



VICI
WELLNESS

#LIFEWITHOUTMIGRAINES

A DIGITAL MARKETING CAMPAIGN

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COMSTRAT 563

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Executive Summary

It is estimated that at least 39 million Americans suffer with migraines. Vici Wellness, a natural products company, seeks to provide these migraine sufferers with natural migraine relief in the form of long-lasting topical patches. The #LifeWithoutMigraines campaign will inform a target audience that is looking for relief from their chronic migraine attacks. The main intention behind the campaign is to raise awareness of alternative migraine treatments. The secondary intention is to tout Vici Wellness's topical migraine treatment patches as a potential source of relief for people suffering from migraines. In the following pages, this report will go further in depth on the #LifeWithoutMigraines campaign, covering campaign themes, goals, messages, customer engagement protocols, and suggested campaign creative.

Company Overview

Vici Wellness is a U.S. based natural products company that provides alternative solutions to common health issues like migraines, anxiety, PMS, and much more. The company was founded by two women, Jennifer Laird and Kymbirley Brake. Vici Wellness offers topical patches, aromatherapy rollers, and natural bath products.

VICI WELLNESS'S MISSION

“We strive to offer our customers a full selection of natural products with excellent quality and convenience” (VICI Wellness, 2021).

VICI WELLNESS'S VISION

“We believe passionately in the power of simple products made from natural elements that the earth gives us, allowing alternative solutions to everyday challenges” (VICI Wellness, 2021).

THE FOUNDERS



Jennifer Laird



Kymbirley Brake

Campaign Purpose

For the purposes of this campaign, I will be focusing on Vici Wellness's topical patches as a source of natural migraine relief. For many people (including myself) that suffer from chronic migraines, relief can be nonexistent. Women are three times more likely to suffer from migraines (MedPro Healthcare Staffing, 2021), and there is no cure for chronic migraine attacks. The American Migraine Foundation estimates that "at least 39 million Americans live with migraines," but the number is likely higher because many people do not seek treatment. Natural migraine relief awareness can help migraine sufferers to live normal, healthy lives, and Vici Wellness can be a part of a natural migraine treatment plan.

Campaign Audience

Audience type:

The target audience profiles consists of migraine sufferers of all genders, ages 18 and up, with an emphasis on women.

Audience awareness:

The target audience may not know that natural migraine relief in the form of topical patches exist. These people may or may not seek formal medical interventions for their migraines, with varying results.

Goals, needs, and motivations:

The target audience is seeking relief from their chronic migraine attacks and wants to get back to living life on their terms.

Challenges and frustrations:

Migraines can be difficult to treat, and can be entirely treatment resistant. A variety of lifestyle factors also contribute to the onset of migraine clusters, and the target audience has likely gone through various medications and lifestyle changes in search of relief. They are tired of the chronic pain and frustrated with the lack of reliable treatment options. The overall experience can be isolating.

Media usage and preferences:

The target audience is searching for chronic migraine relief methods on Google and social media channels. An individual searching for migraine relief is looking for reviews from peers about methods that work for them, and is likely to respond to ads with positive peer reviews that address their concerns about treatment effectiveness.

Campaign Theme, Goals, & Objectives

Campaign Theme

#LifeWithoutMigraines

Can you remember the last time you had a pain free day? A day without living in fear of a sound too loud, a light too bright? Probably not. When your head is like a ticking time bomb, you can't enjoy the all the things that make life worth living, and every day is a new struggle. It doesn't have to be this way. There are natural, effective treatments available.

What if a little patch was the missing piece in your migraine puzzle? Vici Wellness's topical patches can offer natural migraine treatment. At the onset of symptoms, applying one simple patch can give you up to 10 hours of relief. Live your #LifeWithoutMigraines.

Campaign Goals

- To increase awareness of natural migraine relief in the form of Vici Wellness Oh Mi-Graine topical patches.
- To encourage incorporation of natural migraine relief into an overall migraine treatment plan.
- To educate people about Vici Wellness's mission to help people with products that support health and wellness.

Call to Action

Vici Wellness Oh-Migraine topical patches can help you live your #LifeWithoutMigraines.

Try them today, satisfaction guaranteed or your money back.

Campaign Message Profile

Intentions, Salient Points, and Keywords

The main intention behind the campaign is to raise awareness of alternative migraine treatments. The secondary intention is to tout Vici Wellness's topical migraine treatment patches as a potential source of relief for people suffering from migraines. As someone who has personally suffered with frequent clusters of treatment-resistant migraines, I can vouch for the effectiveness of the patches. I discovered them several months into the worst migraine cluster of my life so far, and I feel like they've given me my life back. It's a massive relief to know that I can stick a patch on my arm at the first sign of migraine symptoms and I will be alright. If Vici Wellness can do that for me, they can do that for others. I only wish I discovered them sooner.

Some salient phrases and keywords include:

- #LifeWithoutMigraines – This is the main hashtag covering the entire campaign
- CTA: Vici Wellness Oh Mi-graine topical patches can help you live your #LifeWithoutMigraines. Try them today, satisfaction guaranteed or your money back.
- Migraine Treatment
- Migraine Relief
- Vici Wellness
- Oh Mi-Graine Topical Patches
- Alternative Migraine Treatment
- Natural Migraine Treatment
- Pain Relief

The aforementioned keywords could be used for search engine optimization, both for an associated campaign microsite and paid ads. The hashtag #LifeWithoutMigraines would be posted on all campaign materials as the tagline of the campaign. People would be encouraged talk about their experiences with migraines and Vici Wellness Oh Mi-Graine topical patches, incorporating the #LifeWithoutMigraines hashtag into their posts as a way to spread further awareness.

Customer Engagement Plan

Campaign Timing and Frequency

I recommend that this campaign have an initial run of three months, go through a mid-campaign evaluation to adjust messaging as needed, and run for an additional three months. During the campaign duration, related content will be posted 3 times per week to Vici Wellness's social media channels (more details in the Campaign Message Reach section).

Success Metrics

Campaign success will be measured by impressions to the campaign microsite, social media post engagements, paid ad click-through rates, #LifeWithoutMigraines hashtag usage, and volume of user-generated content created. Any earned media in the form of media coverage will also be counted toward final campaign success calculations.

Audience Reach

During the campaign, a microsite located at the Vici Wellness website will be used to house the #LifeWithoutMigraines campaign. The microsite will offer migraine-related information, information on natural treatment options, Oh Mi-Graine topical patch testimonials, and a special discount on Oh Mi-Graine topical patches. Sales conversions gained through the microsite will be retargeted via email to encourage customers to share their #LifeWithoutMigraines experience.

Awareness-based Infographics and Oh Mi-Graine topical patch testimonials will be posted organically to Vici Wellness's various social media channels (Facebook, Instagram, Pinterest, Twitter, and LinkedIn) 3 times a week in rotation with other Vici Wellness content. Content will link back to the campaign microsite. Paid ads on Facebook, Instagram, and Pinterest can also be created using the infographics and testimonials as a base.

Influencer marketing is a viable resource for this campaign. Micro-Influencers with small yet dedicated followings will offer the most conversions while maximizing ROI for the campaign compared to macro

or nano-influencers. Selected influencers would be sent a Vici Wellness Oh Mi-Graine care package similar to the Oh Mi-Graine Set (example below).



All Products, All VICI Products, VICI Products that support PMS and PMDD, VICI Products to help Mi-graine symptoms, VICI Sets

Collections: support PMS and PMDD, VICI Products to help Mi-graine symptoms, VICI Sets

★★★★★ 25 reviews

Oh-Migraine Set

Set includes

- Oh-Migraine (6 Patches)
- Oh-Migraine Roller

\$29.95 \$28.50
Pay in 4 interest-free installments for orders over **\$50.00** with [shop Pay](#) [Learn more](#)

In summary, the #LifeWithoutMigraines campaign is a rich, omni-channel campaign with a variety of paid, organic, and user-generated content. Additionally, the micro-site would serve not only as the base of the campaign, but also as a back-end retargeting tool. All of these aspects combined will create a multi-faceted awareness campaign while touting Vici Wellness as a leader in the health and wellness space.

Creative Concepts

Campaign Creative Mockups

Live your best
#LifeWithoutMigraines

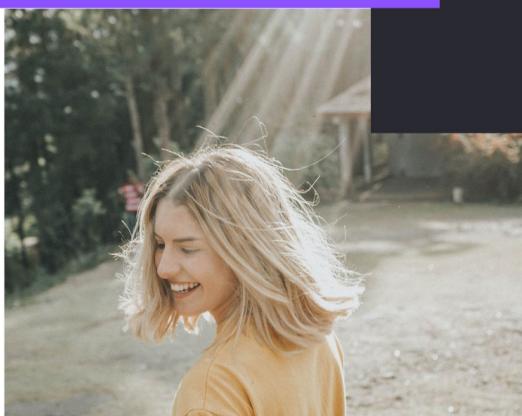


VISIT US

viciwellness.com

100% Satisfaction Guaranteed
Or Your Money Back

- Oh Mi-Graine Patches from Vici Wellness
- Natural Migraine Relief
- Convenient Topical Patches
- 8-10 Hours of Relief per Patch
- 30, 60, & 90-Pack Options



Digital Flyer Example – Can be posted to Social Media/Landing Page



I never thought I could get migraine relief from a patch. It's a lifesaver!

-Customer Review for Oh Mi-Graine
Topical Patches



Instagram Post Creative – Can be used in paid or organic posts

#LifeWithoutMigraines



Live
Your
Best
Life!



Facebook Post Creative – Can be used in paid or organic posts

References

VICI Wellness. (2021, October 28). About. Vici Wellness. Retrieved September 25, 2022, from <https://viciwellness.com/pages/about>

MedPro Healthcare Staffing. (2021, June 25). Chronic Migraine Awareness Day – June 29th. Retrieved September 25, 2022, from <https://www.medprostaffing.com/chronic-migraine-awareness-day-june-29th/>

American Migraine Foundation. (2022, June 13). Migraine & Headache Awareness Month 2022 | AMF. Retrieved September 25, 2022, from <https://americanmigrainefoundation.org/mham/>