

the
Honey Pot
company



herbal

herbal

herbal

herbal

herbal

100% organic
media relations plan

DEVIN
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MYESHA
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MAKEDA
LANDS

TAKAIA
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CAROLYN
WEST

media relations STR 574 • April 28, 2023

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The Honey Pot Company: Quick Facts

The Honey Pot Company is a Black, and woman-founded and owned feminine hygiene company co-founded by current CEO Beatrice “Bea” Dixon with the simple goal of doing what other companies would not – creating feminine care, powered by all-natural herbs and ingredients.

Quick Facts

INDUSTRY: **PERSONAL HEALTH**

FOUNDED: **2014**

LOCATION: **ATLANTA, GA**

EMPLOYEES: **67**

WEBSITE: **THEHONEYPOT.CO**



“ Our mission is to educate, support, and provide women around the world with the tools and resources that promote feminine health and wellness. We do this by engaging and empowering the women we serve one healthy honey pot at a time.



Philosophy

The C.A.K.E. philosophy stands for: Connection, Access, Kindness, and Education. For each one of these philosophies, The Honey Pot Company partners with an organization that helps promote one of these values. Each of these partners serves vulnerable populations by addressing their needs in varying ways. Here's a closer look at who The Honey Pot Company supports, their relative missions and how Honey Pot products enable their partners to do what they do best – supporting women in need around the world.



CONNECTION: *Alaffia* – supporting women of Togo before, during and after childbirth.



ACCESS: *Georgie Badiel Foundation* – believes that all humans have a right to clean drinking water, sanitation facilities and education.



KINDNESS: *Lavamaex* – teaches people how to bring mobile showers and care services to the streets of their communities.



EDUCATION: *Days for Girls* – increases access to menstrual care and education with global partnerships, cultivating social enterprises, mobilizing volunteers and innovating sustainable solutions that shatter stigmas and limitations for women and girls.



We've set aside **2% of thehoneypot.co sales** to **donate to charitable organizations** that share our **intention to provide access, connection, kindness and education** to humans with vaginas across the globe.



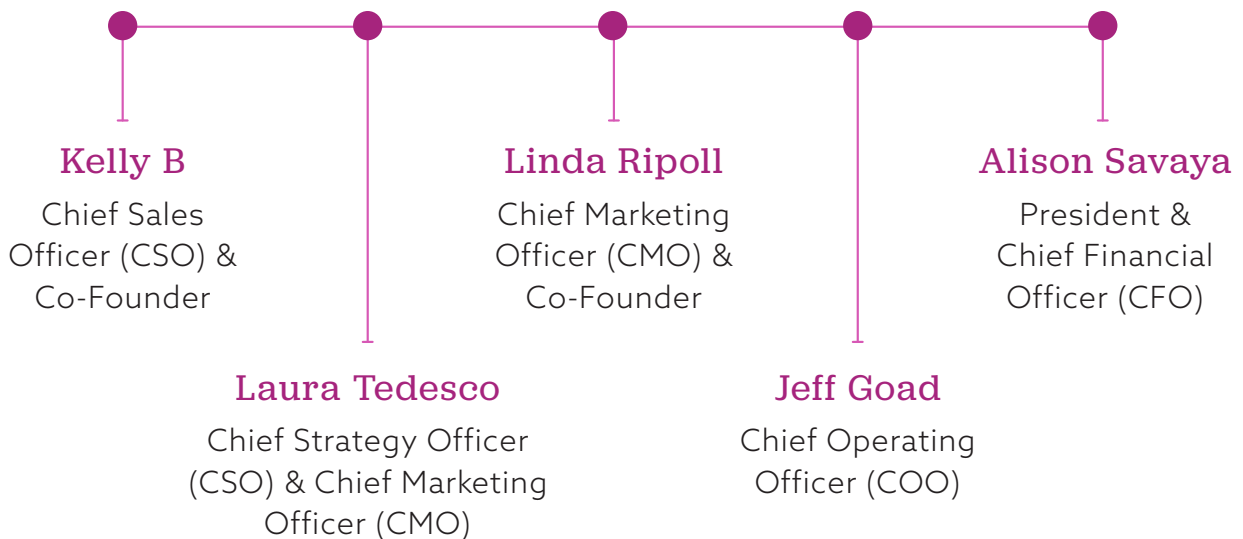
Leadership Overview

The Honey Pot Company is owned by Bea Dixon and her brother. It currently employs 67 people across their organization and has a wide variety of backgrounds and experiences throughout its leadership structure.



Bea Dixon, *Founder and CEO*

Dixon became a symbol for Black Girl Magic and Black entrepreneurship when her business, The Honey Pot Company took off in 2020. She was among the first 40 women of color to receive \$1 million in venture capital funding, and her all-natural feminine-care brand has won her honors from Essence, Entrepreneur magazine and Cosmetics Executive Women.



The Honey Pot Company: Media Crisis

The company was founded in 2014, but began to make headlines in 2020 when a Target advertisement featuring Dixon and her company was subject to criticism as they believed Target was virtue signaling towards Dixon and her brand. This led to The Honey Pot Company receiving targeted harassment through online reviews of their products with racially insensitive comments and false claims about their products.

Following these attacks on the brand, they began gaining support from civil rights activists and women from a variety of backgrounds. The Honey Pot Company was able to tap into these groups in the following months during the height of the BLM movement during the summer of 2020, through their racial equality activism and education through their social media channels. This resulted in the brand earning a large customer base due to their all-natural products and the company's stance on political and social issues.

However, The Honey Pot Company faced criticism in May of 2022, following a reformulation of their core products to improve shelf life and combat the challenges of the supply chain issue. Once these products landed on the shelves, social media began to ablaze with complaints and rumors spreading false information that the company had been sold and was no longer Black-owned. Although the company addressed the issues and reassured customers that they are still a Black-owned business – their reputation took a hit among their customer base.

Now that nearly a year has passed, it's time for the brand to get back to its roots and grow their influence in new markets by what made them previously successful – activism and education. This media plan includes objectives, strategies and tactics to generate awareness of the company in new markets by recruiting influencers to help promote the products, holding in-person events and symposiums on women's health, raising money for charities that support women's healthcare and highlighting products with all-natural ingredients.





The Honey Pot Company Brand Goal

To generate awareness of The Honey Pot Company and increase sales of products in new markets.



Objective #1

Recruit three influencers a month to help promote The Honey Pot Company products.



STRATEGY: Utilize shared media to connect with influencers who would be interested in products, collaborating and brand deals.



TACTICS:

Tactic 1: Identify and pitch The Honey Pot Company to five influencers via their shared media platforms by tagging, mentioning and direct messaging them about products. In addition, send product bundles to their P.O. Box.

Tactic 2: Create a discount code the influencers can share with their community to receive 20% off a product.

Tactic 3: Invite three-five influencers for a two day, exclusive behind the scenes tour of headquarters and product facilities. This is an all expenses paid trip to educate and excite the influencers.

Tactic 4: Send a press release and infographics to agencies who rep The Honey Pot Company's ideal media influencers.



Objective #2

Promote women's health on three college campuses through in-person events and symposiums.



STRATEGY: Use digital shared and earned media tactics.

TACTICS:



- Tactic 1:** Create a digital media campaign to connect with colleges/universities which includes visuals, infographics and reels.
- Tactic 2:** Reach out to five student organizations a week to pitch the company and products to students by providing them with sample products and FAQ's about the products.
- Tactic 3:** Promote an opportunity for a college/university to host an educational symposium regarding entrepreneurship, sex education and women's health through shared and earned media.
- Tactic 4:** Have a celebrity join the events and give a testimonial about the products and speak about the importance of holistic products as it relates to women's health and sex education.



Objective #3

Within three months, raise \$5,000 for charities The Honey Pot Company donates to by creating a campaign where proceeds from a specific product go to specified charities.



STRATEGY: Use media relations to help promote knowledge of this campaign.



TACTICS:

Tactic 1: Create a one minute video promoting the initiative to raise money for a charity and share it on social media platforms including links on how to donate and learn more about Georgie Badiel Foundation, Alaffia and The Honey Pot Company^{RED}.

Tactic 2: Create a one minute video promoting the initiative to raise money for a charity and share it on social media platforms.

Tactic 3: Tag and @ mention influencers and journalist on social media who create content on women's health.



Objective #4

To differentiate The Honey Pot Company from other brands by highlighting the all-natural ingredients used in the products.



STRATEGY: Use media relations to share facts about ingredients used to create products.



TACTICS:

Tactic 1: Create a FAQ document specific to ingredients and the benefits compared to unnatural ingredients in other relatable products and share it via social media platforms.

Tactic 2: Go on a virtual tour talking about the benefits and holistic ingredients used in products.

Tactic 3: Create a press release and infographic to share with digital and traditional journalists to be emailed and shared via social media.

Tactic 4: Have a scientist co-host on a live platform speaking to the ingredients and validating the outcomes of consumers.



Target Publics

With the objectives now set, the best publics for The Honey Pot Company to reach are herbalists, middle-aged women and teen girls. The personas listed below give a brief overview of the three segments The Honey Pot Company will want to target.



**EARTHY
ERIN**

GENDER: FEMALE

AGE: 24

OCCUPATION:

Non-profit Social
Media Coordinator

LOCATION:

Burlington, VT



**TARGET
TARA**

GENDER: FEMALE

AGE: 43

OCCUPATION:

Elementary
Teacher

LOCATION:

Davenport, IA



**GEN Z
GINNY**

GENDER: FEMALE

AGE: 18

OCCUPATION:

College
Student

LOCATION:

Bremen, GA



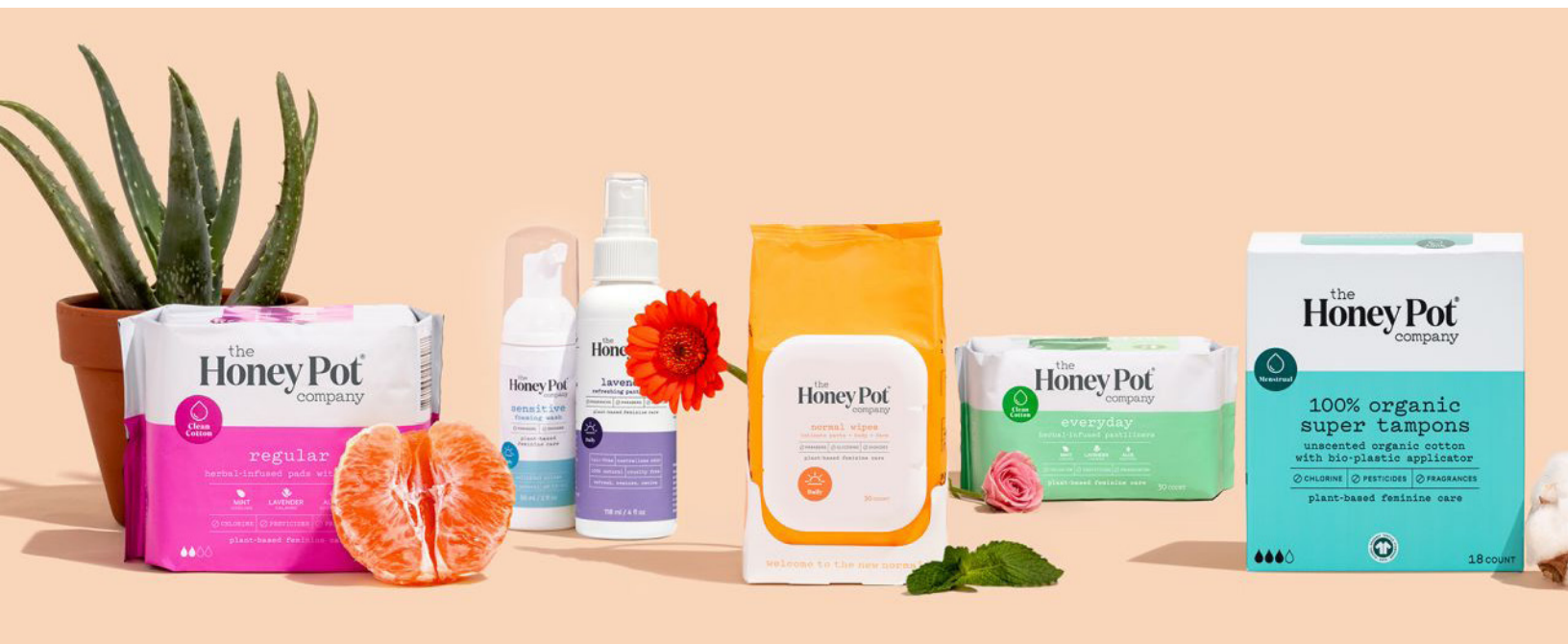
Core Messaging

The Honey Pot Company core message is to educate, support and provide women around the world with the tools and resources that promote feminine health and wellness. The Honey Pot Company core message is personal and "what makes us, us".



MESSAGING TOPICS:

- All-natural, plant-derived products
- Promotion of the female body
- Vaginal Health
- Sexual Health
- Young Adult Health Education
- Global Womens Health Education
- Womens Empowerment



Ideal Media Influencer #1



@Mama ToT, a.k.a. Ophelia Nichols

Mama ToT is a multi-platform digital content creator. She is already familiar with The Honey Pot Company having previously posted content. She has a large number of followers across her digital platforms. She will resonate with the Target Taras.

TikTok: 1.8M **Instagram:** 518K **Facebook:** 7.5K

SOCIAL MEDIA HISTORY:



Ideal Media Influencer #2

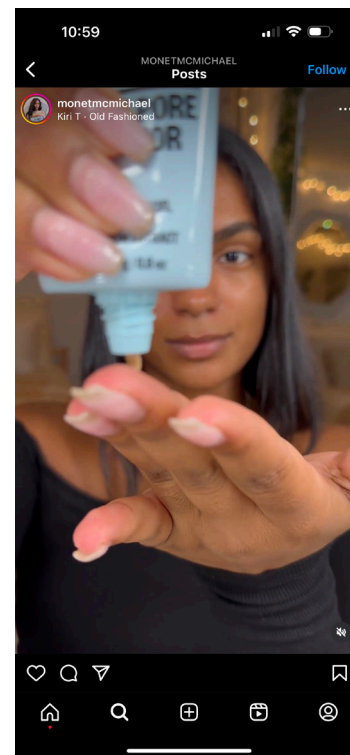
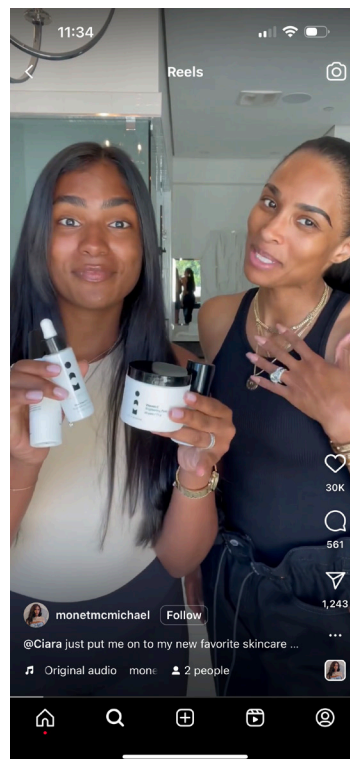
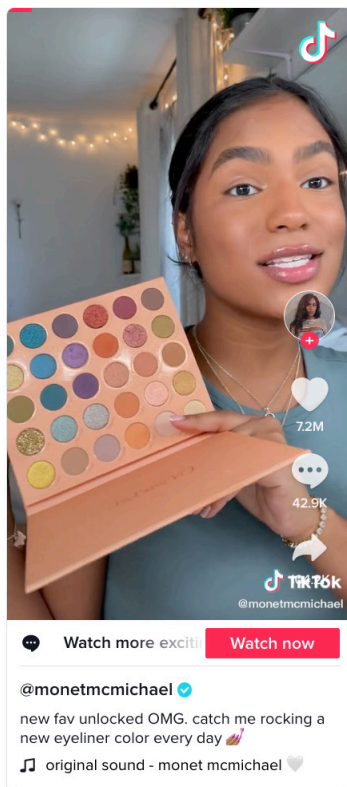


@monetmcmichael,
a.k.a. Ahnesti Monet McMichael

Monet is a full-time nursing student turned digital media influencer with a massive following. She regularly posts content about beauty, wellness and fashion. She has experience with celebrity co-created content. She will resonate with the Gen Z Ginnys and Earthy Erins.

TikTok: 3.3M **Instagram:** 770K **Facebook:** 7.5K

SOCIAL MEDIA HISTORY:



Ideal Media Influencer #3

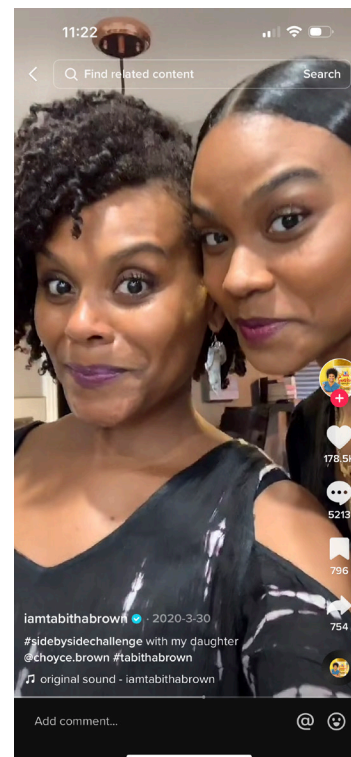
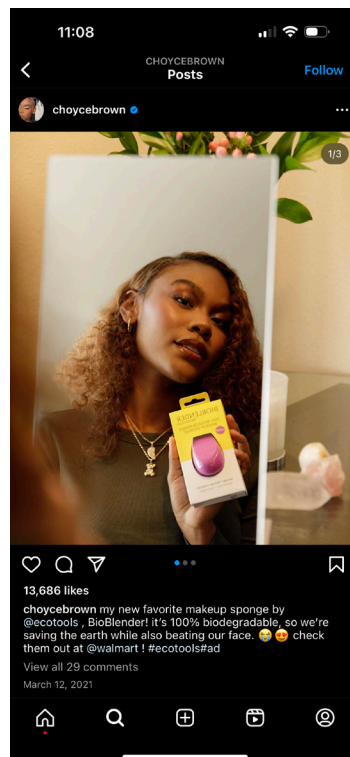


@choycebrown, a.k.a. Choyce Brown

Choyce is a young rising social media influencer and model. She often reps various companies and would be an ideal candidate to further The Honey Pot Company's diverse target market. She is the daughter of Tabitha Brown, so there might be a potential for a cross over post to capture Tabitha's millions of followers and another target demographic. She will resonate with the Gen Z Ginnys.








TikTok: 849.6K **Instagram:** 444K **Twitter:** 345K

SOCIAL MEDIA HISTORY:



Ideal Media Partners

Our target publics range from high school young adults all the way to forty something moms. The Honey Pot Company will utilize contacts within these key publications that will resonate across all three target demographics. By reaching out to both online and print editors, The Honey Pot Company can pitch a wide range of tactics to fit the messaging needs.

Media Type	Affiliation	Contact Name	Email/Phone
	Cosmopolitan Magazine Online	Mia Lardiere, <i>Emerging Platforms Editor</i>	mlardiere@hearst.com
	Cosmopolitan Magazine	Julee Wilson, Beauty Editor at Large	jwilson@hearst.com
	Seventeen Magazine Online	Jillian Selzer, <i>Social Editor</i>	jselzer@hearst.com
	Seventeen Magazine	Danielle Tullo, <i>Deputy Editor</i>	dtullo@hearst.com
	Essence	Danielle Cadet, <i>Executive Editor</i>	dcadet@wrightsmedia.com
	O, The Oprah Magazine	Celia Fernandez, <i>LifeStyle Writer</i>	cfernandez@hearst.com
	Women's Health Magazine	Tracey Ford, <i>Online Managing Editor</i>	traceyford@womenshealthmag.org



Media Relations Contacts

The Honey Pot Company has designated specific people who are able to engage with the media. This will ensure that the correct message is clearly stated and meets the company mission, goals and philosophy.



Bea Dixon, CEO & Founder



EMAIL:

bea@thehoneypot.co



Alison Savaya, President & CFO



EMAIL:

alison@thehoneypot.co



Laura Tedesco, CSO & CMO







EMAIL:

laura@thehoneypot.co



Content Strategy

The Honey Pot Company will deploy a variety of content across media types. There will be a blend of PESO tactics that will get the core messaging out to the three target publics.

TYPE OF CONTENT	
 PAID	SOCIAL MEDIA ADS; MAGAZINE ADS
 EARNED	ARTICLE PLACEMENTS; ORGANIC SOCIAL COVERAGE
 SHARED	SOCIAL ENGAGEMENT WITH TARGET PUBLIC; INFLUENCER SOCIAL POSTS
 OWNED	MEDIA KIT; THE HONEY POT COMPANY NEWS; SOCIAL MEDIA PLATFORMS; WEBSITE BLOG; INFOGRAPHICS; PRESS RELEASES



Brand Resources

The Honey Pot Company will adhere to their brand guide to present a consistent look and feeling across tactic types.

BRAND LOGO:



PRIMARY BRAND COLORS:



BRAND IMAGERY:



Social Media Goals

The Honey Pot Company will create stylized content that meets the needs of their target publics across all social media platforms.

SOCIAL MEDIA PLATFORMS (OWNED):



INSTAGRAM

FREQUENCY:

2-3 Posts
a Week

ENGAGEMENT:

Minimal
engagement



FACEBOOK

FREQUENCY:

2-3 Posts
a Week

ENGAGEMENT:

Engage with
Commenters



TWITTER

FREQUENCY:

4 Posts
a Week

ENGAGEMENT:

Engage with
Commenters



TIKTOK

FREQUENCY:

2 Posts
a Week

ENGAGEMENT:

Minimal
engagement

SOCIAL MEDIA INFLUENCER POSTS (SHARED):



INFLUENCER

FREQUENCY:

New Influencer monthly; 2 Posts a Week

ENGAGEMENT:

The Honey Pot Company Social Team to engage with Influencer; Influencer to engage with followers



Tactic Mock-ups

The Honey Pot Company will place targeted paid advertisements, earned social media posts, shared content posts and owned media content.

PAID: Facebook in-stream advertisement and magazine print advertisement

EARNED: Seventeen magazine social media post

SOCIAL AD
PRINT AD

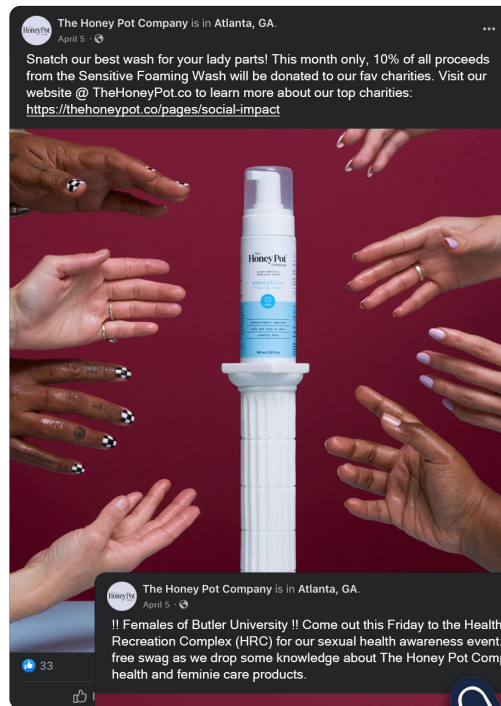


Tactic Mock-ups, continued

SHARED: Partnership with Influencer to promote brand through their channel



OWNED: Social posts that will further objectives and org goal



How We Measure Success

Each objective produced its own set of outputs and outcomes that are shown below. Each output will be recorded in a media log, citing which specific objective that the task relates to. The outcomes of our objectives will be monitored by The Honey Pot Company marketing team as well as the media monitoring service, Signal AI. This company is the perfect fit for a fast growing company and will provide us with the most up-to-date information regarding our various media and social media campaigns. The impact of the outputs and the outcomes will be evaluated every six months to ensure that an impact is being made toward the stated objectives with surveys to the customers and sales reports.

By utilizing the qualitative data from the customer surveys and Signal AI, along with analyzing the quantitative data gained from the evaluation of selected objective's outcomes, we will ensure that each task will help contribute to the overall objective of the media plan.

OBJECTIVE #1: Recruit three influencers a month to help promote The Honey Pot Company products.



OUTPUTS:

- A list of potential influencers identified
- Outreach emails or messages to influencers sent
- Responses from influencers received



OUTCOMES:

- Increased visibility and reach of The Honey Pot Company's products
- Improved brand recognition and credibility
- Potential increase in sales or customer engagement



How We Measure Success, continued

OBJECTIVE #2: Promote women's health on three college campuses through in-person events and symposiums.



OUTPUTS:

- Press releases and media pitches targeted to college media outlets
- Social media content and campaigns focused on women's health
- Collaborations with campus organizations and health centers



OUTCOMES:

- Increased awareness and education about women's health issues
- Improved access to resources and support for women on college campuses
- Positive brand association and reputation as a socially responsible organization

OBJECTIVE #3: Within three months, raise \$5,000 for charities The Honey Pot Company donates to by creating a campaign where proceeds from a specific product go to specified charities.



OUTPUTS:

- Fundraising events organized and promoted on social platforms
- Partnership and sponsorship opportunities secured
- Donations tracked and acknowledged



OUTCOMES:

- Increased support and engagement from stakeholders
- Improved reputation and recognition as a socially responsible organization
- Positive impact on the charities and causes supported



How We Measure Success, continued

OBJECTIVE #4: To differentiate The Honey Pot Company from other brands by highlighting the all-natural ingredients used in the products.



OUTPUTS:

- Media materials developed to highlight all-natural ingredients
- Expert interviews secured to discuss benefits of all-natural ingredients
- Social media and website content developed to showcase natural ingredients



OUTCOMES:

- Increased brand recognition and awareness
- Differentiation from competitors and increased competitive advantage
- Increased consumer interest and potential sales

