



WELL-BEE-ING

THIS IS YOUR BEESWAX.

Marketing Competition

2023-2024



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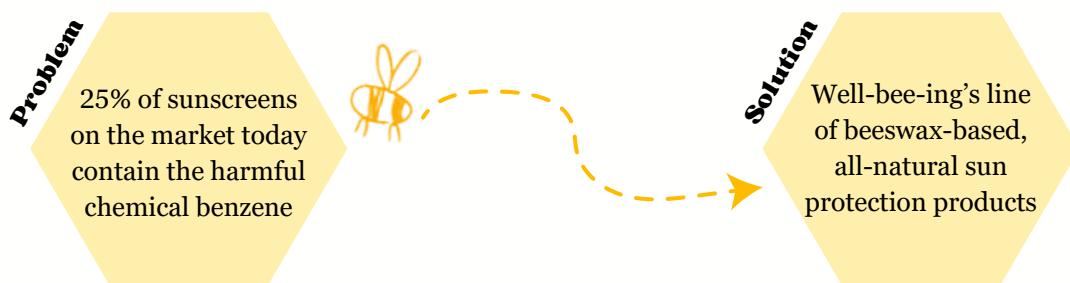
Table of Contents

Pitch	2
Problem and Solution	2
Ingredients	2
Mission Statement	3
Target Market	3
Primary Market	3
Market Segmentation	4
Buyer Personas	4
Secondary Market	4
Marketing Plan	5
Product	5
Pricing	5
Place	5
Promotion	5
Positioning	6
Industry Analysis	6
Competitors Chart	6
Real industry Analysis	6
Results	6
Social Media Example	7
Results Summary	7
	7

Pitch

In the contemporary sunscreen and skincare market, consumers find themselves grappling with a significant dilemma. On one hand, there are products that boast being natural and devoid of chemicals, but they come at an exorbitant price. On the other hand, there are more affordable options, yet these are laden with harmful chemicals and potential carcinogens. This conundrum forces individuals to make a compromise between their health and their budget.

Enter Well-bee-ing, a revolutionary solution that upends this dichotomy. Well-bee-ing has developed a comprehensive line of all-natural sun protectant products that rival similarly priced, well-established brands such as Sun Bum or Banana Boat. Our commitment lies in offering consumers a product which does not sacrifice their health for affordability.



Well-bee-ing's dedication to simplicity and purity sets us apart. Our products are formulated with five essential natural ingredients. The beeswax base forms the cornerstone of our innovative approach, creating an all-natural, chemical-free alternative to the plethora of sunscreens currently dominating the market.

- 1 Filtered Beeswax
- 2 Shea butter
- 3 Coconut oil
- 4 Vitamin E oil
- 5 Zinc oxide



Shea butter, known for its moisturizing properties, harmoniously combines with vitamin E oil, known for its antioxidant benefits. The inclusion of coconut oil not only contributes to skin nourishment but also provides a pleasing texture. Our protectant ingredient, zinc oxide, ensures defense against the sun's harmful rays.

Mission Statement



We work to create all-natural products for your personal Well-Bee-ing



Beeswax not only serves as a natural emulsifier, enhancing the overall consistency and stability of our products, but it also acts as a formidable barrier against environmental toxins. It forms a protective layer on the skin, sealing in the benefits of the other ingredients while shielding against the harsh effects of the sun. This beeswax-based formula distinguishes Well-Bee-ing from the competition, offering consumers an alternative that aligns with their desire for both natural ingredients and effective sun protection. In a market saturated with choices, Well-Bee-ing emerges as a pillar of conscientious skincare. By prioritizing natural ingredients without compromising on affordability, we aim to revolutionize the way consumers approach sun protection. With Well-bee-ing, individuals can confidently choose a product that not only cares for their skin but also cares for their overall well-being.

Target Market

Primary Market

Well-Bee-ing has strategically identified Gen Z, encompassing individuals ages 14-26, as our primary target market. This selection is grounded in the understanding that nearly 80% of lifetime sun damage occurs before the age of 18. Furthermore, our market research indicates that 79% of teens ages 14-18 express a preference for all-natural and organic products. Well-Bee-ing provides a solution to this dilemma by offering an all-natural skin protectant line at a competitive price point comparable to well-known brands like Sun Bum or Banana Boat. We use these brands to create our price point because teens tend to gravitate towards their bright colors and design elements, so by creating a competitive price point, our brand becomes more desirable. Our formulation, consisting of just five simple natural ingredients, including the unique inclusion of beeswax, sets us apart in providing a chemical-free alternative to conventional sunscreens.

Market Segmentation

Psychographics: Gen Z are environmentally and socially conscious consumers who seek sun care solutions that not only offer effective protection, but also align with their commitment to sustainability and inclusivity. Our research indicates that skincare, including sun protection, is a form of self-expression and reflection of their values. Influenced by online trends, social media influencers, and user-generated content, Gen Z relies on these factors when making product choices.

Geographics: Gen Z's diverse preferences reflect their dynamic, digitally connected lifestyles. Urban individuals may prioritize portable and easy-to-use sunscreens, while suburban and rural consumers might lean towards long-lasting, sweat-resistant formulations suited for outdoor activities.

Demographics: Well-Bee-ing aims to cater to all races and genders within Gen Z, emphasizing inclusivity and diversity. Our chemical free formula, which excludes compounds such as titanium dioxide, is designed for any skin color. By intentionally leaving out these chemicals, Well-bee-ing's sunscreen creates no white cast, and includes neutral ingredients suitable for sensitive skin.



Meet Aubrey, a 19 year old college student from Salt Lake City, Utah. Aubrey plays soccer, and regularly finds herself getting sunburnt during outdoor practices. Aubrey is very health conscious, and she prefers to use products that don't include harmful chemicals in them. Our Bee-Block Lotion is perfect for Aubrey's long soccer practices, and she loves its organic properties.



Next meet Eric an 18 year old from Pasadena, California. Eric loves to surf, but he has trouble finding a sunscreen that stays on while he hits the waves. He also constantly struggles with popular sunscreens leaving a white cast on his skin. Well-bee-ing's Bee-Screen Stick with its thicker and chemical free formula makes the perfect sunscreen for Eric.

Secondary Market



Millennials with a median income ranging from \$70,000 to \$120,000 annually, Well-bee-ing focuses on married couples with children. We aim to ensure they can afford our product and purchase it for their families.



Millennials value self-care, considering sustainability, inclusivity, and personal expression. Well-Bee-ing positions itself as more than a product, rather a lifestyle choice that aligns with Millennial values with its eco-friendly features.



Sustainability practices may resonate more strongly in environmentally conscious regions, and urban areas may prioritize pollution protection. Targeted messaging aims to adjust promotion for lifestyle differences among millennials.



Well-Bee-ing strives to be inclusive, recognizing the diversity within the millennial demographic. The primary purchasers within this market are likely college-educated individuals with jobs and children.

Marketing Plan

Product: At Well-Bee-ing, we proudly present our exceptional all-natural sunscreen line, based on the nourishing properties of beeswax. Our range includes the Beescreen Stick (SPF 29), Bee-Block Lotion (SPF 49), and Bee-Shield Spray (SPF 29). What sets us apart is our commitment to purity – our sunscreens are free from harmful chemicals. Crafted with care, our formula consists of only five simple ingredients: filtered beeswax, shea butter, coconut oil, vitamin E oil, and zinc oxide. Beeswax, with its anti-inflammatory and hypoallergenic properties, emerges as a sustainable and ideal choice, ensuring a sunscreen that not only protects but also cares for your skin.

Pricing: Understanding the dilemma of choosing between affordable sunscreens with chemicals and costly, healthier alternatives, Well-Bee-ing offers a solution. Our Beescreen Stick is priced at \$16.99, the Bee-Block Lotion at \$17.99, and the Bee-Shield Spray at \$19.99. To make our products even more accessible, we provide a bundle of all three for just \$39.99. Despite the online platform's automatic inflation, our commitment to affordability remains unwavering, ensuring that our consumers can prioritize their well-being without compromising their budget.

Place: You can find our products on our official website and the VE hub, with a presence at virtual and in-person trade shows. We also have an out of network contract with Dick's House of Sports in Knoxville, TN, for \$30,000 in the months of January, February, March and April. Looking ahead, our ambitious goal is to expand into online retail giants like Amazon, followed by establishing a presence in other brick-and-mortar stores such as Target, Sephora, and Ulta within the next 5-10 years.

Promotion: At Well-Bee-ing, our promotional strategy is as innovative as our products. We leverage Instagram, TikTok, X, Facebook, and our website to engage with our target audience of young adults and teens. Collaborating with our High School's Virtual Enterprise account allows us to reach a broader audience. Our Bee In The Know Campaign keeps consumers informed year-round, sharing educational content about our products and environmental facts. The Bee-Wild Ambassadorship Program further extends our reach by recruiting active teens and young adults to promote our products on their social media platforms, fostering a sense of community and shared values.

Positioning: Using a vibrant palette and diverse fonts, our social media posts captivate followers, ensuring ongoing engagement and updates. By staying attuned to trends and current events, our content remains relevant, ensuring that no one loses interest. Our posting schedule, featuring a weekly fact, bi-weekly TikTok, and constant product promotion, positions Well-Bee-ing as a brand that not only prioritizes affordability but also champions the cause of all-natural skin protection.

Industry Analysis



BURT'S BEES



DIRECT COMPETITORS

INDIRECT COMPETITORS



**Natural
&
Chemical Free**

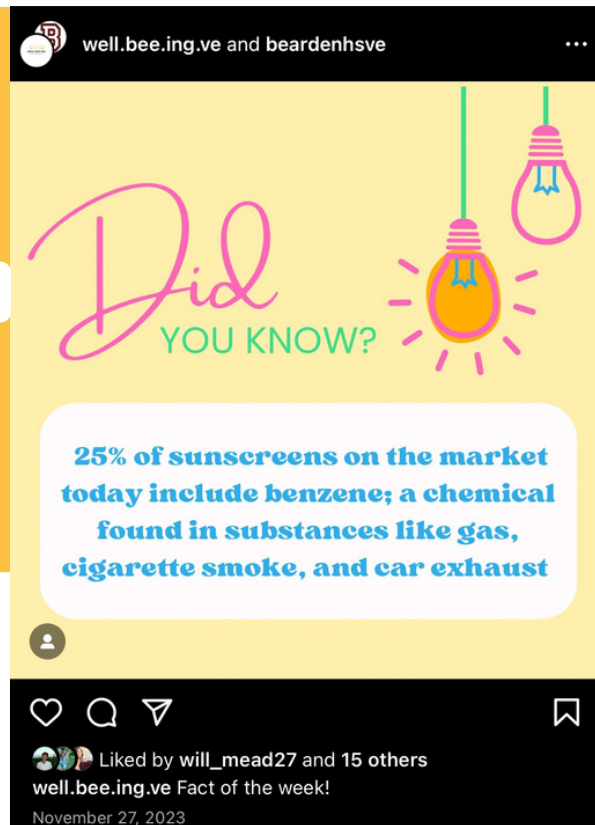
**Target Market
GEN Z**

**Cost
Effective**



Well-bee-ing takes advantage of the growing sunscreen market, which is projected to increase 4% in 2024, offering room for expansion in our product line. Well-bee-ing's real-industry competitors include Sun Bum and Burt's Bees. Two well-established brands that sell sunscreen and beeswax based products. To set ourselves apart, we promote our chemical free formula. Some indirect competitors would be clothing brands such as Nike or Lululemon. These are not skin care brands, but we do market to the same age group of teenagers. However, these brands are targeted at a more expensive market, unlike our own which is meant to provide affordable products for all. As of right now, there are no direct competitors in the VE marketplace for affordable sunscreen.

Social



Media

Results

By utilizing the company's diverse online platforms—website, Instagram, TikTok, Twitter, and Facebook—a wide-ranging audience has been engaged to discern preferences and identify compelling content. An in-depth analysis of the market plan strategy, incorporating insights from the bee-socials and website feedback forms, has revealed that creating a lively atmosphere, organizing giveaways, and conducting polls are the most effective methods for reaching a broader target market.

Armed with this valuable information, Well-bee-ing has implemented a dynamic approach, curating entertaining posts, hosting engaging giveaways, and fostering interactive methods for individuals to connect with the company. This strategic adaptation not only ensures a fun and inclusive experience but also aids in crafting products that perfectly align with the diverse sun care needs of our customers.

The stellar sales performance underscores the success of this customer-centric approach. With sales reaching an impressive 180 thousand and surpassing initial projections of 50 thousand, Well-Bee-ing stands out as a trendsetter, attuned to the evolving desires of our customer base. This accomplishment reaffirms our commitment to staying ahead of the competition by consistently delivering what customers really want, a testament to our agility in adapting to market trends.