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Essential oils

1. Background Summary: Who is the client? What is the product or service? What are the strengths, weaknesses, opportunities and threats (or SWOTs) involved with this product or service? Are there existing research, reports and other documents that help you understand the situation?

* The clients are people who are interested in finding alternative ways than taking medication to help with allergies or common cold or finding a vegan lifestyle. The products are essential oils but from the oil it expands to over the counter natural medication, natural body wash, natural toothpaste, natural body lotion, natural house cleaning supplies. The strengths for these products are that they are chemical free and all-natural plant based, when used topically is take about 3 seconds to enter the blood stream so it works automatically. I don’t see a weakness in these products, and the opportunities that you receive is that the farms that are used to grow the plants are located in the USA and you are able to visit them and see how everything is produce and shipped. The threat for this would be the expense. It is a little pricy but a little goes a long way. Each bottle may come in 5ml up to 15ml and to use topically you only need 5-9 drops and to diffuse in a diffuser about 3 drops. So, a little goes a long way. The research done for these was done a long time ago because modern medicine that we have now first started with plant-based medication. There is also people testimonies with how the oils have changed their lives, including cancer patients who aren’t allowed to take pain killers can turned to essential oils to control pain. Another threat is allergies, people may be allergic to Rose Mary, or eucalyptus.

2. Overview: What is the project? What are we designing and why? Why do we need this project? What’s the opportunity?

* To promote essential oils and give the chance for people to use a more natural way of living. I want to design an advertising webpage. This project would help expand the awareness on natural medicine and non-chemical way of living

3. Drivers: What is our goal for this project? What are we trying to achieve? What is the purpose of our work? What are our top three objectives?

* The goal is to promote these products to anyone and everyone and to give everyone an opportunity to see for themselves how these products can help with people’s daily lives. People may be able to lower the amount of OTC medication taken like Ibuprofen and use oils that are natural pain killers.

4. Audience: Who are we talking to? What do they think of us? Why should they care?

* We are talking to people who may not be able to take OTC medications, people with newborns who want to have their homes chemical free, and to anyone who prefers to not take so much medication and leave that for emergencies only. Some people probably think were extremist who don’t like medicine which isn’t true because I myself want to be a nurse but the more medicine you take the more your body gets immune to it so if you can take something natural in replacement and only use medicine once in a while it’ll help you physiologically and psychologically. They should care because it's their health that we are talking about.

5. Competitors: Who is the competition? What are they telling the audience that we should be telling them? SWOT analysis on them? What differentiates us from them?

* The pharmaceutical companies are the only people who want to push down these ideas because they just want more money in their pockets. They are telling people that the oils don’t work and that it’s all just a scam which isn’t true. We care about people’s health and how they feel not about getting money from them and not worrying about their personal feelings or what they are going through.

6. Tone: How should we be communicating? What adjectives describe the feeling or approach?

* Communication through testimonies and advertising them works best because you get the one on one stories on how theses oils really helped that persons life.

7. Message: What are we saying with this piece exactly? Are the words already developed or do we need to develop them? What do we want audiences to take away?

* We’re saying that these oils can help with your life and health but were not trying to remove medicine completely that would be a ridiculous idea. These products have been utilized by the company for a couple years, it’s up to us to help spread the word.

8. Visuals: Are we developing new images or picking up existing ones? If we are creating them, who/what/where are we photographing or illustrating? And why?

* These images are new and existing ones with information attached to them. The bottles of oils are photographed in a home or wherever you take them. It helps show that these oils can be a part of your everyday life including vacations.

9. Details: Any mandatory information that must be included? List of deliverables? Preconceived ideas? Format parameters? Limitations and restrictions? Timeline, schedule, budget?

* The information that is included is how they can be used (topically, diffused, internally taken) this helps the customer expand the use of the oils. Also, the oil itself has a description of what it is and what benefits it brings.

10. People: Who are we reporting to? Who exactly is approving this work? Who needs to be informed of our progress? By what means?

* We are reporting to the company to receive the products, the company is approving this work. No one needs to be informed this is a partner marketing business.