



ADORAtherapy

BEYOND PERFUME

Team 4: Iris and Jennifer





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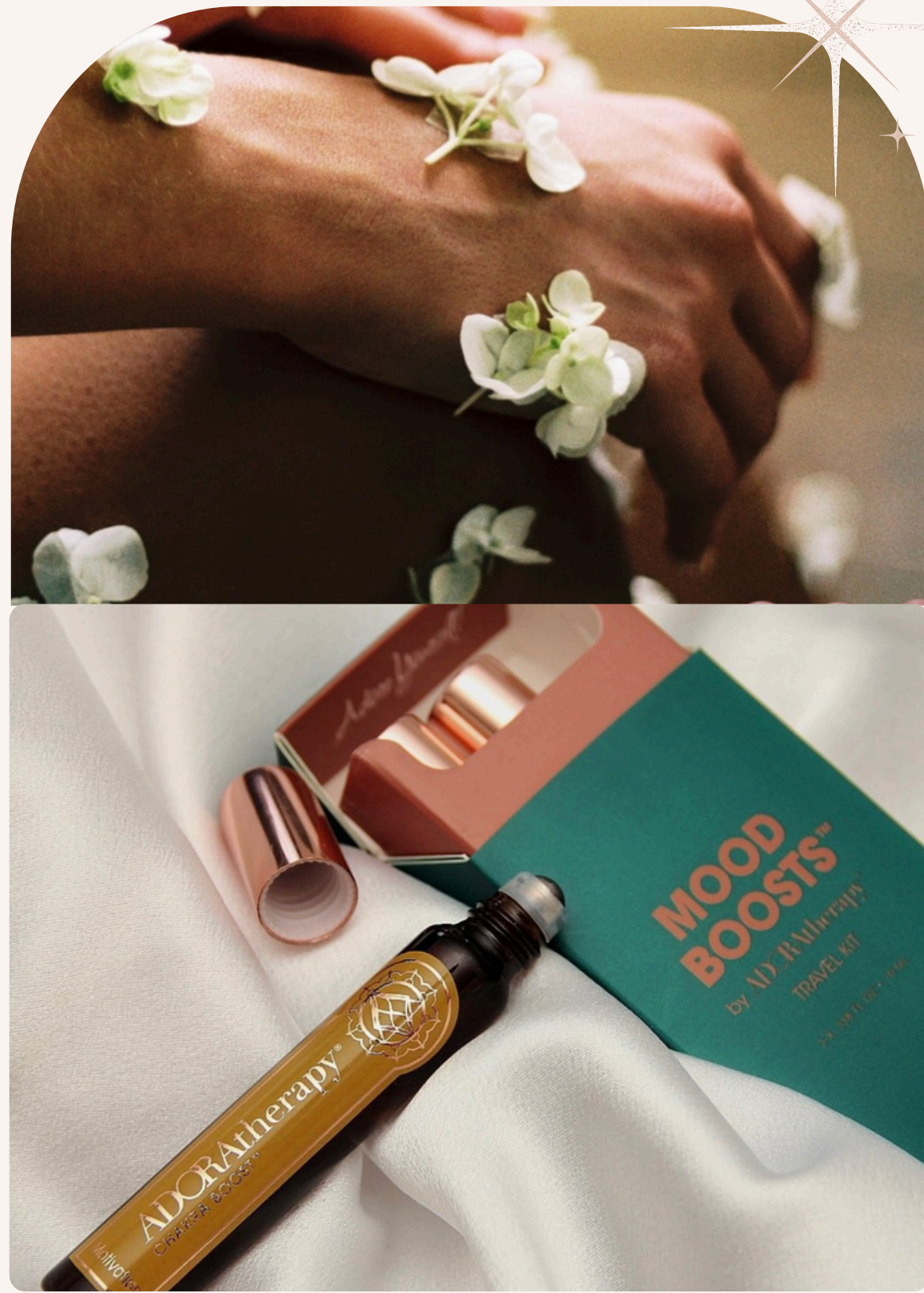
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Overview Summary

This strategic PR campaign not only serves to elevate brand awareness but also aims to position Adoratherapy as a frontrunner in the realm of holistic well-being within urban landscapes. By expanding its footprint to a vibrant city like Miami, Adoratherapy is strategically connecting with a broader demographic and fostering a deeper appreciation for self-care practices. The campaign's focus on sustainability, reflected in the meticulously crafted artisanal invitations and envelopes, underscores Adoratherapy's commitment to eco-consciousness, resonating with environmentally conscious consumers. Through targeted email marketing efforts, the campaign aims to generate buzz and anticipation, enticing potential patrons to engage with the brand and become part of a thriving community centered around wellness and healing.

About ADORAtherapy

ADORAtherapy is a premium wellness fragrance brand specializing in natural essential oil-based fragrances as tools for self-awareness and healing. Its founder and CEO, Laura McCann, established the brand in 2015 in response to her personal experience managing a high-stress lifestyle. Derived from the Latin words “adora” and “therapia,” meaning 'to adore' and 'to heal' respectively, ADORAtherapy's brand messaging places transformation at its core. In a saturated self-care market, what sets this company apart from other wellness fragrance brands is its prioritization of brand-to-consumer relations, offering their audience a data-driven and personalized experience behind every purchase. Rooted in the philosophy of honoring “Mother Earth's natural resources,” ADORAtherapy uses organic ingredients, is vegan, and certified cruelty-free. Currently based in Asheville, North Carolina, ADORAtherapy has plans to expand to other locations.

adoratherapy.com



Product List



\$40

Perfume Oils

These restorative synergies come ready to roll on your body, palms, and neck to open your chakras and awaken your senses.



\$50

Perfume Sprays

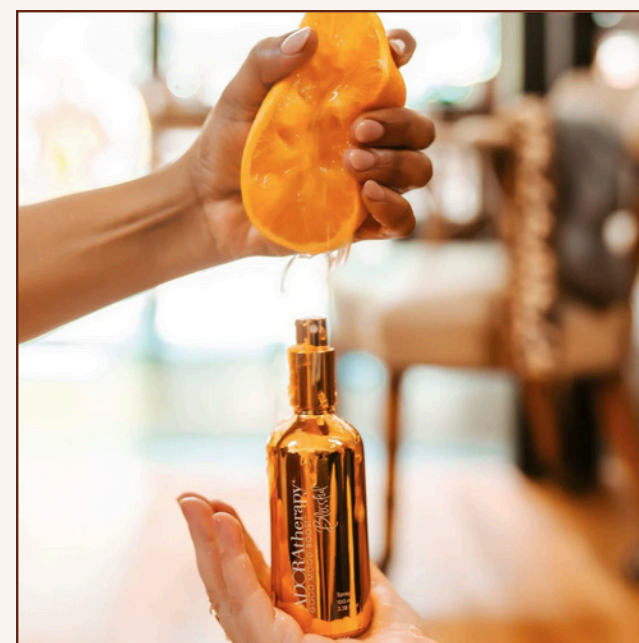
Everyone wants a chakra boost. Return to your healthy center and purpose by experiencing the power of uniquely formulated organic essential oils and absolutes that heal with intention.



\$19 - \$55

Candles

Each candle is meant to initiate a specific mood benefit – from managing stress and anxiety to evoking meaningful motivation and focus.



\$55

Aura Sprays

These versatile water-based mists, serve as a natural body and room spray. A must-have for harmonious home, office, travel, and other personal spaces, including yoga mats.



Transcript of interview with
Laura McCann

Interview Key Takeaways

LAURA McCANN , FOUNDER & CEO

- **The consumer is everything** “You know, we say people are the main ingredient...we like to do data informed healing on the body, mind, soul, and we use specific software that helps us understand what somebody's doing with their energy and then we can be prescriptive about what products they can use.”
- **The PR landscape has changed quite a bit** “It's more so getting on blogs, getting in gift guides, getting into the hands of influencers.”
- **Adoratherapy works to set itself apart** “If we look at the indie perfume category, there are traditional perfumes and we're not [that]... we're definitely more like a fragrance house, but we're still not [just] doing that... we want to be in that Magic quadrant and we want to be in that upper corner where we're different. But we're definitely in that Wellness, beauty, spirituality, quadrant.”

The Brand PR

According to Laura McCann, ADORAtHERAPY is a **consumer-centric brand** that prioritizes the needs of her target audience; sometimes referring to herself as a “life coach in a bottle.” Because of this she tries to reach her audience on a personal level through the use of Public Relations. For ADORAtHERAPY that means, getting into **blogs, gift guides, and into the hands of influencers**. Social Media is a big player in the current PR landscape, especially for smaller brands such as ADORAtHERAPY, who have struggled getting recognized by big advertisers without paying large amounts of money.

Since ADORAtHERAPY does most of their PR in house, their PR budget tends to fluctuate based on monthly expenses but averages around **\$2,000/ month**. As previously mentioned, social media is a big part of ADORAtHERAPY’s PR strategy. They are available on all major platforms including TikTok and Threads by Instagram, working to get discovered and recognized. **Aside from social media, ADORAtHERAPY occasionally leverages partnerships, podcast media and, features in local articles.**



@adoratherapy



@adoratherapy



@adoratherapy



@adoratherapy



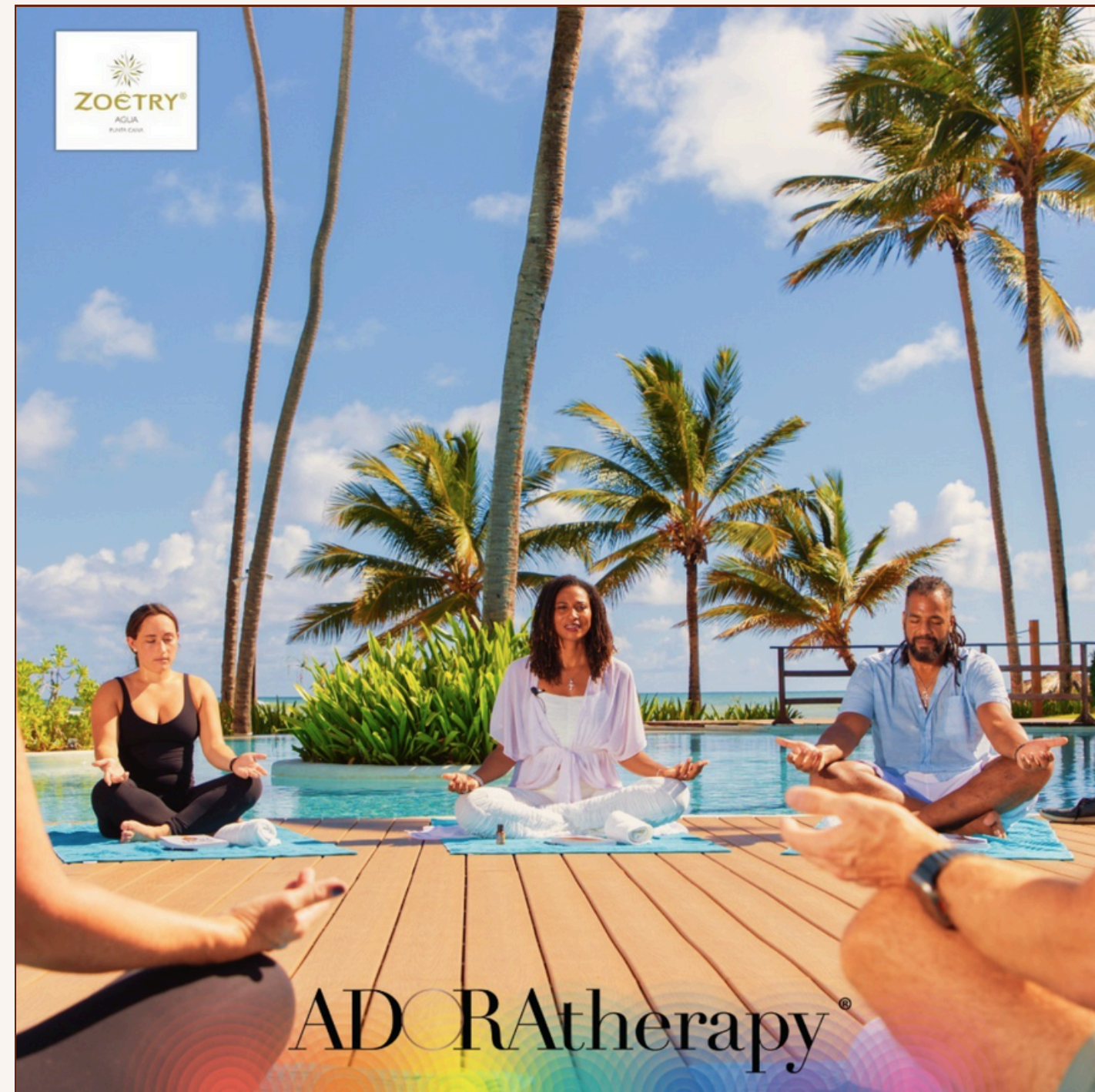
@adoratherapy

Partnerships

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Lululemon x ADORAtherapy: Pop-up



Zoetry Sanctuary X ADORAtherapy Retreat

ADORAtherapy has done partnerships with companies that help activate wellness and mindfulness within their community beyond selling product. These partnerships align with the brand values and product purpose.

The image on the left is an event promotion with Lululemon that combines Pilates with Aura readings, chakra balancing, etc. hosted by ADORAtherapy.

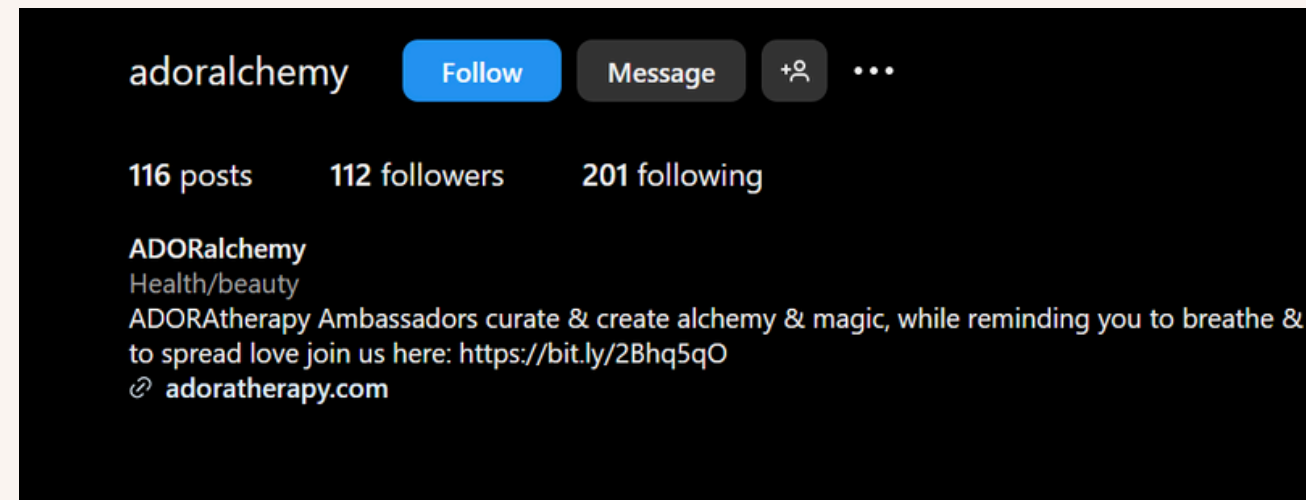
The image on the right is a collaboration with Zoetry Agua Punta Cana - a sanctuary oasis that helps promote self healing and restoration. In this event, guest received ADORAtherapy's chakra healing aromatherapy.



CEO, Laura McCann often holds conversations with prominent individuals through Instagram Live. These conversations are meant to raise awareness on several topics that match the brands core values; things like sustainability, holistic wellness, and living mindfully. Holding these events help cement the ADORAtHERapy name and round out their brand voice.

Ambassador Program

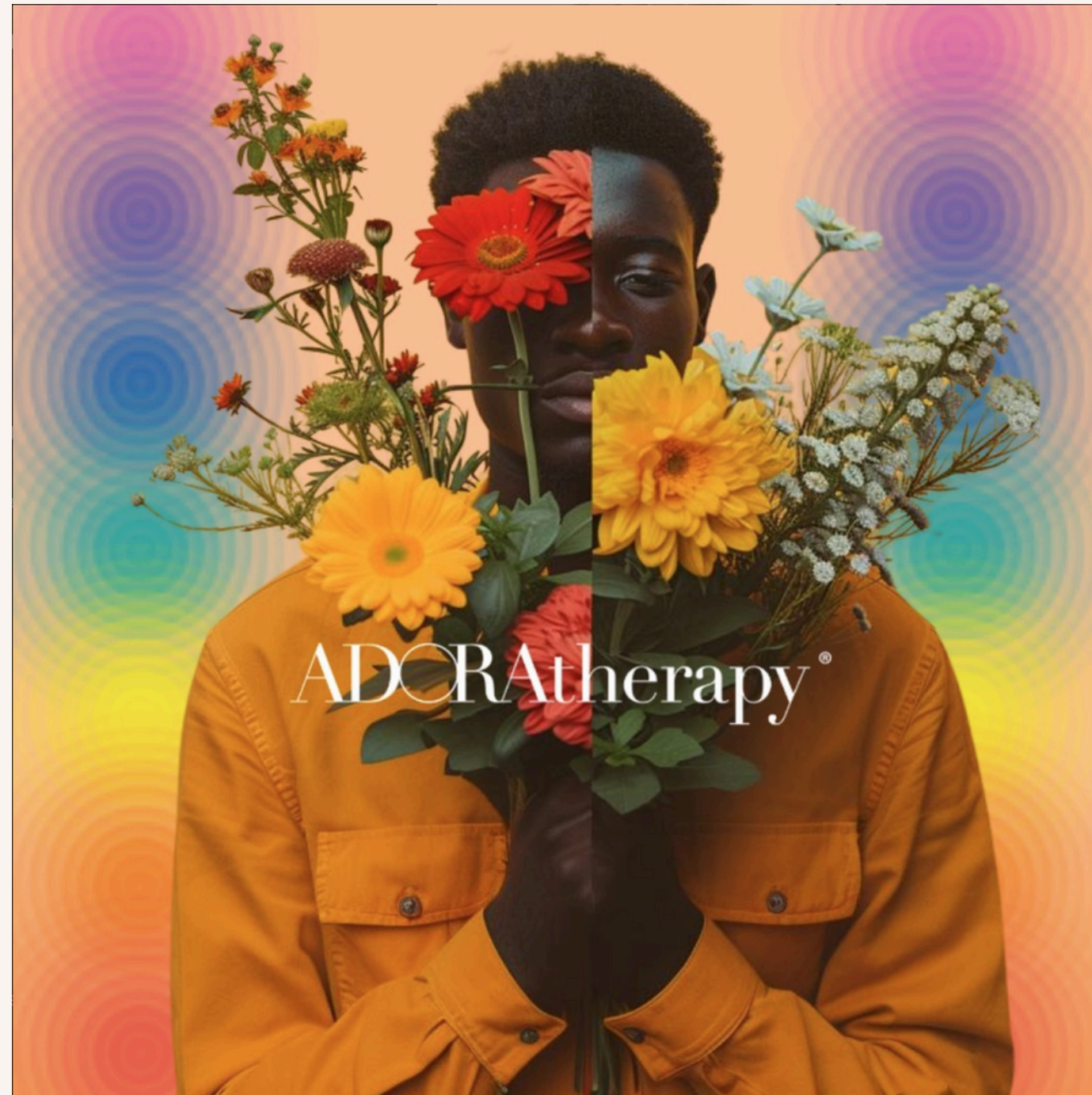
10



adoralchemistry: the Instagram page dedicated to the community of ADORAltherapy's ambassadors

In line with their in house PR, ADORAltherapy holds an ambassadors program titled ADORAlchemy. This program allows for individuals to sign up on their own and then be selected to become an ambassador. They then receive a welcome kit (seen on the left) to help them get started. Similar to that of an influencer, an ambassador acts as a bridge between a brand and their audience. They help spread the brands message and bring attention to their products. At the moment, ADORAltherapy's ambassador list includes names such Rosemary Voore (375K followers) and Marina Monobe (94.3K followers) along with a handful of micro influencers.

Visual Identity



Since ADORAtotherapy's brand is focused on Aura readings and balancing chakras, their visual identity serves as an extension to those core pillars. Referencing the aura color spectrum, the visuals merge colorful elements with neutral shades to generate harmony and balance. The brand's innovative tech-driven wellness practice is evident in their frequent use of AI software to generate most of their promotional images including the two Instagram posts shown above.

BIO

Name: Flora
Age: 26 Millenial Cohort
Occupation: Administrative Analyst
Income: 60,000/yr
Interest: Baking and reading
Goals: Prioritizing self care and relaxation.
Challenges: Often on a time crunch and feeling overwhelmed.

FLORA



Customer
Persona

PSYCHOGRAPHICS

Flora is a free spirit who loves looking for new adventures and trying new things. The only problem is that Flora works a relatively stressful job that requires a lot of her time and attention. She often finds herself overwhelmed with little time to partake in her favorite hobbies and free up her mind.

Media List

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| Contact | Media outlet | Role | Beats/ Topics | City | Contact Info | Social media | Preferred Contact | Recent work | Personal notes |
|------------------|--------------------------------------|---------------------------------|---|-----------------|-------------------------------|-------------------|-----------------------|--|---|
| Adriene Mishler | Yoga with Adriene (blog and Youtube) | Host and Co Creator | Fitness and wellness | Austin, Texas | business@yoga withadriene.com | @adrieneLouise | email or social media | Co-founder Yoga With Adriene & @fwfglife APP Co-owner @practiceyogaaustin Board @fuseboxlive, @medicinalmediaorg | mainly a blogger and yoga influencer |
| Maggie Seaver | REAL SIMPLE | Health and Wellness Editor | Health, Wellness, Psychology, Lifestyle | New York, NY | n/a | @seavermaggie | email | Lead editor for Real Simple's Mindfulness for Skeptics spotlight package | LinkedIn contact info is only for premium members |
| Caggie Dunlop | Saturn Returns (Podcast and Book) | Host, Author, Director, Founder | Personal development, spirituality, and astrology | n/a | info@caggiedunlop.com | @caggiesworld | email | Just launched Season 9 of Saturn Returns | n/a |
| Wendy Alguera | Instagram and TikTok | Influencer | Beauty, lifestyle, and spirituality | Miami Beach, FL | wendyalguera@outlook.com | @wendyalguera | email or social media | | n/a |
| Candice Sabatini | BeautyNews NYC | Co - Publisher and Editor | Skincare and Fragrance | New York, NY | Candice@beautynewsnyc.com | @sabatiniionstyle | email | "The Latest from Parfums de Marly" article | n/a |

Market Research

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TARGET MARKET: BEAUTY & WELLNESS

Adoratherapy's target audience primarily comprises health-conscious individuals seeking **natural fragrances for stress relief, mood enhancement, and overall well-being**. Adoratherapy harnesses a particular appeal to millennial and GenX women ages 28-59, who prioritize self-care, holistic living and sensorial experiences.

MARKET TRENDS



1. COMMUNITY CULTURE

Wellness translates into relationship building and opportunities for connection. Innovative wellness products centered around **creating moments of renewal, joy and kinship for groups** will rise as consumers focus on building empathy and resonance with one another.



2. TRANSPARENCY

The demand for comprehensive **disclosure of product ingredients and supply chain processes** is on the rise. Packaging and collateral that reflect brand systems are most effective. Additionally, ingredients derived from regenerative and circular methodologies will lead the market.



3. DIVERSITY+ INCLUSION

The wellness industry serves the bodies of diverse communities with specific needs. **Consumers desire to be represented in every step of the creation and promotion processes**, making self care an experience attainable and accessible to all.

BEAUTY DRIVERS 2026

15

Beyond exclusivity and status, the future of Beauty and Wellness is all about shared values and empowering customers, with **customer retention** and **purchase frequency growing in importance** compared to pure growth and penetration. 1 (WGSN, 2023)



1. CUSTOMER EMPOWERMENT

'True empowerment is ultimately about helping customers to engage on their own terms, whether it's fair pricing, openness and expertise around ingredients, or interactions that deliver an emotional benefit'. 2 (WGSN,2023) Adoratherapy seeks to utilize their social media communications to inform consumers of their sustainable fragrance supply chain and ingredient sourcing.



2. VALUE

The cost of living crisis will continue to spur an urgency for escapism, including alternative forms of self care. High value and high quality will drive consumers to trust in brands as investment-worthy. Consumer priorities shift as savvy beauty buyers' investments reflect an ingredients and functionality focus. 4 (WGSN,2023) Adoratherapy's fragrances defy categories, offering consumers multi-use products for diverse experiences.



3. ANCIENT WELLNESS

In 2026, ancestral knowledge and age-old customs, processes and methods will be applied to modern challenges as global interest in alternative knowledge systems continues to grow. Ancient wellness will continue to be relevant across generations: the topic of energy healing has more than 2billion views on TikTok, featuring reiki videos, brain massages and aura restorers. 3 WGSN Adoratherapy successfully cultivates hybridity between ancient healing methodologies and modern technology through their personalized chakra-aligning fragrances.

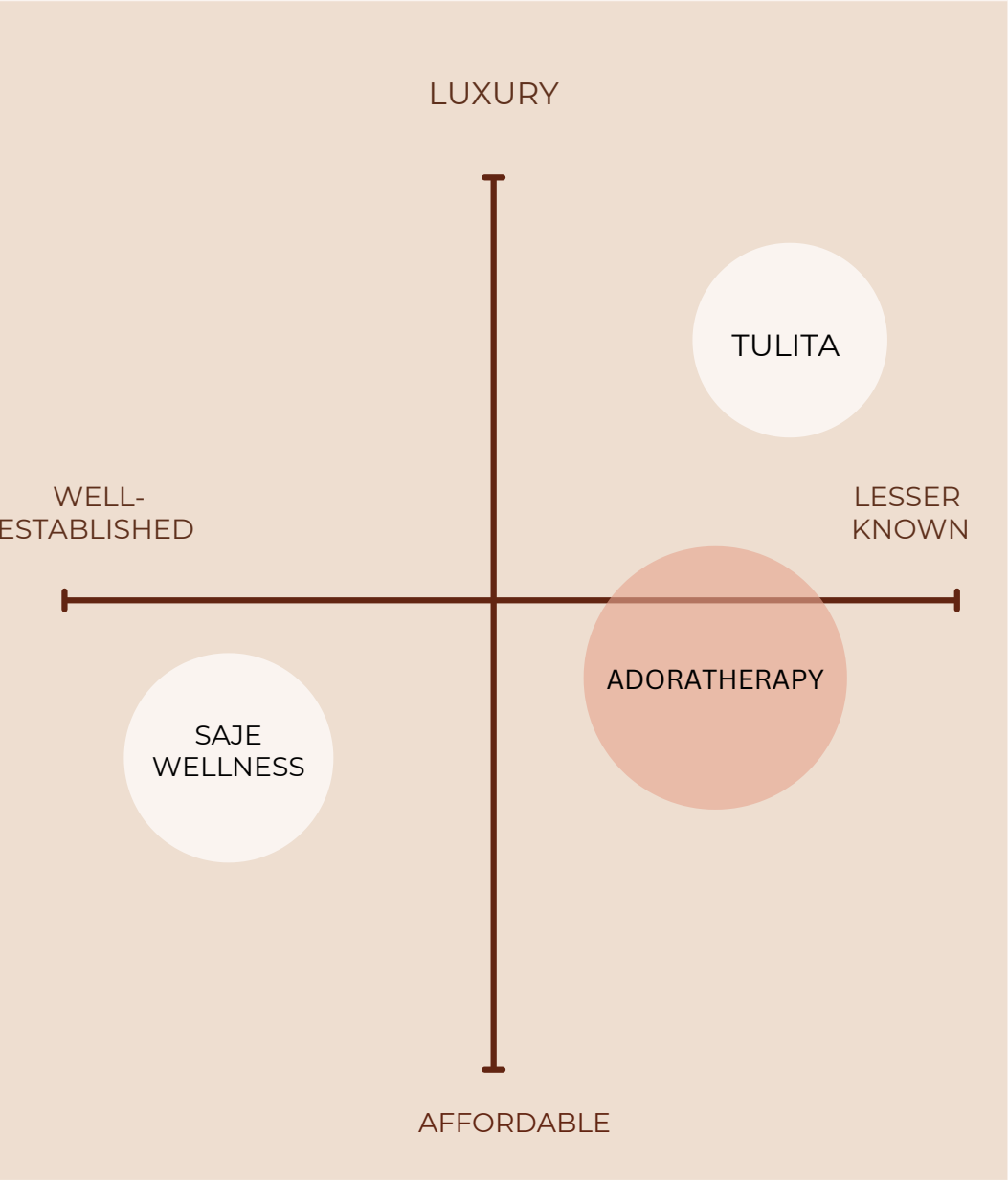


4. COMMUNITY RELATIONS

Edelman's Trust Barometer reveals that 'people in my local community' (62%) are more trusted than CEOs (49%). While research from Accenture highlights that four in five consumers, (80%) now feel more connected to their communities comprised of the individuals they share in real-life and online spaces with, than they did before the pandemic. 5 (WGSN,2023). Adoratherapy's community-nurturing partnerships and initiatives transcend the role of a traditional fragrance brand.

COMPETITIVE LANDSCAPE

In the competitive landscape of aromatherapy fragrances, Adoratherapy stands out as a premium option, characterized by its high-quality offerings and niche appeal, albeit lesser-known, compared to the widely recognized and more affordable brand, Saje Wellness. Meanwhile, Tulita, a new Australian brand with a luxury price point adds an additional dimension to the chakra balancing fragrance market, boasting premium pricing but with limited brand recognition.



TULITA

Chakra balancing fragrance brand, Tulita, targets wellness aficionados seeking exclusive and distinctive scent profiles with a higher disposable income.

INSTAGRAM ENGAGEMENT

- Engagement Rate: 1.59%
- Followers: 3.5k
- Avg Likes: 67



SAJE NATURAL WELLNESS

Saje Wellness sells natural wellness products, including essential oils, skincare, and home remedies, catering to individuals seeking holistic health solutions.

INSTAGRAM ENGAGEMENT

- Engagement Rate: 0.05%
- Followers: 331.1k
- Avg Likes: 177



ADORATHERAPY

ADORatherapy is a premium wellness fragrance brand specializing in natural essential oil-based fragrances as tools for self-awareness and healing.

INSTAGRAM ENGAGEMENT

- Engagement Rate: 0.02%
- Followers: 68.5k
- Avg Likes: 13

COMPETITIVE AUDIT

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| BRAND | Demographic | Substitute Products | Price Range | Marketing Channels | Backlinks | Linking Websites | Live Campaigns | PR OUTREACH | Sustainability |
|---------------|------------------------|-------------------------------------|---------------|--------------------------------------|--------------------|------------------|-------------------------------|-------------------------------------|---|
| TULITA | Age: 20-40 Women | Chakra Balancing Perfumes | Luxury \$207 | Instagram, Website | 10 100% do follow | 3 | Brand Awareness via Instagram | LOAEL, Sensoriam | B-corp, Blue Beauty Certified, 100% natural & non-toxic, Plastic negative, Carbon Positive certified, Ethical sourcing, Refillable + Recyclable, Cruelty Free |
| SAJE WELLNESS | Age: 25-34 Women & Men | Body Mists, Candles, Essential Oils | Midrange \$25 | Instagram, TikTok, YouTube, Web Blog | 23K 80% do follow | 3.4K | #ISajedthat Product Launch | Forbes, PRNewswire, Vogue, USAtoday | 100% natural, RPET program, Cruelty Free |
| ADORA THERAPY | Age: 20-40 Women | X | Premium \$50 | Instagram, TikTok YouTube Web Blog | 2.4K 79% do follow | 385 | People We Adore: live talks | Clean Beauty Awards, Foundermade | Organic, wildcrafted growing methods, Vegan, Cruelty Free |

PR GOALS 2024-2025

| MONTH | MEDIA TACTICS | MONTH | MEDIA TACTICS | METRICS |
|-------------|---|----------------|--|--|
| MAY 2024 | <ul style="list-style-type: none">• Biweekly podcast (05/03, 05/17, 05/31)• Email Newsletter Content 2x/week• 1 Press Release• Grand Opening Campaign Event• Instagram Activity 7x/week | SEPTEMBER 2024 | <ul style="list-style-type: none">• Bi-weekly Podcast Episode (09/06, 09/20)• Email Newsletter Content 2x/week• Instagram Activity 7x/week | <ul style="list-style-type: none">• # of podcast listens/downloads• Email open rate/CTR• #of additional press inquiries• # of backlinks• #of social media mentions |
| JUNE 2024 | <ul style="list-style-type: none">• Biweekly Podcast (06/14, 06/28)• Email Newsletter Content 2x/week• 1 Press Release• 1 Strategic Brand Partnership• Instagram Activity 7x/week | OCTOBER 2024 | <ul style="list-style-type: none">• Bi-weekly Podcast Episode (10/04, 10/18)• Email Newsletter Content 2x/week• 1 Press Release• Halloween Campaign• Instagram Activity 7x/week | <ul style="list-style-type: none">• # of podcast listens/downloads• Email open rate/CTR• #of additional press inquiries• # of backlinks• #of social media mentions |
| JULY 2024 | <ul style="list-style-type: none">• Bi-weekly Podcast (07/12, 07/26)• Email Newsletter Content 2x/week• Instagram Activity 7x/week | NOVEMBER 2024 | <ul style="list-style-type: none">• Bi-weekly Podcast Episode (11/01, 11/15)• Email Newsletter Content 2x/week• 1 Press Release• Black Friday Promotional Retail Event• Instagram Activity 7x/week | <ul style="list-style-type: none">• # of podcast listens/downloads• Email open rate/CTR• #of additional press inquiries• # of backlinks• #of social media mentions |
| AUGUST 2024 | <ul style="list-style-type: none">• Bi-weekly Podcast (08/09, 08/23)• Email Newsletter Content 2x/week• 1 Press Release• 1 Strategic Brand Partnership• Instagram Activity 7x/week | DECEMBER 2024 | <ul style="list-style-type: none">• Email Newsletter Content 2x/week• 1 Press Release• 1 Holiday Retail Event• Instagram Activity 7x/week | <ul style="list-style-type: none">• # of podcast listens/downloads• Email open rate/CTR• #of additional press inquiries• # of backlinks• #of social media mentions |

PR GOALS 2024-2025 (CONT.)

| MONTH | MEDIA TACTICS | MONTH | MEDIA TACTICS | METRICS |
|---------------|--|------------|---|--|
| JANUARY 2025 | <ul style="list-style-type: none">• Biweekly podcast (01/10, 01/24)• Email Newsletter Content 2x/week• Instagram Activity 7x/week | MARCH 2025 | <ul style="list-style-type: none">• Biweekly podcast (03/07, 03/21)• Email Newsletter Content 2x/week• Instagram Activity 7x/week | <ul style="list-style-type: none">• # of podcast listens/downloads• Email open rate/CTR• #of additional press inquiries• # of backlinks• #of social media mentions |
| FEBRUARY 2025 | <ul style="list-style-type: none">• Biweekly Podcast (02/07, 02/21)• Email Newsletter Content 2x/week• 2 Press Releases• Valentine’s Day Campaign• 1 Valentine’s Day Promotional Retail Event• Instagram Activity 7x/week | APRIL 2025 | <ul style="list-style-type: none">• Biweekly Podcast (04/04, 04/18)• Email Newsletter Content 2x/week• 1 Press Release• Strategic Brand Partnership• Instagram Activity 7x/week | <ul style="list-style-type: none">• # of podcast listens/downloads• Email open rate/CTR• #of additional press inquiries• # of backlinks• #of social media mentions |

ADORATHERAPY

PR PLAN 2024-2025

CONTENT CREATION



PODCAST

Adoratherapy leverages their experience conducting Instagram live talks as the jumping-off point for **bi-weekly Spotify podcast episodes**. Streamlining the brand's audio media through consistency aims to amplify engagement & brand reach, through compelling storytelling and expert insights.



INSTAGRAM

Enhance Instagram content creation with **uploads 7x/week**, aiming to effectively reach follower and engagement goals through consistent and captivating visuals, stories, and interactive elements. For the remainder of 2024, there will be **six paid micro-influencer endorsements** scheduled.



NEWSLETTER

Adoratherapy's revamped **2x/week email newsletter** goals employ a refined brand language, featuring mindfulness advice, **chakra- activating reminders, and interactive widgets** that seamlessly connect consumers to specific products, fostering deeper personalization for their millennial audience.



RELATIONS



EVENT PLANNING

Adoratherapy will be expanding its event offerings with the introduction of a new location in Wynwood, Miami, set to open in May 2024. **3 retail events and 3 campaigns** are scheduled to take place across their locations in Asheville and Miami.



PRESS RELEASES

Adoratherapy is committed to proactive engagement with relevant media outlets. **Press releases, spotlighting product releases, strategic partnerships, the opening of the Wynwood location, exciting retail events, and campaigns** ensuring coverage of dynamic initiatives within the industry.

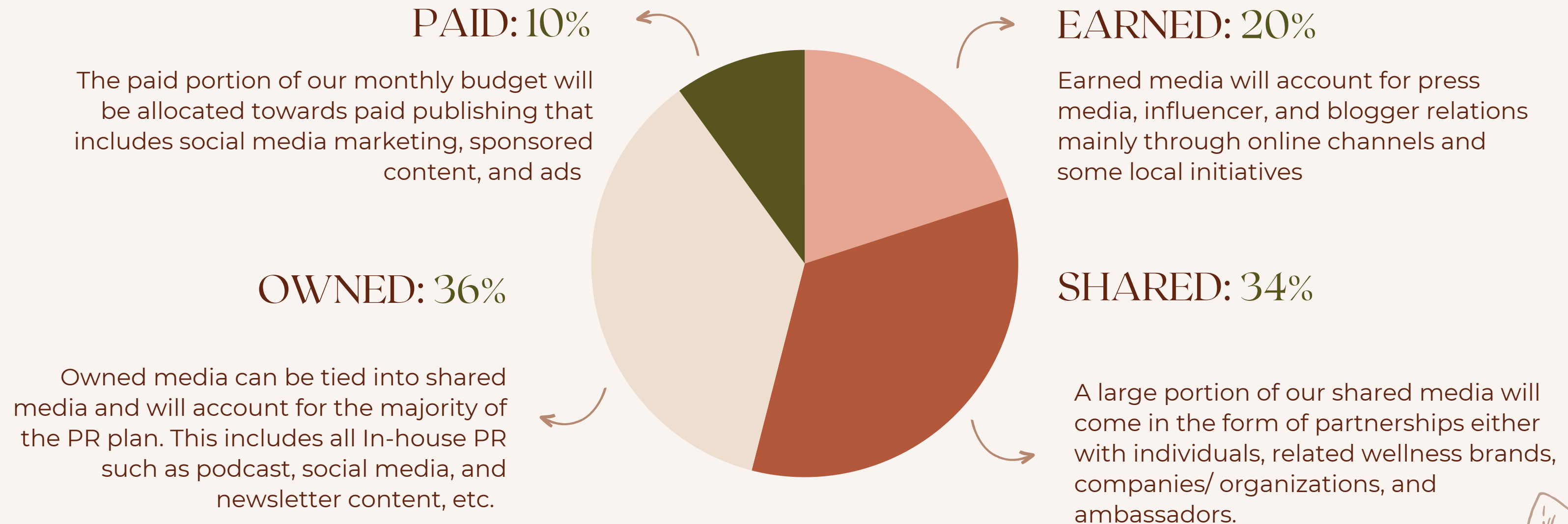


PARTNERSHIPS

Adoratherapy will be forging **3 strategic partnerships (June '24, August '24, April '25)** with prominent **wellness centers across the Miami region**, providing exclusive access for customers to purchase their products, further solidifying their presence in the local wellness community.

MONTHLY BUDGET 2024-2025

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PESO BREAKDOWN

Average Monthly Budget: \$2,000



BRAND MESSAGING

ADORAtHERAPY has a friendly and warm brand personality that mimics the tone of a friend. They want the world to know that they care deeply about their customers needs and wellbeing. Rooted in spirituality, ADORAtHERAPY cares about their people and the planet they inhabit.



HUMAN FOCUSED

“YOU are the key ingredient. You own your breath and vibration. You are your own healer. Every use of our products is led by Your intentions, which influences your personal transformation”



ECOLOGICAL

“We pay great attention to green tenets of business and focus on sustainability, opting for organic, biodynamic and wildcrafted growing methods. These plants grow to embody their perfection and fulfill their ability to help transform, rejuvenate and balance the human condition”



APPROACHABLE AND WELCOMING

“With ADORAtHERAPY’s guidance, you will experience a personal transformation journey. Our purpose- driven products facilitate inner healing... let us be your life coach in a bottle”

THE CAMPAIGN: “AWAKEN YOUR INTUITION”

PRE-GRAND OPENING EVENT

Adoratherapy is set to captivate a broader audience with its upcoming pre-grand opening event at the new Wynwood, Miami store. Through this campaign, the brand aims to foster a deeper appreciation for self-care and ancestral healing practices within urban settings. By extending its reach to a new city, Adoratherapy seeks to cultivate engagement and community cohesion around its ethos. The PR initiative boasts sustainably crafted artisanal invitations and envelopes, reflecting the brand's commitment to eco-consciousness. Complemented by an email marketing activation, this campaign promises to ignite curiosity and excitement among potential patrons, fostering a vibrant community around holistic well-being.

Experience our innovative fragrances, delve into the benefits of natural essential oils, and connect with like-minded individuals:

Date: Wednesday, May 22, 2024,

Time: 11:30am - 4pm.

Location: 230 NW 25th St Unit H, Miami, FL 33127.

Limited street parking available; public parking nearby.

By invitation only.

Content creation encouraged.

ADA approved facilities provided



Media List



| MEDIA TYPE | FIRST NAME | LAST NAME | TITLE | OUTLET | TOPIC | EMAIL | SOCIAL MEDIA | PERSONAL NOTES |
|-------------------------------|------------|-------------|----------------------------------|---------------------------|------------------------------|-----------------|----------------|---|
| LOCAL NEWSPAPERS | Tom | Finkel | Editor - in - chief | Miami New Times | Local and national coverage | tom.finkel@miar | @tom.finkel | N/A |
| LOCAL NEWSPAPERS | Juan | Ortega | Metro News Editor | SunSentinel (South Florid | Locals News/ What's Happenin | jortega@sunser | n/a | offers a "things to do" page |
| BLOG | Paola | Mendez | Founder and contributor | South Florida Bloggers | Local experiances | paola@theblog | @coralgableslo | Works exclusively in the Miami area |
| BLOG | Mike | Rynart | Managing Editor | The Miami Guide | Everything Miami! | hello@themiami | @themiamiguide | n/a |
| INFLUENCER | Syndia | Jean | Digital Creator | Instagram | Fashion and fragrance | fashionlux.1@y | @fashionlux.1 | "Lifestyle" influencer |
| INFLUENCER | Lauren | Giraldo | Influencer | Instagram | Health/ Beauty | lauren@scalem | @laurengiraldo | Interested in spirtuality |
| MAGAZINE | Paige | Mastrandrea | Media Management | Ocean Drive Magazine | Health/ fitness | pmastrandrea@ | n/a | n/a |
| MAGAZINE | Briana | Dodson | Writer | MIA Living Magazine | Wellness/ sustainability | brianadodson2 | n/a | Strong emphasis on mindfulness and wellness |
| INDUSTRY SPECIFIC PUBLICATION | Maggie | Seaver | Health and Wellness Editor | REAL SIMPLE | Health, Wellness, Psychology | mseaver@realsi | @seavermaggie | n/a |
| INDUSTRY SPECIFIC PUBLICATION | Crystal | Tejera | Director of Wellness Partnership | Vibes Magazine | Wellness | n/a | @soul.tropical | Big on spirtuality |
| PODCAST | Banna | Fakhoury | Marketing Manager | The Miami Guide | New spots in Miami | hello@themiami | n/a | Connected to "The Miami Guide" Blog |

Entire contact list is based in Miami*

PRESS RELEASE



For Immediate Release May 1, 2024

AWAKEN YOUR INTUITION: A PRE - GRAND OPENING EVENT

ADORAtherapy is hosting an exclusive event at their new Miami location two weeks before opening to the public.

ADORAtherapy presents *Awaken Your Intuition: A Pre - Grand Opening Event*, which will take place on Wednesday, May 22, 2024 in Miami, Florida. *Awaken Your Intuition* is an experiential event and will feature catering, free products, Aura readings, Chakra healing, and personalized spiritual activation.

About 50 attendees are expected to participate in *Awaken Your Intuition*. *Awaken Your Intuition* is meant as a way to celebrate and get people excited about our brand growth as we expand into a new location in a completely new city. Attendees will also have the chance to experience the brand's innovative fragrance offerings firsthand and learn more about the benefits of natural essential oils.

"We're hoping that that second store is going to be like our headquarters. It's a much larger store than the store in Asheville and we're going to be able to showcase everything and much more, so we're very excited about that." says Laura McCann, ADORAtherapy founder and CEO.

Practical Information:

- Date and Time: Wednesday, May 22, 2024 from 11:30am to 4pm
- Event Address: 230 NW 25th St Unit H, Miami, FL 33127
- Street parking is limited; public parking is available two doors down
- Attendance is strictly by invitation only
- Content creation is encouraged
- ADA approved restrooms and a wheelchair ramp will be available

About ADORAtherapy:

ADORAtherapy is a wellness fragrance brand that harnesses the power of natural essential oils to promote a healing journey. Founded by Laura McCann, who serves as CEO, the brand was born from her personal quest to manage stress using the earth's own resources. Since establishing in 2015, the company has remained dedicated to crafting innovative fragrance products with sustainability and self-care at its core.

For more information, contact: hello@adoratherapy.com

Follow us on all major social media platforms: @adoratherapy

PITCH LETTER

| | |
|---------|--|
| To | hello@miamiguide.com |
| Cc | & Person |
| Bcc | & Person |
| Subject | Pitch: ADORAtherapy is hosting a pre - grand opening event |

Hello Mike,

ADORAtherapy is eagerly welcoming the summer season by hosting an event on Wednesday, May 22, 2024, to celebrate the growth and expansion of our new store location in the Wynwood area of Miami. I'm reaching out to you because I've noticed several articles you've written, spotlighting new events and developments in the Miami area, and I believe this event would be of interest to you. ADORAtherapy is broadening its horizons by engaging in community building through its core strength: spiritual nurturing.

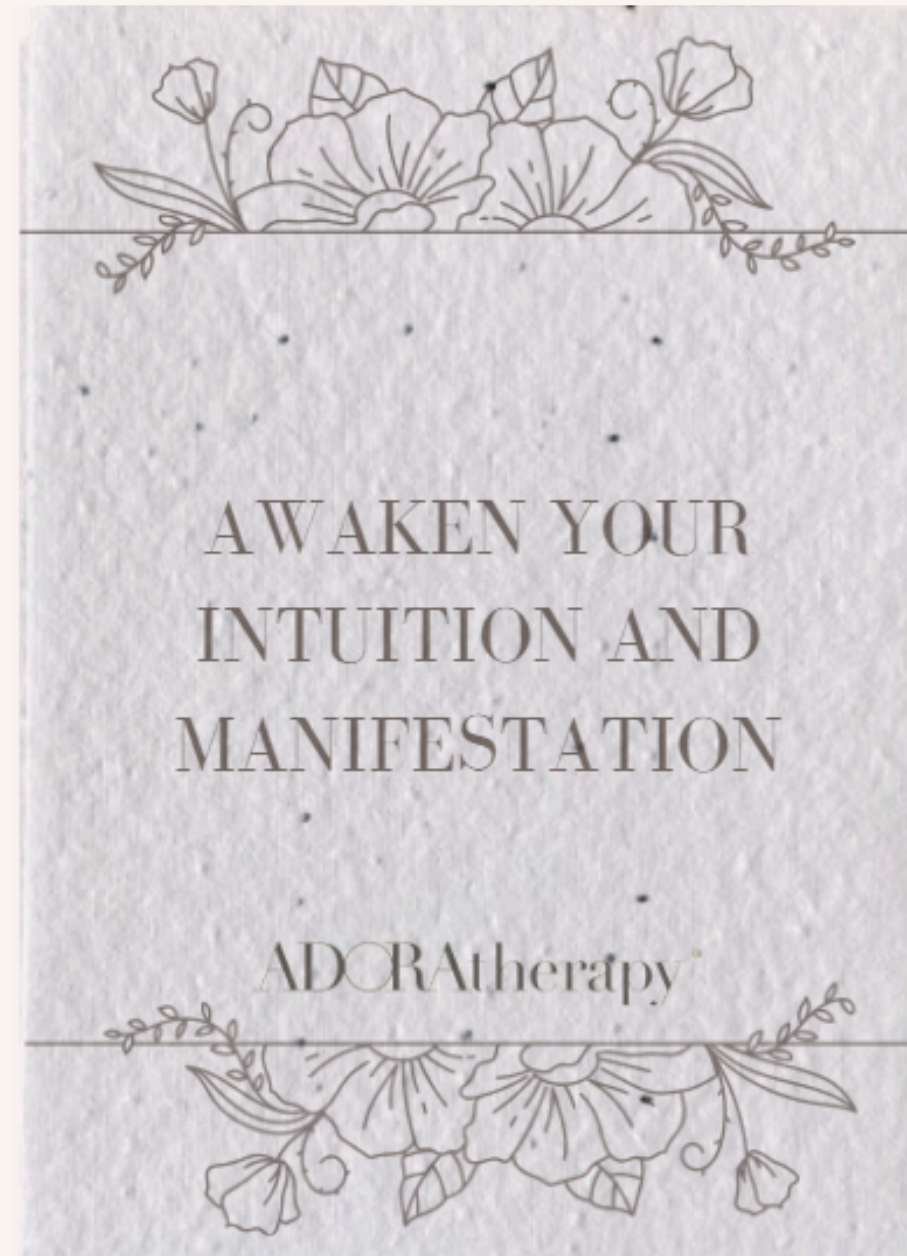
The event titled, **Awaken Your Intuition**, is an experiential event bringing people together for free products, aura readings, chakra healing, and personalized spiritual activation. I'd be happy to connect you with ADORAtherapy's founder and CEO, Laura McCann to discuss further details. Let us know if this is an event you'd be interested in covering!

Thank you for your consideration, Mike!

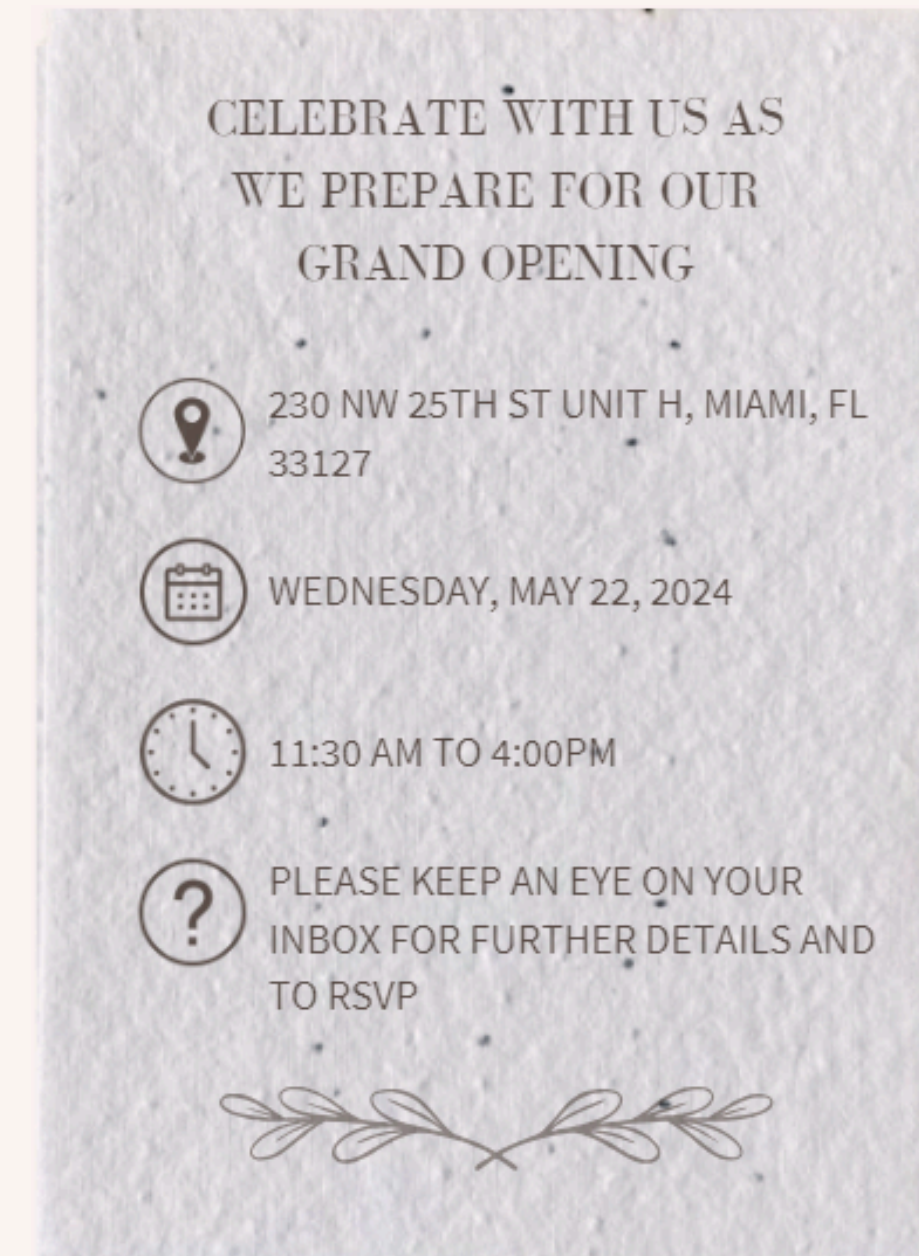
Sincerely,
Jennifer

Collateral 1: Invitation

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Keeping in line with ADORAtHERAPY's brand values and commitment to sustainable solutions, the invitations will be sent out using eco - friendly materials/ recyclable materials.



These particular invitations are seed cards and can be planted!

Invitation Mockups



Collateral 1: Invitation Cont.

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All invitees will be sent a box containing the invitation, a candle, and a meditation mantra routine to be done when the candle is lit



The box acts as a way to generate excitement for the upcoming event while also giving an introduction to the ADORAtHeraPy brand and what can be expected

Invitation Box Mockup



COLLATERAL 2: Email Copywriting

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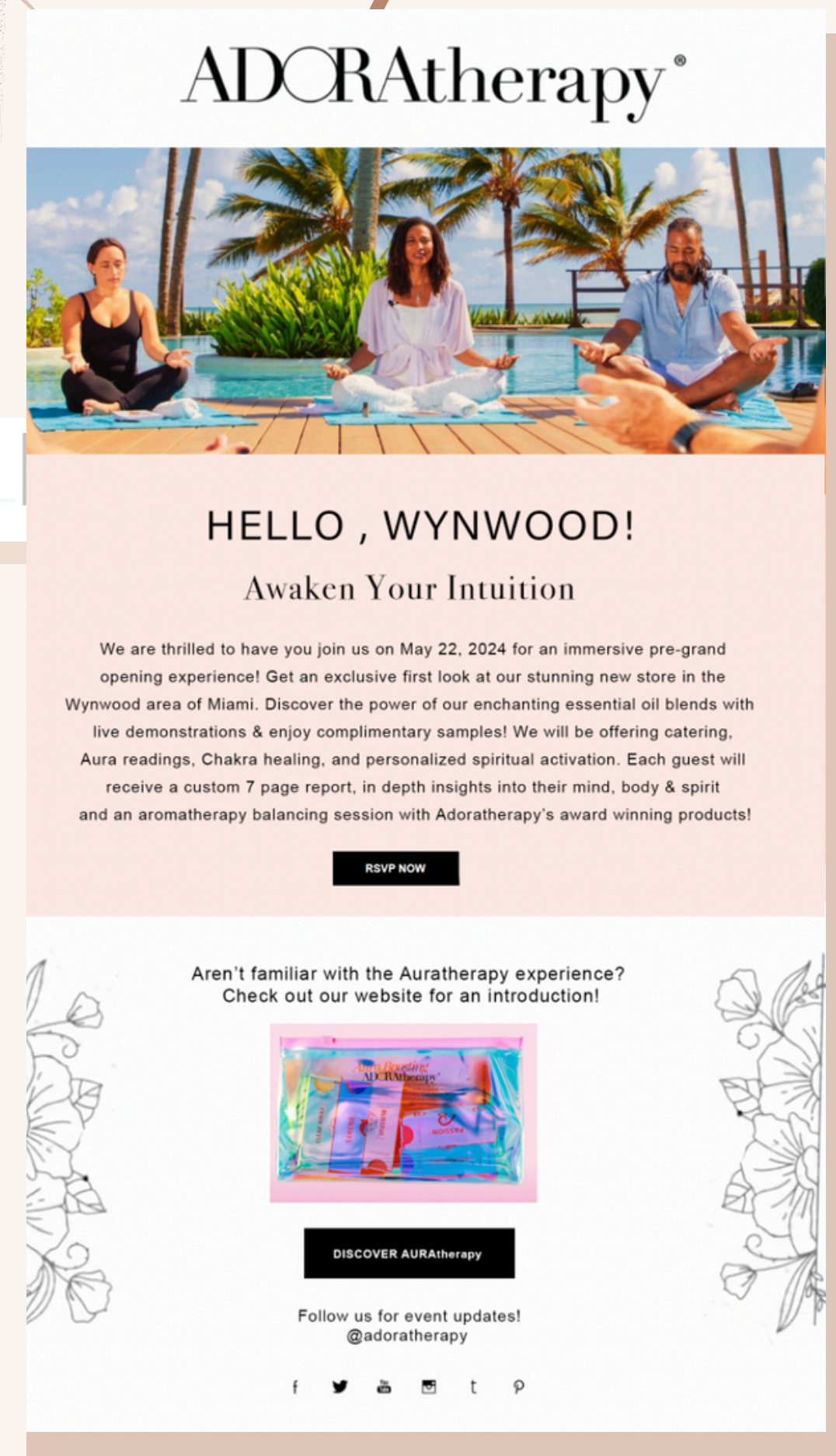
EMAIL SUBJECT LINE

☆ ADORAtHERAPY

Trust your Intuition - Ready for ADORAtHERAPY's Pre-Grand Opening Event?

9:10 AM

ADORAtHERAPY's email copywriting serves as both a cordial public invitation and an introduction to the brand's Auratherapy process. The color scheme, visuals and messaging follow the core characteristics of the brand's language; human centric, welcoming and relaxed.



CAMPAIGN GOALS

30 Day Campaign Strategy

CORE OBJECTIVE: BUILD BRAND AWARENESS & TRUST

ADORAtHERAPY's PR campaign, AWAKEN YOUR INTUITION, aims to boost its brand reach and engagement through the following:

- Augmenting social media presence and engagement.
- Improving influencer relations across digital platforms.
- Gaining press attention in widely recognized global wellness media outlets.
- Facilitating brand expansion and reaching a new geographic demographic.
- Activate brand email communications by promoting the Pre-opening including invitation collateral and additional campaign-related content.



METRICS

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30 Day Campaign Strategy

PAID

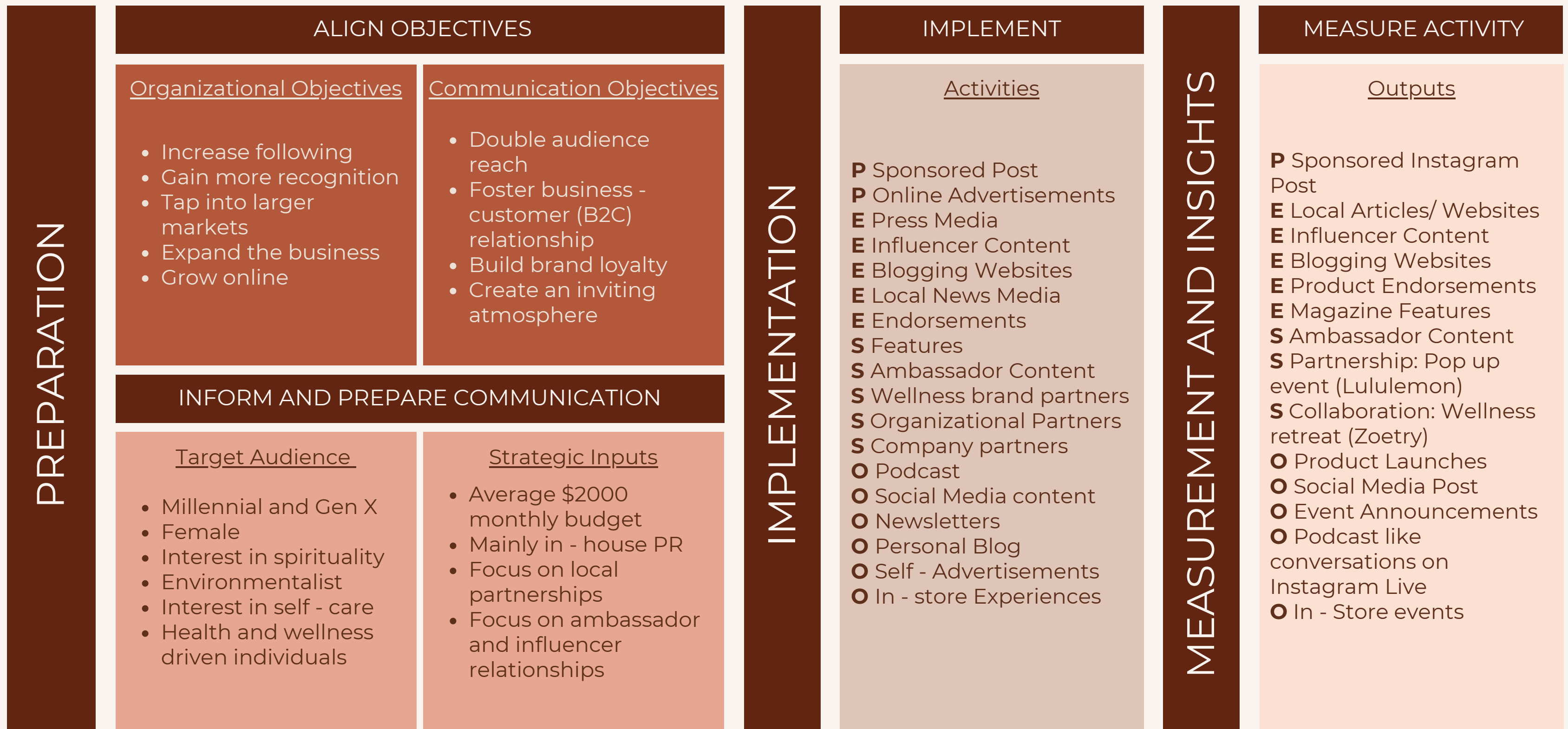
- Improving content-generating relations by 5% through paid influencer sponsorships.
- Paid campaign-related ads generating 10% increase in web traffic and profile click through.

EARNED

- Local channel recognition and press outreach: Increase mentions in local magazines and blogs by 10%, incentivizing and reinforcing consumer loyalty.
- Increase Instagram following by 10%: Analyze engagement and average likes on posts, stories, user tags, and comments.
- Garnering 10% click-through increase: Achieve through generated newsletter content with integrated calls-to-action.
- Ensure 90% customer satisfaction: Gathered from post-event surveys and feedback tracking platforms.
- Aim for an 80% turnout: Target for the pre-grand opening event.
- Increase Instagram following by 10% through weekly campaign posting.
- Incorporate campaign hashtag: #AwakenYourIntuition.



INTEGRATED INTERACTIVE FRAMEWORK (IIF)



Campaign Impacts

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30 Day Campaign Strategy

| | PRE - CAMPAIGN | POST - CAMPAIGN |
|----------------------|--|--|
| INSTAGRAM | <p>Instagram Following: 69.4k</p> <p>Instagram Engagement: 0.02%</p> <p>Average Likes: 13</p> <p>Positive mentions: 3.8k</p> | <p>Instagram Following: 76.3k</p> <p>Instagram Engagement: 0.65%</p> <p>Average Likes: 16.9</p> <p>Positive mentions: 4.5k</p> |
| EMAIL COMMUNICATIONS | <p>Email Open Rate/CTR : 33.3 %</p> | <p>Email Open Rate/CTR : 83.3 %</p> |
| PRESS | <p># of backlinks: 2.4K</p> <p>79% do follow</p> | <p># of backlinks: 2.9K</p> <p>90% do follow</p> |
| WEB TRAFFIC | <p>150 unique users each day</p> <p>Ad Revenue: \$ 222 USD</p> | <p>250 unique users each day</p> <p>Ad Revenue: \$ 463 USD</p> |

The image features a light beige background with decorative line-art illustrations of leaves in the corners. Top-left: A cluster of three leaves on a stem. Top-right: A cluster of three leaves on a stem. Bottom-left: A cluster of three leaves on a stem. Bottom-right: A cluster of three leaves on a stem. A thin horizontal line is positioned near the bottom center of the page.

THANK YOU FOR
LISTENING!