AnaOno®

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COMMUNITY PARTNER DESCRIPTION

AnaOno is a chest inclusive company that creates lingerie for previvors, survivors, and thrivers who have been affected by breast cancer. AnaOno was born out of necessity when founder and CEO, Dana Donofree, was diagnosed with breast cancer at age 27 and had to undergo a life altering chest surgery. Frustrated by the lack of bra options available that offered the comfort and support her body needed, but also the beauty and femininity she desired, Dana decided to take matters into her own hands. She took her many years of experience in the fashion industry to create a brand dedicated to serving all chests no matter their surgical outcome, in order to create a welcoming and elevated future where chest inclusivity is the standard, not the exception. The AnaOno group works closely with our community partner, Marissa, as well as CEO and Founder, Dana Donofree, in order to co-create our media work.

DESIGN QUESTION



At the onset of our partnership, AnaOno reached out to us with a design question. As a team, we discussed how to implement this question into our work: "How can we create a unique TikTok strategy to expand the AnaOno brand/customer base while remaining loyal to the AnaOno brand?"

After discussing the key outcomes of our partnership, and the important aspects of the contexts that we need to consider to effectively communicate AnaOno's mission, we revised our design question to: "How can we create an effective TikTok strategy that further promotes the AnaOno brand and its community while captivating new audiences (LGBTQ+ community, women who have had breast augmentations or breast reductions, etc.)?" We believe this revised question stays true to AnaOno's mission, while strengthening the idea of making the account more inclusive to other audiences outside of the breast cancer community.

Towards the end of the semester, the AnaOno team expressed their concerns with our design question. Their new main point of focus was to create a strategy that could be used on any media platform, while also putting more energy into the breast cancer community rather than expanding outward to newer audiences. From there, we revised our design question a final time, to: "How can we strengthen the breast cancer community by developing a versatile media strategy and expanding upon influencer outreach?"

COMPARATIVE MEDIA ANALYSIS

When researching different companies to help us in expanding AnaOno's TikTok presence, we chose Skims, LoveRose Lingerie, and Liberare.co. Skims is a popular underwear brand that focuses on body positivity and inclusivity. LoveRose Lingerie is very similar to AnaOno, as they sell lingerie for women who may have had a mastectomy. Liberare.co focuses on inclusive design, as they sell a front-closing bra that can be easily accessible for all women.

After selecting these three accounts, we conducted a comparative media analysis, which is a detailed analysis on the different behaviors presented by social media accounts. When observing these behaviors, we take note of how their current marketing strategy is benefiting their company. We also take into consideration if their strategy would be one that might benefit AnaOno. Conducting a comparative media analysis allows us to evaluate posting strategies of similar companies, and incorporate them into AnaOno's social media strategy. The three companies that we chose all have something in common with AnaOno through their body positivity and inclusive design.

FIRST MENTOR ACCOUNT:

SKIMS

Skims is a shapewear and clothing company founded by Kim Kardashian. Their mission? “We are setting new standards by providing solutions for every body. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, our goal is to consistently innovate on the past and advance our industry for the future.”

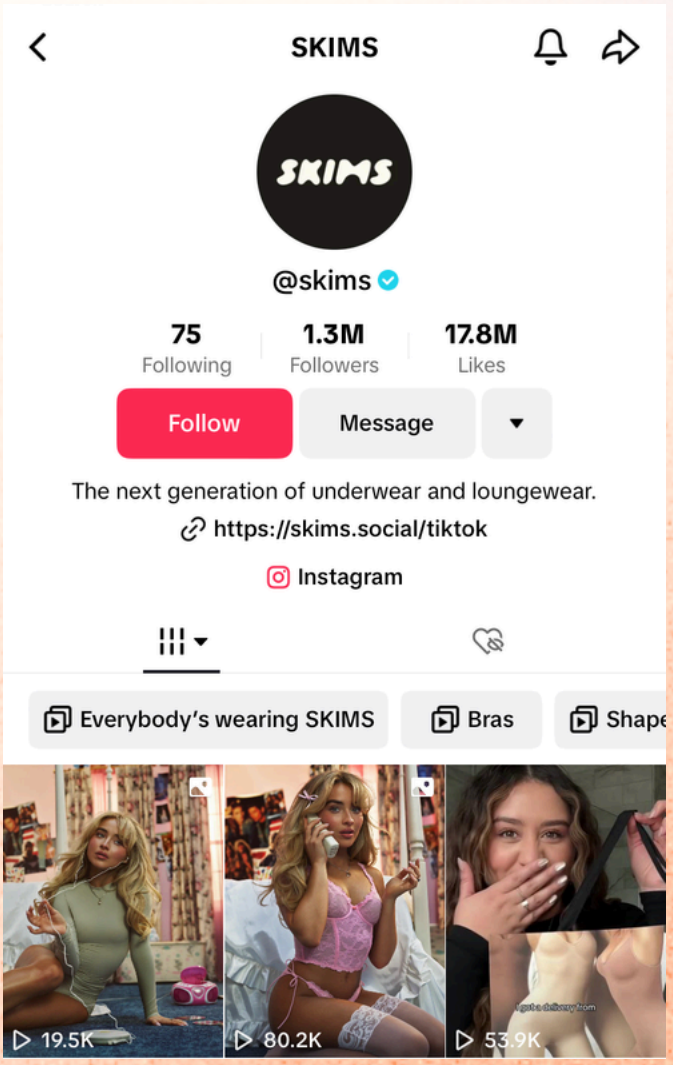


Figure 1: @skims on TikTok

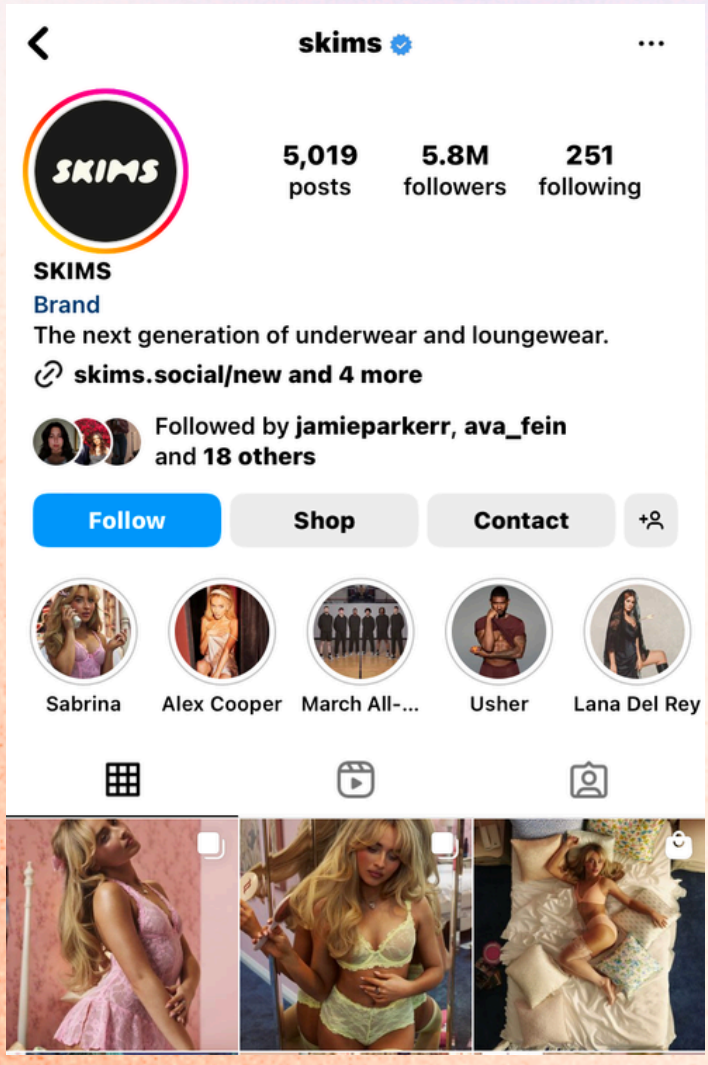


Figure 2: @skims on Instagram

STRATEGY:

The Skims TikTok account demonstrates the phenomenon of interest because it showcases lots of personal experiences with the products. Skim's main form of advertising on TikTok is by reposting videos people have made authentically reviewing the product (with no sponsorships or affiliations with the products) mostly highlighting 'try on with me' style videos to emphasize their level of relatability.

As for their new product releases, Skims tends to post videos and photo-slides of their ambassadors wearing any new collections. For example, Skims posted photo-slides of Lana Del Rey, a Skims ambassador, wearing products from Skims' Valentines campaign, prompting viewers to 'steal Lana's look.' AnaOno can take inspiration from this strategy when they release new products to keep their customer base up-to date.

Though Skims might seem to be primarily for women, Skim's lives by the slogan "solutions for every body," highlighting the brand's drive for inclusivity. Since the brand's initial launch, they have added products for men and a maternity collection, further promoting their slogan. AnaOno can take inspiration from Skims in the sense that, while Skims stays true to advertising primarily to those who identify as women, Skims also makes it a point to mention the importance of other audiences and why they should purchase Skims as well.

EFFECTIVENESS:

Skims' strategies work because of the diversity, equity, and inclusive content that they are constantly posting. Everyone feels like they can purchase from this brand no matter what body shape or attributes they might have. They feel this way because their content proves it. They post people of all sizes, shapes, skin colors, genders, age, etc. Since Skims utilizes influencer reviews often, it makes the audience feel comfortable purchasing from a brand their favorite influencers wear.

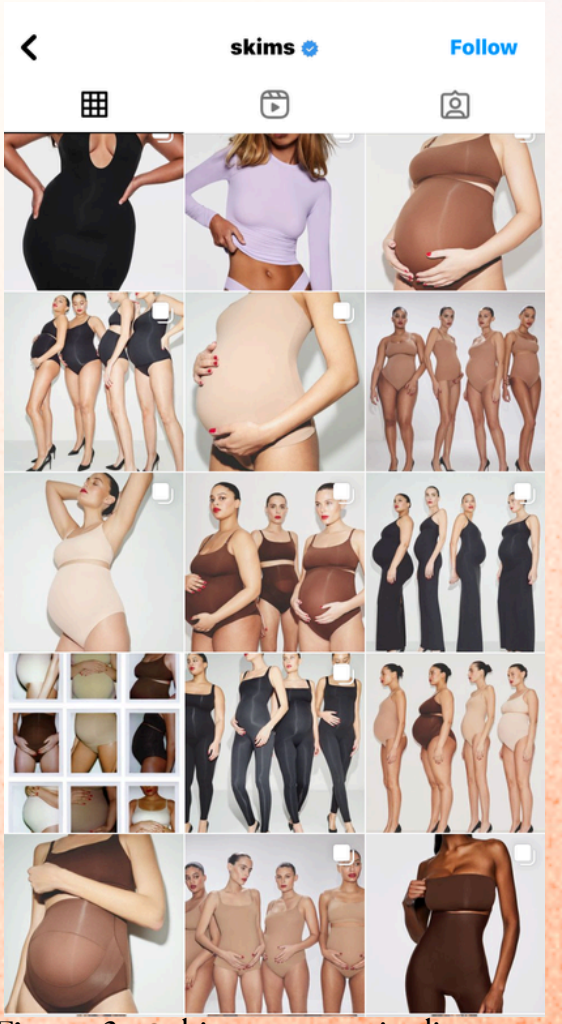


Figure 3: @skims maternity line on Instagram

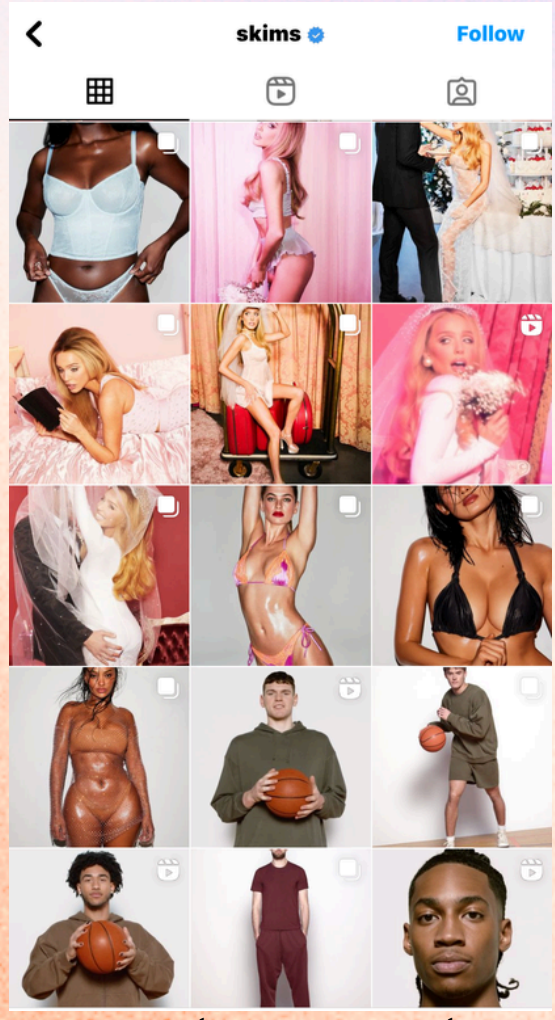


Figure 4: @skims Instagram layout

SUMMARY:

AnaOno already has review-based content featuring loyal consumers of the brand. Anaono highlights "my story" based content from customers in order to let new viewers know they are not alone in this process, and AnaOno provides them with that shoulder to lean on. We believe AnaOno could benefit from Skim's marketing strategy by finding more influencers to help share their story; Skims' influencer-partnership reviews resonate with consumers as they offer an authentic portrayal of the product on real people, fostering trust and confidence, particularly among those hesitant about trying new bras.



Figure 5: @skims Instagram post from collab with Lana Del Rey

As mentioned, Skims partnered with Lana Del Rey for their Valentine shoot and gained a lot of publicity. Another aspect to this strategy that we think AnaOno could find beneficial is doing a campaign with a macro-level influencer who has fought against breast cancer. This has the power to strengthen their mission, expand their message, and increase their sales.

SECOND MENTOR ACCOUNT:

LOVEROSE LINGERIE

Founded by Caroline Alexander, LoveRose Lingerie is a brand dedicated to crafting lingerie for post-surgery breast cancer needs, aiming to empower women by enhancing their confidence and beauty. Their mission? “I refused to accept that what was available had to be my only choice! And so, LoveRose Lingerie was born. I want to help other women who have been through cancer feel like they haven't been forgotten, and that we too can have sexy, feminine lingerie”

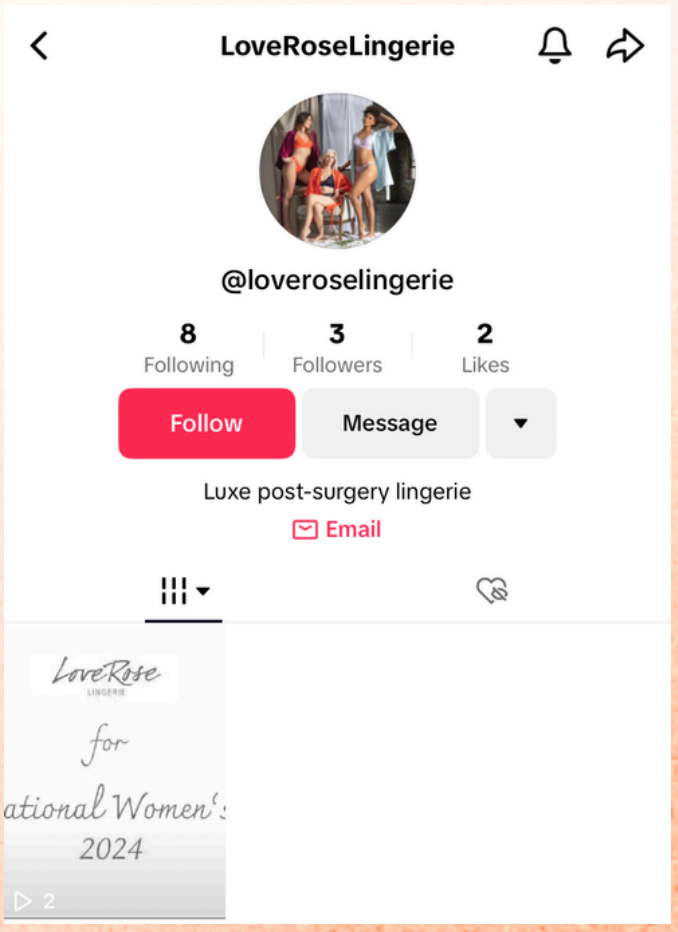


Figure 6: @loverose.lingerie on TikTok

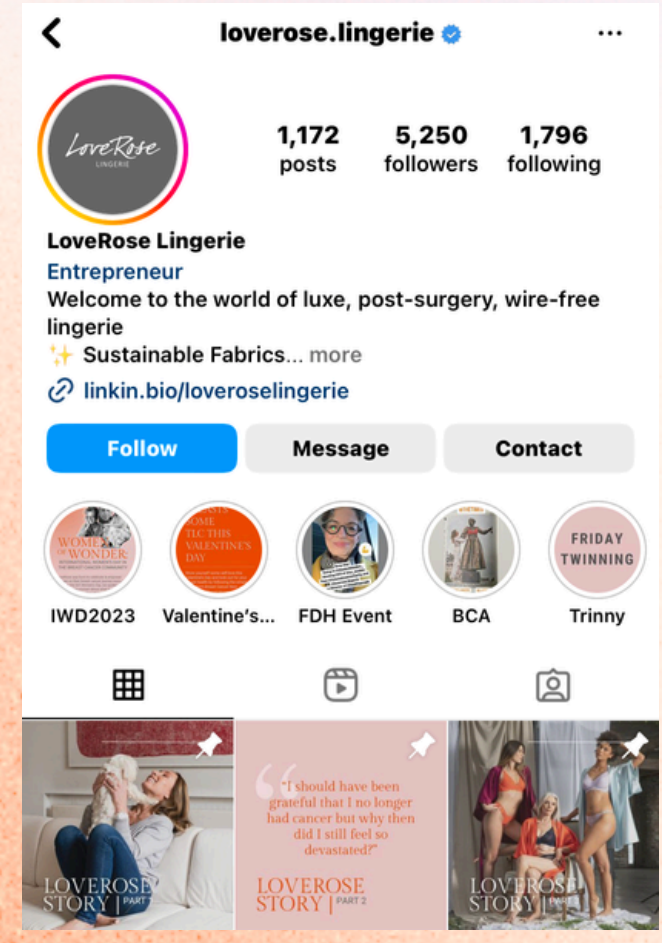


Figure 7: @loverose.lingerie on Instagram

STRATEGY:

LoveRose Lingerie showcases women showing off their bras and providing positive reviews of their products online. It also highlights the different comfort levels that they offer such as non-wired, which provides women with a sense of confidence. LoveRose pushes the message, “LoveRose, Love Yourself” which highlights that their bras have the ability to help women feel confident, despite the fact that through surgery, women’s bodies can change.

LoveRose often posts reels of their founder, Caroline Randell, who explains the various types of bras. This gives potential customers who may want to purchase their products an idea of what to try based on their comfort level. Their content strategy seems to be consistent since they post multiple times a week and often feature popular and new products.

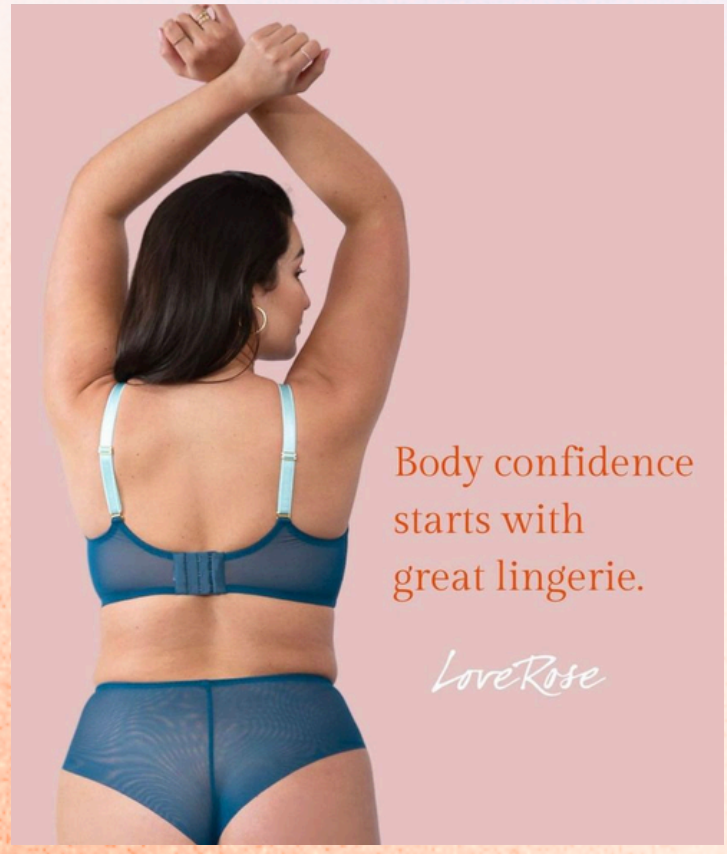


Figure 8: LoveRose Instagram Graphic

EFFECTIVENESS:

LoveRose includes women of various ages, breast sizes, shapes, backgrounds, etc. LoveRose mainly focuses on the ideas of female empowerment and increased confidence for women. Through this, they market a variety of products based on comfort level. Furthermore, their collections of bras are specifically designed with post-surgery women in consideration, aiming to boost their confidence.

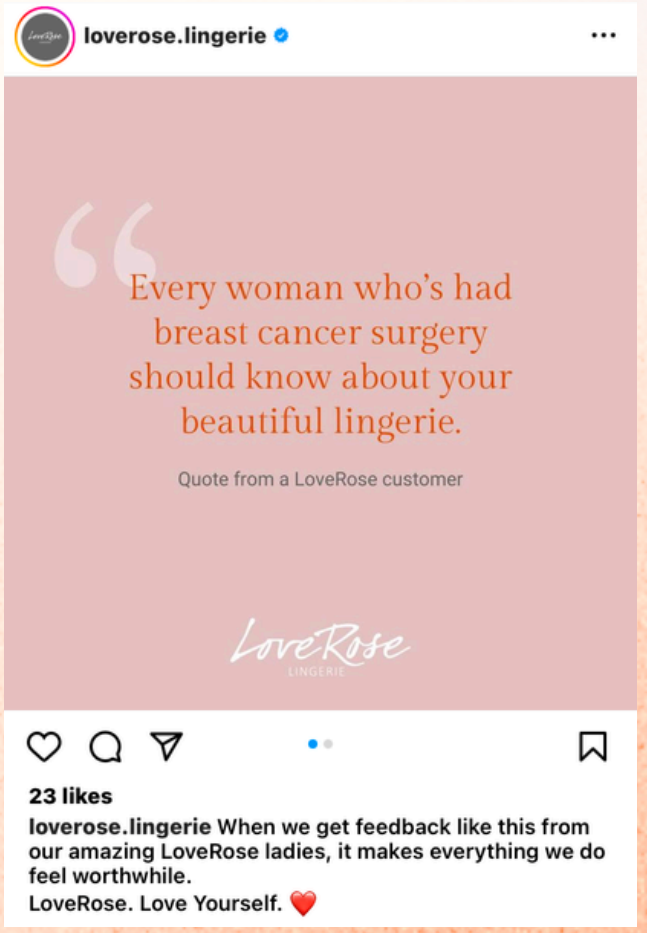


Figure 9: Quote from Customer



Figure 10: Instagram post featuring different age groups

SUMMARY:

LoveRose Lingerie is the mentor account we have chosen that is the most similar to AnaOno, considering it is another lingerie company that is made specifically for women who have been affected by breast cancer, and are looking for a new bra post-surgery. We have noticed a lot of similarities between the two companies, but what differentiates the both of them is that LoveRose Lingerie has a very strong Instagram but no TikTok account, whereas AnaOno also has a very strong Instagram but a weaker TikTok account. If AnaOno can have both a strong Instagram and TikTok presence, the company has the ability to reach wider, newer, and different audiences that they may not be able to reach on Instagram alone. Another amazing aspect that is relatively unique to TikTok is the fact that TikTok content often resonates with viewers because it has the power to be very relatable. That is because it is mostly video based, which allows viewers to gain an understanding of brand and user personality. AnaOno is a company that likes to comfort their customers and has that desire to relate with other women who have been in similar situations, so if they can strengthen their TikTok presence by following a media strategy, they can reach wider audiences, gain more engagement, and increase online sales.

THIRD MENTOR ACCOUNT:

LIBERARE.CO

Created by Emma Butler, Liberare.co is an inclusive e-tailer of adaptive undergarments designed specifically for disabled women, in order to make dressing easy for everyone. Their mission? “It's simple. We believe that to truly be your best self, you need a comfortable bra that's easy to put on. Life is complicated and your bra should be the last thing you worry about in the morning.”

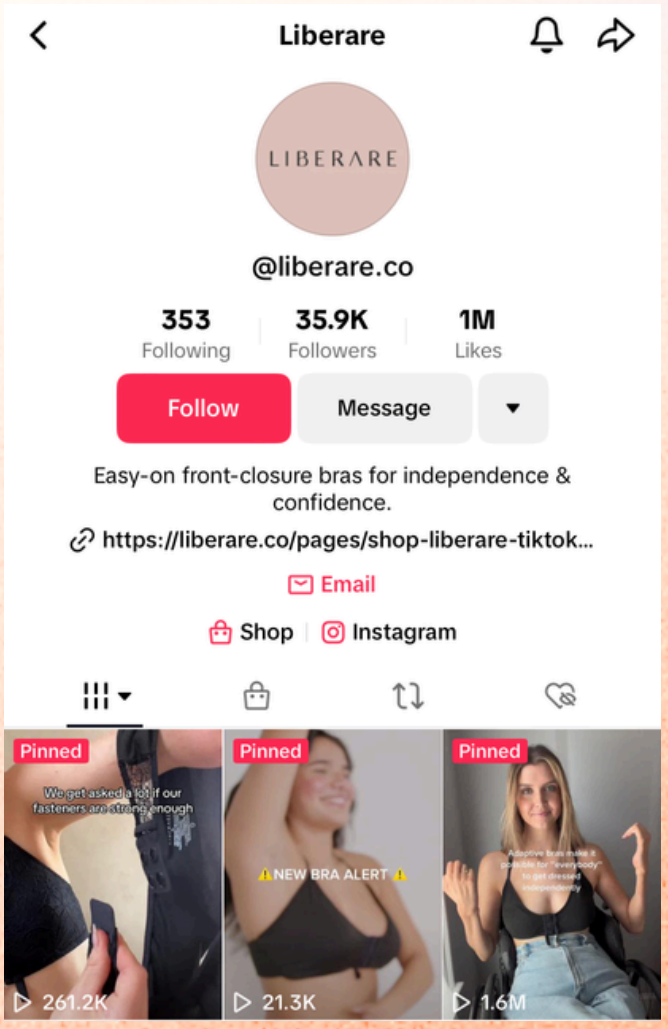


Figure 11: @liberare.co on TikTok

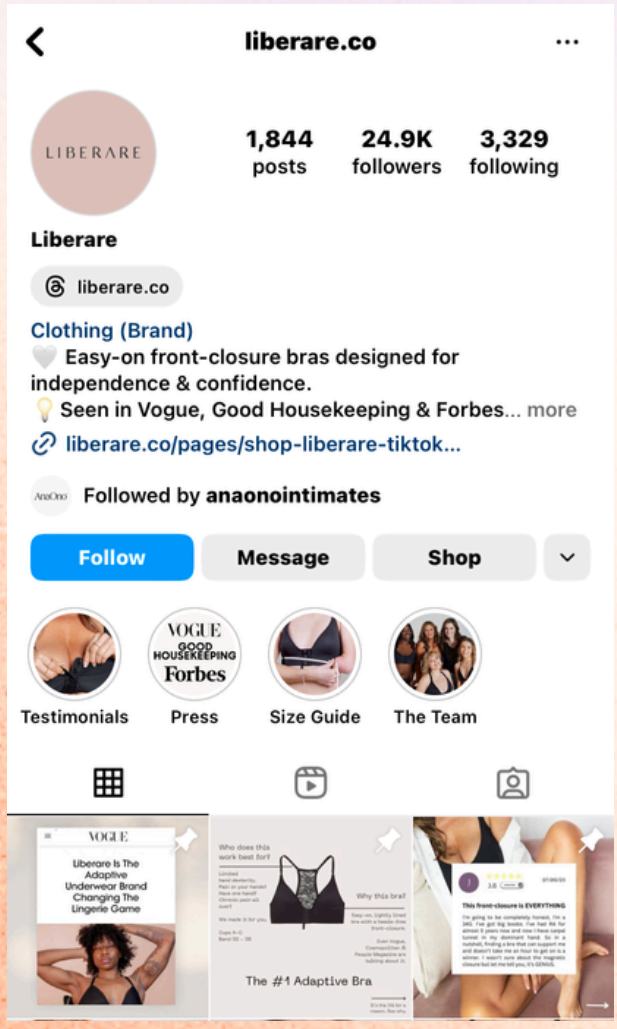


Figure 12: @liberare.co on Instagram

STRATEGY:

Liberare was created when founder, Emma, learned that her mother developed chronic pain in her hands, and she needed a better, easier bra to put on. Emma spent 4 years developing and testing bras where she'd eventually create an easy, comfortable bra that would support all sizes while not sacrificing style. While Liberare creates similar products to AnaOno, it has a different primary audience (those with chronic illnesses, disabilities, arthritis, shoulder injuries, and more). AnaOno could benefit from learning more about this audience and how to advertise their products to them.

The Liberare TikTok account strategizes around influence-like videos as well as featuring various different body types. Something that stands out about this company is that they are strong at targeting their product to specific audiences, all while emphasizing their bras can still be for everyone. Through their online presence, they start by explaining how their product is overall easier and effective when getting dressed, while highlighting the comfort of their products, and the numerous people with different disabilities who their products could be useful for. They also tend to use multiple hashtags that relate to both the company and the audiences they want to reach.

EFFECTIVENESS:

By focusing on influencer-like content, Liberare is able to humanize their product which allows the audience to connect more with these products. Often, being able to see others try on clothing in a casual social media setting helps people to truly understand the benefits of that product. As stated before, they tend to focus on targeting specific audiences all while emphasizing that their bra can be used by anyone and everyone. Similar to Skim's approach, they have a target audience while marketing their product to essentially everyone; This does not seclude the company to one specific audience.

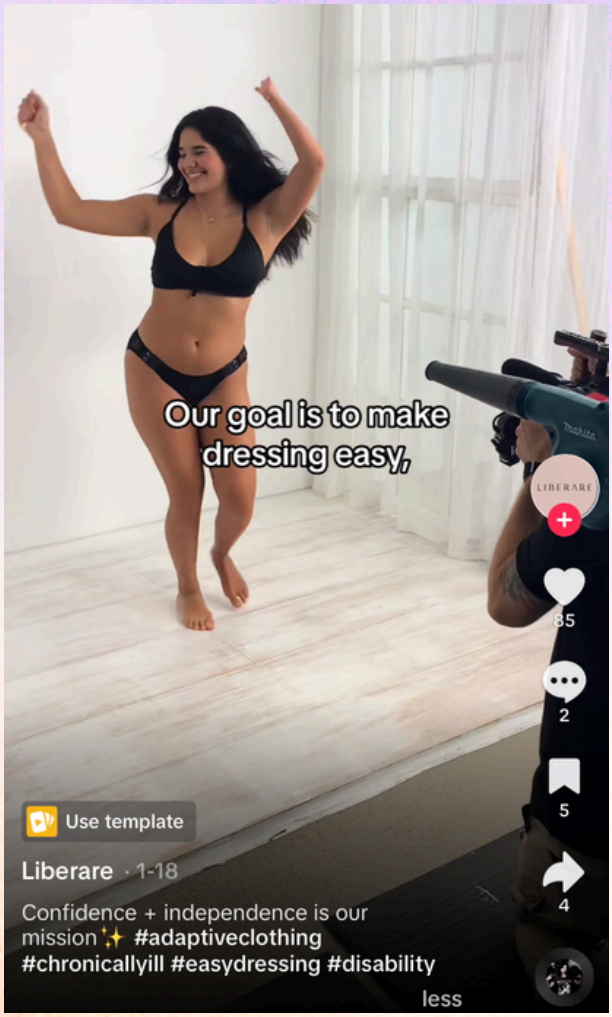


Figure 13: @liberare.co TikTok marketing product to everyone

By featuring women with different medical conditions on their page, this makes those audiences feel more seen and welcome. To go along with that, their hashtags such as #inclusivefashion, #adaptivebra, #accessibleclothing, #chronicpain, #disability, etc. allow them to reach those specific audiences.

SUMMARY:

AnaOno can especially benefit from Liberare's strategy of branding some of their products as being made for a wider audience, for example women with disabilities who may find their product useful. Since AnaOno has been interested in expanding their audiences, borrowing this tactic from Liberare is the perfect way to start.

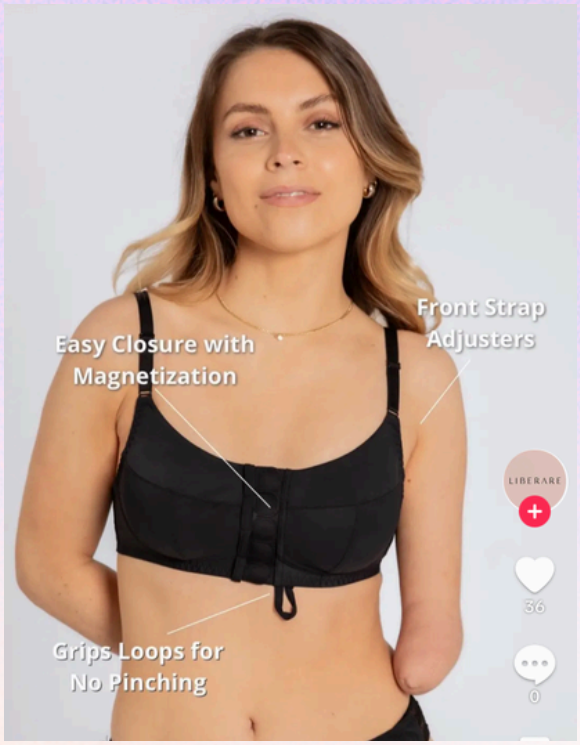


Figure 14: @liberare.co on TikTok showcases bra features

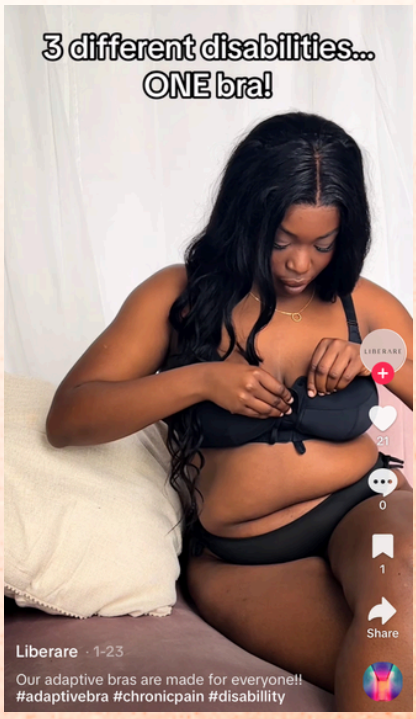


Figure 15: @liberare.co on TikTok highlighting different disabilities

Another tactic that AnaOno could find useful is building upon an influencer list, which is something we are aiding in, in order to create more influencer-like videos. Liberare features many micro-influencers with many different disabilities in their videos, showing the versatility of their products. Since AnaOno wants to reach more audiences, the expanded use of hashtags will allow them to target and reach those various audiences.

#disabilityawareness #disabilityadvocate #disabilityrights #disabilitypride #disabilityadvocacy #inclusive #accessible #adaptive #adaptiveclothes #adaptiveunderwear #inclusivebusiness #wheelchairfriendly #accessibleclothes #quadriplegic #wheelchairuser

Figure 16: @liberare.co on Instagram utilizing hashtags

COMPARATIVE MEDIA ANALYSIS

KEY TAKEAWAYS:



Our analysis of Skims, LoveRose Lingerie, and Liberare.co has provided us with reasonable suggestions for AnaOno to build on their social media strategy and reach larger audiences. Something that all three of these brands have in common is that they promote their products with a very diverse range of women. For a brand like AnaOno (and our mentor accounts), it is key to make sure women of all shapes, sizes, colors, and ages can relate to their marketing content. We strongly believe AnaOno could benefit the most from collaboration with influencers. Skims, for example, has a very strong outreach due to the well known celebrities they choose to be the face of their brand. By incorporating this strategy, AnaOno should be able to reach their goal of targeting larger audiences, all while building connections with micro-influencers and increasing online revenue.

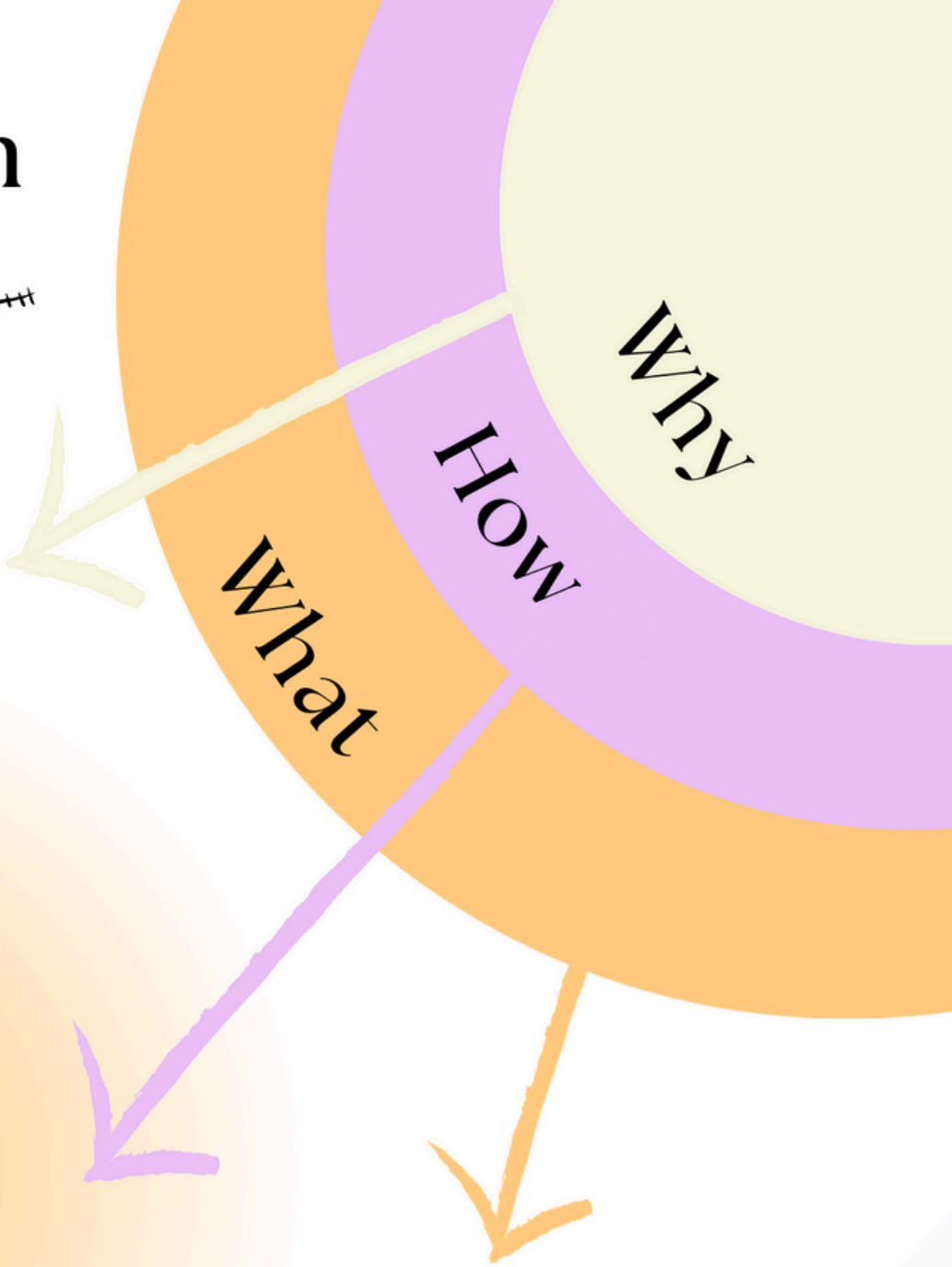
SUMMARY OF
GOLDEN CIRCLE



Simon Sinek is an American author and motivational speaker on business leadership, most recognized for his concept of the Golden Circle. In order to explain how true success is created, Sinek uses the Golden Circle to discuss how the inspired leaders and organizations all think, act, and communicate from the inside out, first addressing why they do it, then how they do it, then what they do: A powerful leader does not gain success by simply telling others about something, they gain success because they are the ones who fight for why they act.

To create a successful Tik Tok strategy, our group felt it was important to have a strong understanding of the AnaOno mission. At the core of the brand, AnaOno believes in empowering women through expanding the lingerie market to be inclusive of all chest types. Inspired by her own breast surgery, Founder and CEO, Dana Donofree advocates for chest inclusivity by redesigning bras that are both comfortable and beautiful for all women to enjoy. In addition to producing quality, sustainable products, AnaOno stands for something greater than lingerie. Calling back to Simon Sinek, “The goal is to do business with people who believe what you believe. People don't buy what you do, they buy why you do it.” Through AnaOno, Dana has created a brand that speaks to people. On the company website and social media pages, women share their stories and encourage one another. To buy lingerie from AnaOno is to join a community of empowered women who are not limited by the shape and size of their chest.

The Golden Circle AnaOno



AnaOno believes in empowering women through expanding the lingerie market to be inclusive of all chest types.

Connect with women by creating inclusive products ran by related women experience.

Selling various post-surgical breast cancer lingerie products.

STORY TELLING

As we try to grow the AnaOno brand, storytelling has been a key component to efficient communication and inclusion. As our group met with Marissa, we were able to gauge a clearer understanding of how to build our media narrative in addition to the appropriate language to use. During week 5 of our partnership, we learned about the importance of prototyping. Put simply, “prototyping is the intentional testing of ideas” (Brown, 2). Our group created a prototype using popsicle sticks that broke down topics to make our storytelling more organized. In creating our prototype, we chose to focus on various topics surrounding the mission of AnaOno and general social media marketing. By establishing multiple categories on topics, we were able to visually map out specific ideas that fit together to form a complete 6-8 week campaign.

See next page for more on our prototype.

STORY TELLING

CONTINUED

Our categories are: Products and product launches (green), Inclusivity (focusing on branding towards different communities outside of breast cancer - in yellow), Recovery stories (orange), Influencers (blue), Trends (red), and any miscellaneous ideas (such as 'get ready with me' type videos, or a behind the scenes of a AnaOno photoshoot - in yellow).

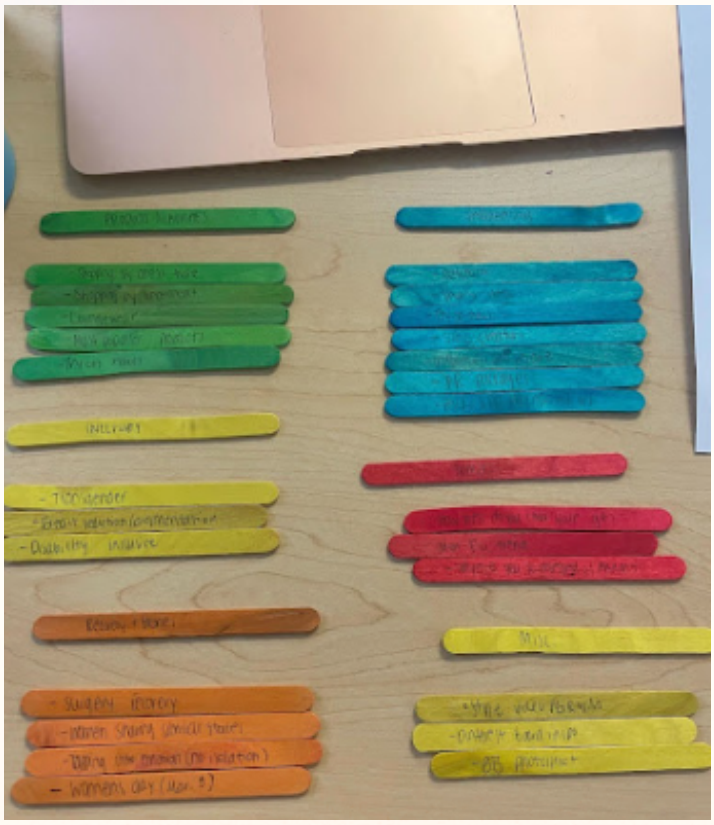


Figure 17: Prototyping Activity

The categories are rooted in equity and allow us to involve various people of various backgrounds. Guided by AnaOno's mission, our prototype is focused on strengthening communities and spreading awareness.

STORY TELLING
CONTINUED

During week 7 of our partnership, we strengthened our media storytelling through the organizational storytelling activity. The organizational story arc is able to paint a clearer picture of the organization's story, and how they as a brand have overcome challenges; In a world that does not prioritize chest inclusive product options, AnaOno stepped up and made solutions.

Figure 18: Organizational Story Arc



STORY TELLING

CONTINUED

At its base, AnaOno makes lingerie products for the breast cancer community. As we approach the hero vs. villain, we discussed how AnaOno is the hero for creating an inclusive community where chest inclusion is the standard and not the exception, and the villain would be any non-inclusive, close-minded lingerie company that fails to take into consideration other communities besides what is considered the general standard. At the low point, we noted how Dana felt after her breast surgery: “Many things change after breast surgery. One you may not imagine is your underwear drawer. She scoured the globe just looking for a bra that fit, but continued to show up braless.”

In order to overcome this villain, Dana created AnaOno.



STORY TELLING

CONTINUED

Using her many years of fashion design experience, she (re)designed bras until creating one that fit her body that wasn't only comfortable, but beautiful too. As we reach the climax of the story, we are working alongside AnaOno in order to help them gain media attention, build brand awareness, and find women with related-experience in order to make the breast cancer community feel seen and heard. We believe our media strategy can help tie the loose ends by strengthening the breast cancer community, and making an active effort to eventually include people of all backgrounds and communities in ways that will further promote and extend the brand.



STORY TELLING

CONTINUED







Our storytelling will carry out the message that AnaOno has always stayed true to the breast cancer community, while finding ways to go beyond. That is why we have organized our prototype in a weekly topic fashion. Additionally, we have created an influencer list for AnaOno to partner with more people and maximize engagement. AnaOno is a company that appreciates everyone for sharing their individual stories so that is something we are continuing to highlight through the outreach of micro-influencers.

CO-CREATION APPROACHES



Co-creation is crucial, not only with our collaboration with AnaOno, but also for Beautiful Social as a whole. Co-creation is what powers these projects with our community partner, where we generate work in order to promote their mission and spark transformative change within both the company's community and the Saint Joseph's Community. "By co-creating... [our] team will be able to learn together and recognize [our] accomplishments" with AnaOno in ways that "highlight successful achievements, changes, and impact" (Jardins & Weaver, 3). The co-creation element allows us to take ownership of our learning journey with our community partner, fostering a deeper understanding of the subject matter, but also cultivating critical thinking and creativity skills.

CO-CREATION APPROACHES

CONTINUED

During our partnership with AnaOno, we have co-created media strategies, influencer outreach sheets, and mock emails, which truly reflects a deep commitment to our collaborative partnership. We have taken the exchange of insights and resources from both Marissa and Dana in ways that align with the company's needs, and strengthen our knowledge about the company.

When drafting these mock emails that we hope AnaOno could one day use for influencer and customer outreach, we attempt to place ourselves in the shoes of AnaOno employees, in ways that show our knowledge of the brand, embody AnaOno's preferences, and underscore the collaborative nature of our approach in order to reinforce the collaborative aspects of our partnership.

CO-CREATION: INFLUENCER OUTREACH

Figure 19: Influencer Outreach Spreadsheet - first 6 columns

	A	B	C	D	E	F
1	Insta Handle	First	Last	Followers	Tiktok Handle	Followers
2	@theebooblessbabe	Stephanie		75.4k	@theebooblessbabe	1.7m
3	@amandariekena	Amanda	Riekena	503	@a_riekena	1.6k
4	@kellymann	Kelly	Mann	9k	@thekellymann	2k
5	@philecia	Philecia	La'Bounty	53.3k	@philecialabounty	99k
6	@smullino	Samantha	Mullino	1.9k	@smullino	218k
7	@hiamandabutler	Amanda	Butler	12.1k	@hiamandabutler	86.3k
8	@dani_trops	Dani	Trops	23k	@dani_trops	308.2k
9	@the_breasties	Trish	Michelle	43.1k	@thebreasties	1,545
10	@cancerfashionista	Melissa	Berry	17.9k	@cancerfashionista	362
11	@allynrose	Allyn	Rose	43.8k	@theallynrose	2,218
12	@baldbooblessandbeau	Laura	Middleton-Hugh	29.8k	N/A	N/A
13	@paigeprevivor_	Paige	More	2k	@paigeprevivor	2k
14	@mitzistarkweather	Mitzi	Starkweather	3k	@mitzistarkweather	1k
15	@drteplinsky	Dr. Eleonora	Teplinksky	20.9k	@drteplinsky	13.2k
16	@georgiehartland	Georgie	Hartland	2,715	@georgiehartland	24.2k
17	@andreethegirl	Andree	Greig Baudoin	959	@andreethegirl	23.7k
18	@its_lilly_lille	Lilly	Lille	4,448	@life_with_lilly	32.2k
19	@starstrickensf	Sarafina	El-Badry Nance	47.6k	@starstrickensf	93.2k
20	@priscillaballesteros	Priscilla	Ballesteros	1,354	@priscillaballesteros	35.2k

Figure 20: Influencer Outreach Spreadsheet - last 3 columns

G	H	I
Contact	Column	Notes
Theebooblessbabe@gmail.com	awareness, lifestyle, fitness	Had a masectomy
Instagram DM	awareness	Currently in remission for breast cancer
hello@thekellymann.com	awareness, lifestyle, designer, mother, makeup, clothes	Breast cancer survivor
philecialabounty@gmail.com	awareness, lifestyle	Currently battling stage 4 breast cancer for a second time
smullinoway@gmail.com	awareness, lifestyle, food and drink	Had a double masectomy
hello@amandabutlercoaching.com	awareness, fitness, lifestyle	Breast cancer survivor, wrote a chemo guidebook
danitrops@emctalent.com	awareness, lifestyle	Breast cancer survivor, "living with no nipples is my personality"
survivorshipchronicles@gmail.com	awareness, lfiestyle	diagnosed with invasive ductal carcinoma
melissa@cancerfashionista.com	awareness, lifestyle	Breast cancer survivor, made a fashion line
contact@allynrose.com	awarness, lifestyle	Had a double masectomy
baldbooblessbeautiful@outlook.com	awareness, lifestyle	Has incurable secondary breast cancer
hello@paigeprevivor.com	awareness, lifestyle	Previvor, had surgery. Did a review on a post-surgery bra
Instagram DM	photography page, some awareness content	Survivor, got a masectomy
interludecancerstories@gmail.com	educational	Doctor that specializes in breast and gyn cancer
Instagram DM	lifestyle	Breast cancer survivor (young)
Instagram DM	awareness, lifestyle, motherhood	Breast cancer survivor, lifestyle, motherhood
@lillywest10@gmail.com	awareness, motherhood, lifestyle	Mother after 5 rounds of IVF
sthegeby@prh.com	awareness, astrophysics	Breast cancer survivor
cillaballesteros@gmail.com	awareness, motherhood	Diagnosed with breast cancer while pregnant

CO-CREATION: INFLUENCER OUTREACH

Figure 21: Influencer Outreach Email Template

Work With Us!

To	Person Person Person
Cc	Person
Bcc	Person
Subject	We Invite You: AnaOno Brand Ambassador Opportunity

Influencer example:

Hi X!

We are AnaOno, a chest-inclusive company creating lingerie for previvors, survivors, and thrivers who have been affected by breast cancer. We see a welcoming and elevated future where chest inclusivity is the standard, not the exception.

Your advocacy for the breast cancer community and all those affected has been inspiring and we think you'd be a great fit to work with. We would like to send you some of our products in exchange for content! If interested, please send us your preferred size, as well as a preferred address to send the products to.

Attached to this email is our AnaOno Creator Contract that we advise you to view and sign if interested.

We can't wait to hear from you soon.

Thank you,

The AnaOno Team

CO-CREATION: INFLUENCER OUTREACH

Figure 22: Share Your Story Email Template

Share Your Story

To	Person Person Person
Cc	Person
Bcc	Person
Subject	Share Your Story with the AnaOno Community!

Hi X

We are AnaOno, a chest-inclusive company creating lingerie for previvors, survivors, and thrivers who have been affected by breast cancer. We see a welcoming and elevated future where chest inclusivity is the standard, not the exception.

Driven by our commitment to understanding & empowering our community, we believe in not only creating sustainably sourced chest inclusive lingerie wear, but also educating our diverse audience about the realities of breast cancer. Your advocacy for the breast cancer community and all those affected has been inspiring and we would love to highlight your story in an upcoming social media campaign.

We are eager to learn more about your unique story and support you through this process. If you are interested in participating in our campaign, we would love to begin collaborating with you!

Feel free to reach out with any additional questions or concerns, we look forward to speaking with you soon.

Thank you,

The AnaOno Team

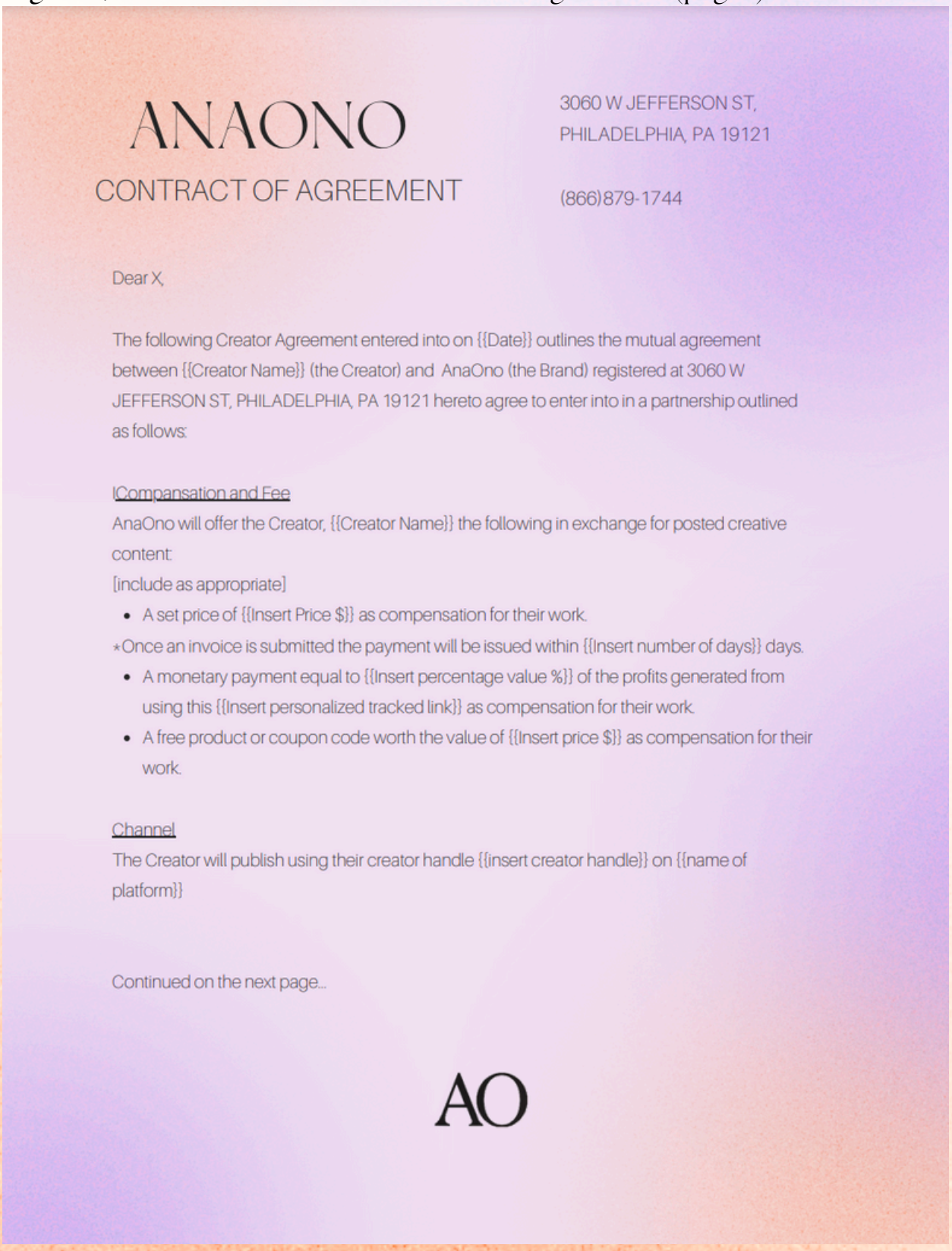
Attach to weekly newsletter OR in 'Share Your Story' mock email:

"If you'd like to contribute your story to the AnaOno community, kindly send us a quote that could potentially be featured on our social media channels. Follow us on Instagram and TikTok @anaonointimates"

Creator Contract Canva Link:
https://www.canva.com/design/DAGBYNnOYnE/tjESehRUMicrU3AjgoqRXA/edit?utm_content=DAGBYNnOYnE&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton
(You can edit the contract here)

CO-CREATION: INFLUENCER OUTREACH

Figure 23: Influencer Outreach - Contract of Agreement (page 1)



ANAONO

CONTRACT OF AGREEMENT

3060 W JEFFERSON ST,
PHILADELPHIA, PA 19121

(866)879-1744

Dear X,

The following Creator Agreement entered into on {{Date}} outlines the mutual agreement between {{Creator Name}} (the Creator) and AnaOno (the Brand) registered at 3060 W JEFFERSON ST, PHILADELPHIA, PA 19121 hereto agree to enter into in a partnership outlined as follows:

Compansation and Fee

AnaOno will offer the Creator, {{Creator Name}} the following in exchange for posted creative content:

[include as appropriate]

- A set price of {{Insert Price $}} as compensation for their work.

*Once an invoice is submitted the payment will be issued within {{Insert number of days}} days.

- A monetary payment equal to {{Insert percentage value %}} of the profits generated from using this {{Insert personalized tracked link}} as compensation for their work.
- A free product or coupon code worth the value of {{Insert price $}} as compensation for their work.

Channel

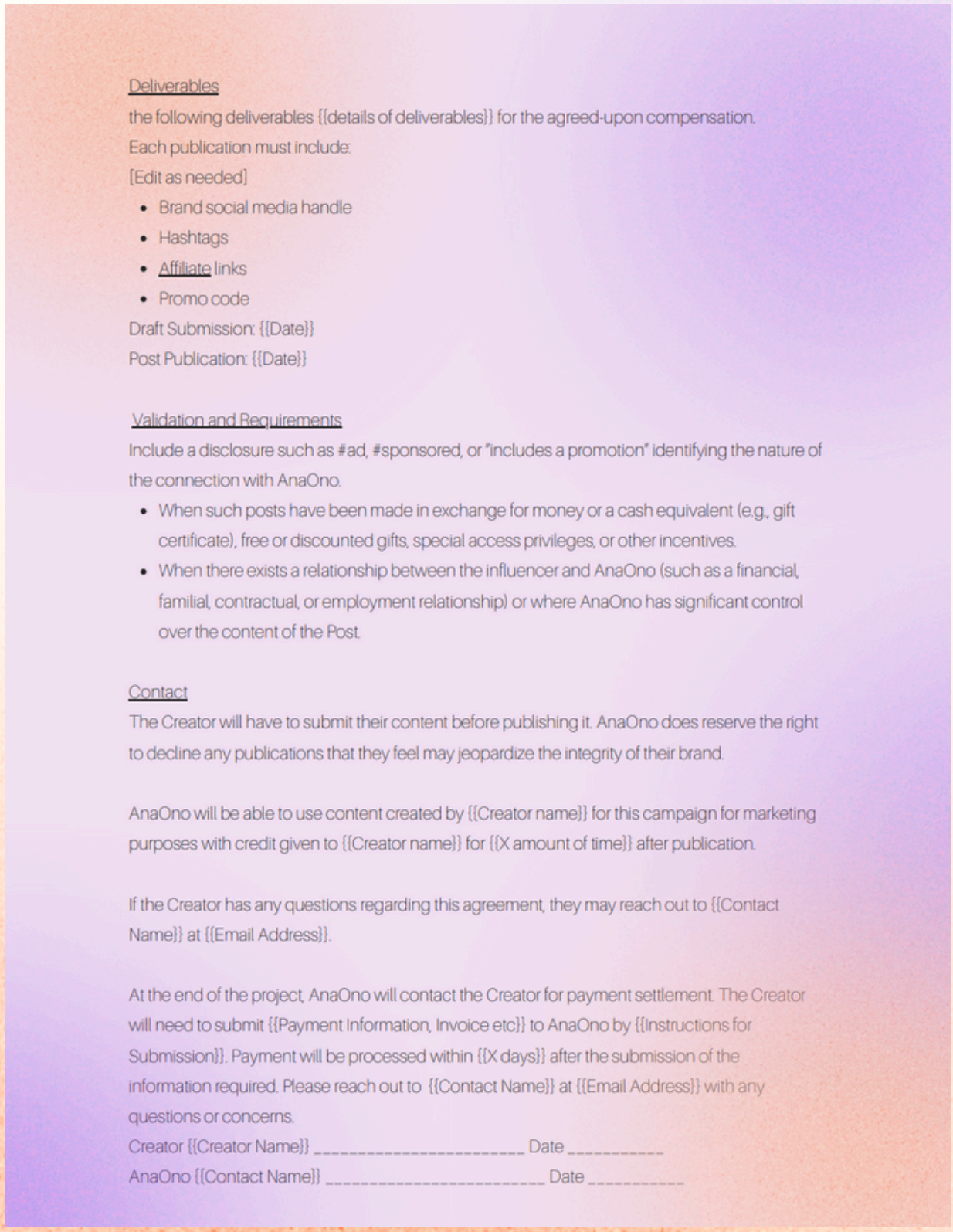
The Creator will publish using their creator handle {{insert creator handle}} on {{name of platform}}

Continued on the next page...

AO

CO-CREATION: INFLUENCER OUTREACH

Figure 24: Influencer Outreach - Contract of Agreement (page 2)



Deliverables

the following deliverables {{details of deliverables}} for the agreed-upon compensation.
Each publication must include:
[Edit as needed]

- Brand social media handle
- Hashtags
- Affiliate links
- Promo code

Draft Submission: {{Date}}
Post Publication: {{Date}}

Validation and Requirements

Include a disclosure such as #ad, #sponsored, or "includes a promotion" identifying the nature of the connection with AnaOno.

- When such posts have been made in exchange for money or a cash equivalent (e.g., gift certificate), free or discounted gifts, special access privileges, or other incentives.
- When there exists a relationship between the influencer and AnaOno (such as a financial, familial, contractual, or employment relationship) or where AnaOno has significant control over the content of the Post.

Contact

The Creator will have to submit their content before publishing it. AnaOno does reserve the right to decline any publications that they feel may jeopardize the integrity of their brand.

AnaOno will be able to use content created by {{Creator name}} for this campaign for marketing purposes with credit given to {{Creator name}} for {{X amount of time}} after publication.

If the Creator has any questions regarding this agreement, they may reach out to {{Contact Name}} at {{Email Address}}.

At the end of the project, AnaOno will contact the Creator for payment settlement. The Creator will need to submit {{Payment Information, Invoice etc}} to AnaOno by {{Instructions for Submission}}. Payment will be processed within {{X days}} after the submission of the information required. Please reach out to {{Contact Name}} at {{Email Address}} with any questions or concerns.

Creator {{Creator Name}} _____ Date _____
AnaOno {{Contact Name}} _____ Date _____

IMPACT STORY

Once completed, our media strategy will hopefully expand the AnaOno target audience as well as provide enhanced organization for social media content. Tasked with creating a strategy that focuses on expanding AnaOno's target audience to include a wider range of women, and transitioned into one that strengthens the current audience, our group has compiled various resources for the company to use including: mock emails, potential influencer lists, content inspiration, and a 9-week campaign strategy including relevant videos promoting the brand's mission, combined with bi-weekly videos that share a survivor's story, and how their experience with AnaOno has been a positive and empowering one.

Although we do not have access to AnaOno accounts, nor are we creating actual posts, we are enhancing platforms that they can use for future reference. We already know that survivors and previvors of a middle aged-older audience is their most prominent audience. We are using this data to target their media with relatable influencers and posts. Since AnaOno does not have the bandwidth to post three or more times a week, we project that outlining a once or twice a week post in our campaign will strengthen TikTok engagement. TikTok typically shows an average of 500-600 viewers a video. If AnaOno posts from our strategy twice a week that is about 1000 people that will come into contact with the brand.

REFLECTION

While working with AnaOno this semester, we have had the privilege of learning more about the breast cancer community and how to effectively communicate with them in a way where they feel seen, heard, and most importantly, welcomed. AnaOno was created to let people know they are not alone in their journey. Being diagnosed with breast cancer and going through surgeries alters a person's entire sense of normalcy. What we aim to do through our media strategy and related work is to promote chest inclusivity as the standard, not as the exception.

Getting the chance to visit the AnaOno office in Philadelphia gave us more insight about the brand and helped familiarize us with the people we are working hand in hand with. We could tell from the small details how important their company message is. Paintings of breasts covered the walls, nipple inspired art flooded the tables, and soft fabric was displayed on every desk. It is a company that puts their all into what they do. Seeing this motivated us to find better ways to communicate their ideals and passion through social media. From that meeting, we were able to hone in on building influencer strategies and planning the next steps to a campaign in a more cohesive way.

REFLECTION

CONTINUED

The next steps AnaOno can take from our Spring 2024 partnership are to use the mock emails for influencer outreach and customer anecdotes, use our spreadsheet for inspiration when creating media content, and in the future, follow our 9-week campaign strategy in order to show their activeness on social media, and further facilitate the conversation revolving around the breast cancer community.

For future partnerships working alongside AnaOno, we suggest creating a weekly meeting schedule. We believe a weekly meeting schedule would be more beneficial than a bi-weekly meeting schedule because AnaOno is a small company who is often busy. Dana is often traveling to expand her knowledge and further promote the brand, so we find that quick, weekly meetings that summarize the work done each week may fit their schedule better and may be more effective for future reference. Even as we met with Marissa in person and zoomed with Dana, we gained so much insight from those quick minutes. They shared with us how special the breast cancer community is, how important it is to not only use the word “woman” during our process, and what brands inspire them / what brands they keep on their radar.

REFLECTION

CONTINUED

Other ideas we would have loved to execute given more time in our partnership would be coordinating, or even attending AnaOno photoshoots in order to shoot content, and meet more women who have been affected by breast cancer in ways that will help us understand them and their community on a deeper level. Some of the deepest resonating content we find to be are the “sharing my story” videos AnaOno currently has on TikTok; Though we do not know these women on a personal level, getting to know their stories and how the AnaOno brand has helped them is so enlightening.



REFLECTION

CONTINUED

Recently, our group had the idea of hosting a pop-up of AnaOno items, either on Saint Joes' campus or in Manayunk, PA. This would align with AnaOno's original desire to expand their products to people who might not be affected by breast cancer, but who are still interested in purchasing the products. Nevertheless, this would also generally share the brand to new audiences, which could help them gain traction on their online spaces as well.



We encourage future partnerships with AnaOno or related companies to look into these ideas!

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AnaOno®



Fellow: Carsen Vespe
Group Members: Kaylie Porcello, Taylor Olson, Marissa Marchese, Grace Brennan, Sophia Tatonetti