

A smiling woman with dark skin and short, curly black hair is wearing a bright red, long-sleeved button-down dress. She is holding two white, rectangular soap boxes, one in each hand, raised slightly. She is standing outdoors in a rural setting with a dirt path and lush green vegetation in the background. A teal-colored text box is overlaid on the bottom left of the image.

SOAPBOX

GROUP 10 CAMPAIGN



THE BRAND

WHERE ARE WE?



OUR PRODUCTS

- Quality
- Affordable
- Social Impact

GREAT REVIEWS



Danielle Arnett reviewed SoapBox Soaps –

21 hrs · 🌐

My skin had started to get really itchy and I would get little red, dry patches of skin. I didn't know where they came from or why I was suddenly so itchy, so I was looking for a body wash without parabens and was more natural. I saw some that were natural, but the scents weren't for me. I picked up the Bataua body wash and loved the way it smelled. Paraben-free and cruelty-free? I love that. It smells to me like fruit punch. After the first time using it, my skin stopped itching and those little red patches disappeared. I was amazed! Thank you, thank you for this product! I don't think I will ever go back to using those other body washes.



Karen Wardwell reviewed SoapBox Soaps –

28 November 2016 · 🌐

I just tried this hand soap and I am in love!! I have very sensitive, dry, chapped hands and this feels like heaven! I work in a bakery and wash my hands constantly. I was looking for a soothing and moisturizing hand soap and I finally found one. So glad I did and what a plus that this company gives back! Love it!



👍 Like

💬 Comment

➦ Share



CHALLENGE

A group of young children, likely of Southeast Asian descent, are shown in a close-up shot. They are wearing white school uniforms with blue collars. Several children are holding up small, rectangular cakes decorated with colorful sprinkles. The child in the center is smiling broadly, showing her teeth. The child on the right is looking towards the camera with a neutral expression. The child on the left is also smiling. The background is slightly blurred, showing more children and their arms.

FEEL GOOD.
DO GOOD.

TARGET AUDIENCE

- **Consumers:** female millennials
- **Age group** 30-18
- **Location:** North America, LatAm & EMEA
- **Buying habits:** they look for deals, skin friendly products that smell good and last for long and provide moisturization, they also look for nice packaging

STAKEHOLDERS

- Consumers
- Internal management
- Beneficiaries
- Nonprofit partners around the world
- Distributors (WalMart, Target etc.)



VISION & GOALS

- Increase **revenues** by 2% in Q1
- Increase **awareness** by 10% in Q1
- Increase **engagement** by 150% in Q1 (bonus if online conversion / in-store sales will be increased in 2%)
- To make the content as "**click-worthy**" as possible =)



CAMPAIGN TIMELINE



BEAUTY
TIPS

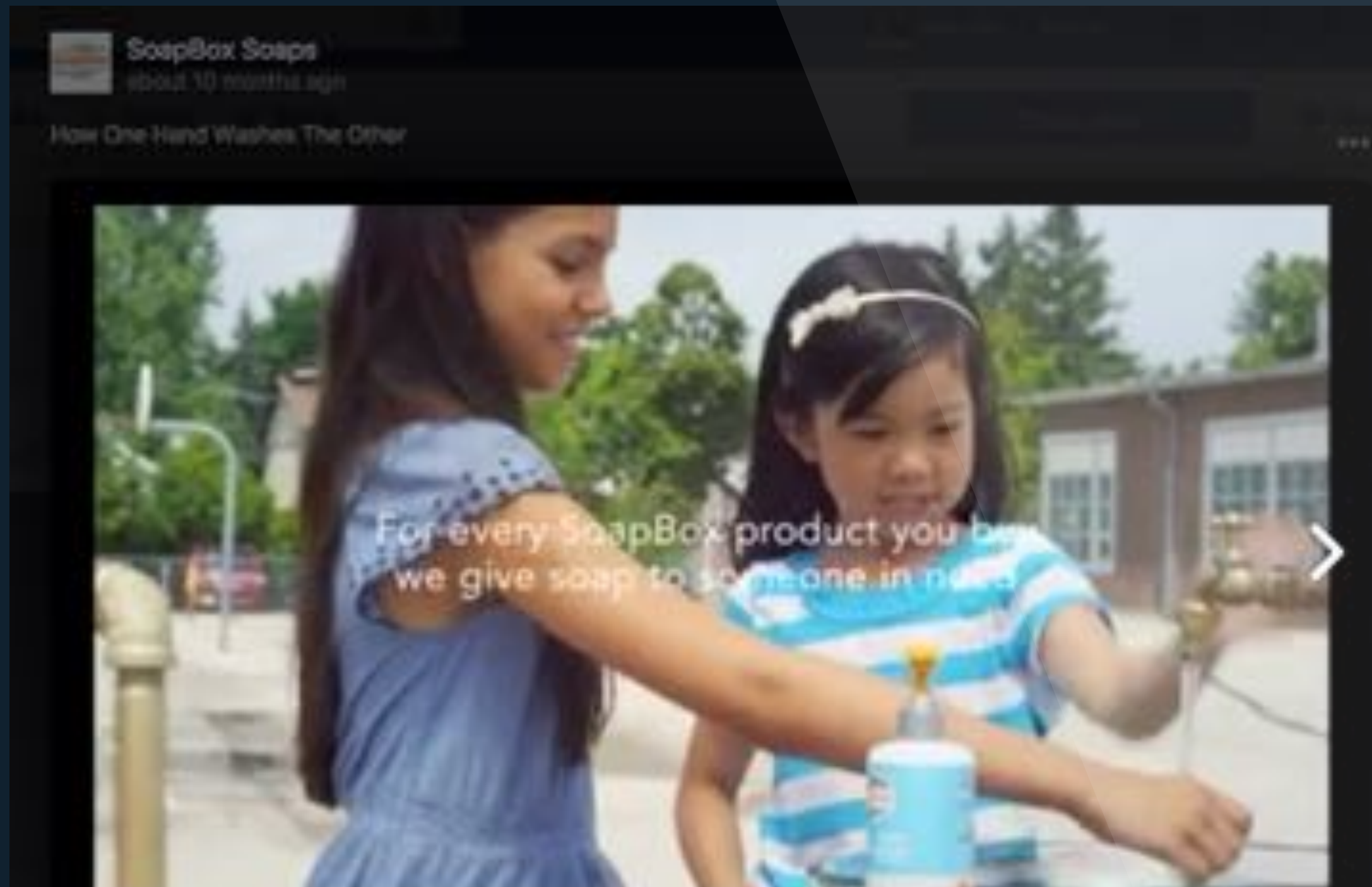
INGREDIENTS

PRODUCT
TEASERS

IMPACT

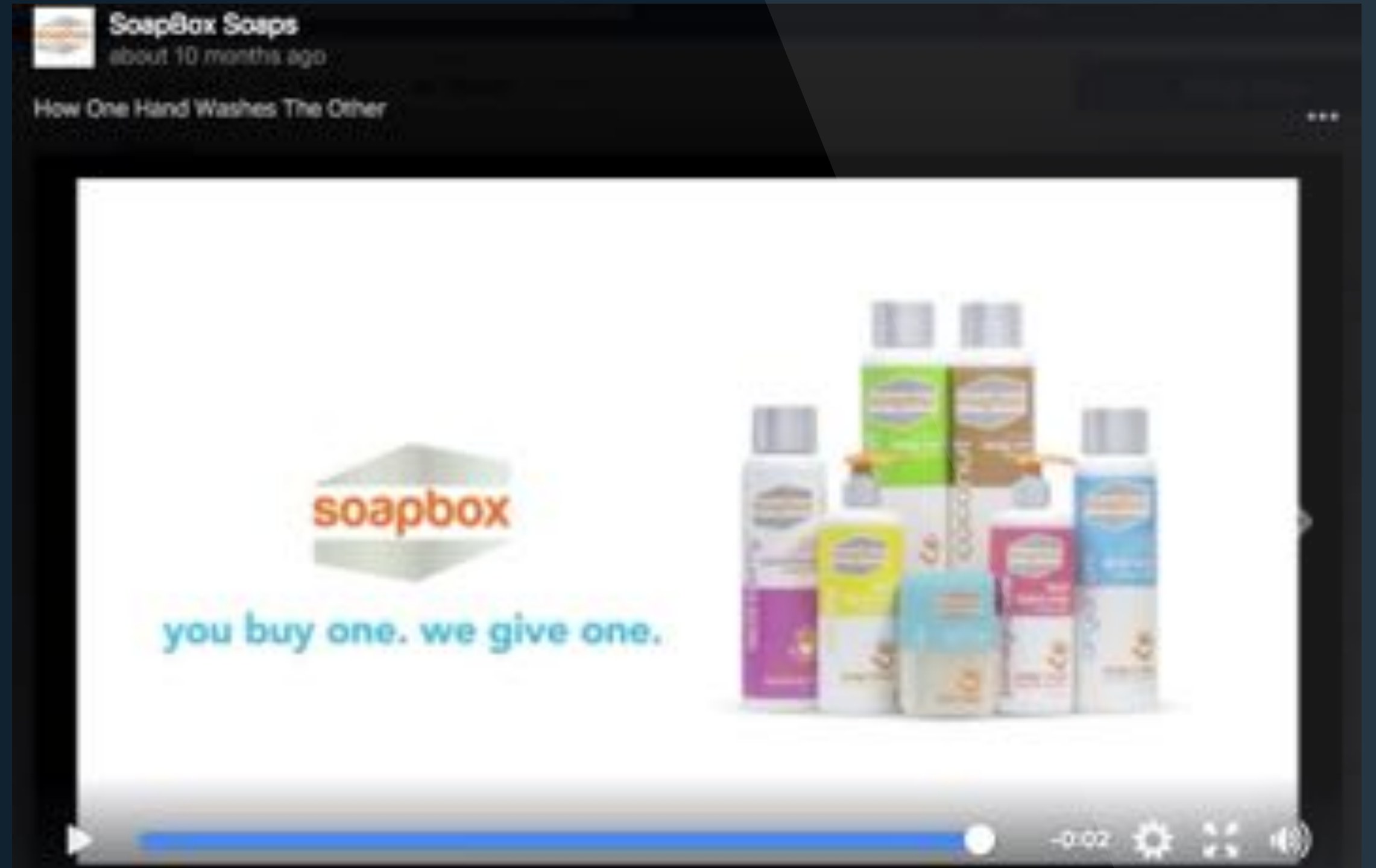
4 weeks

VIDEO INSPIRATION



CHANNELS

- SoapBox & WalMart & influencers:
- Website
- Facebook
- Instagram
- Twitter



**THANK YOU
FOR YOUR ATTENTION!**

Want to help?

Find a WalMart nearby to buy SoapBox products!

**With gratitude,
Group 10**