

VS & CO.
FINAL
COMMUNICATION
PLAN

Our Team



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Agenda

Over sexualization of Women

Employees and Consumers Perspective

EmpowHer : The Show

Selection Process

Advertising Campaign

Projected Timeline

Conclusion

Victoria's Secret has been called out for its over sexualized ads in the past. Another shopper wrote on Facebook: "The sexualization of girls has gotten worse and worse over the years."



**Over
Sexualization
Has Reached
Its End**

Sourced: Insider 2018

Former Employee Perspective

The Retail Level:

"Men came into the store and asked me try on the lingerie to see the 'fit.' before purchasing. They would leave without even buying anything."

Jean Ausman 2022 (Former Store Manager)

Models Representing The Fantasy; Not Reality



- 5'8"-6'3
- 115-125 lbs
- 18-22 years old
- 34-inch bust
- 24-inch waist
- 34-inch hips

Sourced: Odyssey, 2020

Influence on Eating Disorders



20 million women and 10
million men

Sourced: Brain and Behavior Research Foundation, 2022



News

Aug 19, 2022

**Victoria's Secret
Commandeered the Term
'Sexy' and it Contributed to the
Millions Who Develop an
Eating Disorder**

Sourced: Equip, 2022

Models

In Open Letter, More Than 100 Models Urge Victoria's Secret to Take a Stand Against Sexual Harassment in Fashion

By **Julyssa Lopez**

August 6, 2019

Sourced: Washington Post, 2019

MEDIA MENTION

Model calls for Victoria's Secret Fashion Show boycott

10,209 have signed. Let's get to 15,000!



At 15,000 signatures, this petition becomes one of the **top signed on**

Sourced: Change.org, 2018

Angels Take a Stand

Consumers Demand Change

America's former lingerie powerhouse is increasingly being accused of losing relevance among shoppers as its oversexualized ads and racy runway shows have failed to resonate in the era of #MeToo.

Sourced: Insider, 2018



"Indeed, we would go so far to say that its overt sexuality, its focus on airbrushed glamour, and its dark and moody stores are completely out of step with the mood of most modern consumers,"

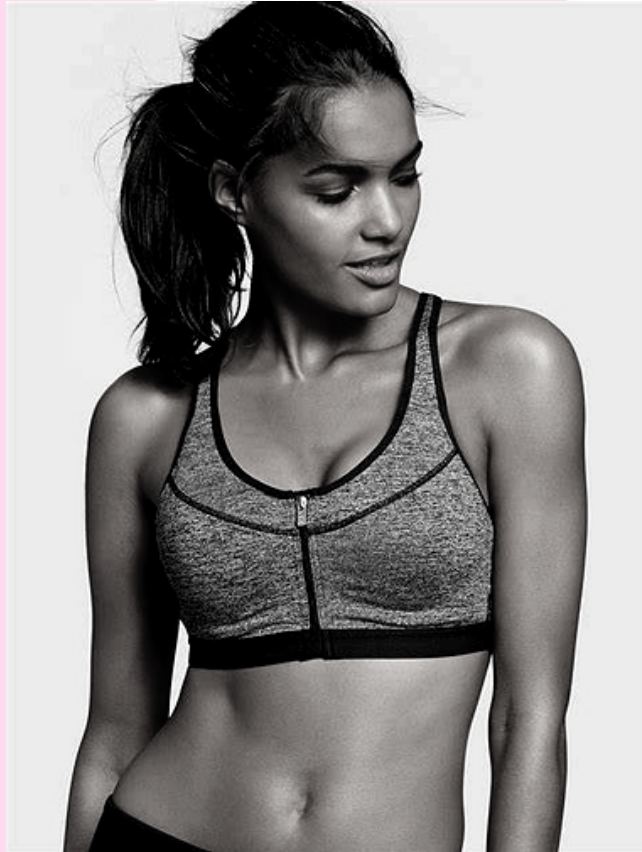
Sourced: Insider, 2018

The Change from Fantasy to Reality

EMPOWHER : THE SHOW

- Fashion show featuring our typical consumer
- No more restriction on height, weight, or race
- 60 models walking the runway



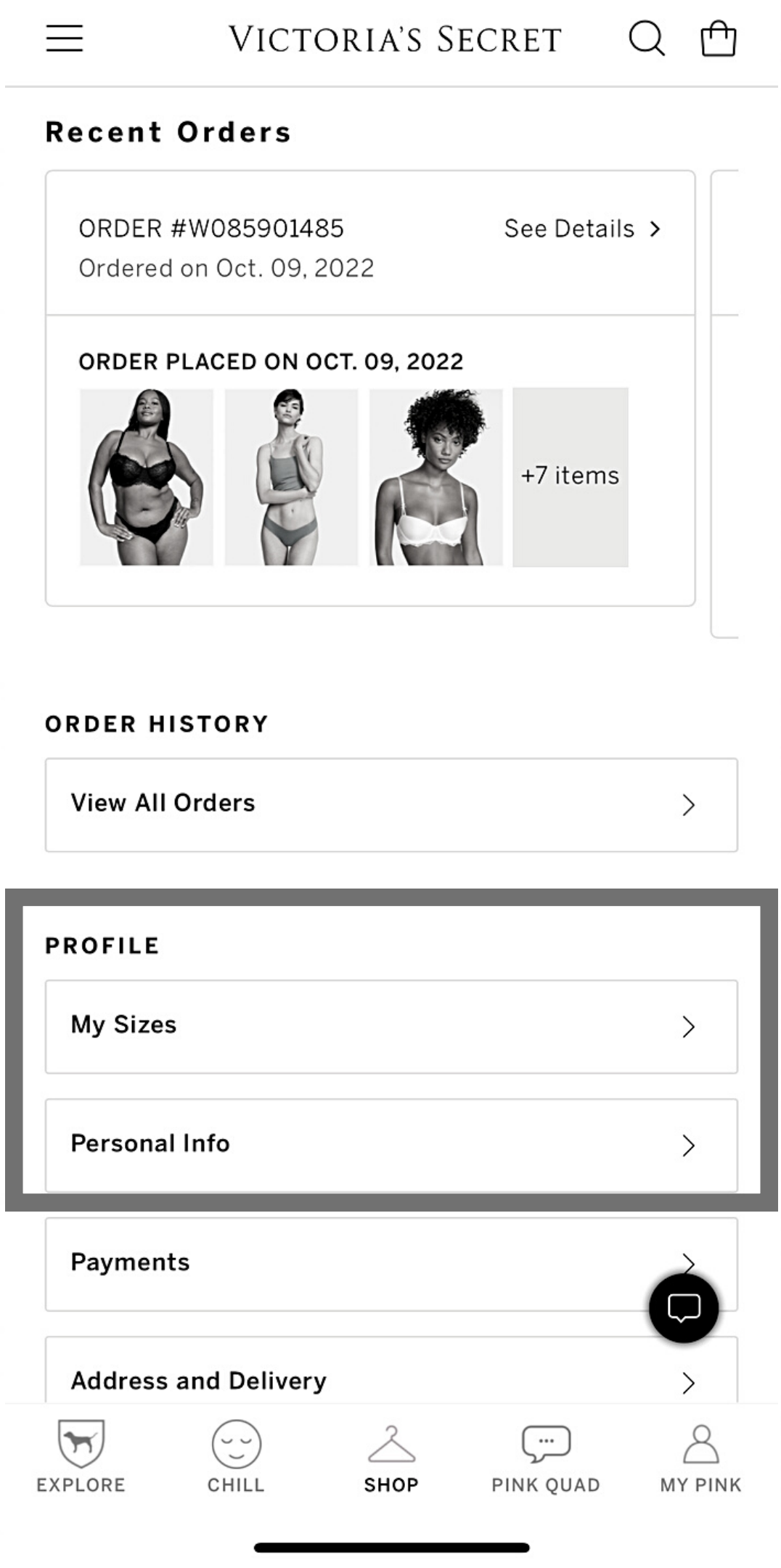
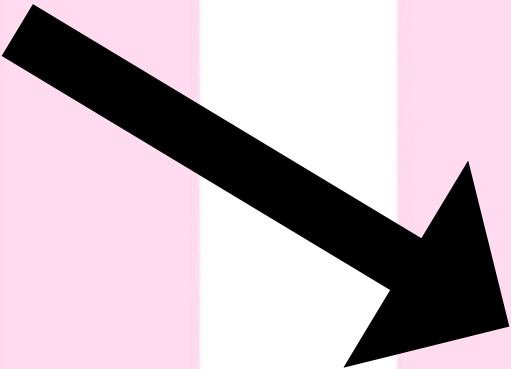


**"It's time to stop telling
women what makes them
sexy - let us decide." -
ThirdLove CEO 2021**



Enter to Participate

Registration Process



Overall Rank ⬆	City ⬆	Total Score ⬆	Socioeconomic Diversity ⬆	Cultural Diversity ⬆	Economic Diversity ⬆	Household Diversity ⬆	Religious Diversity ⬆
1	Houston, TX	71.87	96	31	125	136	53

Sourced: WSJ, 2022

Destination

UHouston, Texas

2023



Hulu is the Desired Streaming Platform

The Hulu logo, consisting of the word "hulu" in a bold, lowercase, sans-serif font, is displayed within a thin black rectangular border. The background of the slide features a pattern of vertical pink and white stripes.

- Allows complete creative control
- Aired live
- Once aired will be available to re-watch

Realistic Ad Campaign

EMPOWHER



- Commercial Advertising
- Rebrand of the fashion show
- Empower Women

Opinion Leader Advertisement



Heidi Klum - 10M Followers



Megan Rapinoe - 2M Followers

Employee and Consumer Impact

Employees

Highlighting inclusivity as a holistic value will establish a more accepting environment, encouraging employees to make their clients feel valued.

Consumers

Incorporating realistic culture will allow both consumers to feel included and appreciated as empowered women, not objectified.

Projected Budget

Sponsored Hulu Ad

\$1,000,000

Flight and Hotel Costs

\$52,200

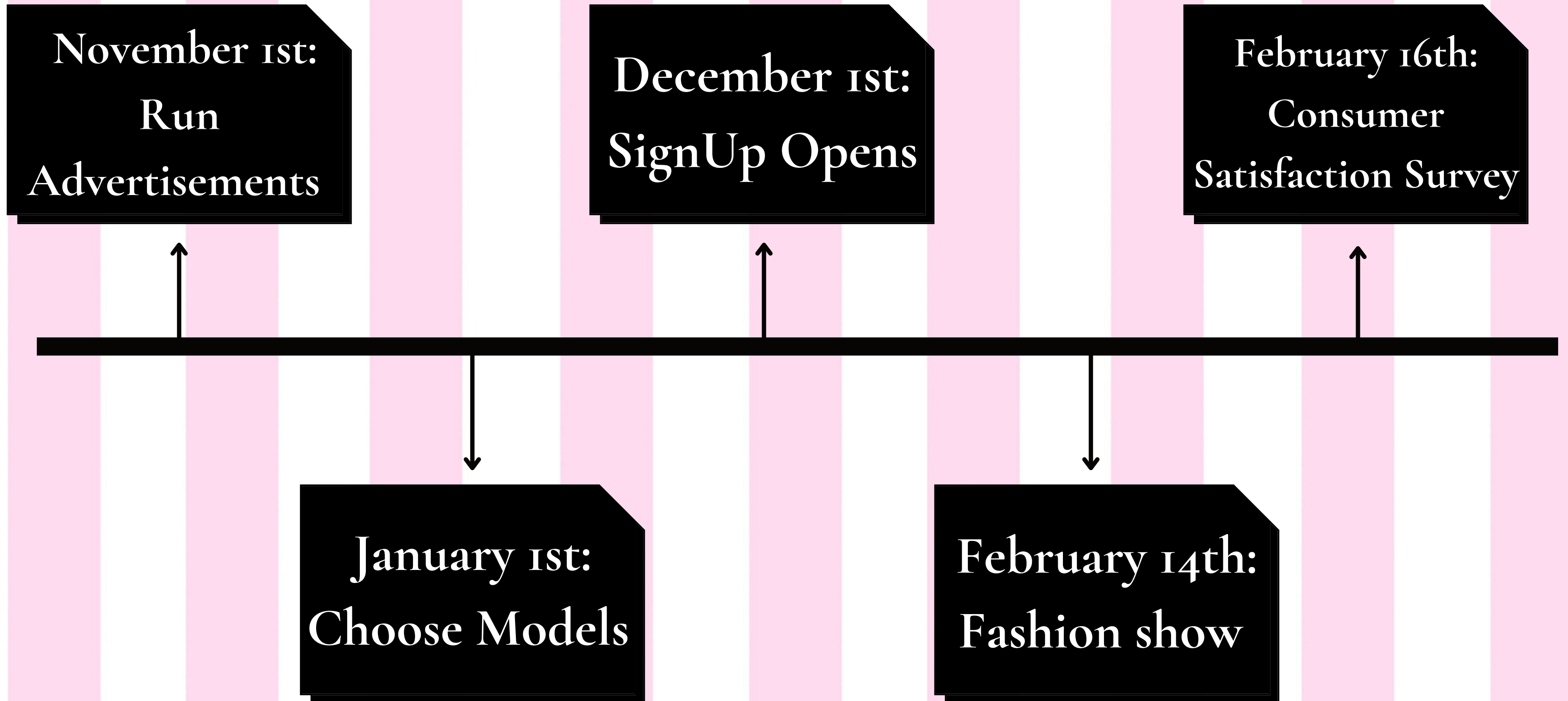
Rental of Venue

\$9,000

Production

\$12,000,000

Projected Timeline



Key Performance Indicators



- Number of Viewers
- Number of Purchases from our Extended Lines After the Show
- Employee turnover
- Results of Consumer Satisfaction Survey

Continuation of Inclusivity



Our mission of serving women is continuous and the basis of all of our efforts as an organization.

Questions

<u>Flights and Hotels for 60 Angels</u> \$600 roundtrip x 60 = 36,000 \$150 per night x 60 = \$9,000 \$60 per day for food = <u>\$7,200</u> \$52,200	3.3 M viewers \$30 per 1000 impressions <u>\$100,000 x 10 Hulu ads</u> \$1,000,000
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