Table of Contents

Organization Branding 2

Podcast Approach 3

Podcast Details 4

Episode Outline for “Season 1: Welcome to Our Fireplace” 5

Success Criteria; Timeline; Budget 5

Introductory Episode Sample Script 7

Organization Branding

The Body Shop is a globally acclaimed brand that offers high-quality beauty care products. Founded in Brighton, England, and currently operating in 69 countries, The Body Shop products are naturally inspired, ethically produced, and sustainable. The company "has a long-standing commitment to supporting social and environmental movements," advocating for change on many issues, including but not limited to "human trafficking, domestic violence, climate change, deforestation, whaling, and animal testing in the cosmetic industry." The Body Shop is a pioneer of the fair-trade movement in the cosmetic industry, continuing to source high-quality natural ingredients, accessories, and packaging ("The Body Shop International").

The Body Shop has a strong manifesto that they proudly present on their website and encourage others to share their vision (Appendix 1). From this manifesto, the company's strong values and main focus points can be identified: self-love, natural products, animal cruelty-free, veganism, ethical business practices, equality for all, feminism, and most importantly, encouraging others to join their call for action. In addition, on the webpage, The Body Shop goes into detail about specific campaigns that they have launched in the past, such as "Stop Violence in the Home," "Stop Sex Trafficking of Children and Young People," and "Plastics for Change." ("Empower: International Women's Day 2021"). They also have specific web pages dedicated to some of their main focus areas: their responsibility as a B-Corp, challenging current beauty standards, and feminism. Their fight for justice is something that will resonate with the current generation of young individuals, who are very socially and politically aware. These group of individuals support brands that align with their personal values. Thus, by tying in The Body Shop's social missions and its iconic colorful voice, a podcast series that will communicate the

various social issues the brand fights for will be important to increase public awareness of the brand being a B-Corp and not just a popular brand in shopping malls.

Podcast Approach

For this podcast series, The Body Shop will invite guest speakers in a talk-show format, focusing on a specific social issue in each episode. Because The Body Shop has a very vibrant brand image with its pop colors and friendly atmosphere in its stores, I envisioned this talk show to be casual, breaking down complex topics into concepts that everyone can understand and even relate to. When looking through podcast shows presented by other businesses, I found that Sephora, a popular cosmetics retailer, had a short podcast series titled "#LIPSTORIES," where they had a friendly host and "a rotating cast of guests for relaxed, fun, and honest chats about self-image" (Girlboss Radio). The show's main purpose was to have these influential women inspire other achievers (Osborne). I thought a similar approach would also work for The Body Shop, as one of their missions is "equality and feminism." The guest speakers for this podcast series will need to be influential and/or inspirational in their field so that they can encourage the listeners to take action, whether that be to educate themselves or conduct a specific call of action discussed in the episode. In terms of tone of voice, I wanted to weave in raw and honest remarks, even if that may be in the form of humor for some episodes. When researching The Body Shop, the wording of one of their values stood out to me, as I felt like it represented the authentic image that they portray: "Our founder, Dame Anita Roddick, built The Body Shop to fight for what is good, just, and beautiful. Today, this fight is still at the heart of everything we do" ("Our Brand Purpose: Our Manifesto"). I felt inspired by the podcast "The Guilty Feminist," an award-winning podcast series that is run by the comedian Deborah Frances-White, who live-records her

show every week with guest speakers, discussing issues from the perspective of 21st-century feminists (House of Guilty Feminist). When doing a talk show, I feel like authenticity is key, so even if the main narrative is scripted, the casual conversation format and ideas will help the listener follow along. In other words, it will be like overhearing what the next table over is talking about at your local coffee shop. Combining these tones and modes of presentation, The Body Shop's podcast series will choose one of their key missions/values each episode to discuss with their guests, but the approach to these topics will vary depending on the guest speaker. By keeping the approach to the topic flexible, The Body Shop will be able to cater to a wider audience, not just a specific demographic, which is crucial as The Body Shop's products are enjoyed by a wide customer range and users are from around the world.

Podcast Details

The title of the podcast show will be "Welcome to The Body Shop." This idea came from The Body Shop's "About Us" page, where it depicts the history of the company: "Our story started in 1976. It began with our founder, Anita Roddick, opening a little green shop in Brighton with a belief in something revolutionary: that business could be a force for good…Welcome to The Body Shop" ("About Us: The Body Shop History"). When thinking of the title for the show, I wanted to create a catchy title that was also representative of the brand's iconic image and colors. I was debating on two options: "Welcome to the Little Green Shop" or "Welcome to The Body Shop," but I decided on the latter since the term "green" is usually linked mainly to sustainable practices. Since this podcast will cover topics not limited to sustainability, I thought that a straightforward title may be the best representation of the brand and its' values.

Episode Outline for "Season 1: Welcome to Our Fireplace"

Episode 1: Self-Love in the 21st Century

Episode 2: So…How does Animal Testing Impact Me?

Episode 3: I Swear, Veganism is Not All That It Seems Like

Episode 4: Equality and Equity for All, Though Modern Feminism

Episode 5: "B-Corps"? That Sounds Scary…

Episode 6 (Finale): Because Our World is Beautiful

Success Criteria; Timeline; Budget

The first success criteria will be the number of listeners per episode, measured by listening for more than 30 seconds of each episode. These listeners do not need to be unique, as repeat listeners will reveal that a specific segment may have resonated with them more than others. We will also be tracking the number of social shares, as current-day social media users are very active and vocal about their stance on social issues. Therefore, the more we see a specific episode or overall show being shared on social media, it will reveal that our episode has evoked a strong emotion in the listener. Even if the shared response is negative, this will help us understand what to improve in our future episodes. We also believe that any response, whether good or bad, is important, as it will help spark conversation and increase visibility for the issue. Lastly, we will be tracking the website traffic a few days after each episode is released, which will be our biggest success criteria. During this campaign, we will tie each episode to a specific product line. At the end of each episode, we will briefly talk about the corresponding product line. When a listener accesses the product link attached to the episode, they will be able to access the product webpage. The webpage will go into detail about the topic discussed during the

episode and how The Body Shop is approaching that issue, since the episode is a talk show and thus may not go into depth on The Body Shop's activism campaigns.

For the development timeline, we will spend one month developing the storyline of the podcast episodes, and in parallel, we will be booking our guest speakers. We aim to record one episode per day, and if our schedules allow, two episodes per day. The technology required will be high-tech mics that will be plugged into a laptop, which can easily be provided by The Body Shop's corporate office. Therefore, no budget will be required for the actual recording of the show. Each episode will only be 10 minutes long, so even with rehearsals and retakes, we think it will only take a few hours per episode. We aim to finish the recording first before we do the full editing of the recordings, which will all take one month, including the internal reviews and approvals. We are still in discussion with our communications team on whether to outsource the audio editing or to complete the editing in-house to save money. The reason we have not come to a final decision on this is due to making trade-offs with headcount resources and our budget. The full schedule for podcast development including final reviews is expected to take around 2 months. While working on this podcast development timeline, we will need to make sure we are fully aligned with The Body Shop's webpage designers to ensure that the webpage is ready for the campaign, with specific product lines in sync with each episode. We expect that the preparation and execution of the internal and external communications will take roughly two months, so we do not see the need to change the original podcast development schedule to align with the other teams' schedules.

Sample Budget/Cost Estimates (Reference: Podcastle Team):

- Professional Hosting Platform: $20 - $50/month → will need to contract for a full year

- Audio Editing and Transcription Services (includes purchase of editing software): $1,000
- Lunch/Amenities for Each Guest[1]: $200 budget/episode = $1,200
- Gift Box of The Body Shop products for Speakers[2]: $600

➔ **Total Estimated Cost: $3,040 - $3,400 → Total Budget: $3,200**

[1] *We are still under discussion on whether the speakers' transportation costs will be covered in this budget or separately.*

[2] *The guest speakers will not be compensated through a set monetary budget. Instead, we will be showing our appreciation by giving them a customized gift box of select The Body Shop products. More detailed information will be dispersed in the Communications Plan.*

Introductory Episode Sample Script

Hi! Welcome to The Body Shop! How may I help you? We are going to be running a seasonal podcast series where we invite guest speakers to our fireplace chat to talk about social issues that we care deeply about, ranging from self-love to veganism to B-corps! A new episode will be uploaded every other [Wednesday at 7 p.m. (*still under final discussion*)], and we would love to see you at our streaming platforms on Apple Podcasts and Spotify! My name is [TBD], and I will be your host for this season! We also have specific product lines synced with each episode, so be on the lookout for those as well! Remember to follow us on our social media channels to get the latest updates. Feel free to let me know if you have any questions about the selection! Enjoy the rest of your shopping at The Body Shop and have a lovely rest of the day!

Appendix-1: The Body Shop Manifesto

"We have a lot to say, but the real backbone of The Body Shop is our manifesto. Read it, memorise it. Write it on your walls, on your bodies, send it to your friends. This is for all of us, and it's a call to arms.

Your body is yours for life.
It works hard for you.
So, take care of it.
With raw, natural and powerful ingredients.
That do wonders for your body.
And wonders for the world.
We've never tested on animals.
We're vegan wherever possible.
We champion ethical ingredients.
And in our fight for a fairer and more beautiful world,
We will always empower women and girls.
We'll let nothing stand in our way.
Not convention. Not anyone.
Because now, more than ever,
The world needs strong confident bodies.
So, let's stand up for what we believe in.
Let's scrub up our bodies.
And scrub up the world.
Let's roll up our sleeves and…
Let's Get To Work."

("Our Brand Purpose: Our Manifesto")

Work Referenced

"About Us: The Body Shop History." *The Body Shop*, The Body Shop International, www.thebodyshop.com/en-gb/about-us/a/a00001.

"The Body Shop International." *Certified B Corporation - B Lab Global*, B Lab, www.bcorporation.net/en-us/find-a-b-corp/company/the-body-shop-international/.

"Empower: International Women's Day 2021." *The Body Shop*, The Body Shop International Limited, www.thebodyshop.com/en-gb/about-us/brand-values/female-empowerment/a/a00007.

Girlboss Radio. "#LIPSTORIES on Apple Podcasts." *Apple Podcasts*, 27 Sept. 2019, podcasts.apple.com/ca/podcast/lipstories/id1370728732.

House of Guilty Feminist. "The Guilty Feminist on Apple Podcasts." *Apple Podcasts*, podcasts.apple.com/gb/podcast/the-guilty-feminist/id1068940771.

Osborne, Alison. "8 of the Best Branded Podcasts and Why They're Successful." *CoHost*, CoHost, 22 Sept. 2023, www.cohostpodcasting.com/resources/best-branded-podcasts.

"Our Brand Purpose: Our Manifesto." *The Body Shop*, The Body Shop International Limited, www.thebodyshop.com/en-gb/about-us/our-story/brand-purpose/a/a00003.

Podcastle Team. "The Complete Guide: How Much Does Podcasting Cost?" *Podcastle Blog*, Podcastle Blog, 7 Sept. 2023, podcastle.ai/blog/how-much-does-podcasting-cost/.

Stubbs, Phil. "How to Make a Podcast Trailer - with Examples." *Media School*, 5 Oct. 2020, mediaschool.com.au/how-to-make-a-podcast-trailer/.