

Pancakes **OVER** Perfection



Redefining "Perfect" as a Woman, Mom, Wife & Friend

LIFESTYLE BRAND Brief

Overview

Pancakes Over Perfection, a new social media lifestyle brand, will focus on helping and inspiring women on **Redefining "Perfect" as a Woman, Mom, Wife and Friend** through video and written content on YouTube, Facebook, Instagram and a Website. This brand will start at the foundation of self-love and positive body image by empowering women to love themselves right where they are in the stage of life they are in now, realizing that the idea of "perfection" and a "perfect" body is our own choice with our own perception and parameters. This concept of redefining perfection will extend far beyond just physical attributes, with content ranging from friendships, marriage, parenting, fitness, nutrition, cooking, hobbies and everything in between, all with a twist of humor.

JENNIFER LAFFERTY
JULY • 1 • 2021

BRAND Objectives

Pancakes Over Perfection was created for the following:

Consumer Groups:



MOMS

with newborns, toddlers, pre-teens, teens & young adults



YOUNG WOMEN

who are in high school or college, and throughout their 20s



WORKING WOMEN

who are also pursuing a side hustle/passion project

Our Why

The “why” and inspiration behind creating this brand is a story of a young girl battling poor body image all the way into her 30s, fighting to overcome the negative self-talk, and vowing to finally put a stop to it after having her own daughter and not wanting her growing up with those same battles. This message will resonate with other women and create shared values with consumers, and in turn motivate the same life-changing actions within themselves. Although inspired to create this lifestyle brand after becoming a Mom, and thus content topics will be related to parenting and children, there will also be content for young women (whether in college, just starting their careers, just married, etc.), and working women with additional aspirations and big dreams who have found themselves in a less than fulfilling career path and feel called to something more purpose driven. These 3 groups may result in a larger niche than some social media experts recommend, but it’s important to provide diverse content, showing a lifetime worth of struggles and triumphs from past experiences to the real time journey. Content and engagement can then be used to create an online community of support with practical tools and suggested ideas for a happier, healthier life.

Current Position

This brand is in development with an Instagram channel created, and a Facebook page, YouTube channel, and Website in draft status. Future brand possibilities include a podcast and published book series.

**ESTIMATED LAUNCH:
OCTOBER 12, 2021**

5 Key Objectives:

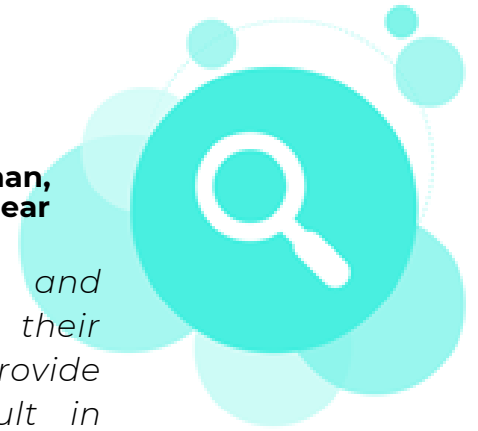
1. Finish and Launch Platforms
2. Develop Brand Awareness
3. Increase Social Communities and Accurately Target Consumers
4. Strengthen Consumer Engagement to Increase Brand Loyalty
5. Monitor Consumer Interaction to Improve Experience

BRAND & CONSUMER Insights

Discovery Context

With this brand focusing on Redefining "Perfect" as a Woman, Mom, Wife and Friend, this Hunt Statement provides a clear description of the brand's most essential objective:

Understand and identify the perceptions and misconceptions of women related to themselves, their identities, roles, and relationships in order to provide relatable and impactful content that will result in authentic connections and drive positive change and action in their own lives and within the virtual community.



Consumer Insights

Every woman has a different life story and experiences, but also has shared values and connected emotional desires that provide insight into providing valuable and relatable brand content.

1 IT IS COMMON FOR WOMEN TO FEEL UNDERVALUED AND UNAPPRECIATED IN THEIR HOME LIVES AND CAREERS.

Pancakes Over Perfection will help fill this need by providing written and verbal/video content of positive affirmations, personal and professional life advice and tips, virtual community support, and feedback to enable women to gain perspectives they may not have realized or considered before, and to assist with building self-worth and confidence.

2 WOMEN FIND CONNECTION WITH OTHERS THEY CAN RELATE TO.

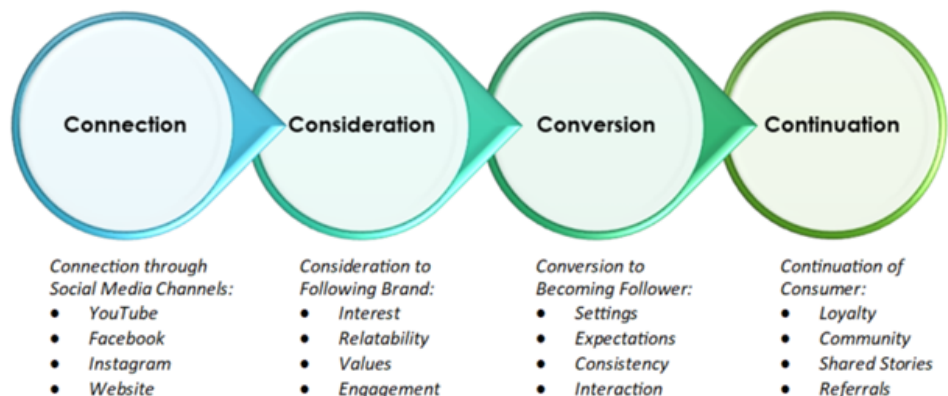
Pancakes Over Perfection will provide authentic and consistent content with interaction and feedback on shared experiences, relatable feelings and case study role playing to foster real connection.

3 WOMEN NEED PRACTICAL TOOLS TO NAVIGATE THROUGH DAY-TO-DAY DEMANDS AND SCHEDULES.

Pancakes Over Perfection will provide suggested tools, applications, checklists, and schedule templates that consumers can utilize and customize to put into immediate action.

Consumer Journey

When making the connection with a particular social media lifestyle brand, consumers not only need to become aware of the business, but also need the availability of content across multiple platforms. When considering following the brand, consumers then need content that is interesting and relatable, lines up with their own values, and is engaging.



Once the consumer decides to follow the brand, they can adjust their social media settings in order to see content first in their feeds, and thus set their expectations on seeing reoccurring and engaging content to view on a consistent basis, regularly interacting with likes, shares and comments. The continuation of following the brand leads to the consumer becoming a loyal member of the POP community, sharing stories and commenting on posts, and referring the brand to family and friends.



ORGANIZING Idea

By using existing insights and knowledge behind the brand purpose and target consumers, an effective Organizing Idea will be utilized to create content and messaging that connects consumers to our story and thus inspires positive change and behavior through those emotional connections. **Redefine "Perfect"** for Pancakes Over Perfection will allow consumers to connect with our story of self-love and acceptance struggles through childhood, into adulthood, and into motherhood because they more than likely have relatable experiences. Creating this online community with real talk and shared life stories will instill an emotional connection with consumers, with the ultimate goal of encouraging change and inspiring calls to action.

Redefine "Perfect"

The Organizing Idea behind this lifestyle brand consists of two simple words that can shift perspectives in every area of a woman's life, from their own views of themselves, to personal relationships with family/spouses/friends, to their careers, and beyond.

BRAND Audit

To connect with consumers on a deep and personal level to inspire them to love and value themselves (body/mind/roles/identities) in every stage of life, the **what, why and how** of the brand purpose needs to be portrayed in every aspect of messaging and interaction.

Immerse

- Lifestyle Brand History: Hindsight foundation and inspiration began during early childhood in 1992. Further inspiration and development began in approximately 2015.
- Social Audit: Content communicated via YouTube, Instagram, Facebook and Website.
- Consumer Research/Reach: 3 niche groups - young women, mothers & full-time working professionals with a side business. Age range ~18-45. Continued research with current relationships and social circles in progress for insight and content relevancy.

Assess

- Leadership Insight: Create online community of women to inspire and uplift, provide practical applications and solutions for day-to-day life, which will encourage positive change and action.
- Research Analysis: Continued evaluation of behaviors, emotions and engagement for content relevancy for niche groups.

Originate

- Interactive Research:
 - Why: Help young women and mothers in a connected and real way by building an online community of support, inspiration and entertainment.
 - How: Understand consumer needs and provide real solutions and a call to action.
 - What: Social media communications strategy to influence and attract loyal consumers.
- Final Insights & Values: Continued analysis of content and engagement for relevancy and connection.

Articulate

- Content Determined: Topics and categories, communication styles, frequency and timing of posts, and social media platform usage.
- Messaging Strategy: Communications plan will evolve over time, and niche groups will be more defined. Additional ways to connect with consumers will be utilized.

By immersing consumers in the brand's story, and the purpose of redefining perfection in life, roles, relationships, self-love, and more, an online community of support and engagement for women will be created. Leadership will continually influence how the brand is communicated and put into action through social media platforms because content and engagement are coming from a place of personal experience with the desire to impact and improve the lives of the community. Through interactive research, the brand will keep in focus how consumers view their lives and relationships, what behaviors and emotions are tied to content, and how they engage with the content and with each separate platform. These insights will enable the most beneficial and effective ways to inspire and uplift other women, provide practical applications and suggested solutions for day-to-day life and relationships, and to encourage and enable positive change and action, all with an underlying sense of entertainment and humor. Communication, content and frequency will evolve after launch, and niche groups may become more defined. Consistent engagement and evaluation will be used to provide real, practical ways to enable consumers to redefine perfect for their lives.

EXPERIENCE Space

To understand the Experience Space of our consumer, we must walk in their shoes, their lifestyle and their world in order for our brand to be invited and incorporated into their lives. To successfully reach our consumers and make a real connection, we need to build this Experience Space model around their environment, schedules and priorities. For Pancakes Over Perfection, this space needs to be created with the use of multiple social media channels with variations in content format, but with the consistent and unified brand purpose communicated across platforms.

In determining the Experience Space touchpoints for Pancakes Over Perfection, the social media platforms of YouTube, Facebook and Instagram will be utilized most to reach our three niche consumer groups. Our website will be available, but is not anticipated to be utilized often in the initial stages.

Probable Touch Points	Prioritization Criteria*				Story System
	Reach	Time/Reach	Engagement	Influence	
YouTube	10	8	8	9	Destination
Facebook	8	5	7	8	Destination / Roundabout
Instagram	8	5	7	8	Destination / Roundabout
Website	5	3	3	5	Destination / Town Center
Twitter	2	1	1	1	Signpost

*Scale of 1-10 (1 as lowest, 10 as highest)

The biggest possible reach and most significant impact is estimated to be generated from YouTube, so the most time will be invested on this platform creating visual/video content which is far more appealing and effective than words alone with researching showing that 65% of the population learns visually and further studies showing we remember 80% of what we see (and only 30% of what we read and 10% of what we hear). Videos will be published consistently based on the communications strategy with a goal of one video per week at minimum to ensure engagement. Facebook and Instagram will also be high priority touchpoints with daily live video "stories" of impromptu content, along with posts of photos and accompanying written content, which can be tied together and posted simultaneously for efficiency and will thus take less time overall. These platforms will also be used to post links to already created YouTube content. During the initial launch and development of this lifestyle brand, our Website may not be visited and utilized often until a consumer base is created, but will still be used for additional engagement and active participation through a newsletter sign-up, and later used for commerce of brand products and services. Our anticipated consumers will most likely not be avid Twitter users, and thus a minimal amount of time will be spent on this platform unless data proves otherwise of the benefits of using it.

MARKETING EMAIL

Subject: Redefine "Perfect"! YOU Get to Decide!

This sample email is an introduction/announcement of the brand for those who have not interacted with Pancakes Over Perfection at all, so the goal is to target all three consumer groups in one message but still attempting to keep the message succinct and clear, and ultimately drive traffic to the social media platforms.



Redefine "Perfect"!

Who decides what perfection is? What a perfect body, a perfect life, or a perfect career looks like?

YOU get to decide!

Have you struggled with body image issues at some point in your life? **I see you**, and can relate.

For me, this began during childhood and continued into motherhood, as my once "perfect" chest now looks more like two pancakes instead! However, I had a revelation ... ! LOVE pancakes, they're amazing y'all! So why can't we all learn to love our bodies and our pancakes now?!

I choose PANCAKES OVER PERFERENCE!

What about feeling mom burnout?

I see you.

What about being a working woman, but wanting something more fulfilling?

I see you too.

Did You Know...



Do any (or all) of these apply to you?!

It's Time to Make a Change in Our Thoughts & Our Lives!

Follow Pancakes Over Perfection to learn how to Redefine Perfect in all areas of your life!

We'll share stories together of friendships, marriage, parenting, work life & side hustles, fitness, food, hobbies and everything in between, all with plenty of laughs!

Join the POP Community Today!



BRAND Infographic

In the world of social media and technology, there is an endless amount of competition to gain awareness and eyesight on your content and messaging. Infographics can be a fresh and effective way to engage and inform your consumers and bring attention to key topics and data. This infographic encompasses the overall brand purpose by incorporating a glimpse into each target consumer and what content will be provided for each, followed by a call to action with the available social platforms.

REDEFINE PERFECT

Pancakes *OVER* Perfection



It is common for women of all ages to struggle with body image. Approximately, one in 10 women are unhappy with their bodies.

Elevator Pitch

Having a succinct and scripted elevator pitch will also give an edge on the competition by impactfully summarizing the brand to others clearly and passionately, at any given moment, with the possibility to create instant interest and connection for a potential consumer to want to learn more by giving a glimpse into the **heart**, **character** and **why** behind what you do.

SHORT PITCH

This could be used on Twitter, or as a Facebook and Instagram post accompanied by a photo; or also for face-to-face encounters when a potential consumer asks what the lifestyle brand is all about:

"Who decides what perfection is, or what a perfect body looks like? YOU get to decide! Even if your once perfect chest looks more like two pancakes now after having children, you are still perfect! ☺ Pancakes are amazing y'all, so let's choose Pancakes Over Perfection and REDEFINE PERFECT to love ourselves right now!"

PARAGRAPH PITCH

This could be used on Facebook and Instagram accompanied by a photo, or for a short video advertisement for the brand:

"Chances are you have unfortunately struggled with body images issues at some point in your life. For me, this began during childhood and continued into motherhood as my once perfect chest now looks more like two pancakes instead! However, I had a revelation...! LOVE pancakes, they're amazing y'all! So why can't we all learn to love our bodies and our "pancakes" now? That's where my Pancakes Over Perfection mission emerged to help women redefine their own perfect! WE get to decide the parameters for a perfect body and a perfect life, and our online community and support will show you how!"

FULL PAGE PITCH

A full page story about the brand will be posted on the website, along with creating a brand introduction video for the YouTube channel.



Bodies change with maturity, age and life events, such as pregnancy. What we may see and believe as "perfect" may be a misconception due to what has been portrayed in the media or what we've heard from others. Learning to love yourself as perfectly imperfect is not easy, but it can be done and the rewards of self-love and freedom are worth every step.

"Perfection is an illusion based on our own perceptions."

- A Wise Person

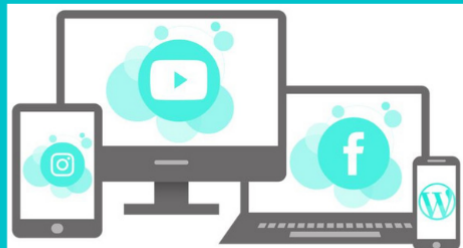
Did You Know...



It's Time to Change Our Thoughts & Our Lives!

Who decides what perfection is, or what a perfect body looks like? YOU get to decide! Follow Pancakes Over Perfection to learn how to "Redefine Perfect" in all areas of your life!

@PancakesOverPerfection
www.pancakesoverperfection.com



CONCLUSION

+ Next Steps

Lifestyle brand awareness may not be measured in the traditional sense. However, activities and metrics can still be tracked and reviewed to help gauge where the brand stands in terms of popularity and consumer awareness. Using social media management tools will be used to track followers, likes, shares and comments, along with organic mentions and engagement to see who is tagging the brand and using the brand hashtags in their posts.



Quantitative goals after the launch of Pancakes Over Perfection will be tracked on each social media platform for the first 12 months, with a longer term growth plan in development.

Social Media Platform Growth for YouTube, Facebook & Instagram

- First 3 months: 1,000 Followers/Subscribers
- First 12 months: 10,000 Followers/Subscribers

Social Media Platform Content

- YouTube: 1 video per week
- Facebook & Instagram Posts: 5 per week (minimum)
- Facebook & Instagram Stories: 12 segments per day (minimum)

Website

- Increase Site Traffic (through social posts)
- Subscription
 - Create Listserv of 250 Subscribers within 12 months
 - Send Newsletter: 1 per month (minimum)
 - Shorter Emails: 1 per week



Overall Impact

The primary goal is to encourage, uplift, and inspire other women to help redefine perfection and love themselves. How do we do this? By sharing personal stories, experiences, and what has been learned along the way that will hopefully help someone else along their path. Pancakes Over Perfection will never claim to know the “right” way or the “perfect” way to do something, but we will put our ideas out into the world for someone else to tailor to their own life. We can use data and analytics as one measure of success, but focusing on consumer engagement and interaction is key. True impact can be realized through engaging with consumer comments, seeing a post or video shared, receiving an email of appreciation from a consumer, and the loyal online community referring family and friends to follow the brand. Pancakes Over Perfection will change the world with one redefinition of perfection at a time!