

# WEEK 6: MEDIA & PR TASK RESULTS

**WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TO TALK ABOUT FUSSY AND ON WHAT CHANNELS?**

Optional. Submit via the Open House site by Weds 18 Oct.



# ALEXIS COOK

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT FUSSY?

I'd create a campaign that would encourage people to discuss the waste their self-care/hygiene products produce and the impact this waste has on the environment. This can be done through an interactive website where users can input the number of deodorant bottles they use in a year and the site will generate an interactive visual story that illustrates the impact on the environment their specific input has produced. This would end by saying how much a typical user could reduce their waste by using Fussy, a call to action (to consider Fussy as an alternative with a discount code perhaps), and an option to share their results/thoughts on their social media channels.

## ON WHAT CHANNELS?

Owned media (the website) would be used for the interactive story aspect. However, to generate buzz about the campaign and lure people to try out the story aspect, paid media (sponsored posts and ad posts with influencers sharing their results and talking about Fussy perhaps) and earned media (on social media) would be used.

## Feedback

*Good consideration of Owned media and social sharing*

# FELICITY NEYME

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT FUSSY?

Conversation: Tap into the plastic pollution issue but shift it to a conversation about the huge volume of cosmetics we own with plastic packaging. Move the war on plastic straws to the war on plastic in cosmetics!

This challenge would encourage people to pile their cosmetics that contain plastic packaging onto the bed and take a photo or video then share it using a hashtag #CutCosmeticsPlastic.

The challenge would be a way to raise awareness of the amount of plastic waste that is generated by the cosmetics industry and to encourage people to switch to more sustainable products.

## ON WHAT CHANNELS?

Instagram and Tik Tok Paid - sustainable influencers like Less Waste Laura but also those at an earlier stage of their conscious consumption journey create content around the amount of plastic they own and what a shock this is when you see it piled on the bed. Owned/ Earned - Set the challenge on own channels and repost both influencer & participant content. Choose a weekly winner for a Fussy subscription. Make it educational by giving top tips on how to cut cosmetics plastics

## Feedback

Encourages participation through UGC, and hits at a core issue Fussy addresses (sustainability). Considers paid owned and earned channels.

# JULIUS TAMRAKAR

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT FUSSY?

Since Christmas is around the corner, I would start the conversation around sustainability and celebrating Christmas with your closed ones. According to GWP Group report in 2022, around 114,000 tonnes of plastic packaging was thrown away and not recycled in the UK during Christmas. And a survey by Yougov indicates that around 73% of Brits get very happy or somewhat happy if they receive a deodorant as a Christmas present. I would create an awareness campaign on the importance smelling good while celebrating Christmas sustainably with your closed ones.

## ON WHAT CHANNELS?

PAID MEDIA: Preroll ads, Influencers, Posters, PR

OWNED MEDIA: Instagram, Youtube channel

EARNED MEDIA: Social media, PR

## Feedback

Ties into Christmas season, making it more timely and urgent.

# RONA WILLIAMS

## WHAT CONVERSATION WOULD YOU CREATE TO GET PEOPLE TALKING ABOUT FUSSY?

I would talk about sustainable packaging through the senses of taste and smell. For this, I would create a partnership with Notpla, an Earthshot prize winning company that makes drinks with edible packaging, and create content and a pop-up event (in well known office locations) with samples of tastes and deodorant smells to increase awareness of the Fussy brand. This would be especially great to happen during World Taste and Smell Day (September 14th) and during Earth Day (22nd April 2024).

## ON WHAT CHANNELS?

Earned media and owned media would be the focus.

Online Display - Social Media

Pop-up event

## Feedback

Unique partnership idea that hits on unusual senses - taste and smell (rather than sight or sound)