

GILLETTE VENUS SWIRL

Ladies of Venus



PRODUCT AWARENESS EVENT PLAN

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OVERVIEW

EVENT NAME:

Ladies Of Venus

GOAL:

To bring awareness to the new product and communicate the brand's values by creating a memorable experience guests will promote through social media.

SMART OBJECTIVES:

To communicate the brand's values to the guests through this event, to be measured by the tone of the social media posts.

To increase exposure of the Venus Swirl razors through social media posts of influencers attending the event by December 1st.

To implement the correct covid and health safety measurements from October 30th to November 1st.

To create a memorable guest experience on November 1st, measured by the impressions of the social media posts.

DATE:

1st November 5pm - 8pm (4pm arrival, 9pm leave - 5-8 event)

VENUE/LOCATION:

Mindarie Hotel Pavillion Suite

THEME:

Pearlescent Renaissance



GUEST EXPERIENCE:

The guest experience of this event will be centred around our theme of the pearl renaissance. Along with music and themed cocktails, guests will be provided with many fun and instagramable activities ranging from our ladies of venus backdrop to renaissance statues scattered throughout the room.

The nights events will include:

1. An invite in and greet
2. Themed cocktails to the different razor colours
3. A speech from Brianna Throssell
4. Walk around platters of food
5. Time to take photos and interact with activities
6. Gift bags and goodbyes



EVALUATION/MEASUREMENT:

This event will be evaluated and measured by the guest attendance and overall experience through online engagement, shared posts, impressions and sales response

STRATEGY AND CONCEPT

THEME AND APPEAL:

The Ladies of Venus event will highlight and promote Gillette Venus' vision to elevate the sense of femininity and confidence, in the product and customer, that is embedded in the self-care and grooming provided by the Gillette Venus razors.

With an eye for quality and safety, Ladies of Venus will promote Gillette Venus' new Venus Swirl razor with the luminous theme of Pearlescent Renaissance. What Pearlescent Renaissance embodies is the atmosphere of the sleek and smooth aftermath of using this Venus Swirl razor on one's skin, as well as the serene and feminine spirituality in the aquatic piece of the artwork itself, to be instilled throughout the event.

Inspired by the famous painting 'The Birth of Venus' by Italian artist Sandro Botticelli, we believe it is appropriate to draw upon the artwork's values and importance placed in individualism and beauty. Not only do we intend to draw and parallel these values alongside the brand, but we also hope that the significance and importance of how proud Gillette Venus is as a brand in its new product and values is

translated well within the honouring of the artwork itself. Therefore, we intend to use Venus herself within the art, and the namesake of the Brand, to be our event's name: Ladies of Venus. Additionally, permeating the importance and each value rooted within this iconic piece of art and Gillette Venus' own vision to help appeal to the guests and consumer audiences own sense of individualism and beauty, while bringing us women together for one special night full of photo opportunities for social media.



ACHIEVING SMART OBJECTIVES:

1. To communicate the brand's values to the guests through this event, to be measured by the tone of the social media posts.
2. To create a memorable guest experience on November 1st, measured by the impressions of the social media posts.

With such a unique event concept to be implemented, we call upon Perth based influencers to be a part of this night and to experience the magic of Ladies of Venus and Pearlescent Renaissance. Our guest experience is embedded within the theme of the event which is rooted within the brand's mission and values. With the creation of a memorable guest experience through the theme, decor, catering, keynote speaker and activities, we hope for the guests to share their memorable experience in a positive light, and therefore the brand's values and mission, to their social media audiences.

3. To implement the correct covid and health safety measurements from October 30th to November 1st.
4. To increase exposure of the Venus Swirl razors through social media posts of influencers attending the event by December 1st.

Our enchanting night will be guaranteed safe and ready for COVID risks plus additional health and safety risks through adhering to expert guidelines as outlined by the levels of risks presented further within this document. The Ladies of Venus event will also ensure the promotion of the newest Gillette Venus product as outlined within the plan for before, during and after the event. The Venus Swirl will be included within the influencers P.O boxes, intended to be eye-catching and perfect for social media posts, gaining exposure from the very beginning. During the event, the Venus Swirl will be spotlighted through decor and activities designed to be the perfect photo opportunity for social media posts to take place throughout the night. Towards the end of the night, gift bags will be received by guests upon departure, also containing the Venus Swirl razor.



WHEN AND WHERE THE EVENT WILL OCCUR:

The chosen date of the event is the 1st of November 5 pm – 8 pm (4pm arrival, 9 pm leave).

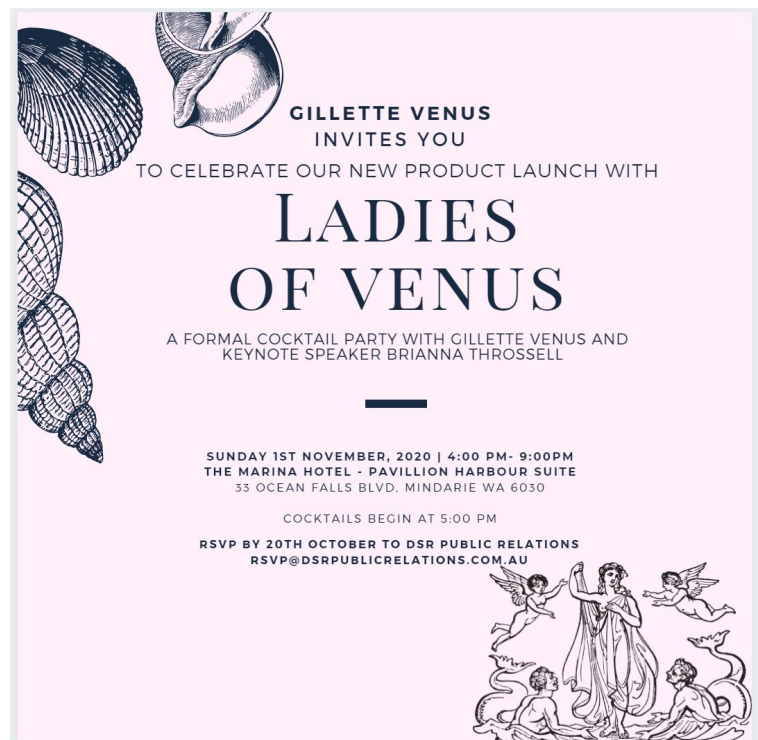
November 1st marks the heart of springtime, bringing together clear skies and fresh nights to celebrate the event. With the previous month of October holding its staple Oktoberfest festivities, the festive and celebratory spirit is already abundant and high, and our event being held on November 1st can benefit from the overflow of the festive spirit.

The event takes place on a Sunday, providing an anticipation in something to look forward to throughout the beginnings of the week. The chosen times for the event allow for the appropriate order of events within the night to take place around the cocktails, and finishes with guests leaving at 9 pm, ready to take on the Monday after being not too exhausted.

The Marina Hotel's Pavilion Suite shall be the perfect venue to host this cocktail party event. A waterfront hotel situated in the heart of the harbour, the Pavilion Suite is found in the higher levels of the hotel, overlooking the ocean, harbour, yachts, and the picturesque surrounding living areas. With an amazing opportunity to view the sunset from the balcony and floor to ceiling windows, this venue delivers the utmost Instagram worthy scenes to capture within pictures that no one could resist, influencer or not.

INVITATIONS:

Our designed invitation will be mailed to the influencers we intend on attending our event, with their invitation mailed to them alongside their P.O box containing the Venus Razor Swirl and the appropriate decorative elements. Their P.O boxes to be mailed serve as a strategy to gain social media posts and traction from when the influencers post the P.O box and invitation together. With the visually lush P.O box providing this exciting social media photo opportunity for the influencers, our intention is for the invitation itself to be shared on social media.



This would in turn lead to additional publicity from the influencers about the event itself, but ahead of and in lead up to the night of the event, garnering interest, anticipation, and excitement. Invitation to be sent to those not receiving the P.O box shall be sent a week after in a second wave of invites through the Paperless Post, a free online invitation service.

The semiotics of our invitation lie within the decorative elements and the colour scheme, such as the soft pastel pink and dark navy blue, coinciding with Gillet Venus's brand colours. The soft pastel pink, as the background of the invitation, is also an appropriate springtime colour, matching with the time of our event. Additionally, the colour of the soft pink also reflects and symbolises nicely the Lady Venus herself and the divinity and soft beauty she embodies alone and vicariously through the brand. An inspired outline of 'The Birth of Venus' has been included alongside detailed seashell outlines. Both these elements allude to the theme of the event itself as well as support the atmosphere of the venue location, The Marina Hotel, being on the harbour.

ENTERTAINMENT AND EXPERIENCES:

The night's entertainment will be fuelled by a hired DJ, curating a playlist of iconic hits of all eras and an abundant amount of songs from popular female artists. Alongside the music of the night, activities and fun Instagramable opportunities will be organised within the event, centred around the new product the Venus Swirl razor.

- a) At the beginning of the event from the guests arriving, a model dressed as Venus will be lounging holding a Gillette Venus razor while lounging in an inflatable clam on the water visible from the suite's view. This is intended to be memorable and reminiscent of the 'Birth of Venus' artwork.
- b) At the head of the room will be a prop figure of the Statue of David, holding the Venus Swirl razor in the hand that hangs against his leg.
- c) Situated in the centre of the room will be a bathtub filled with balloons and capped venus swirl razors on display.
- d) Room will be made for an Instagrammable wall, a decorative wall with the intent of signifying someone was at a special event, with our signage centred around Venus herself.

- e) A shaving competition will occur, with shaving cream smothered onto balloons for guests to shave off. The objective is for the guest to shave all the cream off without popping the balloon, in order to win a larger gift bag. This activity will coincide with a demonstration and explanation of the newest Venus Swirl Razor.
- f) Curated cocktails will be specially made for the night, with each cocktail representative of a Venus razor product creating an even more brand immersive experience.
- g) Gift Bags will be handed out for guests upon departure containing travel sized beauty products from affiliated P&G companies; Olay, Pantene, Native, SK-II, Secret & Ivory.

KEYNOTE SPEAKER:

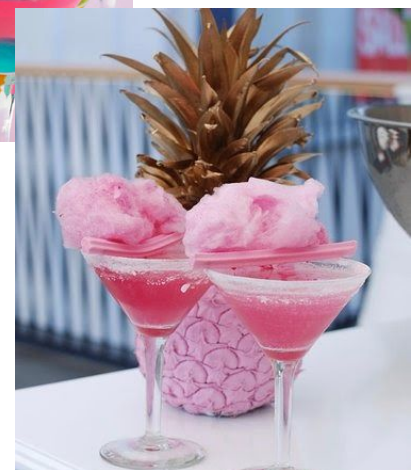
The keynote speaker chosen for the night is Brianna Throssell. Brianna Throssell is a 24 year old Olympic swimmer from Perth and has a significant and active presence on social media where she posts frequently about her lifestyle here in Perth. Her presence during the night can help serve to the message within Gillette Venus of femininity and confidence. Brianna Throssell possesses the voice to speak on the power of those values with her career as a swimmer, which is a sport known for eliminating body hair for the sake of moving through the water more efficiently.

CATERING:

Catering for the event will be supplied by the Marina Hotel kitchen and serving staff, serving light finger foods that guests can have while sitting or standing in their hand. As the venue is licensed, curated cocktails will be served throughout the events allocated cocktail times. These cocktails will be named after and colour coded to the different Gillette Venus razors for a truly immersive experience with the brand.

Cocktail Names/Colours:

- Original - light blue
- Divine- dark blue
- Breeze - purple
- Embrace- green
- Spa- pink
- Olay- yellow
- Snap- light pink
- Swirl - purple



HEALTH AND SAFETY

Healthy and safety of both staff and guests is a paramount when running this event.

These are the key health and safety aspects of the event and how we plan to address them by either eliminating risk or reducing the impact.

FIRST AID:

Check first aid kit is fully stocked and readily available before the event commences.

TOILETS/WASHROOMS:

Bathrooms stay clean and hygienic with regular bathroom inspections.

PARKING/TRAFFIC:

Traffic management and security is provided for people drinking. This ensures guests are safe and responsible.

FOOD HEALTH AND SAFETY:

Guarantee food is fresh and delivered on time. Discourage self service to avoid cross contamination by supplying toothpicks, plates, and napkins and servers.

COVID SAFETY:

Know the number of guests for social distancing requirements and supply hand sanitizer at the event location for both guests and staff.

FIRE EVACUATION:

Staff must know evacuation procedures and have done a health and safety check. A fire warden will also be present in the building.

EQUIPMENT FAILURE (TRIP HAZARDS AND ELECTROCUTION):

Safety inspection before the event to guarantee equipment is installed safely and properly.

RISK MANAGEMENT

These are the top risks we identified in order from most risk to least risk, measured by the risk matrix and how we plan to address them.

Key speaker/host doesn't arrive: - Likelyhood 3 - Consequence 4 - Risk - high 12 - Address - reduce likelihood by escorting the key speaker/ host. Additionally have a backup speaker available. Have a presentation copy of the speaker before the event date.	Guests don't arrive: - Likelihood 3 - Consequence 4 - Risk - high 12 - Address - provide accommodation from the day before for guests attending. Broadcast event for guests that cannot attend. Follow up with reminder messages to confirm arrival a couple of days before the event date.
Fire starts: - Likelihood 2 - Consequence 5 - Risk - high 10 - Address - follow the fire evacuation plan with the fire warden on site. Back up site outside to continue to run the event in case of this emergency.	Key Staff attendance failure: - Likelihood 3 - Consequence 3 - Risk - high 9 - Address - Keep in contact with staff. Make sure they arrive early. Have back up staff in case of this risk occurring.
Not set up in time: - Likelihood 3 - Consequence 3 - Risk - high 9 - Address - Make sure the event is prepared 12 hours in advance. Have back up equipment. Have any media backed up.	A guest injures themselves: - Likelihood 3 - Consequence 2 - Risk - moderate 6 - Address - Have first aid and ambulance number ready. Inspect for trip and safety hazards before the event commences.

ADDITIONAL IDENTIFIED RISKS:

Covid breach (infected person at event):

- Likelihood 1
- Consequence 5
- Risk - moderate 5

Food poisoning:

- Likelihood 2
- Consequence 2
- Risk - moderate 4

Cyber risk:

- Likelihood 1
- Consequence 1
- Risk - low 1

		Consequence				
		Negligible 1	Minor 2	Moderate 3	Major 4	Catastrophic 5
Likelihood	5 Almost certain	Moderate 5	High 10	Extreme 15	Extreme 20	Extreme 25
	4 Likely	Moderate 4	High 8	High 12	Extreme 16	Extreme 20
	3 Possible	Low 3	Moderate 6	High 9	High 12	Extreme 15
	2 Unlikely	Low 2	Moderate 4	Moderate 6	High 8	High 10
	1 Rare	Low 1	Low 2	Low 3	Moderate 4	Moderate 5

MEDIA AND PUBLICITY

Our event will attract media attention and publicity through our attendees. We have invited the top social media influencers in perth, to help gain more social media presence for the Brand. With inviting social media influencers we have made sure to make the experience for them as memorable and photo-worthy as possible as it encourages the opportunity of them attending and sharing the event and brand on their social media account to their hundred of thousands of followers. We will achieve this by sending each of our social media attendees a PR package(something that influencers love to post on their stories as it makes them feel exclusive and a vip to the event). In this PR package it will contain our beautifully themed invitation explaining the event, which will be immersed in soft toned tissue paper and small plastic bubbles placed around it and a sample of one of our razors. This will therefore create an exciting photo opportunity unwrapping experience for them to post on their social media stories, which will also make their viewers see the brand and want to look into the product and purchase it because their favourite instagrammer has it also. This will make the brand more known and trusted if customers can see their favorite influencers are using this product and not getting paid to advertise it.

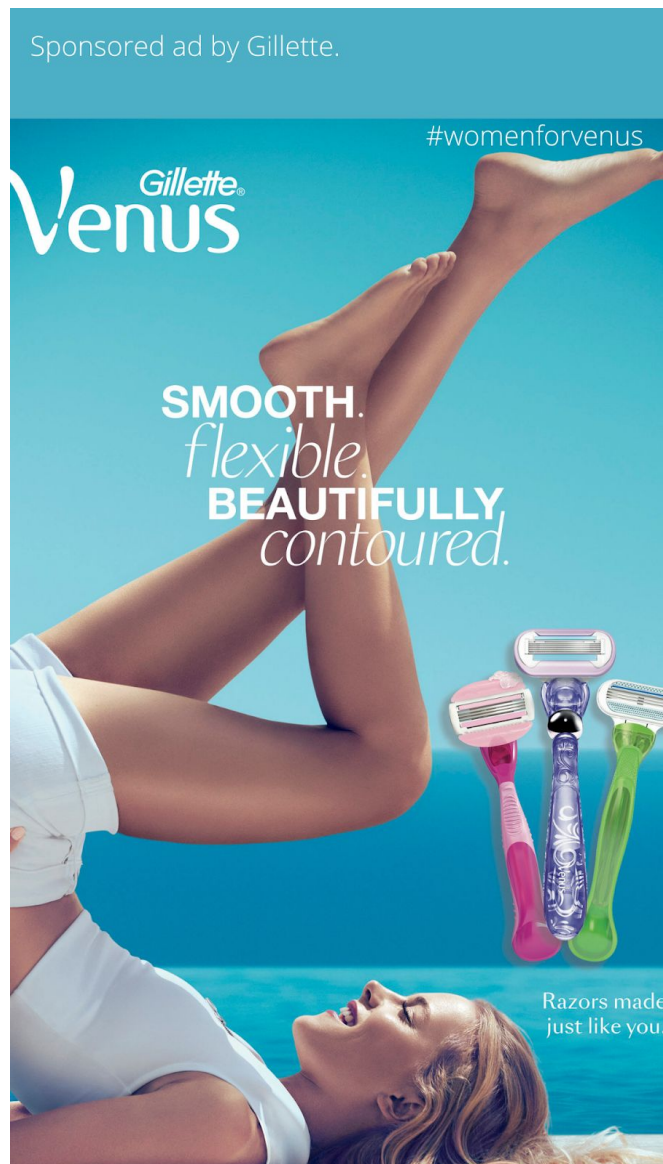
We will have Cocktails as a main attraction to our event as many people love a free alcohol event. Our cocktails will be on theme and will be the only option to order at the bar this will make sure the attendees are experiencing the drinks. The drinks will be on theme as they will be colour coordinated and named after each Venus razor, e.g. the divine cocktail will be dark blue, the swirl will be purple and the snap cocktail will be pink, also incorporate Gift bags to give at the end of the event that would be great take memorable take home gift and also photo opportunity to post on their instagrams story. This will create an organic social experience within the attendees and a take home experience making it more enjoyable and memorable for them, resulting in a positive review for the brand.

We will also incorporate an obvious Instagram wall, that will be themed with a Venus picture, with hired sculptures placed around it. This will help create a nice backdrop and photo opportunity for the instagram influencers which they can take photos in front of and use the hashtag #womenofvenus, that we will want to start trending. Once the influencers post these photos and use the hashtag of the brand it will create more social media traffic and presence online for the brand therefore gaining more awareness to the brand to therefore increase the numbers of customers increasing and trusting the brand in Australia.

We will also have Brianna Throssel as our Guest speaker for the event. She is an Olympic swimmer and based in Perth. She can greatly relate to the brand as swimmers need to be smooth and aerodynamic in the water. This will also create media coverage for the event as we have a celebrity attending the event. Our large main event surprise attraction would be our Pr 'stunt', we will have a large inflatable clam shell in the water and hire a model to be dressed as Venus standing on this float. This can be seen in the water from the building that the event will be held at and will be a great photo opportunity for the influencers and also gain the media's attention, expressing the glamorous aspect of Venus as a brand and make it unforgettable and will stick with the attendees when they think of Venus razors.

Elements suitable for content/newsworthiness:

- Instagram wall (birth of venus) posts with hashtag #womenforvenus
- Woman dressed as aphrodite standing on a clam shell in the water (photo opportunity)
- Guest speaker will be Brianna Throssel (an olympic swimmer)
- Pr packages/invitations
- Cocktails to post onto instagram
- Instagram story paid advertisement



TOPLINE IMPLEMENTATION PLAN

September	October	November
14 th : Venue site tour	30th: Guest list finalisation	1 st • Bump in • Organise decoration • Arrange model for guest arrival • Event start ○ Invite in ○ Greetings • DJ begins as first guest arrive • Cocktails • Speech • Demonstration of razor and activity explanation • Food platters • Points of interest for photos and activity interaction • Cocktails • Gift bags • Event finish • Ensure event clean up • Media follow up • Bump out
21 st : Venue Booking	1st: Proposal of catering and curated drinks	
25 th : <u>Supplier negotiations</u>	5th: Dispatch online invites (second wave)	
28th: Dispatch of p.o. boxes and invitation (first wave)	24th: Security inquiries and booking	
29th: Supplier bookings	Media from first wave invites evaluation	
	20th: RSVP Date	• Evaluation • Reporting
	22nd: finalise food and drink proposal	

BUDGET

With the budget of \$15,000, we have divided the majority of it up for our venue. We have chosen Mindarie Marina as our venue. The cost to hire out this venue for approximately 4 hours of the night would cost us \$7500, this will include the catering for the event, as it is provided in the package. We have allocated \$2000 for alcohol, although the alcohol is already included in the package it is quite limited to the drinks (mainly wine and beer). The \$2000 will be put towards the bartenders having to source extra ingredients for our cocktails, as we would prefer to mainly just serve the themed cocktails. We will have eight cocktails on the menu to select from and each cocktail will be a different colour to match a different Venus Razor. At least \$1000 of the \$2000 will be extra in case the event goes through the bar tab early on in the night and it needs to be topped up.

On the night of the event it would be mandatory that there will be security there. We will hire two security guards to help control the event since celebrities are attending and alcohol is being served on the premises. For this reason one security guard will be at the main doors for the event, checking if the attendees are on the guest list and checks who comes in and out of the event. The second security guard will be situated inside the event near the bar (and emergency exit if there is one), this is incase something goes wrong or is too intoxicated and needs to be escorted off the premises for the safety of others. Security guards cost approximately \$60/hr. This will cost \$480 for the night.

For our decorations and themed equipment we are hiring decor that is on theme with Aphrodisiac and Venus razors, this will include a bathtub, balloons, statues, backdrops and extra smaller decor that is on theme, this will cost \$4500. Aswell as this we are contacting our partner teams such as P&G and Olay and getting samples from them to be included in our gift bags alongside the razors and shaving kit. The gift bags will include venus razors, bath and shaving products. The only purchase needed is for the mini gift bags and tissue paper, we have put \$170 aside for this. For the printing of the invitations and mailing as well as mailing of the few individual PR packages, we have set \$100 for this. For the evening we will be hiring a dj for the event, for approximately 4 hours, this will cost \$250. We have reached \$15,000 exactly of the budget.

Budget	Venue (catering included)	Alcohol	Security	Invitations & PR packages	Themed decoration/ equipment	DJ	Gift bags	Total (\$)
Cost (\$)	\$7500	\$2000	\$480	\$100	\$4500	\$250	\$170	\$15,000