



vanityfair

PR 464 Final Project  
A PESO Communication Activation

By Rosemary Xu

# Why is Gen Z not relating to paper napkins?



They are fans of paper towel

Paper towels are more functional than napkins, thanks to their ability to clean up messes of all sizes.

Paper napkins are unsustainable

Generation Zers are conscious consumers and they are more sustainable than any other age groups. They are killing paper napkins, plastic draws and even clothing brands that are not sustainably sourced .

Gen Z loves dining out

They do not eat at home as often as previous generations, so paper napkins are not household necessities for them.



# Product Highlights

What are some traits that are appealing to Gen Z?



## ★ FUNCTIONALITY ★



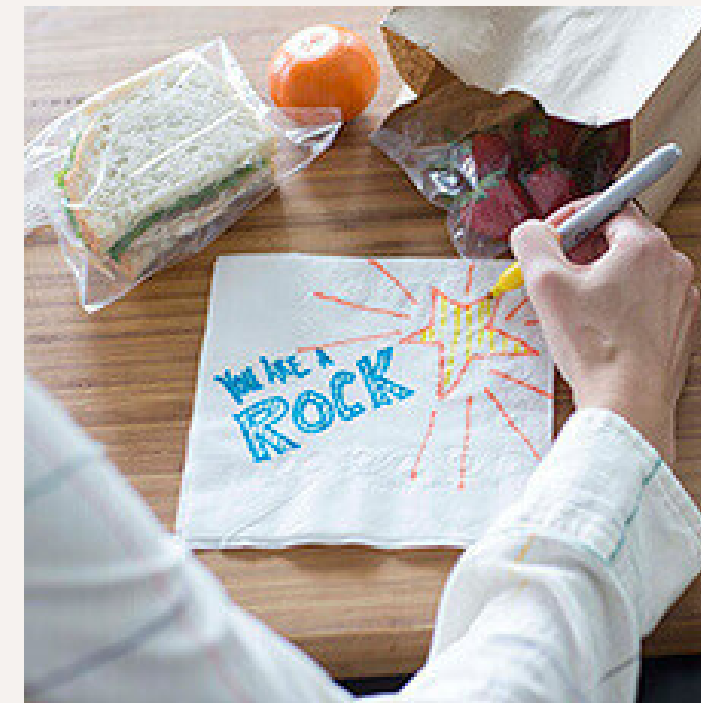
### Cleaning

Part napkin, part paper towel  
Clean the messes well



### Decoration

A special day needs a special  
napkin



### Napkin Message

Leave an encouragement to  
cheer up the ones you care about



### Napkin Art

Unleash your creativity on a piece  
of napkin while enjoying food





# Key Lifestyle Trend

The love for creating and sharing content on social media

The digital savvy generation likes to capture moments of their life and share on social media. They are a cohort of creators. 65% of Gen Z uses Instagram daily. It's all about "Instagrammable." No matter it is a home-cooking meal, takeout, or snacks, Vanity Fair is here to add the final touch for that gram.



# Do it for the gram

## Mother's Day Creative Tablescape Challenge

Mother's Day is just around the corner. This past year, 52% young adults have been staying with their parents due to the pandemic. Vanity Fair Napkins is inviting them to celebrate Mother's Day by joining the "Do it for the gram" creative tablescapes challenge as a way to show appreciation to moms. The challenge asks customers to unleash their creativity with an everyday product and the following:

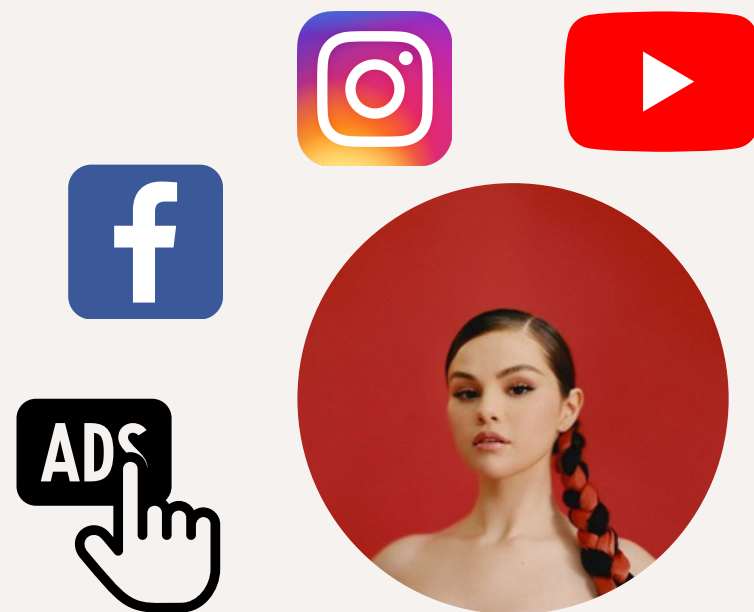
- Post pictures of their creative Mother's Day table setting with Vanity Fair Napkins
- Share a story of themselves and their mom in the caption
- Include hashtag #doitfortheagramchallenge & #vanityfairnapkins
- Tag three friends for the challenge

\*Three winners picked by Selena Gomez and Vanity Fair team will be featured by Vanity Fair Napkins in a post-campaign video

This activation taps into the culture that Gen Z loves creating and sharing content on social media and the rising trend that the new generation is living with their parents as well as the product's cleaning and decorative functions.



# PESO



## PAID

- Paid partnership with Selena Gomez on Instagram to increase campaign awareness and exposure
- Increase Vanity Fair's social presence and brand awareness by paying Facebook, YouTube ads and Instagram promotion

VOGUE ELLE  
COSMOPOLITAN  
VANITYFAIR



## EARNED

- Pitch the "Do it for the gram" challenge to well-known lifestyle and pop culture media outlets such as Vogue, Cosmopolitan, Vanity Fair and ELLE to secure media coverage
- Send PR packages to influencers in exchange for their participation in the challenge
  - Use micro and mid-tier food/home decor influencers for better engagement: @home.cook.garden, @cristencasados, @shoes\_and\_sashimi

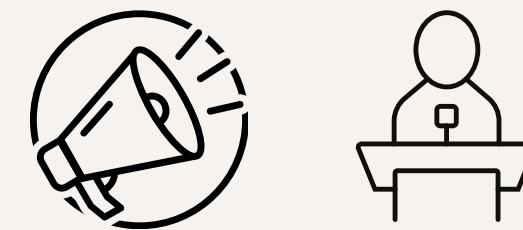


# PESO



## SHARED

- Comment on and repost Selena Gomez and other influencers' "Do it for the gram" challenge posts
- Leverage user generated content by engaging with audiences: comment, like or repost in order to drive conversation
- Use #doitforthegramchallenge, #vanityfairnapkins to track performance
- Post campaign, produce a three-minute video featuring the winners' stories and Vanity Fair Napkins to gain further exposure while driving conversation about the brand




## OWNED

- Prior to the campaign, post relevant and engaging content on all socials featuring the product's multi-functions to raise brand awareness in advance
- Announce the challenge on all social media accounts and official website, challenge Selena Gomez and other influencers
  - Provide audiences with details on how to join the challenge
- Leverage senior leadership to share the insights behind the campaign and stories of them and their mom to add authenticity
- Share the post campaign video on all owned social platforms

# Social Media Posts

Do it for the gram!



vanityfairnapkins





Follow



DO IT FOR THE GRAM

Mother's Day Tablescape Challenge





Liked by selenagomez and 50k others

vanityfairnapkins

A special napkin for a special day! This year, we are initiating the "Do it for the gram" challenge to celebrate mother's day. We nominate @selenagomez @cristencasados & @shoesandsashimi to join the challenge. Unleash your creativity with an everyday product and embed your love and appreciation for your mom in the tablescape design. We would also love to hear about the story of you and your mom. Join the challenge by posting pictures of your design, share the story of you and your mom in the caption, and nominate three friends! Don't forget to use the hashtags #doitforthegramchallenge & #vanityfairnapkins

#napkinarts

#mothersday


#tablescape ... more

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April 28



selenagomez



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Liked by vanityfairnapkins and 5.7 m others

selenagomez

It's almost Mother's Day. What are you thinking of doing for your mom? I'm accepting the "Do it for the gram" tablescape challenge by @vanityfairnapkins and I nominate @taylorswift, @juliamichaels and @ashleycook. Show your love and creativity in a tablescape design. Share the story of you and your mom and your appreciation.


#doitforthegramchallenge

#vanityfairnapkins

#sponsored

... more

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Add a comment...

28 April