



KATIE RUMBLE

M00841017

ADVERTISING, PR, AND BRANDING

DIGITAL ADVERTISING

ASSESSMENT 1: RESEARCH REPORT

TABLE OF CONTENTS:

SECTION:

PAGE NUMBER

1. Executive Summary	3
2. Business Landscape – Market Description	3-4
2.1. Segment Breakdown	4-5
2.2. Micro-Environment – SWOT Analysis	5-6
2.3. Macro-Environment – PESTLE Analysis	6
3. Presentation of Campaign Material	7-9
4. Digital Marketing Strategy Analysis – RACE Framework	10
4.1. REACH - Table 2	10-12
4.2. ACT - Table 3	12-15
4.3. CONVERT – Table 4	15-16
4.4. ENGAGE – Table 5	16-17
5. Issues Addressed / Emerging from the Campaign	17
6. Critical Evaluation and Recommendations	17-18
7. Bibliography	18-20

Critically evaluate how Wild has used digital advertising in its ‘Dirty Talk’ campaign.

1. Executive Summary

This research report will analyse and critically evaluate Wild Cosmetics’ ‘Dirty Talk’ advertising campaign through both SWOT and PESTLE analyses and the RACE framework. This report will also address the brand’s business landscape, present campaign material, and examine the digital advertising methods used and utilised in the company’s campaign strategy.

2. Business Landscape – Market Description

Wild Cosmetics is a company founded in 2019 by childhood friends, Freddy Ward, and Charlie Bowes-Lyon (Allen, 2021) that sells natural, refillable deodorants. The company launched in April 2020 and was the UK’s first ‘direct-to-consumer refillable natural deodorant brand.’ (Briggs, 2021) The company’s mission ‘to shake-up the throwaway culture of bathroom products with high-performing products made from natural ingredients that never compromise on convenience or efficacy’ (Cosmetics, Our Mission, n.d.) came at a crucial time after the coronavirus pandemic which provided opportunities for large cultures of people to move to glocalization, in which ‘people live far more local lives...with greater global awareness through a connective world brain.’ (Goffman, 2020)

Wild exists to ‘close the consumer gap by delivering everyday personal care products in more sustainable packaging’, whilst also using their ‘uplifting and light-hearted brand positioning to open greener products to a wider audience of customers.’ (Cosmetics, Wild Impact Report 2021, 2021) With deodorants and anti-perspirants being two of the most used cosmetics, natural deodorant is becoming a ‘modern trend’ in the field of beauty and fashion, and Wild Cosmetics saw a gap in the market with ‘consumers increasingly searching for cosmetics that have a lower environmental impact’ (Bhatt & Patel, 2021). Within a year of launching, ‘over 300,000 pits joined the wild side’ (Cosmetics, Wild Impact Report 2021, 2021), proving that these natural ‘agents are gaining popularity as nowadays most people prefer natural products over synthetic materials.’ (Joshi & Pawar, 2015)

With slogans like “single-use plastic stinks!” and “the world stinks! So, we made a deodorant”, Wild’s blatantly obvious, light-hearted brand positioning is clear in their statements, products, and advertising. Stating that their products will “last you a lifetime” and making consumers feel good about their purchases – “you’ll save 30 grams of plastic going to landfill” – a strong consumer-brand relationship of trust and humour was built from the beginning.

The company focused a lot on influencer marketing, encouraging fitness influencers to share their subscriptions and discount codes with their followers and in turn, consumers can benefit from cheaper subscriptions. This tactic led to a huge name in the sustainability sector investing into the company in 2022 – Grace Beverly – who, herself, began as an influencer before she saw a gap in the activewear industry and made a pledge to make sustainability more accessible (CrunchBase, 2022) – something that is embedded into Wild’s mission, also. Part of this mission to create an environment in which consumers could access sustainable products at affordable prices included Wild products becoming mainstream, with products

being stocked at Sainsbury's, Booths, Selfridges and Holland and Barratt. (Cosmetics, Where can I buy Wild?, 2022)

As part of their commitment to create an 'eco-friendly, sustainable bathroom product', Wild focused on being mindful of their carbon footprint also. They partnered with charity 'On a Mission' who help keep them a 'carbon-negative company'. (Barber & Barber, 2021) For Black Friday weekend, 2020, Wild decided to plant 'an extra 10,000' trees on top of their normal carbon offsetting program by 'planting an additional tree for every black case sold' and being matched by their partner charity. They marketed this to consumers to do good during the controversial sales weekend, and to have 'a personal impact on local communities, biodiversity, soil regeneration and our climate'. (White, 2020)

Wild Cosmetics launched their 'Dirty Talk' campaign in June 2022. The campaign features a 3-minute, risqué YouTube video based on the story of a 'handsome, 7ft' endangered Polar Bear named 'Thorvald' who catches his human girlfriend pleasuring herself over a 'climate-change kink'. The campaign, created to advertise Wild's newest partnership with charity 'Polar Bears International', plays homage to the disruptive energy of the brand and light-hearted brand positioning of the company with a 'Wild' video that addresses the serious issue of the possible extinction of polar bears whilst also selling its deodorants. (Jaward, 2022)

Using only 1 video asset, the campaign was advertised on YouTube and shared via Wild's social media channels and is currently still running. Advertisers can 'leverage emotion and attention to engage consumers in watching internet video advertisements', (Teixeira, Wedel, & Pieters, 2012) and digital advertisements like YouTube adverts allow Wild to access different demographics. YouTube's most active demographic are aged between 25 and 44 making up 44% of all users and allowing a wide scope of potential consumers. (SocialFilms, 2022) This suggest that the company chose this platform as it allows them to complete their mission – to make sustainability more wildly available.

2.1. Market Description - Segment Breakdown

Demographics	Male/Female/Non-Binary aged between 25-42 (mainly Millennials and early Generation Z), middle class, disposable income, educated (Figure 1)
Psychographics	Care about the environment + charity, activists, nature lovers, bloggers, eco-friendly
Lifestyle	Disposable income, single, no children, possibly has pets, attends charity talks and activist groups, fights for change and signs petitions, making an active effort to spend time in nature and do better for the world
Beliefs and Values	Confident, politically left winged, eco-activist/conscious, reduces carbon footprint, liberal, petitions, gives to charity, calling for change
Life Stages	Attended higher education, working in non-for-profit job, single, travels, lives comfortably with a disposable income
Geography	UK - cities, rural or suburban
Behaviour	Passionate, strong-willed, picky about spending money, circular fashion/consuming, buys second hand / recycled

Benefit	Don't mind spending more money on a product if it's better for the environment, willing to try new things, want to do better for the world and therefore will pay to do it, already support the cause
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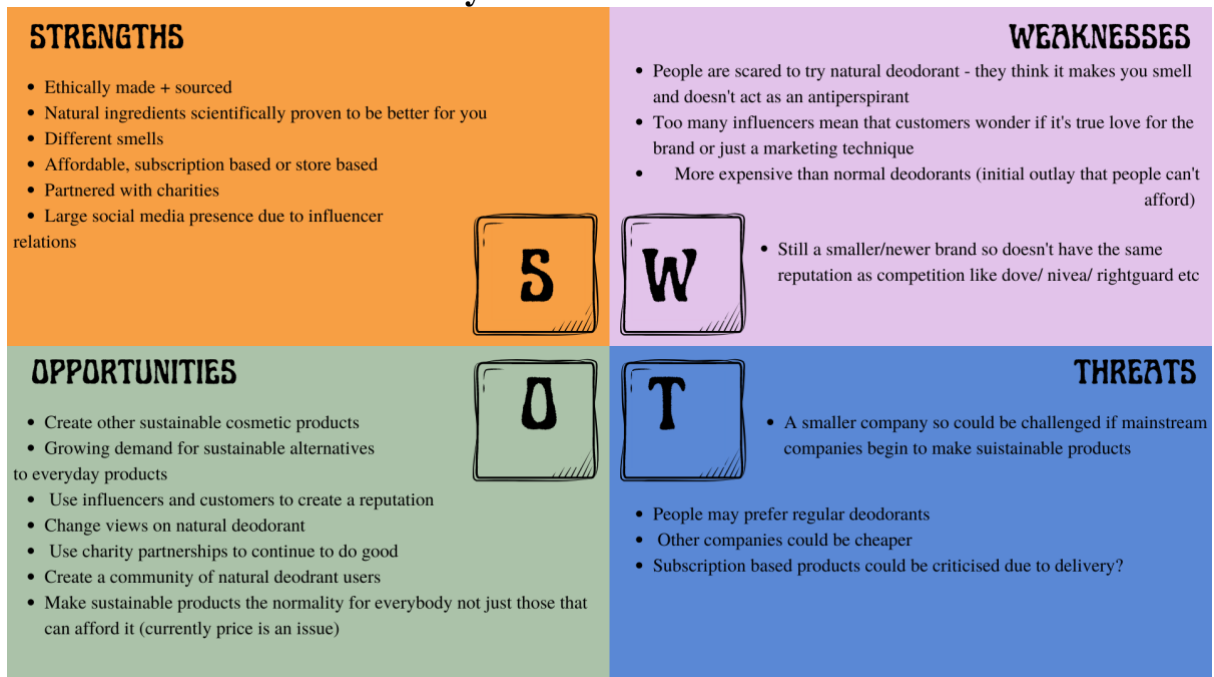
(Table 1)



(Figure 1, (similarweb, wearewild.com Audience Demographics, 2022))

2.2. Micro-Environment (SWOT Analysis)

Wild Cosmetics SWOT Analysis:



(Figure 2, SWOT Analysis)

SWOT analyses are important as they 'serve as a basis for the development of marketing plans.' It does this by creating an 'environmental analysis' (strengths and weaknesses) and

‘external issues analysis’ (opportunities and threats) which allows companies, including Wild Cosmetics, to identify things that will ‘assist the firm in accomplishing its objectives’, or that will ‘indicate an obstacle that must be overcome or minimized to achieve the desired results.’ (Danca, 2005)

2.3. Macro-Environment (PESTLE Analysis)

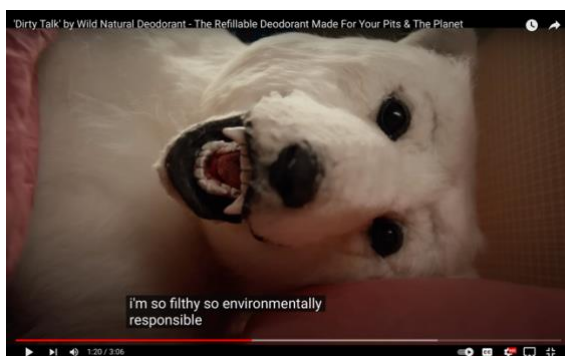
P	E	S	T	L	E
POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
Cost of living crisis - tax rates high, VAT rates high	Cost of living crisis - costs more to produce products, will price have to rise in order to keep business in profit?	Natural deodorant benefits health + helps minimise risk of cancer	Do they have the facilities in the UK to create the product? Would they struggle to create new products?	Health standards + agencies, is there research into the products being used, regulations tightening	Products designed to help the environment, sustainable + ethical practices
Brexit means we cannot import or export as easily, will this affect production?	Rise in demand for sustainable products - already in the emerging market	Trending - everyone else is making the switch to sustainable products - shift in culture	New zero/low emission delivery practices like delivery vans mean that they can get more products to more people	Laws changing to help the environment + ethical practices, nothing should need to be changed	Carbon negative company - putting better emissions into air rather than taking them
Greenwashing - will have to prove that they are not like other companies by publishing everything	Price of ingredients of product rising, hard to get hold of?	Instagram/Blogs serve to create communities of like minded people - creates a community within consumers	Digital marketing allows more streams of revenue and advertising whilst keeping costs low	Brexit, rules on importing + exporting changing, will this hinder growing the company outside UK?	Working with charities to stop extinction + fight climate change

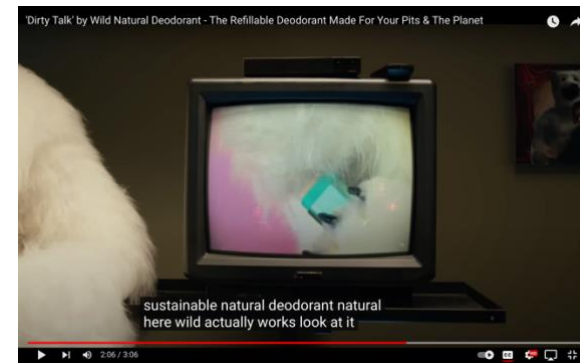
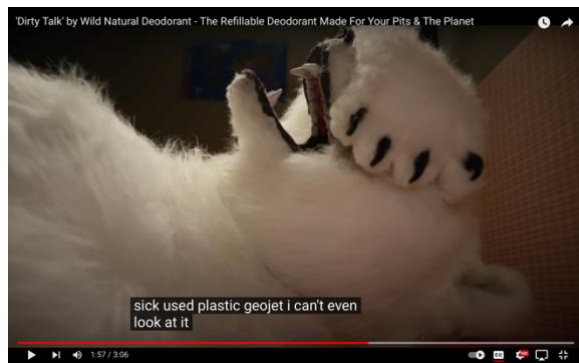
(Figure 3, PESTLE Analysis)

PESTLE analyses help to evaluate the dynamic and competitive business environment. It helps to identify key factors which are directly and indirectly affecting the business performance to allow for strategies to be developed to overcome the issues for a better market position. (Perera, 2017) For Wild Cosmetics, it is clear that due to their sustainability pledge and mission, they are secure in their environmental, legal, technological and social factors. Any issues are minor, and due to the nature of the company any new regulations/laws that would be put in place shouldn't affect them in a negative way – if anything, they would only highlight the positive things the company are achieving, especially as they publish their impact reports on their website. However, politically, and economically, the company could run into some difficulty. With the cost-of-living crisis pushing ‘1.3 million more people into absolute poverty’ by 2023, with 7 in 8 workers seeing tax bills rise and inflation rising from an already extortionate ‘7.8% to 8.7%’ by the end of 2022 (Limb, 2022) many people will not have the funds to invest in their health or the environment. ‘Up to 40% of households’ in Britain could fall into fuel poverty by winter, (Clinton & Jolly, 2022) and as much as consumers would love to invest into products that better their futures and the futures of the planet, when they can't even afford their weekly food shop or to put their heating on investing in new, more expensive products isn't appealing or an available option for many.

3. Presentation of Campaign Material

Wild Cosmetics' 'Dirty Talk' campaign ran solely as a singular YouTube advertisement. Published on May 31, 2022, and spanning three minutes six seconds, the advert, published on Wild's active YouTube channel, tells the story of 'Thorvald' the 7ft polar bear who 'finds himself in the mood for love over a climate change kink. That is until, a single-use plastic deodorant tips things over the edge...' (Wild, 2022). Throughout the video there is risqué scenes, product placement, explanations of the products and services offered, and everything keeps to company branding and is easily recognisable to consumers. "YouTube videos increasingly are being used by organizations to educate and inform just as much as they are to entertain... educate viewers about their missions, programs and services" (Waters & Jones, 2011), Wild made use of this and used it to their advantage.

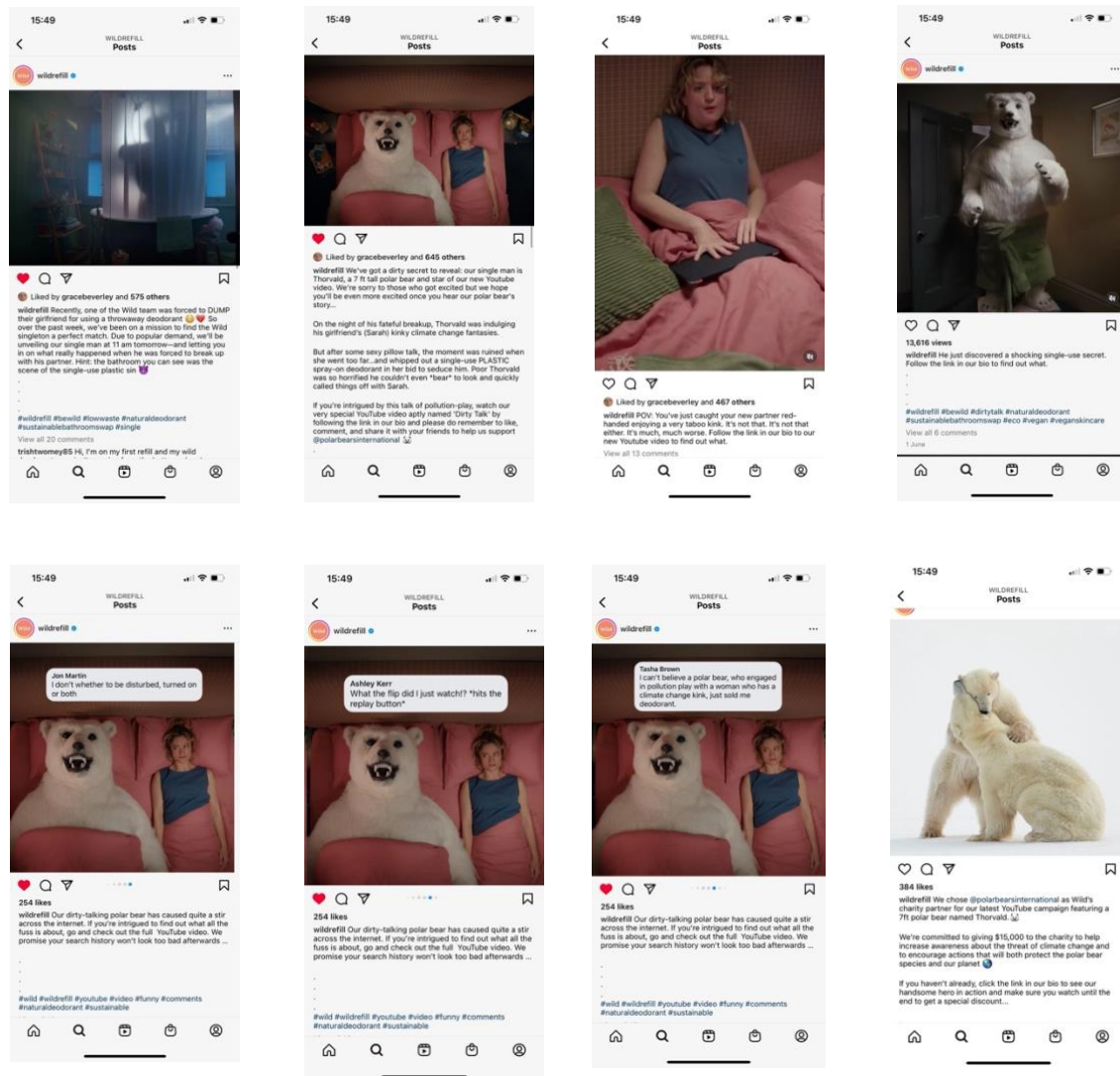




(Figure 4, Wild 'Dirty Talk' Campaign, YouTube)
 Link to Advert: <https://www.youtube.com/watch?v=76dewvl8aNY>

Despite the full campaign advert only being posted on YouTube, Wild's Instagram account ran content from the advert to continue to market the campaign. The day before the video was released, they teased the content via their socials to try and spark debate. Wild uses their social media to help build their identity, and 'as social media continues to become more prominent in communication campaigns due to high levels of public usage and public

involvement with organizations on social media sites, it is important to examine these social media messages as they relate to organizational identity”. (Waters & Jones, 2011) In the first week of the campaign Wild posted screenshots, video snippets and even gifs of the content in the campaign – especially the risqué parts to drive engagement and get people talking. They did this successfully, and one of their last posts for the campaign involved sharing some consumers’ reactions to the content.



(Figure 5, Wild Instagram)

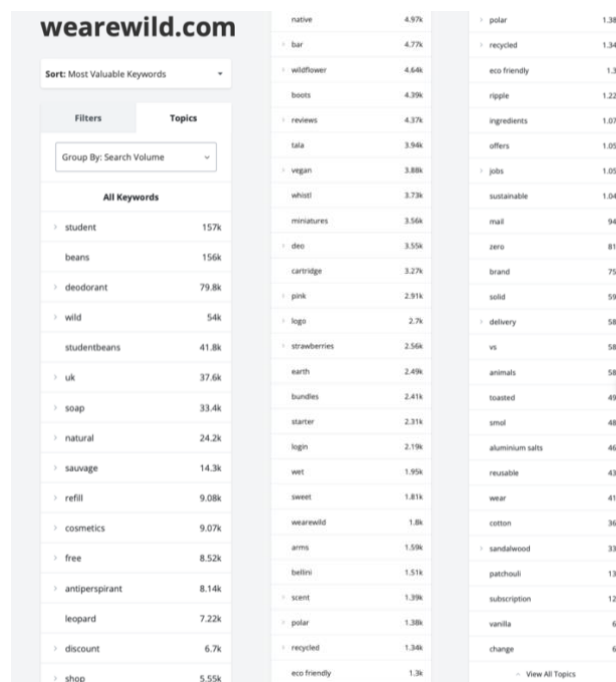
4. Digital Marketing Strategy Analysis

4.1. REACH Audit

1. Planning and Governance	<p>“Plastic stinks!” “The World Stinks, So We Made a Deodorant” “A Deodorant for life”</p> <p>Keyword Search: (See Figure 6) – “student beans” “deodorant” “wild”</p>
2. Goals and Measurement	<p>Potential KPIs: number of subscriptions, amount of email subscriptions, number of followers, comments/likes on campaign, amount of deodorant sold in stores</p> <p>Customer Profiles: (see Table 1) neutral gender, 25-42, highly educated, disposable income, environmentally conscious</p> <p>Google analytic segments: site visits from UK vs non-UK, site visits female vs male, site visitors age, where in the country site visitors live (cities, suburbs etc)</p>
3. Media	<p>Owned Media: website, social media channels (Instagram + YouTube)</p> <p>Paid Media: digital adverts via YouTube + Instagram</p> <p>Earned Media: word-of-mouth, reviews, comments under social media posts, twitter hashtags, content under hashtags related to key words, media coverage</p> <p>Partner/Influencer Marketing: paid partnerships with mega, nano, and micro-influencers (see Figure 7)</p>
4. Content	<p>TOFU Content: Social media content, website ‘LEARN’ platform, videos + photographs of products on website, consumer posts on social media</p> <p>Is this content addressing the needs of audience better than its competition? No, it’s competition provide similar content and product, there isn’t much difference between them which makes it hard to differentiate content.</p>

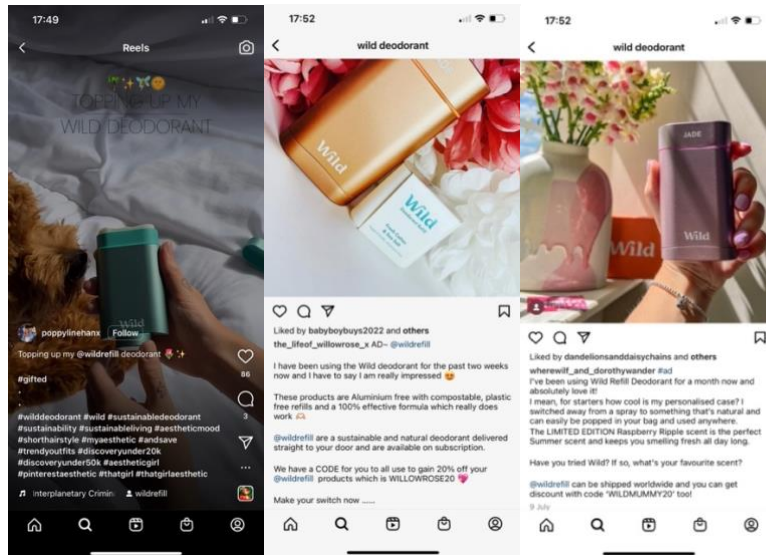
5. Experience	SEO: SEO attracts people to the website; it is the top when you search for it. (See Figure 8)
6. Conversational Messaging	Email marketing, email campaigns, pop up ‘get started’ ‘build your bundle’ buttons

Although Wild Cosmetics doesn’t have a strict slogan, they have a clear key brand message – that plastic stinks. In the ‘Dirty Talk’ campaign this is highlighted as specifically ‘single use’ plastics. The three main keywords for the company include “student beans” – “the world’s leading student loyalty network” (Beans, n.d.) where students can get discounts, “deodorant” and “wild”. Having people searching for discounts, however, isn’t a positive thing, and could mean that possible customers are already worried about the price of the product before they even know anything about it. The keywords also show that Wild has a very strong brand identity and is solely associated with its products and the brand image they portray.



(Figure 6, (SpyFu, wearewild.com SEO Keywords, 2022))

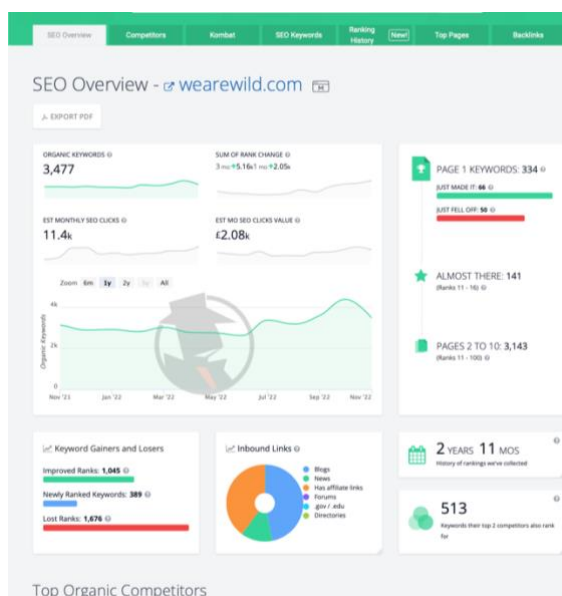
Wild Cosmetics utilised their paid media on YouTube for the ‘Dirty Talk’ campaign, using it as the sole asset. However, they do have a strong brand presence on social media, and the lack of other content posted lacked in solidifying their brand image, especially since they rely heavily on influencer marketing at all levels to hit their audiences.



(Figure 7, Instagram paid adverts from influencers)

Wild Cosmetics isn't doing much to differentiate their TOFU content from their competitors. With very similar products and ethos, visiting both websites give you very similar experiences. This isn't beneficial in Wild's consumer life cycle as 'if the visitor to a site does not find what they are looking for immediately...they will move on, probably never to return' and possibly to a competitor. (Chaffey & Ellis-Chadwick, Digital Marketing, 2019)

Search Engine Optimisation (SEO) helps Wild to reach its audience faster and more clearly by 'making it easier and faster to reach obtained site-search results'. (Yalcin & Kose, 2010). This has helped Wild increase their engagement, especially since May 2022 when the 'Dirty Talk' campaign launched, with an increase of around 1.7k. 94% of Wild's engagement is also organic. However, it is an 'always on process' that can change fast and needs a lot of work, and therefore for a still emerging company cannot be relied on. (Chaffey & Ellis-Chadwick, Digital Marketing, 2019)

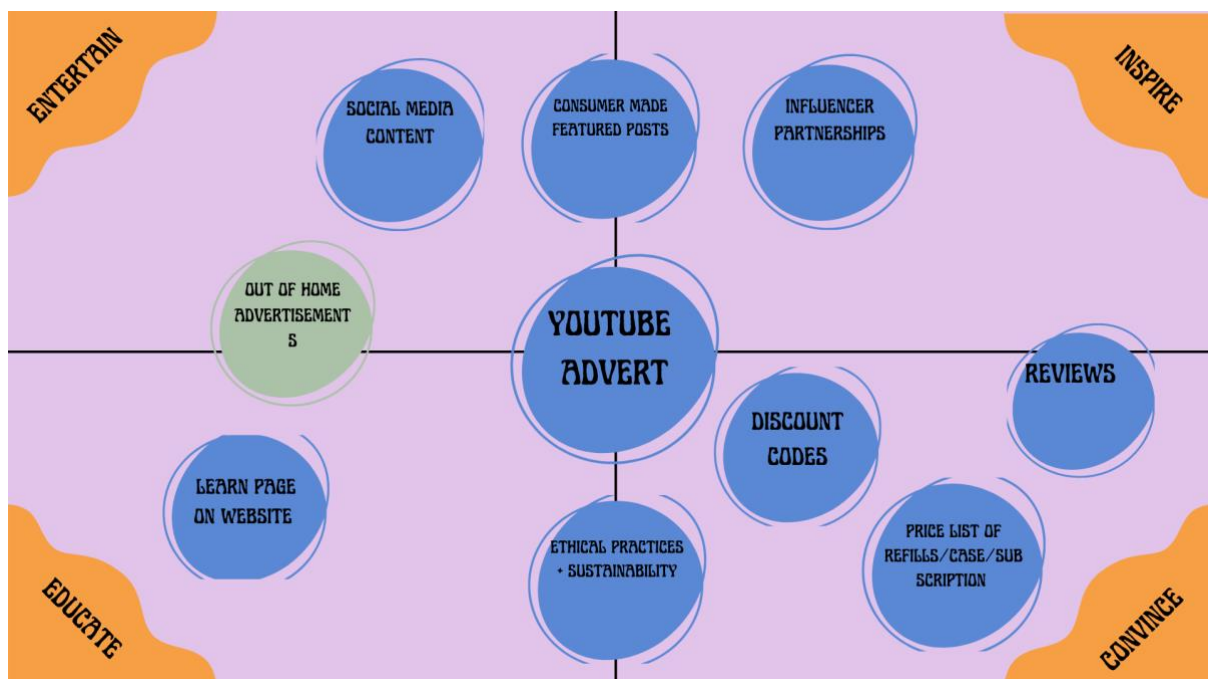


(Figure 8, (SpyFu, SEO Overview - wearewild.com, 2022))

4.2. ACT Audit

7. Planning and Governance	See Figure 9 – focusing on educating and convincing people to give the products a go See Figure 10 – Life Cycle Model
8. Goals and Measurement	Click – Through Rate, Return on Ad Spend, Time on Site, Traffic, Total Visits, Bounce Rate (See Figure 11)
9. Media	Email adverts, “you missed this” for items in basket etc.
10. Content	MOFU Content – how to content, case studies on the work the company do, learn blog. Content is trustworthy as it reinstates the brand mission which is ‘normally’ why people move to natural deodorant, to be better for their bodies and the environment.
11. Experience	Customer experience is core for digital marketing strategies as it allows the company to target the desired audience to drive sales. It helps to retain existing customers and make them loyal customers whilst creating returning customers through their buyer journeys.
12. Conversational Messaging	Will use email marketing that is personalised, including information about the company, its work with charities and general email adverts about new products or reminding you that you left something in your bag.

Content Marketing Matrix:

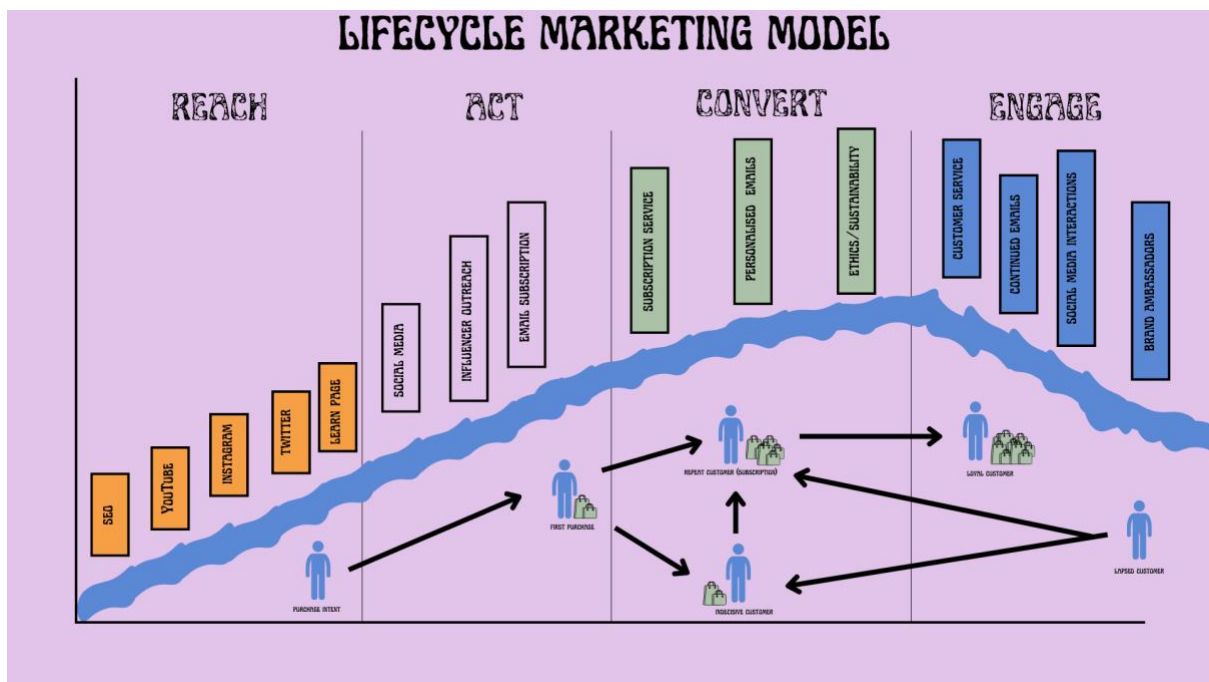


(Figure 9, Content Marketing Matrix)

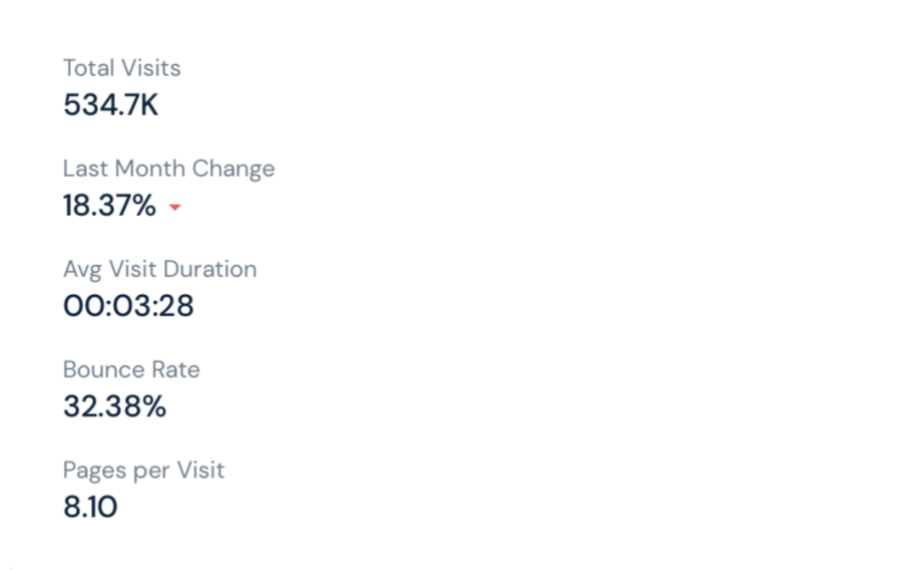
Blue = already used
Green = suggested use

Wild concentrate on creating consistent content that pushes their mission statement through the education and convince sectors of the marketing matrix. With a YouTube advert campaign that appeals to all four of the matrixes and content focused on educating the consumer to push their sales. (Figure 9). This strategy allows them to stay relevant to their chosen audience and allows room for progression and change that moves with the company and the world.

Life Cycle Model:



(Figure 10, Life Cycle Model)



(Figure 11, (similarweb, wearewild.com Traffic and Engagement, 2022))

Monitoring the bounce rate of the website, along with time spent, total visits (and more) is vital in allowing a company to tailor what needs to be fixed for future campaigns. A ‘high bounce rate can lead to poor advertiser return on investment and suggests search engine users may be having a poor experience following the click.’ (Sculley, Malkin, Basu, & Bayardo, 2009) Wild’s rate, at 32.38% (**Figure 11**), is around average, with the rule of thumb being that 26-40% is excellent. (Peyton, 2022) This means that Wild can focus on improving other aspects of their advertisement campaigns, which supports their choice to run a YouTube advert for ‘Dirty Talk’.

4.3. CONVERT Audit

13. Planning and Governance	Wild do not use digital marketing activities successfully to support offline and online conversions.
14. Goals and Measurement	Review website via Google Analytics. Review social media via insight and analytical tools provided. Review website traffic (Figure 11) Track Conversions
15. Media	Wild need to invest in better mail marketing, reviews, and display advertisement. (See Figure 12)
16. Content	BOFU Content – Product demo + reviews online, expert opinions and reviews
17. Experience	Achieved through data collection via YouTube campaign, social media channels + email marketing (though this needs to be improved)
18. Conversational Messaging	Stronger social media content, stronger email marketing, out of home advertisements, surveys/quizzes with results that can be shared

As Wild is sold in both stores and via the website their digital marketing activities need to be multichannel. However, despite this, the ‘Dirty Talk’ campaigns runs mainly on YouTube with small support via the company’s social media channels. It is arguable that out of home advertising would have supported this campaign and encouraged not only those who shop online to purchase in store also. Wild need to invest in more multi-channel marketing goals in order to ‘integrate all communications methods to help..support mixed-mode buying – where a customer’s purchase decision is influenced by a range of media.’ (Chaffey & Ellis-Chadwick, Digital Marketing, 2019) This technique would benefit Wild in assisting customer interactions, from encouraging new customers to converting current or competitor consumers to make the switch and become loyal customers.

Wild cosmetics would also benefit from applying paid social retargeting in the campaign, as noted on similarweb.com, (**Figure 12**), they are performing well in direct traffic and search, however, they are not utilising their mail marketing tactics with it only accounting for 1.22% of all traffic. Email, a ‘traditional push communication’, allows e-marketers to ‘afford to

tailor and target their message to different segments through providing different site content or email for different audiences through mass-communication and personalisation’, however, this is ‘often poorly targeted’ (Chaffey & Ellis-Chadwick, Digital Marketing, 2019), and therefore companies, like Wild, often miss out on converting customers and improving likelihood to buy products.



(Figure 12, (similarweb, wearewild.com Top Marketing Channels, 2022)

Wild need to consider more BOFU content in their campaign. In the YouTube advert they talk about ‘scientific’ and ‘expert’ opinions, however there isn’t much past that. Consumers that are looking to convert to a product want to know the facts. Currently consumers are ‘less satisfied...with the availability of product information’ (Burke, 2002), and Wild could capitalise on this by providing their audience with the information they desire. Although online there are product reviews this could be improved by converting more consumers to loyal customers who want to advocate for the brand.

Personalisation/individualisation is achieved by collecting data from the YouTube campaign advert and the social media channel support. Wild do use personalised email marketing, however as discussed, this needs to be improved to receive reliable results.

4.4. ENGAGE Audit

19. Planning and Governance	Most suitable channels – Social media (Instagram, Tiktok, YouTube), Email, Out of Home Advertisements
20. Goals and Measurement	Customer/Email subscriber engagement is tracked by: re-purchases, brand loyalty and advocacy, better buying habits in future, response to possible surveys/quizzes
21. Media	Organic social media amplification is effective as: it helps retain customers, encouraging them to repurchase and become

	loyal. This is important as it keeps the desired target audience satisfied and prevents them from moving to competition
22. Content	ROFU Content – live chat, help/contact page, social media interactions
23. Experience	Returning customers are important as they not only continue to purchase regularly, but they slowly become advocates of the brand – this leads to word of mouth recommendations. Wild can sustain customer loyalty by continuing to provide good customer service and customer satisfaction
24. Conversational Messaging	Email marketing offering discount codes, learn platform, social media interaction, contact/help/FAQs page

To encourage returning customers to repurchase and become loyal brand advocates, Wild Cosmetics needs to consider the suitability of the channels they currently use and could invest in. Having ‘digital marketing/advertising that is short, with music, humour and the use of social media influencers has a positive impact on both (millennials and generation z)’ (Munsch, 2021), and with both demographics being their target audience, Wild needs to continue to strengthen their social media content. Wild could also invest into Out of Home Advertisements to drive offline sales and push customers on the older end of the desired demographic to purchase. As discussed in the Convert Audit, Wild cosmetics do not utilise the abilities of their email subscriptions which isn’t beneficial when trying to engage returning customers. They need to utilise this method to engage with current customers and keep them purchasing and becoming brand advocates. They are, however, doing well in terms of customer service, with lots of help readily available to provide consumers with a friendly, helpful service via the website or social media.

5. Commercial and Social Issues of the Campaign

Throughout the ‘Dirty Talk’ campaign, Wild Cosmetics performed well on driving engagement and attention to the brand through their content and brand mission. However, when analysing their performance using the RACE framework, we can see that as their customers get to the purchasing stage (Convert) Wild’s lack of variation in the campaign excluded a lot of their potential audience. From not putting time or effort into out of home advertisements to drive offline sales to not utilising the email marketing strategies available they failed to Engage all the possible customers that would have purchased and continued to repurchase and become brand advocates.

6. Critical Evaluation and Recommendations

In conclusion, Wild Cosmetic’s ‘Dirty Talk’ campaign was successful, but there is room for simple improvements which would drive sales. Through staying true to their controversial brand identity and creating content that both educated, engaged, and convinced consumers to find out more they hit their demographic successfully and drove sales through enticing lifestyle/habitual change. However, when moving forward Wild can learn from the less

successful aspects of the campaign and focus their efforts on utilising their email marketing strategies to turn customers into re-purchasers and loyal brand advocates, which they can then use to create more BOFU and ROFU content which will continue to drive sales; along with focusing more efforts into out of home advertising for those who don't enjoy buying online in order to keep to their mission statement – to make sustainability accessible for all and do better for both people's health and the planets'.

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