

Situation Analysis

Emma Watson is a 22-year-old English actor best known for her role as Hermione in the “Harry Potter” movies—a multi-billion dollar franchise. She finished ten years of filming the series in 2012. She has been photographed in multiple magazines such as *Vanity Fair*, *Elle* and *Vogue*. In September 2011, she was made the face of Lancome. She has also done modeling for Burberry, a designer fashion line. She has collaborated with People Tree, a fair trade and eco-friendly designer, making her own line of clothing and fashion with them. Watson has gotten involved in a number of films since “Harry Potter.” She played a small role in the Oscar-nominated film “My Week with Marilyn.” She is currently taking her third term out of Worcester college to film as Nicki in the “Bling Ring,” a Sofia Coppola film. She recently completed filming “The Perks of Being a Wallflower” in which she plays one of the main characters, and she is also going to star as Belle in “Beauty and the Beast” coming out in 2013.

SWOT ANALYSIS

Strengths:

- Widely known internationally
- Already has a lot of fans
- Good reputation with fans
- Good reputation with public
- Had a role in an Oscar nominated film
- Has appeared on covers and in many prestigious and well known magazines
- Philanthropist
- Has collaborated with a fair trade and environmentally friendly fashion line
- She has male and female fans

Weaknesses:

- Type casted from Harry Potter films
- Young
- Young followers
- Fans expecting to see her in youthful roles

Opportunity:

- Young
- Able to fit into more roles

- Time to prove herself in her acting career
- Has made a lot of contacts over the years from filming/fashion/magazines etc.
- “Fresh face”
- People will be interested in seeing her in new roles

Threats:

- Famous so she costs more money to cast in movies
- In terms of The Perks of Being a Wallflower, people might not like the book so they won’t want to see the movie
- Criticisms about the book
- Criticisms about the movie
- Criticisms about Watson in general

Communications Problem/Opportunity

The problem is that Emma Watson has played Hermione in “Harry Potter” for so long that people see her as that character. Our opportunity is her role as Sam in “The Perks of Being a Wallflower.” The film could gain her a wider audience and potentially break the mold that was formed when she played Hermione for ten years because her role as Sam is edgier and will change the way people see her as an actress.

Specified Overall Goal

To publicize Emma Watson in order to broaden her audience and break her mold as Hermione.

Target Publics

Movies:

- Females under 25
- Females over 25
- Males under 25

Fashion:

- Females 15 to 18 whose parents have money and buy them clothes
- Females 15 to 18 that have jobs and money to buy clothes
- Females 18 to 30
- Females 30 to 35 who are young chic professionals

Buyer Personas

1) Ashley Livingston is a 16-year-old girl who lives in Los Angeles with her parents. She loves movies and celebrities, and she is a big fan of Emma Watson. She follows Watson on

Twitter and Facebook. When Ashley is not watching movies, she likes to watch television shows like “Pretty Little Liars,” “The Lying Game,” “Vampire Diaries,” and “Teen Mom.” She occasionally goes on Hulu to watch her shows, if she misses them on television. She also watches E! Entertainment Television. Ashley also goes on E! Entertainment Online to read about gossip and celebrity news. She has Facebook and Twitter accounts, which she accesses multiple times a day from her computer and her phone. Her parents give her \$50 a month for shopping and entertainment because she doesn’t have a job. She shops at the local mall where her favorite stores are Forever 21 and American Eagle. Since she doesn’t have a job, she spends her weekends at her neighborhood Starbucks café with her friends doing her homework or school projects. In conjunction with studying she is also visiting several websites to keep herself entertained. She usually goes to justjared.com, a website where she can find the latest news and gossip about Emma Watson. She found out that Watson is currently shooting for a new project film, “The Bling Ring,” after “The Perks of Being a Wallflower.” She then tells her friends to plan a movie date night to watch “The Perks of Being a Wallflower,” once it comes out at her local theater, Hollywood Archlight Cinemas.

2) Ellie Smith is a female, 18-year-old senior in high school living in San Diego. She loves fashion and wants to be in the fashion industry when she gets older. Ellie has been working since she was 16 and makes enough money to pay her bills and still be fashionable. She drives to Orange County every weekend for work. When she is there, she enjoys shopping at Brandy and Melville, Bebe, and other stores at Fashion Island shopping mall. Her favorite shows on television are “Project Runway,” “What Not to Wear,” and “America’s Next Top Model.” Her favorite magazine is Fashion 5.0, a regional women’s fashion magazine in San Diego. She also reads *W* magazine, *Vogue*, and *Teen Vogue*. Ellie has a Twitter account

and she likes to follow anything and anyone having to do with fashion. She does not have a Facebook. She also enjoys reading fashion blogs on fashionising.com. After working on a Saturday night, she usually keeps herself occupied with her personal quality time of browsing Vogue.com, a fashion and lifestyle online version of *Vogue* magazine. Even though she subscribes to *Vogue* monthly, she still loves to enter *Vogue.com* for more visual graphics and videos offered on the online site. When she enters *Vogue.com*, she will click the “fashion” tab, and she will spot the latest fashion updates. “Vogue Daily” will discuss Coachella and Tribeca Film Festival’s best dresses. Ellie finds out that Emma Watson has been featured on both events. *Vogue* will then write a short article about how easy it is to copy “Emma Watson’s downtime looks when she is not on the red carpet.” Knowing that Ellie Smith loves clothes, she plans to shop for “Emma Watson’s looks” featured in *Vogue.com* the next day when she has the chance to go to her favorite clothing stores at Fashion Island.

3) Jack Newman is a 21-year-old male living in New York City. He is a big fan of Harry Potter, and has developed a crush on Emma Watson over the years. He “likes” Emma Watson’s Facebook page, “follows” Emma’s Twitter page, and reads everything that is posted on those 2 sites. He also frequently visits her webpage for updates. His favorite shows are *Entourage*, *Anthony Bourdain: No Reservations*, *CSI* and *How I Met Your Mother*. He will watch anything on the Spike television channel and always tunes in to ABC Family when they are having a “Harry Potter” marathon. His favorite magazines are *Esquire*, *Details*, *GQ*, and *Rolling Stone*. He goes to the movies often and also plays basketball on Tuesday nights. He loves video games and goes to Gamestop once a month. He also goes to Barcade (a bar and arcade combined) in Brooklyn on the weekends. He likes to shop at Uniqlo and Alter. He also shops on Forever 21 online for their men’s clothes. When he

received his *GQ* magazine in his mail, he opens and reads it, while watching the 1st episode of “Harry Potter’s marathon week” on the ABC channel. He flips from one page to another, and manages to stop on one particular page. He stares at a full-page picture of Emma Watson in her gym gear with a bold, bright headline saying “Emma Watson’s: The It Girl for Summer.” He then continues reading a short feature article about Emma Watson’s plans for Summer 2012. On the right hand side of a two-page, feature article of Emma Watson, there is a little box mentioning how readers can download Emma Watson’s photo shoots as screensavers or wallpapers.

4) Ava Green is a 32-year-old working professional who lives in Miami. She works more than 50 hours a week in an office, so she spends a lot of time online and reading in her cubicle. She has been into fashion since she was a young child, so she always comes to work looking good. Pinterest is her favorite website, but she also has a Facebook and Twitter that she uses regularly. Ava “likes” different clothing brands on Facebook such as American Apparel, Michael Kors, and Marc Jacobs. She is always looking online for good deals on clothes and new online boutiques. She frequently visits vogue.com, fashion.net, asos.com and net-a-porter.com. She reads *Vogue* and *CosmoGirl*. Ava has recently taken interest in being more green and eco friendly, so she likes to visit greenmatters.com for green living advice. When she enters greenmatters.com, she clicks on the “wardrobe” tab and finds many strategies about how to keep one’s closet green. She browses for half an hour and finds out that Emma Watson currently has an eco-friendly fashion line called: People Tree. People Tree uses natural resources to produce garments and supports fair trade and environment sustainability. Since Ava is a busy business-woman, she cannot go outside and contribute her time to “plant trees activities,” so she decided to support the Earth by planning to buy clothes

from Emma Watson's clothing line. She finds a link of peopletree.co.uk/emma-watson located on the greenmatters.com post. She then clicks on the link and spends her time online shopping. She does not care about the shipping charges because she earns good money from her work. The only thing she cares about is how to be fashionable while supporting farmers and producers in developing countries.

Objectives and Tactics

To reach the overall goal of publicizing Emma Watson and widening her audience through "The Perks of Being a Wallflower" and her fashion line, we have set clear objectives, tactics, and rationales for each.

The **objectives** are as follows:

- Increase awareness within social media.
- Increase awareness on emmawatson.com.
- Increase awareness within fashion magazines.
- Increase awareness within environmental magazines.
- Increase awareness within entertainment and celebrity magazines.
- Increase awareness within newspapers.
- Increase awareness on Television.
- Increase awareness on radio.

The **tactics** and **rationales** are as follows:

- Reach 10 million Facebook likes by October 15 by creating contests on Facebook. For example, each person who "likes" Emma Watson's Facebook page is automatically entered to win 2 tickets to the premiere of "The Perks of Being a Wallflower."
- Reach 10 million Twitter followers by October 15 by creating an interactive community on Twitter. For example, Tweets will be posted on a regularly basis, specific fan comments will be acknowledged or re-Tweeted, and videos and other links pertaining to Emma Watson will be Tweeted.
- Get 1 million new Newsletter signups by October 15 by using social media websites to publicize emmawatson.com and emphasize the exclusivity and inside news that fans can only get through being a subscriber to the newsletter.
- Get 100 bloggers to blog about the fashion line by July 1 by creating relationships with bloggers providing them with information about the fashion line.

- Get 100 bloggers blog about the movie, “The Perks of Being a Wallflower,” during opening week by creating relationships with bloggers and providing them with information about the movie or an exclusive video interview with Emma Watson.
- Get Vogue Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get Cosmopolitan Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get Glamour Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get Elle Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get Nylon Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get V Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get InStyle Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get Allure Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get Conscious Choice Magazine to write an article about Emma Watson by submitting a press release about the eco-friendly fashion line.
- Get InTouch Weekly Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower” or about her fashion line.
- Get Life&Style Weekly Magazine to write an article about Emma Watson by submitting a press release about the fashion line.
- Get OK! Magazine to write an article about Emma Watson by submitting a press release about The Perks of Being a Wallflower or her fashion line.
- Get People Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower” or her fashion line.
- Get Star Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower” or her fashion line.
- Get US Weekly Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower” or her fashion line.
- Get Vanity Fair Magazine to write an article about Emma Watson by submitting a press release about The Perks of Being a Wallflower or her fashion line.
- Get Interview Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower” or her fashion line.
- Get American Cinematographer Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get Backstage Magazine to write an article about Emma Watson by submitting a press

release about “The Perks of Being a Wallflower.”

- Get Boxoffice Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get Entertainment Weekly Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get Variety Magazine to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get The New York Times Arts section to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get The Los Angeles Times Entertainment section to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get Chicago Tribune A&E section to write an article about Emma Watson by submitting a press release about “The Perks of Being a Wallflower.”
- Get Emma Watson on talk shows by offering the audience members free tickets to see “The Perks of Being a Wallflower” or tickets to her fashion show.
- Get Emma Watson on radio shows by offering the radio audience giveaways such as tickets to the premiere of “The Perks of Being a Wallflower.”

Evaluating the Success of our Program

In order to evaluate the success of our program, we will do the following:

- Social Media: Measure how many Facebook “likes” Emma Watson’s page has, how many followers Emma Watson’s Twitter page has, how many bloggers have written about Emma Watson, and how many new newsletter sign-ups emmawatson.com received.
- Print Media: Measure the number of articles that have been written about Emma Watson.
- Television: Measure the amount of money advertisers paid and measure the rating the shows received.
- Radio: Measure the amount of money advertisers paid and measure the rating the shows received.
- Fashion line: Measure the sales of the fashion line.
- “The Perks of Being a Wallflower”: Measure the box office results.

Websites

1) Ashley Livingston: a logline for Emma Watson’s Facebook profile page would be about:

Emma Watson’s latest tweet connected to her Facebook profile about Emma Watson’s day out

with her new bff (best friend forever), Nina Dobrev, to a salon in Hollywood. Nina Dobrev is also starring in “The Perks of Being a Wallflower.” Since Ashley loves gossip and follows Emma Watson’s latest updates through twitter, facebook, and justjared.com, it would be great to post Emma’s day-to-day activities outside her acting career to inform Ashley about her idol’s daily life.

2) Ellie Smith: a logline for Emma Watson’s official website would be about: Emma Watson’s editorials in *Vogue*, *Vanity Fair*, *Interview*, *V magazine*, and any other fashion magazines since Ellie loves fashion. By looking at the editorials, Ellie can visually examine Emma Watson’s clothes and styles from up to date photo shoots.

3) Jack Newman: a post for Emma Watson’s Twitter page would be about how Emma was having fun during her photo-shoot for *GQ* with the *GQ* crew. Since Jack follows Emma’s twitter page and subscribes to *GQ* magazine online, he could enter GQ.com to find out in-depth featured stories and photo-shoots of Emma Watson.

4) Ava Green: Since April 22, 2012 was Earth Day, Ava’s “News Feed” on her Facebook profile is full of “earth friendly,” “go-green,” and “environment sustainability” themes. A post about Emma Watson’s eco-friendly fashion line should be posted on Ava’s News Feed, since Ava subscribes and likes Emma Watson’s Facebook page.

Specific creative tactics for 2 or more social media

Facebook: Schedule a specific time designated for “a conversation with Emma” at her Facebook profile page for half an hour. Q&A sessions for fans with Emma to get the “buzz” out there about her upcoming movie.

Why? Because by giving a chance of personal Q&A sessions to fans, fans will get to engage more and know about Emma's latest projects. Emma's fans will get to engage and tell their friends about their private conversation with Emma, which later on could also create buzz.

Twitter: Creating hashtags in twitter conversations: #teenagerebel and #wallflower. Emma should specifically ask random questions to all of her twitter followers. Some examples would be: "Would you consider yourself as a wallflower or a rebellious teenager during your younger days?" and "What was your most depressing moment in high school?" or What was your most exciting and unforgettable moment in high school?"

Why? A hashtag is widely used in twitter feeds. By asking random questions to fans, along with the hashtag attached, fans will find it easy to join the conversation in twitter. Since Emma Watson has build up to more than 2 million followers at Twitter, there will be plenty of twitter fans who can engage in conversations and post funny conversations along the wall. Another buzz will surely result from these spontaneous, random, and entertaining answers from fans relating to Emma's upcoming movie, "The Perks of Being a Wallflower."



One AR, QR, or GPS element

Emma Watson can partner with Discover Los Angeles, a website full of tour guides and information. Since Watson is wandering around in LA right now, enjoying Coachella, attending Tribeca Film Festival, getting a quick mani-pedi in Hollywood and having dinner with her boyfriend in North Hollywood, it is the best opportunity for Discover Los Angeles to create a special event

called: “Emma Watson, Your Tour Guide.” Fans of Emma Watson, tourists, and even Angelinos (LA inhabitants), by downloading the bar scan code or QR code from Discover Los Angeles website or posters flying around LA walls with their cell phones or Ipads, can get the latest updates of what Emma Watson was doing previously in a specific place and time. By merely checking in to the same place Emma went to, fans or followers can get a 10% discount for their purchase.

Print

Emma Watson’s upcoming movie : “The Perks of Being a Wallflower”

A feature story in *Interview* magazine and *Interview* online section of “Film.” Interview questions and answers should also be included in the article or feature story as a complement. A black and white photograph of her should be put on top of the feature story. First, we need to pitch the feature article to *Interview* magazine, which falls under the uncontrolled press release. The subject matter of the press release would be a feature article about Emma Watson’s next steps after Harry Potter. Her next steps can cover stories about her new upcoming movies, “The Perks of Being a Wallflower,” “The Bling Ring,” and her new relationship with beau, Will Adamowicz. A pitch of press release to *Interview* editor at intervieweditor@brantpub.com should be sent on April 1, 2012 because her movie, “The Perks of Being a Wallflower,” is going to be premiere on September 2012.

The word "Interview" is written in a large, stylized, handwritten script. The letters are thick and black, with a fluid, cursive-like quality. The 'I' is particularly tall and thin, extending downwards. The overall style is casual and artistic, typical of a brand logo or signature.

Emma Watson's fashion line

A feature story in *Vogue* (USA and France) magazine about Watson's eco-friendly fashion line and her future plans for the fashion line itself, and any other projects. Since she has also attended Coachella and Tribeca Film Festival, it is also a great idea to post pictures of her in stylish clothes in the "Fashion" highlights of *Vogue* website. *Vogue* can title the post: "Ms. Watson's Latest Fashion Highlights." It can include pictures of her appearances at both events and discuss what she was wearing. Pictures and videos of behind-the-scenes moments on the set of "The Perks of Being a Wallflower" could also be posted in the "video" section on *Vogue*'s website. The feature story could be sent or pitched to communications@condenast.com on April 1, 2012.

- List of all *Vogue* editors can be found here: <http://www.vogue.com/voguepedia/Editors#all>
- Los Angeles *Vogue* contact: Carol Ann Hamill, *Executive Director* Email: carolann_hamill@condenast.com , (323) 965-3424
- France *Vogue* contact:

Florence Mouvier-

Siokis, *European*

Manager

email: Florence.Mouvier@cond



TV

Emma Watson will be interviewed on "Chelsea Lately," a late night talk show that airs at 11 p.m. This is appropriate because the show attracts both younger and older viewers around the

ages of 16 to 40. Both males and females watch “Chelsea Lately” but she has more of a female following. This will reach a lot of our target audience. It is also an edgy show so it’s good for Watson because people need to see her as more grown up.

Radio

Emma Watson will be interviewed by Kevin and Bean in the morning on KROQ. It is a good choice because she is a music lover and she can discuss Coachella with the hosts because she attended the event. Discussing this with the hosts on the radio show could make her popular with new publics because Coachella is a well-known and hip music festival that attracts people ages 15-50 or even older. Kevin and Bean’s show also has both younger and older listeners but since their show is in the morning, there is more of an older audience. This is good because we are trying to get Watson an older audience and get her name out there to new publics to show she isn’t a little girl anymore.

Cross-brand tie-in

The clothing store Hot Topic will sell t-shirts that have pictures and quotes on them related to “The Perks of Being a Wallflower.” Hot Topic is a store that aims at edgy youth and the movie is targeting the same public because it is a movie about a teenager learning how to fit in.

Guerilla Stunt

Watson will show up at a high school in Los Angeles during a rally to talk about themes from her upcoming movie “The Perks of Being a Wallflower” such as drugs, homosexuality and suicide. She will talk about her own experiences and struggles growing up as a teenager. The students won’t know that she is going to be there. The school will announce that there is a rally and when the students get into the gymnasium, she will be there. This will cause a lot of buzz because kids will be taking pictures, texting and calling people about it.

Event tie-in

Since “The Perks of Being a Wallflower” is about a 15-year- old outsider who is dealing with the suicide of his best friend, we would have Emma Watson star in a PSA about for the National Suicide Prevention Lifeline. The tone would be sincere and concerned but hopeful. The message is that there is a hotline where the audience can call for help if they are having suicidal thoughts.

More Ideas:

Some other ways to publicize Emma Watson would be to have her as a guest on the TV show, “American Idol.” Watson could help the contestants by dressing them in clothes from her fashion line. This would be a good choice because “American Idol” is the number one TV show in terms of ratings for the demographic of people ages 18-49.

Watson could also create a video of herself and post it on YouTube. Some examples for the video: Watson could “punk” her “Harry Potter” co-star, Daniel Radcliffe; or Watson could do the “cinnamon challenge.”