

# Strategic Message Planner: Benefit Bombs

## Advertising Goal

To introduce Benefit Bombs as a new product line of Lush bath bombs made with the finest essential oils to benefit the consumer, support charitable organizations and promote environmental awareness through eco-friendly packaging.

## Client: Key Facts:

- Lush is a handmade cosmetics retailer headquartered in Poole, United Kingdom.
- Lush was founded in 1995 by Mark Constantine, a trichologist, and Liz Weir, a beauty therapist.
- Lush produces creams, soaps, shampoos, shower gels, lotions, moisturizers, scrubs, masks and other cosmetics for the face, hair and body using only vegetarian or vegan ingredients.
- Products can be purchased online or in one of Lush's 700 stores in 40 different countries.
- Lush's Ethical Buying team travels worldwide to track the ingredients that go into the products and ensure they are being grown and produced in ethical working conditions while caring for the environment.
- Lush prides itself on its green policy, fresh ingredients, ethical buying, ethical campaigns and charitable giving.

- Lush was named “Best in Business” at the 2014 Observer Ethical Awards, which celebrates the people, organizations and campaigners who make the biggest difference in the fight for environmental justice.
- Lush created its Charity Pot to support grassroots organizations.
- Most of Lush’s products range from about \$10-20.

## **Product: Key Features**

### **What Is the Product?**

- The Benefit Bombs are handmade bath bombs created with essential oils to promote physical and emotional well-being.
- There are three individual bath bombs in the Benefit Bombs product line.
- The Benefit Bombs are made with rose, eucalyptus, peppermint and argan essential oils to promote stress relief, alleviate joint pain and moisturize the body.
- Each of the Benefit Bombs available have unique, fun shapes, including Un-Wine’s rose wine bottle, Cool-Down Lap’s first-place blue ribbon and Baby’s Butt’s cream teddy bear all packaged in eco-friendly bags.
- The Benefit Bombs dissolve in the water into distinct colors and patterns while releasing the essential oils.
- Un-Wine smells of rose, Cool-Down Lap smells of peppermint and Baby’s Butt smells of cocoa butter.
- A package of all three Benefit Bombs can be purchased for \$22.95; individual bombs are sold for \$8.95.

- Fifty percent of the Benefit Bombs profit will go toward Lush's Charity Pot.

### **What Is the Purpose of the Product?**

- Unlike Benefit Bombs, Lush's regular bath bombs are only used to turn the water exciting colors and release good scents.
- Lush created the Benefit Bombs to expand the idea of the bath bomb from only being used as a fun product to also having a purpose through the use of essential oils.
- The Un-Wine bath bomb is used to de-stress and unwind after a long day.
- The Cool-Down Lap bath bomb helps relieve sore muscles and alleviate joint pain after a workout.
- The Baby's Butt bath bomb works to moisturize skin leaving it feeling like you were born yesterday.
- The eco-friendly packaging can be recycled as a scarf, headband, drawstring bag, tea towel or for wrapping a gift.

### **What Is the Product Made of?**

- All the Benefit Bombs are made from all-natural, organic and fresh ingredients including baking soda, citric acid, corn starch, epsom salts, water and essential oils.
- Un-Wine uses rose (rosa damascena) essential oils.

- Cool-Down Lap is filled with eucalyptus (eucalyptus globulus) and peppermint (mentha) essential oils.
- Baby's Butt is made with argan (argania) essential oils.

### **Who and What Made the Product?**

- Trained compounders hand-make all the Benefit Bombs in Lush's facilities.
- Benefit Bombs are tested on human volunteers and not tested on animals.
- Lush's Ethical Buying team works to find local sources of ingredients within different communities in the United Kingdom, but when this isn't possible, it travels worldwide to visit potential suppliers and trace the ingredients from plant to harvest.
- All the ingredients are mixed together and pressed into its specific mold.
- The Benefit Bombs will be sold online and in Lush's 700 stores in 40 different countries.

### **Target Audience: Demographics and Psychographics**

The target audience for this ad is women ages 16 to 22 who live busy lifestyles and want to unwind after a long day. They are high school and college students who are active, stressed and want to take care of their skin. The target audience is assertive, energetic and optimistic. They are looking for easy and effective ways to care for themselves and live a socially responsible lifestyle.

The average age of the target audience is 19. Its members come from medium- to high-income households. Most of them live in urban and suburban areas with their parents or on or near college campuses. Although some have jobs, they are still typically dependent on their parents for the majority of their income. Most of these women are not married and do not have children, so they are buying body care products for themselves. Seventy percent of the target audience considers shopping to be entertainment and looks for a fun shopping experience.

Millennial women respond well to content that is extremely targeted toward their needs. The target audience makes up a substantial number of users on social media, specifically Snapchat, Instagram and Pinterest. They are looking to create photo- or video-worthy content to share.

The target audience understands the Benefit Bombs are not guaranteed to heal their ailments but promote their overall well-being. They are more interested in the idea of essential oils elevating their mood. Also, the unique bath bombs will appeal to their need to set trends and share their experience across social media.

Most members of the target audience are regular Lush customers. They enjoy the novelty of Lush products, the brand's continuing efforts to promote social change and its environmentally conscious attitude. Young women are loyal to brands. There is a 69 percent chance they will buy another product from the same brand.

## **Product Benefits**

- The Baby's Butt bomb contains moisturizing ingredients like argan: You'll have hydrated, luminous and beautiful skin.
- The Un-Wine bomb contains rose oil: You will reduce stress and anxiety.
- The Cool Down Lap bomb contains eucalyptus and peppermint oil: You'll relieve joint and muscle pain after strenuous workouts.
- All of the Benefit Bombs are packaged in eco-friendly knot-wraps: You will benefit the environment while enjoying a relaxing bath.
- Fifty percent of the Benefit Bombs profit will go toward Lush's Charity Pot: You'll feel good knowing you're supporting grassroots organizations while benefiting your body.

## **Direct Competitors and Brand Image**

Direct competitors are other cosmetics and skin care retailers:

- The Body Shop: Founded more than 40 years ago, this brand is a pioneer in the natural cosmetics industry. The company also pushes campaigns against animal testing and protecting the environment. However, the target audience was either children or not alive at the height of these movements. They are not as familiar with the brand as they are with our company's ethical practices.

- Bath and Body Works: Bath and Body Works focuses on implementing their unique scents into products such as fragrant body care and 3-wick candles. Bath and Body Works uses synthetic fragrances and does not use organic ingredients.
- Sephora: Sephora features more than 300 brands along with its private label. It offers beauty products including makeup, body, fragrance, skincare and haircare. Sephora is more well known for its makeup brands instead of bath products.
- Ulta Beauty: Ulta Beauty is a beauty store carrying women's and men's fragrances, cosmetic and skincare brands and haircare products. The majority of Ulta Beauty stores have hair salons. It focuses more on beauty products such as makeup and hair care while the few bath products are a last-minute pickup at the register.

### **Indirect Competitors and Brand Images**

- Essential oil distributors: Many companies distribute essential oils and essential oil blends. These oils are typically used topically or in a diffuser. Many people find it difficult to keep up with an essential oil routine.
- Taking showers: Taking showers is an easy and quick way to get clean. Taking showers is more common than taking a bath. Bath bombs cannot be used in the shower.

### **Product Brand Image**

- Current brand image: Benefit Bombs are new and do not have a well-known brand image.
- Desired brand image: Benefit Bombs are environmentally friendly, socially responsible and made to benefit its customers' well-being through the use of essential oils.
- Brand image challenge: Lush is known as a more expensive brand in a saturated market of beauty and skin care products. Most consumers are not aware the higher prices are due to Lush's charitable involvement.

### **Strategic Message: The Promise**

The Benefit Bombs contain natural ingredients that will benefit your body through the use of essential oils while 50 percent of the proceeds support grassroots organizations.

### **Supporting Evidence: The Proof**

- Lush was named "Best in Business" at the 2014 Observer Ethical Awards. It has been recognized for its environmental and social justice efforts.
- Lush founder, Mark Constantine, is a trichologist.
- The Benefit Bombs use all-natural essential oils from around the world.
- The Benefit Bombs come in three different scents and uses.



# DROP THE BOMB.

A hand is shown holding a round, blue bath bomb just above a surface of water. The water is a vibrant blue and has several bubbles and ripples, suggesting the bath bomb has just been dropped or is about to be. The background is a solid, bright blue.

**LUSH** FRESH  
HANDMADE  
COSMETICS

## **BENEFIT BOMBS**

**GET MORE OUT OF YOUR BATH BOMB. LUSH'S NEW BENEFIT BOMBS ARE HANDMADE WITH ESSENTIAL OILS TO PROMOTE YOUR WELL-BEING WHILE ALSO PROMOTING CHARITABLE GIVING AND ENVIRONMENTAL EFFORTS. EACH OF THE THREE BENEFIT BOMBS ARE INFUSED WITH THE ESSENTIAL OILS NEEDED TO BENEFIT YOUR JOINTS, SKIN AND MIND AFTER YOUR LONG DAY. CAPITALIZE ON YOUR BATH TIME WITH ONE OF LUSH'S BENEFIT BOMBS BECAUSE YOU DESERVE IT.**

