



BoxLunch Public Relations Plan

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Overview & Key Messages

The retail store [BoxLunch Gifts](#) specializes in selling licensed, pop-culture products—ranging from TV shows to video games—with every \$10 purchase per item going to the [nonprofit Feeding America](#).

The top priority is to increase brand awareness by using two methods: highlighting BoxLunch's charity connections with Feeding America and incentivizing fandom influencers into promoting our company.

BoxLunch also launched its ambassador program called [the BL Collective](#), where social media influencers who have over 2,500 followers on Instagram or TikTok can sign up and be selected to participate in sponsored campaigns using the hashtags #BLCollective and #BLSponsored.

Goals & Measurable Objectives

- Promote philanthropy partnership with Feeding America through both internal and external communications.
 - a. Foster relationships with local and national media outlets ranging from consumer brand, business retail, entertainment and nonprofit sections.
 - b. Spotlight on BoxLunch employees who volunteered with Feeding America in sharing positive stories via internal communications (e.g., company newsletter or internal promotion) of helping feed local communities.
 - c. Notify and remind consumers every \$10 purchase per item goes directly to the nonprofit.
- Increase interest in the BoxLunch brand from social media followers and influencers through partnership content.
 - a. Track increase in page likes, comments and engagement on all BoxLunch social channels such as Facebook, Instagram, TikTok, Twitter.
 - b. Arrange BoxLunch Ambassador Program applications and approve qualified candidates who meet social media criteria.
 - c. Measure social media engagement on BL Ambassador posts on a quarterly basis in order to maintain partnership with influencers.

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- Generate high sales of officially-licensed merchandise in comparison to the 2020-2021 fiscal years due to the COVID-19 pandemic affecting retail traffic and new store openings.
 - a. Aim for a total grand opening of 15 new locations by the end of 2022.
 - b. Track e-commerce CTR (click-thru-rate), bounce rate and purchases done by either guest accounts or [BoxLunch Specials Loyalty](#) member accounts.
 - c. Keep up with the demand for quality, licensed products and the passion for sharing different fandoms.



Key Performance Indicators (KPIs)

- Measure monthly website traffic based on email marketing links, organic SEO search, social media posts from BoxLunch accounts and/or BoxLunch Collective Ambassadors.
- Reduce shopping cart abandonment rate to 40% by incentivizing consumers with product bundles (e.g., offer free shipping with \$75+ orders), upsell loyalty programs for immediate rewards and email signups for pre-orders and special offers.
- Track impressions and reach from following hashtags on all social media platforms: #BoxLunch #BoxLunchGifts #BLCollective #BLSponsored #GetSomeGiveBack #BoxLunchxFeedingAmerica #BoxLunchFeedsAmerica.
- Calculate video playbacks of over six seconds and full completion rate on BoxLunch's YouTube channel, Instagram Reels and TikTok accounts.

Important Dates

The following public relations plan is set for the first six months of 2022, divided by first fiscal quarter Q1, starting on January 1 until March 31, 2022, and second fiscal quarter Q2—beginning on April 1 and ending on June 30, 2022.

Fiscal Quarter 1 Key Dates

- January 31 - Announcement from CEO on 2022 initiatives for BoxLunch retail stores
- February 1 through 28 - Black History Month; schedule out weekly social media content [featuring African-American BoxLunch Collective Ambassadors to promote diversity within fandoms](#)
- February 1 through 14 - Valentine's Day season; advertise merchandise from favorite pop-culture couples, ranging from Jim and Pam of "The Office" to [DC Comics "Batman" villains Harley Quinn and Poison Ivy](#)
- March 1 through 31 - #GetSomeGiveBack campaign; this campaign consists of all round-up donations going toward our nonprofit partners at Feeding America
- March 4 - Promote new "The Batman" official collection apparel via user-generated content through social media and email marketing

Fiscal Quarter 2 Key Dates

- April 4 - Announcement on extended six-year partnership with Feeding America; issue out press release to relevant media outlets that covers the retail business, e-commerce, pop culture entertainment and nonprofit sectors
- April 5 through 26 - Behind-the-scenes company newsletter; highlight BoxLunch HQ employees by sending weekly company newsletters every Tuesday for the month of April. Solicit call-to-action at the end of newsletter for other BoxLunch employees who want to be featured in future newsletters to submit information for Q&A
- April 28 through May 19 - Grand Opening period of new BoxLunch retail stores; three out of the 15 new locations based on the CEO's company initiative are officially open—Gainesville, Fla., San Juan, Puerto Rico and Savannah, Ga. Notify BoxLunch consumers who live within proximity of the new locations via email and launch social media accounts for each regional store, in efforts of gaining community engagement
- June 1 through 30 - LGBTQ+ Pride Month; schedule out weekly social media content [featuring LGBTQ+ BoxLunch Collective Ambassadors to promote diversity within fandoms](#)

Target Audiences

A target audience persona for BoxLunch is someone who is involved in a specific fandom and/or consumes pop-culture media that vary in age, such as:

- Millennials (26 – 41 years old, male/female/nonbinary)
- Gen-Z (10 – 25 years old, male/female/nonbinary)
- [Disney fans](#)
- [Anime fans](#)
- [Harry Potter fans](#)
- [Star Wars fans](#)
- [Comic book / Superhero fans](#)
- [Kids and Toddlers \(infants - juniors XL\)](#)

Diversity & Intersectionality

For internal and external target audiences, it is important to advocate and highlight diverse people from marginalized backgrounds within pop-culture fandom such as LGBTQ+ folks, Latinx and BIPOC (Black, Indigenous and people of color).

BoxLunch Buyer Personas

1. **The Disney D'Amaro Family** is an upper-middle class African-American family that consists of a husband and wife who are first-time parents of a 5-year-old girl. The D'Amaro family are annual passholders to the Walt Disney World theme parks—which they frequently visit as Central Florida residents—and document their adventures as a Disney-loving family to their Instagram audience of over 3,000 followers. Since the family already uses Instagram for content creation, we can highlight the official Disney children's apparel that BoxLunch offers through Instagram Stories and feed posts.
2. **Every-man Eric** is a 35-year-old millennial office worker who spends his spare time watching his favorite TV shows, like "The Office" and "Friends." He also collects Funko Pops to decorate his office and wears graphic t-shirts showcasing his favorite Marvel and Star Wars characters. Facebook is where Every-man Eric spends most of his time online, quickly scrolling through posts and occasionally glancing at advertisements. To gain his attention, focusing on simple visuals with the bare-minimum amount of text necessary to convey the point of the ad.

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3. **Cottagecore Cathy** is an Asian-American, Gen-Z college student in her early 20's and loves movies from Studio Ghibli. She collects stationery, clothing and collectibles that feature characters from the Ghibli animated movies. To cater to this audience archetype, we would use the popular social media platform TikTok with specific advertisements featuring products with characters and scenes from the most well-known Ghibli films, like "My Neighbor Totoro" and Kiki's Delivery Service."
4. **Anime Fan Alex** is a 16-year-old, nonbinary teenager who reads manga comics from popular Japanese series such as "My Hero Academia" and "Demon Slayer." Alex receives an allowance from their parents, which they use to buy cosplay items and dress up as their favorite characters for TikTok dance challenges. Since they're already an active TikTok user, BoxLunch can enhance its presence on the short-form video app by promoting clearance sales from anime and manga franchises that Alex can afford to buy at their nearest store location.



Image examples of Buyer Persona 1 (Disney D'Amato Family) and Buyer Persona 4 (Anime Fan Alex)

Crisis Management

I. Internal Crisis Management

Scenario: A BoxLunch executive donates or sponsors a polarizing political candidate during the midterm elections. In doing so, the company receives negative feedback once it is revealed the executive used the company's status and finances to donate for the politician's campaign budget.

Solution: Religion and politics are two extreme topics that can escalate easily where nobody wins (i.e. audiences, companies, etc.). With this in mind, everyone in association with the company must consider the impact and public perception for the present and future. The noble thing to do would be to rescind the donation and issue a brief statement to the public that the brand will not participate in future political donations from any party affiliation whatsoever.

II. External Crisis Management

Scenario: "Harry Potter" author J.K. Rowling [made headlines](#) after pushing anti-transgender rhetoric on International Women's Day on her Twitter account. Going as far back as 2019, it's not the first time Rowling made transphobic remarks.

Solution: How BoxLunch, which carries official "Harry Potter" products, can handle an outside controversy like this is to the amount of promotions regarding the "Harry Potter" merchandise that's in stock—especially little to no promotion during the release of the latest "Fantastic Beasts" sequel releasing on April 15 in theaters.

Estimated Annual Budget Plan

The estimated budget plan listed below will be divided between paid advertising (30%), tools and technology (10%) and labor costs for the strategic communications team (60%).

- 30% of the paid advertising cost will be a flexible plan between allocating funds for social media ads and affiliate commission links from BoxLunch Collective influencers. One set of the budget is meant for Facebook promotion or toward Instagram sponsored posts, which can range between \$0.80 to \$1.30 cost-per-click. The second half will go toward BL Collective influencers, where they will receive a 15% commission for purchases done through affiliated links within their personal platforms. The affiliate commission links will also serve as a KPI to measure how much of the monthly sales were through partnering with influencers and it would help determine whether or not to maintain the influencer in our roster.
- 10% of the budget for tools and technology is straightforward, with the smallest portion going toward subscription services and software to create content within our corporate headquarters. Suggestions range from in-house production equipment such as cameras, ring lights, microphones, tripods, editing software like Adobe Creative Cloud Suite and premium versions of popular social media tools for content scheduling and email marketing newsletters.
- Last, but certainly not least, the 60% remainder of the budget factors the amount of time and labor that a strategic communications team will spend on developing a strong campaign. The skills, research, effort and planning that goes into managing multiple social media accounts and developing internal and external communications for a national retail brand should be compensated for by the people hired to run the @BoxLunchGifts handles for the year and beyond.

Comprehensive Communications Plan

Below are several strategic communications examples written for various platforms and audiences:

BoxLunch TikTok Example Post

This serves as an in-house advertising example using TikTok in order to attract younger demographics, such as Gen-Z, by tapping into niche trends but adding a pop-culture twist in showcasing Studio Ghibli clothing from the feminine brand Her Universe, which is sold at BoxLunch online and in retail shops.



@BoxLunchGifts

[[10-second video content: Young woman wearing outfits from "Kiki's Delivery Service," posing over trendy, lo-fi version of the movie's theme song playing in background]]

Embrace your quirky witch side with Kiki's Delivery Service apparel 🍷✨

Shop our #StudioGhibli collection + get 20% off select styles online!

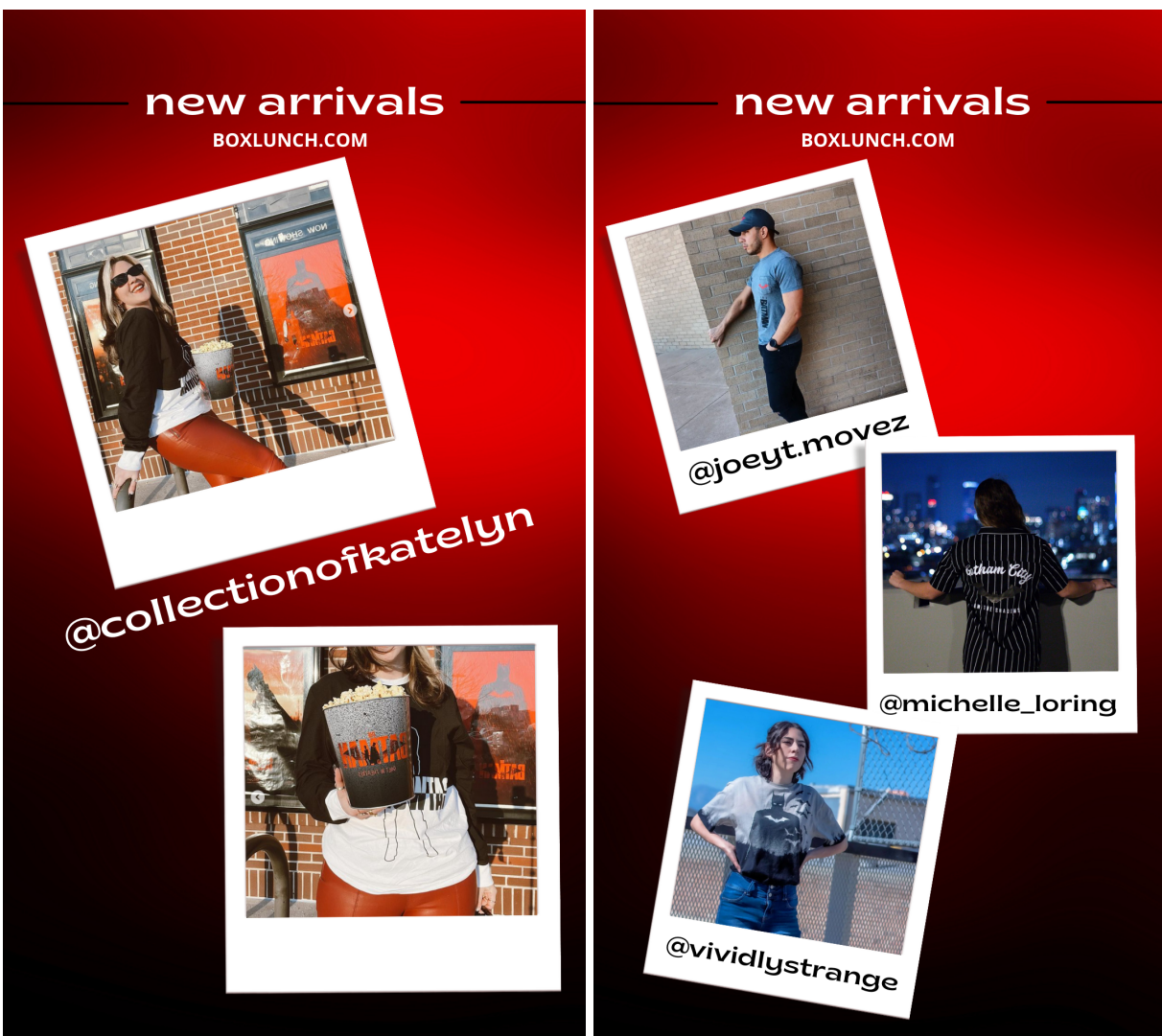
<https://www.boxlunch.com/pop-culture/shop-by-license/studio-ghibli/>

BoxLunch Instagram Stories UGC Example Post

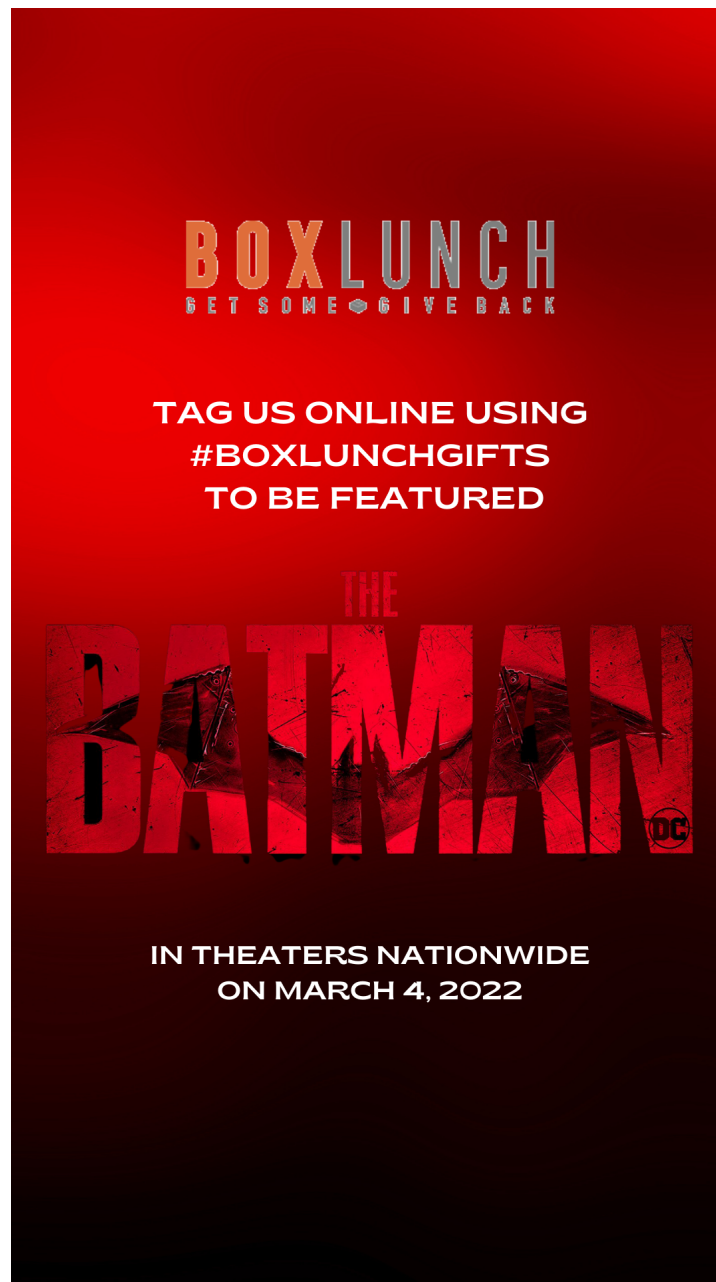
This is a set of Instagram Stories designed on Canva.com for user-generated content (UGC) based on tagged images from customers and influencers alike. This UGC Instagram Stories focuses on Batman products sold at BoxLunch as a timely campaign for “The Batman” movie, which opened nationwide on March 4, 2022. As an external communication piece, this campaign has a proper mix of jumping on the latest pop-culture franchise with The Batman’s theatrical release and highlighting BoxLunch customers wearing officially-licensed merchandise sold online and inside our retail stores.



Instagram Stories slide 1: This cover design serves to introduce our Instagram followers the following Instagram Story slides showcasing official clothing merchandise for “The Batman” featuring the store and the movie logos.



Instagram Stories slides 2 and 3: The two slides shown above contain images from customers who tagged @boxlunchgifts on Instagram wearing "The Batman" clothing. As external communications, user-generated content (UGC) is crucial, with the goal of having present and future customers shop our items and tag us on social media for a digital shout-out.



Instagram Slide 4: Final slide ends with a call-to-action for our customers and followers to “tag us online” with the brand’s hashtag.



BoxLunch Message from CEO to Employees Example Post

Internal Email Subject Headline: We are expanding! 15 New BoxLunch Locations in 2022

Monday, January 31, 2022

Hello everyone,

Steve Vranes here with some big announcements for you today.

BoxLunch had a successful year in 2021 and thanks to everyone's efforts, we are preparing to take a big step forward once again in bringing quality pop-culture merchandise and excellent customer service nationwide.

—

Overview

To start things off, BoxLunch Gifts will be launching a new initiative titled “200 by 2022.”

This year, we will be opening 15 new retail stores and expanding the BoxLunch brand to a total of 200 physical locations.


We are also opening a new location in San Juan, Puerto Rico; our first non-regional U.S. store.

We are always striving to give back and with the Feeding America Network, BoxLunch will continue to provide support with the nonprofit into the future.

—

200 by 2022

As of January 2022, there are [185 BoxLunch retail stores located nationwide](#), with a dominant presence on the West Coast thanks to our headquarters based in the City of Industry, California.



Several of the new locations—set to open by summer 2022 season—will have a BoxLunch debut in the following cities and regions:

- Gainesville, FL
- Savannah, GA
- Charlotte, NC
- Birmingham, AL
- Little Rock, AR
- Cincinnati, OH
- San Juan, Puerto Rico

These are just a few of the locations we have confirmed for debuting in 2022, with more to come within the year.

Growing BoxLunch has been a goal since the store's inception in 2015 and just as people's love for pop-culture has grown, so will we to keep up with the demand for quality, licensed products and the passion for sharing different fandoms.


—

BoxLunch across Borders

With our 15 new locations decided, BoxLunch is taking a bold step forward with our first Caribbean store inside Plaza Las Americas in San Juan, Puerto Rico. This will be the first BoxLunch outside the regional United States and first time branching into a bilingual market.

The BoxLunch in San Juan will be a major achievement for our brand—not only for retail expansion, but also for the inclusion of the citizens of Puerto Rico who can gain access in purchasing their favorite pop-culture items and express their love of fandom within the island.

It is important to have diverse people as part of the BoxLunch family and as we dedicate ourselves to helping our communities, we will dedicate ourselves to growing as many



communities as we can; through volunteering, donating and giving back to those that join us in building something great.

#GetSomeGiveBack

We are excited about the fast-paced growth happening at BoxLunch since the first store opened its doors seven years ago, while also [giving back in a meaningful way with Feeding America](#). We have partnered with Feeding America since BoxLunch's inception and we will continue to give back and strive to end hunger nationwide with our month-long #GetSomeGiveBack campaign launching March 1, 2022.

Every BoxLunch location donates directly to local food banks and with the "200 by 2022" initiative underway, we will be able to give back to more locations in the designated areas of each new store opening.

All BoxLunch Team Members are encouraged to volunteer themselves to help the Feeding America network get food into the hands of families who need it the most by [getting in contact with a food bank near you!](#)

Wrap-Up

That's all the announcements for today and we will keep you updated on new events as they happen.

I want to personally thank each Team Member for their dedication, passion and support during the past year and wish you well for the upcoming 2022 year.

Sincerely,
Steve Vranes, CEO

BoxLunch Press Release Example Post

BoxLunch and Feeding America continue partnership to help food banks nationwide

Monday, April 4, 2022

We are proud to announce we have extended our partnership with [Feeding America](#) for the next six years in order to continue our mission to give back and strive to end hunger nationwide.

Since BoxLunch's inception, we successfully combined our philanthropy work with our passion for pop-culture with every \$10 spent in-store and online aiding one meal on behalf of local food banks.

BoxLunch is also donating \$10,000 to Feeding America as part of our commitment to the cause and for the betterment of our local communities.

All BoxLunch Team Members are encouraged to volunteer themselves to help the Feeding America network get food into the hands of families who need it the most by [getting in contact with a food bank near you!](#)

About BoxLunch

BoxLunch is a civic-minded web + brick and mortar based specialty retailer offering a curated collection of licensed and non-licensed merchandise.

GET SOME, GIVE BACK

For every \$10 you spend, we donate a meal to a person in need through Feeding America [More Info](#)



BoxLunch is happy to share more information, please contact us for inquiries.

1 (855) 463-3646 - <https://twitter.com/BoxLunchGifts>

BoxLunch Company Newsletter Example Post

BoxLunch Newsletter Headline: Behind-the-scenes with our lead designer 🎨




For this month's newsletter, we sat down with our lead graphic designer Lisa Devote as she talks about her favorite Studio Ghibli character, her creative process and how volunteering for a great cause inspires her work at BoxLunch.



Lisa Devote - Lead Graphic Designer

Who is your favorite pop culture character and why do they inspire you?

I think Kiki from Studio Ghibli's *Kiki's Delivery Service* is probably the character I can relate to the most. Her determination and resilience really stood out to me, as she



struggles in trying to find her purpose with her talents as a magical witch who can only fly. With my art and design work, it can get difficult to feel inspired everyday and Kiki taught me that it's ok to rest and figure out what sparks joy. Honestly, Hayao Miyazaki's work throughout Studio Ghibli motivated me into picking up a pencil in the first place, which led to my current role at BoxLunch's headquarters.

Tell us how a typical day at BoxLunch is for you:

As a graphic designer, I attend weekly meetings and brainstorm with various departments in coming up with visual design and obtain their feedback to create some fun designs for new products and promotions. Most of the day is spent talking with my peers and coming up with innovative ideas while having fun with our process. There's usually a lot of back-and-forth trying to nail the right design, because each product is unique. For example, there's a big difference between creating a package design layout for our retail store displays versus creating motion graphics for our social media content and branding.

What has been the most rewarding experience of working with BoxLunch?

I'd have to say it was my first time volunteering with my colleagues at our local food bank thanks to the partnership with Feeding America. The experience was so special to me, seeing everyone come together and feeding people from all walks of life within our neighborhood. The volunteering experience was so meaningful for me that I collaborated with the visual teams at Feeding America and designed the flyers for next month's event.

Do you want to be featured in next month's newsletter? Please let us know at

BLCollective@boxlunch.com