



I BLAME BOOBS

COPPAFEEL! X BOOB OR BUST

A STRATEGIC SOCIAL MEDIA CAMPAIGN
PLAN

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INTRODUCTION:

CAMPAIGN MOTIVATION:

Education for young girls about their breasts, their development and risks like breast cancer isn't good enough. This campaign plans to improve knowledge and teach young girls how to measure themselves correctly so that they never have to wear an ill fitting bra, whilst educating them how to check their breasts and know what is normal for them in hopes that a new generation will account for less preventable cases of breast cancer and more cases caught and treated in the early stages.



CANCER FACTS:

- The most common type of cancer in the UK is breast cancer.
- Females aged 25-49 account for more than 44% of all cases (CoppaFeel!, 2020).
- 23% of all cases are preventable, yet there were nearly 12,000 deaths between 2016-2018 (Cancerresearchuk, 2023).
- 81% of all women are wearing the wrong bra size.
- 96% of girls aged between 11-18 wear some kind of breast support.
- Yet, 73% reported breast specific concerns including breast bounce and 87% wanted to learn more about their boobs (Scurr Ph.D., et al., 2016).

COPPAFEEL!

ABOUT:

A charity designed to help everyone stand the best possible chance of surviving breast cancer by educating people, especially young, on the importance of getting to know your boobs and pecs. The first breast cancer charity in the UK to solely create awareness amongst young people in a light hearted way.

This campaign takes their work a step further through a strategic social media collaboration campaign which provides a call to action for young people aged 11-18 in which they will take the first steps to a lifetime of good habits designed to lower the amount of preventable breast cancer cases.



CURRENT WORK:



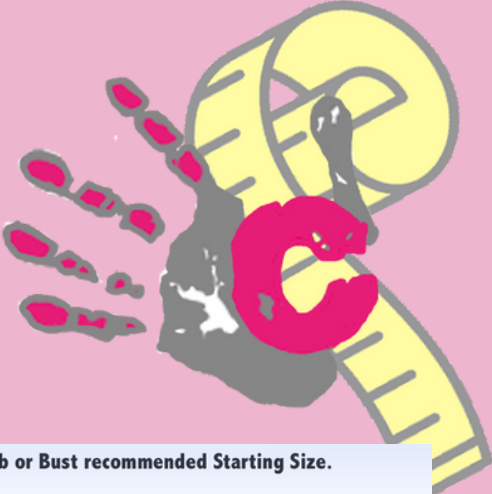
Although already currently working with schools by providing free resources on their website, this campaign will strengthen these relationships and heighten the partnership between the charity and schools in the UK, encouraging the exposure of the charity across the UK to boost funding and educate more young people.

BOOB OR BUST

ABOUT:

A website and Facebook group designed to make sure your boobs have the most comfortable 'home' possible. Designed to bust myths on bra measuring provided by outdated measuring techniques used by retailers the group run by volunteers offers a link to a measuring calculator, fit checks and advice from other women.

This campaign will take the volunteer-led group a step further allowing the calculator to be used by thousands more and the advice and research provided to be used properly and adopted by all high-street retailers, ensuring more comfortable 'boob homes' for all women of all ages.



CURRENT WORK:

WHY BOB WORKS

(BOOB IN CUP NOT IN BAND)

good fit

Small band plus larger cup. Band is snug against the rib cage all the way around and breast tissue fully enclosed in cup.

bad fit

large band plus smaller cup. Band is not snug against ribs and offers no support. Breast tissue isn't enclosed in cup.

When you get the right band and cup combination the bra shouldn't feel tight as the breast tissue is in the cup, not the band.

BOOB OR BUST

I'M A DD CUP

DID YOU KNOW THIS DOESN'T ACTUALLY MEAN ANYTHING?

NOT ALL DD CUPS ARE EQUAL

The cups change with the band. They don't sew a DD cup on the right length band!

BOOB OR BUST

BRA SHAPES

To find your boob type, bend forwards and look at where your nipples point.

Towards Feet
full on top

Towards Head
full on bottom

Towards Floor
even fullness

BOOB OR BUST

If you tighten the shoulder straps too much they can stop breast tissue moving properly into the cups. Loosen them fully, scoop and swoop, then try adjusting how tight they are.

Scoop

Swoop

Revelation LINGERIE BOOB OR BUST

Please enter your measurements below to calculate your Boob or Bust recommended Starting Size.

How to measure

UK Dress size:	14	
Tight :		Inches
Snug :		Inches
Standing :		Inches
Leaning :		Inches
Pregnant?	<input type="checkbox"/> No <input type="checkbox"/> Yes	Why do we ask this?
Breastfeeding?	<input type="checkbox"/> No <input type="checkbox"/> Yes	Why do we ask this?
Under 18?	<input type="checkbox"/> No <input type="checkbox"/> Yes	Why do we ask this?

SUBMIT

BoB currently offers a link to their calculator which will give you your real bra size. This calculator isn't currently widely used despite the research behind it. No high street retailers currently use this method and so women that use this struggle to find bras in their sizes easily available. This campaign will give the group the platform to educate women on how to measure their breasts properly and where to buy bras from. The call to action will encourage more women to hold retailers accountable for lack of sizing, extreme costs and will give space for women to demand change from the beginning of their journey to the end.

I BLAME BOOBS

THE CAMPAIGN:

Designed to engage young people with boobs. The campaign will teach them the importance of checking your boobs for changes and how to measure correctly whilst recognising the struggles of having boobs. It includes a call to action which will encourage girls to use the calculator to measure themselves whilst checking their boobs.

BUSINESS OBJECTIVES

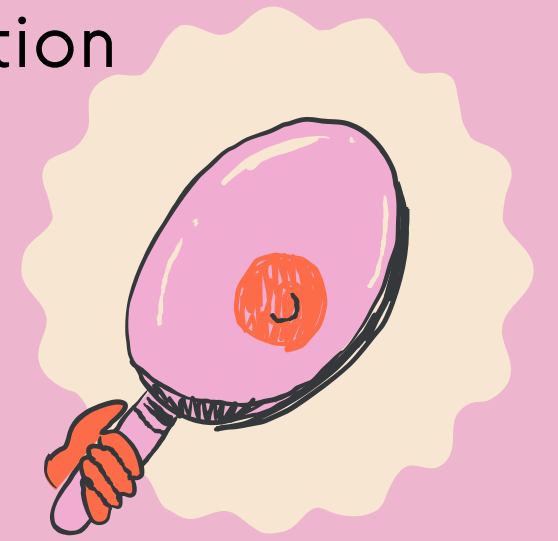
- BoB method adopted by high street retailers.
- Preventable breast cancer diagnosis down/to zero.
- Increase survival rate of breast cancer.
- Increase diagnosis in early stages.
- Breast cancer in young people taken seriously.

MARKETING OBJECTIVES

- Increase use of BoB calculator.
- Increase brand awareness and engagement in under 18s about CoppaFeel! and BoB.
- Participation in the call to action using the #iblameboobs.

AIMS

- Under 18s to use the calculator when measuring.
- Under 18s to check their breasts once a month.
- Educate girls about their boobs and the journey they will have with them.
- Encourage girls to talk about it and be open using the #iblameboobs.



I BLAME BOOBS

CAMPAIGN NAME:

The campaign name is designed to be risky, catchy and fun. This campaign is focused on getting young girls to have confidence in their boobs and how to look after them. What better way to give them confidence than to take away the taboo of the word 'boobs' and give them autonomy over their own bodies?

Our mission is to create a generation of girls that can recognise the signs and symptoms of breast cancer, that don't have to suffer years of ill-fitting bras and that are confident in their bodies and themselves.

This change doesn't happen overnight. Thousands of girls around the world feel ashamed of their bodies -

-or uncomfortable in their skin due to the fast changes that happen during puberty, this often follows girls into adulthood. Education isn't currently thorough or real enough to talk about the problems that come with having boobs. From feeling uncomfortable doing sports to deeper-routed issues that come with being a woman like unwanted attention, so why can't we embrace, acknowledge and blame our boobs for making life harder than it needs to be? Women are not equipped with the education they need to grow up knowing that boobs aren't a taboo, this needs to change.

This campaign offers an educational space for girls to come together and support one another in this process as they navigate life with boobs.

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TARGET AUDIENCE

11-18 Years old. Generation Z.
Biologically Female. (Has boobs!)
In education.



AUDIENCE PERSONAS

11-13

First stages of puberty
Learning about puberty process,
not necessarily active online



14-17

Has periods, in the process of growing
boobs
Secondary school, social media obsessed



18+

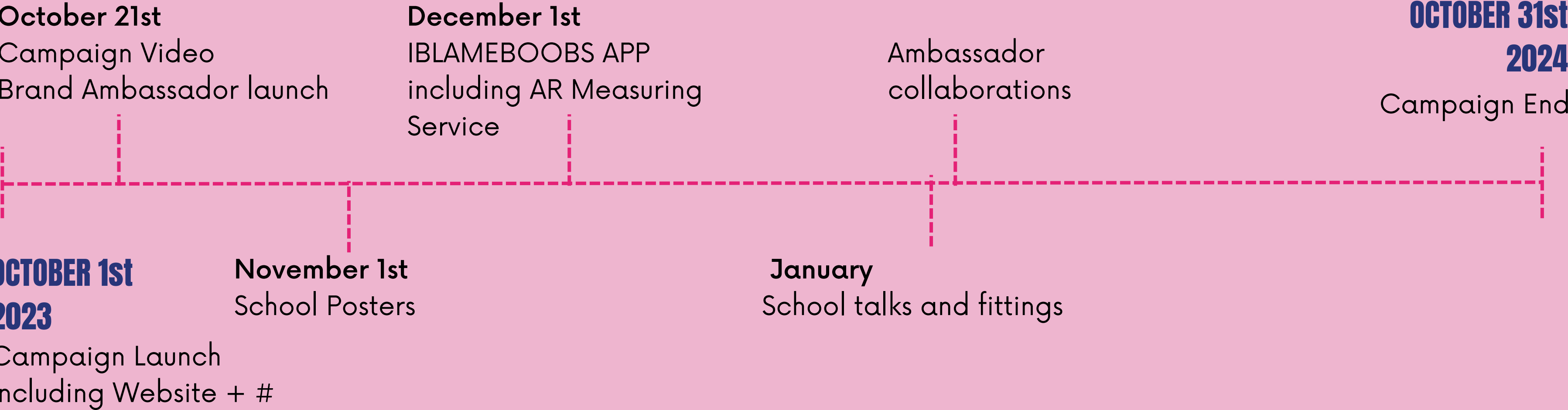
Finished puberty, fully grown
College/University, active on all
online platforms



I BLAME BOOBS

CAMPAIGN TIMELINE

1 Year.
October 2023 - 2024.
Utilising breast cancer awareness month.



SOCIAL MEDIA CONTENT



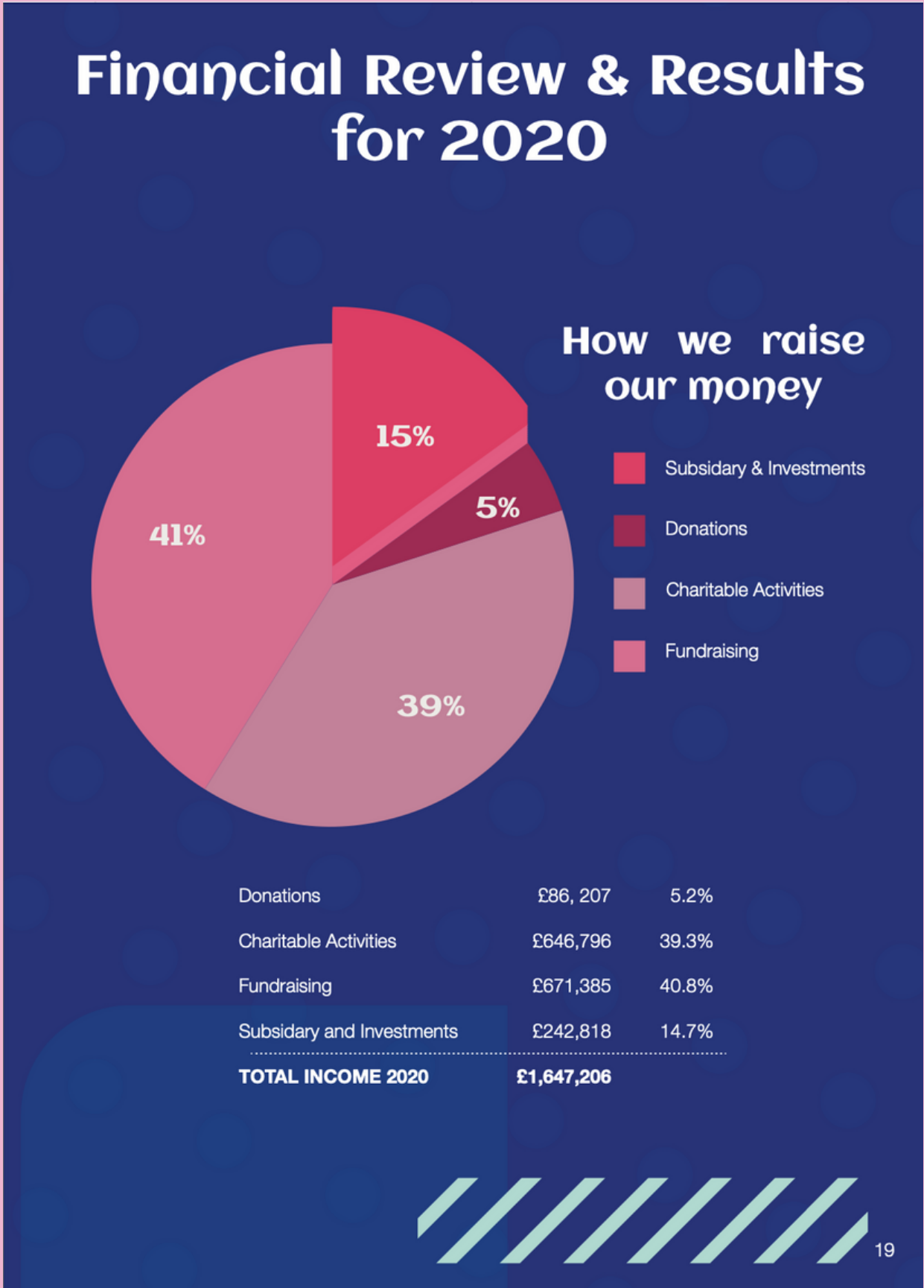
I BLAME BOOBS

BUDGET

Budget will be small and paid for by CoppaFeel! via their normal funding routes.

BoB currently has no budget and relies on volunteers.

We will fundraise throughout the campaign and it should pay for itself within the year.



I BLAME BOOBS

THE WEBSITE

The website will be linked and promoted by every piece of media released. It will be the base of the campaign and will hold trackable links to the BoB measuring calculator, the #iblameboobs, CoppaFeel! guides on how to feel your boobs, SMS and email reminder links and free resources.

These resources include advice and space for girls to connect with each other to give support, make friends and feel a little less alone.

Content from the campaign will be continually updated and a link to IBLAMEBOOBS APP will be placed upon app launch.



I BLAME BOOBS

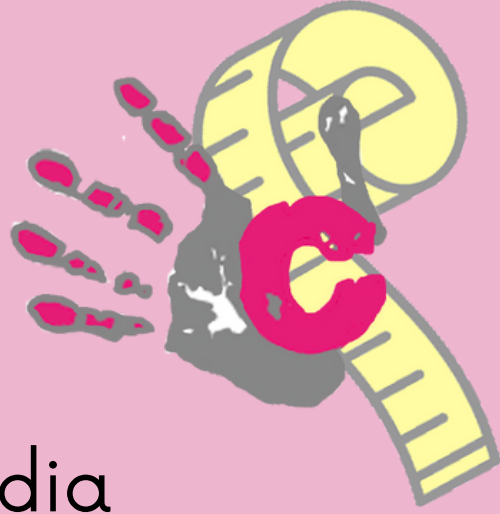
STEP 1: PROMOTIONAL VIDEO

The promotional video will focus on acknowledging how boobs make a girl's every day life harder than it needs to be, especially when they aren't equipped with the correct information to enable themselves to make their lives as comfortable and stress free as possible with correctly fitting bras. It will introduce the call to action encouraging girls to use the BoB calculator. The shots will range from girls aged 11-18 doing taily tasks from getting dressed for school, playing sports, hanging out with friends or tucked up in bed feeling bad because of their periods. It will then switch to introduce the campaign name and show clips of girls being measured correctly and checking their boobs correctly. Branding will be consistent and the video will encourage a community feel.

STEP 1: DISTRIBUTION

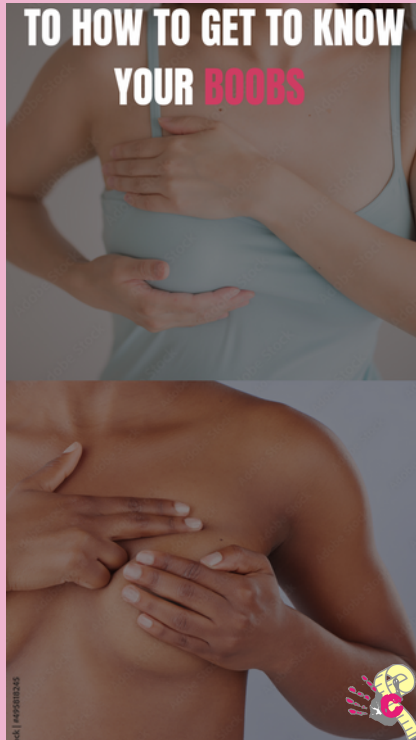
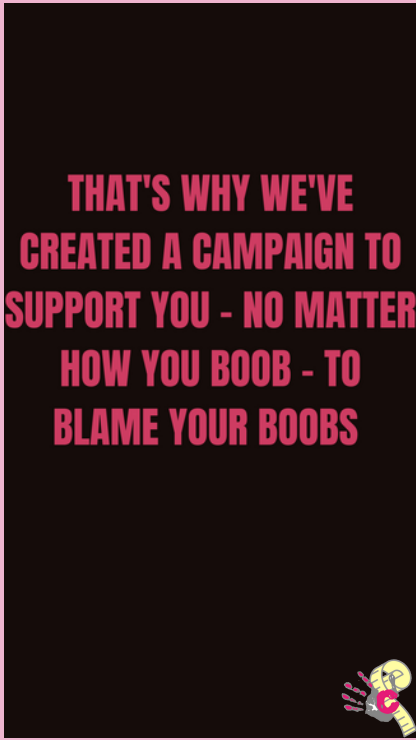
The video will be shared via social media encouraging the use of the #iblameboobs as a base for the call to action. This # will act as a base for user generated content also. The call to action encourages girls to share their experience using the calculator with a link to it via their own social media accounts. The campaign will use this content generated by users as promotion, sharing videos via the BoB/CoppaFeel! channels, on the website and on the app.

Launching as a 1 minute video on Youtube and a 30 second video on Instagram, TikTok and Facebook it aims to capture generation z's attention and provide them with enough information that they want to find out more in less than a minute due to their short attention spans (Rothman, 2016).



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STEP 1: MOCK UP VIDEO



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STEP 2: INFLUENCER AMBASSADORS

PART 1 CAMPAIGN AMBASSADORS

Having a selection of women who have experienced cancer first hand and know how it feels to deal with boobs that are also respected by the target audience is extremely important to the success of this campaign. In order to reach a wider selection of young women it is imperative that our brand ambassadors act as a middle point between the campaign and the audience. They put a face to the campaign and have to represent what we stand for - women's empowerment and education. They will share our content and their stories using the #iblameboobs which will allow all content generated to be measured under one name across all platforms.



PART 2 AMBASSADOR COLLABORATIONS

Further on in our campaign we will use these ambassadors to create educational content which will show women how to correctly measure their boob size and how to check their boobs for changes which could indicate breast cancer. This is part of our call to action. These ambassadors will share videos via Instagram, TikTok and Youtube showing the measuring process. These videos will use the # and will encourage girls to take the same steps to better health.

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STEP 2: POTENTIAL CAMPAIGN AMBASSADORS

These women have been specifically picked due to their different public experiences with cancer. They have all chosen to share their experiences publicly in the hope to help other women which not only aligns with our campaign morals but also means they are likely to accept a contract working for this campaign.



MOLLY-MAE HAGUE
6.8M
1.72M
2.5M



Had a lump removed in fear of cancer, currently pregnant and spoken about how her body has changed.



DEMI JONES
1.1M
61.1K
631.7K



Diagnosed with thyroid cancer after being told by fans to get it checked out. Now cancer free but a huge advocate. Step Dad also diagnosed.



SHAUGHNA PHILLIPS
1.4M
28K
404.1K



Lost her Dad to cancer then had a breast cancer scare. Known for being honest and outspoken about being a woman. Currently pregnant



BIGBOOBIEBIBLE
8.8K
-
42.3K



Currently works with the likes of Bravissimo to help girls get fitted. Offers fashion advice and bra reviews to help girls feel comfortable.

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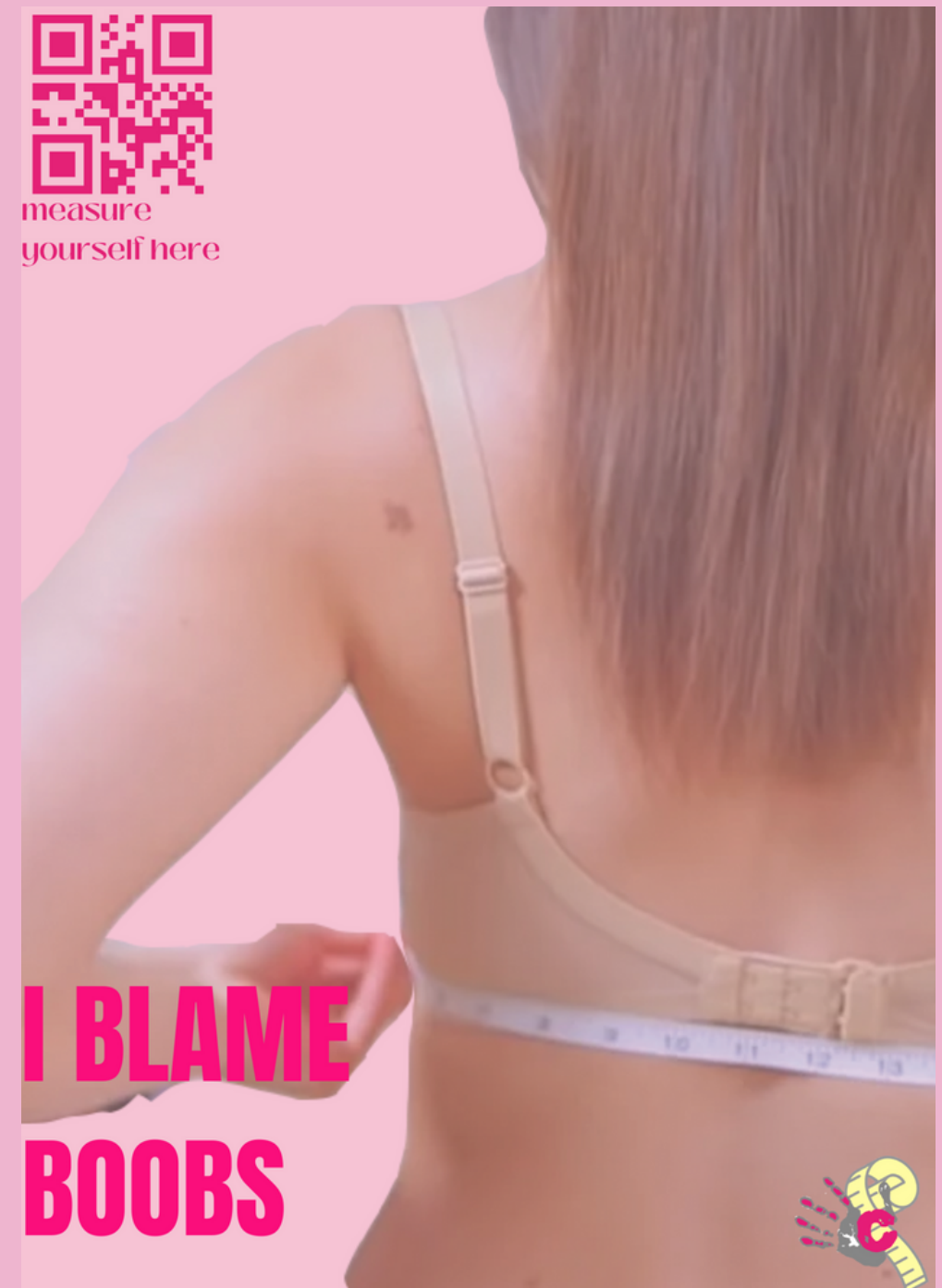
STEP 3: SCHOOL WORK PART 1 POSTERS FOR SCHOOLS



Mock poster for Primary School



Mock poster for Secondary+



Mock poster for Secondary+

Posters would be free to download and sent to all educational settings across the UK.

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STEP 3: SCHOOL WORK

PART 2: SCHOOL FITTINGS AND TALKS

Working with secondary schools across the UK this part of the campaign puts the call to action into practice. The objective of the campaign is for girls to be taught about their breasts and how to measure themselves correctly for bras. Using CoppaFeel!'s 'boobettes' - a collection of women (diagnosed) with cancer from 18-35 - we would send women around the country to deliver talks and fitting sessions for young girls with the consent of their parents/carers. This would get the conversation going and we would encourage the girls to share their experiences online using our #.

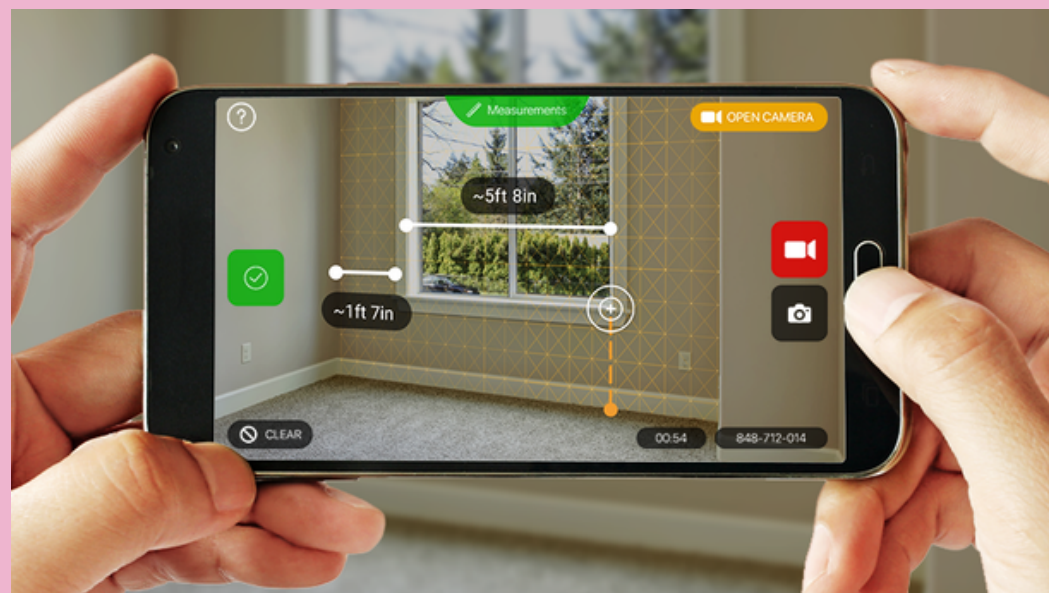
- Talk with schools across the UK
- Work with CoppaFeel! to arrange dates with 'boobettes'
- Gather consent from parents
- Deliver talks and fittings
- Encourage girls to share their fitting experiences online using the # to show it isn't a scary experience



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STEP 4: IBLAMEBOOBS APP AND AR MEASURING SERVICE

Two months into the campaign we will launch the IBLAMEBOOBS APP which contains the AR Measuring Service. Designed to be more than a one time use app it will contain all the information provided on the website in a mobile-friendly application with the addition of the AR service. This ensures a more user-friendly experience which is easy to use and helpful to have on your phone, creating a community of regular app users (measurable).



The AR service is designed to allow young girls to access the BoB measuring service without stepping out of the comfort and safety of their homes. This offers the service to girls who aren't confident enough or cannot access measuring services. We will encourage users to share their experiences using the #iblameboobs with how to guides and advice for others.

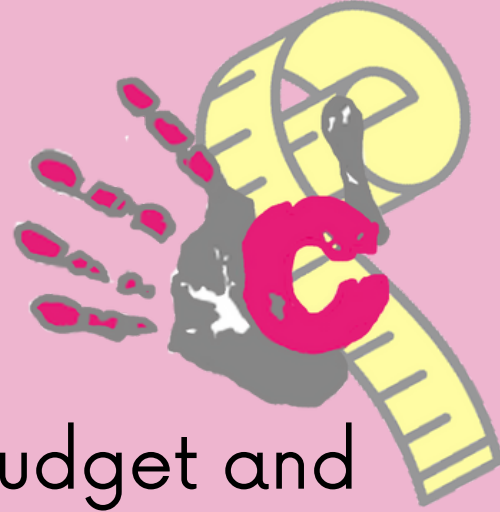
In the same way you can use AR to measure windows in your house, we will design an application that enables you to measure yourself in order to get the measurements needed for the calculator. This removes the need for human interaction, the need for a tape measure and the embarrassment that often comes with a first bra fitting.

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SOCIAL MEDIA STRATEGY ACROSS EACH STEP:

Social media use is our main driver of this campaign. With a huge focus on user generated content via TikTok using the #iblameboobs along with our own promotional video we expect to pick up a large following on all platforms. Despite virality being hard to predict, we expect our campaign to go far and wide due to it being supported by more traditional PR strategies like visiting schools.

This strategy is embedded at every step of this campaign and supported by the measurable tactics in place. With brand ambassadors being the driving force of the call to action and conversation via the # we expect our target audience to respond quickly to the messages we will send.



User generated content will save our budget and create organic content and reactions across a wide range of audiences. We will gain earned media from this which will give us a base to continue the campaign further in the future. TikTok and Instagram strategy is key to us hitting our business and marketing objectives and campaign aims.

The main focuses of our social media strategy are:

- to encourage use of the BoB calculator (link shares/clicks)
- to encourage conversation using the #iblameboobs and responding to the call for action
- to spark girls to learn how to check their boobs correctly
- app downloads and website visits

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MEASUREABLES:

	EXPOSURE	ENGAGEMENT	INFLUENCE	IMPACT	ADVOCACY
PAID	<ul style="list-style-type: none"> Website visits # use App downloads Visits to either company's individual websites 	<ul style="list-style-type: none"> Use of calculator Use of # Viewed content of brand ambassadors Website views App use 	<ul style="list-style-type: none"> Amount of times calculator used Amount of # used Follows, likes, comments Ambassador engagement 	<ul style="list-style-type: none"> Calculator used Videos of people checking their boobs Education Increase at Schools 	<ul style="list-style-type: none"> Influencer mentions Use of # by influencers Future brand ambassadors
OWNED	<ul style="list-style-type: none"> Social Media Metrics (views on videos, comments, likes) Website visits App downloads 	<ul style="list-style-type: none"> Use of calculator Video engagement Use of # Website views App use 	<ul style="list-style-type: none"> Calculator usage App downloads and reviews Website clicks 	<ul style="list-style-type: none"> Change a generation to check and measure their boobs correctly 	<ul style="list-style-type: none"> Recommendation for people to use the calculator and check boobs Website and App visits/downloads
EARNED	<ul style="list-style-type: none"> Mentions on social media and in press Use of # Website shares / app reviews 	<ul style="list-style-type: none"> Use of calculator Use of # Website views App use 	<ul style="list-style-type: none"> Regular chats about boobs Increased education Press Releases 	<ul style="list-style-type: none"> Use of calculator Use of # Knowledge about boobs 	<ul style="list-style-type: none"> Recommendations to use the calculator and check boobs App downloads Website Clicks

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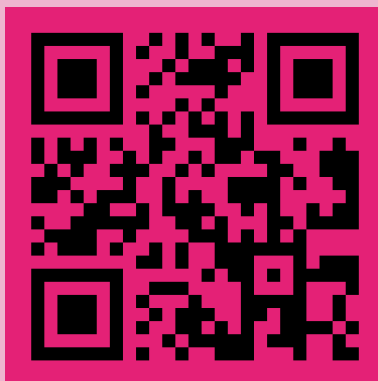
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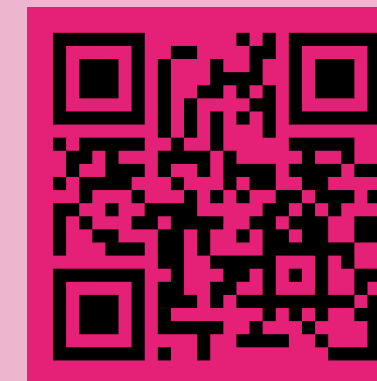


I BLAME BOOBS

COPPAFEEL! X BOOB OR BUST



WEBSITE



APP