



**Innovana**

Strategic Marketing Plan

Camille Anne L. Ferreol

### **Identification of the Brand**

The *Innovana* product and brand are independently owned by *Innovana, Incorporated*. There are two versions of the *Innovana* logo (see Figure 1), a combination mark and a more simplified an abstract symbol.



*Figure 1. Innovana logo*

### **Mission Statement**

*“What surrounds us is also within us.”*

*Innovana’s* mission is to put an innovative spin on all things natural by creating low-effort, high-quality biodegradable products that visually and aromatically enhance any personal space, stimulating the world’s natural environment in the ambiance of the home, and enhancing the ease and quality of our customers’ day-to-day lives.

### **Vision Statement**

We strive to be the trendiest, most affordable one-stop shop to bring the modern homemaker’s ideal living space to life by blending the synthetic with the sustainable.

### **Slogan**

As a company, *Innovana's* tagline is "*Innovana: Innovating natural*". The slogan, more commonly used when promoting the product, is "Ever green, ever fragrant."

### **Advertising Opportunity**

Active, industrious women always want to appear effortlessly put-together in all aspects of their life, especially when it comes to their personal spaces and homes. However, maintaining the cleanliness, aesthetic, and ambiance of these spaces takes a lot of time and effort. *Innovana* provides value for women by making it easier to achieve their ideal personal and home aesthetic in a simple, affordable way. Contrary to other brands, *Innovana* is eco-friendly, enduring, and elegant—ever green, ever fragrant and suitable for everywhere.

### **Product**

An *Innovana* is an artificial indoor plant and fragrance diffuser in one. The product is eco-friendly; the outer plant body and pot are made from corn starch-based compostable plastic, and the inner "scent bag," a small porous packet inside each potter, contains a biodegradable mix of perfumed desiccants and aromatic ingredients. *Innovanas* come in three different sizes with each size represented by a different type of plant— *Large Fern*, *Medium Vine*, and *Small Succulent*. The product also comes in three different scents— *Evergreen*, *Peaches*, and *Toasted & Nutty*.

Our hand-crafted faux foliage has a natural lifelike appearance year-round and the fragrance in each replaceable "scent bag" lasts for roughly 2-6

months (depending on the size). Our creations include a variety of plants from multiple seasons, an impossible feat to accomplish with living plants.

*Innovanas* are also “death-proof” and require no sunlight, water, soil, or upkeep.

An *Innovana* is the perfect long-lasting, low-maintenance decorative item to enhance the aura of any space.

### **Packaging and Labels**

*Innovanas* are sold as is, in pots of various sizes (see dimensions below). New units have a removable cardstock sleeve around the circumference of the pot which have specific product information— company details (name and slogan), the type of plant, type of scent, instructions for set-up, manufacturing materials, general warnings, and the product barcode. The “scent bag” inside each plant comes enclosed in a plastic wrapping to preserve the scent.

### **Product Dimensions**

The Large Fern is 60” x 25” x 25”, while the Medium Vine is 20” x 8” x 8”, the Small Succulent is 4.5” x 3.5” x 3.5”. The size of the scent bag is 16” x 8”, 6” x 3”, and 2” x 1” respectively.

### **Unique Selling Proposition**

With its innovative 2-in-1 functionality, an *Innovana* is a decorative artificial indoor plant *and* a fragrance diffuser in one. It is ever green, ever fragrant.

### **Price**

The actual price charged to the final consumer at the retailer is \$49.99 for the *Large Fern*, \$29.99 for the *Medium Vine*, and \$14.99 for the *Small Succulent*. The prices for the large, medium, and small single scent bag replacements are \$9.99, \$5.99, and \$2.99, respectively.

The factors that went into consideration when setting these price points were the difference in size among each variation of the product, the costs of product development and distribution, the prices set by direct competitors, and the value or benefit of similar types of products in the market. Based on product dimensions outlined above, there is a clear difference in size, which affected price points on a basic level. Manufacturing costs are roughly estimated to be \$3, \$5, and \$8, respectively for each size variation, while the distribution costs amount to \$5-\$7 per product. This indicates a healthy profit margin of 25% or higher. Based on prices set by competitors, typical artificial plants cost \$10 - \$20 for small sizes, \$20 - \$50 for medium sizes, and \$50 - \$120 for large sizes. *Innovana* not only positions itself on the lower end of these ranges, but also offers a product with higher inherent value due to the additional feature of scent. Other products within the decorative homeware and self-care spaces (i.e. candles, incense sticks, pottery, etc.) have similar price ranges as well, further informing and affirming *Innovana's* price strategy.

### **Benefits Derived for the Consumer**

An *Innovana* has several functional benefits. Unlike a natural houseplant, it is self-maintaining and does not decay or decompose, meaning

it requires little to no attention for months at a time. Changing the scent bag, aside from being a simple, straightforward process, is also an infrequent necessity due to the long-lasting aromatic essence of each individual packet. Overall, the product provides the visual and aesthetic appeal of a natural plant without the accompanying effort. Additionally, it infuses a space with an array of pleasing scents, adding that “final, finishing touch” to the aura created for that space.

Having an *Innovana* can also be tied to various social benefits. *Innovanas* are among the most cost-efficient artificial plants in the market, making the product a prime choice for those want to be “thrifty” or financially savvy. The product’s eco-friendly form also makes it a popular option for environmentally-conscious consumers amongst other artificially made products. As a decorative piece, it becomes a medium to convey personal style when it comes to interior design, and a status-symbol that expresses a well-put-together home and lifestyle.

Consumers purchase an *Innovana* for the main purpose of adding a refreshing, pleasant aroma or masking stagnant odors in common spaces (such as homes, offices, etc.) Similar to the purpose of a scented candle, an *Innovana*’s purpose is to add to the creation of a clean, aromatic ambiance. Purchasing a trendy, decorative piece like an *Innovana* is also a step towards fulfilling personal style goals and achieving one’s “ideal home aesthetic”, which is likely meticulously curated to be a comfortable space, and is constantly influenced by early adopters and trend-setters.

### **Advertising Objective**

*Innovana's* advertising objective is to, first and foremost, inform potential consumers that the brand exists. *Innovana* is not only a new product to the market but also features new technology. Informing the consumer also entails explaining product functionality and use in the simplest possible manner. Secondly, the advertising objective is to develop positive attitudes toward the product. The ads are meant to communicate the very aesthetic and lifestyle the *Innovana* woman aspires to bring into her own home.

### **Target Market: The *Innovana* Woman**

#### **Demographics**

- **Age Range:** 25 – 35
- **Gender:** Predominantly female
- **Education:** College-educated; within a couple, at least one partner is college-educated
- **Occupation:** College graduates, graduate students, and early career professionals
  - Pursuing a higher degree of education (Master's / Ph.D.)
  - In a full-time position (50 hours / week) and has been in the workforce for an average of 6-8 years
  - In creative industries (marketing, communications, design, etc.) or women-in-tech

- **Income:** Recent graduate / grad student (household income: >\$45,000), Newly-wed (joint household income: \$50,000 - \$100,000), Established career professional: (household income: \$60,000 - \$150,000)
- **Family:** Single or in a committed relationship, but no children.
- **Residence:** Most are temporary; rents an apartment (in a crowded city with minimal space (i.e. NYC) or owns a small suburban home
- **Final Consumer:** Women, themselves (+ mothers, female partners / significant others)
- **Ultimate Consumer:** Women, themselves (+ daughters, female partners / significant others)
- **Media: Apps** (*Instagram, Pinterest, Slack, Asana*), **TV Shows** (*Grey's Anatomy, Queer Eye, Keeping Up with The Kardashians*), **Magazines** (*Allure, Glamour, Marie Claire*)

### **Psychographics: Activities, Interests, Opinions**

#### **Stylish Shopaholic**

- Shops frequently, both at malls and online, and has impulsive shopping tendencies (Frequents retailers like *Anthropologie, Crate & Barrel, Yankee Candle, Lush, Urban Outfitters, H&M, Zara, Uniqlo*).
- Wants to be considered “stylish” and “current”—is fine with spending above her pay grade, especially for trendy items and better-sourced, eco-friendly products.

#### **Social Media Savant**



- Keeps up-to-date with popular culture and personal taste is dictated heavily by social media influencers—particularly *YouTuber* videos of product hauls, product reviews, and current trends.
- Carefully curates social media feeds (especially *Instagram*) and scrolls through sources considered to be “cool”.
- Frequently uses *Pinterest* and pins are often related to interior design, decorating, arts and crafts, and her general aesthetic.

### **Relaxation-Starved Busy Bee**

- Constantly stressed and pressed for time throughout the average weekday due to personal responsibilities and commitments (i.e. continuing education, career advancement, typical household chores like cooking and cleaning, etc.)
- Active, industrious woman who rarely ever has “down-time” during the week but carves out personal leisure time and mental care on weekends.
- Because she dislikes restrictive environments like work cubicles or crowded trains she has a strong preference for calm, soothing environments, especially in her home.
- Typically winds down with relaxation-focused activities (i.e. yoga, meditation, flower arrangement, candle-lighting).

### **Image-Conscious Perfectionist**

- Believes aesthetic is as important as convenience—ultimate goal is to create the perfect personal and home aesthetic.

- Developed a strong personal “taste” and “style” due to being hyperconscious of other people’s opinions and being concerned with her own social image / reputation.
- Believes that a neat space is essential and has zero tolerance for foul odors and messes.

## **Competition**

### **Stages of Brand’s Industry or Competitive Marketplace**

In the competitive marketplace, the wide stage would include real plants, scented products, and “green manufacturing” (products that are designed, built or used in an eco-friendly way), the narrower stage would include home décor, and the narrowest stage would include artificial plants and scented decorations.

### **Competitors**

The brand’s competitors include *Allstate Floral & Craft*, *Nearly Natural*, *Vickerman*, *Silk Plants Direct*, and *Laura Ashley*. These companies are key rivals because they all operate in the artificial plant décor space and all distribute their products through big box home improvement stores. Another set of competitors would also include companies that operate in the market of scented products (i.e. candles, incense sticks, room spray, etc.), conventional go-to items for setting the mood and ambiance of a space.

### **Key Rivals**

From the brand’s main competitors, the key rivals of *Innovana* are *Nearly Natural*, *Vickerman*, and *Silk Plants Direct*. These companies all operate

in the artificial flora space and have the most similar product offerings and price points. They all stock a similar variety of greenery (i.e. ferns, vines, succulents, etc.) that are manufactured from the same type of material. Most of these brands are not known by name or logo, but all distribute through the same type of well-recognized retailers—big box home improvement stores (i.e. *Bed Bath & Beyond*) and/or niche retailers (i.e. *Anthropologie*).

**Brand Map**

While no product exactly like an *Innovana* (a *scented* artificial plant) currently exists on the market, a categorical comparison can still be made with the prominent artificial plant brands (see Figure 2) and scented candle brands (see Figure 3) that stand as *Innovana’s* main competitors.

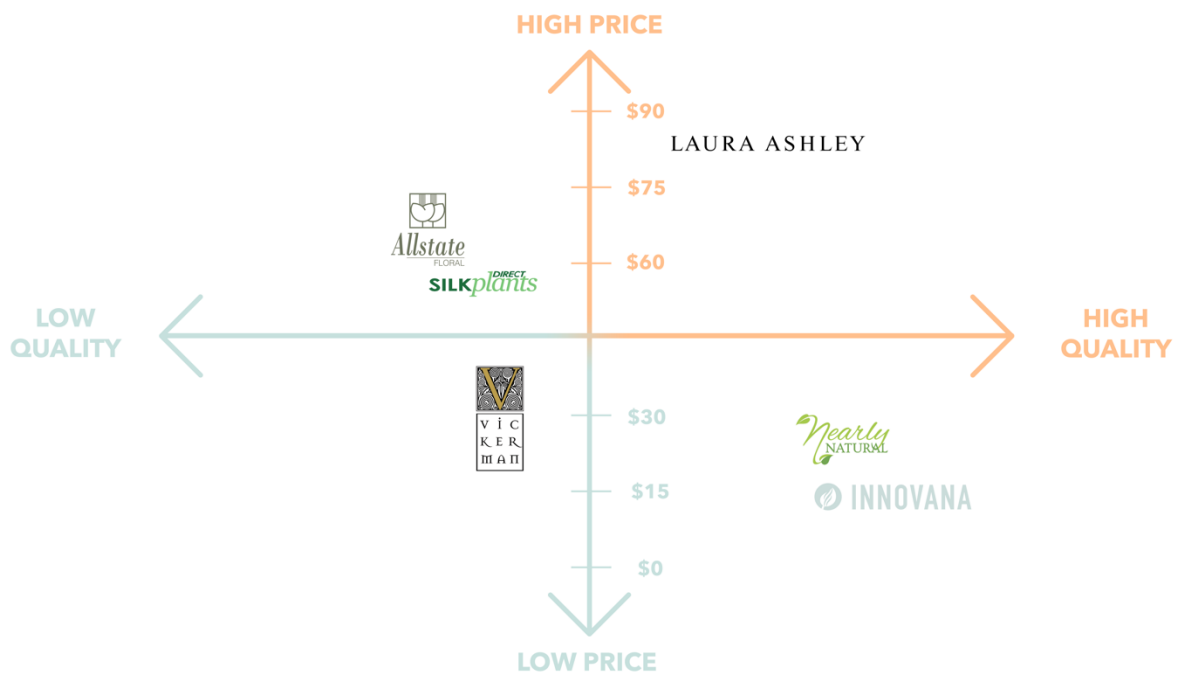


Figure 2. Consumer perception brand map for artificial plant brands. This figure shows the product positioning for *Innovana* and other key competitors on a spectrum of average price and quality.

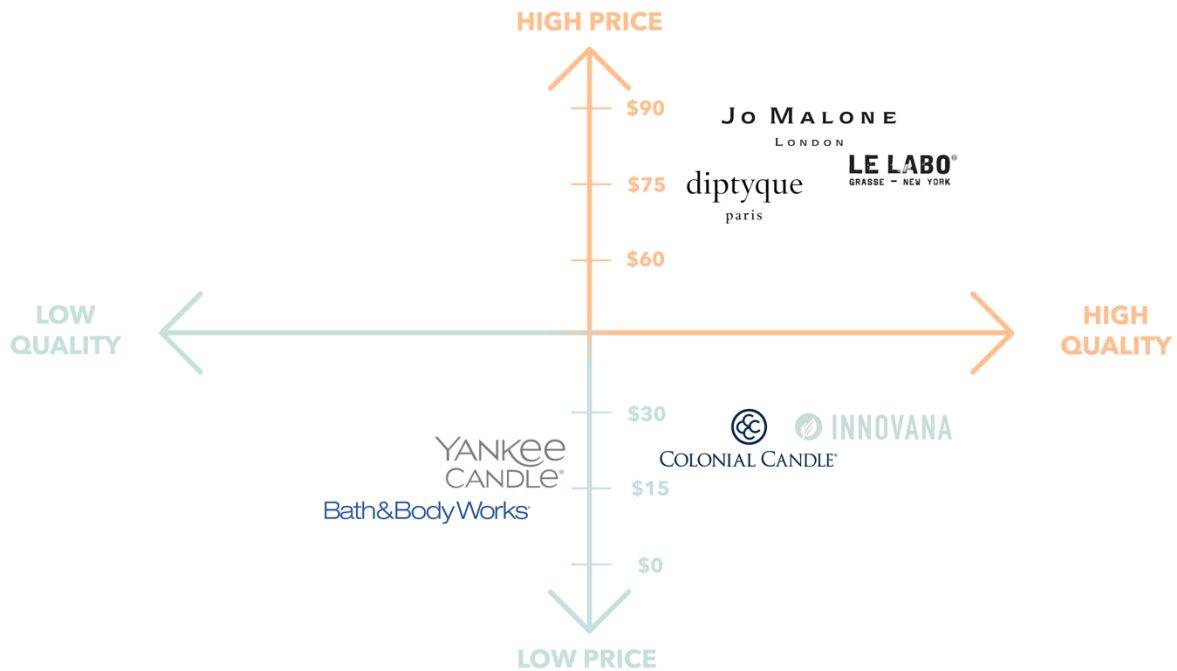


Figure 3. Consumer perception brand map for scented candle brands. This figure shows the product positioning for *Innovana* and other key competitors on a spectrum of average price and quality.

**Advertising Appeal**

*Innovana’s* marketing campaign is comprised of the “testimonial” and “plain folks” advertising appeals. The *Innovana* woman is easily influenced by the people she respects. She is a part of the early majority on the product adoption lifecycle curve and, thus, tends to be directly influenced by the early adopters (i.e. social media influencers). Testimonials, quotes or reviews from these micro-celebrities, prove highly effective in compelling *Innovana* women.

Another advertising appeal utilized by the brand is “plain folks”, where the average woman within the target audience vicariously experiences the product by finding the aesthetic of the ad relatable, attainable, and instantly achievable through purchase.

### **Creative Theme**

#### **Logo, Typeface, Color Scheme**

*Innovana's* identity system (see Figure 4) is composed of an abstract logo mark, as well as a combination mark. The former is a pictorial representation of a plant leaf and three wavy lines that indicate smell or aroma. The latter combines this softer symbol with a more clean, modern-looking wordmark (in the typeface “DIN Condensed”), encapsulating the essence of the brand. The signature color is mint green (#CADCDA) and the accent color is light peach (#FFBF8C). Light gray (#E8E8E8) may also be used as a second accent color or base.



*Figure 4. Innovana’s brand identity system. This figure illustrates the imagery, the hexadecimal color palette, and the style of type that will be used in branding efforts.*

### **Ad Campaign Creative Style**

Recurring creative elements such as the color scheme, the typeface, and the slogan will be implemented strictly and consistently throughout the various forms of advertising media. The creative theme will revolve around clean, simple, modern minimalism. Testimonials from micro-celebrities (i.e. specific *YouTubers*) will also make consistent appearances throughout the ad campaign as a way to leverage user-generated content.

### **Product Positioning**

When customers think of *Innovana*, they do not just envision a trendy, virally-popular, internet-famous item—they think of a product that is a functional must-have. An *Innovana* woman thoroughly enjoys how the *Innovana* enhances her space and enriches her life. She thinks the product is sold at a great price, is zero-fuss, and fills the gap between low-effort and enjoyable home maintenance.

### **Advertising Media Choices**

#### **Magazine Ad Placement (Print)**

The magazine advertisement will be a full-page, right-facing placement in the trendy fashion and lifestyle magazines: *Allure*, *Glamour*, and *Marie Claire* due to their targeted readership of female millennials whose household income does not indicate overly-tremendous affluence (not >\$150,000). This target market is in direct alignment with that of *Innovana*. The message for the ad features the slogan, with the addition “for everywhere”, indicating to the reader that the *Innovana* is suitable for a variety of placements and

spaces. Specifically, the placement will run somewhere among the first couple of pages that fall under the “news and trends” section, where the cover headlines and hot topics are discussed. The placement will run for six months, starting in October and ending in March, targeting the time of the year when the weather starts to worsen for the winter, and plant life start to wane. A full-page photograph of a room interior was selected for the magazine placement because it features all three sizes of *Innovana* plants, while simultaneously showing how *Innovanas* look within a meticulously furnished space, adding to its overall aura and aesthetic.

The “plain folks” advertising appeal was implemented through the setting of photograph—an average bedroom wherein the main focus is on the natural lighting and the *Innovana* plants. *Innovana* women are interested in being sold a lifestyle of peace, calm, and aesthetic satisfaction, so this advertising campaign appeals to her desire for the perfect home balance. The magazine placement is further strengthened with a “testimonial” advertising appeal from Nikki Phillippi, the *Innovana* brand ambassador and *YouTube* influencer who is featured in the sponsored Internet advertisement for *Innovana*. Her testimonial features the key selling point and unique differentiation of *Innovana* plants—that they are simultaneously effortless and refreshing within the home space. This portion of the magazine advertisement attracts reader attention because *Innovana* women are readily swayed by influencers they admire, who inform their own desired aesthetic and home balance.



The scratch-and-sniff portion of the advertisement shows consistency with other portions of the advertising campaign (i.e. scratch-and-sniff cards featured in the interactive public displays). The scratch-and-sniff feature is meant to have readers interact with the ad (and, thus, spend more time on that page of the magazine) and is also meant to get them excited about these decorative plants that have non-traditional, refreshing smells, especially for placement within the home.

### **Interactive Public Displays (Support Media)**

For the interactive public display advertisement, samples of the *Large Fern* will be put on display at locations that command heavy foot traffic and are frequented by the ideal *Innovana* woman-on-the-go. Having actual physical set-ups featuring the product makes it possible to present both the functionality and the aesthetic component of an *Innovana* to average individuals in a natural setting (a “plain folks” advertising appeal). This allows prospective customers to develop positive attitudes towards the product by associating *Innovanas* with the cozy, aromatic spaces they visit often. These locations could include a local non-chain coffee shop, a contemporary, kitschy hotel, a sample apartment unit in an urbanized area, or a co-working space.

Appearance-wise, the *Innovanas* put on display will have the same packaging and label design as the units in-store, simply to introduce and ingrain the visual look of the product in people’s minds. The removable cardstock sleeve around the circumference of the pot will have the company

name and slogan, the type of plant, the type of scent, as well as instructions for set-up, manufacturing materials, and general warnings. Situated by the display unit, there will also be a small sign holder filled with scratch-and-sniff *Innovana* business cards (3.5" x 2") that follow *Innovana* branding conventions (color, typeface, etc.) and are appropriately scented to match the product on display. These will have the company name, tagline, slogan, and website link, as well as a single-use 10% discount code tied to the specific location. This distinct coupon code will also serve as a way to track which display is generating the most website leads and brand awareness / interest to potentially inform which areas to focus marketing efforts on.

Ideally, women who take notice of the display ad will appreciate its subtlety (i.e. guerilla marketing), and will be able to witness, firsthand, how an *Innovana* can be a valuable addition to a space—an extra element enhancing the overall ambiance of her favorite go-to spots.

### **YouTube Sponsored Video (Internet)**

The Internet advertisement comes in the form of a sponsored *YouTube* video by *YouTube* influencer, Nikki Phillippi on her own YouTube channel of the same name. She is a woman in her 30's who is married but does not have any children, a perfect fit for the *Innovana* woman's psychographic (AIO) identity, meaning the target audience could easily find her relatable. Her brand and aesthetic is specifically catered to creating the perfect home spaces. This specific video advertisement will take the form of a "house tour", not only because this style of video has been trending on the *YouTube*

platform, but because it also presents a great opportunity to feature all sizes and variations of the *Innovana* plants in a natural setting.

The video will feature three minutes of content, specifically showing *Innovana* plants situated in various locations within the home, and temporarily displaying the *Innovana* logo and a distinctive coupon code. The influencer's video will resume with the rest of the house tour after the ad, simply because audiences prefer to be marketed to in a subtler way. The *Innovana* woman, despite being easily influenced, likes to believe that she is in command over her own influence. Having the video seamlessly continue into the full house tour is essential for having balance of showcase and authenticity for *Innovana's* influencer.

The advertisement is a perfect blend of the advertising appeals of “testimonial” and “plain folks”, because the influencer is, for the most part, an average woman with an ideal home aesthetic, both showcasing her love for the product while visually featuring it in its natural setting. The audience can therefore identify with the aesthetic she is projecting due to the visual ambiance it evidently gives her home.

### **Intro Promo Email (Direct Marketing)**

Individuals who have just purchased an *Innovana* online or have opted-in to the mailing list become part of the subscriber database and consequently receive personalized *Innovana* emails. The first touchpoint the subscriber receives within roughly five minutes of *Innovana* acquiring their email address is the introductory promotional email, which serves to welcome

the individual to the community, inform the consumer by showcasing the main product offerings (three different sizes, plant variations, and scents), provide a testimonial advertising appeal from a micro-celebrity, and encourage people to purchase while highlighting some branded visuals (product images, gifs, user-generated content, etc. following the *Innovana* creative theme). Mobile-friendly email marketing would be ideal for the target consumer due to her busy schedule and penchant to constantly check her email for vital information regarding work, school, etc. The *Innovana* woman would prefer to receive all valuable correspondence on-the-go, through her phone.

### **Explanation of the Message, Media and Advertising Choices**

The *Innovana* marketing team ensured that consistent creative elements (such as the same color scheme, typeface, and slogan) were implemented throughout the marketing campaign in order to communicate a singular thematic message of a modern minimalist lifestyle. Testimonials from micro-celebrities (i.e. specific *YouTubers*) were also a recurring advertising appeal used to establish legitimacy around the brand and to appeal to an already-existing following of individuals interested in the similar aesthetic style. From an analysis of the target market's demographic and psychographic data, the team concluded that an *Innovana* woman would respond most to ad media that is either weaved into the average industrious woman's day-to-day life ("plain folks" advertising appeal), or easily accessible through the digital channels she is highly accustomed to. To address the former point, having an

interactive *Innovana* display in frequently visited, modern locations (i.e. local coffee shops or co-working spaces) or having an ad placement in a popular magazine that she would be subscribed to, carry around, find at a hair salon, or even keep in her own living room would make *Innovana's* presence more apparent and relevant in her daily activities and routines. To address the latter point, having a sponsored *YouTube* video on a vlogger's channel, as well as having promotional emails sent out were also gauged by the team as effective ways to reach *Innovana* women, who are typically digital savants with tech-centered working lifestyles. Encapsulating the advertising opportunity, the ad messaging is generally centered around the *Innovana* being a simple, easy-to-use product that can be a means for active, industrious woman to appear put-together and achieve their ideal home aesthetic. Through tailoring all these ad decisions specifically to the *Innovana* woman's wants and goals, the marketing team can competently meet the objectives of informing the right market about this new, innovative product, and can ultimately establish positive attitudes towards the brand.