

INTEGRATED MARKETING COMMUNICATIONS MEDIA PLAN

Assessment 1

MKT 6A5: Global Media Management

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Module Leader: Nessa Adams

The logo for 'L'Elixir' is displayed in a blue serif font. The 'L' is a large, bold capital. The 'E' is a large capital with a small apostrophe to its upper left. The 'li' is in lowercase, with the 'i' having a dot. The 'x' is a lowercase capital. The 'ir' is in lowercase, with the 'r' having a dot. The entire logo is set against a white rectangular background.

L'Elixir

TABLE OF CONTENTS

1. Situational Analysis

1.1 Competitive Analysis

1.2 Survey

2. Client Brief

2.1 Target Audience

2.2 Customer Profile

3. L'Elixir

3.1 Name and Logo

3.2 Slogan and Message

3.3 Product Range

4. Media Strategy

4.1 Objectives

4.2 Channels

4.3 Timeline

4.4 Budget

5. Recommendations

6. References

7. Appendices

1. SITUATIONAL ANALYSIS

1.1. COMPETITIVE ANALYSIS: PERCEPTUAL MAP



1.2 SURVEY RESULTS

18 Questions, 36 Respondents

- ▶ 100% of respondents are interested in using skincare products containing natural ingredients
- ▶ 88.89% of respondents would you purchase products from a skincare line that was one of the few skincare lines to combine luxury and natural ingredients from around the world
- ▶ 72.23% of respondents are willing to spend £40 or less for a premium skincare product
- ▶ 69.44% of respondents would be willing to spend more money on a premium natural skincare product in comparison to a drugstore brand

2. CLIENT BRIEF

ORIGINAL

Aim

Introduce a new natural skincare brand on the UK market

Objective

Create visibility and a strong customer loyalty among a certain segment of customers

Positioning

Natural skincare meets luxury
Premium brand not excessively overpriced

Values

Luxury
Quality
Natural
Ethical

SUGGESTIONS

Target Millennials

**New approach of Emotional
appeal**

2.1 TARGET AUDIENCE

- ▶ **Millennials:**
- ▶ Age: 18-34 years
- ▶ Interested in natural organic and doctor-branded beauty products
- ▶ Follow clear label or transparency trend
- ▶ Lower incomes, so price as key driver for purchase
- ▶ More likely to research products and make decisions with help of **technology** and **social media**
- ▶ Interested in immediate results and trying new product lines
- ▶ Visit physical and online stores to get best deals (e.g. through coupon codes etc.)



Belch and Belch, 2014
FBIC, 2016

2.2 CUSTOMER PROFILE

- ▶ Gender: Female
- ▶ Age: 24
- ▶ Profession: Entry level position in her PR-career
- ▶ Salary: annually £36.000
- ▶ Lifestyle:

Social butterfly, enjoys going out on weekends, active on social media, likes luxury skincare, high novelty-seeking behaviour, selfie-ready, prefers natural products, follows bloggers and influencers



3. L'ELIXIR

3.1 NAME AND LOGO

Names:

1. Eden
2. Immaculé

3. L'Elixir: "Potion (Elixir)" in English translated into French

- **Blue Ombre:** Beneficial to mind/body, tranquillity, and calmness
- **Light blue:** Peace and serenity



L'Elixir

3.2 SLOGAN AND MESSAGE

Slogan:

“All natural, yet so magical.”

Message:

"One of the few skincare lines that combines luxury and natural ingredients from around the world."

Several thin, white, parallel diagonal lines are positioned in the bottom right corner of the slide, extending from the right edge towards the center.

3.3 PRODUCT RANGE

Product lines for: *dry, normal and oily skin*

- Cleanser
- Scrub
- Face Masks
- Moisturising Creams

Values:

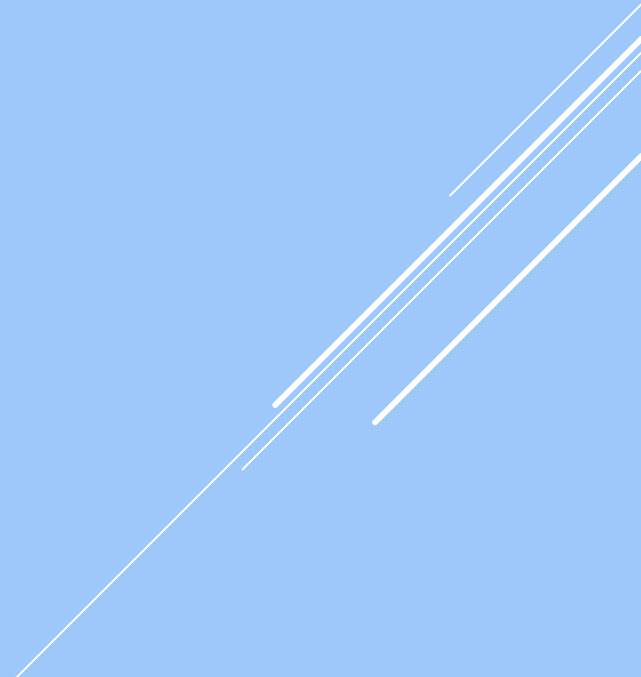
- **Packaging:** Glass because of Recycling Issues
- Natural ingredients from **sustainably** derived elements from all over the world



4. MEDIA STRATEGY

4.1 OBJECTIVES

By the end of week 8:

- ▶ Gain 50,000 Facebook followers
 - ▶ Gain 500,000 Instagram followers
 - ▶ 1 million unique users online
 - ▶ Increase brand awareness by 70%
- 
- Several thin, parallel white lines of varying lengths and orientations are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

4.2 CHANNELS

SEARCH ENGINE OPTIMIZATION



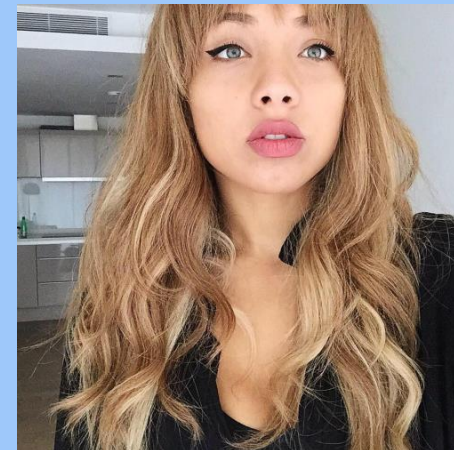
SOCIAL MEDIA ADVERTISEMENTS



MAGAZINES

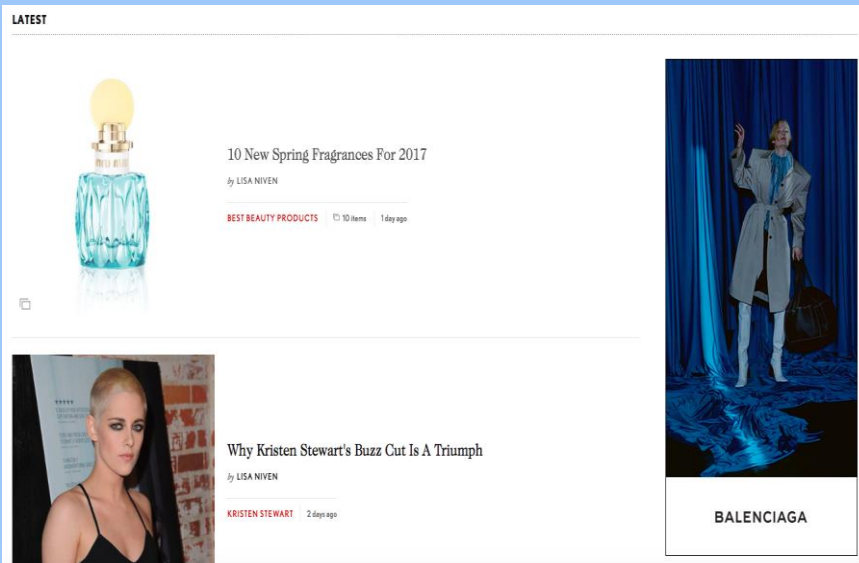
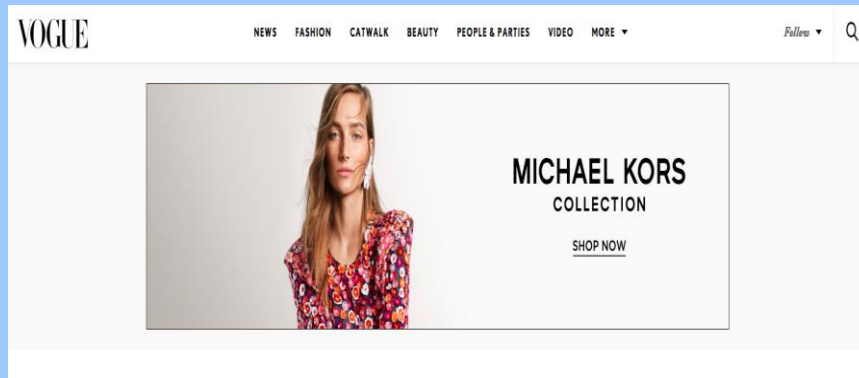
VOGUE
VANITY FAIR COSMOPOLITAN

INFLUENCERS

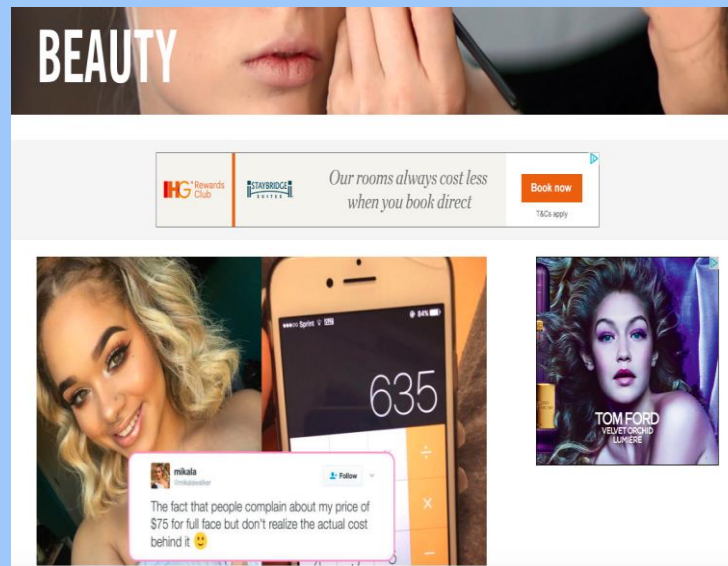
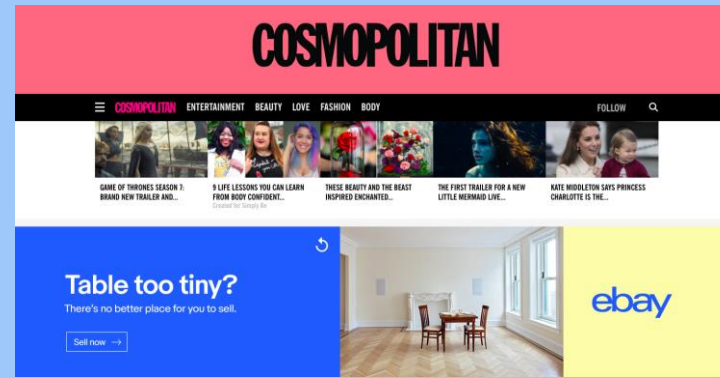


4.2 CHANNELS: MAGAZINES

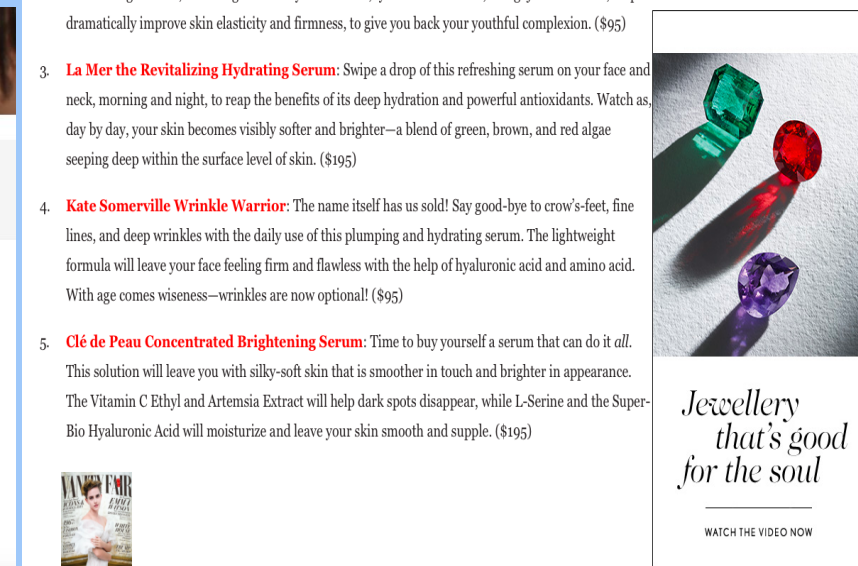
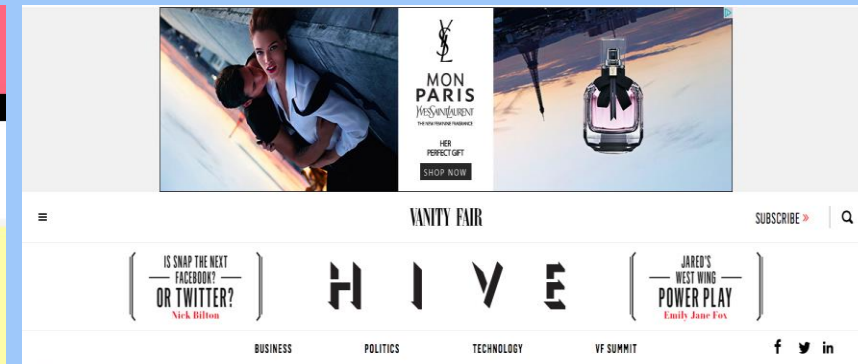
Vogue.co.uk:



Cosmopolitan.co.uk:



VanityFair.com:



(VOGUE, 2016), (Cosmopolitan, 2016), (Vanity Fair, 2016)

4.2 CHANNELS: SOCIAL MEDIA ADVERTISEMENTS

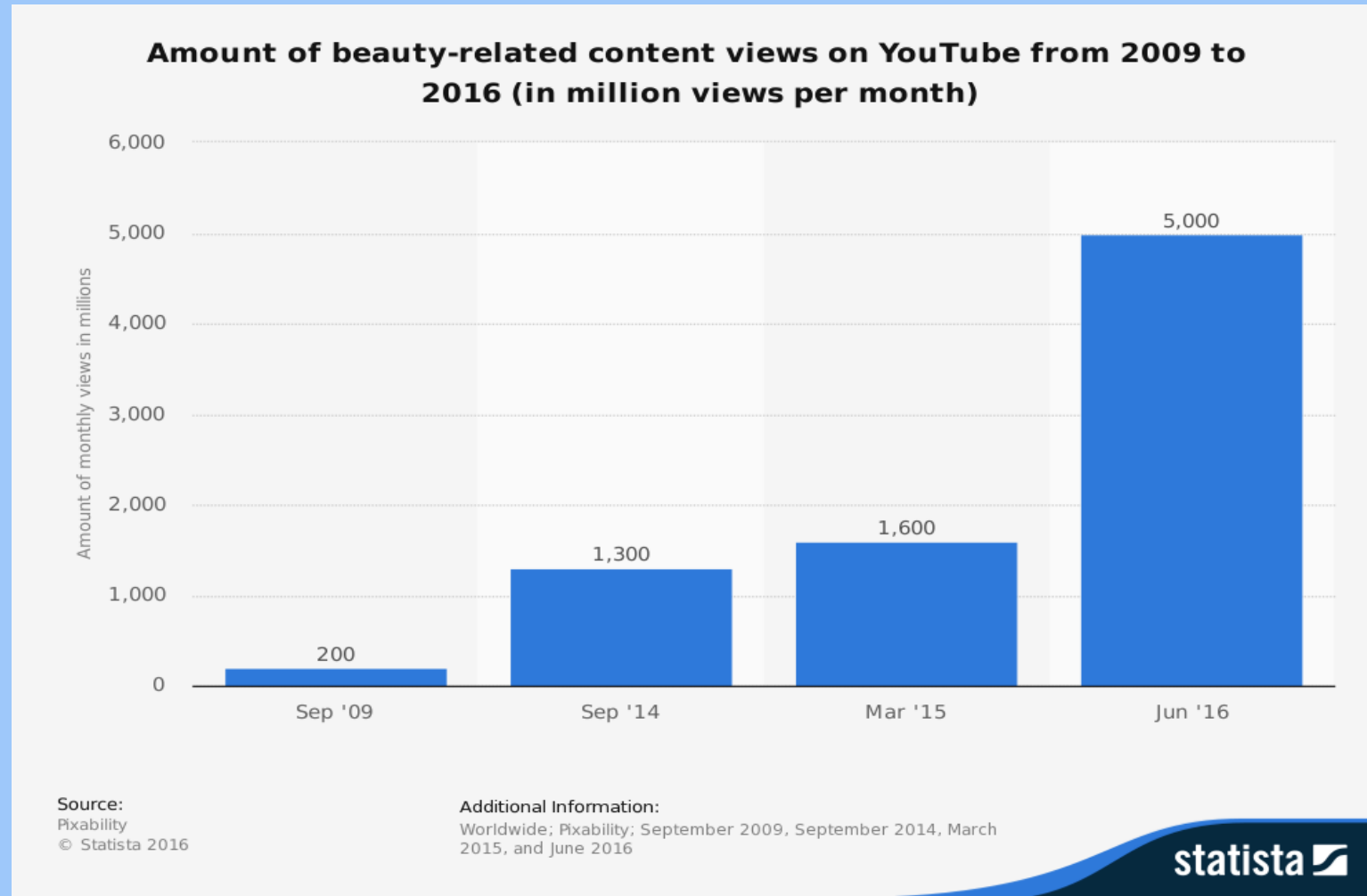
Facebook's multi-platform reach in July 2016 among Millennials was a staggering 90.2% and keeps its audience engaged for much longer

Optimal time to post and share on Facebook:

UK 	
Shares	8pm – 10pm
Clicks	8pm – 10pm

4.2 CHANNELS: SOCIAL MEDIA ADVERTISEMENTS

43% of 16-24-year-old women watch Youtube beauty and personal care videos



4.2 CHANNELS: INFLUENCERS

63% of beauty and personal care online YouTube viewers feel beauty tutorials and advice online is helpful

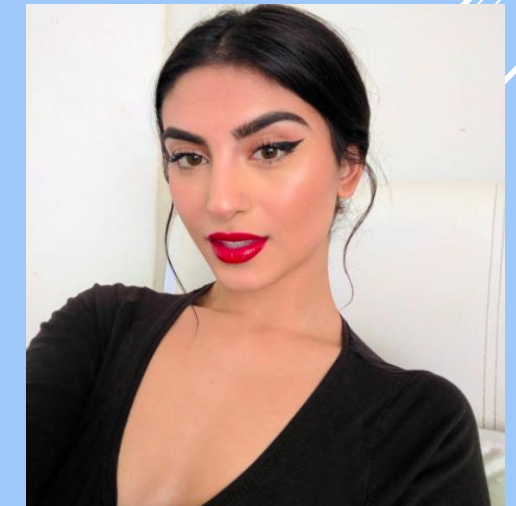
Main influencer: **Samantha Maria** (*thebeautycrush*)

- 26 years old fashion and beauty blogger
- Based in London
- 1.8m YouTube subscribers, 587k followers on Instagram, 24k followers on Facebook



Deniz: (*DenizGoksen*)

- 18 years old fashion and beauty blogger
- Based in London
- 32k YouTube subscribers, 216k followers on Instagram



4.2 CHANNELS: INFLUENCERS

62.86% of respondents agreed that they would purchase a product based on a recommendation from a Youtube Beauty Blogger

Estée Lalonde: (*Essiebutton*)

- 27 years old lifestyle and beauty blogger
- Based in London
- 1.18m YouTube subscribers, 711k followers on Instagram, 65k followers on Facebook



Alice: (*Alicext*)

- 19 years old beauty blogger
- Based in London
- 42k YouTube subscribers, 175k followers on Instagram



4.2 CHANNELS: BRAND AMBASSADOR

Samantha Maria	1,826,369 Subscribers 1.8m Youtube subscribers, 587k followers on Instagram, 24k followers on Facebook	£500,000.00
Denizgoksen	500,000+ followers, Avg. 10,000 likes	£7,000.00
Essiebutton	500,000+ followers, Avg. 10,000 likes	£7,000.00
Alicext	500,000+ followers, Avg. 10,000 likes	£7,000.00

4.3 ADVERTISING AND SEO TIMELINE

Google SEO (pulsing)							
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
Facebook (pulsing)							
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
Youtube (pulsing)							
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8

4.3 MEDIA TIMELINE

Cosmopolitan.co.uk (continuity)							
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
VanityFair.com (flighting)							
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
VOGUE.co.uk (pulsing)							
WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8

4.4 BUDGET

Online Media Plan:

VOGUE.co.uk	Roadblock (leaderboard, double skyscraper, MPU) and E-Mail Newsletter	£159,420.00
Cosmopolitan.co.uk	Homepage takeover for 8 weeks	£73,920.00
VanityFair.com	Homepage takeover for 4 weeks	£80,000

Offline Media Plan:

VOGUE UK	½ page print ad in April issue	£14,530.00
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(VOGUE, 2016), (Cosmopolitan, 2016), (Vanity Fair, 2016)

4.4 BUDGET

We will be focusing on Peak Times for Search Engine Optimisation on Google and Youtube Ads

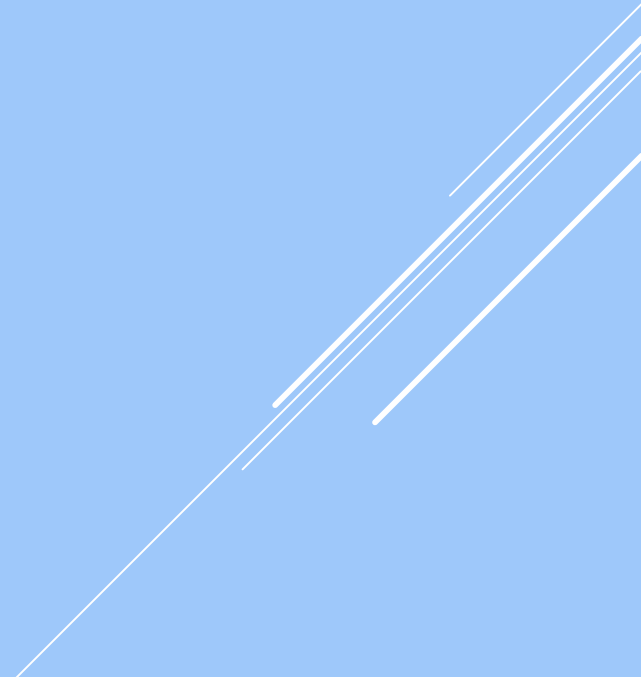
Peak:

Google SEO	20,000,000 impressions	£200,000.00
Facebook Ad	20,000,000 impressions	£200,000.00
Youtube Ad	10,000,000 impressions	£100,000.00

Off-Peak:

Google SEO	10,000,000 impressions	£50,000.00
Youtube Ad	10,000,000 impressions	£50,000.00
Facebook Ad	10,000,000 impressions	£50,000.00

5. RECOMMENDATIONS

- ▶ Establish a loyalty rewards program and e-mail newsletter system
 - ▶ Target Generation X with anti-aging products
 - ▶ Create a men's line in the future
 - ▶ Open a flagship store in London
- 
- A series of white diagonal lines of varying lengths and thicknesses are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

6. REFERENCES

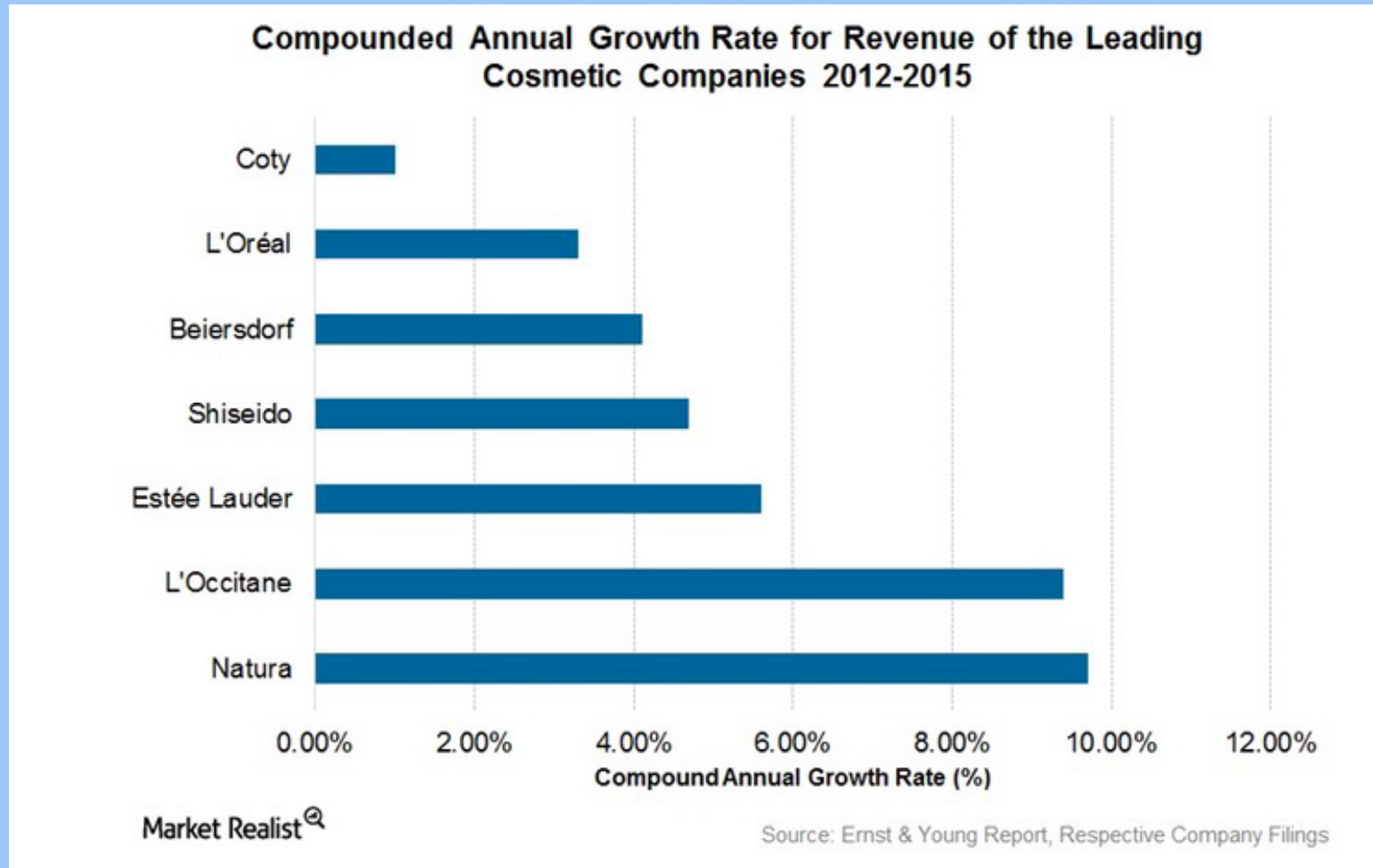
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In-text citation: WWD, 2016

7. APPENDICES

Appendix 1: Competitive Analysis



(Market Realist, 2015)

Appendix 1: Competitive Analysis

Competitors' Pricing	Kiehl's	Clinique	Origins	Estee Lauder
Moisturiser	£25-45	£18-£42	£24-37, exceptions: £60	£25-140, Exception: £255
Face Mask	£30	£23-£32	£24-37, exceptions: £5	£22-104
Scrub	£25-45	£15-26 Exception: £37	£15-26	£36
Anti-aging cream	£50-60	£40-£58	£48-52	£40-58
Eye cream	£20-30	£22-£54	£25-35	£30-55, Exception: £240
Serum	£40-50	£38-£52, Exception: £95-£112	£45-64	£47-88, Exception: £106

Kiehl's 2017, Clinique 2017, Origins 2017, Estee Lauder 2017

Appendix 1: Competitive Analysis

Marketing Campaigns

Origins:

- ▶ Marketed anti-aging creams to millennials through embracing quarter life crisis
- ▶ Nearly all-digital campaign, focused on Influencers on Facebook: “Original Skin Renewal Serum” (Price; 40\$)
- ▶ Campaign: Millennials take many selfies and use social media, so they launched an app that embellish their selfies with illustrations,
- ▶ Brand's merchandising through Sephora with influencers
- ▶ Pre-rolled ads on YOUTUBE and influencers' product reviews

(Origins, 2017), (Digiday, 2015)

Estee Lauder: Edit

- ▶ Launched a new line for millennials: using a social-media heavy campaign, campaigners went to Universities to promote the new line
- ▶ Influencers are also part of the marketing campaign: such as Kendall Jenner, Irene Kim

(WWD, 2016)

Appendix 1: Competitive Analysis

Marketing Campaign

Kiehl's:

- Target market: young adults (30-45), both men and women, middle to upper class living in big cities
- Men skincare products ranges, strong masculinity design in the packaging, males now make up nearly 50% of Kiehl's current customers
- Unique stores concept: offer a unique experience with customized services to create trust with customers and build long-term relationships
- Products based on natural ingredients (no chemical) to create effective and create treatments that have strong botanical influence. Kiehl's has a strong pharmaceutical experience

Don't use celebrity endorsement, TV ads, newspapers, fashion magazines. Focus on **social media, word-of-mouth** and **in-store advertising**

- Digital marketing: electronic newsletters, promotions to email subscribers, exclusive offers via SMS marketing
Online activities: geo-targeting service, mobile video advertising, mobile store, QR codes...
Informal and personalized Facebook communication for a direct and localized contact with customers
- In-store activities: digital signage, attractive window display, distribute a lot generous samples to prove the effectiveness of the products > the brand uses customers as marketing tools)
- Involvement in charity, communities and support of different causes: **cause-related form of marketing**
Eg: "Kiehl's Grow" is an engaging campaign that has environmental based roots > the brand joined with the "Global Environment Center" to bring them awareness and support the organization
- **Engage consumers** in activities sponsored by the brand: "Recycle and be rewarded" where customers are rewarded to bringing back empty bottles to be recycled

(Wordpress, 2013)

Appendix 1: Competitive Analysis

Marketing Campaign

Clinique:

Target market:

- Men and Women over 30 years old concerned with the signs of aging
 - Men and Women between 18-25 concerned with acne, imperfections...
- Middle to upper class living in urban/suburban areas

Segmentation according to individual needs, skin types, ages

Mission Statement: being the most trusted prestige beauty brand in the world with authority in **Dermatological Skincare**

Products are all dermatologists created, allergy tested, 100% fragrance free and salesperson are required to wear uniforms to look like dermatologists
Original concept of "Simple 3-step routine"

Extremely active on social media to attract Millennials

(Davis, J.M, 2013)

Appendix 2: Survey Results

Q1 - Do you like this logo?

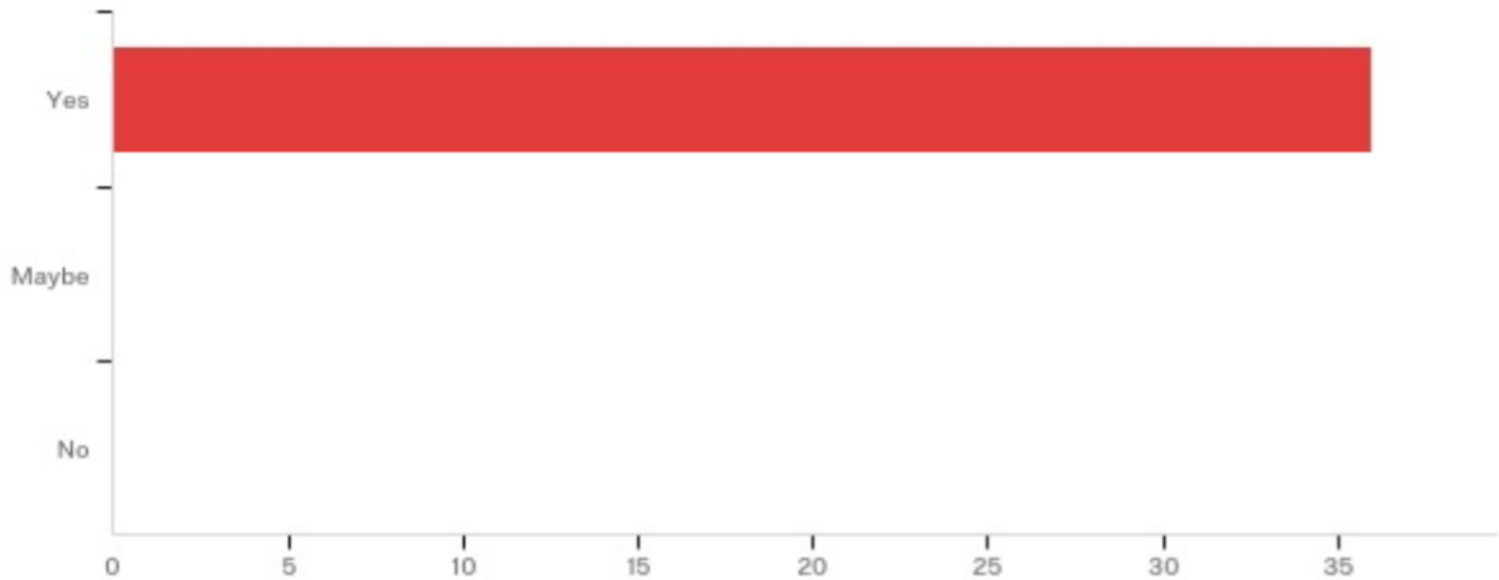
#	Answer	%	Count
1	Yes	47.22%	17
2	Maybe	30.56%	11
3	No	22.22%	8
	Total	100%	36

Q2 - If you said no, to the previous question, please suggest as to how it could be improved:

Darker hombre of blue	Its very light and hard to read
It's a little blurry maybe a darker more bold color choice or add an outline stroke or glow	Not clear, colour could be brighter
Make clear and crisp	Make it bold

Appendix 2: Survey Results

Q3 - Are you interested in using skincare products that contain natural ingredients?



#	Answer	%	Count
1	Yes	100.00%	36
2	Maybe	0.00%	0
3	No	0.00%	0
	Total	100%	36

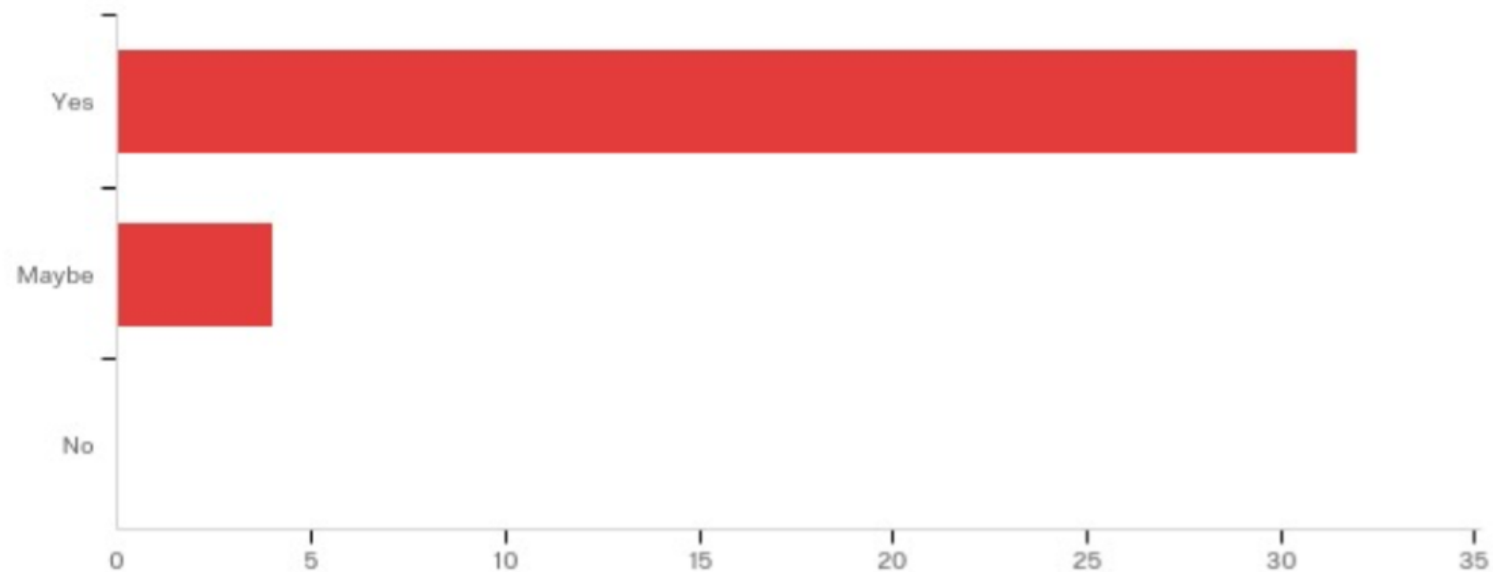
Appendix 2: Survey Results

Q4 - How would you rate the following slogan? L'Elixir: All natural, yet so magical

#	Answer	%	Count
1	1 (Bad)	2.78%	1
2	2	0.00%	0
3	3	8.33%	3
4	4	8.33%	3
5	5	13.89%	5
6	6	11.11%	4
7	7	25.00%	9
8	8	16.67%	6
9	9	11.11%	4
10	10 (Great)	2.78%	1
	Total	100%	36

Appendix 2: Survey Results

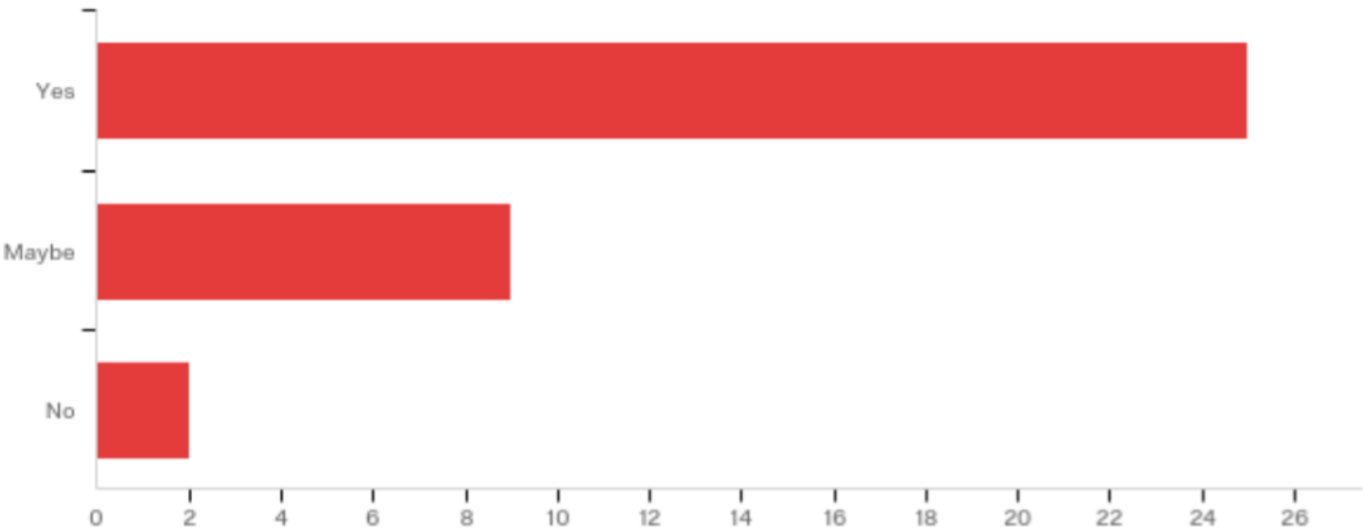
Q5 - Would you purchase products from a skincare line that was one of the few skincare lines to combine luxury and natural ingredients from around the world?



#	Answer	%	Count
1	Yes	88.89%	32
2	Maybe	11.11%	4
3	No	0.00%	0
	Total	100%	36

Appendix 2: Survey Results

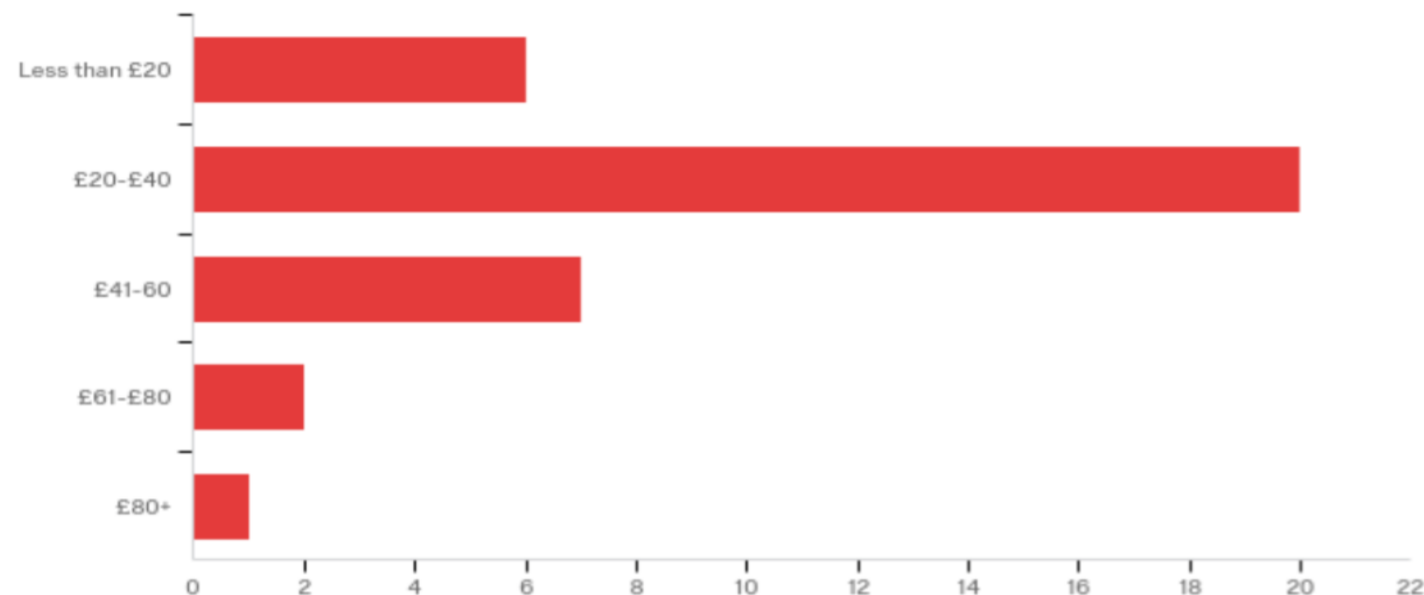
Q6 - Would you be willing to spend more money on a premium natural skincare product in comparison to a drugstore brand?



#	Answer	%	Count
1	Yes	69.44%	25
2	Maybe	25.00%	9
3	No	5.56%	2
	Total	100%	36

Appendix 2: Survey Results

Q7 - How much would you be willing to spend on a premium natural skincare product?



#	Answer	%	Count
1	Less than £20	16.67%	6
2	£20-£40	55.56%	20
3	£41-60	19.44%	7
4	£61-£80	5.56%	2
5	£80+	2.78%	1
	Total	100%	36

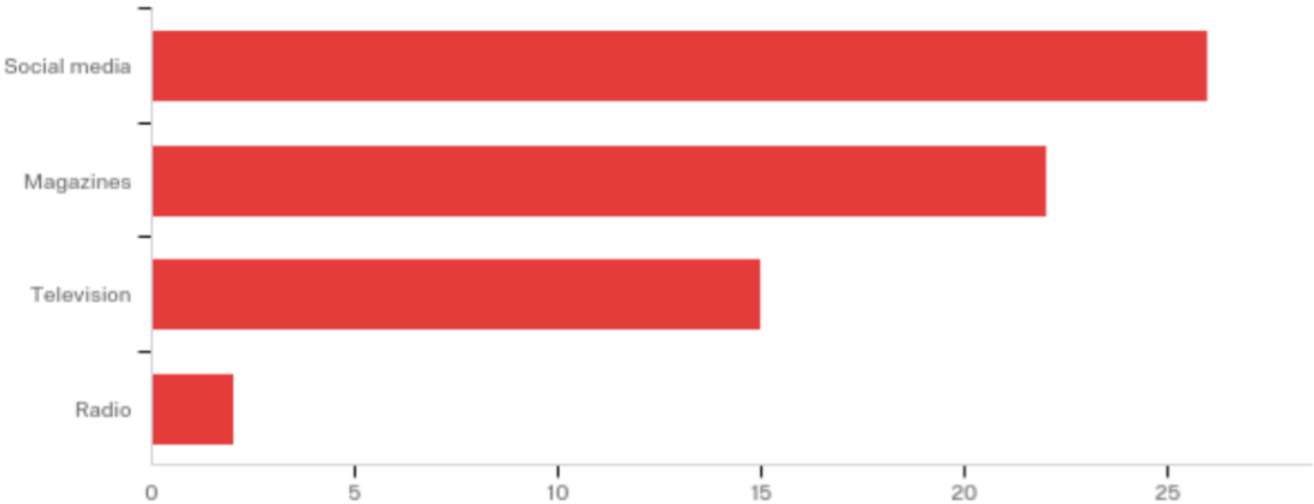
Appendix 2: Survey Results

Q8 - How much do you currently spend on your favourite skin care product?

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
Amount in £	7.00	129.00	42.28	27.29	744.48	36

Appendix 2: Survey Results

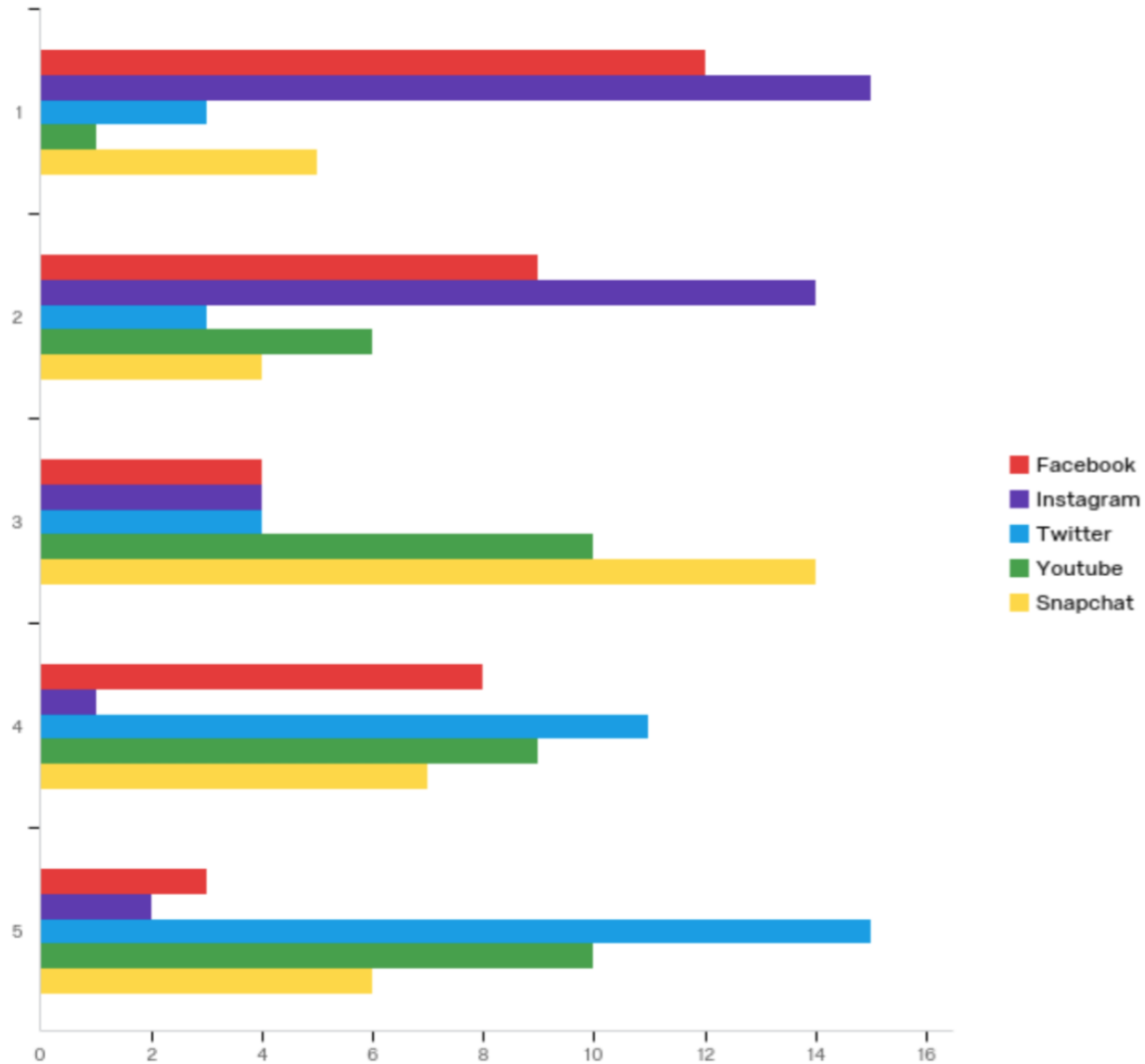
Q9 - Which media platforms do you think would be the most appropriate for this brand?
Please check all that apply.



#	Answer	%	Count
1	Social media	72.22%	26
2	Magazines	61.11%	22
3	Television	41.67%	15
4	Radio	5.56%	2
	Total	100%	36

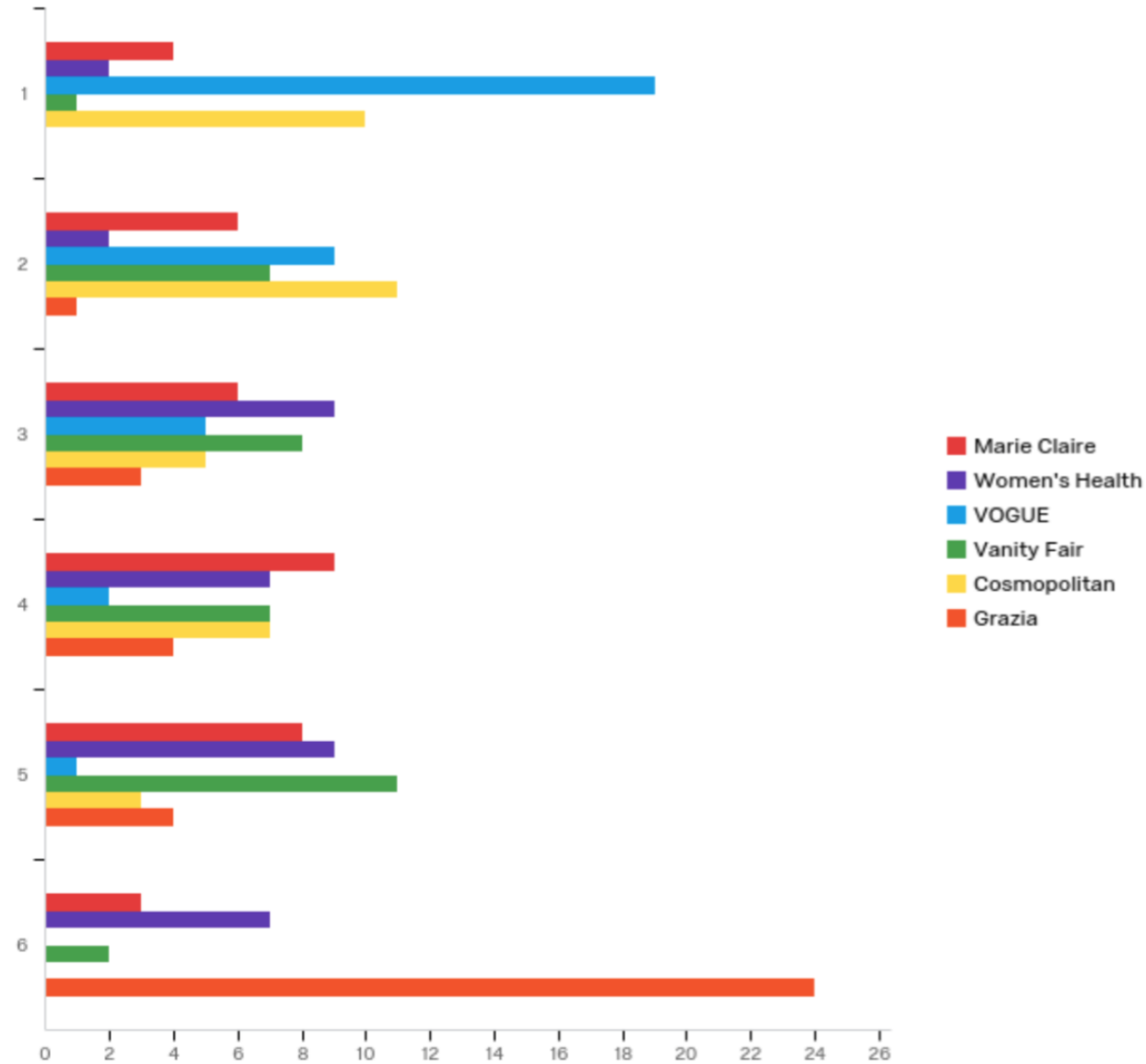
Appendix 2: Survey Results

Q10 - Please rank the following social media platforms based on what you use the most:



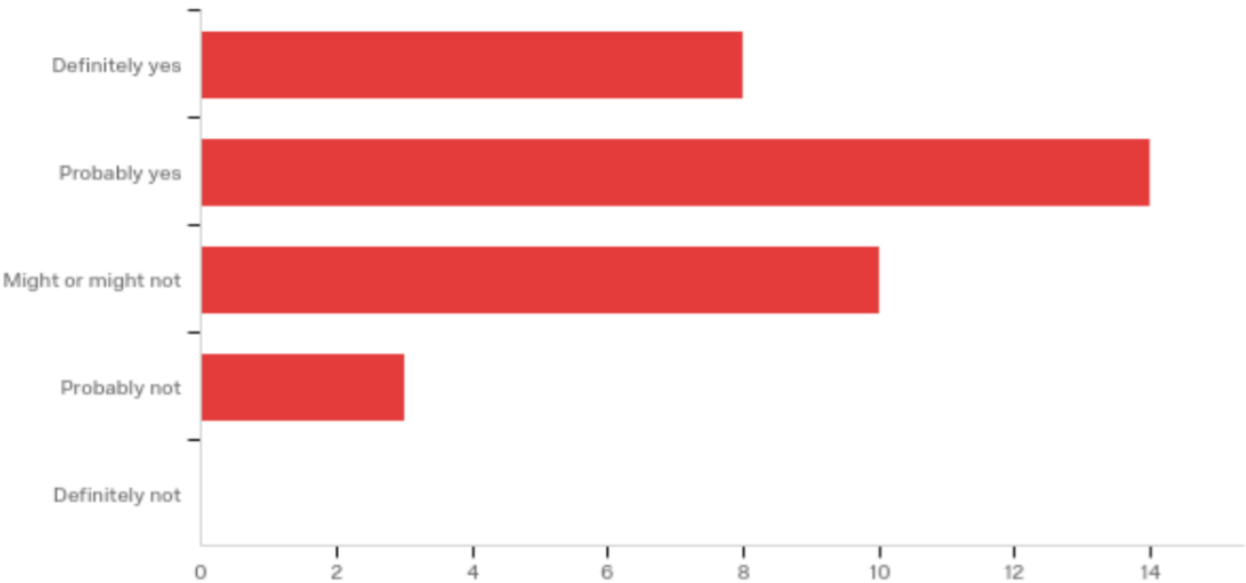
Appendix 2: Survey Results

Q11 - Please rank the following magazines based on your preference:



Appendix 2: Survey Results

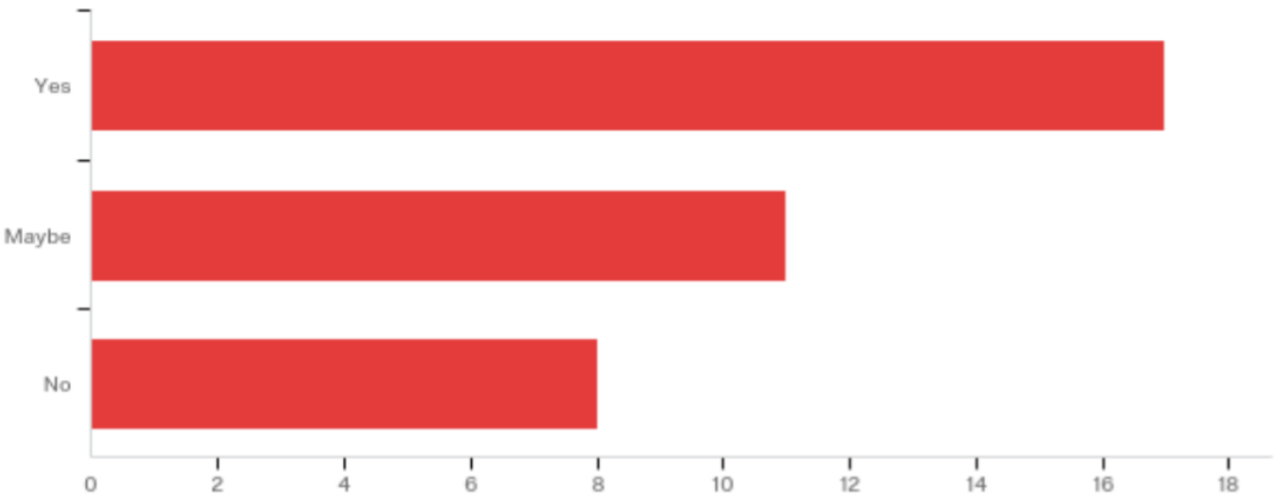
Q12 - Would you purchase a product based on a recommendation from a Youtube Beauty Blogger?



#	Answer	%	Count
1	Definitely yes	22.86%	8
2	Probably yes	40.00%	14
3	Might or might not	28.57%	10
4	Probably not	8.57%	3
5	Definitely not	0.00%	0
	Total	100%	35

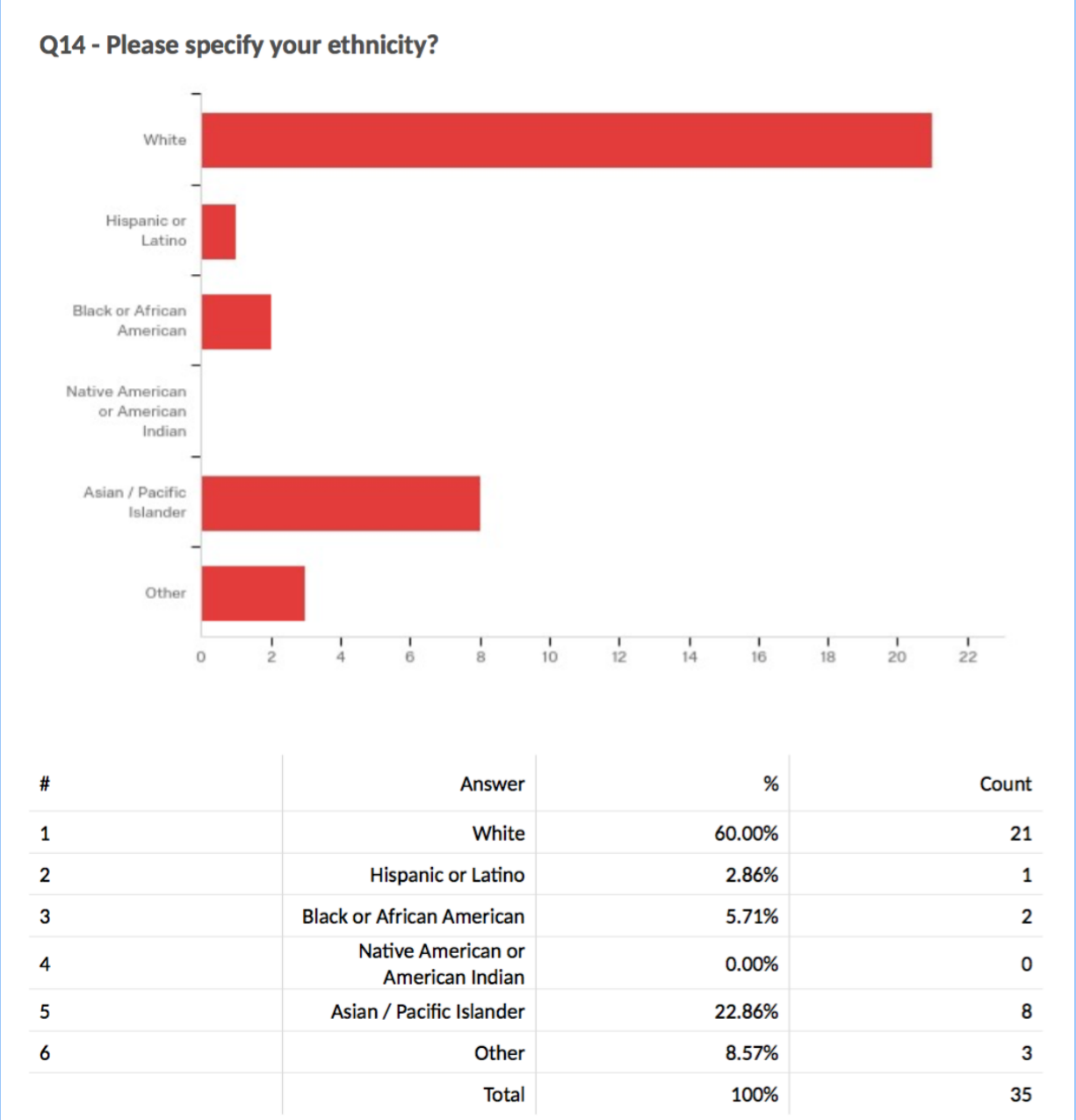
Appendix 2: Survey Results

Q13 - What is your age?



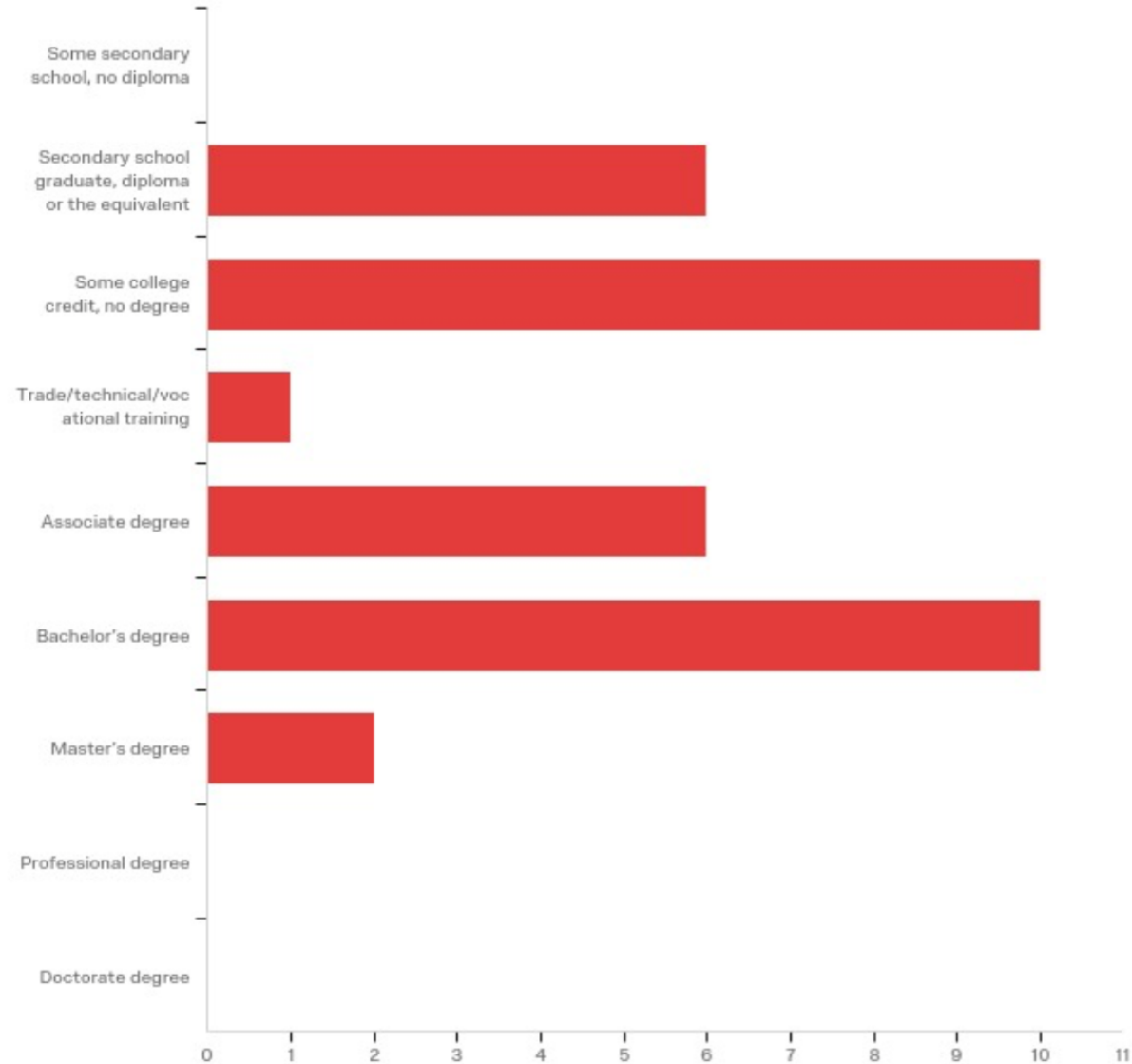
#	Answer	%	Count
1	Under 18 years old	0.00%	0
2	18-24	85.71%	30
3	25-34	5.71%	2
4	35-44	5.71%	2
5	45-54	2.86%	1
6	55 or older	0.00%	0
	Total	100%	35

Appendix 2: Survey Results



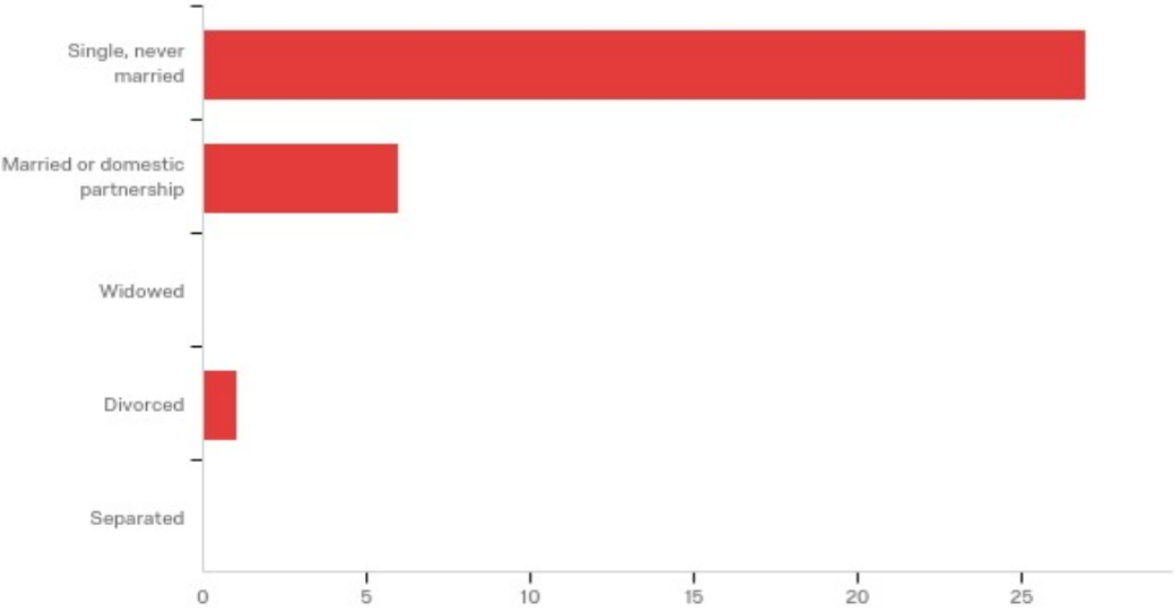
Appendix 2: Survey Results

Q15 - What is the highest degree or level of education you have completed?



Appendix 2: Survey Results

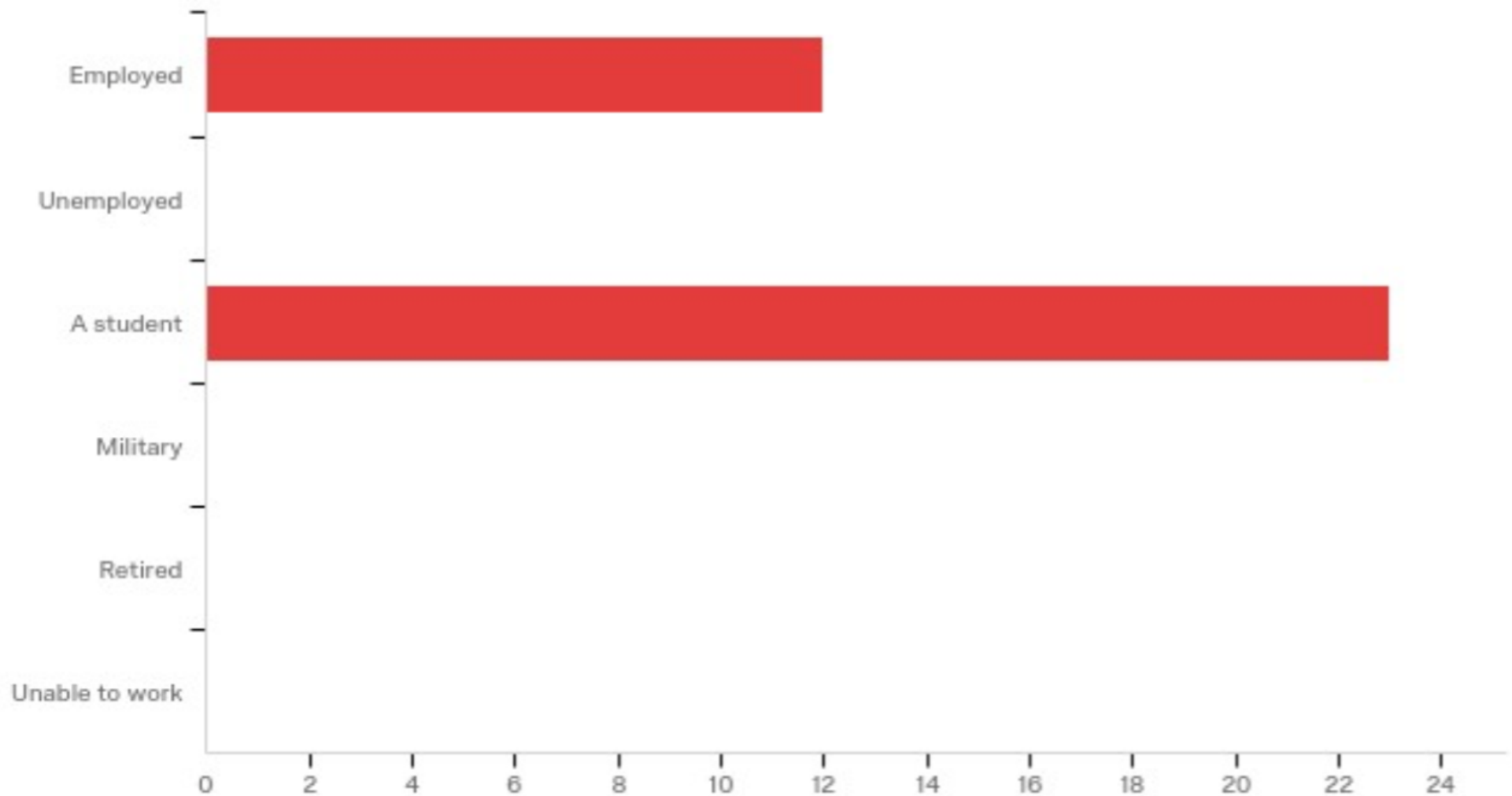
Q16 - What is your martial status?



#	Answer	%	Count
1	Single, never married	79.41%	27
2	Married or domestic partnership	17.65%	6
3	Widowed	0.00%	0
4	Divorced	2.94%	1
5	Separated	0.00%	0
	Total	100%	34

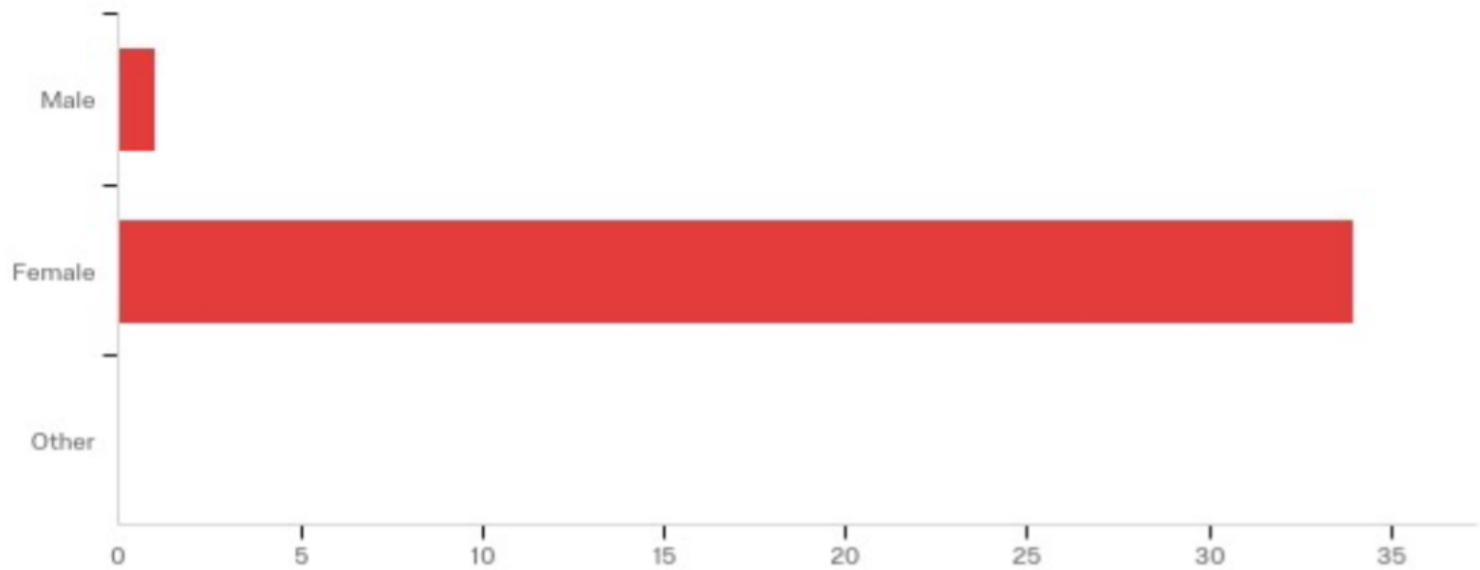
Appendix 2: Survey Results

Q17 - Are you currently...?



Appendix 2: Survey Results

Q18 - What is your gender?



#	Answer	%	Count
1	Male	2.86%	1
2	Female	97.14%	34
3	Other	0.00%	0
	Total	100%	35

Appendix 3: Peak Budgeting

Google SEO	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
7 AM - 9 AM	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	
12 PM - 2 PM	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	
6 PM - 10 PM	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	
Total	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£200,000.00
Facebook Ad	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
7 AM - 9 AM	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	£5,000.00	
12 PM - 2 PM	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	£6,000.00	
6 PM - 10 PM	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	£14,000.00	
Total	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£25,000.00	£200,000.00
Youtube Ad	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
7 AM - 9 AM	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£3,000.00	
12 PM - 2 PM	£3,000.00	£3,000.00	£3,000.00	£3,000.00	£5,000.00	£5,000.00	£3,000.00	£3,000.00	
6 PM - 10 PM	£4,000.00	£4,000.00	£4,000.00	£4,000.00	£12,000.00	£12,000.00	£4,000.00	£4,000.00	
Total	£10,000.00	£10,000.00	£10,000.00	£10,000.00	£20,000.00	£20,000.00	£10,000.00	£10,000.00	£100,000.00

Appendix 4: Off-Peak Budgeting

Google SEO	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
12 AM - 7 AM	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
9 AM - 12 PM	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
2 PM - 6 PM	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£1,000.00	£3,000.00	£2,000.00	£2,000.00	
10 PM - 12 AM	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£1,250.00	£3,250.00	£2,250.00	£2,250.00	
Total	£6,250.00	£6,250.00	£6,250.00	£6,250.00	£4,250.00	£8,250.00	£6,250.00	£6,250.00	£50,000.00
Facebook Ad	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
12 AM - 7 AM	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
9 AM - 12 PM	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
2 PM - 6 PM	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£1,000.00	£3,000.00	£2,000.00	£2,000.00	
10 PM - 12 AM	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£1,250.00	£3,250.00	£2,250.00	£2,250.00	
Total	£6,250.00	£6,250.00	£6,250.00	£6,250.00	£4,250.00	£8,250.00	£6,250.00	£6,250.00	£50,000.00
Youtube Ad	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
12 AM - 7 AM	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
9 AM - 12 PM	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	£1,000.00	
2 PM - 6 PM	£2,000.00	£2,000.00	£2,000.00	£2,000.00	£1,000.00	£3,000.00	£2,000.00	£2,000.00	
10 PM - 12 AM	£2,250.00	£2,250.00	£2,250.00	£2,250.00	£1,250.00	£3,250.00	£2,250.00	£2,250.00	
Total	£6,250.00	£6,250.00	£6,250.00	£6,250.00	£4,250.00	£8,250.00	£6,250.00	£6,250.00	£50,000.00

Appendix 5: Media Budget

HPTO Cosmpolitan	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
Total	£9,240.00	£9,240.00	£9,240.00	£9,240.00	£9,240.00	£9,240.00	£9,240.00	£9,240.00	£73,920.00
HPTO Vanity Fair	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
Total	£0.00	£20,000.00	£0.00	£0.00	£20,000.00	£20,000.00	£20,000.00	£0.00	£80,000.00
VOGUE.co.uk Ad	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	
	£19,500.00	£19,500.00	£19,500.00	£19,500.00	£18,000.00	£21,000.00	£19,500.00	£19,500.00	
						£3,420.00			
Total	£19,500.00	£19,500.00	£19,500.00	£19,500.00	£18,000.00	£24,420.00	£19,500.00	£19,500.00	£159,420.00

Appendix 6: Overall Budget

Overall Budget				
Online:			TOTAL BUDGET SPENT	£1,498,870.00
VOGUE	£159,420.00			
Cosmo	£73,920.00		LEFTOVER	£1,130.00
Vanity Fair	£80,000.00			
Total	£313,340.00			
Influencers:				
Samantha Maria (Brand Ambassador)	£500,000.00			
Deniz Goksen (500,000+ Followers and 10,000+ Likes)	£7,000.00			
Estée Lalonde (500,000+ Followers and 10,000+ Likes)	£7,000.00			
Alice (500,000+ Followers and 10,000+ Likes)	£7,000.00			
Total	£521,000.00			
Online Peak:				
Youtube Ad	£100,000.00			
Facebook Ad	£200,000.00			
Google SEO	£200,000.00			
Total	£500,000.00			
Online Off-Peak:				
Youtube Ad	£50,000.00			
Facebook Ad	£50,000.00			
Google SEO	£50,000.00			
Total	£150,000.00			
Offline:				
VOGUE (1/2 page April print ad)	£14,530.00			
Total	£14,530.00			