



Fig & Bloom

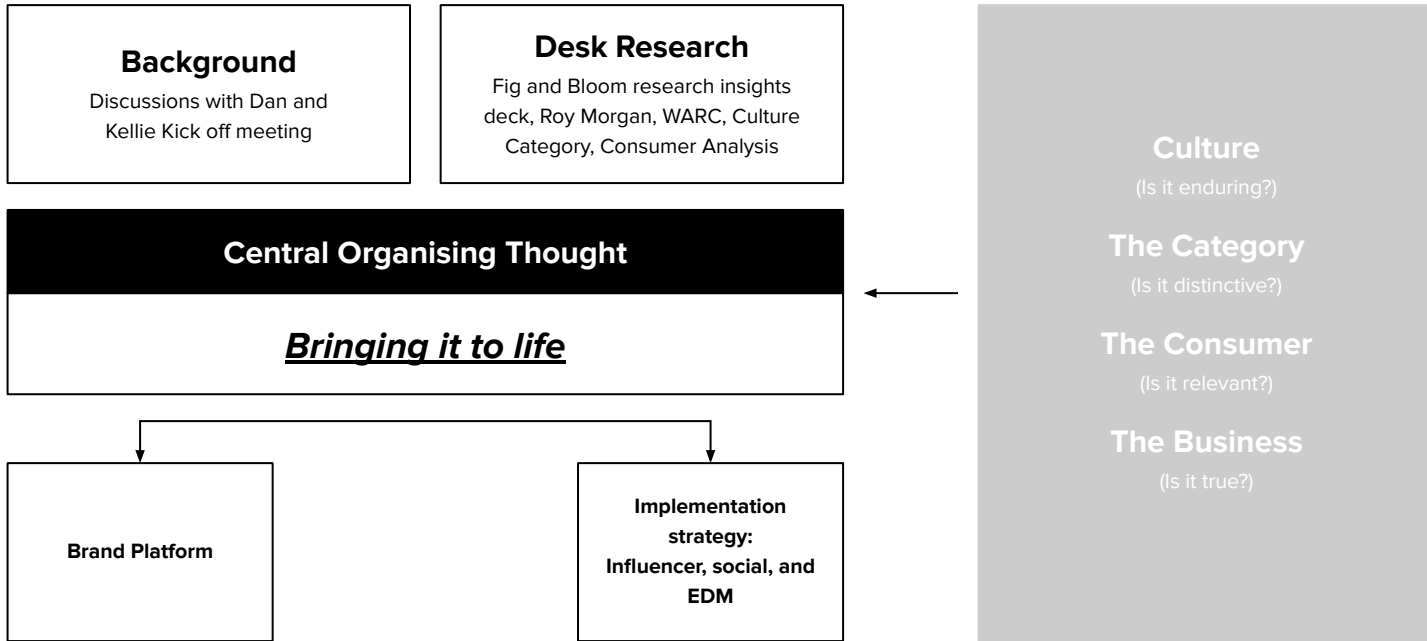
Communications Development

What you'll see today

1. The brief
2. The strategy
3. The behaviour to change
4. Brand platform
5. Social competitor audit
6. Social content pillars
7. Influencer approach and ideas
8. Paid social & email marketing



How we got our answer

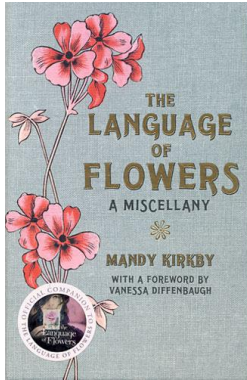


Culture

Culture of connection

Then

Now



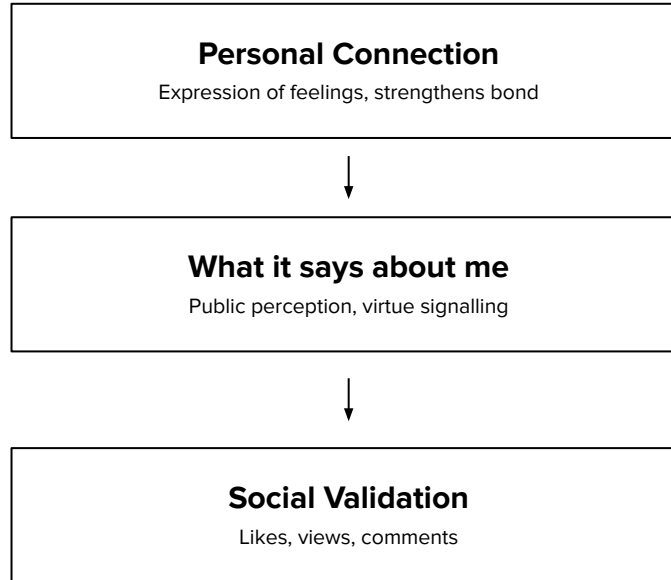
One to One



One to Many

The culture of personal connection and appreciation has shifted.

The new behaviour of 'appreciation posting' on social media



Reinforces
personal
connection

People are always thinking about the public perception of the personal action - given or received.

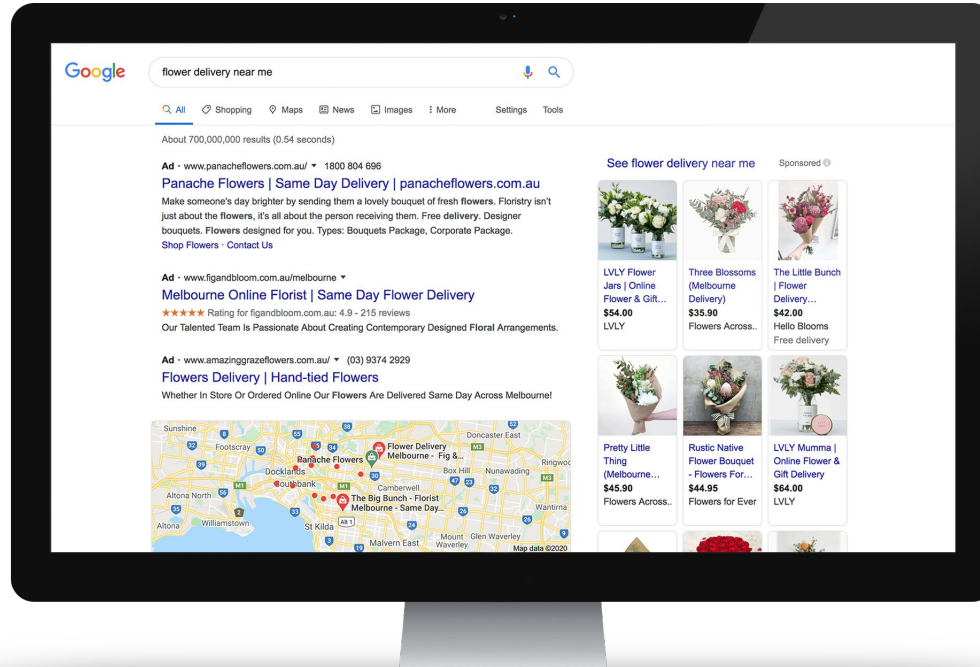
Culture

**The public nature of connection
amplifies the personal**



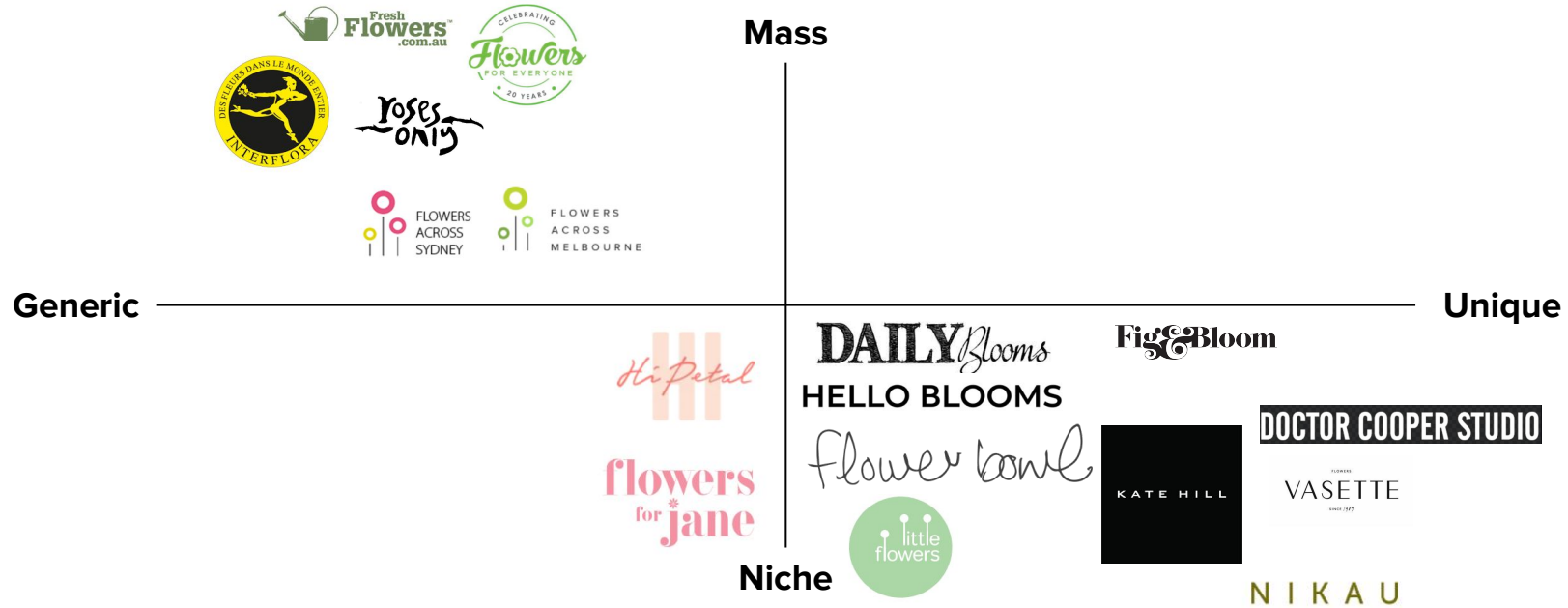
Category

The consideration set is reliant on Google search



Consumers rarely have brands in mind when looking for flower delivery services, making paid search an important part of the journey - but there is little distinction.

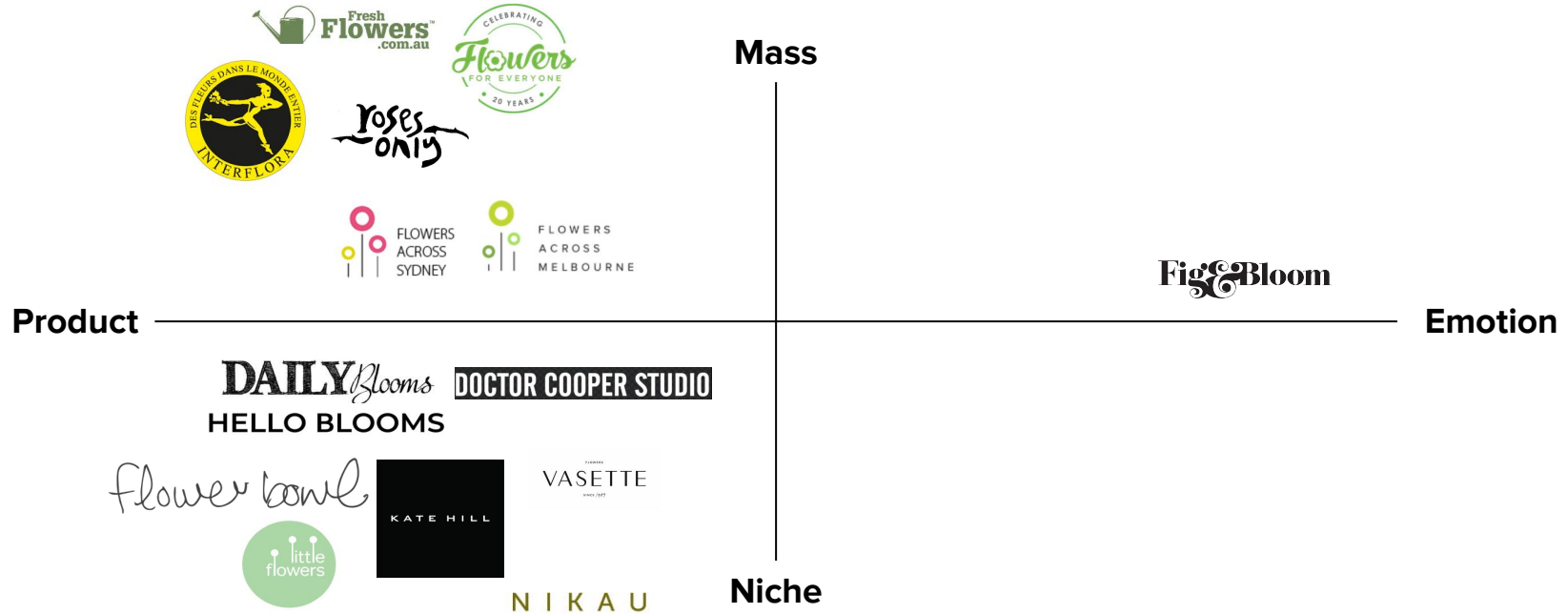
The category is focused on the product



There is a fundamental trade off between mass and unique.



Taking the emotional high ground



Playing to personal connections enables us to elevate ourselves from the traditional category conventions.



Category

**To be distinctive is to own the
emotion that's linked to giving flowers**



Consumer

Who are we talking to



W25-34
High Income

**Image
focused**

**Thoughtful
and heartfelt**

**Prioritise
social life**



84%
Medium-Heavy
Internet Users

65% ix123
AGREE
It's important to
look stylish

93% ix108
AGREE Helping
others is
an important part
of who I am

42% ix111
AGREE
It's important to
have a full social life



72%
None-Light
Commercial
TV Viewers

70% ix127
AGREE
Success is
important to me

56.4% ix126
AGREE
I respond more to
charities with my
heart than my head

68% ix122
AGREE
There are not
enough hours
in the day



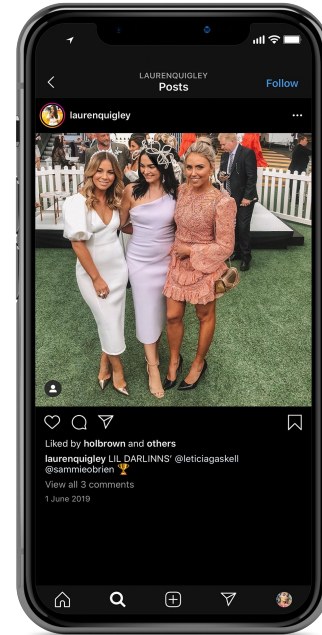
80% ix193
Instagram

70% ix127
AGREE
I wear clothes
that will get
me noticed

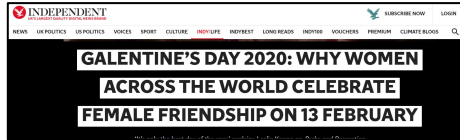


87.2% ix100
Facebook

A snapshot of their life



Friendships are closer and more connected



Increase in individualistic values



People spend longer
unmarried than married

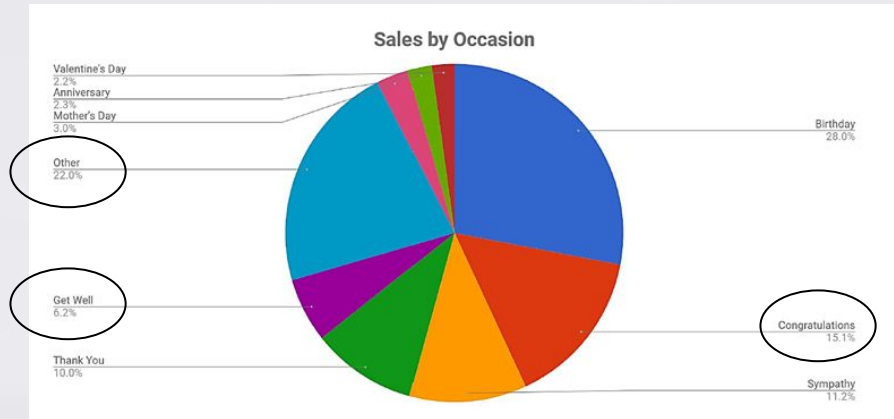


Single people have more
friends and they are better at
maintaining friendships

More and more women see their friendships as just as or even more important as the relationships they have with their romantic partners, parents and children; They are looking to each other for daily support in all aspects of their lives.



There is more versatility in what people say in flowers



Our core consumer finds ways to form deeper connections with the people they care about through flowers, outside of the calendar occasions.



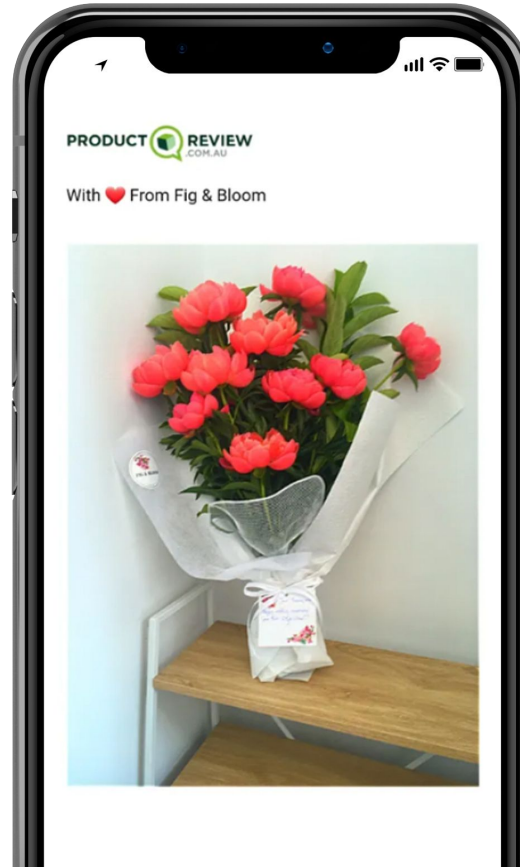


Consumer

**They express a lot to each other,
all of the time**

Brand

We care about the senders experience just as much as the receivers



**Authority to enhance connection
with the giver across all
arms of the business**



Brand

**The giver should feel delighted at all
touch points of the brand.**



Insights summary

Culture; The public nature of connection amplifies the personal

Category; To be distinctive is to own the emotion linked to giving flowers

Consumer; They express a lot to each other, all of the time

Brand; The giver should feel delighted at all brand touchpoints

Organising thought:

We create personal connections through flowers



The behaviour to change

Search for 'Flower delivery Service + Melbourne/Sydney'



Go to Fig & Bloom when they want to create
personal connections through flowers

Platform

They say that a picture says a thousand words. But a beautifully arranged, perfectly delivered bouquet from Fig & Bloom says so much more. We deliver a personal connection every time we deliver a bouquet of flowers. Whether it's "I'm sorry I missed our anniversary" or "congratulations on the new baby" or even "I'm sorry your boyfriend is a dickhead".

With Fig & Bloom you really can say a bunch.

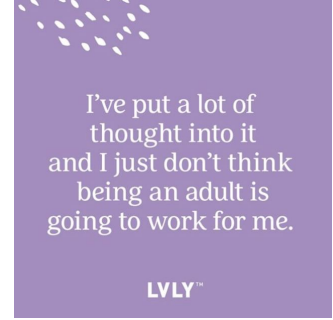
A close-up photograph of a bouquet of flowers, featuring several large, light pink roses and clusters of small, white baby's breath flowers. The background is softly blurred, showing more of the bouquet and some green foliage.

Say a bunch

Competitor Social Audit



@hello_lvly

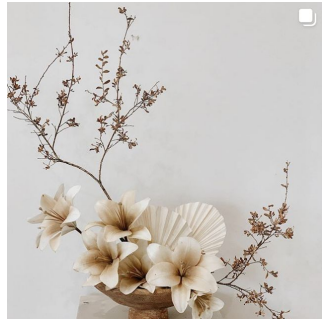
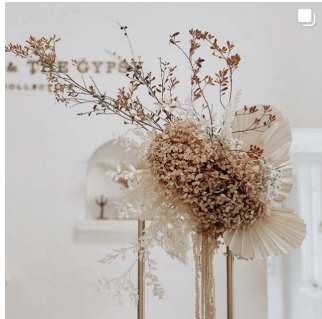
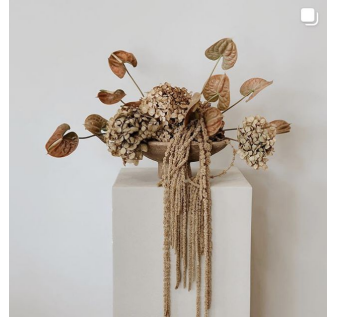
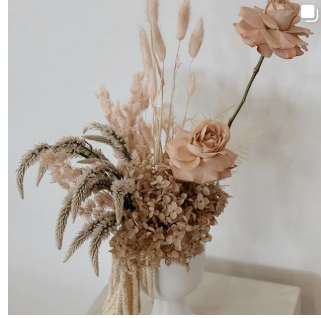
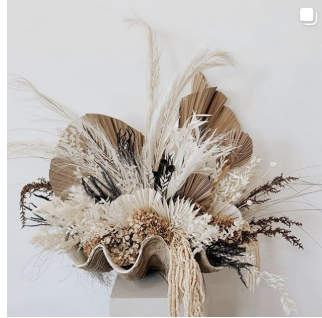
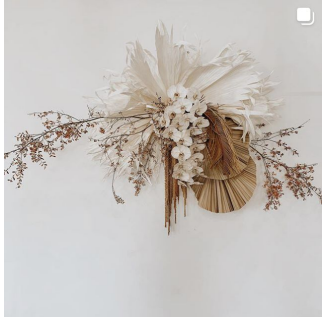


Consistent colour palette

Their iconic jar features different messages

Lifestyle quotes related to target audience

@nikau.fora



Consistent colour palette

Consistent bouquet arrangements

Mostly uses carousels

@flowerbowl

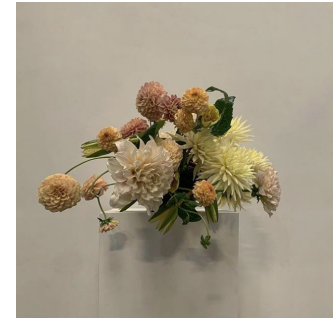
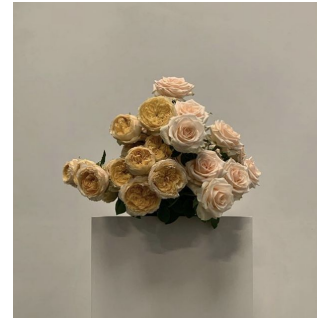
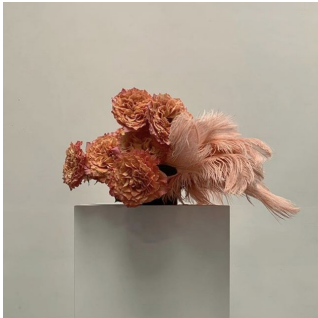


Consistent colour palette

Features people in most photos

Uses micro-influencers and ambassadors

@doctorcooper



Consistent colour palette

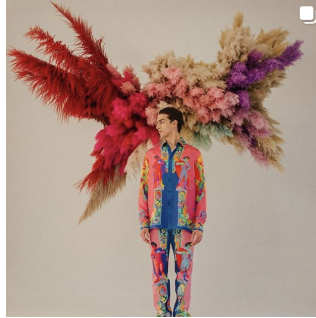
Floral arrangements meets art world

Heroes the artist

International florists on Instagram



@blushflowers



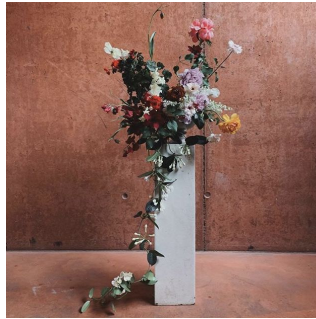
@ruby_marylennox



@amy_merrick



@theunlikelyflorist



Best practices

**Digital
brand grid**

**Consistent
colour palette**

**Reposts users
and ambassadors**

**Features people
in photos**

The five musts that led to our content pillars

We must...

Be distinct

Be consistent

Be relatable

**Create
captivating
content**

**Encourage
sharing**

Fig & Bloom Social Content Pillars

Tone of voice

We're bold but we're not crude. We're unapologetic but not without empathy. We're sensitive but not without a sense of humour. We understand that gifting is about the sender as much as the receiver. We don't just deliver flowers, we hand-craft each bouquet with heart to create meaningful connections through them.

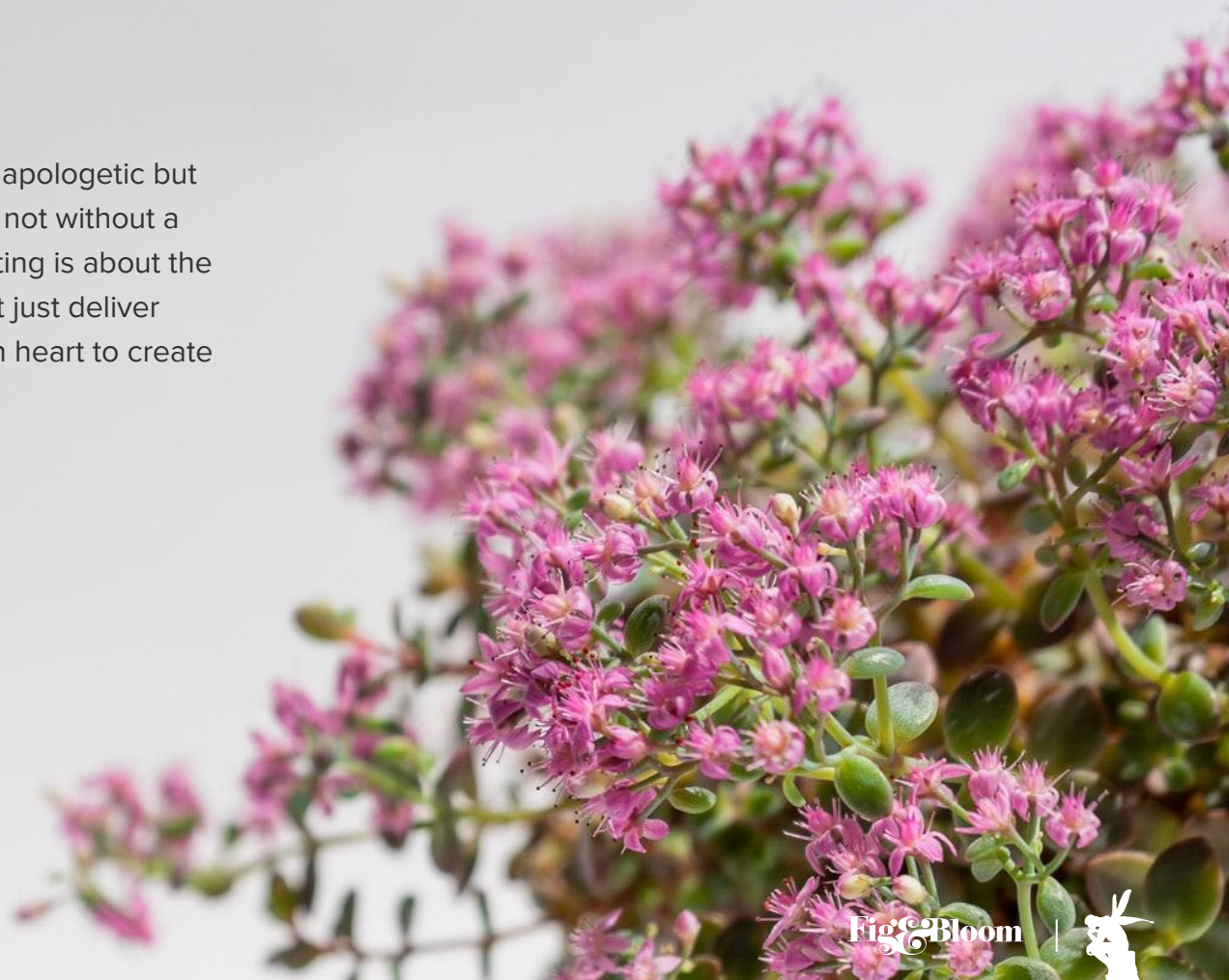
Meaningful

Stylish

Light-hearted

Inspirational

Playful



Content pillars

Arrange a Bunch

(Our bouquets
& brand)

Trending Bunch

(Tent-pole
events)

An influential Bunch

(Influencers/
Ambassadors)

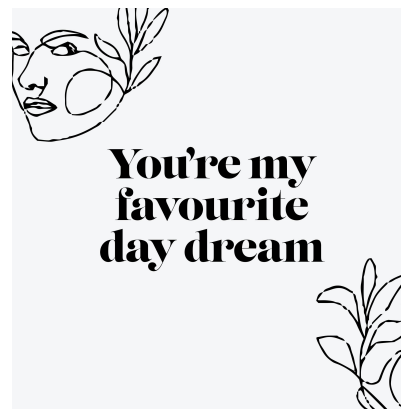
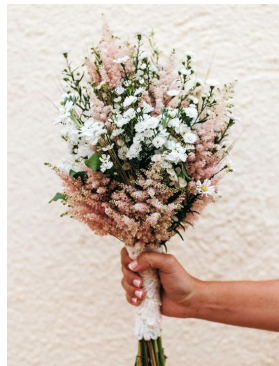
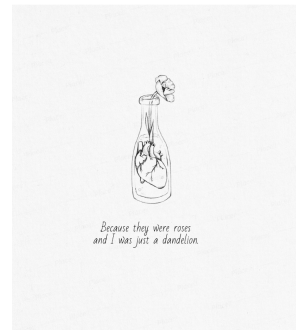
Say A Bunch

(Quotes)

Bunch of Stories

(People
profiles)

Moodboard



Arrange a bunch

This pillar will focus on all things brand and bouquet related. It will also include thoughtful messages behind bouquets.

Content examples include:

- Brand
- Bouquets
- Platform rebrand
- Reposts

A hand holding a bouquet of flowers wrapped in brown paper against a textured grey background. The bouquet includes a large yellow sunflower, white flowers, and greenery. A small white tag is attached to the brown paper.

**You're my
favourite**

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Trending bunch

This pillar will focus on tapping into cultural spikes and the significant moments that unite us.

Content examples include:

- Valentine's Day
- Mother's Day
- Chinese New Year



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The BieberxBaldwin Bunch



An Influencer bunch

This pillar will focus on engaging and utilising influencers and celebrities as a new form of channel to help capture our intended audience.

Content examples include:

- Influencer reposts
- Influencer events/initiatives
- Ambassador program (surprise)



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Say a bunch

This pillar will focus on lifestyle quotes that relate to our target audience. The style of quotes will be kept visually consistent.

Content examples include:

- Quotes
- Testimonials



**You're my
favourite
day dream**



Say a bunch

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**Is it
Friday yet?**

Bunch of Stories

This pillar will focus on Humans of NY style profiles of people from gifters to receivers, farmers to floral artists..because we're not just flower people - we're people people.

Content examples include:

- Gift card stories – Stories created from the different messages sent in the gift cards.
- Interview series – Humans of NY style; A snapshot of the people behind the flowers - One of the farmers, floral designers, delivery people, etc.
- Video interviews

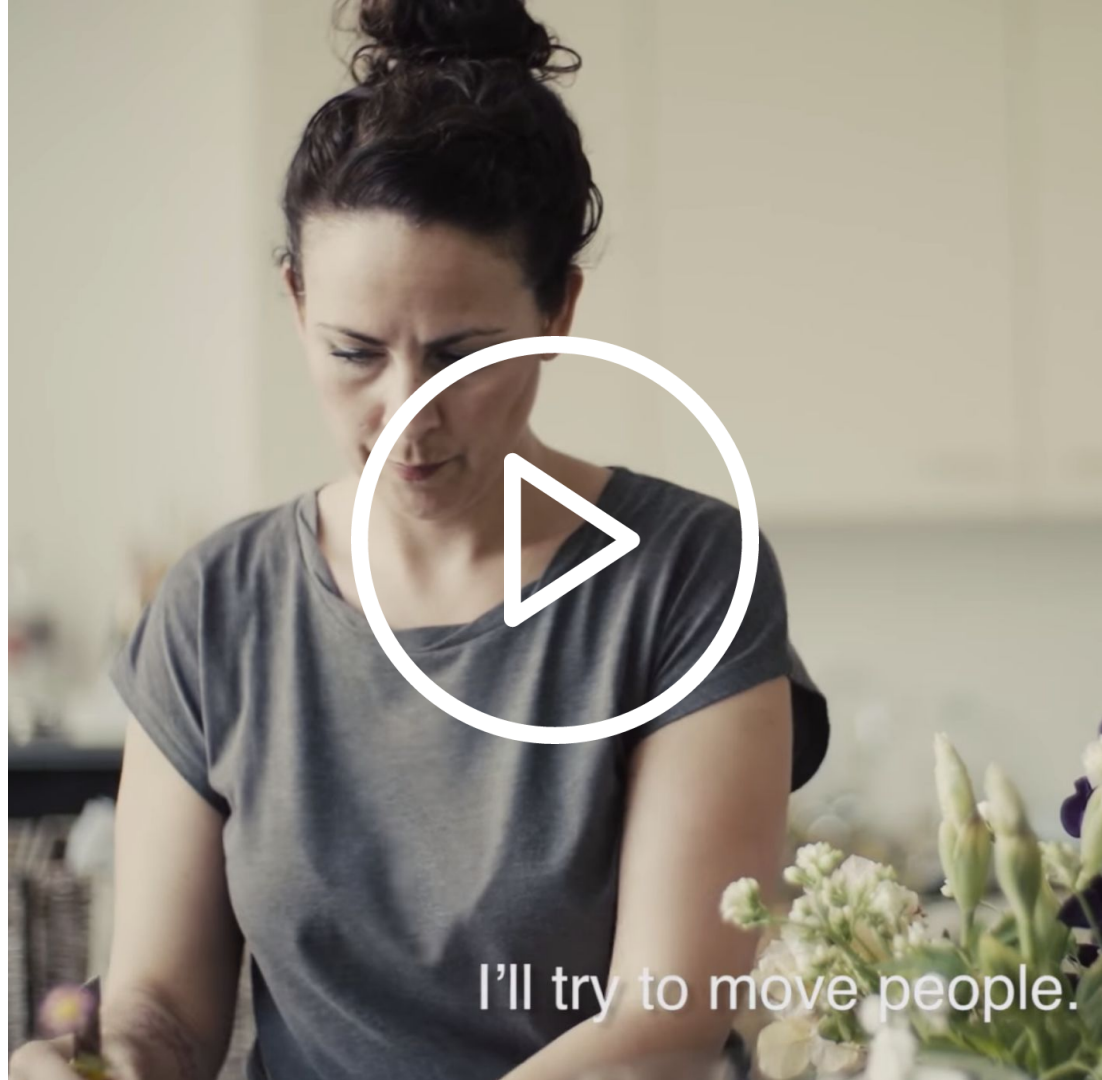


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I'll try to move people.

Influencer approach & ideas

Influencer opportunity

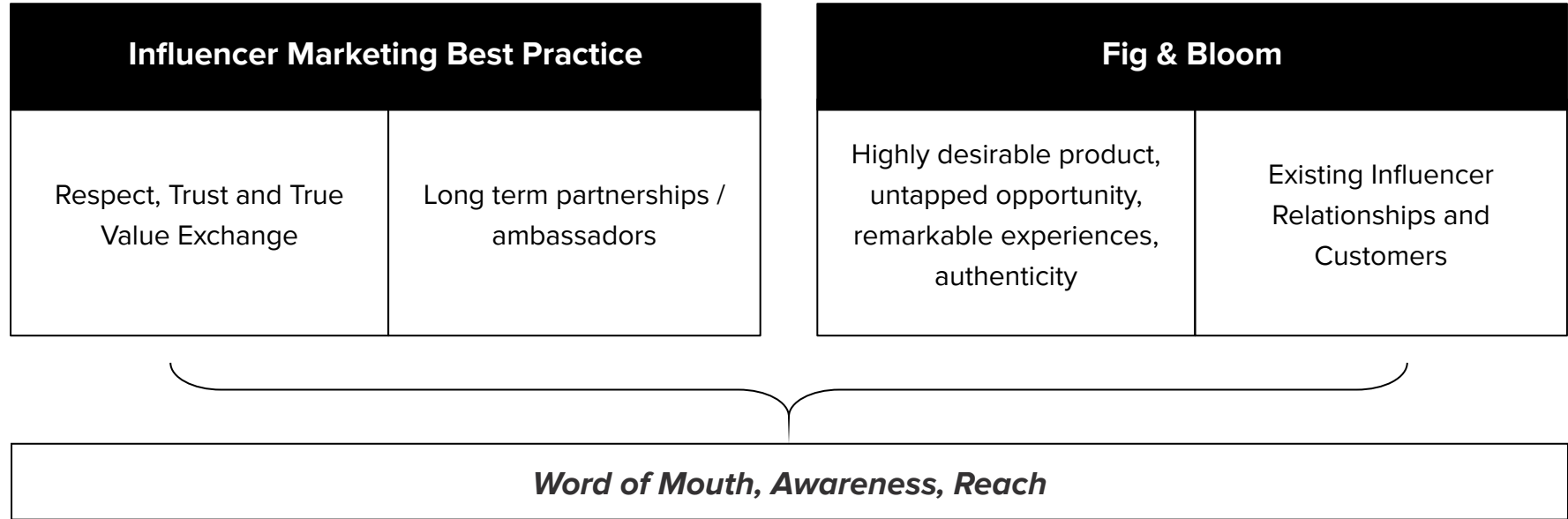


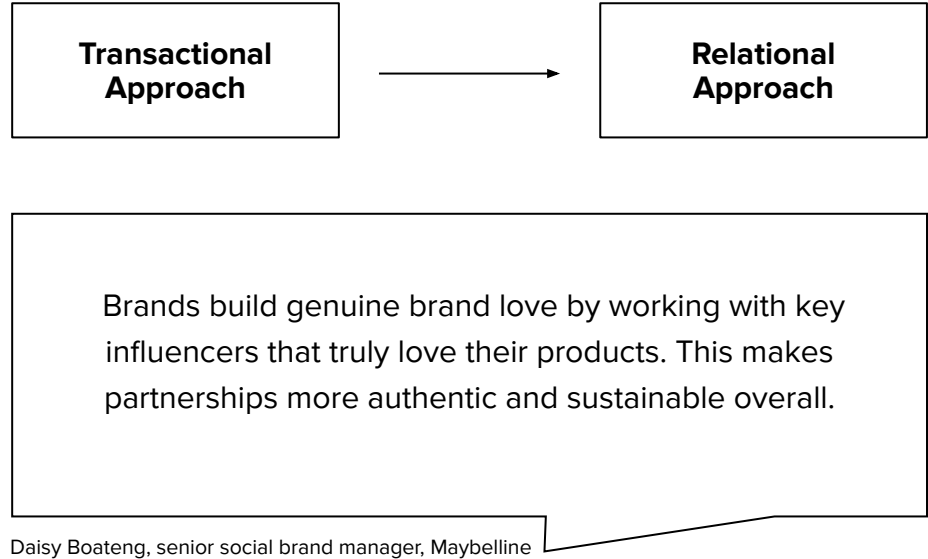
Fig & Bloom has a unique opportunity as a brand to align with influencer best practices and leverage influencers without the fee.



Focusing on a relational approach

Social Influencer Relationship Management:

Social IRM is the discipline of building and managing relationships with influencers. It's built on the principles of social media - respect, trust, and a true value exchange between brand and influencer. The goal of Social IRM is to activate genuine word of mouth online at a scale that can positively impact business.



Social media influencers are to be treated as ambassadors rather than as an advertising outlet.



Fig & Bloom ambassadors

Target: Building on relationships with new and current ambassadors

Idea: Create a database of important key dates for our loyal advocates so that we can arrange to surprise and delight them.

We build a personal connection with them and help them strengthen their own personal connections.

Implementation:

- Vouchers (for Micro / Macro)
- Direct flower delivery (large Macro and mega)
- Sponsoring events



Lorinska



Bec
Judd



Collette
Werden



Amy
Lee



Olympia
Vallance



Victoria
Devine

Influencer ideas

Girls only garden party

By Lauren Phillips

Target: Mega / Macro

Idea: We'd like to throw Lauren a Girls only Garden Party to celebrate Friendship Day on July 30th – filled with Fig & Bloom flowers and developing meaningful connections.

Influencer suggestions:



Lauren
Phillips



Kylie
Brown



Suzy
Eskander



Nadia
Bartel

Styled by Fig & Bloom

Target: Mega / Macro

Idea: Collaborate with a fashion brand or stylist to create bespoke flower fascinators for the upcoming Spring Racing Carnival.

Influencer suggestions:



Styled by
Bloom



Lana
Wilkinson



Elliott
Gaurnat

Flower arrangement classes

Target: Micro / Media / CMOs of Fashion Brands

Idea: This Mother's Day, we'll host 'Floral Arrangement Class' for micro influencers, where they'll be able to craft a beautiful bouquet together with the person that means the most to them... their mum.

Influencer suggestions:



Anna
Bryne



Zara
McDonald



Madameiselle
Jaime

Boys of Fig & Bloom

Target: Micro / Macro

Idea: Create relationships with influencer boyfriends/partners/husbands and propose to do the hard work for them. Get the partners to provide key dates eg. anniversaries, birthday's and help them to surprise their girlfriends.

Influencer suggestions:



Lachie
Brycki



Thomas
Bellchambers

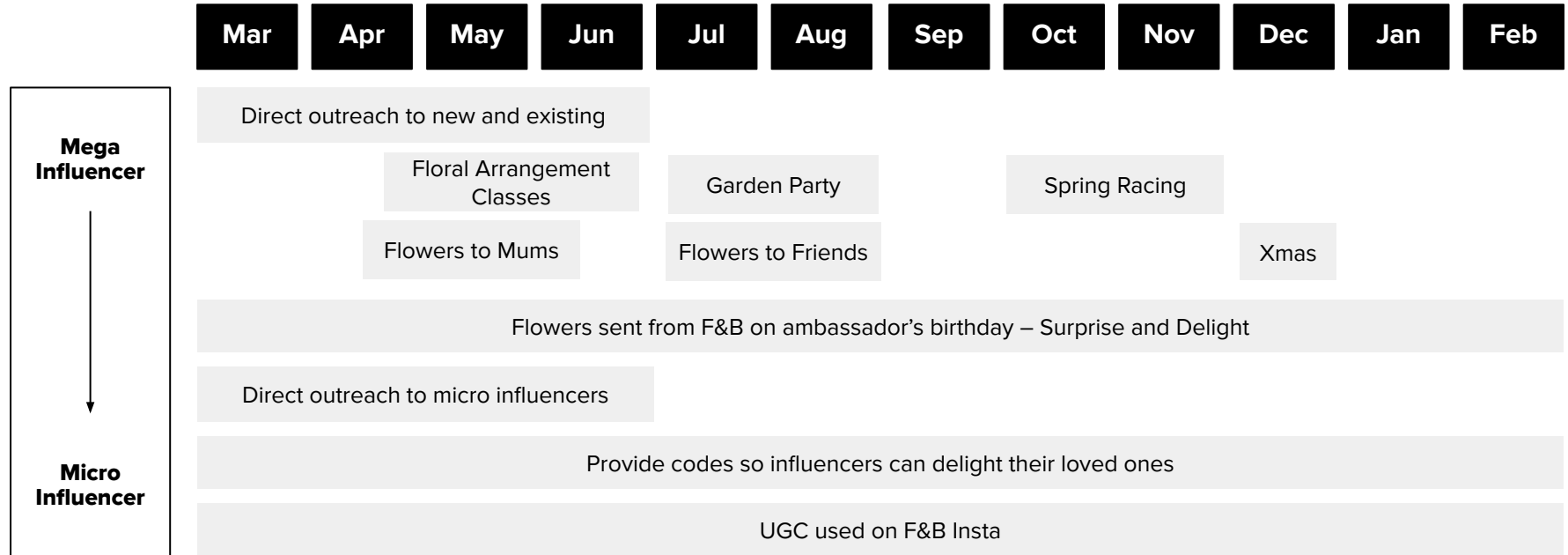


Bill
Meakes



Josh
Miller

How it could work



Paid Social



Paid social best practice



Use content pillars to guide all organic and paid content

Use paid social and influencer amplification to drive awareness and consideration of the Fig & Bloom brand

Apply platform and format specific guidelines to creative:
Use 'paid partnership' functionality and minimise copy

Reviews should only be used as part of
conversion/retargeting

An organic and paid social strategy will be developed as part of the next stage in the project: Building the campaign plan

Email Marketing



EDM's to be used for upper funnel communications

FIG & BLOOM



Want to know how to make this Valentine's Day POP?

Just open some Champagne, silly!

What's that... you don't have any on hand? That's OK, we have plenty!

And it's yours FREE when you *pre-order* Valentine's Day flowers before Saturday, 8 February 2020.

Imagine the look on the face of your loved one when you surprise them with an eye-popping Fig & Bloom bouquet and a bottle of Pommery Brut Royal NV Piccolo, accompanied of course with your grand declarations of everlasting love!

Follow these simple steps to claim your free Pommery Champagne:

1. Add a Pommery Brut Royal NV Piccolo to your cart
2. Apply coupon LOVEYOUORE at the Checkout

(minimum spend \$75)



Content Marketing to build inbounds

Personal connections at heart of messaging to nurture

Individualised engagement

EDM's should be a vehicle for storytelling around personal connections to complement conversion EDMs.





Thank You