

#CHEERSTOWOMANHOOD CAMPAIGN



Users/Fans of the Diva Cup



Contest run on the Diva Cup's social media pages asking followers to post a creative picture of themselves with their Diva Cup



Include hashtag #Cheerstowomanhood. They also need to complete a sentence, "I choose Diva Cup because _____".



Bloggers/Vloggers

4-day challenge that begins on the 2nd day of the blogger's period cycle. On acceptance of invite, bloggers have to fill a questionnaire about health status, food preferences and other info to custom design the challenge.

Series of tasks to be completed on day 1.

TASK 1

Wear the Diva Cup and share your first impression. Include #Cheerstowomanhood and tag @theDivaCup

TASK 2

Go to Walmart's female hygiene section, find the Diva Cup package that has the clue for task 3.

TASK 3

Go to Copacabana Steakhouse and find Mr. Jules

TASK 4

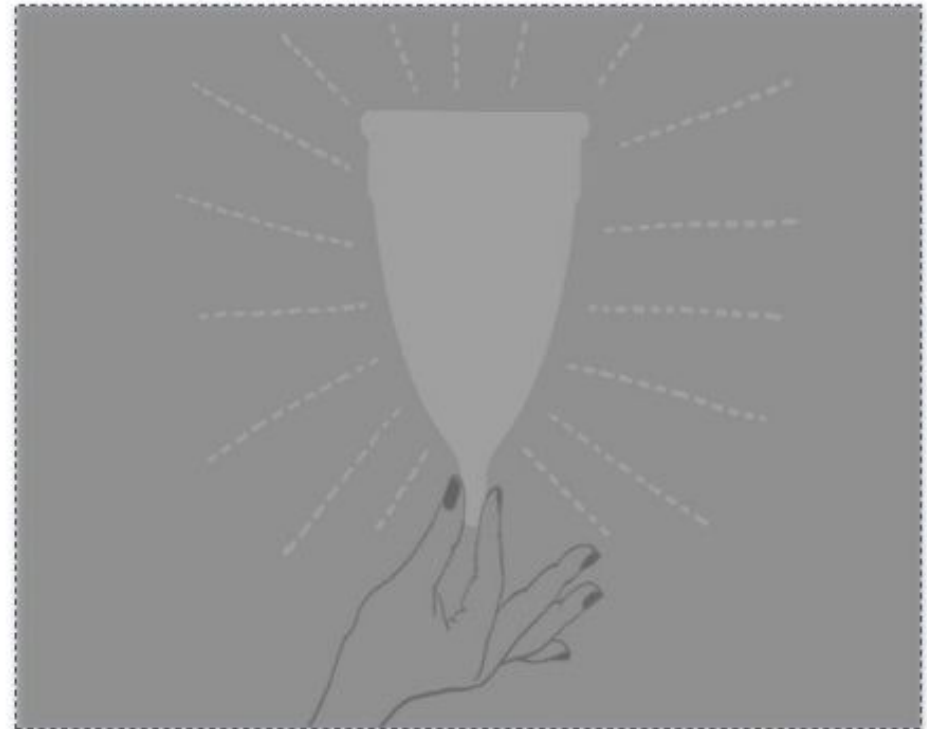
Enjoy lunch at Copacabana.

TASK 5

Review the Diva Cup. Include link to get promo code

AGENDA

- ☐ **PRODUCT SUMMARY**
- ☐ **TARGET AUDIENCE**
- ☐ **CAMPAIGN GOAL**
- ☐ **DISRUPTORS**
- ☐ **INFLUENCERS**
- ☐ **THE CAMPAIGN**
- ☐ **MEASUREMENT PLAN**



PRODUCT SUMMARY



- ☐ Female hygiene product that is used to seal menstrual blood and avoid staining of clothes
- ☐ 12-hour leak-free protection
- ☐ Reusable and eco-friendly
- ☐ The Diva Cup is the only menstrual cup brand allowed to be sold in Canada by Health Canada.

PRODUCT BENEFITS

LESS ODOUR

MAINTAINS BACTERIAL
BALANCE

EASY TO USE

ENGAGE IN SEXUAL
INTERCOURSE



PRICE

\$37.97



PRODUCT USE

Up to 5 years



DURABILITY

Up to 12 hours

ONE-TIME PURCHASE

ECO-FRIENDLY

LESS LEAKS

SAFE AND HYGIENIC

Joanna James

BACKGROUND

Joanna is a young business student who lives alone and works part-time at McDonald's. She has an active lifestyle where she manages work, school and a strict fitness regime which incorporates working out thrice a week and participating in sports.

GOALS

- To excel academically and have a fulfilling career thereafter
- To follow her fitness regime strictly and religiously
- To enjoy an active lifestyle without any worries

PSYCHOGRAPHIC

- Being ambitious and hardworking, Joanna wants to excel in every task she undertakes.
- She is a bright student and often volunteers to help her classmates with homework. Joanna is empathetic and is always ready to help people in need.
- She prefers the outdoors and enjoys activities such as hiking and cycling.
- Nature lover / eco friendly person and is quality conscious and experimental, considerate of her surroundings

BEHAVIOURAL

- Uses sanitary pads for everyday use but switches to tampons for heavy physical activities
- Spends \$50 on tampons and \$20 on sanitary pads on an average per year

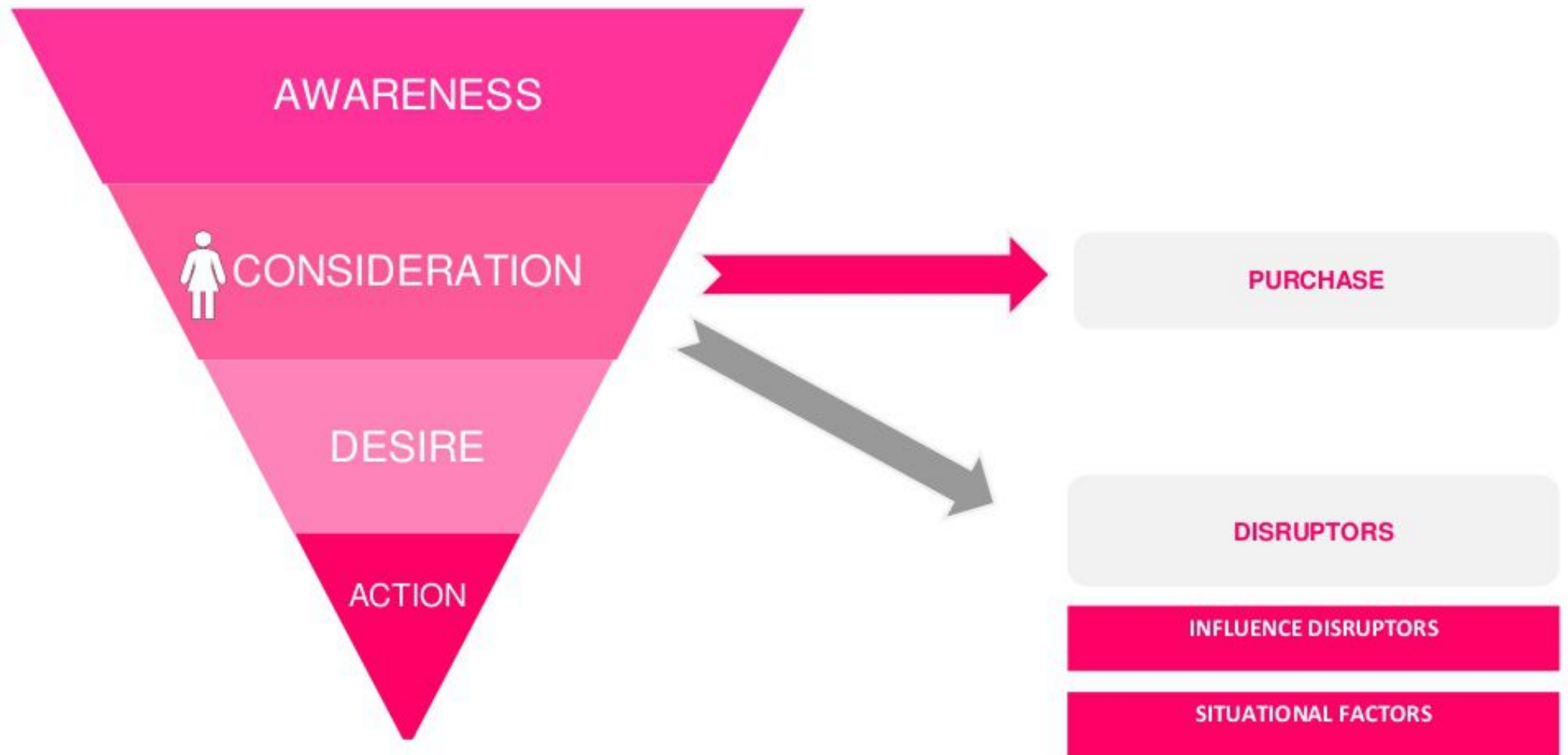
PAIN POINTS

- Period staining is a huge concern while working out and engaging in sports
- Sanitary pads and tampons are uncomfortable
- Tampons don't eliminate the risk of staining
- Both options need to be changed every 3 to 4 hours which does not agree with her lifestyle
- She wants to save money



Age: 24 years old
Status: Committed
Occupation : Student
Income: ~25K annually
📍 Location: Ontario, Canada

CUSTOMER LIFE CYCLE



DISRUPTORS

INFLUENCE DISRUPTORS

Communities: Decision-making for the target audience will be impacted by the micro-influencers with and the micro-community in which the conversation takes place.

A conversation with a close female friend would focus on ease of everyday use, safety, hygiene and maintenance and more intimate issues like usage during intercourse. This would be an in-depth conversation that could result in the target not purchasing.

A conversation with friends and followers on social media would focus on brand image, popularity of product and environmental benefits that would compel the target to purchase.

Groupthink: The target may be influenced by the opinions of others especially if a majority support a certain belief. This can work both ways, negatively if the product is condemned by a large group and positively if the product is accepted and spoken of in a favorable light by the masses. Opinions of technical experts may be ignored in support of what the majority think.

SITUATIONAL FACTORS

Personal Situational Factors: People who have never tried the product have their own reservations about how they feel about the product, particularly with the idea of inserting something inside the vagina. Parental disapproval stamp can also affect the purchase decision.

Emotional Factors: Some women feel insecure about change in personal feminine hygiene products, and purchasing the wrong cup size can trigger a sense of regret.

Life Cycle: At the prepurchase stage of customer life cycle when the customer is researching about various options related to the menstrual cup, negative comments or reviews from different online channels can influence the purchase decision.

INFLUENCERS

THE DIVA CUP USERS



Current users of the Diva Cup following the brand on social media
Willing to share their experience with the product

BLOGGERS/VLOGGERS



Samantha E. Cutler
Instagram: @thefitfatale
Health and Fitness Blogger from Toronto

CAMPAIGN GOALS

**CAMPAIGN
DURATION**



1st May - 28th May 2018

- To get a minimum of 20k people to purchase the Diva Cup through both online and offline methods
- To increase overall weekly sales by 10% using the promo code

PRIZES

Users/Fans of the Diva Cup

All entries will be featured in a short music video to be featured on the brand's social media. Their responses will be turned into a catchy song that will accompany the video. Besides that, 4 lucky women with the most creative pictures will feature in the music video along with popular health, fitness and lifestyle bloggers. The video will air on YouTube on Menstrual Health Day.



PRIZES

Bloggers/Vloggers

- A customized experience that includes a dining voucher, a curated goodie bag and a spa voucher
- Promo codes for her followers
- 3 Diva Cups and Diva hampers that she can give away to any of her followers
- Entries to be featured in a short music video that will be shared on the brand's social media
- 4 lucky winners get to feature in the music video alongside popular bloggers/vloggers



MEASUREMENT

WEEK 1

WEEK 2

WEEK 3

WEEK 4

Event Metrics

- Total Participant entered
- Number of campaign mentions/post
- Participation rate

Engagement from influencers' Post

- Likes
- Comments
- Shares
- Sentiments
- Keywords

Conversion for Sample Promo Deals

- Open Rate
- CTR
- Bounce Rate
- # of Promo Codes used to purchase online

“**#CHEERSTOWOMANHOOD**”



Source Link : <https://www.instagram.com/p/Bebk2p6gy7M/?taken-by=thedivacup>