

The New PR Playbook

Nastasia Marjanovic

PR & Talent Director

Straight Up PR



THE PR AGENCY FOR HEALTH, LIFESTYLE & WELLBEING BRANDS

We spread trusted messages & are
passionate about creating a healthy
Australia



CLIENTS

Pic's REALLY GOOD
PEANUT BUTTER



AREPA
For Mental Clarity

VEGE
CHIPS

LO
BROS
LIVING DRINKS



freedom
FOODS

BRAUN

MUKTI
INSPIRED BY NATURE

melróse

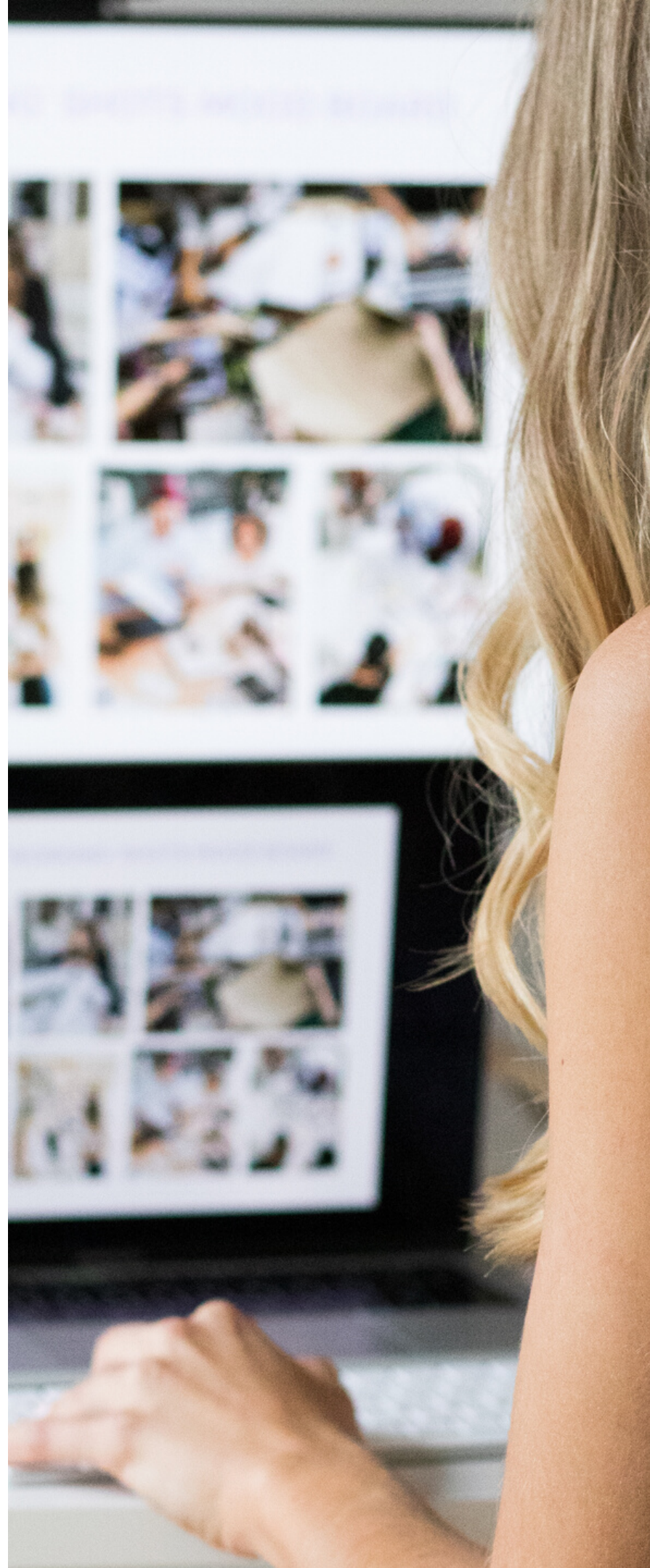
PICÔ
VEGAN + ORGANIC



PR PLAYS

1. TRADITIONAL & NEW MEDIA
2. CREATIVE MAILERS
3. BRAND COLLABORATIONS
4. INFLUENCER ENGAGEMENT





FOUNDATION OF PR: KNOW YOUR AUDIENCE

- ✕ WHO ARE THEY?
- ✕ WHAT DO THEY DO ON THE WEEKEND?
- ✕ HOW DO THEY USE SOCIAL MEDIA?
- ✕ WHAT DO THEY READ/WATCH/LISTEN TO?





#01

INTEGRATING TRADITIONAL & NEW MEDIA OPPORTUNITIES



MEDIA LANDSCAPE



60.8% OF AUSTRALIANS SAY THAT THE INTERNET IS THEIR MAIN SOURCE OF NEWS



NEARLY 7 MILLION AUSTRALIANS SAY TV IS THE MOST TRUSTED SOURCE OF NEWS



8.7 MILLION AUSTRALIANS TURN TO RADIO FOR THEIR NEWS



5.2 MILLION AUSTRALIANS ARE READING THE NEWSPAPER FOR THEIR NEWS



**IS TRADITIONAL MEDIA
STILL IMPORTANT &
WHAT'S ITS ROLE?**





**IDENTIFY YOUR
AUDIENCE**



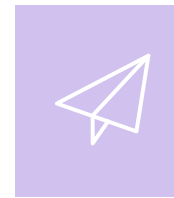
TAP INTO INSIGHTS



**LEVERAGE
RESEARCH**



**USE A
SPOKESPERSON**



**KNOW YOUR
NEWSWORTHY
ANGLES**

MEDIA PITCHING CHECK LIST



QUALITY

QUANTITY



CASE STUDY



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of belonging,
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ardening indeed
benefits, edible
extra rewards,"
othing like
roduce you have

planted from seed and watched grow
over time. It's such a rewarding and
pleasant feeling."
The team have worked towards
creating a solution that gives every
backyard or balcony access to a more
self-sustainable, improved well-being
and environmentally-friendly way of life.

MAKING THE MOST OF DIFFICULT TIMES

Simon says that
COVID has had
one silver lining, in
that it has been a
great driver for the
entire horticulture
industry, and,
therefore, good
for the future of
the planet in an
environmental sense.

"Horticulture does wonderful things for
individuals, families and societies as a
whole, both mentally and physically,"
he explains. "People are recognising
the therapeutic and health benefits of
growing your own food across the globe,
be that out of boredom or necessity.
So, the boom in growing your own food
at home, gardening together, eating
fresh tasty produce and living a more

self-sustainable lifestyle
positive shift that has o
challenging times."

The lockdowns have
double-edged sword for
team have had to deal
increases in demand, a
face the many challeng
supply and operation s
shipping restrictions, fir
needing time off for ho

**"WELLBEING HAS
BEEN LINKED WITH
GARDENING FOR
CENTURIES."**

these times has been ti
through oncoming chal
indeed new opportunit
says.

"Small businesses su
truly believe in what yo
world and when you're
from the ground up," Si
sense, the last eight ye
home-coming to my co
I'm working with soil ar



AS SEEN IN



The Sunday Telegraph



THE AUSTRALIAN
Women's Weekly



goodfood



Domain

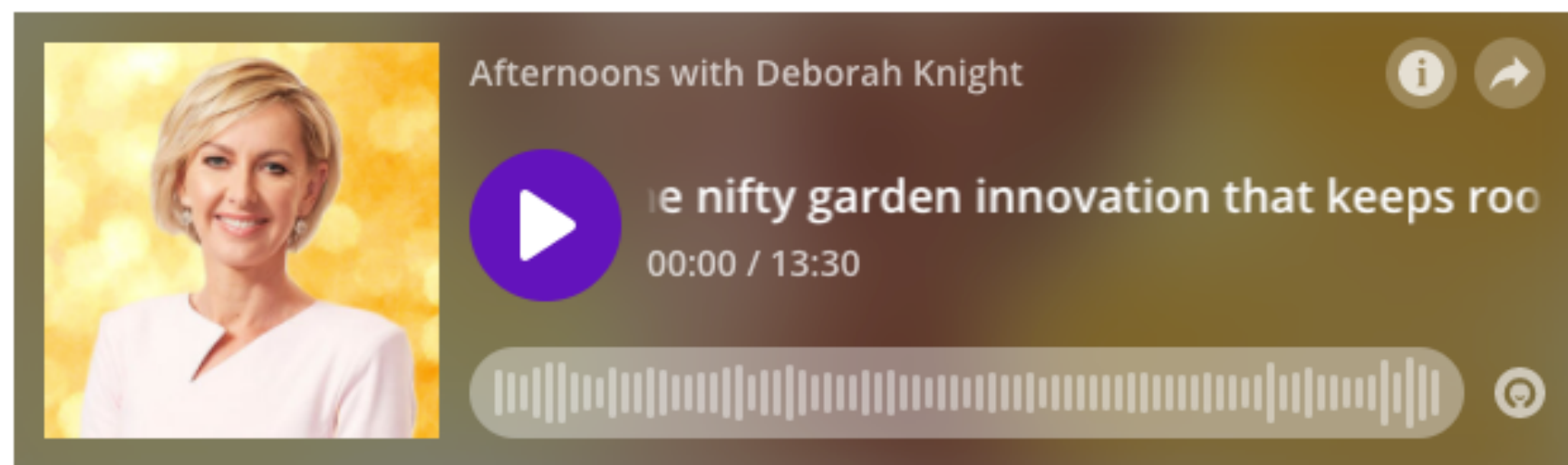
Better
Homes
and Gardens.

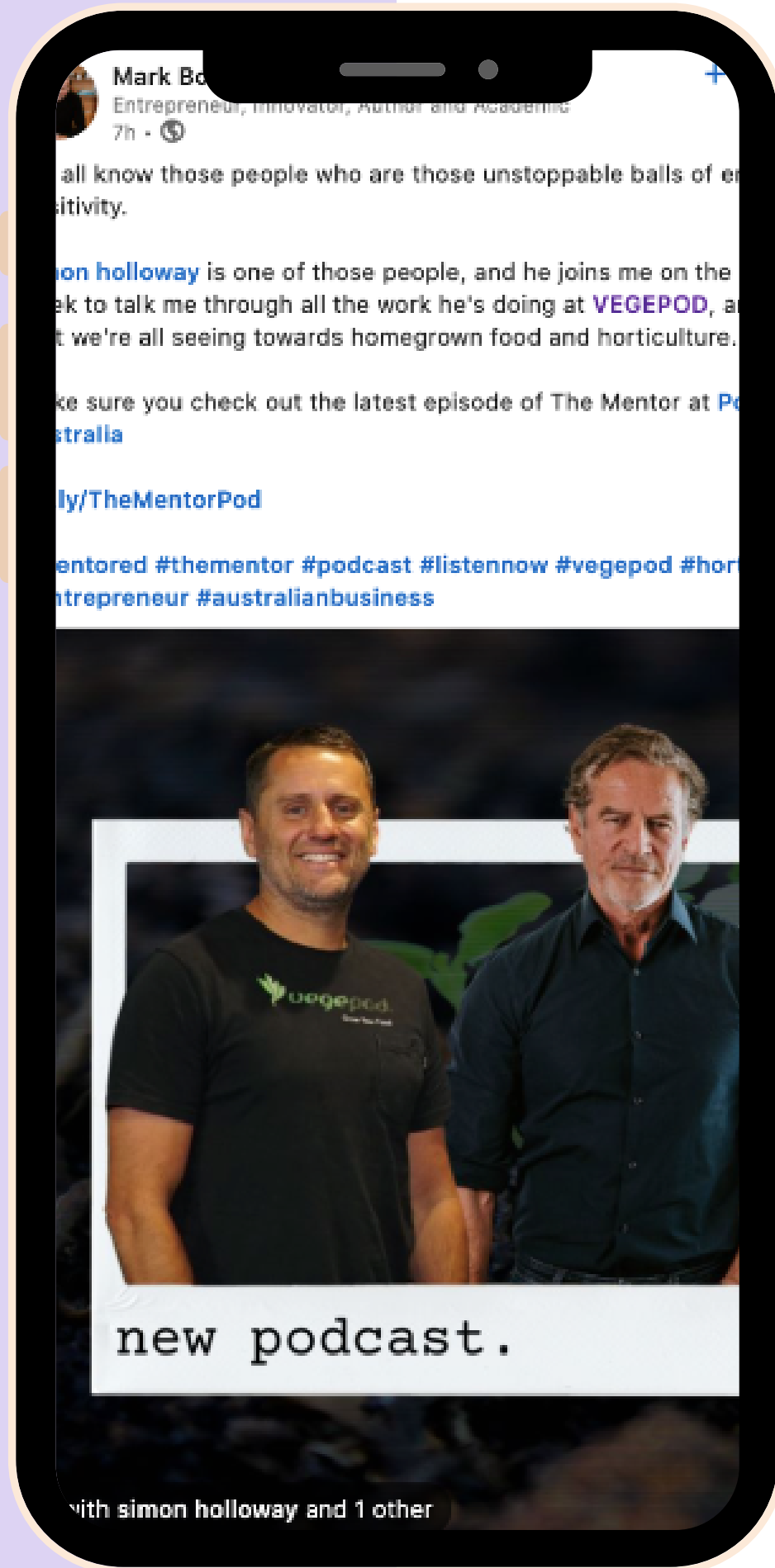
HOW DID WE DO IT?

- ✕ IDENTIFIED THEIR AUDIENCE
- ✕ TAPPED INTO THEIR STORY
- ✕ HONED IN ON THEIR WHY
- ✕ LEVERAGED THEIR SPOKESPEOPLE



2GB
873AM





Who AUSTRALIA

ANTIFIL LIFE

No matter where you live,
channelling your inner greenie
has never been easier!

"It helps keep non-native species in check and it will foster a deeper understanding of your local ecology."

Because some plants can be difficult to safely identify, it's important to know what you're doing.

"Learn from experienced people. Join your local bush regeneration group, so you can look after ecologies and in return get edible weeds," advises Bonetto, who also suggests joining one of his workshops.

"They're designed to teach identification skills, so participants can recognise wild food sources in their own surroundings." Visit diagobonetto.com

JOIN A COMMUNITY GARDEN IN YOUR AREA

If you've been longing to start your own veggie patch (but don't have the space) a community garden might be perfect for you. These urban oases have been cropping up in cities around the country - and their popularity is only, well, growing. There are a range of options, from communal to individual to group plots. All it takes is an annual fee (the costs vary depending on where you live) and a little bit of your time each week. Check online for a garden near you.

EMBRACE THE URBAN JUNGLE

Whether you're looking for a single desk plant or a mini jungle for your living room, house plants are huge right now. And it's easy to see why. Not only do they look great, studies show that having plants is good for your mental health and wellbeing. The key is to stick to varieties that suit your home and lifestyle. Consider how much light you have, how much time you have to take care of them and whether you need to avoid any species that are toxic to kids or pets.



CREATE A TINY FOREST

Want to take your love of house plants a step further? It may be time to create your own tiny ecosystem! Terrariums are one of the cutest trends to appear in recent years, and there are plenty of ways to get involved. Instagram can be a great way to get inspired, or you could consider signing up for a workshop (classbento.com.au have a number of classes). Another good option is a terrarium kit, which has all the tools you need to get started.



\$59
The Plant Runner
Mini Terrarium Kit
theplantrunner.com

\$44.99
We The Wild
The Plant Lovers'
Essential Kit
wethewild.co



\$89
Veggiebag
vegiebag.com.au

TRIED & TESTED

VEGEBAG

"The benefits of paddock-to-plate eating are many - no carbon-churning transportation, the freshest food and less wastage, to name a few. But if your only 'paddock' is the patio of your inner city apartment, then the Veggiebag could be your answer. This self-contained unit - the 2020 Chelsea Flower Show Product of the Year - is a mini hothouse, with veggie shoots up like a Jurassic jungle. I planted just a couple of zucchini seeds and a sprinkling of lettuce seeds, and three weeks later I had zucchini almost ready to eat and several tiny lettuces. The beauty of the Veggiebag is not only its compact size, but the mesh top keeps bugs away (no need for nasty sprays), while the self-watering system means you can go away for a week or two without worrying about wilting! The set-up is super-simple - pop in about 30cm of soil, add water, sow your seeds and zip it up. Within weeks you'll be enjoying fresh veg straight from your own mini 'paddock' - and what could be more satisfying and delicious than that?"

Amanda Finch, Lifestyle Copy Editor



HOW TO MAXIMISE COVERAGE?

- ✕ SOCIAL MEDIA
- ✕ DATABASE
- ✕ STAKEHOLDERS / WIDER TEAM
- ✕ 'AS SEEN IN' PAGE
- ✕ DISTRIBUTORS



PLAY RECAP

- ✕ WHO IS YOUR AUDIENCE?
- ✕ HOW ARE YOU GOING TO TAILOR YOUR MEDIA APPROACH?
- ✕ WHAT'S YOUR NEWS STORY?
- ✕ WHAT MEDIA OUTLETS ARE YOU GOING AFTER?





#02

THE ART OF A CREATIVE MAILER

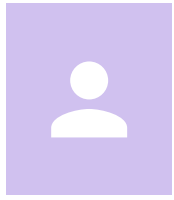


WHAT IS THE DIFFERENCE BETWEEN A CREATIVE MAILER & A TRADITIONAL PR SEND OUT?



CREATIVITY IS KEY





**SEND WITH
PURPOSE &
CREATIVE FLAIR**



CREATE ACTION



**COLLABORATE
WITH A LIKE-
MINDED BRAND**



POSE A QUESTION



BE ECO-FRIENDLY

CREATIVE MAILER CHECK LIST



CASE STUDY

pic's REALLY
GOOD
PEANUT BUTTER



2020



April
Easter

MORE STORIES 1/2

Rachael Finch reveals her VERY healthy recipe for organic, home-made Easter eggs... and it only involves two ingredients!

By Monique Friedlander For Daily Mail Australia
02:21 12 Apr 2020, updated 08:11 12 Apr 2020

JOBS 😊

PEDESTRIAN

☰

Just Gonna Say It: Under No Circumstances Should You Add Butter To Peanut Butter On Toast

By Melissa Mason
25/05/2020

Share

May



July
Word Chocolate Day



CREATIVE MAILER #1 - EASTER



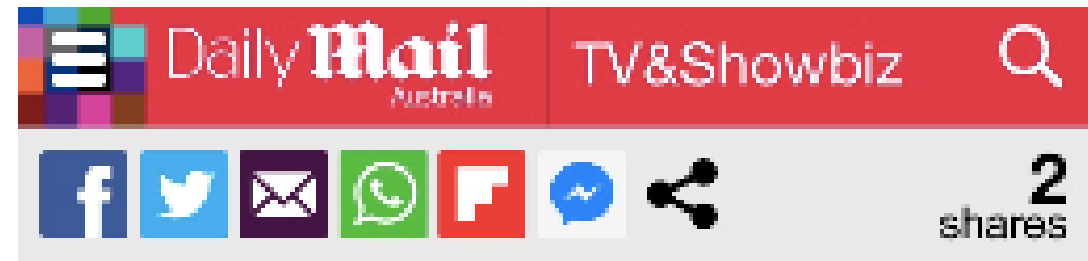
CREATIVE MAILER TIP:
NEVER SEND TOO MANY

INFLUENCER COVERAGE



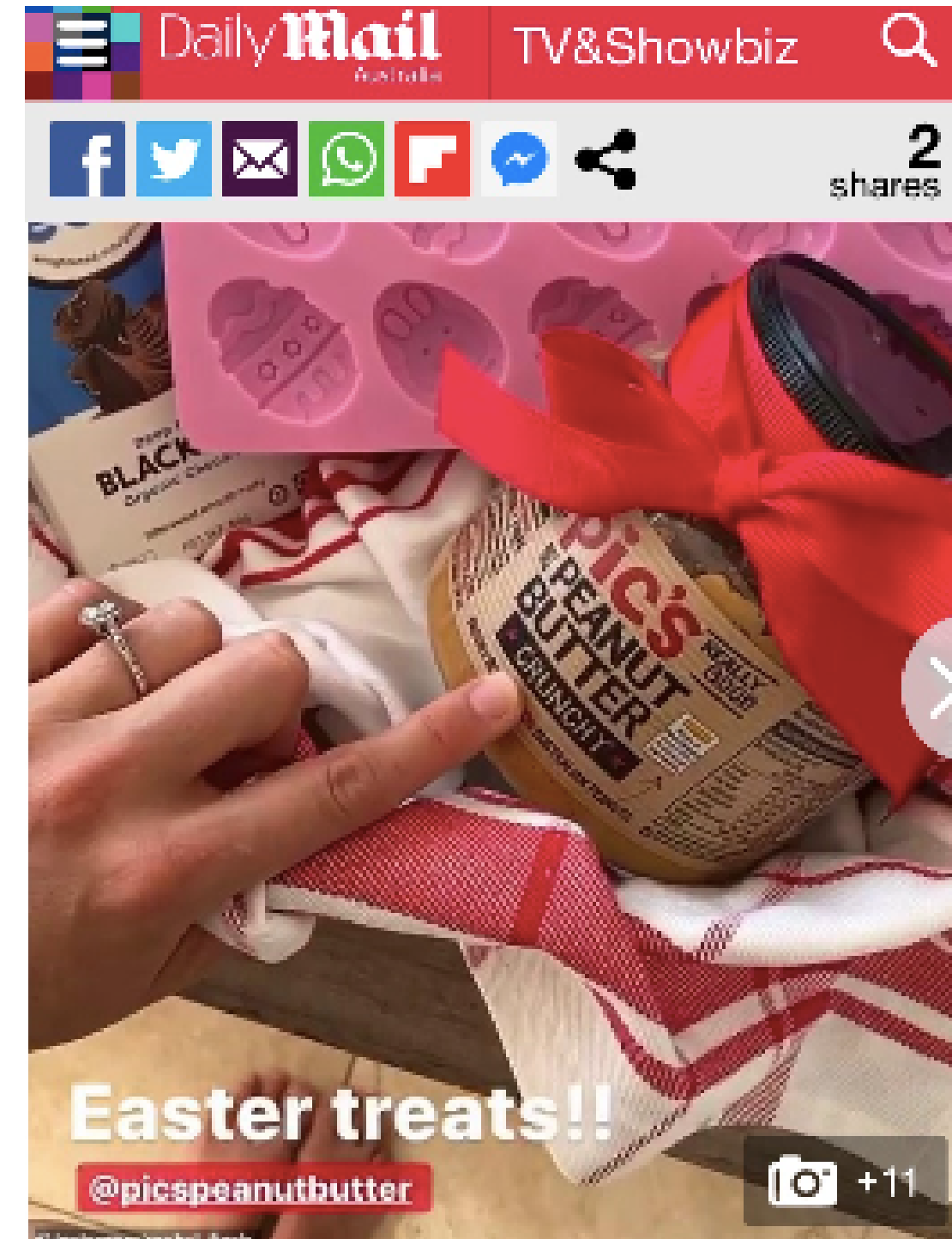
@rachael_finch / 300,000 Followers





Rachael Finch reveals her VERY healthy recipe for organic, home-made Easter eggs... and it only involves two ingredients!

By Monique Friedlander For Daily Mail Australia
11:21 AEST 12 Apr 2020 , updated 17:11 AEST 12 Apr 2020





**DO YOU BUTTER
BEFORE YOU
PEANUT BUTTER**



CREATIVE MAILER #2



**WE ALL BECAME
OBSESSED WITH
BREAD**



"OMG YUM YES PLEASE! I DO, & IT'S TOTAL CHAOS"

"I AM DEFINITELY A BUTTER GAL"

"NO BUTTER FOR ME, JUST STRAIGHT PIC'S!"

**"OMG THIS IS THE BEST! I DO ADD BUTTER, BUT
ON TOAST ONLY. FRESH BREAD, I DON'T ADD
BUTTER"**



INFLUENCER COVERAGE



@hollie_azzopardi / 16,100 Followers



Just Gonna Say It: Under No Circumstances Should You Add Butter To Peanut Butter On Toast

By Melissa Mason

25/05/2020

f Share



Peanut butter is good. Butter is good. Both have their worth in the kitchen. But I never, ever want to see the two combined.

Strangely, there are people in this world (bad people) who enjoy flouting the rules the



CREATIVE MAILER #3 - WORLD CHOCOLATE DAY





PR TIP:

CALENDAR EVENTS

PLANNED WITH A PURPOSE



INFLUENCER COVERAGE



@jadetunchy / 478,000 Followers



@emelia_jackson / 191,000 Followers



@tessa.boersma / 131,000 Followers





GROW BRAND AWARENESS



SPARK CONVERSATION



ENCOURAGE ACTION



**RECRUIT UNOFFICIAL BRAND SPOKESPEOPLE WHO
SHARE AUTHENTICALLY ON THEIR SOCIALS**

CREATIVE MAILER CHECK LIST





#03

BRAND PARTNERSHIPS



BRAND PARTNERSHIP CHECKLIST

1.

SET
OBJECTIVES

2.

CHOOSE THE
RIGHT BRAND
PARTNER

3.

LEVERAGE



CASE STUDY



WHO REMEMBERS THE "SPIDER?"



- ✓ **GREAT BRAND TO LEVERAGE**
- ✓ **SIMILAR VALUES**
- ✓ **BRANDING LOOKED GREAT TOGETHER**
- ✓ **PHYSICAL STORES**
- ✓ **COULD COLLABORATE CROSS TASMAN**
- ✓ **PROVIDED PRODUCT**
- ✓ **LEVERAGED ON SOCIALS**



CREATIVE MAILER



@avonmoger / 23,000 Followers





@jude_bolton / 15,700 Followers





therealbeauryan Broome, Western Australia

therealbeauryan Everyone who knows me knows I'm a big fan of kombucha. I just went next level. 7 year old me loved ice-cream Spiders. Today I'm combining the two. Ice-cream and @lobroslivingdrinks Cola Kombucha. I'm falling back in love with Cola and 7 year old me would be proud. #FallBackInLoveWithCola #YeahTheSpider #LoBrosCola #sponsoredobviously

28w

karenhoneysett_christian Kombucha is feral 🐼

Liked by hannah_o_donnell and 3,039 others

@therealbeauryan / 380,000 Followers



jessjrowe

jessjrowe Mmmm what does one wear for drinking @lobroslivingdrinks 'Spiders' especially for Halloween? A spider hat of course! Does my web look big in this? #justadd2scoopsoficecream #FallBackInLoveWithCola #LoBrosCola #ad

29w

diasylovesflowers Love your spider 🕷️ hat! 😂

29w 1 like Reply

Liked by hannahsingleton5 and 1,924 others

OCTOBER 30, 2020

@jessjrowe / 154,000 Followers



therayreeve Paid partnership with lobroslivingdrinks

therayreeve AD: @lobroslivingdrinks are bringing back the 'Spider' but with a better-for-you Cola with the same great Cola taste. I loved these as a kid and it's nice to able to offer it up to my boys knowing that it's not loaded with the sugar I chopped in the 80's.

Do you put the ice cream in the cup first or the Cola first?

#FallBackInLoveWithCola #LoBrosCola

27w

stitch_nz Ice cream in first. Always

8,343 views

NOVEMBER 11, 2020

@therayreeve / 26,300 Followers



 **hijosh** 
hijosh · Original Audio

...



@hijosh / 121,000 Followers

 **hijosh** 
hijosh · Original Audio

...



LEVERAGE OPPORTUNITIES

- ✓ **SOCIAL**
- ✓ **SCOOP STORES**
- ✓ **UBEREATS**
- ✓ **CALENDAR EVENT**



BRAND COLLABORATION CHECK LIST



SET OBJECTIVES

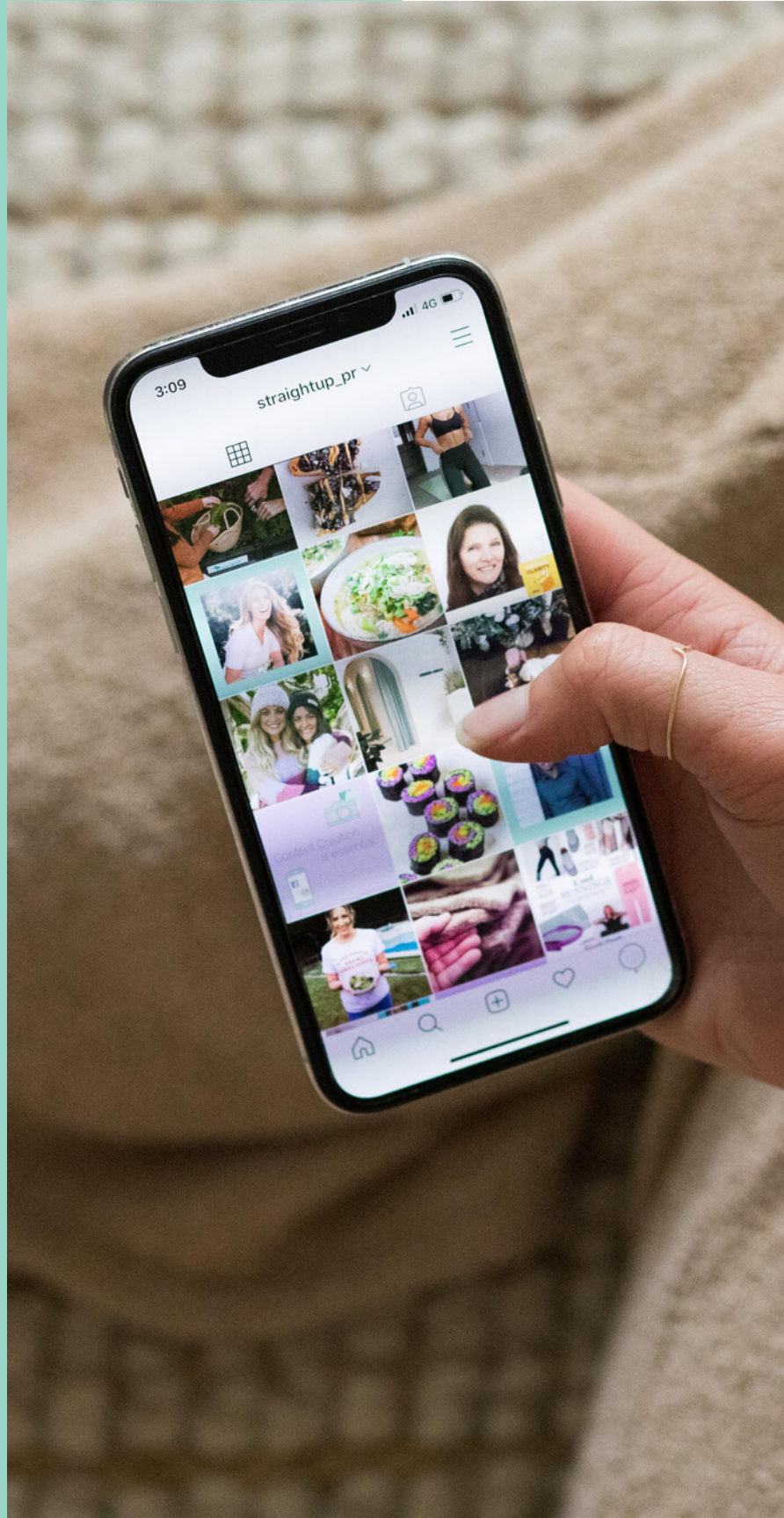


PICK YOUR BRAND PARTNER WISELY



**GET CLEAR ON HOW YOU ARE GOING TO
LEVERAGE THE PARTNERSHIP**



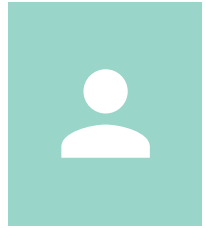


#04

MACRO VS MICRO INFLUENCERS



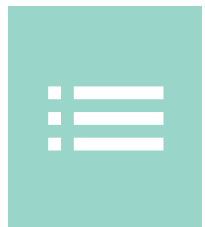
**BIGGER IS NOT
ALWAYS BETTER**



**ENSURE THEIR
AUDIENCE IS
RELEVANT**



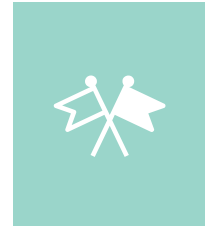
ALIGNMENT



REQUEST INSIGHTS



**LOOK AT
ENGAGEMENT**



**HAVE THEY WORKED
WITH COMPETITORS?**



DO YOUR RESEARCH

INFLUENCER CHECK LIST



TIPS FOR WORKING WITH PAID INFLUENCERS

- ✓ ENSURE IT'S A GENUINE ALIGNMENT
- ✓ REQUEST INSIGHTS
- ✓ NEGOTIATE
- ✓ CREATE A DETAILED BRIEF



CASE STUDY



THE BRIEF



BUILD BRAND AFFINITY



SEED EUKY BEAR PRODUCT TO KEY INFLUENCERS



ESTABLISH THE BRAND AS A WINTER MUST-HAVE



DRIVE AUSTRALIANS TO LEADING CHEMISTS TO PURCHASE PRODUCT



ACHIEVE POSITIVE INFLUENCER POSTS



STRATEGIC MATERIALS

1. LIST OF INFLUENCERS
2. KEY MESSAGES DOCUMENT
3. PAID INFLUENCER BRIEF

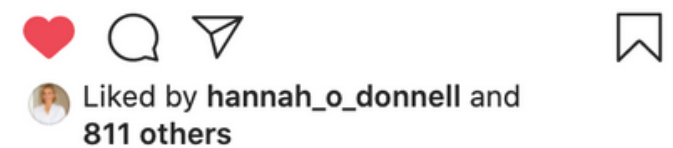


INFLUENCER COVERAGE

@rebeccalittle_ / 46,700 Followers



hellopoppylee You would've seen from our stories, unfortunately the girl's have come down with another cold. I've lost count of the number of hours we've spent curled up next to the girl's in their beds when they're under the weather. It's been a brutal flu season for us here in Brisbane, I'm looking forward to the warmer months that's for sure...🤧 @eukybearaustralia is helping to save the day during this not so fun time though, we have the Vaporiser & Sniffly Nose Inhalant going all night (it has 14 hour operation), & it's helping!!! 🐻💙 I've also been rubbing the Euky Bearub on the girl's chests, but another trick I've been trvina is putting the Eukv



@hellopoppylee / 112,000 Followers



COLD & FLU SURVIVAL KIT



lexieking.author
Gold Coast, Queensland



lexieking.author HONEST MUM
REVIEW: [@eukybearaustralia](#) Warm Steam Vaporiser range. 'Tis the season for sickness! And our household has been hit hard. So over the past few weeks, I've been able to trial the [@eukybearaustralia](#) range with an honest-to-god sick toddler. The runny nose. The cough. The irritability. The long nights. Our Euky Bear Vaporiser has been well and truly baptized. And we LOVE it! After using another brand, I've found huge differences. This vaporiser is small, quiet and compact, but lasts all night. Teddy goes down at 7pm and it's still pumping out steam 12 hours later. The inhalant and steam are not overwhelming, which was a huge problem I had with another brand. Your windows and walls won't resemble the



Liked by [__laurenkate](#) and 65 others



PR TIP:

**GIVEAWAYS &
COMPETITIONS**

INFLUENCER CHECK LIST



BRAND AWARENESS



SOCIAL MEDIA ENGAGEMENT



RE-PURPOSE CONTENT





COME PLAY:

www.StraightUpPR.com.au/PlayBook