



# MendTality

Mending Minds, One Word at a Time




# Marketing Plan

— 2023-2024 —

 [mendtality@outlook.com](mailto:mendtality@outlook.com)

 [mendtalityve.com](http://mendtalityve.com)

 [@mend\\_tality](https://www.instagram.com/mend_tality)

 [@mendtality](https://www.tiktok.com/@mendtality)



# MendTality

## Table of Contents

### Pitch

Problem Statement	-----	}	<b>1</b>
Solution Statement	-----		
Company Overview	-----	}	<b>2</b>

### Target Market

Primary Market	-----	}	<b>3</b>
Secondary Market	-----		
Segmentation	-----		

### Market Analysis

Real-World Industry	-----	}	<b>4</b>
Virtual Market	-----		
Competitive Analysis	-----	}	<b>5</b>
Real-World Competitors	-----		
Virtual Competitors	-----		

### Marketing Plan

Product	-----	}	<b>6</b>
Pricing	-----		
Placement	-----		
Promotion	-----	}	<b>7</b>
Positioning	-----	}	<b>8</b>

### Closing Statement

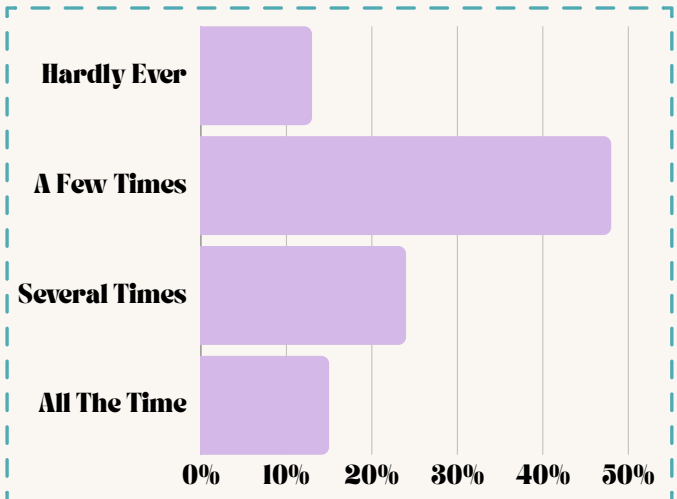
Citations	-----	}	<b>A</b>
-----------	-------	---	----------

# Pitch

## Problem Statement

It is often said that there are two types of people in the world, those who see the world as a glass half-full, and those who view it as a glass half-empty. The glass half-empty view is found to be very prominent in the mindsets of young adults. This mindset leads to negative thoughts found by the National Science Foundation to take up 80% of daily thoughts. Young adults deal with negative thoughts both internally and externally. External negative thoughts are general negative views on the world while internal negative thoughts tend to make individuals compare themselves and feel less than. With the increase in negative thoughts as well as heavy social media use, young adult's mental health continues to decline.

## Negative Thoughts In A Day



## Solution Statement

MendTality works to replace the negative thoughts young adults have with positive ones in the form of positive affirmations. By introducing positive messages, MendTality helps the customer to create a better mental space and limit the negativity in their lives. Through an interactive student program called the Prosperity Project, students participate in activities and lessons that dive into how focusing on positivity can improve daily life and mental well-being. Students leave the program with tools and better habits that can be implemented into everyday life that in turn increase overall positivity. MendTality's product line consists of frequently used products with positive messages to further the goal of increasing positivity by allowing the customer to surround themselves with positive words that will subconsciously become a natural part of their lives.



# Company Overview

MendTality started its operation in Bakersfield, California in October 2023 and is positioned in the wellness industry. This industry's main focus is mindfulness and lifestyle changes, aligning with MendTality's mission. MendTality filed as an S corporation and strives to mend minds one word at a time. MendTality aims to improve the mental wellness of young adults and allow them to prosper using a words of affirmation product line and an interactive student program.

## Products

MendTality offers a range of merchandise including apparel, jewelry, calendars, and journals designed by teens for teens. Each product features unique positive messages and graphics, such as bracelets engraved with positive words for reminders. MendTality also offers two types of calendars: one with daily challenges based on positivity and mental well-being, and the other with tear-away challenges for daily engagement. The company also offers two types of journals: spiral bound and leather bound, with entries encouraging mindfulness. These products are designed by teens for teens, with an advantage to resonate with our target market.



**Apparel**



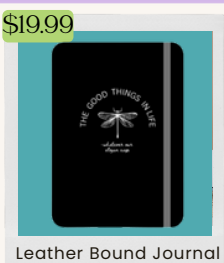
**Jewelry**



**Calendars**



Affirmation Hoodie



Leather Bound Journal



Metal Heart Bracelet

## Service

MendTality's interactive student program, The Prosperity Project, is a 3-day student assembly aimed at helping students change their mindset and incorporate positive thoughts into their lives. The program has a detailed itinerary that is focused on changing mindsets. Led by trained MendTality employees, participants learn how to turn negative thoughts into positive ones through team building, meditation, and journaling. These activities help students become more prosperous while building positive connections with their peers. Students attending the program will leave with resources that encourage a positive mindset and a new understanding of how positivity affects their daily lives. They will understand how to change negative thoughts into positive ones throughout the program.

The  
Prosperity  
Project

# Target Market

## Primary Market

MendTality has a primary target market of teenagers and young adults from the ages of 13-24 years old. Being a young adult can be hard, so by targeting people within Generation Z, MendTality is focusing on those who may be struggling with a lack of positivity in their lives. The teenage years are a formative time in life when there are new changes and new challenges. These challenges are only made worse since teens are still developing mentally. Therefore, young adults will benefit from MendTality's positive products and interactive student program.

## Customer Persona



- Lilly Jones
- 16 years old
- High school junior
- Experiences negative thoughts
- Spends a lot of time on social media

## Secondary Market

The mental well-being of children often affects the mindsets of an entire family, therefore, MendTality has a secondary target market aimed at parents who will buy these products for their children. MendTality strives to support the entire family as the parents of Gen Z care about their child's wellbeing and will be more likely to invest in our company.

## Market Segmentation

### Psychographic

- Values their mental well-being
- Desire to change their mindset
- Unsure how to change their mindset

### Geographic

- Lives within the United States
- Online retail
- Virtual Enterprise (VE) Firms in the United States

### Socio-Economic

- Household Income
- \$50,000 - \$100,000

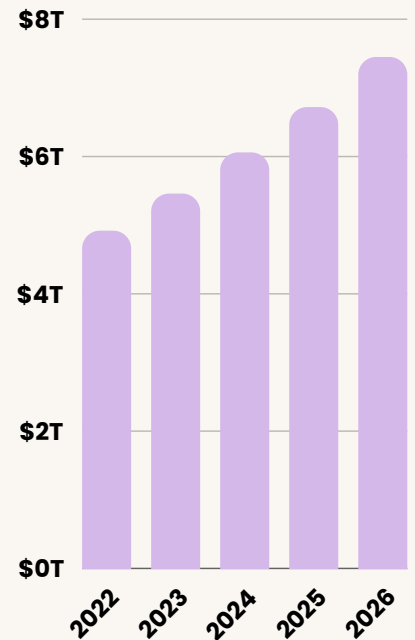


# Market Analysis

## Real-World Industry

MendTality is part of the wellness industry that encompasses various components including mental, spiritual, and emotional health as well as corporate wellness programs. The wellness industry is experiencing significant growth due to a cultural shift in the U.S. towards prioritizing individual well-being. The wellness industry has a market value of 5.4 trillion, expanding at a compound annual growth rate of 10.9%. The industry's growth is attributed to increased mental health awareness, lifestyle changes, and the rise of physical health among Americans. The wellness industry is focusing on improving mental and emotional health among young adults, with a 10.9% increase in mental illness cases from 2008 to 2019. The COVID-19 pandemic has accelerated this growth, highlighting the need for services and products like MendTality that focus on positive affirmations and experiences for young adults.

Wellness Industry Projections



Source: Vision Research Reports

## Virtual Industry

Within the Virtual Enterprise industry, Mendtality primarily falls under the Health & Beauty market but is also part of other market categories: Business Service, Clothing & Accessories, Novelty, and Unconventional. According to VE Market Insights, it was reported that the Health & Beauty industry is the second highest in sales with \$189,063,797 incoming volume. As the only firm to offer an interactive student program and products focused on well-being and positive words, MendTality is expected to thrive in the Virtual Enterprise market.

### VE Market

MendTality attends Virtual Enterprise trade shows to showcase and sell its products. At the San Diego trade show in December 2023, there was close to 1,000 possible customers (50 VE firms at around 20 people) all in our target market, MendTality found itself in a perfect position to market to these customers. In our market research, we found each customer had around \$800 to spend with us. Being the only company that includes an interactive student program there were no direct competitors.

VE Category Breakdown (6/20 - 12/11/23)

Category	Transactions	Incoming	Net (\$)
Health & Beauty	151,753	96,169	\$10,684,503
Novelty	107,671	72,273	-\$1,046,867
Clothing & Accessories	196,970	124,157	\$2,519,656
Unconventional	119,966	75,367	-\$10,798,658

# Real-World Competitors

MendTality aims to mend negative thoughts into positive thoughts. MendTality engages with both male and female audiences and incorporates positive affirmations such as “choosing myself” and “capable” into its product line. MendTality does have real-world competitors including, Active Minds, which is an indirect competitor that focuses on reducing the stigma that surrounds mental health on campuses, schools, and workplaces. Challenge Day is another competitor that emphasizes building a positive school culture and promoting connections among individuals with diverse backgrounds. However, all of these competitors serve a different purpose compared to MendTality. MendTality promotes positive thinking among young adults to improve mental well-being and foster prosperity. Additionally, our unique selling proposition is that our products are designed by teens for teens and promote positivity through our interactive student program.

## Real World Competitors

Student Programs	
Positive Affirmation Clothing	<p>@SELF CARE IS FOR EVERYONE</p> <p>SEE THE WAY I SEE</p> <p>STAY </p>
Positive Affirmation Accessories	
Positive Affirmation Novelties	

## Virtual Competitors

	Wellness Products	Positive Affirmations	Student Interactive Program
<p>Rizilient</p>	✓		
<p>lune</p>	✓		
<p>Empower</p>	✓		
<p>MendTality</p>	✓	✓	✓

## Virtual Competitors

MendTality is unique in the Virtual Enterprise market as there are no indirect or direct competitors for MendTality’s interactive student program. However, several indirect competitors offer mental wellness-based products: Rizilient offers self-growth magazines and podcasts, Lune provides sleep solutions, and Empower offers products to relieve stress and depression. However, none of these VE firms provide a service tailored to help young adults initiate a shift towards a positive mindset as MendTality does.

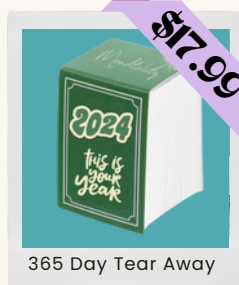
# Marketing Plan

## Products & Pricing

MendTality provides affordable prices for young adults to promote positivity in their daily lives. Being a company that is designed by teens for teens, MendTality has taken factors such as the salaries of VE students and the average income of young adults when determining the price of their products. Product retail prices range from \$15.99 to \$41.99, with an average retail price of \$25.24. The \$0.99 that is added to each whole dollar price is used strategically. MendTality uses the charm pricing strategy to affect people's psychological pricing. MendTality also uses competitive pricing when determining prices by analyzing prices that were set by competitors.



T-Shirt



365 Day Tear Away



Leather Bound Journal

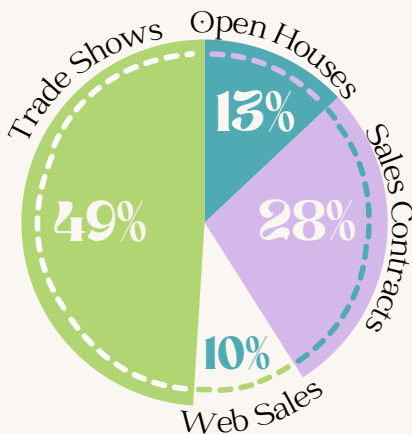


Hoodie

## Placement

MendTality offers products to young adults through its e-commerce website, in-person VE trade shows, virtual trade shows, and open houses. The company plans to secure contracts with schools to bring The Prosperity Project to teens. Customers can easily browse the product line and make purchases at any time. MendTality's website provides a user-friendly platform for making purchases, while its booth displays a welcoming atmosphere. The company's trained team hosts the Prosperity Project, an interactive student program for students, where they receive a journal and bracelet as resources to promote positivity even after leaving the program.

### Sales Distribution



### Trade Shows



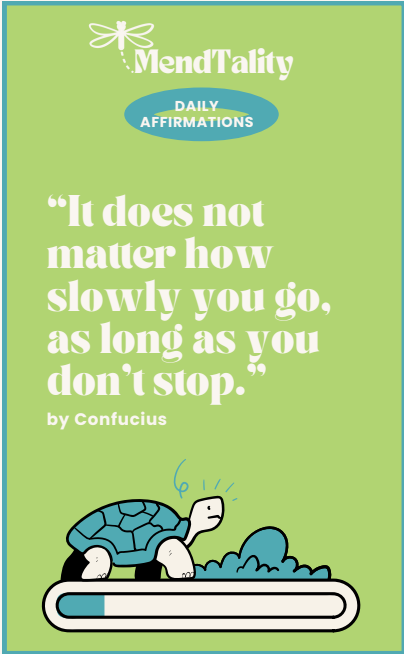
### Web Sales



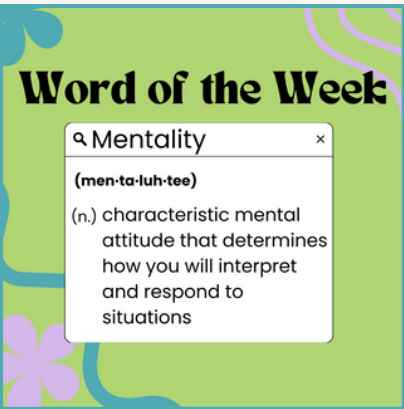


# Promotion

MendTality allocates \$5,865 monthly to its advertising budget to reach its target market. They use 7% of their annual sales projections to determine the budget, which is then divided into monthly payments. Social media is the primary source of promotion since 97% of young adults use social media, with 46% using it constantly. Over 60% of these users are influenced by social media to purchase products.<sup>1</sup> MendTality allocates 20% of its advertising budget for social media promotion, allowing the company to promote itself while limiting spending effectively. MendTality found that when promoting health products Instagram and TikTok are the most popular social media platforms among teens.<sup>2</sup> The cost per click on Instagram costs between \$0.50- \$0.95 per click.<sup>3</sup> Whereas TikTok allows the company to pay \$10 for every 1,000 views from people who have seen the ad.<sup>4</sup>



MendTality aims to make social media a positive place by posting positive stories daily, a "Word of the Week" every Wednesday, customer insight questions, and company announcements. They also stay updated on new trends on TikTok as well as posting weekly videos to increase engagement. MendTality spends 25% of its advertising budget on paid sponsorships to boost brand awareness and credibility. The company contacts social media influencers monthly to secure one sponsored post featuring MendTality products. The company also uses commercial and radio advertisements to capture the concept of our products. A study found that radio reaches 93% of teens because music is very popular among this age group.<sup>5</sup>



View Our Commercial!



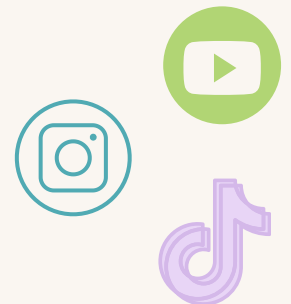
# TikTok Analytics

## Key metrics

Download data

Last 7 days Last 28 days **Last 60 days** Custom

<b>Video views</b> <b>4.9K</b> ↑ 4.9K (0%) vs. Oct 4 - Dec 2	<b>Profile views</b> <b>83</b> ↑ 83 (0%) vs. Oct 4 - Dec 2	<b>Likes</b> <b>354</b> ↑ 354 (0%) vs. Oct 4 - Dec 2
<b>Comments</b> <b>9</b> ↑ 9 (0%) vs. Oct 4 - Dec 2	<b>Shares</b> <b>1</b> ↑ 1 (0%) vs. Oct 4 - Dec 2	<b>Unique viewers</b> <b>3.9K</b> ↑ 3.9K (0%) vs. Oct 4 - Dec 2



## Positioning

When customers think of MendTality, they will be reminded of the positive, kind, and inviting environment that the company created. These are feelings the company hopes to invoke in consumers with their branding in addition to their products and services. The company's color palette is specifically geared towards colors that represent different aspects of mental well-being that also create a calming environment for customers. The use of a dragonfly as a part of the MendTality logo represents growth, change, love, and hope. The dragonfly is used in company branding and product designs. MendTality works to help better society through the donation of \$1 for every purchase made by a customer to NAMI. NAMI is the National Alliance on Mental Illness, which is a nonprofit organization dedicated to "building better lives for the millions of Americans affected by mental illness."<sup>6</sup>

**This package  
is happy to  
see you too!**

We hope that this package brings as much positivity to your day as your purchase brought to ours :)



**Smile! Your  
purchase just  
donated \$1 to NAMI.**

= **\$1**



## Company Branding



Mental health, Change, Growth, Prosperity



Optimism, Kindness, Relaxes, Soothes



Inviting, Tranquility, Balances Emotions



## Closing Statement

MendTality is striving to bring young adults the positivity they need in their daily lives. MendTality aims to improve the mental wellness of young adults and allow them to prosper through both a words of affirmations product line and an interactive student program. MendTality strives to mend minds one word at a time.

# Citations

1. <https://www.bls.gov/news.release/pdf/youth.pdf>
2. <https://www.statista.com/topics/10215/advertising-and-marketing-to-generation-z-in-the-united-states/#topicOverview>
3. <https://www.pewresearch.org/internet/2022/08/10/teens-social-media-and-technology-2022/>
4. <https://adbraze.com/blog/instagram-ad-cost>
5. <https://instapage.com/blog/tiktok-advertising/#:~:text=Instead%2C%20the%20platform%20uses%20cost,either%20paid%20or%20organic%20content.>
6. <https://www.nami.org/Home#:~:text=NAMI%2C%20the%20National%20Alliance%20on,Find%20Your%20Local%20NAMI>

