

# SILLY BANDZ Public Relations Plan



Presented by:

**Mariana Delacqua**

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Public Relations II

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## Executive Summary

As once one of the hottest toys in the market, Silly Bandz is looking to make a comeback by appealing to its audiences as a fun kids' fashion accessory. In the last few years Silly Bandz silently disappeared from shelves and many new kid's toys appeared. With disposable accessories, especially those towards a younger audience, there seems to be a fad cycle defined by an enthusiastically follow and impulse to purchase the product for a short-lived period then the behavior fades away. Although Silly Bandz has already has its success in the marketplace, there is a possibility for a relaunch through rebranding. While Silly Bandz will continue to have the same image, it will much more sustainable and eco-friendlier than before.

Silly Bandz new marketing strategy will primarily target children up to 12 years of age, as well as their parents and close relatives. Although the goal is to expand globally, it will begin specifically in the United States. Through extensive research, Silly Bandz will define and target challenges that they face, propose solutions, and reach new goals. The new partnerships with the [US Rubber Recycling, Inc.](#), and [The World Wide Fund for Nature](#) (WWF) highlight Silly Bandz new green mission. With an effective execution of the plan outlined in the following pages, Silly Bandz will be able to make a comeback as a developed product, keeping its fun and differentiated look while changing its material to be 100% recycled.



## Situational Analysis

In 2008 American businessman Robert Croak came across Japanese animal shaped silicone rubber bands that were designed to be reusable as an attempt to stop individuals from disposing them and to encourage sustainability. Croak decided to brand them as a toy by making them larger and thicker, and labeling them as a kids' fashion accessory. Silly Bandz, created in many different shapes and colors, function like a regular bracelet and when taken off they revert to their original shape. They became a quick hit as jewelry and as are traded collectibles...they can also be used for their original purpose a regular rubber band. The new situation now is to make the product from recyclable and reusable materials and pledge in helping to change the world to more green sources.

## SWOT Analysis

Silly Bandz re-launch summary analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Versatile and innovative options</li> <li>• Affordable Price</li> <li>• More than just purchasing a toy</li> </ul>	<ul style="list-style-type: none"> <li>• Has already been on the market</li> <li>• Limited advertising and media, especially due to the young clientele</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Partnerships with other sustainable brands</li> <li>• Rise in green marketing/social causes</li> </ul>	<ul style="list-style-type: none"> <li>• Similar products on the market</li> <li>• More established competition</li> <li>• Lack of returning audiences that know the product</li> </ul>

## Product & Market Analysis

Silly Bandz new launch has all the characteristics needed to succeed. The target is broad in scope and likely to be attracted to the product. Additionally, since the product can be shaped into any image, there are many possibilities for partnership with influential brands and influential individuals.

After customers purchase a pack of Silly Bandz, they will know that their purchase will help the WWF in wilderness preservation. Silly Bandz new mission will be to reduce the human impact on the environment, both through the use of reusable materials to make the bracelets band also through donating 10% of the annual funds to WWF.

## Target Audience

Primary Audience: Children up to 12 years of age

Secondary Audience: Parents and close relatives of children

## Key Messages

The re-branding of Silly Bandz is based around SUSTAINABILITY. Silly Bandz is in the process of a re-launch and seeking great success in 2020. Prior to hitting the markets, Silly Bandz has partnered with [US Rubber Recycling, Inc.](#), a company that reprocesses used rubber and give it a second live, to be the supplier of material and to use recycled rubber to fulfill its mission to be sustainable. Additionally Silly Bandz has teamed up with [The World Wide Fund for Nature](#) (WWF), an international non-governmental organization that works in wilderness preservation and the reduction of human impact on the environment, of which Silly Bandz has pledge to donate 10% of its annual profits.

## Tactics

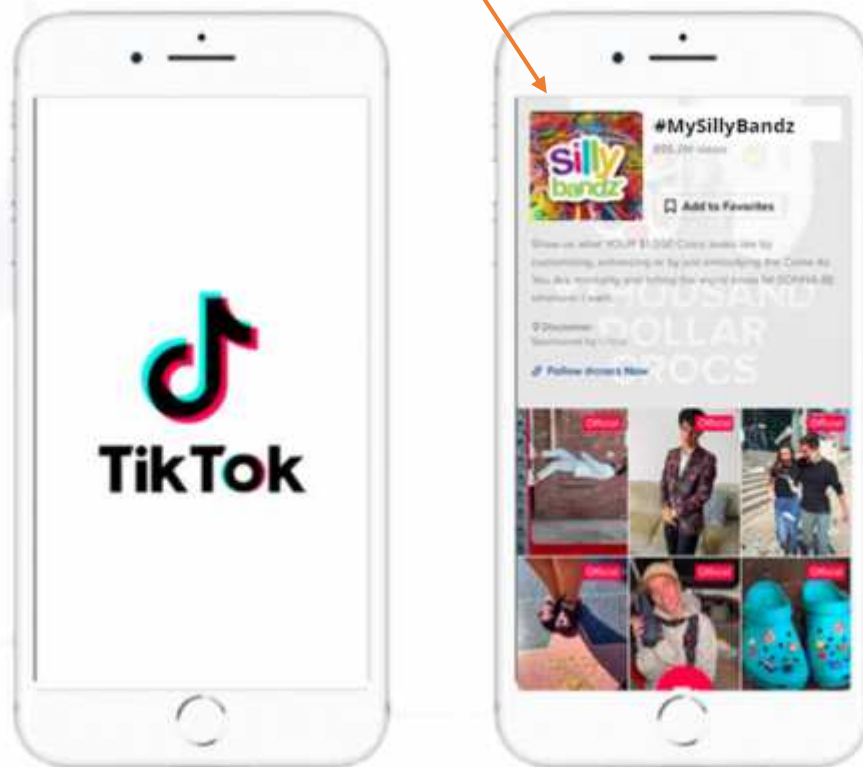
To put Silly Bandz back on the market, it is necessary to get the re-launch sufficient exposure towards its target audiences. Brand awareness will be achieved via social media, influencers, and media exposure.

### Social Media

The social media platforms Silly Bandz will use for their relaunch campaign will be Tik Tok and Instagram. These two platforms have the most traffic for younger customers and their older counterparts.

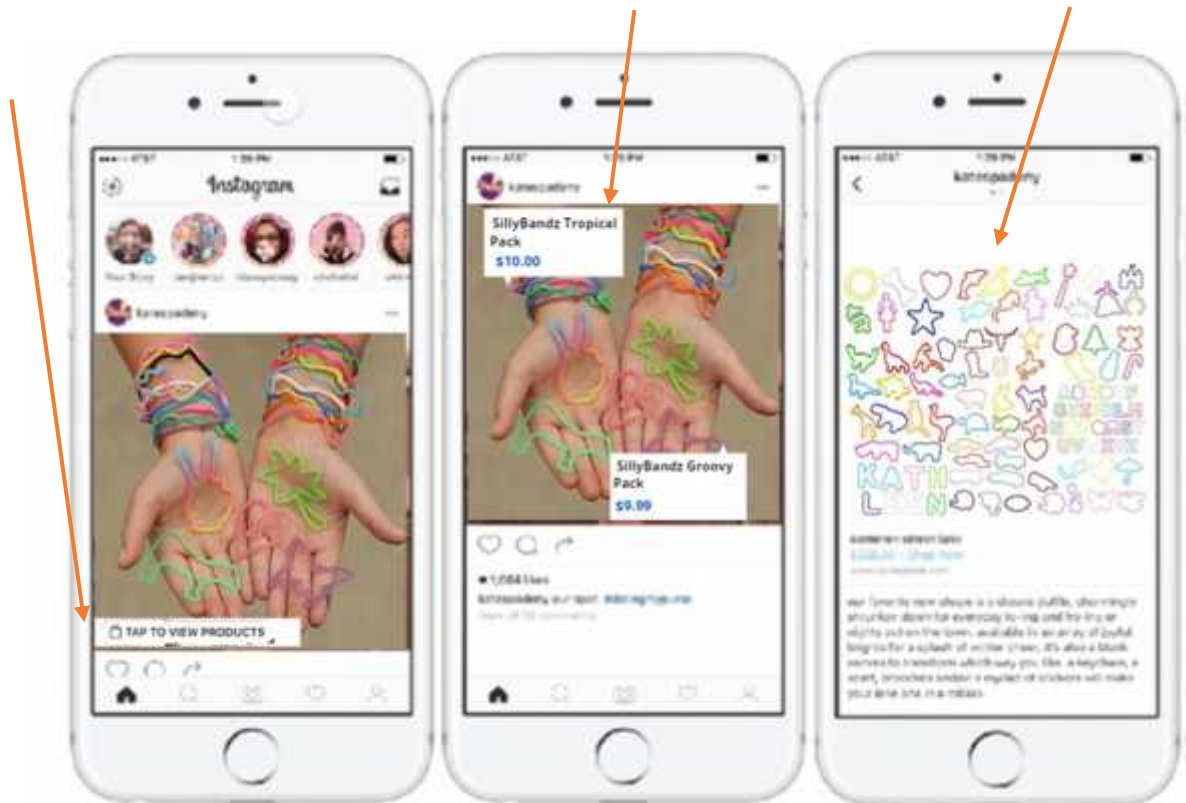
For primary audience:

Tik Tok for promotional value. Insert sponsored videos on the home page, “for you page”, of individuals that fit the primary demographics and begin a hashtag for reference, #mysillybandz. Will the advertisements will be paid, the hashtag movement will begin with employees and social influences.



For secondary audience:

Use Instagram to promote product and direct ads towards females over 30 years of age.  
Use the purchase feature to sell Silly Bandz directly from Instagram where the user can view the product, the price and be redirected to the website.



\*\* All screenshots are fake, I created them for the purpose of this project \*\*

## Influencer campaign

*Jojo Siwa* is a 16-year-old American dancer, singer, actress, and YouTube personality. Siwa posts daily videos of her day-to-day life on her YouTube channels, "JoJo Siwa TV" and "It's JoJo Siwa". Her fans are called Siwanatorz and are between 6 to 12 years of age. Jojo is a good influence due to her personal brand, bright, bubbly, and fashionable. Not only will she wear the Silly Bandz, but she will show them off during her videos.



*Ryan Kaj* is a 8-year-old YouTuber star and founder of Ryan’s World. Ryan's World is a children's YouTube channel where Ryan reviews a variety of children’s toys and other products. The channel has over 20 million subscribers and 30 billion views, making it one of the Top 100 most-subscribed YouTube channels in the United States. With a target audience of kids between 3 to 12 years of age, a positive review from Ryan means positive branding for Silly Bandz.

## Social Media

As Silly Bandz gets attention with the younger audience, it is imperative to reach out to the secondary audience as well. To reach parents, we will pitch stories to various broadcast media outlets. The new branding of Silly Bandz and sustainability efforts can be attractive to CBS News to show how the business was able to come back to the market. Meanwhile, the new “green” message of the brand can be broadcasted to parents in throughout the early morning, as parents get ready for work, in the Today Show.

## Media List

Broadcast Media	Contact Name	Contact
CBS News	Anthony Mason Senior business correspondent	Email: anthonymason@cbs.com
Today Show	Terri Peters writer for the Parenting Team	Email: terripetter@thetodayshow.com
Print Media	Contact Name	Contact
Seventeen Magazine	Hannah Orenstein Assistant features editor	Twitter: @hannahorens Email: hanna@seventeen.com
National Geographic Kids	Chris Ware, Writer	Email: chrisware@kidsnatgeo.com
Social Media	Contact Name	Contact
Influencer	Jojo Siwa’s publicist Dancer and TV personality	Email: itsjojosiwa@gmail.com
YouTuber	Ryan Kaji, Most popular kids toys reviewer	Email: ryantoysreviewbiz@gmail.com



## Press Release

### CONTACT INFORMATION:

Amanda Woods  
PR Contact for Silly Bandz  
bussinessinfo@sillybandz.com



### RELEASE DATE:

FOR IMMEDIATE RELEASE

### **Silly Bandz takes action towards a green and more sustainable product**

*Fun kid's accessories brand announces its new eco-friendly bracelets.*

**Sacramento, CA, April 22nd** – Silly Bandz announces its brand re-launch on Earth Day, stating that its new product will be made from reused materials and upon each purchase it will give proceeds to the World Wide Fund For Nature.

As once one of the hottest toys in the market, Silly Bandz has made a comeback by with is fun fashion accessories with bracelets made from 100% recycled materials. Silly Bandz new product will Launch on Earth Day with a themed Earth Bracelet pack made from reusable materials, in an effort to help change the world to more green sources.

“We are very excited about Silly Bandz new eco-friendly look,” said Silly Bandz CEO and Founder Robert Croak. “The main idea behind this re-launch was to teach children the importance of sustainability and what that looks like in our everyday lives. I think that with our new partnerships with the World Wide Fund for Nature and US Rubber Recycling, we will be able to show that message.”

Prior to hitting the markets, Silly Bandz has partnered with US Rubber Recycling, Inc., a company that reprocesses used rubber and give it a second live, to be the supplier of material and to use recycled rubber to fulfill its mission to be sustainable. Additionally Silly Bandz has teamed up with The World Wide Fund for Nature (WWF), an international non-governmental organization that works in wilderness preservation and the reduction of human impact on the environment, of which Silly Bandz has pledge to donate 10% of its annual profits.

For more information, visit [www.sillybandzonline.com](http://www.sillybandzonline.com) or follow Silly Bandz on Twitter, Instagram, and Facebook.

###

## Timeline

The re-launch of Silly Bandz will be on Earth Day, April 22<sup>nd</sup> 2021, and it will feature an “earth pack” which will include animals, nature, and planets.

### *Pre-Launch:*

To gain friction prior to the start of sales, Silly Bandz will give the press release to nationwide newspapers and television outlets to put out as news. Although this will be viewed primarily by the secondary audience, it will allow them parents to be notified that the product will soon be in the market. The goal is to reach platforms like CBS News and the Today Show.

The week before the launch, the World Wide Fund for Nature will post on its social platforms about the partnership with Silly Bandz. They will highlight new sustainable measures being taken by Silly Bandz to be more eco-friendly and how the 10% annual proceeds being donated will benefit the organization.

### *Post-Launch:*

As the Silly Bandz begin sales, Jojo Siwa will start to show her Silly Bandz throughout her social media. It is important that this partnership is natural and that it does not seem like a paid advertisement. Jojo Siwa will continue to showcase various packs of Silly Bandz for three months following the launch, then an evaluation of success will be conducted.

Within the first week after the re-launch, Rayan Kaji will review an assortment of best-selling packs on his YouTube Channel. The review will be the only product shown throughout the video and it will be a one-time event. He will show the versatility of the product not only as a toy but also as a collectible.

A second story pitch will be sent to national kids’ magazines. It will highlight the impact of using reusable materials and the importance of recycling. It will share the process of how Silly Bandz is made and how it has helped the World Wide Fund. The goal will be to reach Seventeen Magazine and National Geographic Kids.

## Budget

### Broadcast Media:

Story Pitch to Today Show .....	-
Story Pitch to CBS News .....	-

### Social Media:

Jojo Siwa partnership .....	\$5,000 x 3 months
Ryan Kaji partnership .....	\$5,000 x 1 month

### Advertisements:

Tik Tok .....	\$ 10,000
Type chapter title (level 1) .....	\$ 5,000

**TOTAL .....** \$ 35,000



Silly Bandz Money Sign Bracelet

## Measurement & Evaluation

The evaluation will be done in various parts, as it is important to measure the different aspects of this plan. There will be primary and secondary analysis conducted to measure the amount of influence the Public Relations tactics and efforts had in the first three months.

- Number of web searches before and after the re-launch
- World Wide Fund for Nature and Silly Bandz traction
- Ryan Kaji and Jojo Siwa follower engagement and response to Silly Bandz
- Ad clicks and page visits from advertisements on Tik Tok and Instagram
- Follower increase on Silly Bandz social media and mentions (#MySillyBandz)
- The number of newspapers, magazines and television shows that mentioned Silly Bandz

Should the outcome of these evaluations be positive, then the same efforts will continue in the following months. However, if they turn out to be negative or little positive response, then new efforts will be implemented.

## Conclusion

When a customer buys a new pack of Silly Bandz not only will they know that they are changing to more sustainable products, but they are also contributing to end the human footprint on the environment. The younger audience that wears them and the older audience that purchases them will all help to share the new “green” mission, they will be participants in making the world a greener place. Silly Bandz will not only be a fashion accessory but it will also be a demonstration of eco-friendliness from anyone who wears them.

*So, the next time you hear Silly Bandz, do not just think about fun bracelets, think about the movement it represents.*

