ALL THAT NOYZ SOCIAL MEDIA CAMPAIGN

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Executive summary

NOYZ is a genderless fragrance brand that was founded in June of 2024. The goal of the brand is to create premium scents that are rooted in real, raw, and authentic feelings and storytelling. The founder Shaun Neff has said “In an industry that has long been rooted in hyper-filtered fantasy, we saw a massive white space in the fragrance market for a brand rooted in realism. We feel more people will relate to our Sh**ty Day fragrance rather than doing a perfect hair flip with an 18-pack of abs or flawlessly riding a beautiful white horse in a magical meadow. Our goal is to create a brand that creates fragrances inspired by real storytelling” (NOYZ, 2024). NOYZ celebrates self-expression of the real and messy parts of our lives. The brand has partnered with the Jed Foundation and Campaign Against Living Miserably (CALM) to help create a safe space to speak about mental health.

Currently NOYZ has five different fragrances with one that was released on October 25, 2024. It can be difficult to reach a wide audience with a limited number of products to sell, so it is important to showcase all the aspects of the current product. NOYZ has done a good job of highlighting the different notes of each fragrance in its posts on Instagram, Facebook, and TikTok. The All That NOYZ campaign will show consumers how they can use fragrances to match their moods. NOYZ has taken advantage of using paid social media ads with sponsored posts popping up on feeds, but the brand is still unknown which can cause people to scroll past the post.

The campaign is being created to help increase NOYZ’s brand awareness on social media and to increase its website traffic and it will focus on how scents can impact our mood. Specific fragrances can have an impact on our emotions; for example, eucalyptus can clear the mind and promote focus while rose is connected to love and romance (Maison 21G, 2023). NOYZ is up against other big fragrance brands which can be tough competition, so it is important to increase its brand awareness so there is a fighting chance against these big competitors. This campaign will showcase NOYZ’s fragrances as representing real and authentic feelings instead of trying to create a fantasy using UGC which is a great way to encourage conversation and increase the authenticity of a brand (Beveridge, 2024). Organic and paid UGC will be utilized to show how consumers match NOYZ fragrances to their moods. To inspire organic UGC, NOYZ will work with micro influencers, reshare content on its story, and do monthly giveaways.

To start the campaign, NOYZ will create a post about how fragrance can impact mood. Then NOYZ will create posts of people getting ready and matching their choice of perfume to how they are feeling for the day. NOYZ will partner with micro influencers that talk about expressing their authentic selves through clothes. The goal is for these influencers to add NOYZ perfumes to their everyday content to get it across to their audience.

This campaign will start in February and end in May. Each month a different holiday or monthly representation will be recognized. Different scents will be matched to the holidays and representation. The monthly giveaways done will be of the scents that are being used to represent the month.

The goals of the campaign are to increase brand awareness, build an online community, increase website traffic, and increase sales. This can be accomplished by getting users involved to create content showcasing NOYZ products. This gets NOYZ to their followers while giving consumers the chance to interact with each other about the products. The goal of the community is for people to share how they use NOYZ perfumes to inspire others to give it a try. To drive website traffic and increase sales, it will be important to make sure users are told where they can go to make the purchase. Also, make sure new customers know that they get a discount on their first purchase.



Posts for the campaign will be shared across Instagram, Facebook, and TikTok and will consist of both pictures and short form videos. Users will be asked to share how they match NOYZ fragrances to their daily moods either through a picture or a reel. They will be asked to tag NOYZ and use the hashtags #allthatNOYZ and #fragrancemood for a chance to be featured on NOYZ's story. To keep the idea of the campaign alive even after it is over, NOYZ will create a stories highlight on Instagram so users can always look back at how others use NOYZ to express their authentic selves.

SWOT Analysis

Strengths

- NOYZ creates its scents based on real and authentic emotions instead of a fantasy that many designer fragrance brands such as Dior have done.
    - This is a great focus for the brand because its mission statement mentions the goal of being a real and authentic brand; it does not want to sell a fantasy.
- As a brand that was founded recently, NOYZ can focus on creating a positive impression because it is not an extremely popular brand.
    - Gaining a positive perception from consumers can be difficult for a brand that has been around for a while and already has a negative consumer perception.
- Recently, NOYZ has been posting consistently
    - Posts have been daily.

Weaknesses

- NOYZ was founded on June 6, 2024, which makes it a very new and young brand. It does not have many loyal consumers yet, which results in a small number of interactions on social media.
- Prices of NOYZ products are like designer fragrance brands such as Marc Jacobs and Yves Saint Laurent, but NOYZ is not as popular as these brands which can make it hard to make sales.
    - Sometimes consumers will not risk spending a high price on an unknown brand.
- Engagement rates on Instagram are inconsistent.
    - This can be an indicator that content is not resonating with followers.

Opportunities

- NOYZ can focus on being real and authentic in its posts because it is in its mission statement.
    - Consumers prefer to see real and authentic brands on social media. NOYZ leveraging this aspect of its mission through social media posts can help them stand out amongst other fragrance brands.
- NOYZ is a genderless fragrance brand which is a concept that is becoming popular in the fragrance industry amongst younger consumers such as Gen Z. Elizabeth Harris from Phlur talks about the growing popularity of unisex fragrances. Harris explains how amber and woody scent families have been defined as masculine, but woody base notes are popular amongst women as well.
- NOYZ keeping up with consistent posting will push its posts in the algorithm which leads to being seen by more users
    - This means that NOYZ should make sure to keep up with its consistent posting because it is an opportunity to help raise brand awareness.

Threats

- Can get lost when next to the larger fragrance brands.
    - According to Small Business Majority, larger brands have a market power that is used to stifle smaller brands. NOYZ being such a small brand currently could cause it to be impacted by these larger brands trying to stifle smaller ones.
- Negative consumer reviews that could spread quickly on social media
    - Fragrance preferences can be very specific person to person, so not everyone will like what NOYZ creates. I have noticed that some people are very vocal about not liking products on social media. Some of these videos can spread quickly influencing others to not purchase the product because they saw one strongly opinionated person that did not like it.

Audience Analysis

Audience Determination

It is important to understand a brand's target audience. Looking at NOYZ's social media profiles, it can be determined that its target audience is people who embrace their uniqueness. This brand producing genderless fragrances, it should target those who stray away from gender norms such as women wearing only floral sweet scents and men only wearing more woodsy scents. This fits in with younger people such as Gen Z because they are leaning more towards the idea that beauty products such as perfumes should not be geared towards specific genders. There has been evidence of brands shifting to gender neutral approach to appeal to a wider range of buyers (Cosmetics Business, 2023). This is a great age range to target because they are old enough to have their own money to make their own purchase decisions and they are the ones that have had an influence on the shift to gender neutral branding.

Demographics

NOYZ is focused on targeting Gen Z consumers aged 18 – 27 because this is the generation that has influenced the change to more gender-neutral products and marketing (Cosmetics Business, 2023). In terms of education, customers will be in college or have received their degree. Research has shown that seven-in-ten Democrats (71%) with at least a bachelor's degree and 62% with some college say that society is not accepting enough of gender identity and fluidity (Graff, 2019). Only 52% of those with a high school diploma or less agree that society is not accepting enough of gender identity (Graff, 2019). The target audience can mainly be found in the urban areas of the US and Canada; these are the only countries NOYZ will ship to. It is important to make sure we reach people that have a steady income whether they work part-time or full-time. Since NOYZ is a brand created to accept everyone, race, gender, nationality, and relationship status are not specific.

Psychographics

NOYZ customers have an openness to the new gender fluid marketing. Based on the information above, these customers identify with the Democratic party. NOYZ's customers value breaking traditional gender norms and expressing themselves. Believe everyone should be able to express themselves no matter their religious or gender identity. Their lifestyle includes hanging out with their friends and going out every so often. They are interested in being authentic and expressing their creative side.

Demographics

Age:
18-27

Gender:
All

Education:
In college or graduated

Income:
Steady

Relationship:
Any

Race:
Any

Nationality:
Any

Location:
US and Canada

Psychographics

Values:
Breaking traditional gender norms and expressing themselves

Beliefs:
Everyone should be free to express themselves

Interests:
Individuality, being real and authentic

Personality:
Creative, friendly, accepting

Lifestyle:
Hanging out with their friends but enjoy a quiet night in as well. Likes to express themselves.

Buyer Persona #1



Real Rebecca

Real Rebecca is a 21-year-old college student pursuing a bachelor's degree in the arts. She likes to spend her time going out with friends to places they are finally old enough to get into. She loves to express herself through fashion and cosmetics. She is not afraid to share her voice through conversation and social media. As a young woman, she is figuring out who she is and it learning to love all the parts of her that make her human instead of wishing for a fantasy. She wants to explore new products that support being real.

Demographics:

- 21
- Female
- In college
- Part-time job
- US

Psychographics:

- Enjoys self-expression
- Believes in equality no matter identity and fighting for what you believe in
- Learning to love all parts of her
- Likes being creative
- Enjoys going out
- Likes to match outfits to feelings

Communication Preferences:

Social Media Preferences:

Buyer Persona #2



Individual Ian

Individual Ian is 23 years old and is starting his first major job after college. He has started learning who he is and enjoys expressing that through his style. He does this by breaking gender norms. As a man, he is not afraid to wear color or use cosmetics such as skincare. He is not afraid to stand up for his friends. He enjoys nights at home, but when he can get together with all his friends, he loves to go out with them. He is focused on always being real and likes to find brands that focus on the same.

Communication Preferences:

Social Media Preferences:

Demographics:

- 23 years old
- Male
- Graduated college
- Starting new career
- Steady income
- US

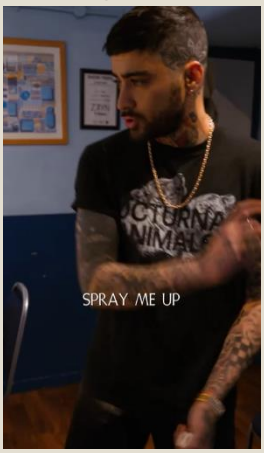
Psychographics:

- Enjoys self-expression through style
- Not afraid to break gender norms
- Enjoys nights at home, but is up for a night out when all friends are free
- Stands up for friends
- Focuses on being real

Previous Campaigns

Promotional Event with Zayn Malik





This campaign was done to promote the launch of NOYZ. NOYZ presented a sold-out concert in London with singer Zayn Malik. Zayn is a well-known singer who started off with the extremely popular boyband One Direction before starting his solo music career. He has a strong and solid fanbase.

Strengths

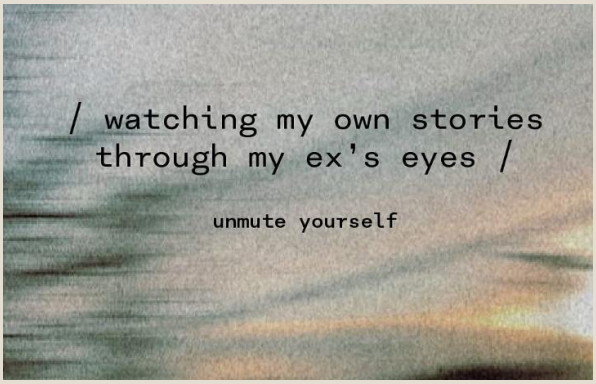
- Great way to spread the word about a new brand to a plethora of people
- Drew in a lot of attention
- Made people excited for the brand to launch

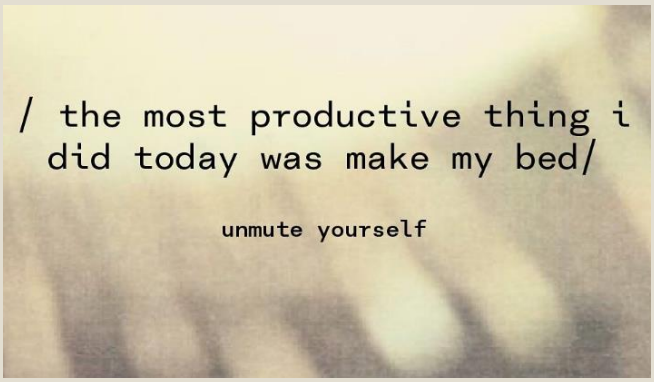
Weaknesses

- Made people think that Zayn was part of the brand, but he is not
- Lead to people being disappointed in the launch because they had assumed Zayn was part of the brand
- Held a concert in London, but NOYZ only ships to the US and Canada from the website

Previous Campaigns

Unmute Yourself





On World Mental Health Day, NOYZ started its Unmute Yourself campaign. This gave users the chance to share their real voice and feelings by leaving a number they could call and leave a voicemail on. Once users shared their stories, NOYZ would make sure it got permission from the people that submitted, and it would then make posts sharing what some people said anonymously. The initial post said that anonymous responses would be shared each week. Eventually this led to NOYZ using the same phrase Unmute Yourself to inspire its followers to vote in the recent election.

Strengths

- Gave users a chance to share feelings
- Promotes Unmute perfume
- Helped increase engagement and build community

Weaknesses

- Inconsistent, did not follow the weekly posting schedule stated in initial campaign post
- All parts of the campaign were not shared consistently across all platforms
- Ways to submit anonymous responses varied in each post from the campaign

Competitive Analysis

In the fragrance industry, there are many competitors that range from luxury brands that have been around for many years with cult classics to newer brands that are similar to NOYZ.

MARC JACOBS

Marc Jacobs is a luxury high end brand that was founded in 1984. It sells designer handbags, clothes, shoes, and fragrances. The Daisy collection is a cult classic that has been a common favorite for many perfume lovers. The Marc Jacobs fragrances are so popular that there is a separate platform on social media just to promote the fragrances. This profile can be found @marcjacobsfragrances. It has 269k followers currently compared to NOYZ's 19.1k, and most posts get over 1,000 likes, but some of the recent posts have only made it to 700 – 800 likes. After looking at its social media, it was discovered that Marc Jacobs has released a new line that is focused on being gender-neutral called the Perfect Elixir. After looking at the comments, many consumers are enjoying the fragrance and the social posts promoting it.

WHO IS ELIJAH

Who Is Elijah is a gender-less fragrance brand from Sydney, Australia. This is a female-founded brand that was established in 2018. The mission of Who Is Elijah is to always be inclusive with its products. There is a wide range of fragrances it sells to make sure there is a scent for everyone. As a brand in Australia, it ships to Australia, NZ, UK, and US. NOYZ only ships to the US and Canada which makes it hard to compete with brands that ship more internationally. On Instagram, @whoiselijahparfum has 149k followers compared to NOYZ's 19.1k. The most recent posts range from 75 likes to about 300 likes. Some posts exceed 700 likes. Scrolling further down its Instagram profile, most posts range from 75 to 300 likes. The brand is currently promoting its Black Friday sales that start on Nov. 14th, and many users are excited for the sale and plan on stocking up on their favorites.

Goals

Increase Brand Awareness

Ronnie Gomez from Sprout Social says that "Brand awareness is the extent to which audiences are familiar with your brand's identity and its product or services" (2024). Gomez continues by explaining that the best brand awareness stems from reviews from fans of the product sold. With NOYZ being a brand under a year old, it is important to increase brand awareness. This campaign will accomplish this by inspiring current fans of the brand to create UGC which will then reach their followers and friends.

Grow online community

Flori Needle from HubSpot mentions that "Matthew Stibbe, CEO of Articulate Marketing, told [her], 'Community is not the cult of celebrity. It's a reciprocal thing. It is about building connections, true connections, and developing those connections into relationships.'" (2024). This is where the goal of building an onine community came from for this campaign. It is great to have a community for consumers where they can share and connect about their experiences with the product and share different ways they use it.

Drive Website Traffic

Mike Mcevoy talks about the importance of increasing website traffic. The increase in website traffic can increase the potential of gaining new customers, boost SEO rankings, grow brand visibility, and result in better customer and market research (Mcevoy, 2023). Once people have started becoming aware of the brand, it would be important for them to start looking at the brand on its website. This helps consumers learn more about the brand and its products.

Generate Sales

As all of these goals are being reached during the timeline of the campaign, the goal of generating sales either from new customers or current customers being inspired to purchase more from NOYZ all come together. All of the goals mentioned above can lead to the generation of sales which is the end goal for the campaign.

Objectives

Increase brand reach by 35% during the campaign

Increase customer engagement by 35% by the end of the campaign

Perform social listening throughout the campaign

Decrease bounce rate by 25% by the end of the campaign

Increase average session duration by 25% by the end of the campaign

Increase new customer acquisition rate by 15% by the end of the campaign

Strategies

Encouraging UGC

UGC is a great way to help increase brand awareness. UGC can help save money as well because it is organic content created by consumers.

Partnering with Micro-Influencers on Instagram

Kayla Mueller explains that partnering with a micro-influencer can unlock benefits for brands (2021). Working with these influencers is more cost effective and they have authenticity and trust with their audience. Also, these influencers are more open to working with smaller brands (Mueller, 2021). This would help increase brand awareness.

Promo Code for Partnered Micro-Influencers

To help drive sales, the micro-influencers that are partnered with during the campaign will be given a unique code to share with their followers that will save them money. Promo codes can help turn an influencer's followers into paying customers (Grin).

Strategies

Hashtags for UGC to Reshare Posts

An important part of resharing UGC is to make sure users consented to their posts being shared (Beveridge, 2024). To make sure NOYZ avoids not having consent, specific hashtags will be created, and users will be informed that using those hashtags means they want their content reshared by NOYZ. This information would be made available in the captions of the campaign posts.

Create content with calls to action

Calls to action (CTAs) are important because they encourage consumers follow through with clicks and engagement (Tanner, 2023). To inspire users to follow through with certain things, CTAs will be used.

Tactics

Monthly giveaways with the different scents sold by NOYZ. The fragrance that will be part of the monthly giveaway will be based on the holiday or monthly recognition.

Users will be asked to create GRWM style content showcasing how they use NOYZ fragrances to match their mood for the day. A hashtag will be created for those that want to be entered in the giveaway; this hashtag will be different than the one that shows that users are consenting to NOYZ resharing their content. They must be following NOYZ as well to be entered in the giveaway.

Before sending products to influencers, have them take the quiz to determine which scent matches their preferences.

This is a great way to make sure the influencers genuinely like the product they are being sent instead of just saying they like it to make money. Also, they would be asked to share with their followers that if they are unsure which scent would be best for them, they can take the quiz on NOYZ's website.

CTAs in captions to drive website traffic and user engagement

The captions will have a CTA that informs new followers that they can save 15% on their first order by clicking the link in bio to go to NOYZ's website. Also, CTAs will be used to encourage conversation in the comments which can help to start building that community amongst NOYZ's customers.

Themes and Messages

Theme: Your perfume should match your mood, good or bad.

NOYZ's about us page talks about how "We believe scent is a new dimension for self-expression, with the power to explore and amplify who you are – the imperfect, the messy, the real." This campaign theme shows how NOYZ wants to encourage its customers to accept who they are through the good and bad parts of life.

Supporting Messages

Getting ready during a rough morning calls for Sh**ty Day.

This message supports the main theme by showing consumers that it is okay to have a bad day and to embrace the messy parts of life. It is showing that NOYZ knows that people are not living in a fantasy, but instead in the real-world.

For days you want to share your voice, we recommend an outfit that makes you confident paired with Unmute.

The main mission of NOYZ is to create scents that match real feelings, and this shows that NOYZ has created a scent that matches those moments in life where people want to make sure their voices are heard. This continues to support the theme of matching perfume to mood.

Pairing our daily fragrance with our moods is a must. How do you do it?

Learning how consumers like to use a brand's product is important to understand how to move forward. This message gives NOYZ the chance to see how its customers like to use the product, and it supports the theme by letting users share how they match NOYZ fragrances to their mood.

Timeline

The timeline for this campaign will start in January 2025 with the planning period. The campaign will go live on Instagram in February 2025 which includes Valentine's Day and it is Black History Month. Focusing on these two holidays/monthly recognitions follows NOYZ's branding and the core theme of the campaign. The fragrances Love Club and Unmute will be what NOYZ highlights in relation to Valentine's Day and Black History Month. The monthly giveaway in February will be Love Club to highlight Valentine's Day. March is Women's History Month and NOYZ will highlight the fragrances Unmute and Lost & Found because it they women in the past have shared their voices and women today are no longer lost but now feel found. The monthly giveaway in March will be Unmute because it represents all the women in the past that decided to Unmute themselves and fight for their rights. April is the first full month of spring and the fragrances that will be highlighted are Lost & Found and Sh**ty Day because spring is where many people are coming out of seasonal slumps and remind them that not every day has to be a good day. The monthly giveaway for April will be Lost & Found because it represents the feeling of getting out of that winter slump. May is Mental Health Awareness Month, and the fragrance that will be highlighted is Sh**ty Day. This matches NOYZ's branding of accepting real emotions and NOYZ donates to mental health organizations. The monthly giveaway will be Sh**ty Day because it represents that it is important to accept those bad days instead of trying to hold in those bad feelings. June will be used to analyze the campaign to learn what worked and did not work, and to determine if goals were met.



The pros of this timeline is that it gives NOYZ the chance to highlight each of its fragrances in relation to emotions they match. This is great for consumers to understand the feelings that these perfumes can represent. Also, throughout the four months of the active campaign there are several recognition months that align with NOYZ's brand message such as Mental Health Awareness Month.

A con of this timeline is that it makes the type of content that can be posted more rigid. With each month set out to highlight certain fragrances, it stops content about other fragrances being shared during the months.

Methods and Metrics

Methods

Brand Lift

Two of the goals for this campaign are to increase brand awareness and to build a community. Both lead to consumers gaining their own perceptions of the brand. It will be important to measure the rise in consumer perception after the campaign to understand ROI. This method can help gain an answer if the money put into the campaign helped to put NOYZ in a positive light amongst consumers.

Influencer Promo Codes

The influencers that NOYZ partners with for this campaign will be given unique codes to share with their followers that can save them 10% on their orders. The number of times these codes are used can be measured to gain an understanding if partnering with these influencers helped to promote NOYZ to new customers and gain sales.

Metrics

Website Traffic

One of the goals of the campaign is to increase website traffic, so it is important to quantify this metric when determining ROI.

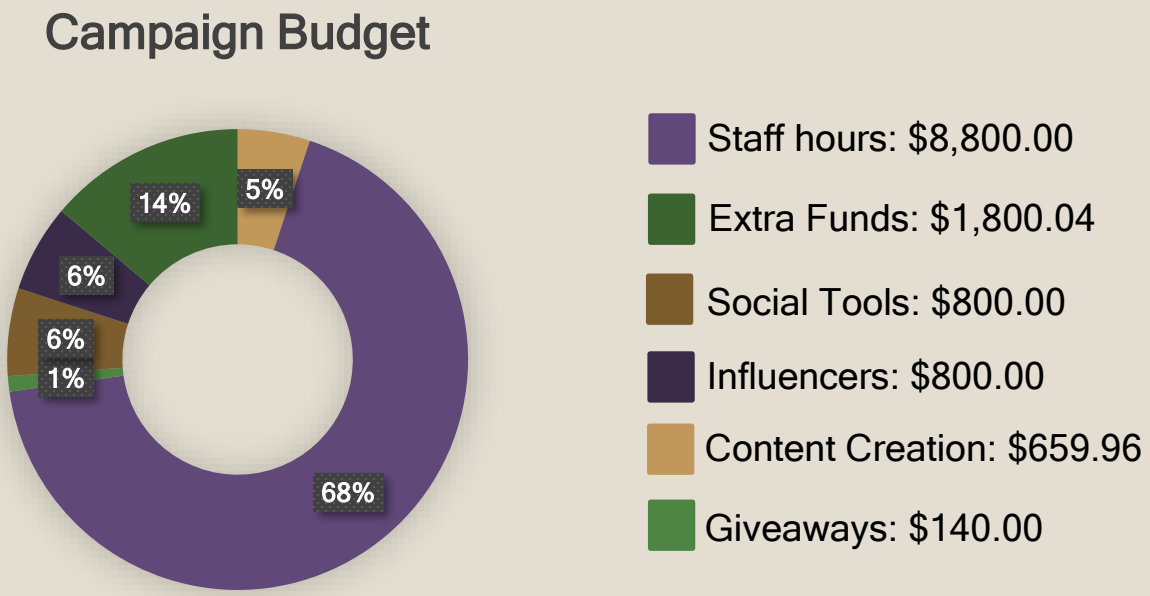
Brand Mentions

One of the goals of this campaign is to increase brand awareness, and looking at how many times the brand is mentioned by the end of the campaign will help to determine how successful the campaign was. This helps determine if the investment was worth it.

Engagement Rate

This metric helps with the goals of increasing brand awareness and building a community. Higher engagement rates on posts cause the algorithm to push it on more feeds which can result in higher brand awareness. Also, seeing higher engagement rates, specifically comments, can represent the start of a community being built because more users are choosing to interact with the post by using their words instead of just liking.

Budget



The total budget for this campaign is $13,000 and includes the above categories. The Social tools is made up of a single payment of $800 for a yearlong subscription to Hubspot which will be used to monitor all social profiles. The money allocated for staff hours will be paid throughout the months of the campaign and will be based on each staff member's position on the campaign team. Also, the money will be used to pay models and photographers hired during the campaign. Two micro-influencers will be contacted and the $400 allocated for that includes paying the creator and sending the product. The money for content creation is to pay for subscriptions to Canva ($300 a year) and Adobe Creative ($89.99/ month totaling $359.96 for the campaign). Canva is great for creating templates and Adobe is great for photoshop purposes which is why each has been chosen. Each month a 15ml travel size bottle will be up for a giveaway which results in $140.00. $35 each month will be spent on the giveaways. The budget was created to make sure there was extra money allocated in case something happens that requires more funds.

A concern for this budget is that influencers might request more money or more free products. This is a reason the extra funds have been put into the budget to hopefully be planned in case this scenario does happen.

Budget

Content Creation

Item	Budget
Adobe creative cloud	$359.96
Canva	$300.00
Total	**$659.96**

Staff Hours

Item	Budget	
Content creators	$8,000.00	This is added on to their normal salary
Photographer	$400.00	
Models	$400.00	
Total	**$8,800.00**	

Giveaways

Item	Budget
Unmute 15ml	$35.00
Love Club 15ml	$35.00
Lost & Found ml	$35.00
Sh**ty Day 15ml	$35.00
Total	**$140.00**

Social Media Tools

Item	Budget
Hubspot	$800.00
Total	**$800.00**

Influencers

Item	Budget
Micro influencer 1	$400.00
Micro influencer 2	$400.00
Total	**$800.00**

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