



## Campaign Strategy

September 11-30, 2023

# Logistics

## CONTENT REVIEW

- [PLEZi TikToks Review](#)

## INFLUENCER OUTREACH

- [PLEZi Influencers](#)

## DROPBOX

## INFO

- [PLEZi TikTok Strategy](#)
- [PLEZi TikTok Timeline](#)
- [PLEZi TikTok Budget](#)
- [PLEZi Brand Love Strategy](#)

Channel	Username
TikTok	@drinkplezi



# Timeline



# Objectives

## Create Buzz

- PLEZi takeover  
(Become a known household brand name- foster community/fan behavior)
- Look what we did, look where we are!  
(Generate curiosity & interest in PLEZi)
- Get hyped  
(Develop into a brand kids & parents alike are stoked about)

## Share the Love

- Talk of the town  
(Get kids & parents talking about & sharing PLEZi)
- Beyond the screen  
(Throw events, create merch, constant seeding)
- Ride or dies  
(Build a loyal community of PLEZi fans)

# Goals & KPI's

- **Followers:** Increase followers to 10K by EOY
- **Likes:** Increase likes by 100% by end of year
- **Influencer:**  
Work with 2-3 paid influencers/mo

Organically seed 120 influencers monthly (20%+);  
40 mentions monthly (30%+)

Budget required:  
\$4,800 shipping + product

- **Giveaways:**  
Run giveaways that correspond with specific campaigns

# Campaigns

## YEZi to Your Flavor

Video series created by content creators showing what their favorite PLEZi flavor says about them.

- Campaign Period: Sept 12-30th
- Campaign announcement post link ([Hunter Blu boost \\$300](#))
  - Red, orange, green & purple teen clothes thrown on bed w/ each corresponding PLEZi flavor to illustrate "YEZi to Your Flavor," messaging
- Giveaway Prize: Month's supply of PLEZi + \$500 gift card to Target
- Seed to 100 kid influencers
  - \$50 Target gift card for 50 kids
  - Other 50 in exchange for product
- Landing page to explain campaign details & goal  
  
Budget: \$5,550  
Prize: \$500  
Influencer: \$2,000  
Giftcards: \$2,500  
Inserts: \$50  
Shipping: \$500

## Tricks, Treats & PLEZi

Halloween themed content series created by content creators.

- Campaign Period: Oct 2-31st
- Campaign announcement post link ([Hunter Blu boost \\$300](#))
- Seed to 100 parent influencers
  - Have parents pass out PLEZi as a tasty treat for Trick or Treat
  - \$50 Walmart gift card for 50 parents
- Landing page to explain campaign ask, details & goal

Budget: \$5,050  
Influencers: \$2,000  
Giftcards: \$2,500  
Inserts: \$50  
Shipping: \$500

## Pass a PLEZi

Holiday themed content series created by content creators showing ways to spread love during the holiday season - for example, passing a PLEZi to a friend!

- Campaign Period: Nov 13-Dec 26
- Campaign announcement post link ([Hunter Blu boost \\$300](#))
- Giveaway Prize - However many kids pass a PLEZi, PLEZi will donate a percentage of sales to the Children's Hospital of Los Angeles (or other kids organization) to spread holiday cheer!
- Seed to 200 kid influencers
  - \$50 Target or Walmart gift card for 50 kids
  - Other 50 in exchange for product
- Landing page to explain campaign details & goal  
  
Budget: \$5,600  
Influencers: \$2,000  
Giftcards: \$2,500  
Inserts: \$100  
Shipping: \$1,000  
Donation Percentage: TBD

# YEZi to Your Flavor



## How it Works

Content series created by content creators showing off PLEZi's flavors.

- What flavor matches your outfit?
- "Try ons"
- "What's in my \_\_\_\_?" videos  
(Lunchbox, Target/ Walmart haul)

Seed to 100 kid influencers

- \$50 Target gift card for 50 kids
- Other 50 in exchange for product

## Consumer CTA:

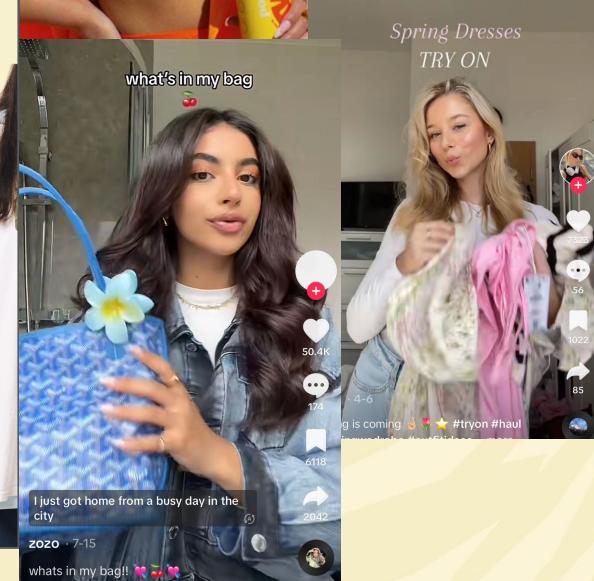
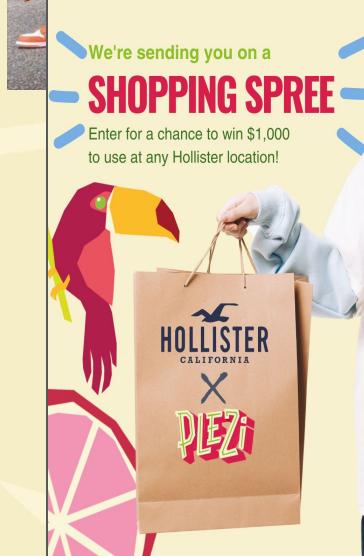
Via TikTok post + a dedicated hashtag, kids will share videos showing off what their favorite PLEZi flavor is!

## Reward

Win month's supply of PLEZi + a \$1,000 Target gift card to PLEZify your wardrobe!

## Why it Works

Highlights PLEZi's 3 delicious flavors while allowing kids to express themselves and get creative, in exchange for a prize they're sure to love. We'll receive fun content, while kids will get involved with the PLEZi brand, increasing reach and creating a stronger community at the same time.



# Treats, Tricks & PLEZi

## How it Works

Content series created by PLEZi Pals + Content Pals showing Halloween themed videos.

- PLEZi inspired healthy Halloween recipes
- Costume ideas
- Halloween crafts

### Consumer CTA:

Seed product to 100 parents to pass out for this year's trick or treat!

- Have parents pass out PLEZi as a tasty treat for Trick or Treat
- \$50 Walmart gift card for 50 parents

## Why it Works

Makes use of a holiday that kids love, without promoting any of the unhealthy aspects of Halloween (sugar overload, anyone?). Treats, Tricks & PLEZi will be a fun way to send PLEZi to our target demo.



I love how this turned out

# TREATS TRICKS

## PLEZi FOREVER 21

Show us your PLEZi-fied costume for a chance to win a \$1,000 gift card to Forever21

# Pass a PLEZi

## How it Works

Holiday themed content series created by content creators showing ways to spread love during the holiday season -for example, passing a PLEZi to a friend!

- Christmas/Hannakuh PLEZi inspired recipes, crafts, outfits, decorations
- Random acts of kindness filter
- Helping parents with chores challenge
- Encouraging a friend
- Free PLEZi hugs - stuffed PLEZi bird that gives out free hugs at events

## Consumer CTA

Along with weekly TikToks tied into the campaign theme, we will ask kids to submit a video of themselves enjoying and then passing a PLEZi off screen, to the next person. With each video collected, we will edit them together to create one long video showing PLEZi passed from person to person, starting with Mrs. Obama!

## Reward

- However many kids pass a PLEZi, PLEZi will donate a percentage of sales to the Children's Hospital of Los Angeles to spread holiday cheer!
- First 100 that submit get a free case of PLEZi

## Why it Works

Encourages kids to share and spread love, while creating a memorable campaign video with a meaningful purpose behind it.



# Calendars

# YEZi To Your Flavor Calendar

Campaign Period: Sept 12-30th

SEP 2023						1	2	
	3	4 <b>Note: Labor Day</b>	5 <b>SELECT KROGER STORES PHOTO CAROUSEL</b>	6 <b>BLOG ANNOUNCEMENT (TBD)</b>	7 <b>YEZI CAMPAIGN POST #1</b>	8	9	
			<b>BACK TO SCHOOL GIVEAWAY CLOSES</b>	<b>BLOG ANNOUNCEMENT (TBD)</b>				
	10	11 <b>MO BACK TO SCHOOL POST (TBD)</b>	12 <b>FLAVOR HIGHLIGHT REEL</b>	13 <b>BACK TO SCHOOL W/ FC (TBD)</b>	14	15	16 <b>KC HIGHLIGHT POST</b>	
			<b>YEZI TO YOUR FLAVOR CAMPAIGN LAUNCHES</b>					
	17	18	19 <b>YEZI TO YOUR FLAVOR GIVEAWAY REMINDER POST</b>	20 <b>EMILY OSTER REEL - Q&amp;A Kickoff + Next Best Option Reel</b>	21 <b>PLEZI SLUSHY ASMR REEL</b>	22	23	
				<b>EMILY OSTER</b>				
	24	25 <b>PLEZI UNBOXING REEL</b>	26	27 <b>EDUCATIONAL GRAPHIC CAROUSEL</b>	28	29	30 <b>YEZI TO YOUR FLAVOR CAMPAIGN closes</b>	

Campaigns/Promos	
<b>Blog</b>	
Email	
Paid Ads	
PR	
Influencers	
Instagram	
TikTok	
Website	
Retail / Events	
Holidays	

<b>Key Dates/Themes</b>
Fall
Johnny Appleseed Day (Sep 26)
Hispanic Heritage Month
<b>Other:</b>
MO Back to School Post
KC Footage

# Tricks, Treats & PLEZi Calendar

Campaign Period: Oct 2-31st

# Pass a PLEZi Calendar

Campaign Period: Nov 13- Dec 26th

NOV 2023										
				1	2	3	4			
	5	6	7	8	9	10	11			
	12	13	14	15	16	17	18			
		PASS A PLEZi LAUNCHES								
	19	20	21	22	23	24	25			
	26	27	28	29	30					
				PASS A PLEZi GIVEAWAY REMINDER POST						

Campaigns/Promos	
Blog	
Email	
Paid Ads	
PR	
Influencers	
Instagram	
TikTok	
Website	
Retail / Events	
Holidays	

Key Dates/Themes
Holiday
National Children's Month
National Education Day (Nov 13)
Thanksgiving (Nov 23)
Black Friday (Nov 24)
Cyber Monday (Nov 27)
National Diabetes Month



A background illustration featuring several large, overlapping leaves in a warm yellow hue. The leaves have prominent veins and a slightly textured appearance, creating a natural and organic feel.

# Influencers

# Always On Influencer

Partner with influencers ongoing and pulse during campaigns and key moments

Focus channels: TikTok, Instagram

Storytelling:

- Testimonials
- Brand Education
- Nutritious Benefits
- How PLEZi makes your day better

Activate various categories with range of each:

- Celebrities
- Macro-Influencers
- Micro-Influencers
- Nano
- Ambassadors
- Creators
- Organic

## On-trend

Celebrities, entertainment, viral content, music

## Mentors

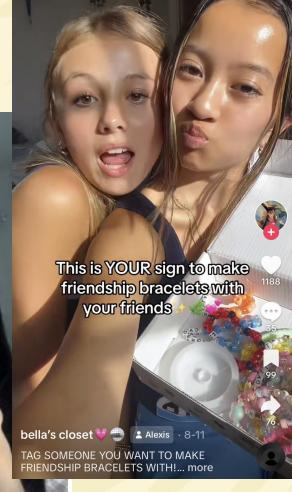
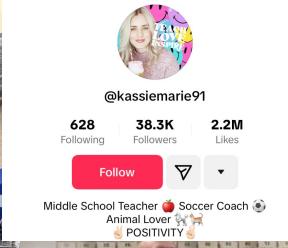
Teachers, coaches, counselors, motivational leads, trusted authorities

## Lifestyle

GRWM, vlogs, day in the life, hobby showcases

## Individuality

Athlete profiles, gamers, artists, fashion, beauty, tech



# PLEZi Pals Ambassador Program

## Plan

- **Engage strong influencers** to become PLEZi Pals TikTok ambassadors through always on submissions page
- **Post about PLEZi consistently** (1-2x/month) with fresh, UGC content
- **Build a nation of PLEZi supporters** that comment, like & engage with the brand
- **Grow visibility & engagement**
- **Foster strong relationships** by including them in mailers, launches & insider exclusives

**Goal: Assemble 40 PLEZi Pals by EOY**

## PLEZi Pal Perks

- Free product at your doorstep every month
- Receive unique code to be shared with others
- Be part of exclusive mailers & PR drops
- Insider access to new launches & initiatives
- Chance to be featured on PLEZi TikTok

## Rules of Engagement

- Share your love of PLEZi with your community with minimum 1 TikTok/month
- Comment, engage, like, share PLEZi TikToks
- Create content for campaign pulses 1x/quarter with rights to use for digital marketing purposes

## Ambassador Guidelines

- Ages 12-17
- 5k-20k followers
- Do not share PLEZi with friends/siblings under 9
- No controversial posts

# Next Steps

## YEZi To Your Flavor

- 9/5
  - Align on Strategy, KPIs & Goals
  - Influencer Outreach Launches
  - Content Creation Begins
  - Content Review
- 9/12 - Campaign Starts
- 9/30 - Campaign Closes

## Tricks, Treats & PLEZi

- 9/5 -Align on Strategy, KPIs & Goals
- 9/11 - Content Creation & Influencer Outreach Begins
- 9/18 - Content Review
- 10/2 - Campaign Starts
- 10/31 - Campaign Closes

## Pass a PLEZi

- 9/5 - Align on Strategy, KPIs & Goals
- 10/2 - Content Creation & Influencer Outreach Begins
- 10/10 - Content Review
- 11/13 - Campaign Starts
- 11/26 - Campaign Closes