



Her tales

A stylized graphic of an open book with red and blue pages, positioned below the text 'Her tales'.

Unpack
Your
Power.

WWW.HEROTALESBOX.COM

EXECUTIVE SUMMARY

HeroTales is a monthly subscription box service created with the desire to empower and inspire the little girls of today and tomorrow. We will implement the Little Heroes campaign as a soft launch in the greater Vancouver market to raise awareness and interest about our product prior to an international online launch planned for November. The Little Heroes campaign will occur during the Vancouver Writers Festival, which runs October 17 to 24.

Based on our research there is a demographic of parents and grandparents searching for books that offer inspirational role models to young girls. There is also a growing market for online subscription book boxes. While there are subscription boxes for children, none fit into the niche of providing empowering books for young girls.

The goal of the campaign is to raise awareness of HeroTales among parents and grandparents of young girls age five to 11. Generation X parents are looking for products that save time, reflect family values and are nostalgic. Baby Boomer grandparents are looking for ways to contribute to a cause. The largest purchasers of subscription boxes are women between 25 to 44, who tend to have higher education and income. We will target parents and grandparents, particularly mothers ages 32-51, and grandmother ages 52-70.

The Little Heroes campaign and soft launch will be used to assess key measures in preparation for the hard launch in

November. The Vancouver Writers Festival will provide an opportunity to not only bring awareness to our product and online presence, but also to meet and network with influencers in the children's literature industry. We will also measure success through social media, print journalism, advertising, a publicity stunt and a contest.

We will use social media to target our audience through paid Facebook advertising, and post content on our Instagram account. A press release will go to newspapers, and paid advertising will appear in the Writers Festival program. Promotional material will be further distributed to various locations around the Lower Mainland. We will also stage a publicity stunt at the festival, in which we will dress as superheroes and distribute hero masks to children. These will include links to a contest on Instagram and to our website. The prizes include subscriptions to HeroTales.

Financially, the main objective of the soft launch is to drive traffic to the HeroTales website and sell our first batch of year-long subscriptions. We will aim to sell 50 subscriptions, receive 200 mentions on social media, and have 100 unique visitors to our website. We chose the Vancouver Writers Festival because it is a premier literary event which brings in 17,000 attendees, a majority of which are within our customer demographic. The event also has a large youth event, which attracts over 7,000 children.

Educate.

Explore.

Empower.





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INTRODUCTION

The Little Heroes campaign will be used to introduce the soft launch of HeroTales within the greater Vancouver area. This campaign will occur over the course of the Vancouver Writers Festival, held from October 17 to 24.

The success of this campaign will be used to influence the international online launch in November. We chose the Vancouver Writers Festival because it offers a proportion of our target market.

BACKGROUND

HeroTales was born out of a desire to empower the little girls of today to envision a limitless future. It began with a search for inspiring female role models in literature for our own daughters.

Through our search, we found that we were not alone in our hunt. Blogs and online communities were full of other parents trying to piece together an empowering collection of books for their daughters and granddaughters.

After the weeks that we spent curating a selective collection of the best stories, we felt that we could save other families time and money by creating a service that automatically delivered a book from the curated selection once a month right to their door.

This inspired us to create a subscription service that would deliver a monthly “HeroTales” box, featuring one book with diverse characters and a strong female lead, as well as a collectable pin, and an item related to the book, usually a small stuffy or toy.

The box is a reflection of our desire to instill a love of reading in our young girls and to empower them to dream big.

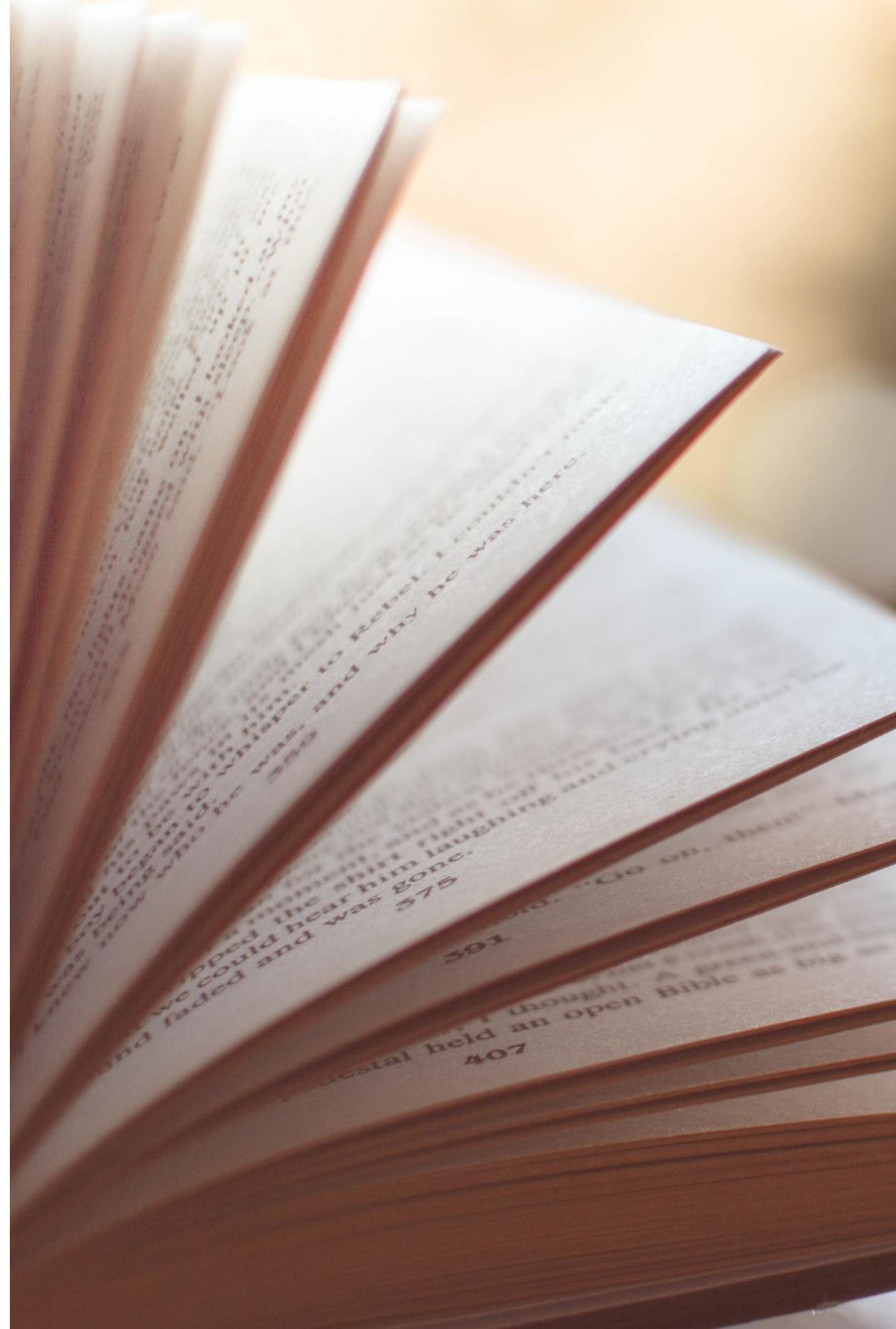
CURRENT MARKET SITUATION

The subscription box industry is attractive because it is a quickly growing market. As consumers become busier, their purchases are increasingly outsourced online. From 2013 to 2016, subscription box purchases increased by 3,000 percent (Connexity, 2016). The majority of Google searches for subscription boxes occur in North America (Connexity, 2016).

Google searches for subscription boxes peak during the holiday season, which will influence our online international launch in November.



ENVIRONMENTAL ANALYSIS



COMPETITOR ANALYSIS

Although there are several types of subscription boxes available online, we could not find any that had the intent of providing empowering books for girls. We narrowed our research to four competitors. These are companies that either strive towards the same mission of empowering girls or are youth subscription books. The four competitors are:

A Mighty Girl

TWITTER: 23,278
FACEBOOK: 1,958,226
Pinterest: 23,300

Strengths: Large followings on social media. Largest online collection of empowering girl books, movies, music and toys. Branded well. Large volumes of online audience interaction. Free resource.

Weakness: Not profitable.

Girls Can! Crate

TWITTER: 914
FACEBOOK: 2,205
INSTAGRAM: 1,023

Strengths: Motivating mission. Great idea. Very Interactive.

Weakness: No monthly option. Shipping costs. Low online audience-base. Service not noticed.

OwlCrate

TWITTER: 8,417
FACEBOOK: 37,282
INSTAGRAM: 100,949

Strengths: Most popular Canadian book crate. Ships international. Great social media audience engagements. Good reviews. Low shipping costs. Extra goodies.

Weakness: Not for readers younger than 14 years.

Epic! - Books for kids

TWITTER: 2,724 | FACEBOOK: 30,138 | Pinterest: 12,400

Strengths: Easily accessible. Keeps kids attentive. Interactive. Books all in one device versus a pile of books. Customizable.

Weakness: Eye straining. No hard-copies. More screen time.

FLY

LOVE

POWER

CUSTOMER ANALYSIS

Women between ages 25 to 44 are the largest purchasers of subscription boxes (Connexity, 2016). This demographic tends to have a higher education and income. These shoppers are early adopters and motivated by valuable price points. They enjoy being social media evangelists for products that they like (Connexity, 2016).

Generation X

Willing to spend money on items that help them save time (Lamb et al., 2016). Want items that reflect their strong family values and nostalgia (Marketing Zen, 2015). Need stability and products that give them a sense of “lasting value, security and protection” (Marketing Zen, 2015). Need to feel independent and not marketed to (Williams, 2016).

Profile A: Time-Crunched Christine 43-year-old mother, lives in West Vancouver

Occupation: Accountant.

Interests: Spending time with her family, running, yoga, and reading.

Motivations: Christine wants to play active role in her children’s development. She is motivated to expose her children to arts and culture at a young age.

Goals: Ensure her children have a bright future. To Christine this means providing them the opportunity to attend a top-tier university.

Frustrations: Christine is busy. She cannot achieve her goals on her own.

Generation X



Generation Y

Like to feel good, this can be achieved by letting them feel they are contributing to a cause (Ward, 2016). Want to feel like they trust whom they are buying from and that the business cares about their community (Lonoff Schiff, 2014). Want to identify with the product; this can be achieved by including their photographs in promotional material (Lonoff Schiff, 2014).

Profile B: Hands-On Helen 62-year-old grandmother, lives in Point Grey

Occupation: Retired.

Interests: Spending time with her grandchildren, reading, walking, and the performing arts.

Motivations: Helen recently retired. She is looking to spend her free time with the people she loves most.

Goals: Find activities that her grandchildren will enjoy.

Frustrations: Although Helen enjoys using Facebook to view photographs of her family; she privately believes that her grandchildren spend too much time online

**Baby
Boomers**





Situational Analysis

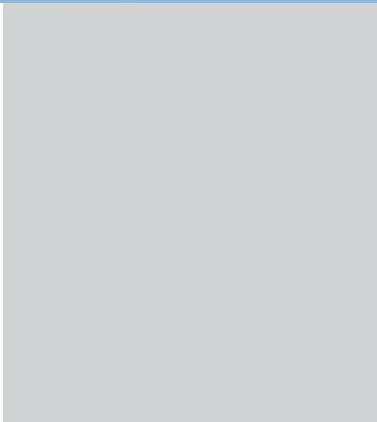
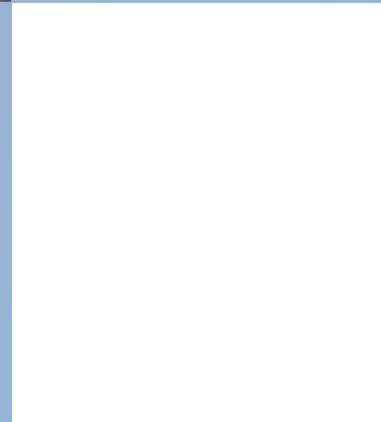
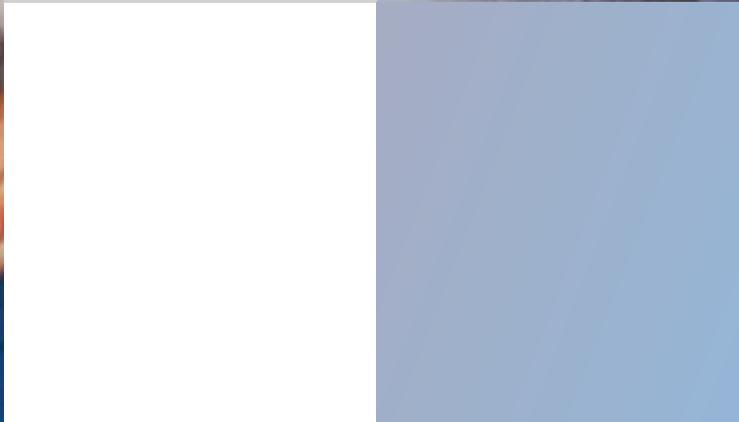
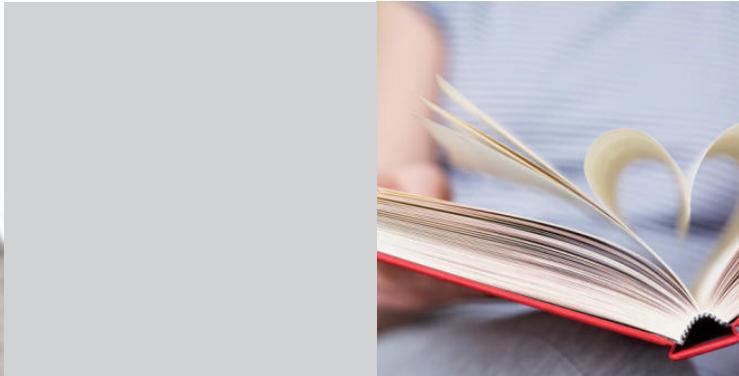
The SWOT analysis (shown in Appendix B) reveals areas of opportunity and challenge for HeroTales.

Internal Strengths and Weaknesses

The company was founded by a high-functioning team who are deeply invested in the success and public good of this product. The market and product have been highly researched. HeroTales currently lacks a processing facility or social media presence.

External Threats and Opportunities

Subscription boxes are an emerging trend in online purchasing, and HeroTales will be the first of its kind in the genre of providing empowering children's literature. The Vancouver Writers Festival shares a common demographic with HeroTales' target audience. There are uncertain political threats, such as the Canada Post strike or copycat competitors.





HEROTALES



“Though she be but little,
she is fierce!”

— William Shakespeare

Objectives

In conjunction with the Little Heroes campaign, HeroTales will use this soft launch as an opportunity to assess key measures. The key measures will influence the tactics used for our hard launch in November.

HeroTales aims to use the soft launch to bring awareness to the product and social media presence. The Vancouver Writers Festival provides opportunity to meet influencers within the children’s literature industry. Affiliation with this event will bring credibility and attention to HeroTales in anticipation of their international hard launch.

Through the use of social media, print journalism, advertisements, a publicity stunt, and contest, we aim to measure key areas of success.

Financials

This campaign will be used to indicate potential engagement with our target audience on the international scale. The objective is to use the soft launch to drive traffic to the HeroTales website and successfully sell our first yearlong subscriptions (see Appendix C).

Key measurements will include:

- Sell 50 subscriptions
- 200 mentions across social media
- 100 unique visitors to website



MARKETING STRATEGY

Explore. Educate. Empower.

Target Market Strategy

HeroTales's most viable target demographics are mothers and grandmothers residing in North America. Both demographics are have high income, education, and are savvy online shoppers. They are interested in contributing to the wellbeing of their offspring. Both markets fall within the same marketing mix, but each has unique motivations that drive their purchasing decisions.

Target Market One:

Mothers | 32 – 51

This demographic are the most frequent online shoppers. They will be targeted through Facebook keyword advertisements, Writers Festival programming, the Vancouver Observer, and through engaging their children at the festival.

Target Market Two:

Grandmothers | 52 – 70

This group generally has more leisure time and disposable income. This strategy will focus on advertisements placed in the Writer's Fest promotional material, the Vancouver Observer, and engaging with them as they attend the festival with their grandchildren.



Product Strategy

The HeroTales inception story will be displayed on our website. The tone of this narrative will be used to influence our marketing materials and how we engage with clientele.

HeroTales was born out of a desire to empower the little girls of today to envision a limitless future. As parents, we wanted to provide inspirational female role models for our daughters. We were not alone.

This motivated us to curate a monthly subscription box, featuring literature with diverse characters and a strong female lead. HeroTales is a reflection of our passion to instill a love of reading in young girls and to empower them to dream big.

This narrative allows both demographics to feel that they are contributing to a cause instead of being marketed to. Furthermore, the story lets HeroTales appear relatable and part of a noble cause.



LIVE



Promotion Strategy

The HeroTales soft launch will be promoted through the Little Heroes campaign. This campaign is aimed at engaging our target audience and their children and grandchildren in the greater Vancouver area.

The promotion will be executed through social media, the Vancouver Writers Festival, and print media.

Vancouver Writers Festival

The Vancouver Writers Festival occurs October 17 to 23 on Granville Island. The Writers Festival has increased their audience by 85 percent over the past five years and attracts over 17,000 attendees annually. The event is attended by an 88 percent female audience. The age range of attendees is 22 percent between ages 35 to 48, and 44 percent between ages 49 to 65. This audience is typically affluent and well educated. The festival also hosts 36 youth events, which attracts over 7,000 children.

HeroTales staff will attend the Writers Festival youth events dressed as super-heroes. While in costume, staff will distribute children's super-hero masks. The masks will provide information about our Little Heroes contest on their interior side.

The Little Heroes contest enables three participants the opportunity to win a three-month subscription to HeroTales. The contest will ask participants to feature a photograph of their child enacting a hero pose on Facebook, Twitter, or Instagram. To qualify, the photograph should also include the hashtag #littlehero and tag the HeroTales social media account.

This contest aligns with our target audiences' high engagement on social media and their willingness to be product ambassadors. The novelty of this product will serve their desire to be early adopters.

Social Media

Data analytics let advertisers narrowly target their ideal audience. Keyword advertising will be used to promote HeroTales to online users that search for Writers Festival, children's literature, or education. Advertising will include a video on our Instagram account and a paid-advertisement on Facebook. See Appendix D.

Super-Hero Masks

The element of surprise can be an effective marketing tool. HeroTales will use the Writers Festival to surprise attendees with the presence of friendly and engaging super-heroes. This will create a lasting impression amongst children and adults alike.

Writers Festival Program

To optimize reach of this campaign, paid advertisements will also be shown in the program guide for the Writers Festival.

Programs are distributed to the following locations:

- All JJ Bean locations
- All Lower Mainland Library and Community Centres
- Select Starbucks locations
- All Book Warehouse locations
- All festival venues
- The Chan Centre for the Performing Arts
- The Orpheum Theatre
- Pacific Cinematheque
- Vancity Theatre

Press Release

The Little Heroes campaign will also be promoted through an article in the Vancouver Observer. The Vancouver Observer is a close affiliate with HeroTales and they are willing to publish an item on their website. Their readership is 59% female, and their largest age category is 35 to 54.

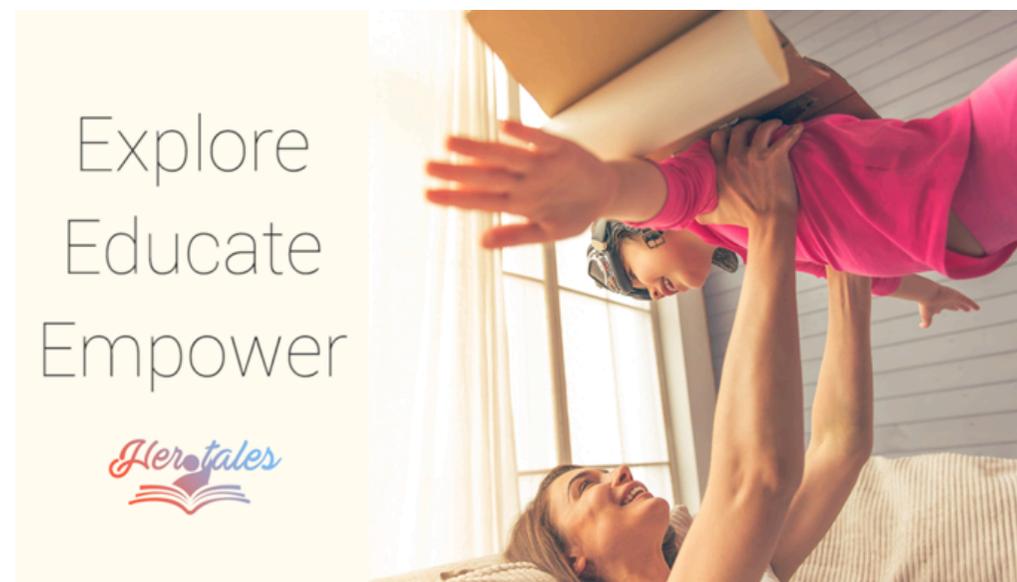
WHAT EMPOWERS YOU?

Promotional Material

Tri-folds that will be used as promotional information brochures that will be distributed at the Vancouver Writers Festival.



Video ad that will be used on Facebook and other social media platforms to promote HeroTales.





Price Strategy

We are taking a status quo pricing approach and are estimating that our product will retail for \$29.99 US plus shipping per month. This price could vary depending on whether our supplier. This model is based on purchasing the books and distributing them as a direct distribution channel.

Distribution Strategy

The direct distribution channel approach will minimize our distribution costs as we begin operating and marketing in the greater Vancouver area. The use of online distribution channels for marketing will make it possible to reach our target market.

The use of online marketing distribution channels can be leveraged here. Sites where users are prompted to log in, such as Facebook and Google, collect demographic data and can be used to target a specific audience. This allows us to use this one channel to reach multiple specific target audiences. One important thing to highlight is ensuring we are getting the right attention from our audience. Social media can be a powerful tool in marketing our product. Online communication about the product by those who are purchasing it is in itself a powerful distribution channel that can be leveraged.



Evaluation and Control

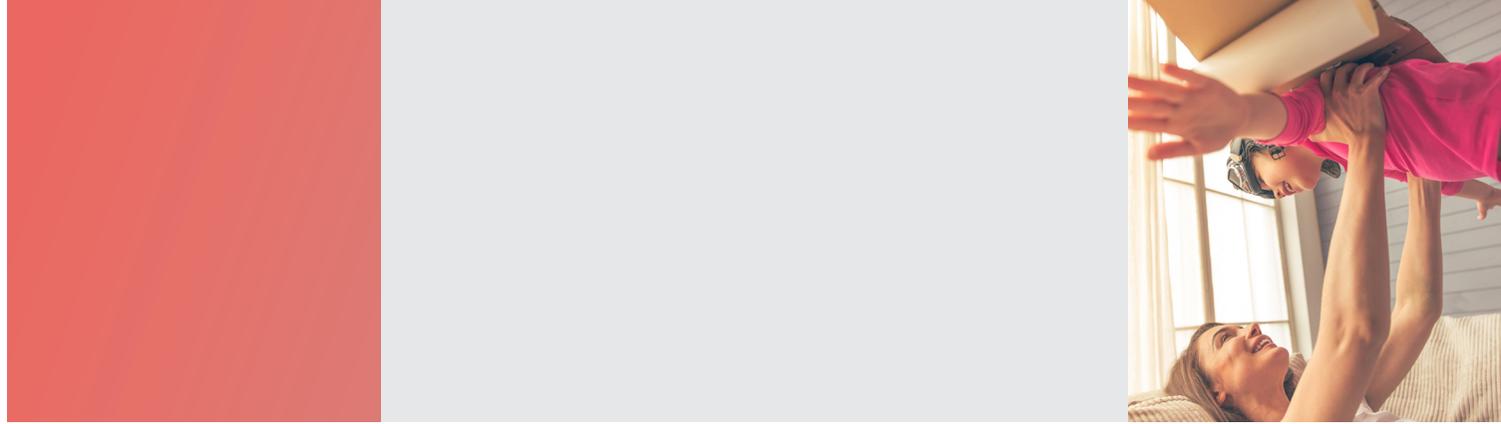
In anticipation of our hard launch, the Little Heroes campaign will be used to assess the effectiveness of the various tactics employed.

Google Analytics: Google Analytics will be used to review how many unique users visited the HeroTales website and where they visited from.

Social Media Analytics: A report will be conducted to reveal the number of followers, like, mentions, and shares were accumulated during the campaign. It will also indicate which platform garnered the largest following.

Contest Review: The contest will be reviewed to analyze the number of entries that accumulated in comparison to the cost, time, and amount of hero-masks that were contributed to the campaign.

Tactical Plan



Goal #1: Build Following on Instagram, Facebook, and Twitter			
Tasks	Measurement	Time Line	Resources
Create social media accounts	Count number of new followers	September 15, 2016	Lydia Sadiq
Design super-hero masks	Count number of mentions and shares on social media	October 1, 2016	Elizabeth MacLean
Goal # 2: Drive Traffic to Website			
Launch website	Track unique visitors with Google Analytics	September 8, 2016	Emily Chen
Press release in Vancouver Observer	Users that access site from the Vancouver Observer	October 1, 2016	Arne Petryshen
Goal #3: Sell First Subscriptions			
Advertisements online and in print	Review sales from this period	October 1, 2016	Keri Coles
Create promotional video for Instagram		October 1, 2016	Keri Coles
Design advertisements for Facebook and programs		October 1, 2016	Emily Chen



HeroTales Soft Launch Campaign Budget

Ferry transportation Victoria - Vancouver	Vehicle @ 56.45 x 2	\$112.90
	Passengers @ (17.20 x 5)2	\$175
Costume rental	Costumes @ \$50 x 5	\$250
Masks	Masks @ \$1 x 100	\$100
	Stickers \$10 for 80 x 20	\$160
	Pamphlets @ \$1 x 50	\$50
Web design	40 Hours @ \$80	\$3,200
Web development	72 Hours @ \$100	\$7,200
Digital advertising	Facebook costs per click \$0.35 x 500	\$175
Web hosting	BlueHost.com \$12 per year	\$12
TOTAL		\$11,434.90

Appendix A

Competitor Analysis

Subscription Box	Most Common Words Used by Twitter Audience	Largest Twitter Follower Base
Girls Can! Crate	Girls, Mom, Women	New York City, New York
Owl Crate	Book, Books, Love	New York City, New York
Epic! Books for Kids	Teacher, Grade, School, Wife	New York City, New York
A Mighty Girl	Mom, Writer, Lover	New York City, New York

Company	Strengths	Weaknesses	Twitter	Facebook	Pinterest	Instagram
A Mighty Girl	Largest online collection of empowering girls books, movies, music and toys	Not profitable	23,278	1,958,226	233,000	
Girls Can! Crate	Interactive	No monthly option, low social media following	914	2,205		1,023
OwlCrate	Most popular Canadian book create, high social media engagement, good reviews, extra goodies	Not for readers under 14	8,417	37,282		100,949
Epic! Books for Kids	Interactive, books all in one device, easily accessible	Eye straining, no hard-copies	2,724	30,138	12,400	

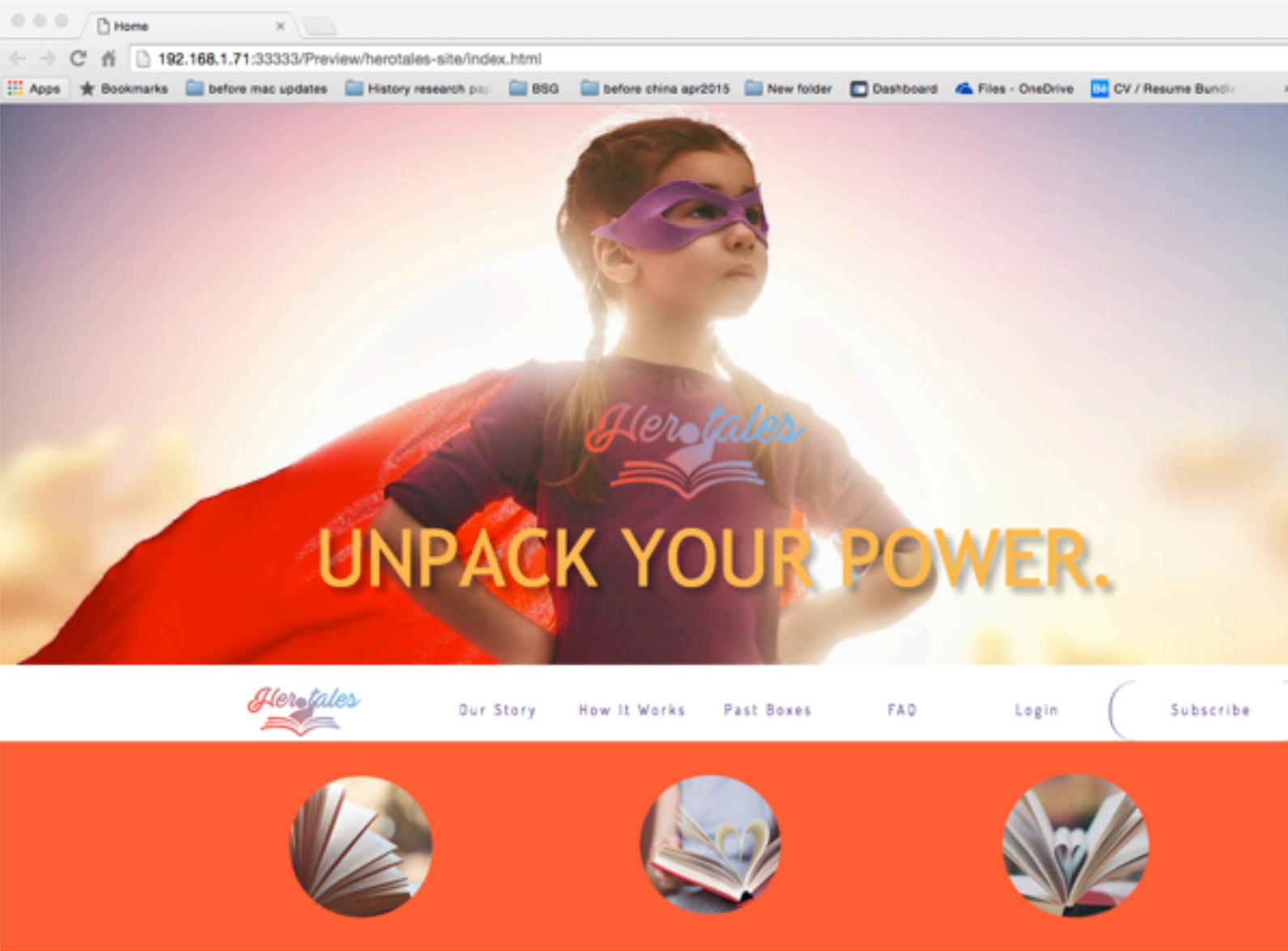
Appendix B

SWOT ANALYSIS

Strengths	Weaknesses
High amount of research into product	No current facility to produce and package product
Strong team of high performers	Social media profiles not active
Creators are personally invested in success of product	No social media following
Founded in a passion to create positive change for youth	
Opportunities	Threats
Subscription boxes are an emerging trend	Delivery issues, such as, Canada Post strike
Desire in marketplace for gender-balanced literature	Abundance of competing noise on social media
High attendance rate of Vancouver Writers Festival	Potential for competitors to emulate product before we are widely recognized
Demographic of festival aligns with target audience	Some competitors are cheaper due to strong US dollar

Appendix C

HeroTales: Unpack Your Power



Appendix D

HeroTales: Unpack Your Power Online Video Advertorial



Appendix E

Little Heroes Promotional Material Website

Enter to Win!

1. Take a photo in your favourite hero pose
2. Upload to either Facebook, Twitter or Instagram
3. Tag @herotales and include #littlehero
4. Be entered to win 3 months of HeroTales book and toy subscription boxes!



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