

ARMOIRE

Final PR Presentation

Date: May 1, 2023

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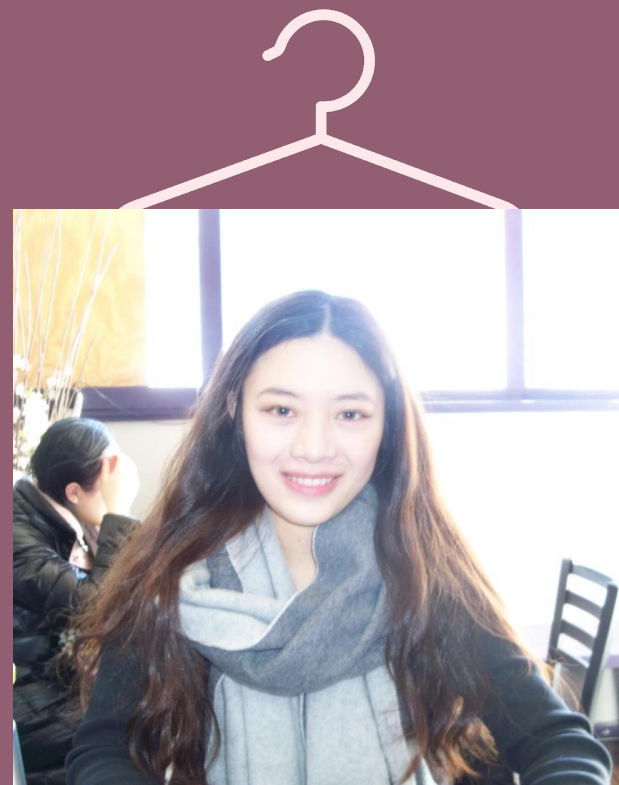
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Client Summary



Armoire is a leading, subscription-based **high-end/designer clothing rental company** that is revolutionizing the way women dress. It uses a combination of technology, stylists, and **personalization** to customize closets for women and provide something for **every occasion**.

Founded by Ambika Singh, Armoire helps people enjoy fashion and find their style **conveniently and sustainably** through all of life's stages.

PRLab Focus



Armoire is working with PRLab to:

- Grow traditional and digital **media presence**
- Increase **engagement** on TikTok by 20%
- Build connections with at least 2 **TikTok influencers** and brand **ambassadors**
- Acquire new members via **1:1 outreach** on **LinkedIn**



SERVICES

&

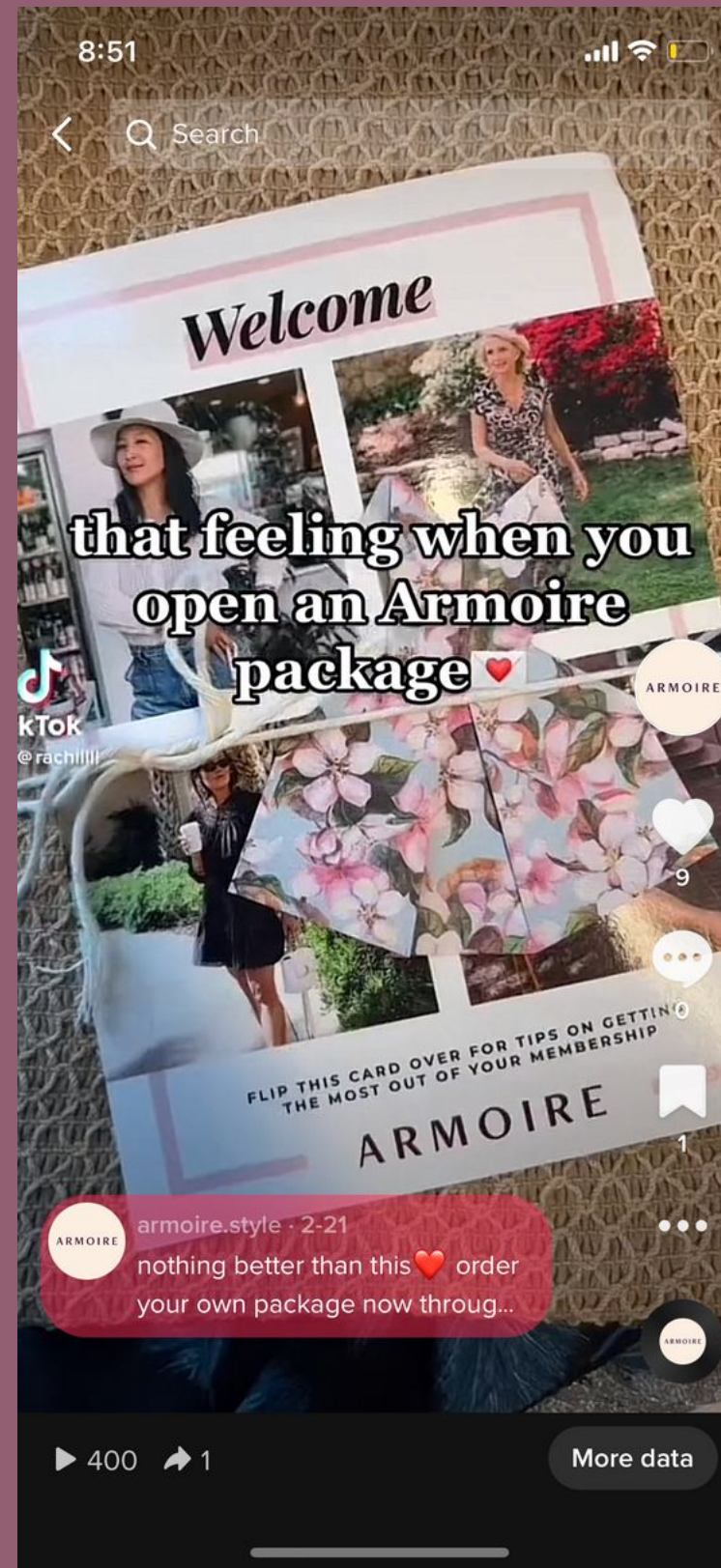
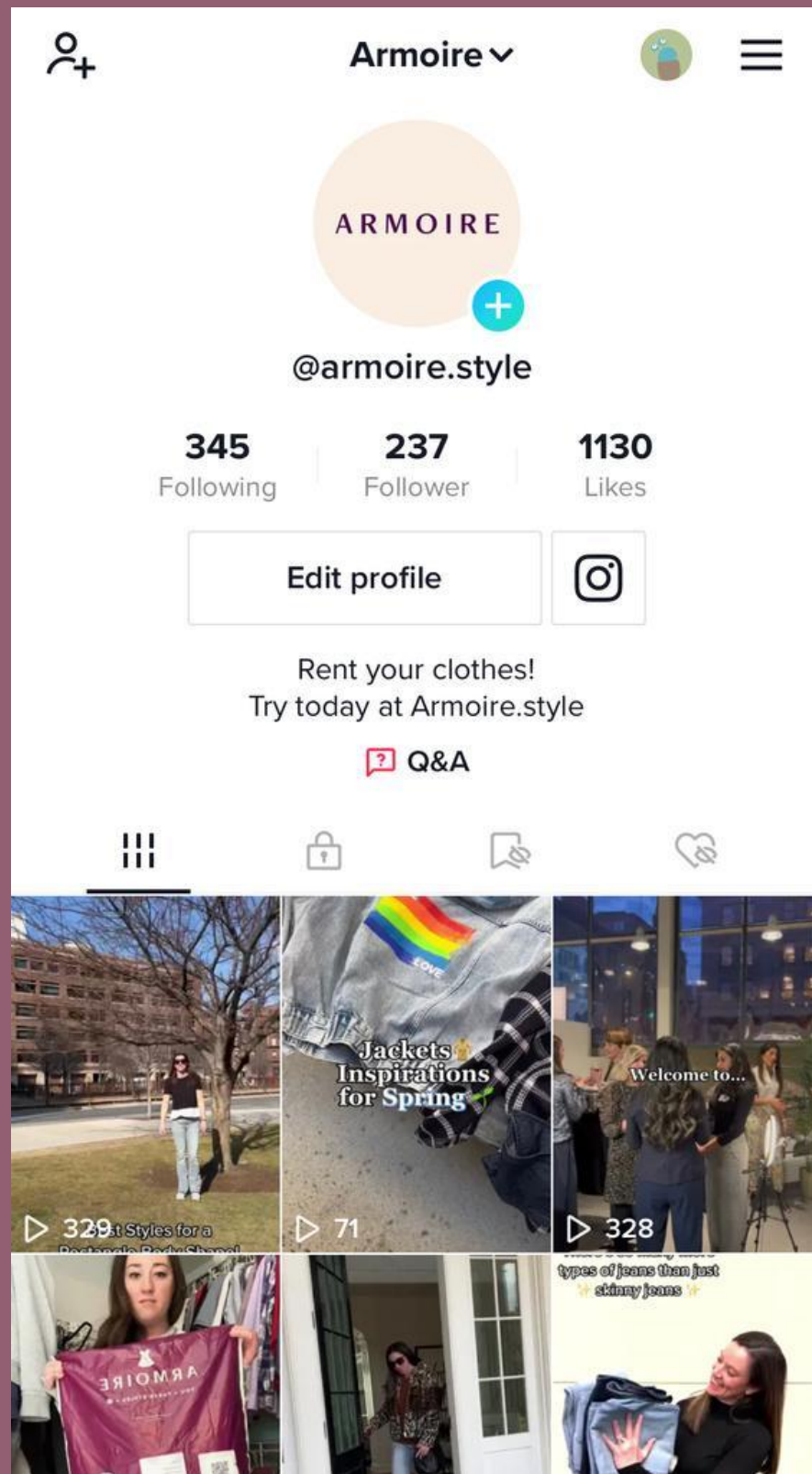
RESULTS

PRLab

45 YEARS OF VISIONARY THINKING

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TikTok



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TikTok Results

Analytics

February to April:

- 36.65% increase in profile views
- 22.22% increase in shares

Content

Created 1-3 Weekly

TikTok videos:

- Zodiac Signs
- Spring Style
- Jeans/Jackets
- Body Shape Style

Strategy Shift

After receiving:

- survey results
- feedback from client

Outsourced content to TikTok Influencers

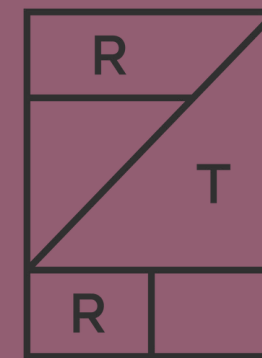
Survey & Research

Customer Survey

- Collected **27** responses and captured **9** email addresses
- Provided a free Armoire trial as an incentive for followers to complete the survey

Competitor Analysis

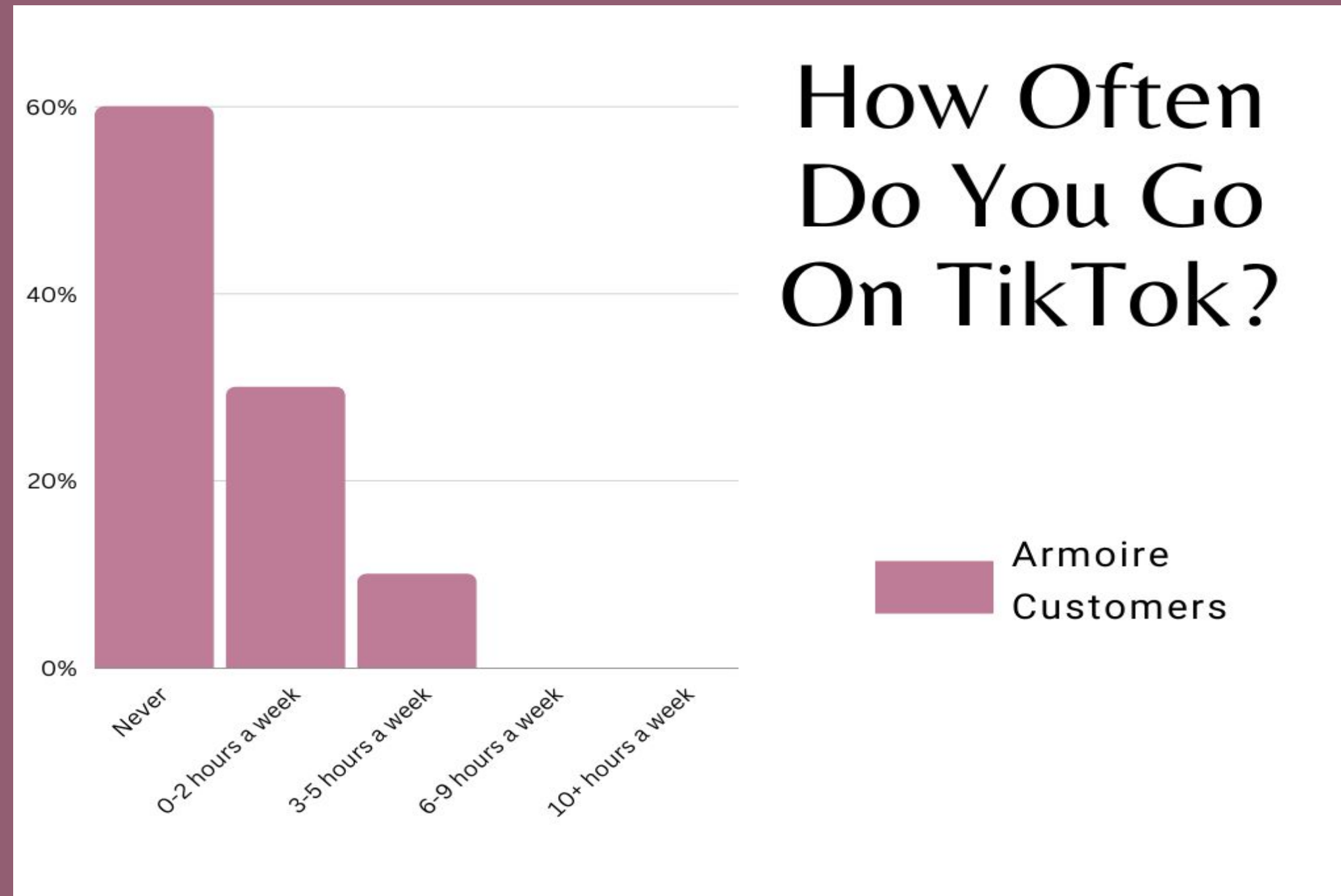
- Monitored key competitors' social media presences
- Gained knowledge of **popular content types, hashtags, and influencer partnerships** of Rent the Runway and Nuuly



nuuly

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Survey & Research



Target demographic revealed they are not active on TikTok leading to a strategy shift

TikTok Influencer Outreach

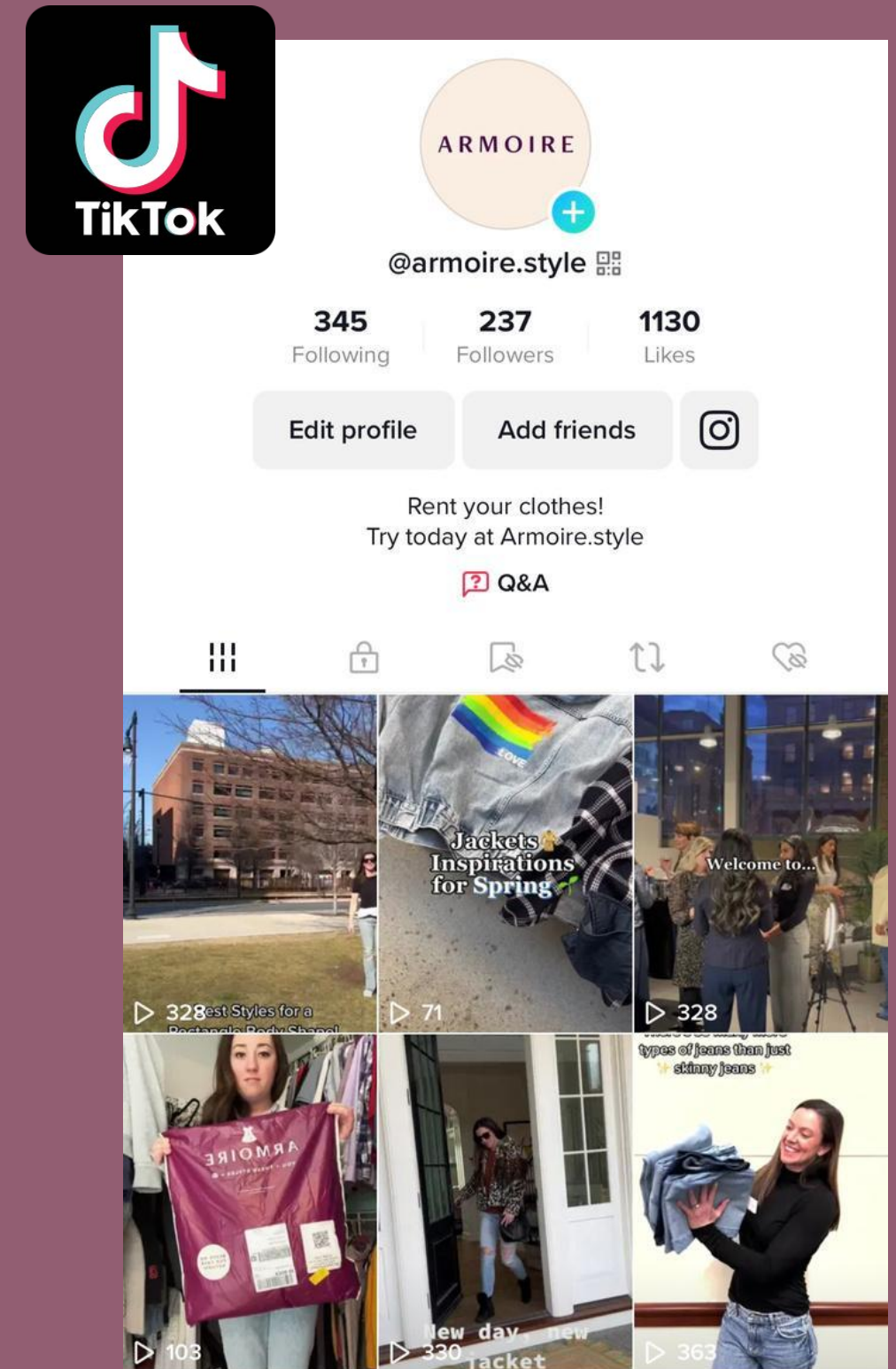
Target Audience:

- 35+, working women and busy moms who have less time to shop and get dressed

Pitch Angles:

- Sustainability
- Workwear
- Mom Outfits


Built a media list and pitched to **110+** influencers




TikTok Influencer Outreach Results

Received responses from **10** influencers
2 influencers have created **5** videos
promoting Armoire with **7500+** views

 Hi there! Thank you for reaching out - i would love to learn more about this opportunity. Please email my at emnasser99business@hotmail.com

 Hello Armoire Team,

 Thanks so much for reaching out to me. I am very interested and would like to chat more.



Media Relations & Newsletter Outreach

Publications

- Pitched story angles around Armoire's brand story
- Built a media list and pitched to **50+** relevant publications

Podcasts

- Reached out to podcasts for interview opportunities
- Created a contact list and reached out to **10+** relevant podcasts

Newsletters

- Explored using business-focused newsletters as an affiliate marketing channel
- Reached out to **50+** newsletters

Media Relations - Pitch Angles

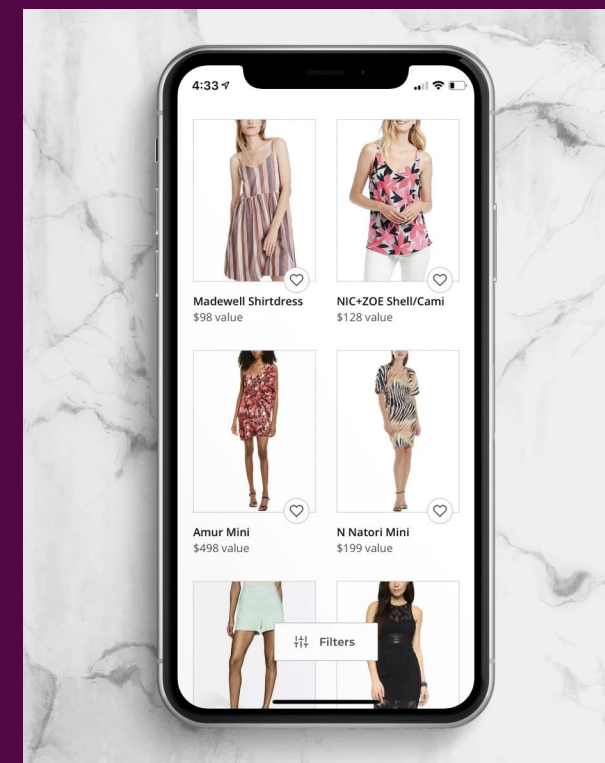
Sustainable Fashion



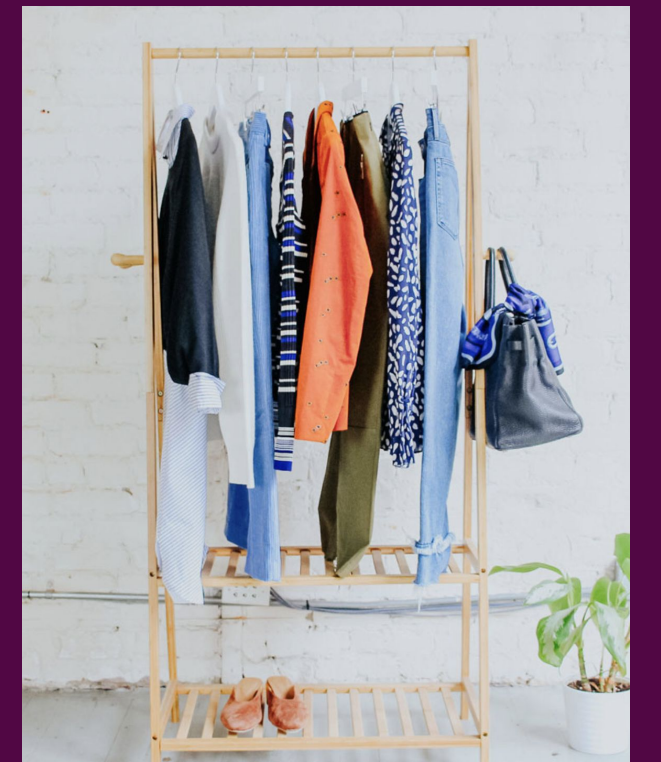
Women Entrepreneur



Fashion Technology



Back-to-office Outfit Options



Media Relations Results: Publications

- Pitched a press release for the announcement of Armoire's new CTO Laura Butler
- The press release was published by **All Tech Magazine**, a digital publication that focuses on the enterprise technology landscape



Media Relations Results: Podcasts

The Interline Podcast

Connected the client with a media contact for an interview with Armoire's CTO and the tech team



Asian Hustle Network

Built a relationship for future consideration of interviews with Armoire's CEO and founder Ambika



Armoire Ambassador Program

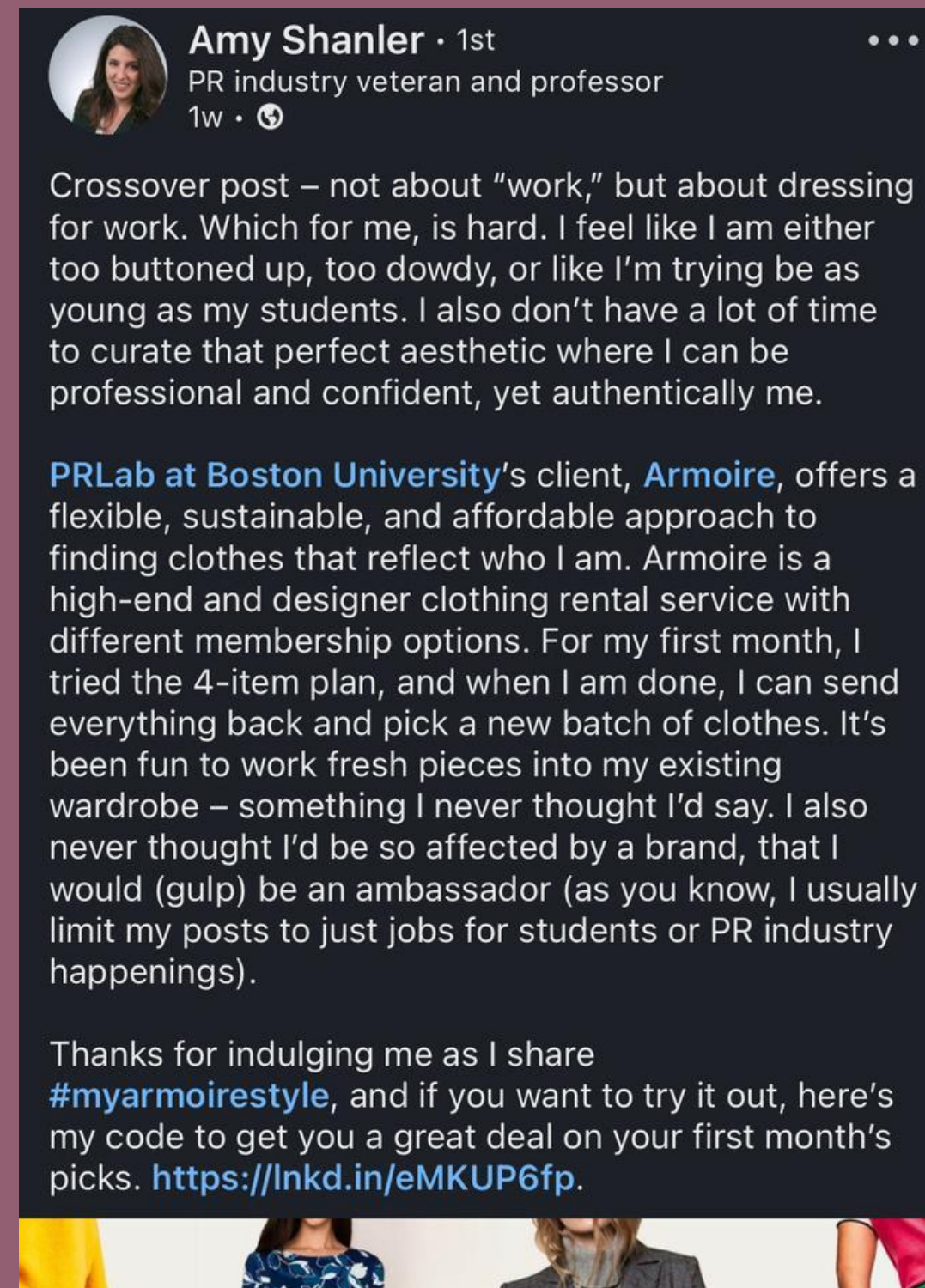
- Ambassadors serve as representatives of Armoire within their company and/or workplace
- Main channel for posting is **LinkedIn**
- Created a Brand Ambassador Guidelines packet
 - Reached out to over **30+** potential ambassadors



Armoire Ambassador Results

Professor Amy Shanler posted about the brand ambassadorship on her **LinkedIn page**, and on the **Sudbury Working Moms Facebook page**

LinkedIn Impressions: **3,381**




Amy Shanler · 1st
PR industry veteran and professor
1w · 🌐

Crossover post – not about “work,” but about dressing for work. Which for me, is hard. I feel like I am either too buttoned up, too dowdy, or like I’m trying be as young as my students. I also don’t have a lot of time to curate that perfect aesthetic where I can be professional and confident, yet authentically me.

PRLab at Boston University’s client, **Armoire**, offers a flexible, sustainable, and affordable approach to finding clothes that reflect who I am. Armoire is a high-end and designer clothing rental service with different membership options. For my first month, I tried the 4-item plan, and when I am done, I can send everything back and pick a new batch of clothes. It’s been fun to work fresh pieces into my existing wardrobe – something I never thought I’d say. I also never thought I’d be so affected by a brand, that I would (gulp) be an ambassador (as you know, I usually limit my posts to just jobs for students or PR industry happenings).

Thanks for indulging me as I share **#myarmoirstyle**, and if you want to try it out, here’s my code to get you a great deal on your first month’s picks. <https://lnkd.in/eMKUP6fp>.



Sudbury Working Moms
Amy Pavel Shanler · 2d · 🌐

Thanks for indulging me as I share **#myarmoirstyle**, and if you want to try it out, here’s my code to get you a great deal on your first month’s picks: <https://armoire.style/refer/amys96>. If you have other style tips or ideas for dressing for work, please share below.



Like Comment

Diane Karlsruher Kaye and 13 others

LinkedIn Outreach



- Created a media list of professional women LinkedIn users
- Sent **2 different messaging angles**
 - Founders/CEOs
 - women in senior leadership positions
- Contacted **100 users** with **2** interested individuals through Ambika's account.

Lessons Learned



Tapping into a unfamiliar
demographic on social
media



Experimenting with
new forms of creativity



Collaborating with
team members

Future Opportunities

Continue pitching to **TikTok influencers** to increase Armoire's media exposure and brand awareness



Promote opportunity on social media and attract Armoire's current customers to be **brand ambassadors**



Continue contacting target audiences on **LinkedIn** to build relationships and increase customer base

Thank you! Questions?

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