2019

03

SECTION THREE Marketing Strategy

Marketing & Communications Strategy Overview

The Barres marketing and communications strategy is broken down into three phases to align with our outlined growth trajectory that ensures we establish a presence within both industry and society. We will be utilising a range of immersive communication channels that directly engage with all aspects of our identified audience groups as The Barre become the defining link to incite change and positive disruption.

Phase One sees the soft launch of The Barre as this first 6 months of operations provides a period of growth and low level community building as we operate through Instagram, Pinterest and a newsletter distributed via direct marketing. This provides us the chance to see what resonates most amongst audiences, experiment with content and establish our strategy moving forward to ensure we connect to peoples individual needs.

Phase Two builds upon this with the official B2C launch through our first campaign, Breaking The Barre which provides individuals with a call to action and a social movement to ensure our mission is spread. This will be supported by continued social media engagement as this provides a direct channel to consumers as we being to expand the content we produce to ensure engaging and stimulating posts.

Phase Three encompasses the release of our industry proposition as we release our premium industry memberships with the building upon our consumer foundations. A key point of interest during this period will be our partnership and campaign with Pantone which will establish our place within industry as a recognised authority with this also adding visual interest to our consumer facing communications. PR and direct networking will support this as we establish our role within industry and will be supported by digital editorial advertisements in Vogue and Glamour to further our outreach.

Communication Aims And Objectives

Phase one:

1. Reach 2k followers on social media by end of phase one
2. To have created a fully functioning and populated website by the end of phase one
3. To have identified what formats of content work best for the intended audience across social media and the website
4. To have 100 people subscribed to our website to be the first to know when it goes live

Phase two:

1. Reach 10k followers on social media by end of phase two
2. To have 500 people signed up to The Barres newsletter
3. Generate 1000 social consumers by the end of phase two
4. To be generating 4 pieces of new content for the blog every week by the end of phase two

Phase three:

1. Reach 30k followers on social media by end of phase three
2. Achieving an annual net profit margin of 20% by the end of phase three
3. To grow partnerships, collaborations and sponsorships channels
4. Have 100 downloads of The Barres app in the first 10 months of phase three
5. To have 10 brands accredited using The Barres mark and subsequently apart of our community of brands

Overview Breakdown & Metrics For Success

Vision:

To eradicate beauty ideals, standards and expectations through an engaging and impactful marketing strategy that targets industry and society: promoting the individual that is perfectly imperfect.

Goals:

Increase brand awareness and recognition for The Barre

Position The Barre as the dedicated platform for proactive change in relation to ideals & standards

Objectives:

To grow the social media community monthly by 5%

Generate 50% more traffic on The Barres website

To increase the purchasing of premium industry membership by 25%

Metrics:

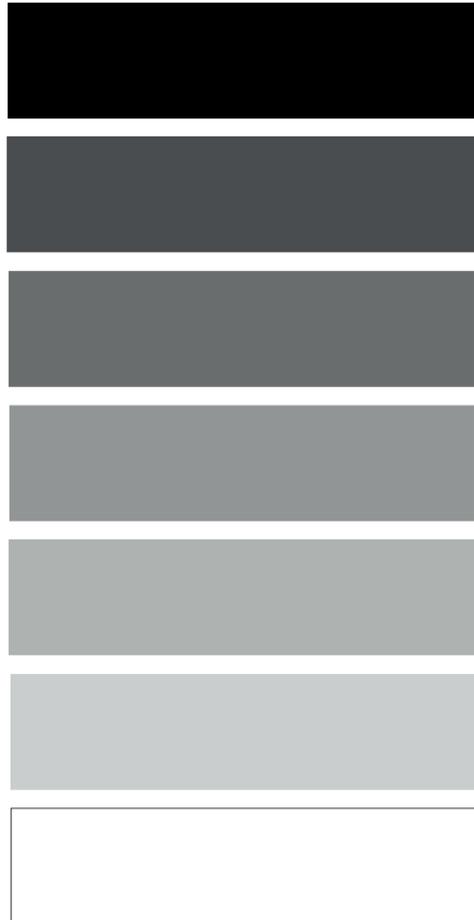
Follower Growth

Social media engagement (likes, comments etc)

Website Traffic

Conversion Rate

Visual Identity Overview



Akkurat, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(!?&£.,;:)

Akkurat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(!?&£.,;:)

Didot, Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789(!?&£.,;:)



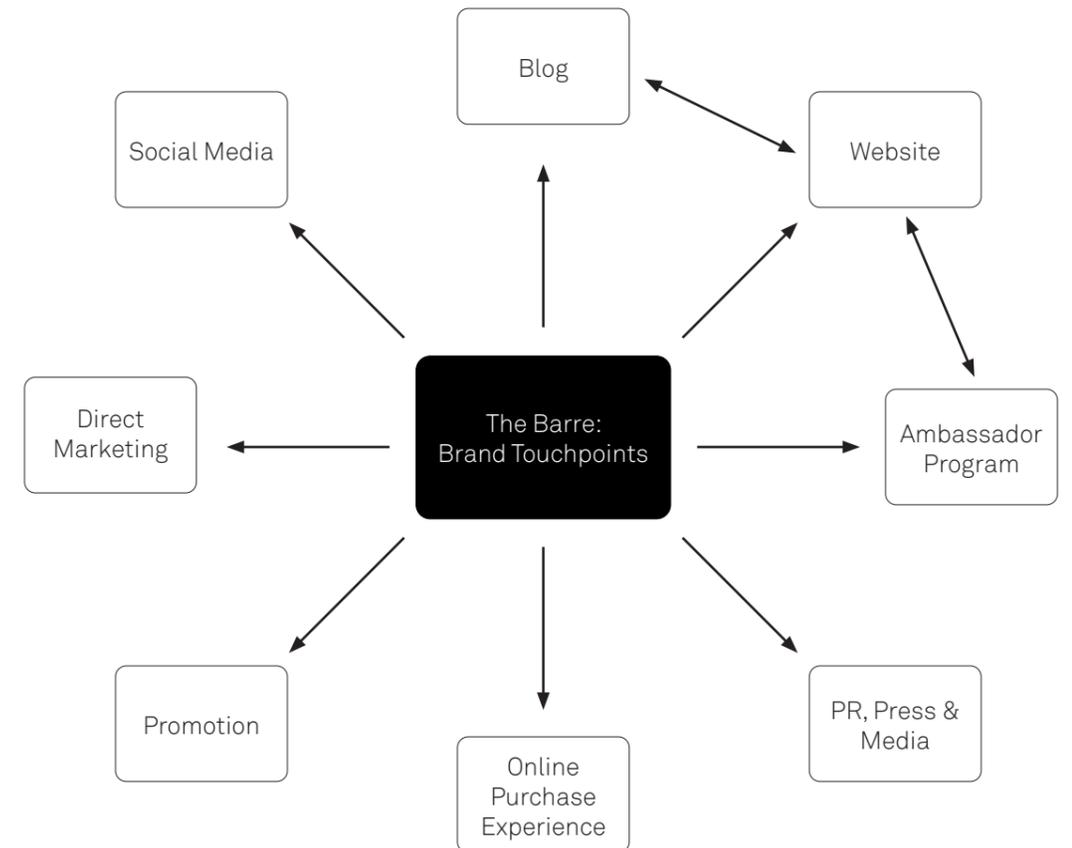
Marketing Mix

| | |
|-------------------|--|
| Product | The product being sold by The Barre falls under the service category and is an integral part of the brands communication. The platform/website forms this 'product' as consumers are able to interact with a free version of the site with this being supported by paid for industry memberships. This part of the brand is vital for the communication and brand voice as it allows the formation of a brand reputation: this is what customers will interact with. This will be a high quality platform that will deliver content of relevance and importance which speaks on a personal and humanistic level. |
| Price | The price for the service being offered is relatively low in relation to what the industry is getting in return and for social consumers they are receiving a completely free offering. It is more than a product and is about making change for a positive and worthwhile cause - one that many people understand and connect to. The lower price point ensures accessibility to all those that want to proactively be apart of The Barre, creating an inclusive and authentic community. This pricing is competitive. |
| Place | The Barre will be operating across digital platforms which focuses on social media and the brands own website. This strategy communicates directly to the intended social audience and allows for touchpoint that are easily accessible. |
| Promotion | The Barre will communicate with customers through the website and social media platforms. Social media will form a vital part of The Barre's promotion which will primarily focus on Instagram in the first year but will expand across platforms such as TikTok to ensure a complete brand communication strategy. Advertising and campaigns will feature heavily amongst these platforms to engage with the social audience and to ensure a consistent brand message. |
| Physical Evidence | Within phase one there will be little in the way of physicality due to The Barres nature of being an online, digital platform. The website will however act as a 'physical' element as it communicates the brands identity and message through the visuals and voice which includes the content it puts out. |
| Process | The process of interacting and purchasing a membership for The Barre is simple and straightforward to make the process easy for the customer. Convenience and ease of purchase is vital for ensuring customer retention as it provides a positive brand experience. |
| People | People are at the heart of The Barres proposition as this is what the brands foundations and values are built upon - The Barres focus is a missions for the greater good of society. At its core The Barre is about ensuring change within society in relation to the promotion of idealised beauty standards that are being perpetuated by the media. The Barre is therefore directly servicing a social anxiety and discontent that puts peoples needs at the forefront of its actions. |

Our Channels of Communication

The Barres prides itself on an immersive communication channel that directly engages with both industry and society as The Barre becomes the link between the two to incite change and positive disruption. Social media is an integral part of how we engage with people as we can directly see and hear about what resonates most with individuals needs in relation to their own personal views. With a complete social media universe by the end of phase three The Barre will offer varied content formats to include imagery, text and videos through established platforms such as Instagram but also emerging channels such as TikTok which ensures our relevance within youth.

Our blog and digital first platform means we not only have a socially responsible foundation but also one that thrives off of data as this provides valuable insights and intelligence, allowing The Barre to be a champion of growth as we identify key success factors for those in industry. Our audience outreach is strengthened through our newsletter as direct marketing targets those most engaged within our community as we provide calls to action to ensure we progress towards our mission. The ambassador program combines these elements into one consumer facing channel that identifies key individuals who are passionate and outspoken about the cause, working with us to ensure positive disruption and ethical growth.



Strategy Concept

The Barres marketing and communications strategy is to first and foremost target those within society, directly engaging with them to understand what areas of our mission resonate most. This will allow us to tailor our approach moving forward as we provide bespoke offerings to those within industry to incite change. The social individuals will be the primary concern as we begin this strategic growth - The Barres mission is to remove beauty ideals and standards for the good of society and so it is therefore vital to engage with and establish a connection here first. Our Break The Barre campaign will be crucial within this as our social movement ensures low level disruption and audience growth as we begin to spread our mission through individuals themselves. The Barres strategic role and aim is to become the defining link between industry and society as this is the only way to create meaningful and lasting change. We will achieve this by first proving our social relevance so that industry have to begin listening to our mission.

RACE Model For Digital Advertising

REACH:

Buyer Stage - Exploration

To build brand awareness and outreach The Barre is focusing on ensuring a clear and direct point of view as our consumer centric mission should come across first and foremost within all communications. The visual branding will reflect this as our bold and strong identity clearly shows the black and white nature of our mission. Our platform will be of notable importance as the consumers enter the exploration stage - The Barre will draw people in through engaging content that connects to individual and emotional needs. This will provide users with a functional and user friendly platform that will help to increase leads and traffic. Campaigns throughout the various phases will continue to reach audiences as we focus on human connectivity to ensure impactful change. Our focus throughout the first two phases will be upon audience growth and retention so our marketing efforts reflect this as social media ensures a direct conversation. These elements maximise our audience outreach and ensures various opportunities for people to interact with multiple different touch-points.



ACT:

Buyer stage - Decision making

Interactions are a vital part of The Barres marketing and communications strategy in the context of our three phased growth structure. Engaging with social consumers on a personal basis is the foundation of our platforms offerings. We want to engage on a personal and human level that is relevant to todays consumers in society, connecting their personal values to the values of The Barre. Consumers and businesses will interact with The Barres social media platforms and the website as this encompasses the largest portion of our content as these channels provide a conversation. Our social media platforms will encompass a wide reach which in turn increases the likelihood of people interacting with our proposition.



CONVERT:

Buyer stage - Purchase

The Barre operates as a digital first brand as we focus on engaging with consumers through platforms that resonate with them. This approach positions The Barre directly within the target audiences reach as we identify ourselves as a leader in change throughout industry and society. The Barres website will allow social consumers to easily access content with a free profile and will also make the purchasing process easy for industry members to ensure a smooth customer journey throughout The Barre. The Barres audience recognition will be converted into industry sales and further consumer engagement as this ensures our growth.



ENGAGE:

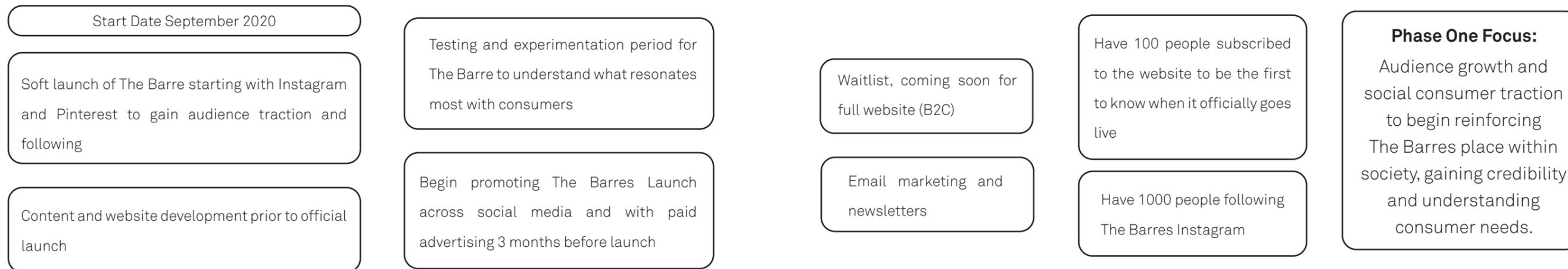
Buyer stage - Advocacy

The Barre is focused on developing long standing relationships with Both social consumers and industry as it becomes the defining link to achieve change. This relationship founds our operations as we place the importance on our values and ethics to ensure our consumers are able to connect to what we do. Building The Barre on a strong purpose and essence allows us to establish our consumer centric proposition, engaging with consumers as they connect to our views. People are able to relate to our mission as many people have their own experiences with beauty ideals and standards and so as a result become loyal brand advocates as they understand the negative and harmful impact it can have on the individual. This encourages loyalty and retention as peoples individual connections drive them to become an intrinsic part of our brand communications.

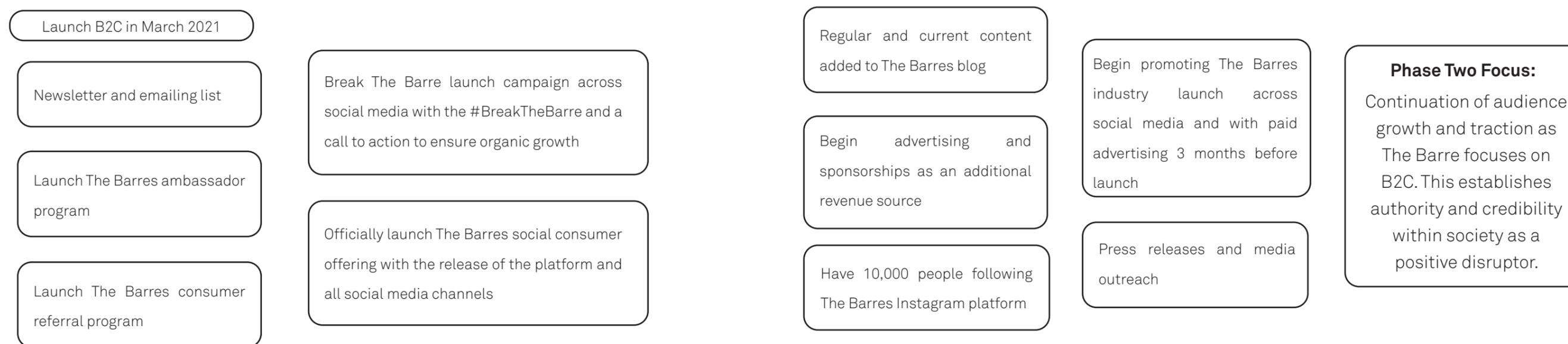


Marketing & Communications Strategy Timeline

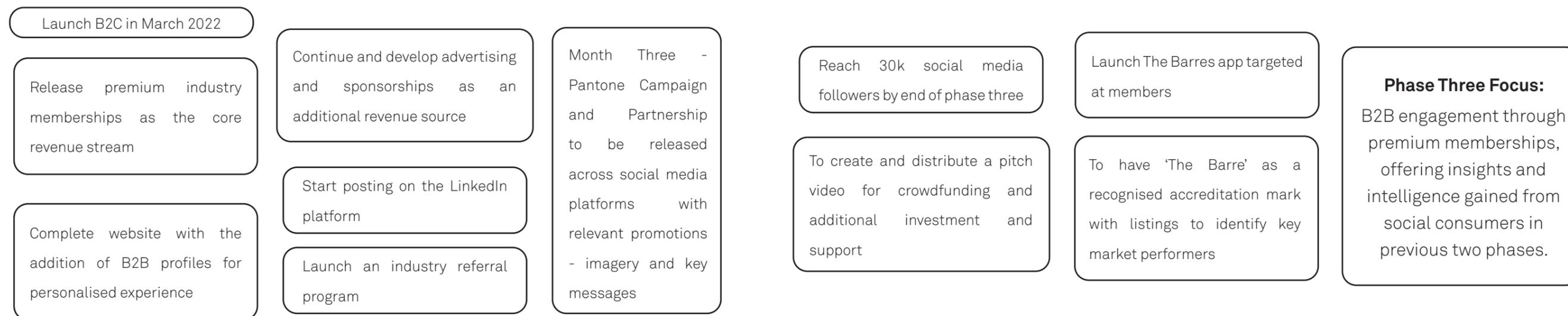
Phase One - 6 Months



Phase Two - 12 Months



Phase Three - 18 Months



04 | SECTION FOUR

Visualisation of Strategy

Social Media Strategy

Phase One:

The aim of this phase is to position The Barre within market as we enter into a phase of brand awareness, audience growth and engagement.

Imagery to be posted regularly across Instagram and Pinterest

Reposting of notable imagery and content across Instagram

Audience outreach through direct messaging and comments

Phase Two:

The aim of this phase is to develop the preliminary audience from phase one and to grow this engaged audience base, also driving traffic to The Barres platform.

Launch The Barres, Facebook and TikTok

Break The Barre campaign and call to action to launch

Continue audience outreach to grow following

Website traffic in relation to campaign

Phase Three:

The aim of this phase is to launch The Barres industry offering and memberships to complete our business model.

Measuring engagement and traction

Use analytics to track follower growth and engagement

Campaign with Pantone to launch industry offering

Website traffic in relation to campaign

Timeline Of Social Media Growth

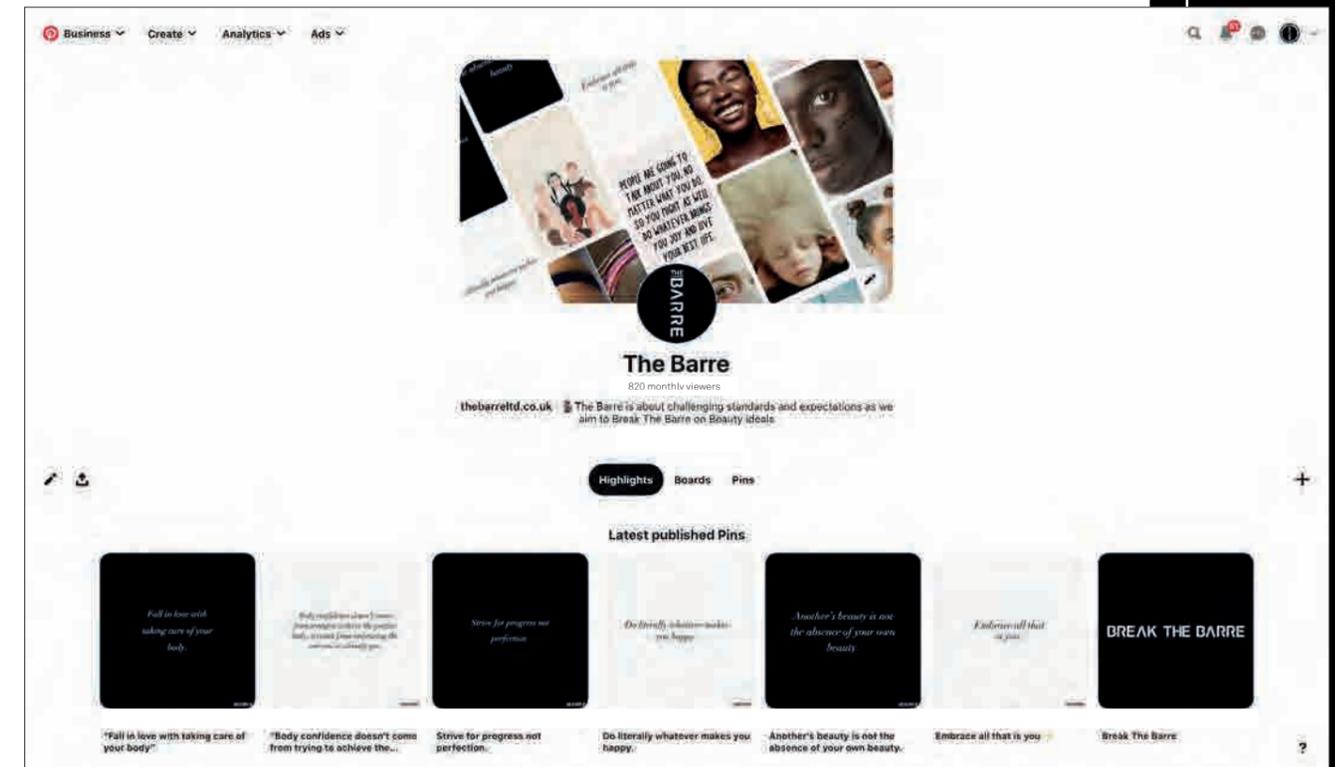
| | Phase One | Phase Two | Phase Three |
|--------------|-----------|-----------|-------------|
| Social Media | | | |
| Instagram | | | |
| Pinterest | | | |
| TikTok | | | |
| Facebook | | | |
| LinkedIn | | | |



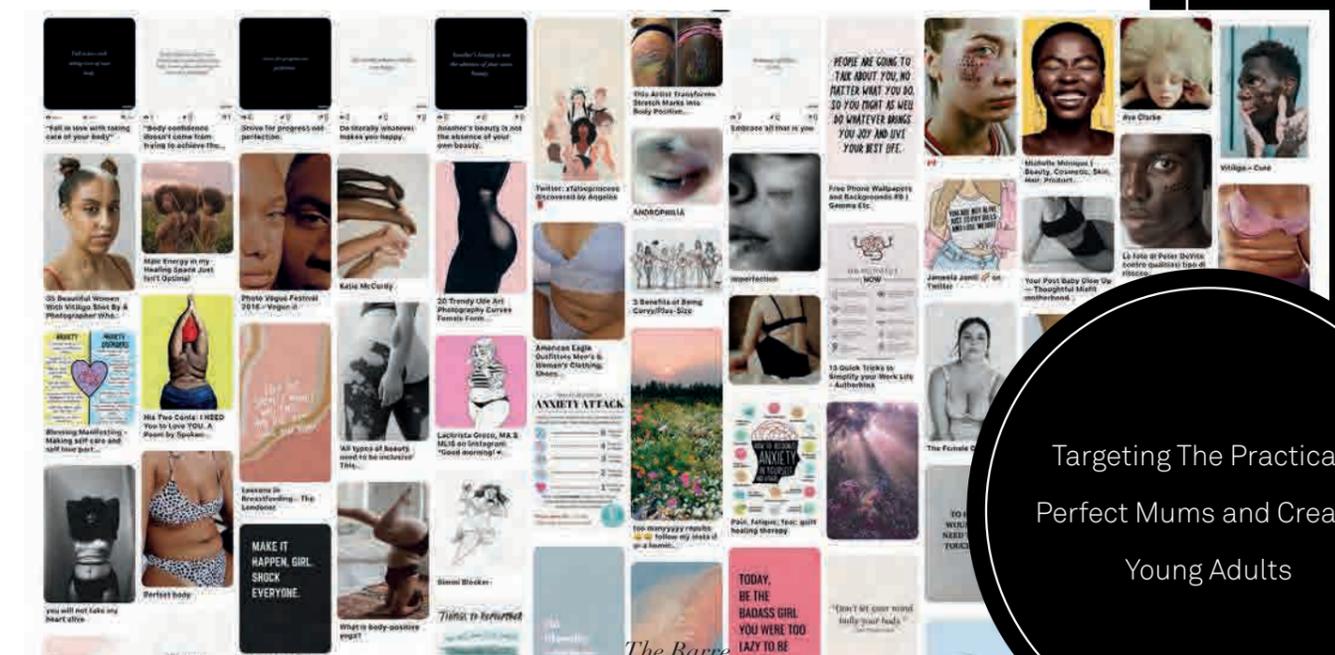
The Barre
50

The Barres social media strategy aligns to our three phased growth strategy that sees the gradual introduction of platforms. Instagram and Pinterest will be the first two primary platforms and will be supported by the addition of TikTok, Facebook and LinkedIn in the later phases. Snapchat and Twitter have currently not been included within this strategy as their popularity has drastically decreased and their formats are not particularly relevant to The Barres content - this can be revisited at a later stage if we feel that these need to be added. Youtube will also be added beyond phase three as we move in to creating curated video content that is more polished. This will require additional budget as we want to film high quality and professional videos that will sit alongside and support our podcast that will be added.

Pinterest



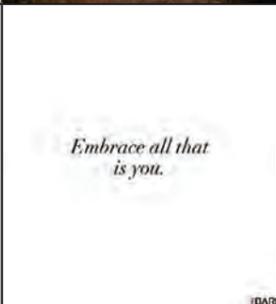
Pinterest will be one of the first platforms introduced into The Barres social media portfolio as we utilise the pinning function to engage with other members and brands, allowing us to show our community support. We will also be posting a section of our own imagery with our quotes being of notable importance here as Pinterest attracts a optimistic audience group looking for inspiration. The number of unique monthly viewers is important for us to monitor as this provides an indication of engagement and audience response to our content - this should be monitored.



Targeting The Practically Perfect Mums and Creative Young Adults

Instagram

Our Instagram platform is one of our primary forms of communication as it provides a visually engaging format with a large audience reach. Here you can see an example of how we will be planning our posts and we have a split of 80% imagery and 20% quotes. A portion of these images will be reposted content from other Instagram members within the community as this widens our reach and engagement. Hashtags will be used to support all our content with the #TheBarre and #BreakTheBarre being used across every single post as this become our two defining phrases.

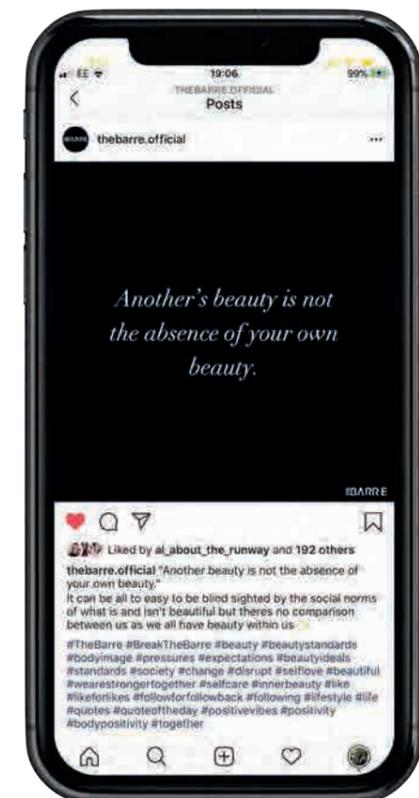
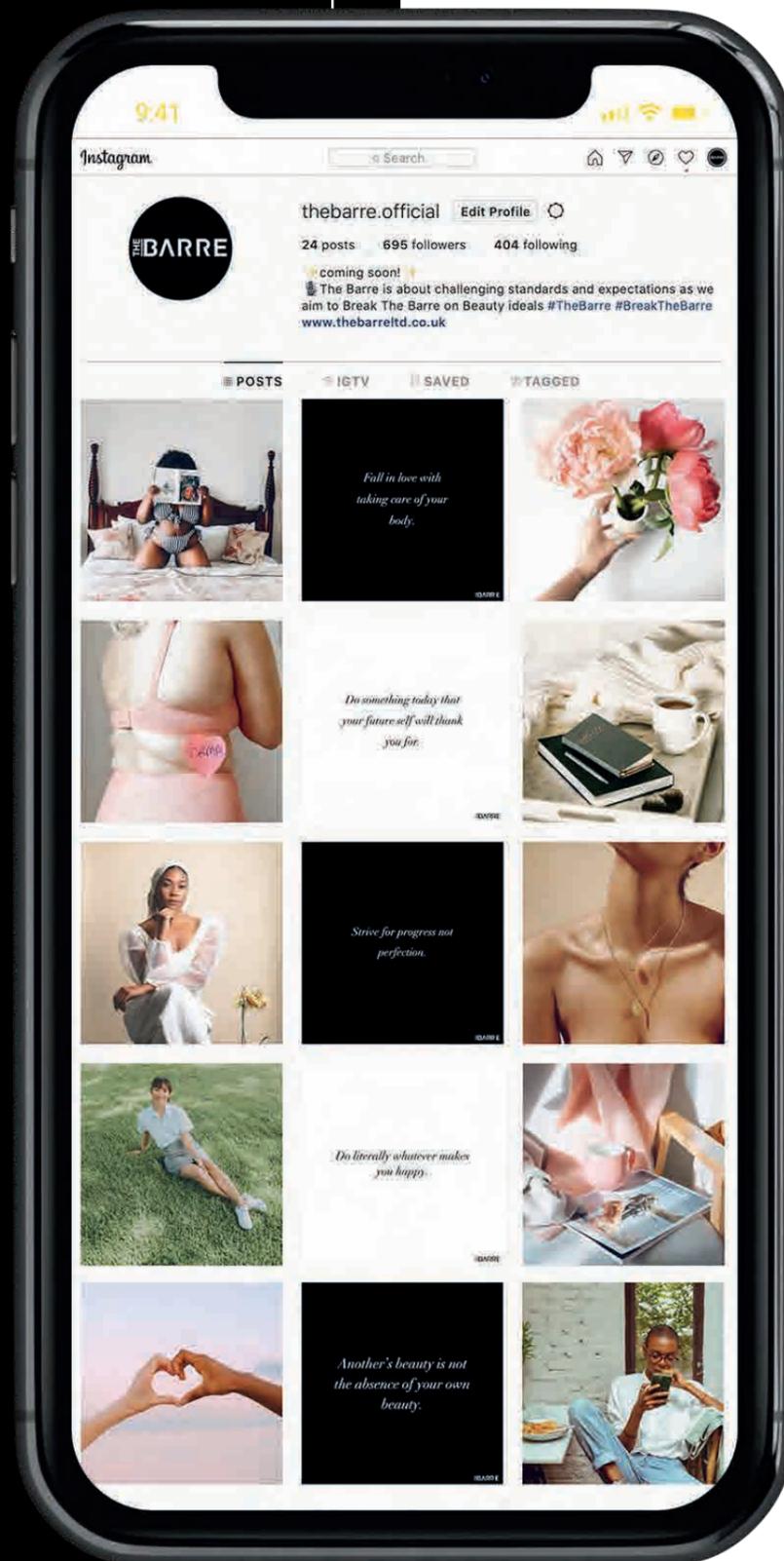
| DATE | IMAGE | CATEGORY | CAPTION | HASHTAGS |
|------------|---|----------|---|--|
| 30.06.2020 |  | Image | Taking a moment to breathe and reflect this Monday morning | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 31.06.2020 |  | Image | Finally it is the first day of a new month! We are looking forward to a series of new challenges and opportunities coming up the second half of this year | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 01.07.2020 |  | Quote | "Embrace all that is you." As individuals we are all extraordinarily beautiful in our own right with unique traits that differentiate us. Accepting and embracing every aspect of who we are allows us to be distinct and push for change as we look to Break The Barre on beauty ideals and standards. | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 02.07.2020 |  | Image | Reminiscing about last weeks heatwave we are learning to be comfortable in our own skin and to love and appreciate one another for who they are. Always build each other up and spread the positivity! | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 03.07.2020 |  | Image | Social media is a powerful tool that amplifies ideas and cultures, a culture that puts wealth, fame and power at the centre of society as the defining factor of achievement and success. This creates a culture of falling short of The Barre as 'not enough' has characterised much of our lives. | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |

| | | | | |
|------------|---|-------|--|--|
| 04.07.2020 |  | Quote | "Another's beauty is not the absence of your own beauty." It can be all too easy to be blindsighted by the social norms of what is and isn't beautiful but there's no comparison between us as we all have beauty within us. | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 05.07.2020 |  | Image | Loneliness is becoming more and more prevalent across our societies as people across all generations are experiencing it first hand. We instead want a culture of compassion so why not reach out to a friend or loved one today and spread a little love | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 06.07.2020 |  | Image | Nourishing our souls this morning as we get to work | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 07.07.2020 |  | Quote | "Do literally whatever makes you happy." Often we have a habit of putting other needs before our own well-being as we find ourselves obligated to doing the "right" thing. We are taking this rare moment in time to prioritise our own needs as we are doing literally anything that makes us happy what's some of the small things you are doing everyday to make yourself happy? | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 08.07.2020 |  | Image | The Barre is the first platform of its kind dedicated to not only raising awareness and highlighting the issues surrounding beauty ideals and standards but also making a direct change. Whilst other platforms provide the space to have a conversation we want to use this as our fuel for change as we look to eradicate the problems from the start. Engaging with the way that we view ideals and standards The Barre looks to change the way we understand beauty as we learn to embrace our individuality | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |
| 09.07.2020 |  | Image | At The Barre it's important that we acknowledge everyone as we ignore all social boundaries and constraints we want to take a proactive and preventive approach to change the perception of ideals, standards and society - let us know what you want to see more of as we grow our community that looks to Break The Barre | #TheBarre #BreakTheBarre #beauty #beautystandards #bodyimage #pressures #expectations #beautyideals #standards #society #change #disrupt #selflove #beautiful #wearestrongertogether #selfcare #innerbeauty #positivity #quote #quotes #motivation #mondaymotivation |

Instagram Content Examples



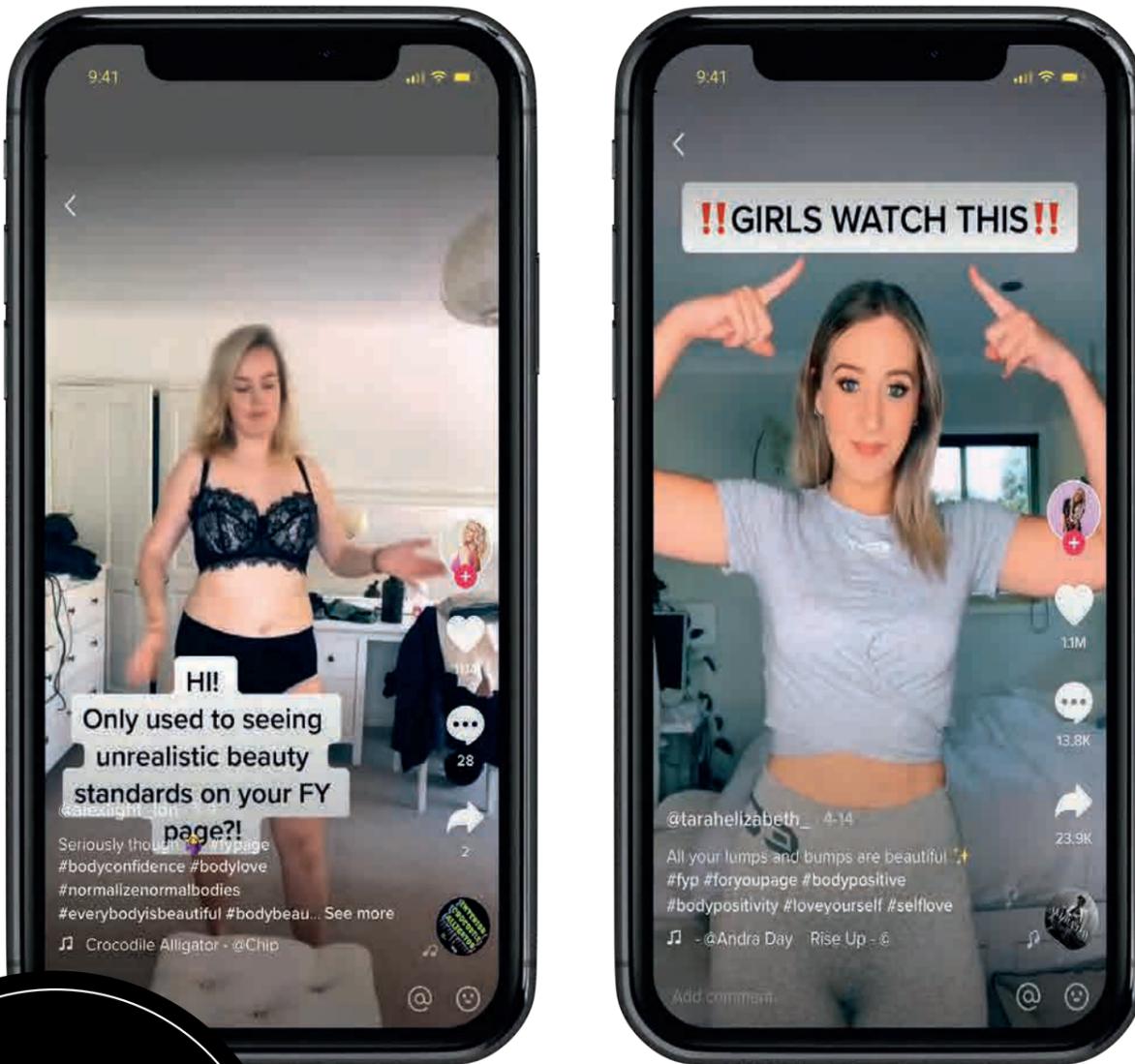
Scan The QR Code
To Go Directly To Our
Instagram



Targeting all those within the social consumer group (B2C) & professional individuals, small organisations

TikTok

TikToks popularity has recently grown and particularly amongst younger social consumers as these generation z individuals are invested in popular culture. The content for TikTok is reflective of this audience group as we engage with 'influencers' and other figures on the platform, creating content that highlights the true beauty of people in short video form. TikToks format lends itself extremely well to growing brand engagement and recognition which allows us to reach a more global, younger demographic. Content is considered king on this platform as followers become irrelevant which allows The Barre as a start up to successfully grow with little investment.



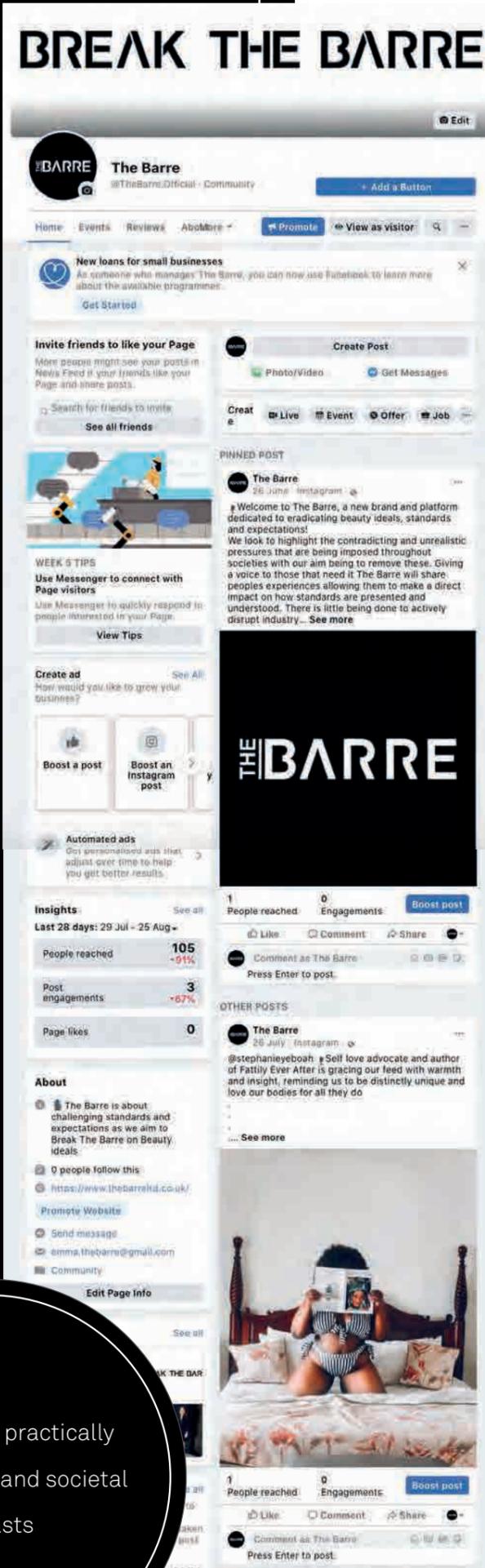
Targeting the misunderstood teenager and creative young adult

LinkedIn

Our LinkedIn platform will be released within phase three to correspond alongside our industry launch and release of premium memberships. The content here will be kept minimal, with update style posts that are all unique to The Barre - we will not be using reposts here as it will be kept a lot more formal. We will be doing a lot of outreach activities here to grow our reach and engaging with others posts.



Targeting professional individuals, small and medium organisations and corporations



Facebook

The Barres Facebook will be directly linked to our Instagram page - all content posted on our Instagram will also be posted onto Facebook as seen here in this image. Our first post introducing The Barre, what we do and why we do it will be pinned to the top of our page to ensure that our mission remains the focal point and to allow new consumers to understand our message, becoming invested in what we do. The two main hashtags of #TheBarre and #BreakTheBarre will continue to be utilised across Facebook also. Here we will continue a lot of outreach activities, engaging with people through comments and advertising. We will also be creating our own Facebook community page which will allow members to post their own content, building a small micro community of likeminded people.

Website

The Barres website and platform is our primary point of communication as it provides us our unique space to gather and engage with individuals and business alike. Our dual facing platform targets all portions of our target audience and encompasses B2B and B2C as we become the defining link to incite change. Our website will at first be managed and created in house and as we grow we will be bringing on freelancers to help support this activity. Content will be posted weekly on the blog and as we grow we will continue to add more to our website. The current version encompasses the platform as it would be in phase one for our soft launch and does not include all features.



Targeting both B2B professionals and B2C social consumers

Targeting the practically perfect mums and societal outcasts

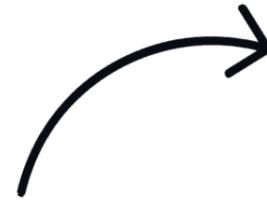
Website User Journey



Our homepage provides an overview of what we do visually represents our essence



Our about page provides an indepth look at The Barres mission and founder, explaining what we are doing and why



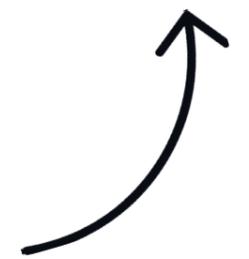
From here users are able to become members apart of either industry or society



Users will be able to access their own profile where they can personalise their experience with The Barre



Users will have access to a wide array of content and resources that can be saved and used for advocacy and activism

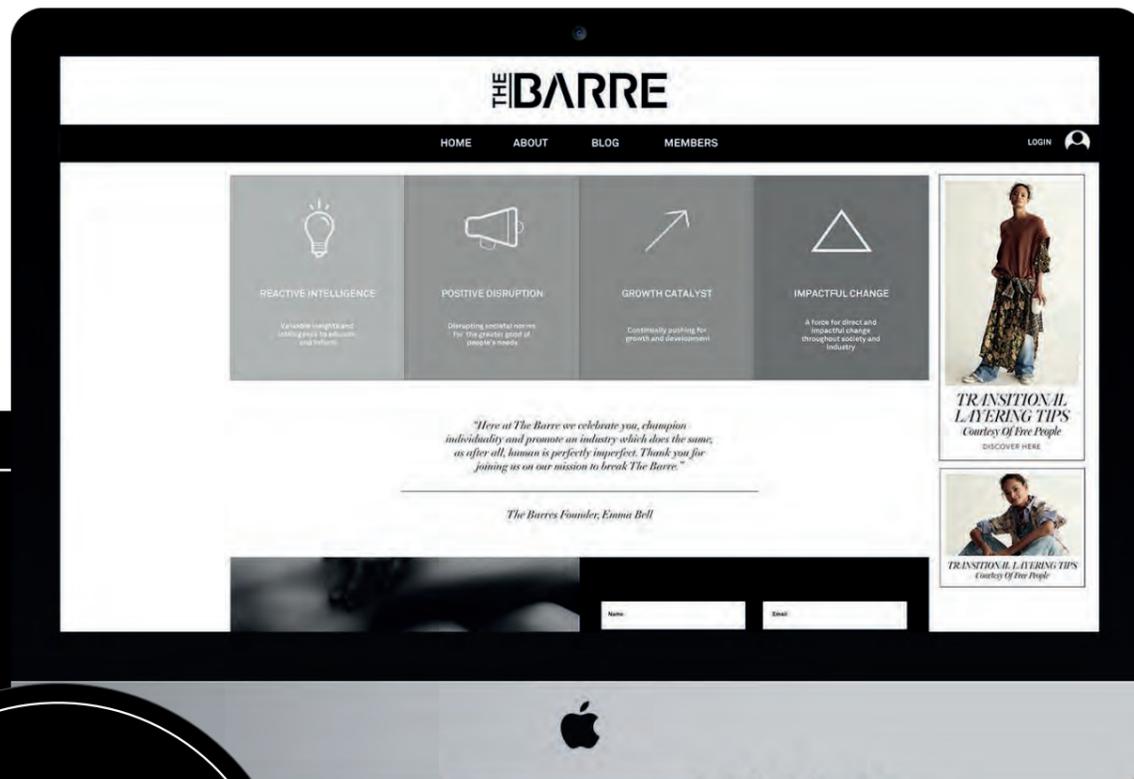


Website Advertising & Sponsorships

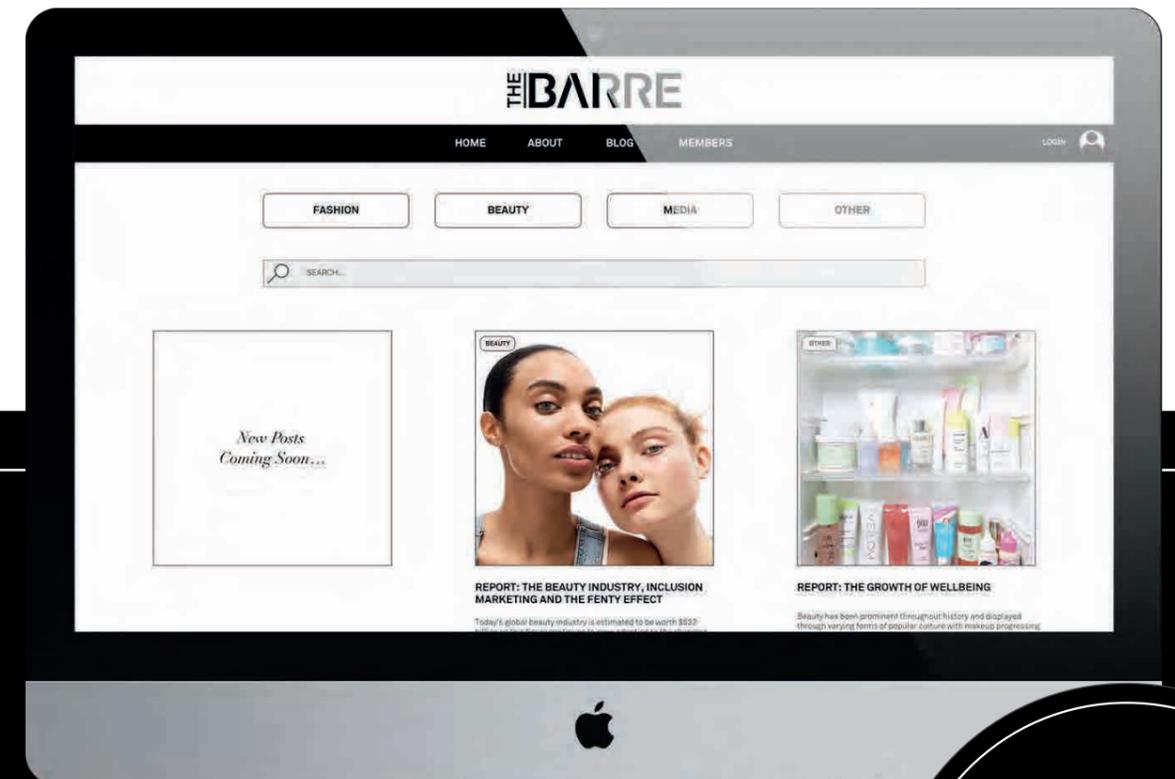
The Barres website provides us a space to directly engage with a unique group of receptive social consumers and an invested industry based segment. Our audience and customer reach means that our website provides those looking for advertising and sponsorship opportunities access to this audience base as we have a high traffic and conversion rate. The process to work with The Barre for advertising and sponsorships will be vigorous as we want to ensure that brands align with our own socially responsible values. There will be a range of formats for advertising available in various different locations across our website as we will also be offering formats within content such as sponsored newsletters and content. Please refer to our industry pack for advertisers and sponsors for our digital rate cards and further insight into the different formats available.

Website Blog

The Barres blog is a featured section within our platform and hosts a large portion of our topical and regular content. The blog is primarily aimed at our social consumers who are looking and engaging with up to date information on a multitude of topics. There will also be a selection of content within this that is aimed at our B2B audiences as well as we will be featuring various reports and more business focused pieces here also. Our blog content is to be written without a bias as we look to explore a multitude of topics, relating to a diverse audience range as we are inherently inclusive in our nature. Blogs should be posted weekly and include a range of suitable imagery that relates to the content. The posts here will be supported by social media content, making people aware of new posts in stories format to drive traffic and leads.



Targeting a separate B2B advertising pool - see our advertising pack for further details



Targeting primarily B2C but also B2B with more report based content

The Barres App - Phase Three

During phase three The Barre will begin developing the app version of our platform with this to be released towards the end of phase three. This app is being created with the consumers needs in mind with the app being targeted at both social consumers and industry. This ensures convenient access to The Barres content for all users and allows us to send direct notifications and alerts to the individual, informing them of new content and activities in relation to our mission. This ensures a direct channel through which we are able to reach our consumers. This ease of access should see increased customer loyalty and retention as we strengthen the customers journey with us, linking the platform and social media platforms under one app.



Targeting all those within the social consumer group (B2C) & all B2B users

Online Marketing Strategy

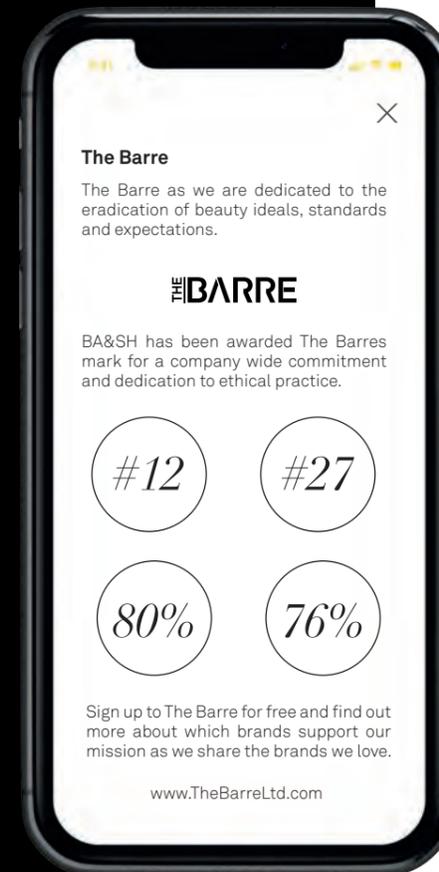
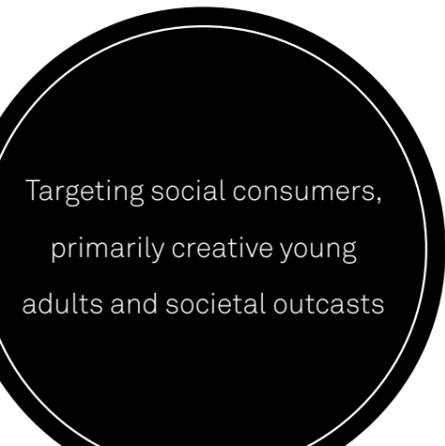
The Barre is operating as a digital, online service with the aim being to become the defining link between industry and society to incite meaningful change through a dual facing offering. Our online marketing strategy is vital for The Barre as it establishes our position within market, bringing in more consumers and retaining our already established and growing community. Our web design is a crucial part of this as it influences the amount of time and attention users spend on our site. Our platform is at the centre of our business model and subsequent marketing activities and so it is important that this is clear and east to navigate. Search engine optimisation will support this to attach keywords to our site such as beauty ideals and standards to allow people to find our service easier. This increases the likelihood of people finding our platform and mission when searching online. Email marketing and our newsletters will support this and will use mail chimp to reach new and existing consumers, inform them of new content and update them about what we are working towards. Our blog which is a part of our platform is also an important part of our online communication strategy as it effectively offers engaging content and provides a channel to engage with our users as we provide informative insights.

Referral Program

Our referral program will be released in phases two and three to align with either our consumer audience or industry members. This will support our growth strategy and will allow individuals to share The Barre amongst their peers and within their own networks to assist us in expanding our reach. In doing so the individual and referred 'friend' will receive an exclusive information pack to thank them and provide added insight into The Barres mission and how they are supporting us. This ensures The Barre continues to grow its audience and pool of insights that can be transferred over into industry. This will be expanded to an industry based referral program which allows those with premium memberships to refer a friend or colleague - both of these parties will be provided with exclusive content and future incentives.

Ambassador Program

Our ambassador program launches in phase two alongside the official launch of our consumer offering and platform. This initiative is broken down into five individual 'Barres' as we aim to increase our audience tractions and outreach as we engage directly with individuals. The last of the 'barres' allows individuals to contribute to our content through imagery, written pieces and other relevant formats that are relevant and timeline. There will be an added pattern layer to this to support our activities and will allow social consumers to directly contribute to the business aspect of The Barre. Our ambassadors stand in front of The Brand and provide us a valuable form of word of mouth as they use themselves as the hook and sell. Our ambassadors are invested and committed to the ethos of the brand and use their position to promote and bolster The Barre so that the spotlight is always on the mission. Our missions is bigger than one individuals experiences - it's a collective that needs to go forward as it is transcendent of time, giving The Barre longevity. Our ambassadors will receiver information that they are able to share and learn from as well as pre made social media posts and other graphics to support their own advocacy actions. Beyond phase three The Barre will further support this group of collective individuals by offering ambassador packs with branded resources and merchandise such as stickers, posters and leaflets. Further down the line The Barre will begin organising specialised ambassador events that include panels, meets ups and talks.



The Barres Accreditation Mark

The Barres mark is an accreditation symbol that is awarded to brands identified as the leaders of social responsibility and who meet the highest standards of ethical practice. Our mark offers transparency at posts of sale, as we provide customers the chance to continually make more informed purchase decisions.

The Barre will give each brand their own set of 'Barres' as each company contributes in different ways with differing resources depending on the size of your brand. We highlight the positives to consumers to illustrate our collective positive disruption as we allow you to work with society as The Barre becomes the defining link.

Brands who earn The Barres mark can display it on each product page on their own website, retailers, and within publications as a sign on your allegiance to The Barres mission, recognised within society. This



will allow people to see a clear overview of each brands positive actions as well as the different Barres they are working towards breaking. Offline, The Barres mark can be seen on packaging, in-store, on labels and within marketing materials.



Online Communications

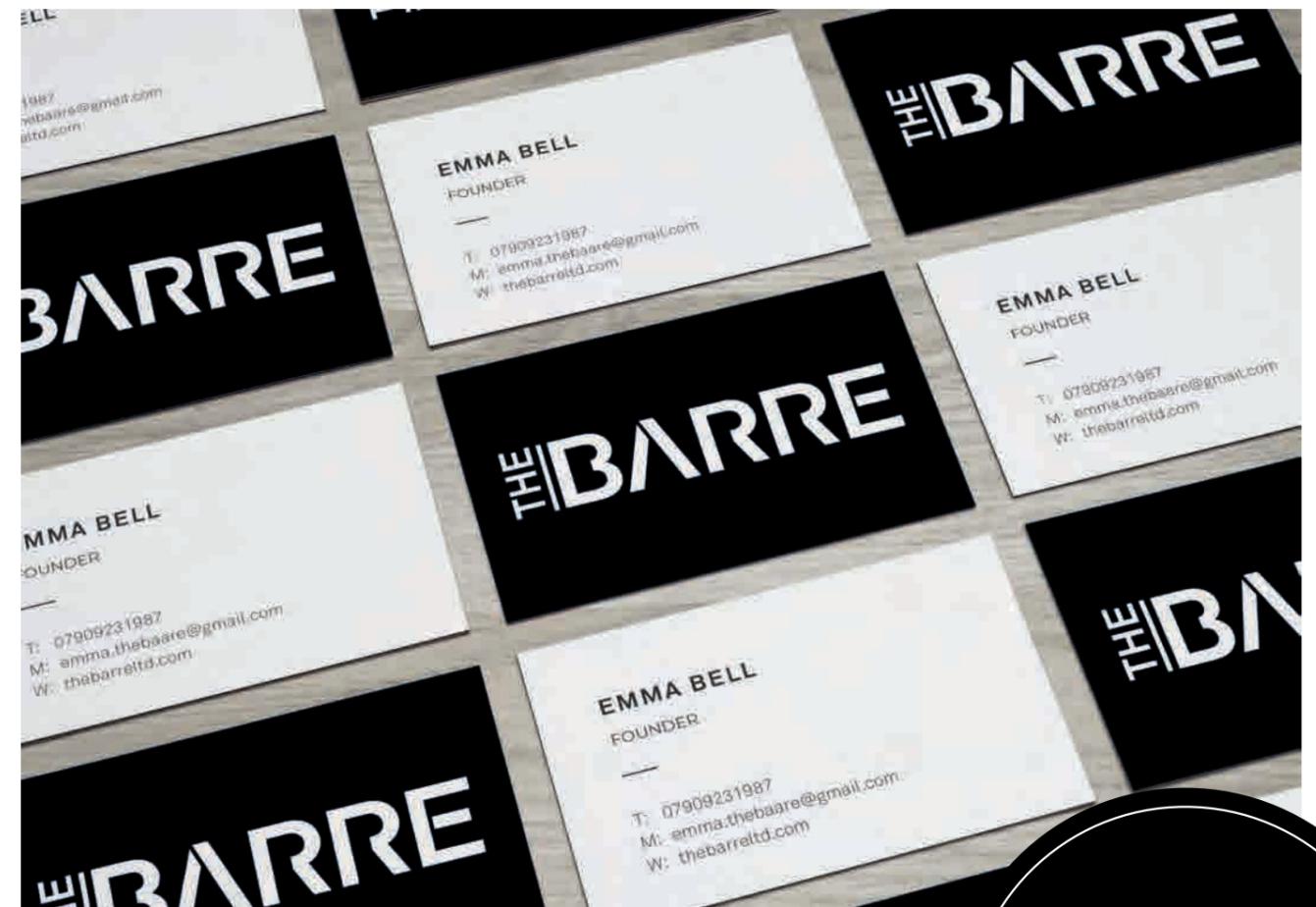
A coherent brand identity is a vital part of a brand's operations both on and offline as it forms an integral part of our marketing and communications strategy. As a new brand this is even more important and we therefore place an increased focus on ensuring consistent and cohesive visuals across our identity. Across the multiple social media channels apart of our portfolio there will be an overarching brand feel of strength and unity as we aim to Break The Barre on standards. Our imagery will be consistent with similar tones and will be supported by our black and white foundations to ensure a clean and clear message. The Barre visually inspires consumers and draws them into the platform through engaging and intriguing imagery and thought provoking words that challenge the consumers beliefs. Our multi faceted communication strategy puts digital first as we present an authentic vision of who we are as a brand and what we can collectively achieve with our consumers.

Promotional Material

To support our digital communication channels and marketing activities there will be promotional materials to support The Barre's reach and viability within market. In the first three phases these promotional activities are still digital as this ensures our costs are kept minimal and allows us to focus on our priority which is the social mission at our centre. Direct marketing and emails will support our promotional outreach as we use emailing software to engage with new and existing audiences to widen our reach and push for higher industry and consumer recognition. Within phase three a pitch deck to advertise and promote The Barre will be created and released and will be used to support investment and funding.

Business Literature

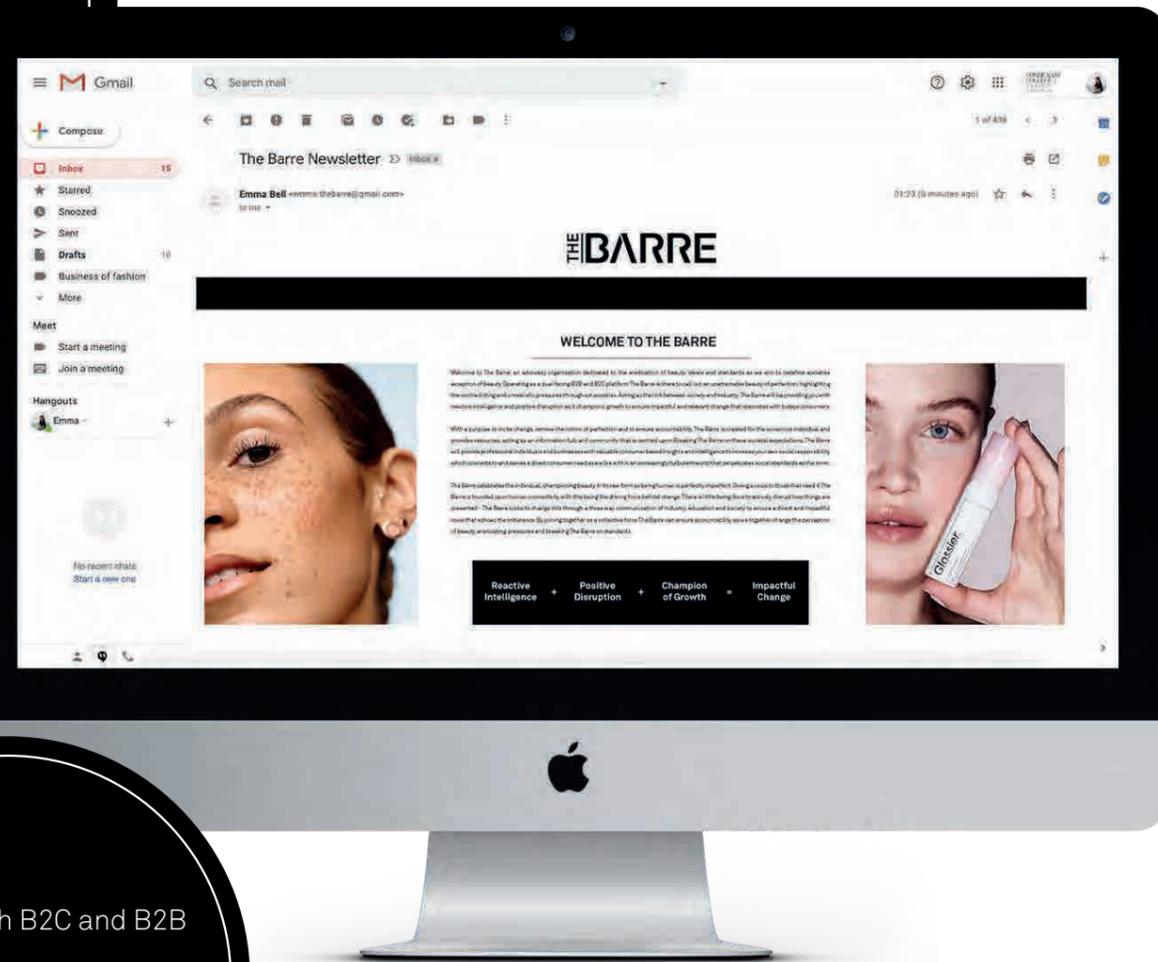
Our business cards will be used to support the industry operations of The Barre and will be a vital tool in our networking and outreach with professionals. They provide a tactile piece of The Barre that people can take away with them to ensure The Barre stays on their mind for longer. These will be handed out in person to person situations to give people a physical takeaway that can be followed up at a later date.



Targeting all those within B2B and will be used to support networking

Direct Marketing - Emails & Newsletters

Direct marketing will be utilised to ensure customer engagement and will be particularly beneficial for drawing people on to the website. This targeted customer contact will draw from people who have signed up to receive email content and will provide a tool for The Barre to directly engage with its customers through highly designed emails. Promotional emails will 'advertise' new content and resources which customers will be able to gain direct access to through the emails. Transactional emails will prompt industry consumers to purchase membership and social consumers to engage with the ambassador program, highlighting the benefits and relevance to them. This is supported by our referral programs which provides added incentives for consumers to engage and purchase and ensures The Barres continual growth.



Targeting both B2C and B2B
with a wider outreach of
unknown consumers also

PRESS RELEASE

For Immediate Release

25th September 2020
www.TheBarreLtd.com
@TheBarre.Official

Emma.thebarre@gmail.com
+44 (0)7909231987

Welcome to The Barre, an advocacy organisation dedicated to the eradication of beauty ideals and standards as we aim to redefine societies exception of beauty. Operating as a dual facing B2B and B2C platform The Barre is there to call out an unattainable beauty of perfection, highlighting the contradicting and unrealistic pressures throughout societies. Acting as the link between society and industry, The Barre will be providing reactive intelligence and positive disruption as it champions growth to ensure impactful and relevant change that resonates with todays consumers.

With a purpose to incite change, remove the notion of perfection and to ensure accountability, The Barre is created for the conscious individual and provides resources, acting as an information hub and community that is centred upon Breaking The Barre on these societal expectations. The Barre will provide professional individuals and businesses with valuable consumer based insights and intelligence to increase social responsibility which connects to and serves a direct consumer need as we live within an increasingly turbulent world that perpetuates social standards as the norm.

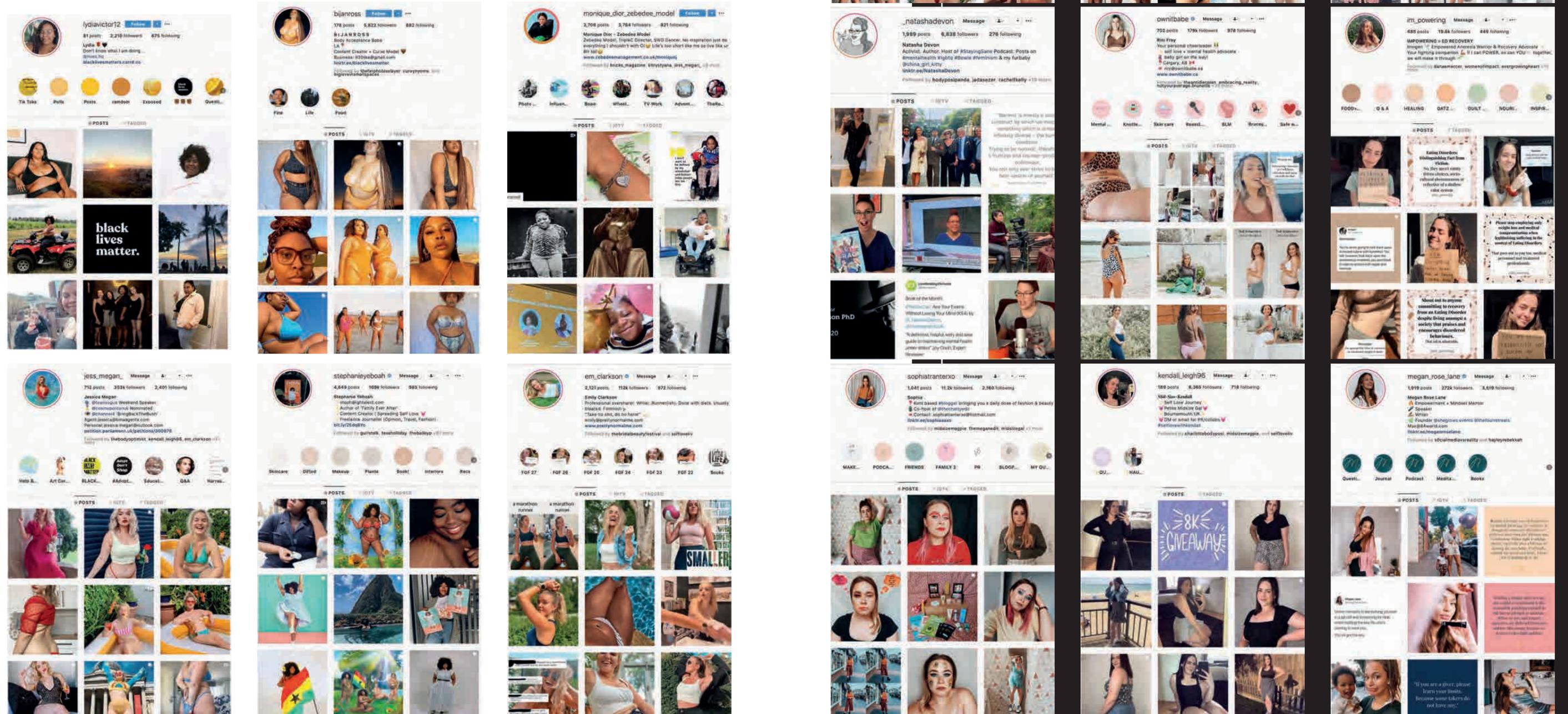
The Barre celebrates the individual, championing beauty in its raw form as being human is perfectly imperfect. Giving a voice to those that need it The Barre is founded upon human connectivity with this being the driving force behind change. There is little being done to actively disrupt how things are presented - The Barre looks to change this through a three way communication of industry, education and society to ensure a direct and impactful voice that echoes the imbalance. By joining together as a collective force The Barre can ensure accountability as we together change the perception of beauty, eradicating pressures and breaking The Barre on standards.

For more information about the Barre please do contact Emma Bell with the above email address and if you wish to get involved please visit our website for more information.

THE BARRE

Influencers

This will work in conjunction with social media, with a focus on Instagram and will also be aided by networking and PR interactions with brands and individuals who have a platform and a voice. For example 'influencers' such as Emily Clarkson and advocates like Natasha Devon will be approached as The Barre begins a conversation, educating and informing people about the mission and vision of its proposition. This will widen The Barre's reach as it provides a wider audience of people as these 'influencers' have the opportunity to share The Barre's activities. This will help to establish a network of contacts and will open up opportunities for the ambassador program. It's an opportunity for notable figures to become involved with the cause as they may develop an emotional and human attachment to The Barre message. The Barre will primarily target individuals who are willing to work with The Barre due to the emotional connection as individuals should be passionate about the cause - will be involved through a personal incentive rather than a financial one.



Break The Barre Campaign - Phase Two

Exemplar Media & PR List

| Forename | Surname | Position/Role | Publication/Channel | Nature | Contact |
|----------|------------|--------------------------|-----------------------------|--------------|-----------------------------------|
| Edward | Enniful | Editor in Chief | Vogue Britain | Print/Online | info-fashion@max-imfma.com |
| Eleanor | Mills | Features Director | The Sunday Times | Print | eleanor.mills@sunday-times.co.uk |
| Rachel | Doves | Fashion News | The Times | Online | features@thetimes.co.uk |
| Richard | Godwin | Lifestyle features | The Standard | Online | richard.godwin@standard.co.uk |
| Alice | Newbold | News Editor | Condé Nast | Online | alice.newbold@condenast.co.uk |
| Katie | Berrington | Associate Digital Editor | Condé Nast | Online | katie.berrington@condenast.co.uk |
| Alison | Goldman | Senior Associate Editor | Womens Health | Online | Alison.goldman@womenshealth.co.uk |
| David | Levesley | News & Features Editor | GQ | Online | daivd.levesley@condenast.co.uk |
| Jim | Chapman | Contributing Writer | GQ | Print/Online | Jim@gleamfutures.com |
| Katie | Service | Wellbeing & Fitness | ES Magazine | Print | Katie@Kservice-makeup.co.uk |
| Arby | Li | Editor in Chief | Hypebeast | Online | arbyli@hypebeast.com |
| Harry | Hughes | Partnerships Director | Dazed | Online | advertising@dazed-media.com |
| Liv | Little | Editor | Gal-Dem | Online | infor@galdem.com |
| Adwoa | Aboah | Contributing Writer | Vogue/Gurls Talk | Print/Online | gurlstalk@purplepr.com |
| Sophie | Paxton | Fashion Editor | ES Magazine | Print | sophie.paxton@esmag.co.uk |
| Kate | McCabe | News & Events Editor | Time Out London | Print | katie@timeout.co.uk |
| Paul | Henderson | Health & Sports | GQ | Print | paul.henderson@condenast.co.uk |
| Natasha | Devon MBE | write & activist | mental health media charter | | natashadevon1@icloud.com |
| Jameela | Jamil | Activist | iWeigh | Online | hello@iweighcommunity.com |
| Emily | Clarkson | Activist/Author | Pretty Normal Me | Online/Print | info@prettynormalme.com |

**BREAK THE
BARRE**

Targeting those within the B2C group and primarily creative young adults

Campaign Overview And Concept

To officially launch The Barres consumer based offering The Barre will release the first campaign titled, "BreakingTheBarre" which looks to build audience engagement. This campaign falls within phase two and corresponds to a period of growth as we work to build brand loyalty and retention through a campaign that directly connects to individuals on an emotional level. The "breaking The Barre" campaign will be featured across relevant social media channels with the focus being on Instagram as this is our longest standing and already established channel through which. We built a following upon in phase one. This campaign will be supported by a hashtag and social movement that provides a call to action to further engage people and increase our brand recognition. The campaign will also run alongside the launch of our ambassador program which will provide an opportunity for social consumers to become directly involved and invested into The Barres activities and will further strengthen audience growth and loyalty. The campaign speaks directly to individuals own experiences with beauty ideals and standards and looks to bring about a collective social movement that people can directly relate and understand.

Campaign Breakdown

Audience:

- 95% female and 5% male
- Ages between 18 - 30
- Creative young adults
- Social Outcasts

Budget:

- £500
- Includes a digital editorial with Glamour - £228 - 6000 impressions

Key Markets:

- UK based and predominantly within large cities such as London

Marketing Objectives:

- To increase brand awareness within society
- To generate a reach of 1000 people on The Barres website by the end of phase two
- To encourage consumer engagement across social media platforms

KPIs:

1. Reach: Impressions and views
2. Clicks: leads to The Barres website and traffic

Campaign Period:

- Phase Two
- March 2021 start and to run throughout the majority of phase two

Social Media Platforms and Formats:

- Instagram grid and stories
- A hashtag of #BreakTheBarre that is used as a call to action
- Reposts of other peoples imagery using this hashtag

Campaign Relevance

Ensuring that this campaign proposition is relevant to both The Barre and the relevant consumers is vital and will ensure that there is a significant return on investment. This campaign's relevance is directly linked to the individual as we seek to understand their own experiences with beauty ideals and standards to strengthen our own relevance and position within the wider context of society. The message of this campaign is focused on understanding the complexities and widespread issue of beauty ideals and standards, the vast number of contradicting pressures and how this affects the individual of today. It seeks to become a collective movement that resonates with the collective identity of today as we aim to shift the focus back onto the consumer, allowing them to take control and be the ones to incite change as The Barre becomes the channel and link to achieve this.

A digital campaign aligns with our digital first strategy and approach and ensures a wider reach across a multitude of audiences and demographics. This ensures that the costs are kept minimal with a large reach - as a start up brand we are unable to spend large amounts on the first campaign and so we have to be rapid and find a creative solution to ensure widespread reach at minimal costs. This will also be supported by a digital editorial in Glamour that will continue to raise our profile and reach with this having 6000 impressions.

Intended Consumer Reach

This launch campaign for The Barre is focused on providing The Barre a credible position within society, reinforcing our authority and credibility amongst people. This is to ensure that The Barre can sustain relevance within the wider market of society and industries as we become known as a champion of growth and positive disruption. The campaign will be based on digital and social platforms as this allows us to reach our intended B2C audience group who are integral to our growth strategy as they provide the foundations of our offerings. This primarily targets our creative young adult profile and societal outcasts as these two audiences heavily engage with social media and are invested into advocacy and activism as this becomes a defining point within younger generations. These consumers are mostly generation z with a small portion of these falling into the millennial category and have grown up with social media, exposed to the multitude of pressures online. Having a digital campaign to launch The Barre ensures that this audience is engaging and directly interacting with The Barre's content and subsequent platform as our call to action and hashtag movement drives meaningful audience reactions. This helps to establish our audience reach and reinforces our own visual identity as we work towards being a voice of authority that is focused on change. The focus of this campaign is to gain audience traction and to continue growing our following, building upon what we established within phase one as we reach those within the B2C category.

Campaign Purpose

The purpose of this campaign is to officially launch The Barre into society as we release our social consumer platform and being operating as a fully functioning business. This will establish The Barre's place within society, focusing on the brand's ethics and values as we bring our mission to the forefront of all activities as this remains our primary focus throughout. This campaign will promote the launch of The Barre and reinforce our foundations, establishing us as a credible source for future growth and a marker of social responsibility. The definitive purpose is to increase brand awareness and to ensure consumers direct engagement with the brand and the multiple communication channels and platforms available to them with a particular focus on Instagram and our own website. The aim of this is to increase site traffic and engagement with our content and in particular with the blog content and ambassador program which will allow us to build and grow our social consumer pool of data which will form the foundation of our industry offering in phase three.

Campaign Format

Social Media Campaign: to launch The Barre a campaign will be featured across all social media platforms which will be titled 'Breaking The Barre' and will be an introduction to The Barre and its purpose within society as well as how people can get involved - it will act as a 'promo' for the entire brand and all activities. This will be supported by a call to action and social movement where the #BreakTheBarre will be used - people will post a photo of themselves with a specified caption and then send to 20 of their friends to do the same which will repeat and spread The Barre's reach - this is focused on Instagram. This will be supported by the increased promotion of The Barre across all platforms to boost audience reach and will drive traffic to specific posts, social media pages and our own website.



Measuring The Campaign

The main key performance indicators that will highlight the success of the Breaking The Barre campaign are:

- To grow the brands awareness on digital platforms which will be measured through an increase of social media followers and the sharing of content.
- To improve customer retention through the ambassador program
- To increase and drive sales through the launch of our website which will be measured through website clicks and purchases.
- To improve customer engagement leading to consumers being brand advocates which will be measured by consumer engagement on social media platforms through likes, comments, reviews and mentions.

If successful this will lead to a return on investment of:

- Increased site traffic which will lead to an increase in traffic and profiles on The Barres website: this will directly increase The Barres profit and value within phase three
- The campaign will launch The Barre into society and give the brand a foundation to establish its offerings upon as we continue with the phased growth strategy

Elements to ensure successful digital marketing strategy:

- Engaging and immersive website with up to date and relevant content being added continuously to ensure interest
- SEO (search engine optimisation) - drive traffic to the website
- Content Marketing - Creative and original content to generate brand awareness, traffic growth, lead generation and targeting customers
- Email marketing - promote content, discounts/offers, direct people to the website
- Social media promotions
- Digital Advertisements

Hashtag Movement And Call To Action

To further establish The Barres authority and credibility within society our campaign will feature a hashtag movement and call to action that will drastically increase our audience reach and impact. The Barre will actively start this movement by our founder posting an image of themselves with the corresponding # and caption - there will be 20 other individuals tagged into this image, promoting them to do the also share an image and tag another 20 individuals. This will ensure a large reach for The Barre and will focus on a positive message that resonates directly to our mission. This movement will be supported by posts explaining The Barre and why we are doing this movement, showing social consumers what we can offer them as they become apart of our community. This will primarily run on instagram but also has the ability to adapt to Facebook and tiktok to engage with the corresponding audiences.

#TheBarre
#BreakTheBarre



#ChallengeAccepted Together we have the power to highlight the beauty in all of us as we positively disrupt the restricting societal norms. Upload one picture of yourself...only you and then tag 20 beautiful people in your life to do the same. Join us as we Break The Barre on beauty ideals and standards as we love ourselves for who we are!
#BreakingTheBarre
#TheBarre

PRESS RELEASE

For Immediate Release

01st March 2021

www.TheBarreLtd.com

@TheBarre.Official

Emma.thebarre@gmail.com

+44 (0)7909231987

Welcome to The Barre, an advocacy organisation dedicated to the eradication of beauty ideals and standards as we aim to redefine societies exception of beauty. Operating as a dual facing B2B and B2C platform The Barre is there to call out an unattainable beauty of perfection, highlighting the contradicting and unrealistic pressures throughout societies. Acting as the link between society and industry, The Barre will be providing you with reactive intelligence and positive disruption as it champions growth to ensure impactful and relevant change that resonates with todays consumers.

With a purpose to incite change, remove the notion of perfection and to ensure accountability, The Barre is created for the conscious individual and provides resources, acting as an information hub and community that is centred upon Breaking The Barre on these societal expectations. The Barre will provide professional individuals and businesses with valuable consumer based insights and intelligence to increase your own social responsibility which connects to and serves a direct consumer need as we live within an increasingly turbulent world that perpetuates social standards as the norm.

We will be launching The Barre with our campaign titled "Breaking The Barre" as we collectively unite individuals under one mission centred upon. Removing beaut ideals and standards. With a call to action and hashtag movement we are driving change that resonates with todays individual as we provide a voice and a platform for people to share their own experiences and grievances.

The Barre celebrates the individual, championing beauty in its raw form as being human is perfectly imperfect. Giving a voice to those that need it The Barre is founded upon human connectivity with this being the driving force behind change. By joining together as a collective force The Barre can ensure accountability as we together change the perception of beauty, eradicating pressures and breaking The Barre on standards.

For more information about the Barre please do contact Emma Bell with the above email address and if you wish to get involved please visit our website for more information.

THE BARRE

CONTENT STRATEGIES



- Key strengths and weaknesses analysis of our current audience developed from phase one
- Research and data to be compiled and analysed to ensure correct positioning of campaign
- Understand consumers needs and unique objectives



- Target strategy
- Campaign tactics developed
- Content writing
- Direct mail outreach
- Image creation
- Establish hashtag movement across social media



- Campaign launch and release of The Barres B2C offering and platform
- Increased consumer outreach
- Tactics executed upon agreed timeline
- Breaking The Barre camapign implemented across website and social media



- Evaluate follower growth across social media channels
- Campaign contactt spreadsheets
- Further industry engagement to turn a percentage into The Barres members

KEY MESSAGES AND POSITIONING

The core focus of this campaign is to increase The Barres social recognition amongst individuals and establish The Barre as a key instigator for change. The campaign will shift the focus onto the individual as their own personal message and experiences will become the point of interest as they are able to use this campaign to share their voice. This collective movement brings together individuals under a mission for social good which stands out as a defining point of interest.

This campaign will position The Barre within society as a brand that listens and understands and people will be able to see the consumer centric proposition for its purpose to society. Establishing our position within society is vital for The Barre as this provides us our credibility as we move into phase three with our industry offering.

The following hashtags will be used to support this partnership and campaign:

#TheBarre

#BreakTheBarre

#BreakingTheBarre

Aims And Objectives

To increase The Barres social recognition by 15% within 12 months

To generate 10000 social media followers by the end of phase two

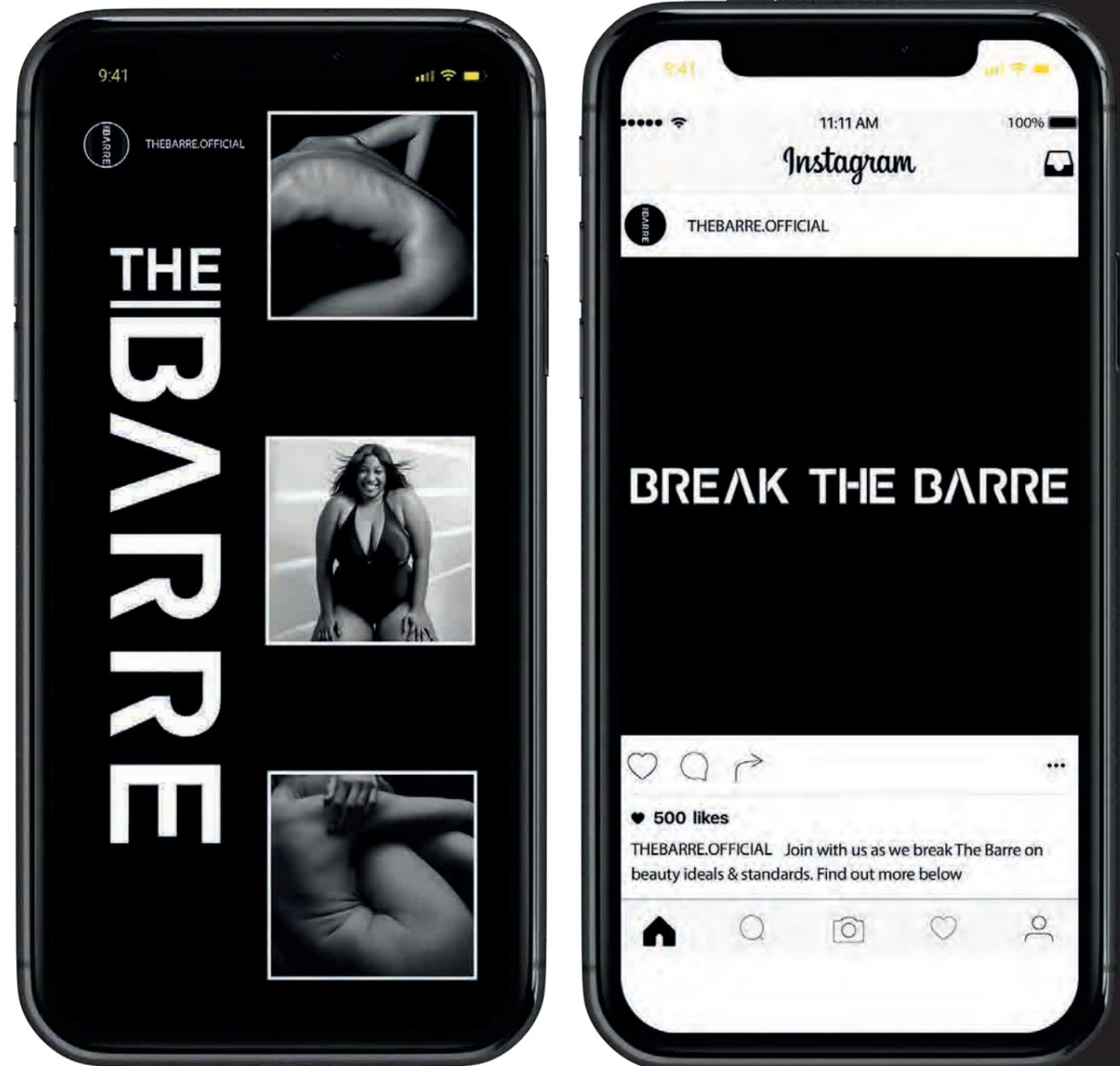
To have launched the ambassador program and have 100 individuals engaging with this by the end of phase two

To increase The Barres brand awareness across channels by improving customer stakeholder relations and engaging directly with their needs

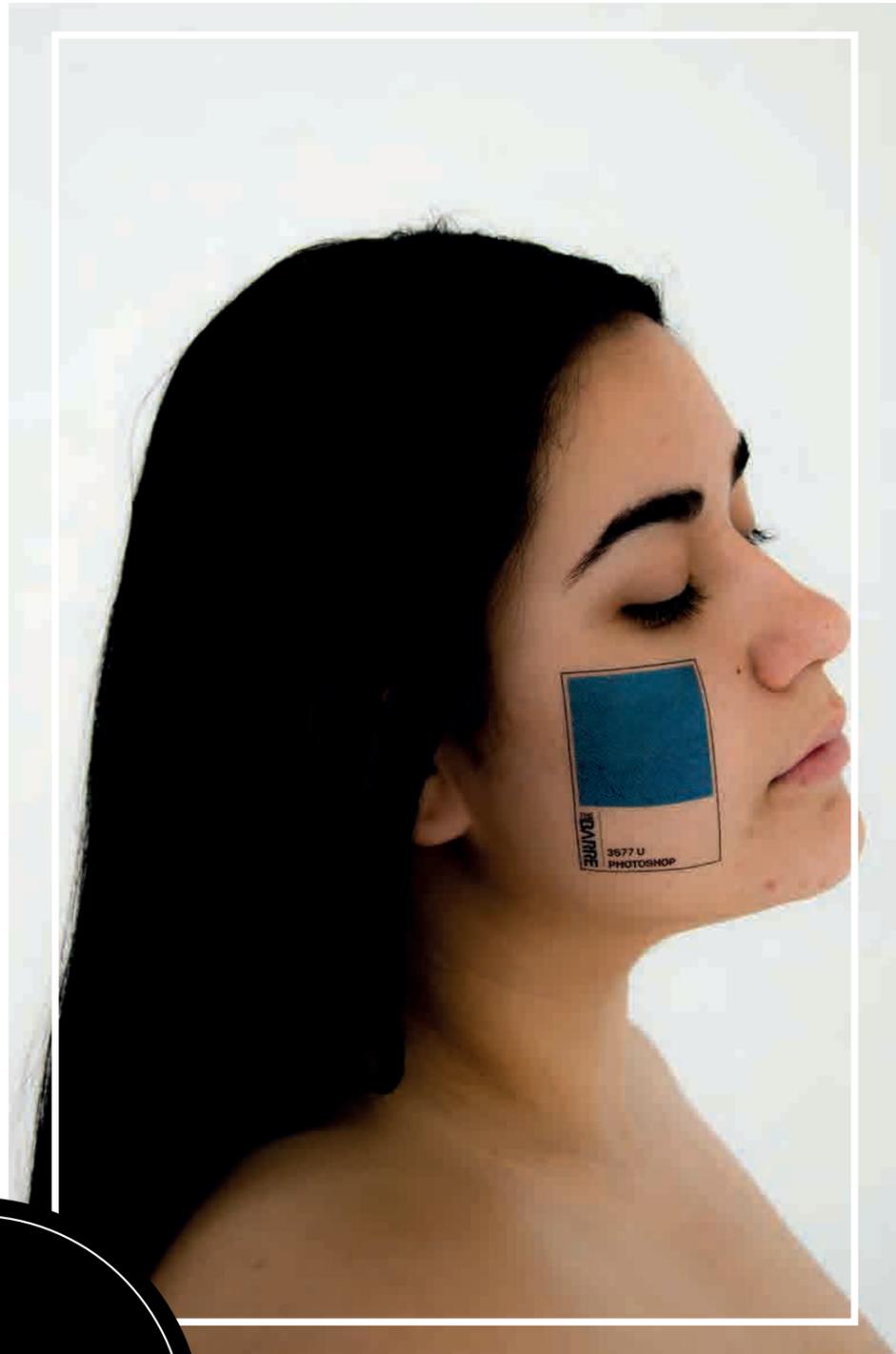
To be generating four pieces of new content every week for The Barres blog

To launch the Breaking The Barre campaign across social media and to be reaching 5000 people

How The Campaign Will Look On Instagram



Pantone Campaign - Phase Three



Targeting those within the B2B group with visual assets also reaching B2C

Campaign Overview And Concept

The Barre is proposing to work with Pantone on a partnership basis as we collaboratively work towards a campaign that benefits both brands. This will utilise Pantone colour system which is recognised throughout industries and apply this to the vast and confusing landscape of beauty ideals and standards. Within so many that often contradict one another it can often be hard to pin point what the defining pressures are as we often do not compare the multitude of ideals presented to us. Through the universal language of colour The Barre is able to partner with Pantone to define these beauty ideals with each one having a visual representation, simplifying the landscape. Pantone provide a colour system with each having a numerical value and identity and provides a succinct format to present how many pressures and expectations are being placed on people.

This partnership and campaign benefits both parties involved as well as the wider society and industry as it works alongside The Barres primary missions which focuses on the eradication of beauty ideals and standards. The Barre offers Pantone an opportunity to be at the forefront of distinctive and disruptive change that focuses on social responsibility as we work to collectively transform societal norms.

Campaign Breakdown

Audience:

- 95% female and 5% male
- Ages between 18 - 30
- B2C and B2B
- Professional Individuals, small and medium organisations and corporations

Budget:

- £700 +
- Includes a digital editorial with Glamour - £228 - 6000 impressions

Key Markets:

- UK based and predominantly within large cities such as London

Marketing Objectives:

- To increase brand awareness and recognition within industry
- To generate a reach of 30,000 people within the social audience group
- To encourage consumer engagement across social media platforms

KPIs:

1. Reach: Impressions and views
2. Clicks: leads to The Barres website and traffic

Campaign Period:

- Phase Three
- March 2022 start and to run throughout the majority of phase three

Social Media Platforms and Formats:

- Instagram grid and stories
- LinkedIn, Facebook, TikTok, Pinterest
- Imagery
- Short Videos

Campaign Relevance

This proposed campaign and partnership with Pantone is relevant to The Barres phased growth strategy and provides a direct link to industry. This campaign concept draws directly upon the vast and growing number of beauty and body ideals present within society as these often contradict one another making it a confusing landscape. This campaign directly challenges this by seeking to give each standard a visual identity through the use of colour which is often described as being a universally understood language. Colour has meanings to us all and is embedded within our world but also forms much of industry. Pantone are the brand best known for their colour systems and so by joining together with The Barre we are able to bring the problem of beauty ideals and standards to the forefront. This digital first campaign has the possibility for future growth and developments through tangible opportunities. This digital approach ensures minimal costs and allows the two brands to work collaboratively on a common objective whilst establishing Pantone's social responsibility and recognition within society.

Intended Consumer Reach

This partnership and campaign between The Barre and Pantone directly engages with both social individuals and those in industry. Scheduled to be released in phase three the campaign will align with the launch of The Barres B2B functions and premium industry memberships, engaging with professional and businesses.

During phases one and two The Barre establishes an audience reach with those in society as we establish human connectivity to ensure our relevance. This audience is transferable to Pantone who do not currently have widespread recognition within society.

Contrasting this Pantone are a leading source within industry, providing recognised colour systems as a standard. This provides The Barre access to industry contacts, reinforcing The Barres authority and credibility as we launch our premium offerings.

Campaign Purpose

The purpose of this campaign and partnership with Pantone is to launch The Barres industry offering in a format that provides credibility and authority. Pantone are a leading brand across industries and are a recognised source of content who provide the foundations of industry through their colour systems. By working directly with this brand through this campaign The Barre receives a level of industry backing to provide support for growth and development as we release our industry offering. This campaign ensures our position with industry as we begin offering our premium industry memberships and provides an authority from a recognised brand.

Campaign Format

This partnership and campaign will operate digitally, engaging with The Barres website and social media channels as the primary communication. The Barres own website is fundamental within this campaign as it provides a foundation in which the colour of Pantone can be inserted. The Barres own visual identity is strong, featuring black and white to represent the harsh reality of the world we are living within. Implementing colour within this provides the chaos that beauty ideals and standards bring as it offers a feeling of overwhelm. The colour system will be supported by editorial imagery featured across The Barres website with supporting resources and articles in relation to each colour identity. Social media will heavily feature the imagery and will look to bring in social consumers to humanise the campaign as we seek to methodically categorise the problems.

Measuring The Campaign

Key performance indicators will be valuable in this partnership and campaign strategy as we intend to build a long term relationship with Pantone that goes beyond our phase 3. These key performance indicators are broken down to align with this growth strategy, providing specified time frames with aims and objectives to meet. Prior to the launch of the campaign The Barre needs to ensure that the content being released is suitable and in line with our values. As the foundations are built upon social consumers experiences it is important these are monitored to ensure that peoples views align and unite under The Barres own mission.

If successful this will lead to a return on investment of:

1. Increased site traffic: this will increase the consumer data available to The Barre which will inform industry insights and intelligence. This will increase the number of professional memberships purchased.
2. The Campaign will launch The Barres industry offering and premium industry memberships, establishing a core revenue stream for sustained growth

The following metrics will be used to monitor this partnership and campaign and will be beneficial to both The Barre and Pantones evaluation:

Sales Revenue - total revenue from customers acquired through inbound marketing

Inbound Marketing ROI

Lead to customer ratio

Landing Page conversation Rates

Organic Traffic

Social media traffic and conversion rates

Mobile traffic, leads and conversion rates

Customer lifetime value

Cost per lead

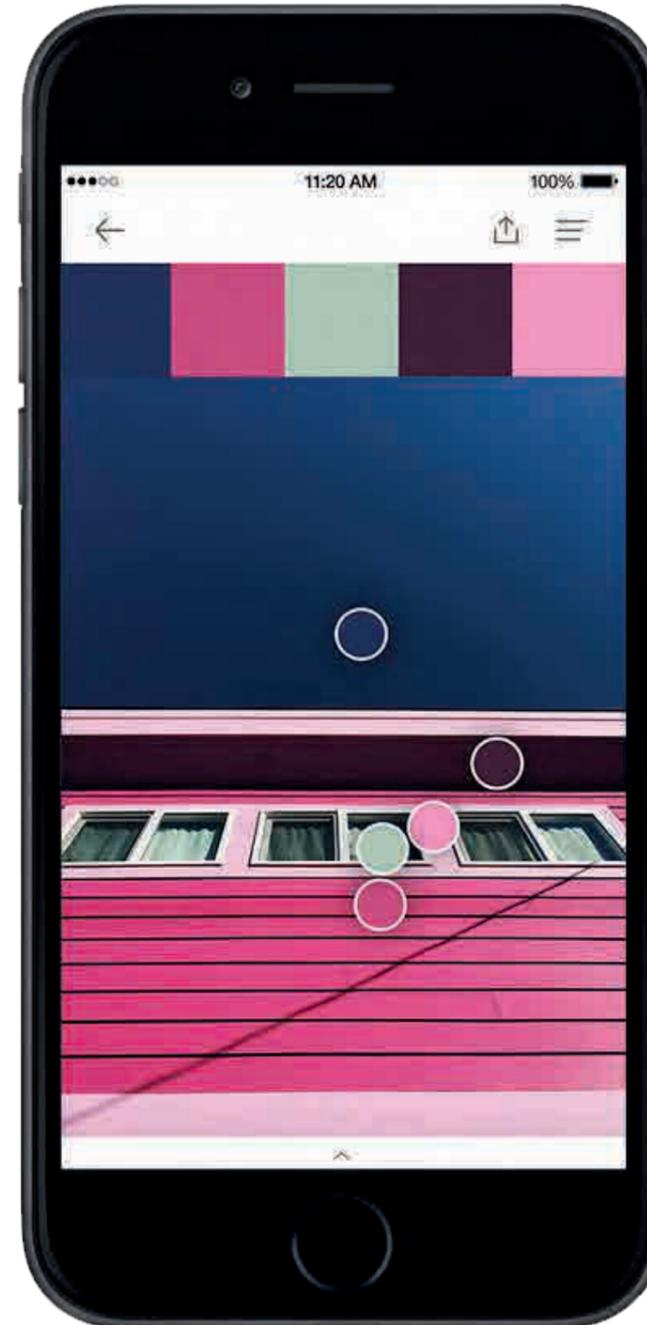
Customer satisfaction

RATIONALE & MUTUAL BENEFITS

This partnership and campaign proposal offers benefits for both brands involved, providing clarity to The Barres industry business model and establish Pantone place in society at the forefront of social responsibility. As The Barre enters into phase three of its growth strategy it will have established a place within society with consumers who engage with the advocacy and activism portion of The Barres activities. Phase three is the prime time to embark on a partnership with Pantone for The Barre as our audience traction is growing and is reinforced by The Barres release of premium industry memberships. During this period Pantone will formulate a vital part of The Barres communication and visual concept as the colour system provides a methodology for simplifying and working through the vast and overwhelming number of beauty ideals and standards present throughout society.

Pantone are established and recognised throughout industries for their colour systems as it provides a universal language to The Barre, allowing us to illustrate our mission in a simple and engaging visual. The Barre benefits from access to Pantone as a key authority within industry which provides The Barre credibility as it launches its industry offering. The Barre is providing Pantone access to a unique and receptive consumer audience as although heavily established within industry Pantone are not formally recognised on a consumer level. By working with The Barre Pantone are able to increase their consumer recognition whilst also heightening their corporate social responsibility as they engage with The Barres ethical mission. This reinforces Pantones relevance within society and provides a human connectivity that is currently not present within the brand. The Barre is looking to collaborate with Pantone with this extending to Pantone becoming a sponsor. Pantone have previously collaborated with brands, both big and small to apply their colour system to a range of products. The Barre is looking to give Pantone more than this by engaging with their corporate social responsibility and brand identity. Through this collaboration The Barre looks to humanise Pantone's colours as well as widening and diversifying their audience reach. As a company, Pantone are targeted at industry and speak primarily to this demographic: by collaborating with The Barre, Pantone are able to reach and engage people at a more personal level as they are able to relate a part of themselves or a feeling with one of Pantone's colours.

AIMS AND OBJECTIVES



- To increase Pantones recognition amongst social consumers by 15% within 18 months
- To increase The Barres sales of industry premium membership by 10% within 18 months, establishing The Barres recognition and authority within industry
- To increase The Barres brand awareness across channels by improving customer stakeholder relations and engaging directly with their needs
- To build Pantones brand awareness and recognition for being socially responsible in the corporate setting as it unites with The Barres mission
- To ensure both The Barre and Pantone are able to diversify and grow into new markets (The Barre into industry and Pantone into society)

WHY COLOUR

Colour is often defined as a universal language used to represent emotions and situations as an atmospheric marker. Through the use of colour The Barre looks to highlight the growing number of conflicting ideals and standards that are present throughout the world as it provides a simplistic visualisation of The Barres mission in a format accessible to all.

Each issue or topic is given a numerical identity that correlates to a colour that represents that concern. This will be formed on valuable research into societal problems as The Barre attempts to understand the scope of the problem directly from social consumers themselves. Once these research has been pulled and collated Pantone are able to visually extract one defining colour that becomes the visual representation of the issue, providing a tangible identity that will be used to narrate peoples own experiences with beauty ideals.



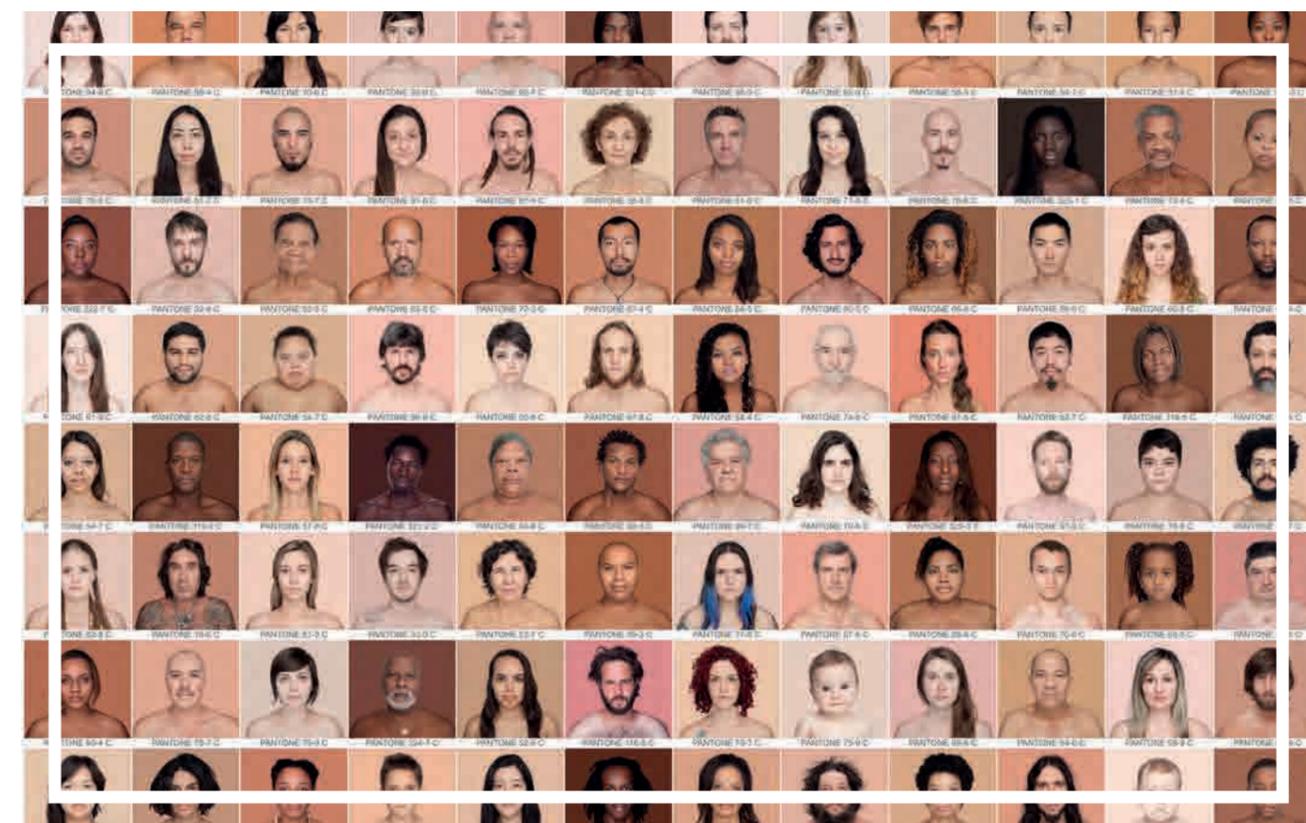
KEY MESSAGES AND POSITIONING

The core focus of this partnership and campaign is to visually simplify the vast number of contradicting beauty ideals and standards that are present throughout societies. Using the medium of colour supplied through Pantone The Barre is able to highlight tangible problems that have come directly from people, ensuring a methodical approach as we work towards our mission of removing these.

This partnership and campaign looks to position The Barre further into industry and Pantone further into society as the two brands meet in the middle to collaboratively work towards a social movement for good. Recognising the importance of CSR is integral to brands communications strategies as the current political and social landscape highlight the demand for ethics as we live within a turbulent world. A partnership between Pantone and The Barre directly responds to this positioning, converting audiences based off their own human and social needs as we focus on engaging with their experiences and emotions.

The following hashtags will be used to support this partnership and campaign:

- #TheBarre
- #BreakTheBarre
- #TheBarreXPantone
- #DefiningTheBarre



CONTENT STRATEGIES

DISCOVERY PHASE

- Key strengths and weaknesses analysis of both brands
- Research and data to be compiled and analysed to ensure correct positioning of campaign
- Understand both brands needs and unique objectives - combine into one proposition

STRATEGY PHASE

- Target strategy developed for both brands
- Campaign tactics developed
- content writing
- video creation
- direct mail outreach
- Image creation

CAMPAIGN LAUNCH

- Campaign launch and release of The Barres industry offering and memberships
- Increased networking within industry
- Tactics executed upon agreed timeline
- Colours campaign implemented across website and social media

TRACKING PHASE

- Evaluate follower growth of both brands involved with subsequent engagement rates
- Campaign contact spreadsheets
- Further industry engagement to turn a percentage into The Barres members

PRESS RELEASE

For Immediate Release

25th March 2022

www.TheBarreLtd.com

@TheBarre.Official

Emma.thebarre@gmail.com

+44 (0)7909231987

Welcome to The Barre, an advocacy organisation dedicated to the eradication of beauty ideals and standards as we aim to redefine societies exception of beauty. Operating as a dual facing B2B and B2C platform The Barre is there to call out an unattainable beauty of perfection, highlighting the contradicting and unrealistic pressures throughout societies. Acting as the link between society and industry, The Barre will be providing reactive intelligence and positive disruption as it champions growth to ensure impactful and relevant change that resonates with todays consumers.

With a purpose to incite change, remove the notion of perfection and to ensure accountability, The Barre is created for the conscious individual and provides resources, acting as an information hub and community that is centred upon Breaking The Barre on these societal expectations. The Barre will provide professional individuals and businesses with valuable consumer based insights and intelligence to increase your own social responsibility which connects to and serves a direct consumer need as we live within an increasingly turbulent world that perpetuates social standards as the norm.

We will be partnering with Pantone for the launch of our premium industry memberships with our newest campaign that brings colour to The Barre, giving each standard a visual identity as we work to remove these. As one of the driving forces across industry Pantone have the opportunity to collectively partner with The Barre through a campaign that visually depicts and simplifies the overwhelming landscape of beauty ideals and standards.

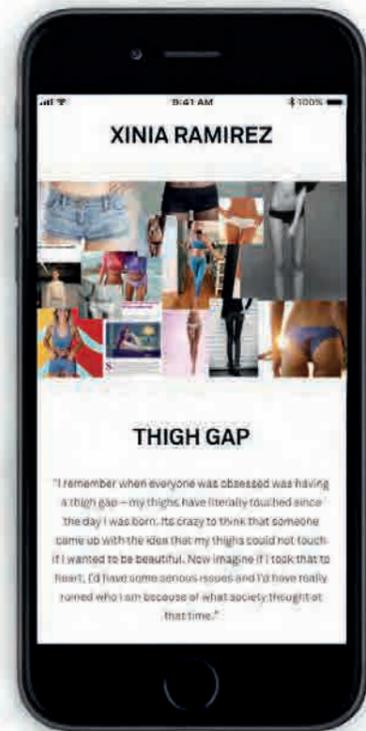
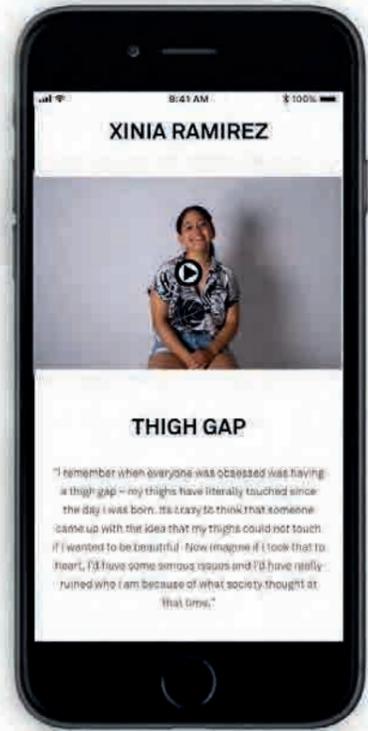
The Barre celebrates the individual, championing beauty in its raw form as being human is perfectly imperfect. Giving a voice to those that need it The Barre is founded upon human connectivity with this being the driving force behind change. By joining together as a collective force The Barre can ensure accountability as we together change the perception of beauty, eradicating pressures and breaking The Barre on standards.

For more information about the Barre please do contact Emma Bell with the above email address and if you wish to get involved please visit our website for more information.

THE BARRE

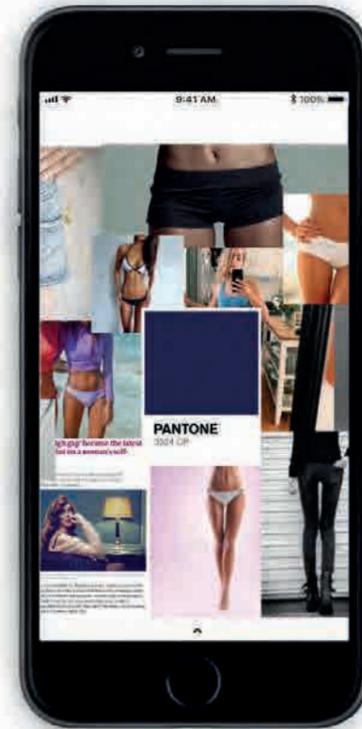
Colour Process

The colours start with people to understand what angers or upsets them most about beauty ideals and standards



Images and articles surrounding that topic are collated into story boards and put into Pantone's Studio App

Pantone's Studio App decodes and pulls out the most dominant colours within this that represent the given topic



The most prominent colours are decoded, arriving at one specific colour to represent each issue and give it a clear visual identity used to identify the topics

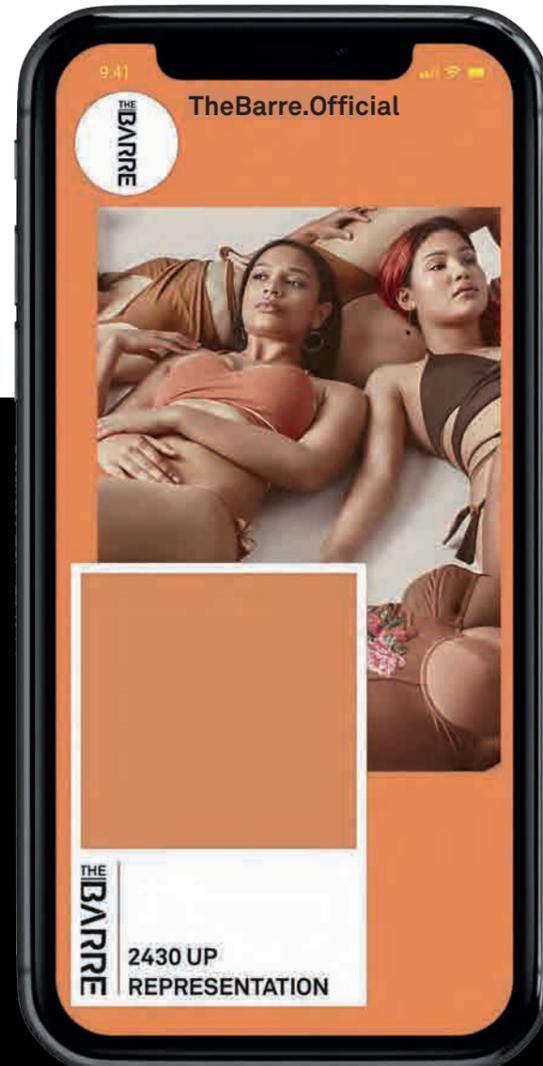
The aim is to generate anonymous portraits using colour as a universal language to communicate how individuals feel about the issues.



These people are the foundation of each colour and represent peoples stories and experiences

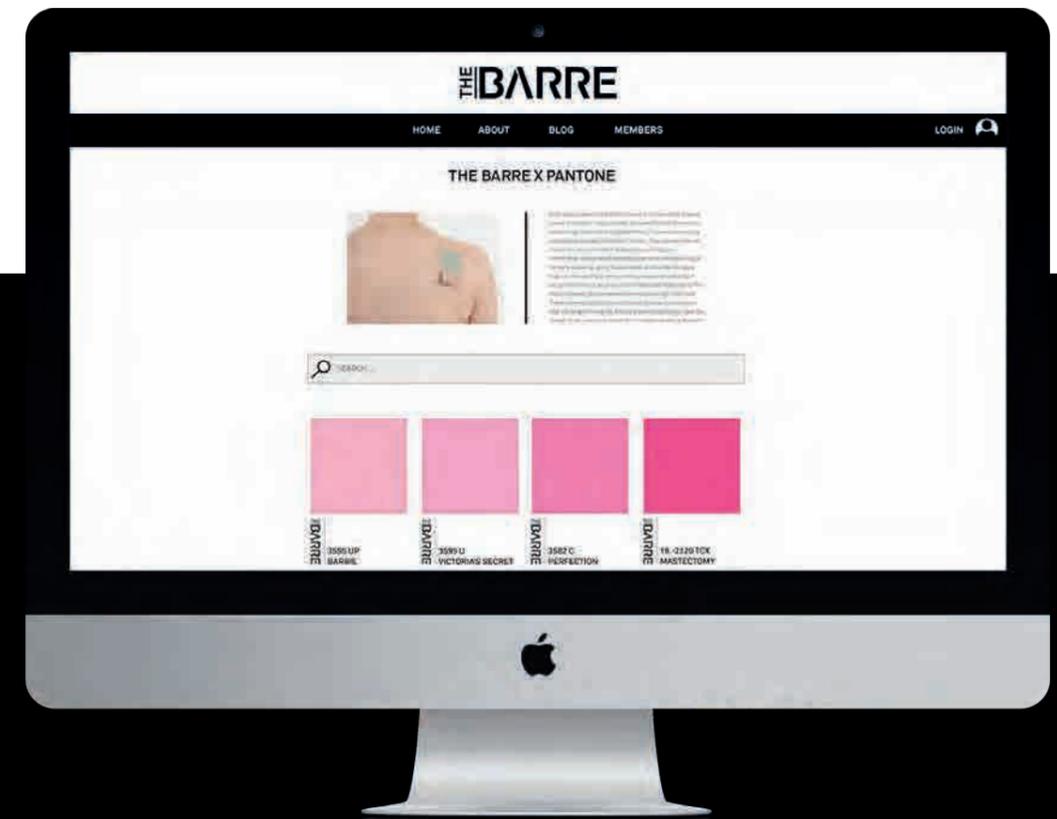
SOCIAL MEDIA

This partnership and collaboration will draw upon The Barres own social media platforms to engage with our reactive social audience who are invested emotionally into our mission. Instagram will remain the primary channel for this and will supported by YouTube, LinkedIn, Facebook and TikTok to ensure we diversify our audience reach. Pantones own Instagram will be a vital part of this with 2.7 million followers they are able to wider our traction amongst industry professionals. The colours themselves will be heavily featured as they are used to identify each ideal and standard providing a clear strategy for The Barre to work through.



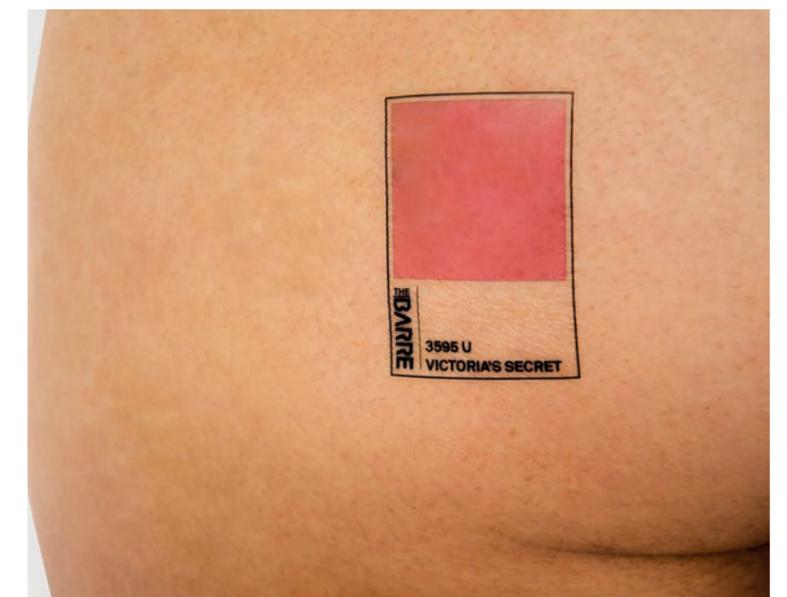
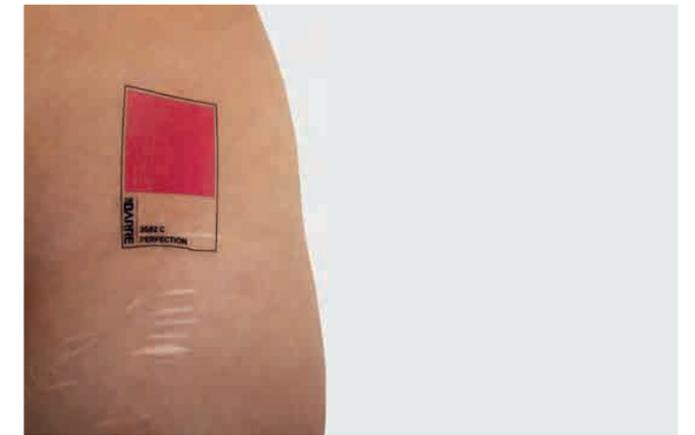
OUR WEBSITE

The Barres website will utilise this partnership and campaign to add visual interest and to incorporate Pantones own identity into our mission. Colour is inherent within industries and societies and formulates the foundation of how we see our world. As The Barre partners with the leading colour brand Pantone we start to change operations from the core ensuring positive and sustained disruption. The colours will be used as visual identities of each beauty ideal and standard and will be used across the website as a way of sorting these as The Barre acts as an information hub for standards. Users will be able to search by name and colour topics they are looking to find out more about and can here discover what they can do to help incite change directly linked to this colour.



EDITORIAL CONTENT

Editorial imagery will be produced between Pantone and The Barre with the aim being for these to be utilised throughout the campaign. These images will featured a range of women and men and will form part of a larger story and social movement that looks to provide a visual voice to those willing to share their experiences with beauty ideals. Each image will feature a Pantone colour swatch, labelled with the corresponding beauty ideal that resonates with that individual as we allow people to share the standards that have intrinsically become apart of their being as they internalised these feelings. These will be used across social media and The Barres website providing added human connectivity and ensuring both brand engage with people on a personal level.



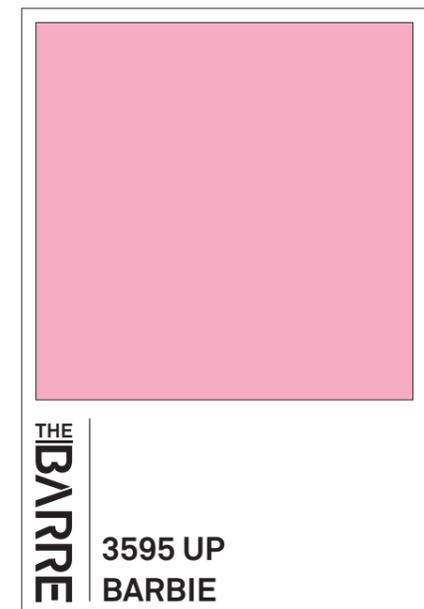
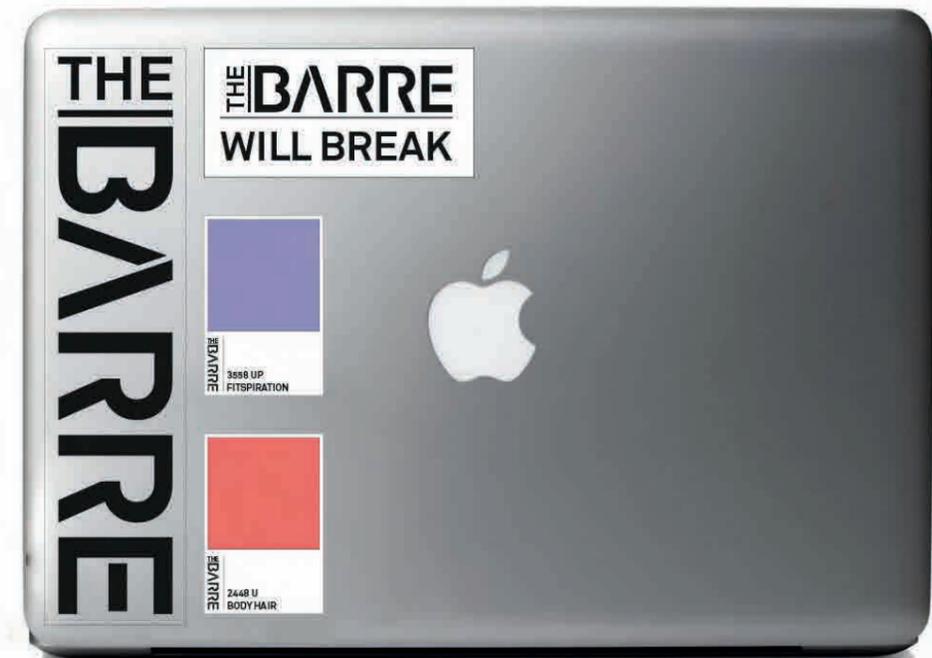
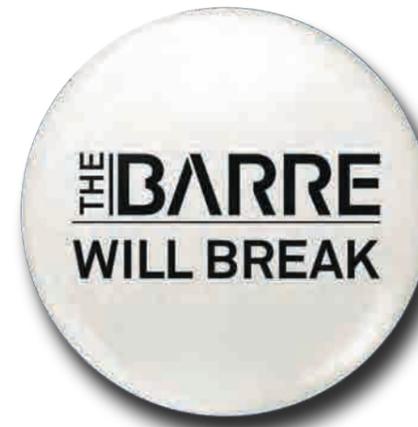
FUTURE GROWTH AND DEVELOPMENT OPPORTUNITIES

As The Barres position and authority within industry and society establishes itself there are opportunities to further expand this partnership and campaign as we diversify our service offering. Physical extensions will shift to become a focus as this heightens consumer interaction points and increase brand loyalty through a tangible object and experience that ensures retention amongst both brands. An exhibition proposal utilising the colour systems and ideals provides an interactive opportunity that can be positioned amongst multiple locations and situations, providing an experience that individuals can be immersed within. Physical advertising supports this and works alongside The Barres own authority as an accredited mark and allows Pantone to be featured across within publications and stores, widening its consumer reach. Supporting this The Barre is looking to launch a dedicated and yearly publication beyond phase three that documents the progress and journey, highlighting the stories of individuals and the actions taken by industry. Pantone will proactively be apart of this by aligning their own colour of the year as we work towards removing this ideal.



Continued Future Opportunities

As part of our continued growth The Barre will be releasing consumer packs that will be aimed primarily at ambassadors but will also be available to educational establishments and youth groups. These will be provided with the aim to support actions of advocacy and activism, offering resources to support growth and intelligence. They will provide markers for peoples support that they can display and provides a tangible aspect for people to take away from The Barre. We will be launching these beyond phase three and will align with our continual phased growth strategy as we begin working with education and governmental establishments.



05

SECTION FIVE Summary

THE | B | V | R | R | E

The Barre is an advocacy organisation with a mission to Break The Barre on beauty ideals, standards and expectations throughout society with the end goal being to eradicate these challenges entirely.

Structured as a B2B and B2C facing platform The Barre seeks to be a positive disruptor for impactful change within both society and industry. It operates under a freemium model with a premium professional membership revenue stream as the core focus. Premium paid for memberships will be available with monthly and annual payment plans with a tiered structure to allow both individuals and businesses to receive reactive intelligence and insights. Content and articles will be provided through a blog and information hub and will be supported by various social media channels and marketing strategies. This will be supported by a range of advertising and sponsorships introduced within phase two which will provide additional revenue to support all other activities.

The Barre operates within industry and society with the breakdown of this service being 50/50. This is a valid service and market segmentation as both sides of the business need the other in order to operate to the full potential - this is how The Barre insights change. Over one third of the UK population reports to feeling dissatisfied with their appearance as a further one in five states that the media's portrayal of beauty has caused this. The Barre's purpose is to incite change within our culture, redefine what it means to achieve, removing the notion of perfection and ensuring accountability. The Barre is currently engaging with social consumers through Instagram and has grown a following of 695 individuals as well as 820 unique monthly views on Pinterest.

The Barre adopts a phased growth strategy with this broken down into three stages. Phases one and two focus on community and audience growth within the social capacity to build up a strong following - this will provide credibility and a reactive group of individuals who care about social issues. Phase three will build upon this with the introduction of the B2B offering and subsequent industry memberships which will provide insights and intelligence. Phase one and two costs will be covered by personal investment to allow for a social growth, phase three will be supported by this and continued by the revenue stream.

06

SECTION SIX References

Bianca. (2019) High angle photo on woman sitting on grass. [online] Pexels. July 29. Available at: <https://www.pexels.com/photo/high-angle-photo-of-woman-sitting-on-grass-2584041/> [Accessed on 22.08.2020]

Byrd.D. (2020) Woman sat on chair. [online] Unsplash. June 16. Available at: <https://unsplash.com/photos/TyTJu2pjYKc>[Accessed on 25.08.2020]

Cameron.J.M. (2020) Photo of girl taking photo using smartphone. [online] Pexels. April 13. Available at: <https://www.pexels.com/photo/photo-of-girl-taking-photo-using-smartphone-4145039/> [Accessed on 20.08.2020]

Canva Studio. (2019) Photo of women having conversation. [online] Pexels. November 8. Available at: <https://www.pexels.com/photo/photo-of-women-having-conversation-3194524/> [Accessed on 22.08.2020]

Enujiugha.J. (2020) Woman in black one piece swimsuit smiling. [online] Pexels. February 21. Available at: <https://www.pexels.com/photo/woman-in-black-one-piece-swimsuit-smiling-3785245/> [Accessed on 24.08.2020]

Fauxels. (2019) Photo of people near laptops. [online] Pexels. November 5. Available at: <https://www.pexels.com/photo/photo-of-people-near-laptops-3184312/> [Accessed on 23.08.2020]

Ferguson.R. (2020) Photo of women at the meeting. [online] Pexels. February 26. Available at: <https://www.pexels.com/photo/photo-of-women-at-the-meeting-3810792/> [Accessed on 21.08.2020]

Ferguson.R. (2020) Photo of women posing. [online] Pexels. February 26. Available at: <https://www.pexels.com/photo/photo-of-women-posing-3811981/> [Accessed on 24.08.2020]

Krivitskiy.A. (2018) Black and white image of woman hugging her body. [online] unsplash. November 9. Available at: <https://unsplash.com/photos/rkc85-g-3iE/info> [Accessed on 25.08.2020]

Lavern.M. (2019) Woman sitting in the light meditating. [online] Unsplash. April 2. Available at: <https://unsplash.com/photos/4gcqRf3-f2I> [Accessed on 25.08.2020]

Mentatdgt. (2018) Selective focus photography of woman holding black cased smartphones near assorted clothes. [online] Pexels. September 5. Available at: <https://www.pexels.com/photo/selective-focus-photography-of-woman-holding-black-cased-smartphone-near-assorted-clothes-1390534/> [Accessed on 22.08.2020]

Morillo.C. (2018) People having meeting. [online] Pexels. June 22. Available at: <https://www.pexels.com/photo/people-having-meeting-1181611/> [Accessed on 22.08.2020]

Natividad.I.L. (2019) Woman smiling. [online] Pexels. Woman smiling. July 25. Available at: <https://www.pexels.com/photo/woman-smiling-2709388/> [Accessed on 21.08.2020]

Neel.A. (2019) Woman in gray jacket sitting beside desk. [online] Pexels. July 19. Available at: <https://www.pexels.com/photo/woman-in-gray-jacket-sitting-beside-desk-2682452/> [Accessed on 23.08.2020]

Piacquadio,A, (2018) Photo of woman using her laptop. [online] pexels. March 13. Available at: <https://www.pexels.com/photo/photo-of-woman-using-her-laptop-935756/> [Accessed on 23.08.2020]

Piacquadio.A. (2018) woman in collared shirt. [online] Pexels. January 3. Available at: <https://www.pexels.com/photo/women-s-white-and-black-button-up-collared-shirt-774909/> [Accessed on 20.08.2020]

Shvets.A. (2020) 2 person holding hands. [online] Pexels. June 16. Available at: <https://www.pexels.com/photo/man-love-people-woman-4672712/> [Accessed on 22.08.2020]

Vittoriosi.E. (2018) Black and white image of female body. [online] unsplash. November 22. Available at: <https://unsplash.com/photos/h7dWakvPqOA> [Accessed on 25.08.2020]

Willink.J. (2019) woman carrying girl whilst kissing. [online] Pexels. July 24. Available at: <https://www.pexels.com/photo/woman-carrying-girl-while-kissing-2701598/> [Accessed on 22.08.2020]

Xavier.D. (2018) Woman wearing black eyeglasses. [online] Pexels. 14 July. Available at: <https://www.pexels.com/photo/woman-wearing-black-eyeglasses-1239291/> [Accessed on 20.08.2020]

THE BARRE

Business & Owner Details:

Business Name:

The Barre

Owners Name:

Emma Bell

Business Email Address:

emma.thebarre@gmail.com

Business Telephone Number:

07909 231 987

Website:

www.thebarreltd.com