

LUSH

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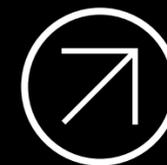


Public Relations Campaign

LUSH

Team 6

Mingxi Jiang, Valeria Fernandez, Alexandra Cianci



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About Lush

- **Brand Understanding**

Founded in 1995, Poole, England

Nearly 1,000 stores in 55 countries

- **Core Values We Champion**

Handmade, cruelty-free, sustainable

Ethical sourcing and environmental activism

- **Distinctive Brand Spirit**

Bold activism (LGBTQ+ rights, animal testing bans)

"Farmers' market" style retail experience

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<https://www.lush.com/uk/en>

Mingxi Jiang



Situation Analysis: Media & Public Perception



LUSH's Bold Communication Strategy

- 2021: Exited Facebook, Instagram, TikTok for ethical reasons
- Focus on LUSH app, website, physical stores
- Shift toward safer, value-aligned digital spaces

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Recent Actions

- Strategic collaborations (One Piece, Stranger Things, Hello Kitty)
- Amplified UGC via Reddit, TikTok, Instagram hashtags
- Strengthened owned channels (Lush Times, live chat, consultations)
- Empowered staff as brand storytellers



Situation Analysis: Media & Public Perception



Key Challenge

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- Maintaining visibility without Meta platforms
- Engaging Gen Z authentically across fragmented digital spaces
- Preserving brand distinctiveness as ethical positioning becomes mainstream



Situation Analysis: Competitive Benchmarking

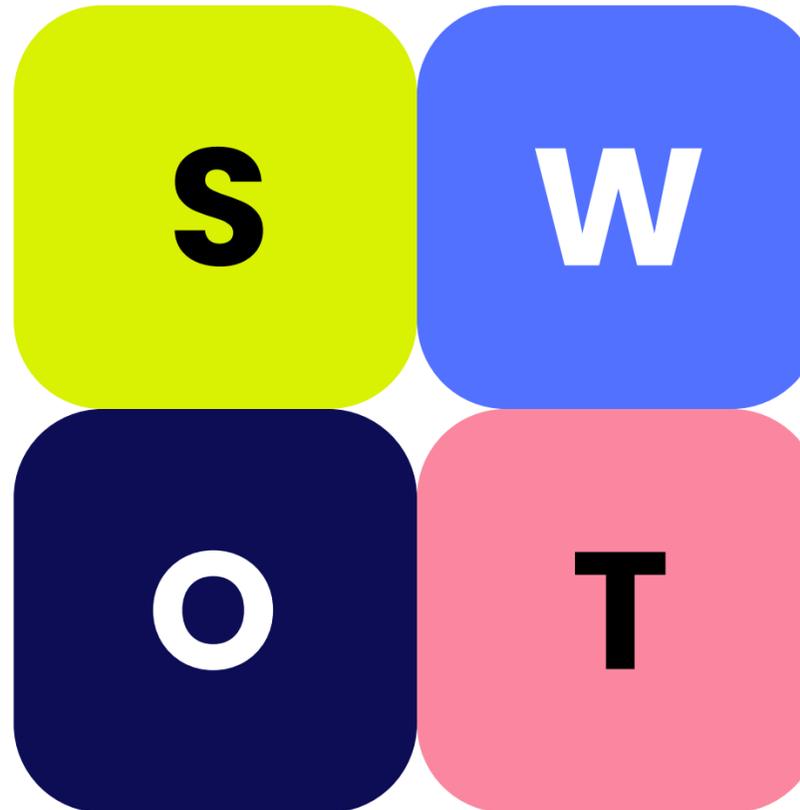
Brand	Positioning	Key Strategies	Social Media Approach
LUSH	Ethical, activist beauty	Cause-driven campaigns, UGC, no paid ads	Left Meta; focus on YouTube and website
The Body Shop	Activist beauty, inclusivity	CSR storytelling, NGO partnerships	Active on Meta
Aesop	Quiet luxury, design focus	Cultural collaborations, minimalistic PR	Curated Instagram, no UGC
L'Occitane	Natural beauty, sustainability	Sustainability PR, seasonal media kits	Meta, Pinterest, moderate influencer use

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Situation Analysis: SWOT Analysis

- Strong ethical brand values (environment, animals, activism)
- Unique handmade, cruelty-free products
- Memorable in-store experiences drive loyalty
- Relies on organic UGC and storytelling, not ads



- Premium pricing limits accessibility
- Polarizing activism may alienate some audiences
- Digital marketing and e-commerce lag behind competitors

- Rising demand for ethical, sustainable brands
- Leverage TikTok and short-form video PR
- Expand D&I efforts to reach broader communities
- Partnerships with NGOs and activist groups

- Increasing competition in eco-beauty space
- Consumer confusion due to "greenwashing" by competitors
- Economic downturn impacts discretionary spending
- Risk of backlash from activist positioning

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Audiences

- **Eco-conscious consumers** – drawn to LUSH’s bold stances on environmental protection, animal rights and ethical sourcing.
- **Younger millennials & Gen Z** – social-media natives whose content-creation habits can boost user-generated content and brand reach.
- **Ethical shopping advocates** – buyers who prioritize fairness, sustainability and environmental responsibility over trends or price.
- **Self-care enthusiasts** – attracted by LUSH’s bath bombs, scrubs and other pop-culture-infused self-care products.
- **Existing customers** – loyal newsletter subscribers, app users and Reddit fans who amplify word-of-mouth.



Valeria Fernandez



Objectives

- Re-ignite brand awareness among digital-native audiences through immersive, values-led content on YouTube and the LUSH app.
- Channel interest into store and website visits with seamless cross-navigation, QR-coded packaging and early-access drops.
- Deepen the value of the newsletter and community ecosystem by expanding multi-tiered content, forums and UGC reviews.
- Spotlight products and ethical initiatives via high-profile collaborations with films, artists and mental-health advocates.





Strategies

- **Traditional Media Outreach** – selective partnerships with mission-aligned print publications, ethical podcasts and sponsored events.
- **Owned Media Expansion** – enhance the LUSH app, Friends of LUSH advocacy program, newsletter and in-store experiences.
- **Public Relations & Earned Media** – proactive press releases, sustainability-focused journalist outreach and nonprofit/eco-influencer partnerships.
- **Community-Driven Approaches** – pop-ups, educational campaigns and cause-centered collaborations that mobilize unpaid advocates.



Valeria Fernandez



Core Tactics

The objective will be achieved through securing placements on at least 10 major print and broadcast channels that have audiences aligned with Lush's current values (sustainability, cruelty-free beauty, and ethical consumerism), and with activations supported by partnerships with 5 wellness and environmentally-focused influencers who will speak at events, attend panel discussions, and accompany the brand's image in interviews and magazine profiles.

- Press release and media events
- Influencer collaborations offline
- Media Events
- Traditional media outreach



Natural Opportunities

During the year there are special dates that align with the activities and objectives of the brand, so we have decided to use them as tactics to increase engagement and sales of the brand. First, in September we celebrate self-care awareness.

Organizing and co-hosting events for a discussion with therapists and advocates to talk about the intersection between mass consumption, social networks and emotional wellbeing:

- **Mass Consumption:** Create discussions on how the constant availability of products and advertising, especially through digital platforms, leads to impulsive shopping behaviors
- **Social Networks:** Explore how altered images on social media and comparisons on platforms like Instagram and TikTok can control the user's self-perception.
- **Emotional wellbeing:** Create an expert panel discussion on how the constant pressure to consume and construct a perfect life online influences audiences.



Recommendations on Evaluation

- **Media Impressions:** Track and measure the number of press mentions, online articles on segments pre and post a campaign
- **Sentiment Analysis:** Conduct research on the one in media mentions, looking for how many align with Lush's messaging
- **Store and event traffic:** Track attendance, media coverage, follow ups after events and use the point of sales data in stores to track foot traffic during a campaign by including surveys or QR codes.
- **Usage of the app:** Monitor the levels of engagement through app downloads, active users, and user interactions with the content from the campaign.
- **Measure subscriber growth:** Evaluate the number of new subscribers gained on Youtube and the brand's newsletter as key to increased audience interest.



Sample Pitch Letter

Subject Line: Exclusive Invitation: Discover the Ethical Sourcing Story Behind Lush Cosmetics

Hi N,

As conversations around sustainability and ethical production continue to grow, we believe your readers at Glossy will be fascinated by how Lush is changing the way beauty brands source ingredients. We'd love to invite you to an exclusive press experience hosted at Lush's flagship NYC location, where you'll: Meet the team behind Lush's global ethical sourcing See firsthand how our signature products are made, using sustainable, cruelty-free ingredients Access new insights from our upcoming launch. Whether your readers care about climate action, sustainable practices or just want a good bath bomb with eco-friendly products, this story will make them think differently about what "clean beauty" really means. We're happy to offer an advanced look at our updated sustainability commitments and schedule a one-on-one with Jane Doe, Head of Ethical Buying. Let me know if you'd like to attend or schedule a virtual briefing. Looking forward to hearing from you!

Warmly,

Alexandra Cianci

PR Lush Campaign Project

NYU | Public Relations & Corporate Communications

amc10360@nyu.edu

Alexandra Cianci



Media Target List

1. **The Lissome:** The Lissome is an award-winning independent publication based in Berlin exploring the intersection of Earth-centred fashion design, mindfulness, ecology and system transformation through poetic and sensuous storytelling.
2. **Clean Beauty Magazine:** Exposing authentic, natural and organic beauty brands from around the world.
3. **Women's Health:** Women's Health is a leading lifestyle magazine and online platform focused on empowering women to lead healthier, more balanced lives.



Influencer List

1. **Brooke Ventre:** Vegan influencer based in L.A. She has advocated for sustainable fashion.
2. **Sascha Fitness:** Sascha Fitness is one of the most influential Spanish-speaking figures in the fitness and health space, especially popular among young women and moms.
3. **Leah Thomas:** Leah Thomas is an environmental activist, author, and eco-communicator known for promoting sustainability, intersectional environmentalism, and ethical living.
4. **Isaias Hernandez:** Eco-educator who talks about sustainability and climate justice in a very approachable way.



Thank You !

For Your Attention

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