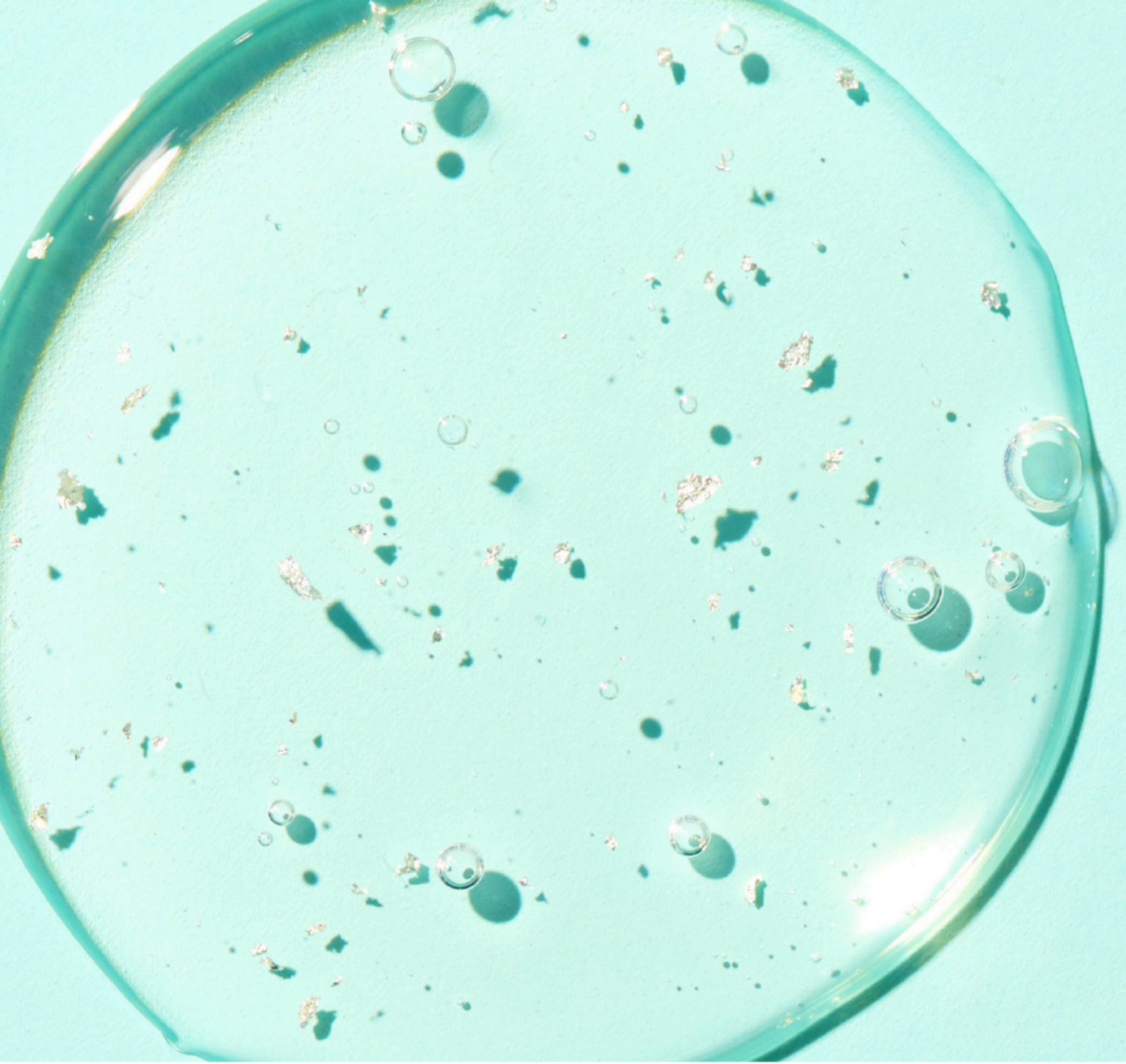


BASE
BEAUTY
CREATIVE
AGENCY.

The Beauty & Wellness Experts

We LAUNCH brands.
We REVIVE brands.
We GROW brands.

BBCA
Virtual Workshop

Planning Impactful Marketing
Beyond the Insecurity of
Social Media

OUR THINKERS

Guests:

- Echo Sandburg, *CMO EltaMD Skincare*
- Ben Rabunski, *VP, Brand Partnerships at StreamElements*
- Samantha Citro Alexander, *Co-Founder & CMO Bitewell*
- Soyoung Kang, *CMO, eos Products*

BBCA Team:

- Jodi Katz, *Founder & Creative Director*
- Aleni Mackarey, *COO & Program Success Lead*
- Robin Placke, *VP Strategy*
- Nathalie Banker, *VP PR & Influencer*
- Rebecca Holliday, *VP Social Media*
- Brian Hack, *Customer Acquisition Specialist*

SOCIAL MEDIA | The Marketer's Delight

- Why brands love social media: When brands are really willing to do the work and create a community, it can be very, very useful in a really interesting way for them to connect on a real authentic level with their customers.
- Hyper-targeted and trackable
- Affordable point of entry for marketers
- True community building is quantifiable
- Essential part of marketing toolbox
- The customer is there
- In-platform shopping

Forbes

It's Not All Bad: The Social Good Of Social Media

Facebook has 2.74 billion monthly active users*

81% of people use Instagram to research products and services*

130 million users tap on shopping posts every month*

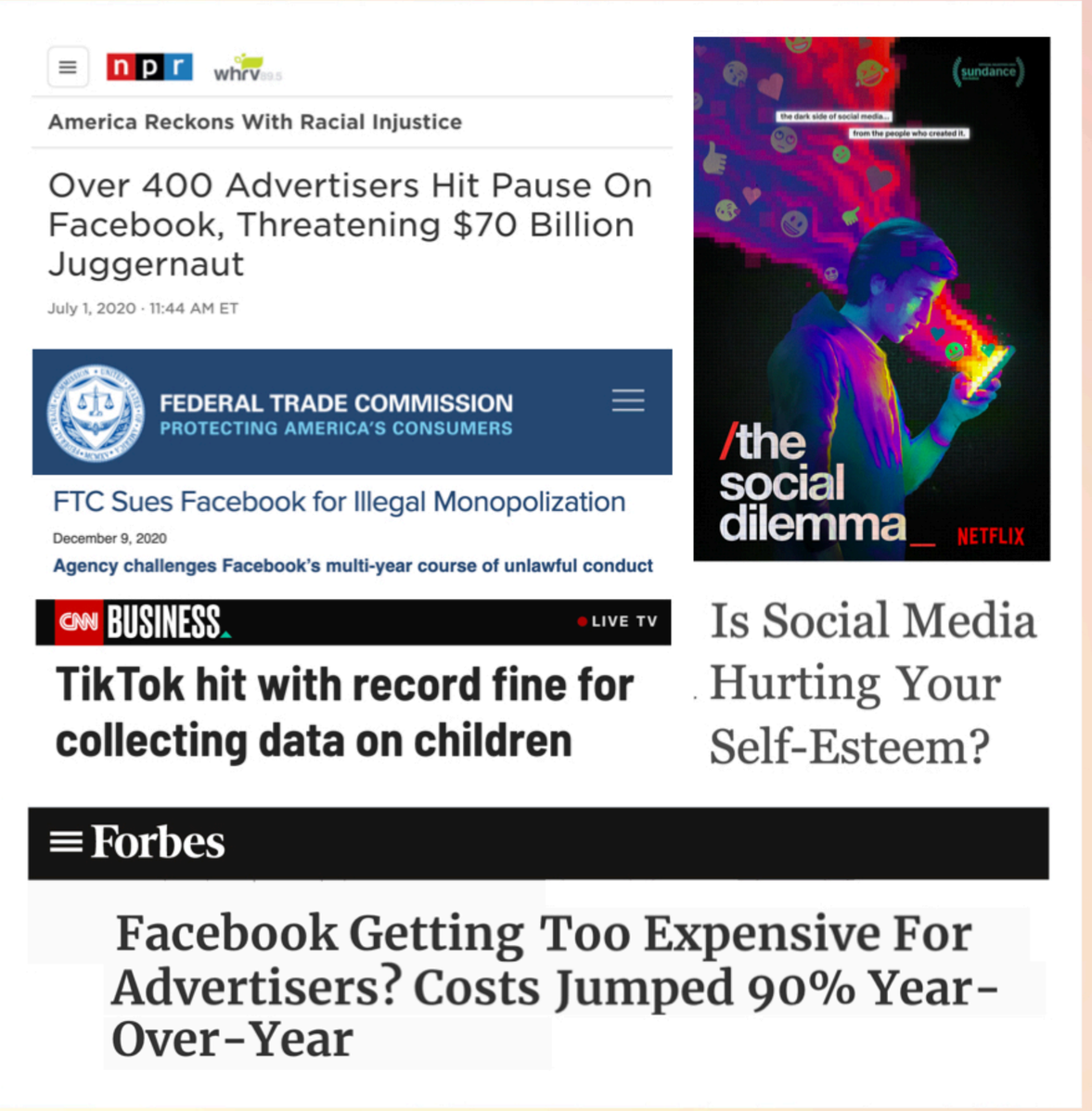
***Hootsuite**

Tik Tok Set to reach 1.2 Billion Average Monthly Active Users in 2021*

*AppAnnie

SOCIAL MEDIA | The Marketer's Dilemma

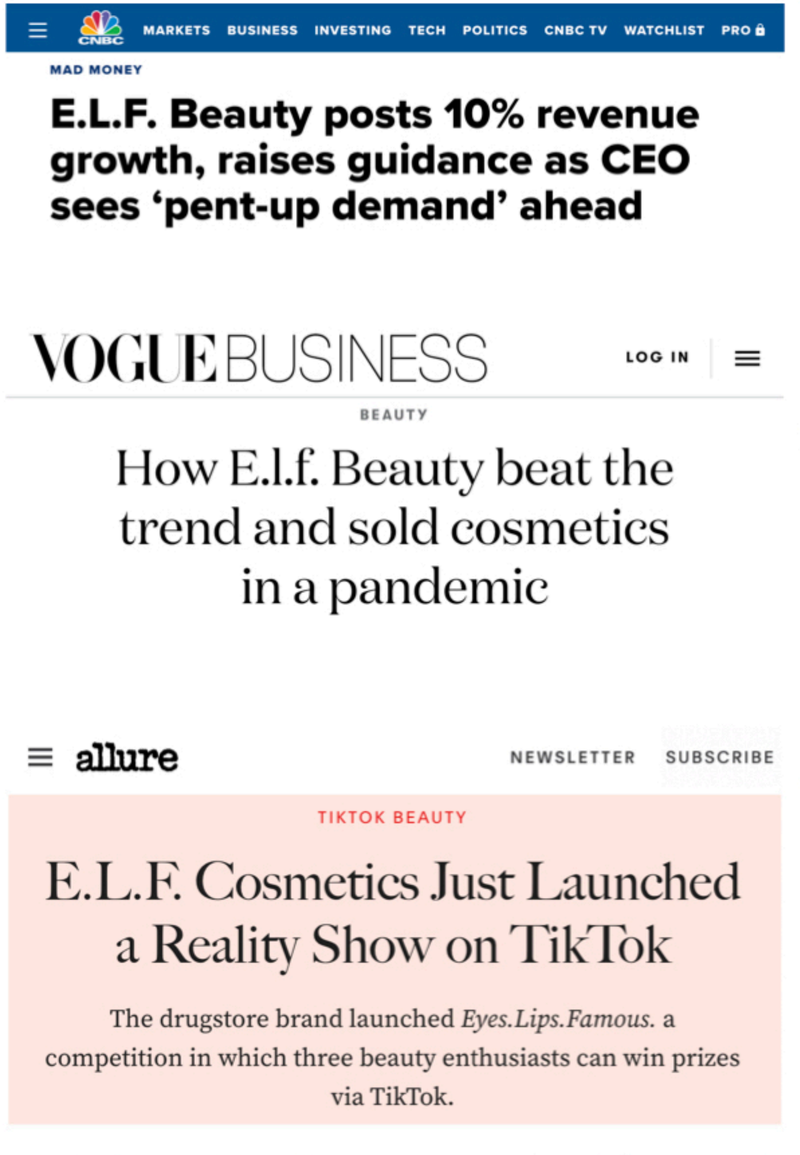
- For brands, insecurity is created when relying on social media as the lead marketing platform.
- Privacy / user agreements controversy
- Formulaic to win at algorithm
- Skewed perception of "reality"
- Costs to compete rising
- Unpredictable environments
- Trolling & ugly behavior
- Multitude of platforms creates resource drain on marketers

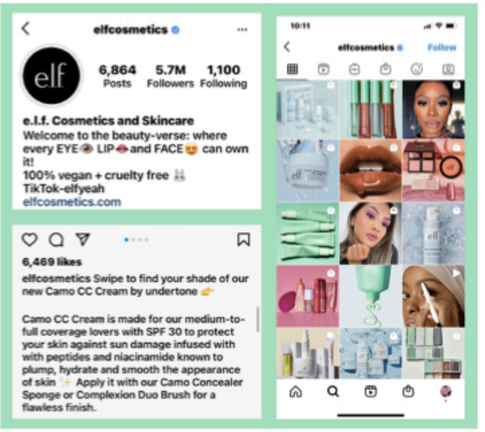


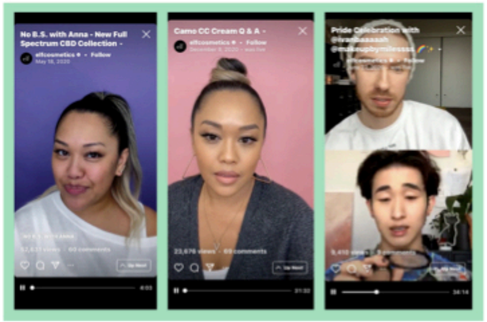
SOCIAL MEDIA | Social *Active* Brand Exceptional Growth

e.l.f.

- Consistent innovation
- Resource heavy with platform personalization: IG, FB, Twitter, TikTok, YouTube
- True community building, partnership driven, edutainment content







SOCIAL MEDIA | Social *Inactive* Brand Exceptional Growth

Clorox:

- Paused Facebook in June 2020, has not resumed activity
- Twitter appears to be used solely for customer service
- YouTube utilized exclusively for posting TV commercials
- Dotcom spotlights community give backs and helpful disinfecting tips

THE CLOROX COMPANY

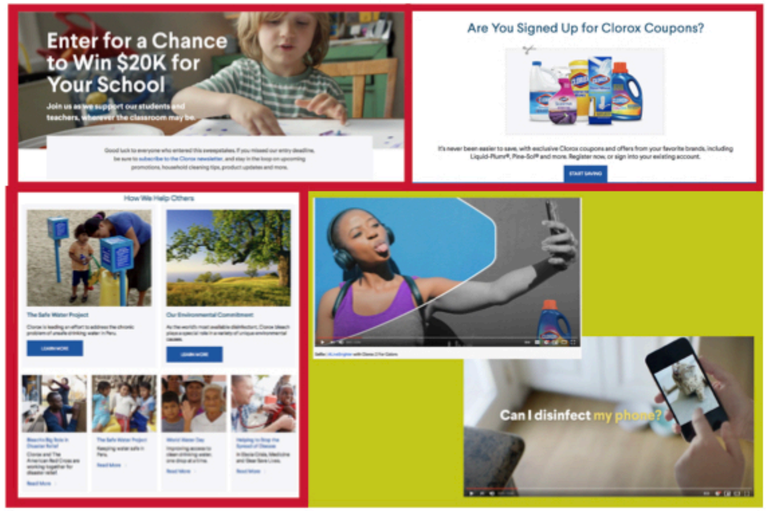
JUNE 29, 2020

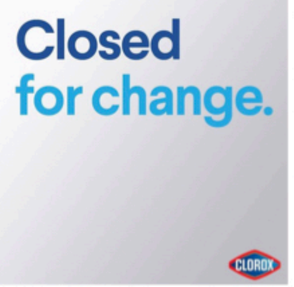
The Clorox Company will stop advertising spending with Facebook, Inc. through December.

As a people-centered company committed to our values, we feel compelled to take action against hate speech, which we believe will increase through the balance of the year. This creates an increasingly unhealthy environment for people and our purpose-driven brands.

We will maintain our planned level of advertising spending but shift to other media.

We will continue to monitor this situation and revisit our position as needed. In the meantime, we will evolve our standards and guidelines for progress for all platforms and publishers to reflect our rising expectations for greater responsibility as these channels continue to become a more important part of people's lives.





The Clorox Company
Clorox Reports Q4 and Fiscal Year 2020 Results, Provides Fiscal Year 2021 Outlook
Via Cision PR Newswire

"Advertising and sales promotion spending is expected to increase to about 11% of sales."

"Our focus now is building on this momentum, investing aggressively in brand-building…"

INSIGHT GATHERING | The Consumer

Where do you meet brands?

- Social media
- Targeted ads/ sponsored posts on IG
- Magazine quizzes / write-ups
- Influencers
- Subscription boxes
- Browsing in-store / at retail / Sephora bday gift!
- DMs or snaps from my friends
- Pinterest
- Google ads

Growth Mindset

HOLISTIC MARKETING OPTIMIZATION AND INNOVATION ACROSS 9 AREAS OF EXPERTISE THAT BREAK DOWN SILOS FOR EFFICIENT GROWTH.

Advisory & Brand Strategy	Branding	Public Relations	Content Creation
• Research • Positioning • Go-To Market	• Identity & Brand Codes • Packaging • Retail	• Trade & Consumer Media Outreach • Corp Comms • CSR	• Art Direction • Copywriting • Photo & Video Production

Program Success

Social Media	Influencer	Paid Media	Digital Marketing
• Organic & Paid • Platform & Strategy Dev • Content & Comm Mgmt • Data & Analysis	• Organic Seeding • Paid Partnerships • Celebrity	• Trade & Consumer • Podcast • Print & Digital	• Website • Email Programs • Blog • Google Ads & Shopping

BRAINSTORM GOALS

The challenges and insecurity of relying on social media as a primary marketing tool are not going away. They're just going to intensify. It's going to become more and more complicated for us as marketers and brand owners to tell our story in a way that we want it to be told. How can we overcome this?

Breakout Session 1:
How can brands mimic the targeting and intimacy found on Social Media platforms in other touchpoints?

Breakout Session 2:
How can brands use social media platforms in ways that brands and consumers can believe in?

SOLUTION 1:

Where’s the Humanity?

SOLUTION 1 | Where's the Humanity?

Show real people, doing real things. Don't go into that unattainable space.

Echo Sandburg
EltaMD Skincare

"The glamification of Instagram days are over, it's all now all about being authentic and being real."

Soyoung Kang
eos Products

"The number one category on Twitch is called 'Just Chatting'. And it's essentially hanging out, talking to people. Just in January so far there's been 14 billion minutes in Just Chatting. It's like two-way talk radio."

Ben Rabunski
StreamElements

Access to experts on social, but also off of social, and really create that two-way conversation.

Samantha Citro Alexander
Bitewell

SOLUTION 1 | Where's the Humanity?

a Let's Get Real: Consumers want to meet the real humans behind the IG account and the real humans behind the brands.

b Rise of Private Groups: Given public trust issues with social media, private groups have grown giving people a place to interact in a more intimate way (at least by social media standards).

c Give consumers access to brand experts and real life experiences: Digital first brands like Bitewell, a nutrition focused meal/grocery delivery platform, are finding success by taking their brand experience offline. Every person that signs up for Bitewell, a healthy food subscription service, gets a 15-minute video call with a dietician.

30 Times Instagrammers Showed The World Their 'Real' Bodies, And The Internet Admired Their 'Sanity'

b

a

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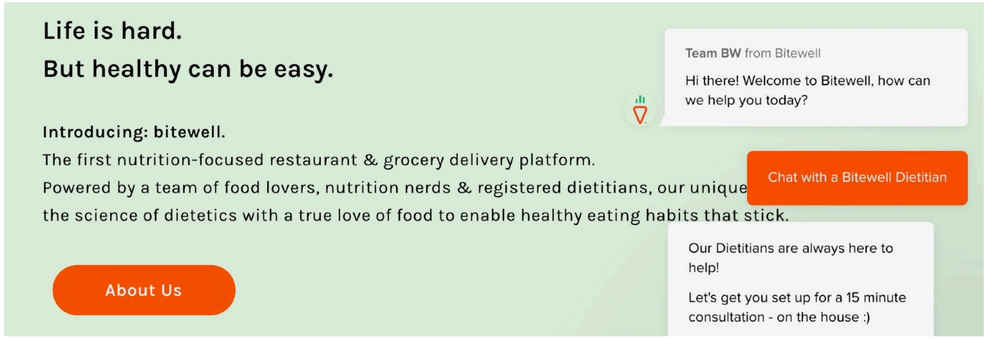

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SOLUTION 2:

That’s Edu-tainment

SOLUTION 2 | That's Edu-tainment

In the beginning of social media, it was all about entertainment. And then increasingly as things have become more commercial... it's turning people off. People will watch an ad if it's entertaining for them. It's why we all watch the Super Bowl ads.

Soyoung Kang
eos Products

If I see something that I love, let me buy it, make it easy. Make it shoppable.

Echo Sandburg
EltaMD Skincare

Our number one rule is don't try to sell stuff to your consumer, add value to your consumer.

Soyoung Kang
eos Products

YouTube is like the Sports Center to Gen Zers. They'll watch their favorite creator live on Twitch like you would watch a Thursday night football game. And then, when they're done with that live broadcast, they'll turn on YouTube and watch the highlights.

Ben Rabunski
StreamElements

SOLUTION 2 | That's Edu-tainment

Make Content That Feels Like A High Five

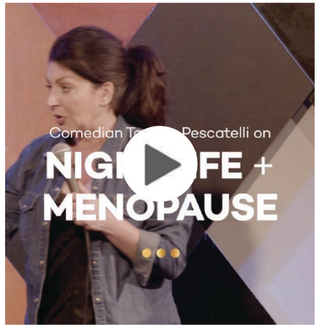
a Channel the energy of your brand into content that makes the consumer smile while they learn something new.

Shoppable edu-tainment makes the brand feel accessible and life easier for the customer - it's a home run!

b If you are still not convinced...livestream e-commerce shopping is poised to reach $25 billion in sales in the U.S. by 2023
(Source: Coresight Research)

c Certifications/Courses/Digital Badges - offering certifications and educational opportunities to key markets who can then say they're certified

d Live is the Future: Twitch, YouTube Live, Streaming to brand dotcom creates real live human interaction. Later, recorded content can be repurposed to engage the audience later on.



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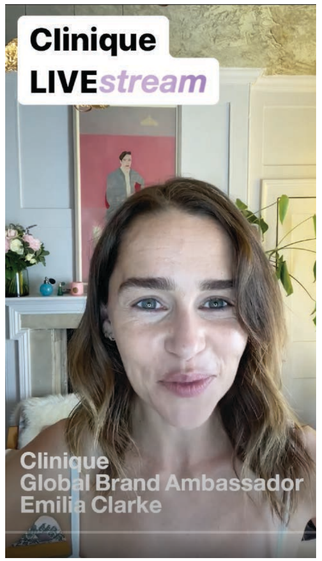

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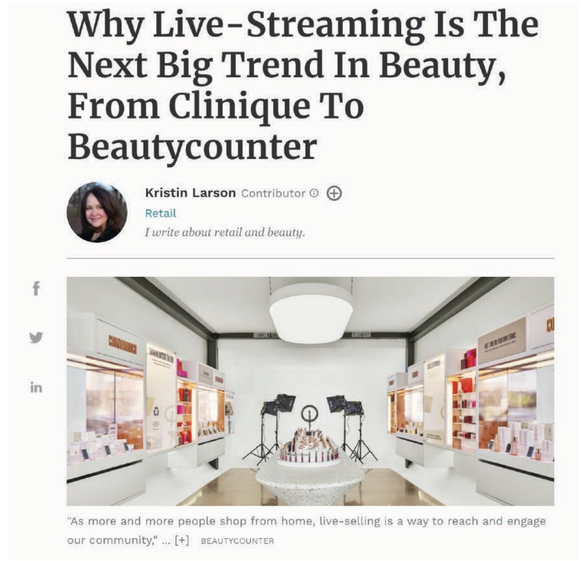

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SOLUTION 3:

Nostalgia, What's Old is New Again

SOLUTION 3 | Nostalgia, What's Old is New Again

Surround sound audio...think about radio broadcast, but also streaming and podcasts and hitting on all of those different ways people are listening. Use those audio tools to drive people to an action or to a physical place.

Samantha Citro Alexander
Bitewell

What about a phone call?

Samantha Citro Alexander
Bitewell

Create brand owned communities like the old school message boards... what's old is new again, because the brand can own that community and the engagement on their platform, especially for their super fans..

Soyoung Kang
eos Products

SOLUTION 3 | Nostalgia, What's Old is New Again

a Brands are living and breathing their values through all consumer interactions: hand written notes, anniversary messages, voice mails and even thoughtful gifts.

b Direct mail has had a resurgence as consumers experience digital fatigue and welcome a more personal, tactile experience that is less intrusive than a digital ad interruption.

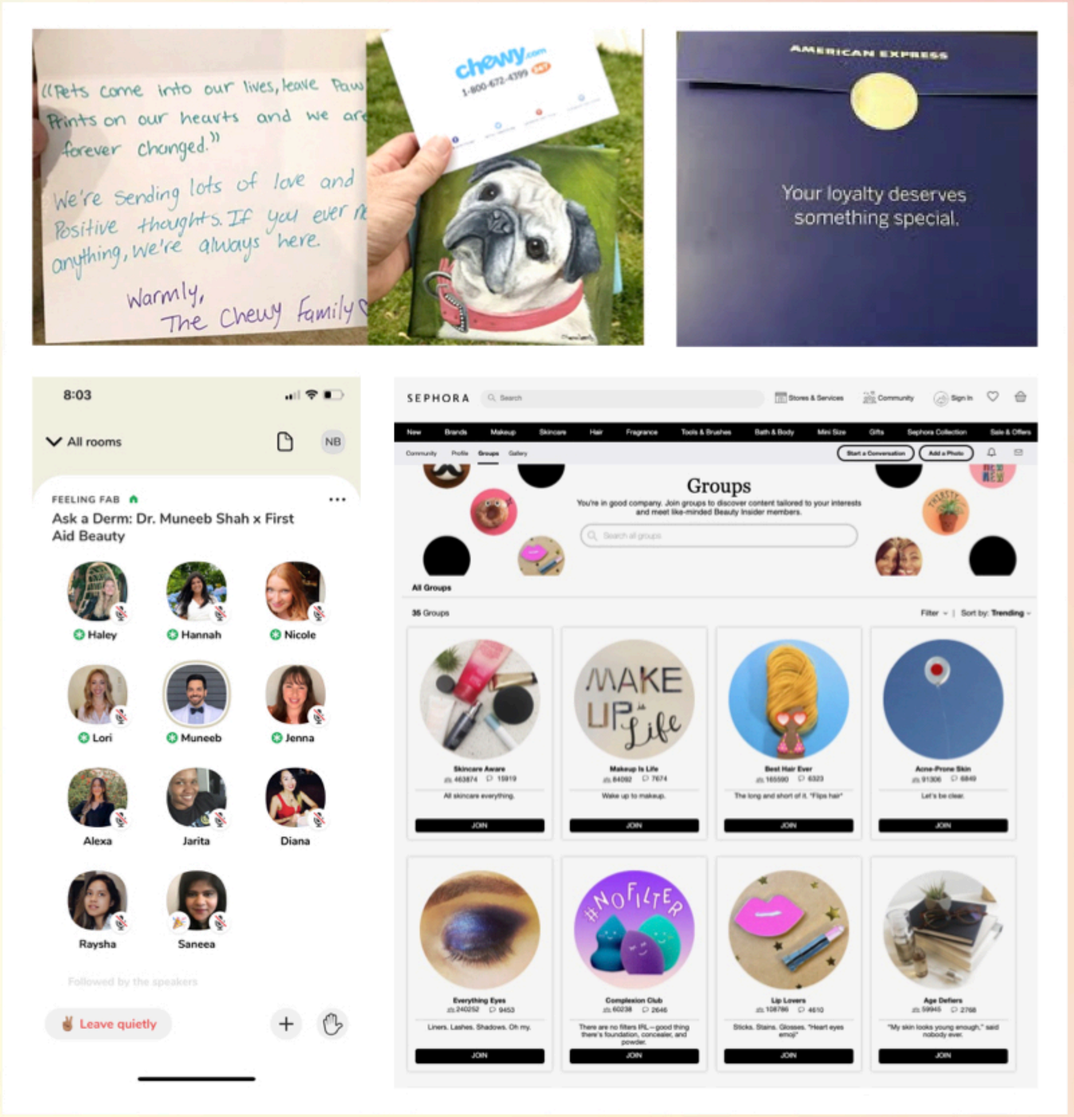
- This completely unexpected $175 gift certificate from Amex fits very well with the idea of "Platinum" being a lifestyle brand… At the very least, it makes me feel a bit better about continuing to pay $550 each year

Forums, Community Boards, Chats

c Create community around conversation on Forums and Community Boards on brand dotcoms, here the brands can own the conversation.

Shop At Home

- Home TV shopping has been revitalized and renewed as live-streaming shopping



BONUS SOLUTION!!!

Platform Diversification: Many eggs, many baskets

BONUS SOLUTION!!! | Platform Diversification: Many eggs, many baskets

Be channel appropriate. Don't be too generic. There's a reason why the customer is going to a particular channel. Create content that is a fit for the purpose of the channel.

Echo Sandburg
EltaMD Skincare

Utilizing Reddit as a way of gleaning new insights and informing your strategy creatively on TikTok and on Twitch.

Ben Rabunski
StreamElements

BONUS SOLUTION!!! | Platform Diversification: Many eggs, many baskets

Break the Addiction

- Break the addiction from FB/IG. It will be hard, but start slowly. Gradually shave off investment to test new strategies. Start by moving small % of budget from FB/IG into live video, other platforms to test and evaluate.

a Rethink LinkedIn

- Traditionally it was only the place to find a job
- Now it's Evolved : Fosters community, cross promoting and sharing
- Live on LI, CSR, Recruitment, show human side of the brand
- Great place for this audience to fall in love with a brand as you are not selling product you are expressing brand values

b Build Insights on Reddit:

- Reddit: Biggest missed opportunity! Provides juicy social listening insights.
- Learn about new trends, best way to get into the minds of customers

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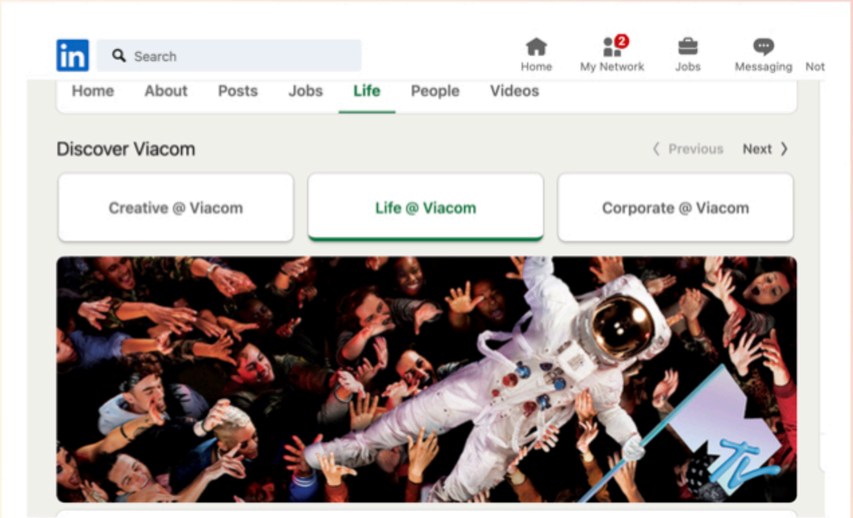

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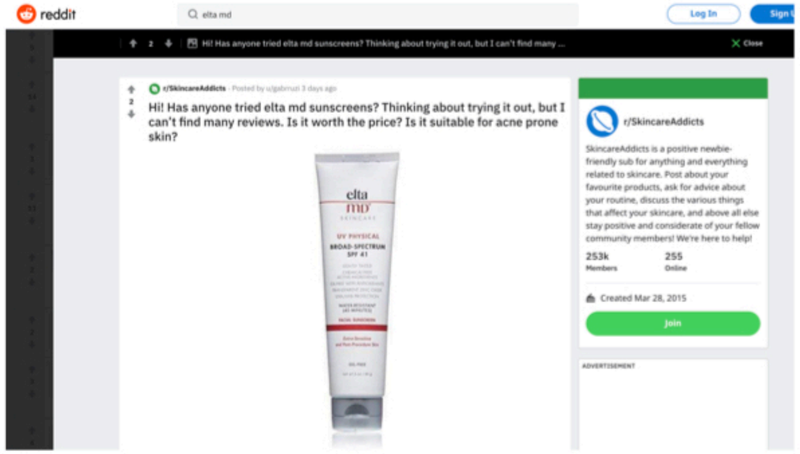

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