

Kirsten James

Dr. Redcross

Crisis Communications

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Prevention Plan for Victoria's Secret

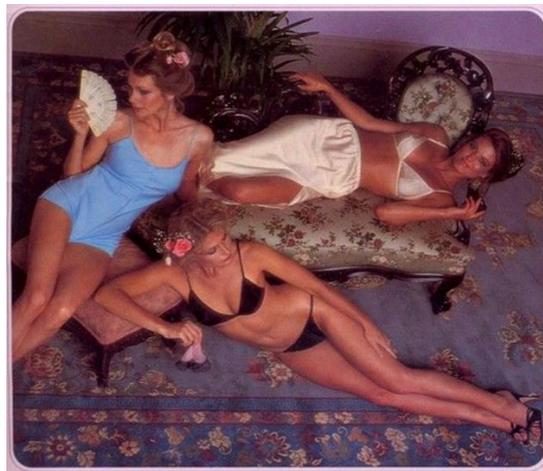
Company History

Victoria's Secret is a women's clothing store, specializing in underwear/lingerie which was officially launched in 1977 by Roy Raymond. The inspiration behind the company came when Raymond decided to buy lingerie for his wife, but felt uncomfortable actually going into the store to do so. Therefore, he created a space for men that would make them feel more comfortable when purchasing women's lingerie.

Raymond chose the name Victoria to evoke to propriety and respectability associated with the Victorian era; Victoria's "secrets" were said to be hidden beneath. Thus, in 1977, with \$80,000 in savings and loans from family members, Raymond and his wife leased a space in a small shopping mall in Palo Alto, California.

Although the company is geared toward women now, that was not always the case. In the beginning, Victoria's Secret's target audience was actually men. From the décor, to the advertisements, men were the main focus.

Example:



It wasn't until Victoria's Secret was on the brink of bankruptcy that they decided to switch their target audience to women, figuring that giving women an opportunity to purchase sexy underwear at a mass retailer had not yet been done. Also, the birth control pill hit the market in the 1960's and the sexual revolution for women had just broken ground, making it perfect timing.

Prevention Plan Rationale

It is no secret that there is a certain "standard of beauty" that is imposed on women to look a certain way. Usually, "that way," involves being very thin. This standard is typically portrayed by the media who feature (often airbrushed) photos of thin models. While this is damaging for young girls and women who see these images and feel pressured to live up to such standards, it is also damaging for the models who are often pressured in real life to look this way. Not only are they succumb to live up to this standard, but they are often placed in harmful working environments as well.

In fact, 68.3% of models suffer from anxiety and/or depression, 76.5% have been exposed to drugs and/or alcohol on the job, 24.7% have had or think they may have had a drug/alcohol problem, 64.1% of models have been asked to lose weight by their agency, 48.7% do fasts, cleanses, or otherwise restrict their food intake over short periods to lose weight, 31.2% have had eating disorders, and 28.8% of models lack health insurance.

It is important for Victoria's Secret to let their models (and the public, as well) know that they do not support/ partake in these unhealthy practices that many models feel forced in to. Therefore, Victoria's Secret will launch their first ever "Healthy Body Campaign."

Campaign

Goal: To make it known that Victoria's Secret Put the health of their employees first

Start Date: September 2018

Background: Victoria's Secret will partner up with SoulCycle's "charity ride*" initiative. The reason behind partnering up with SoulCycle in particular is that SoulCycle promotes more than just physical fitness—it focuses on empowerment and the overall well-being of each riders

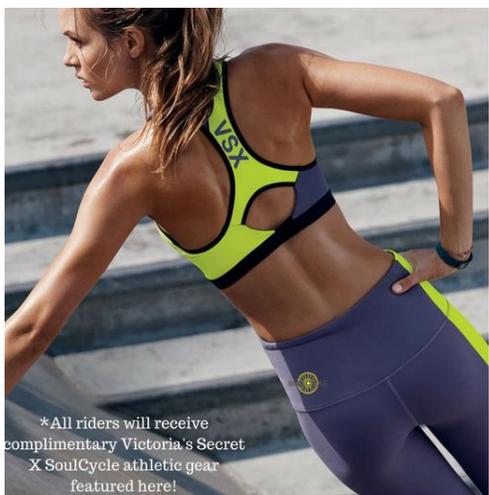
“soul.” In fact their website states, “SoulCycle isn’t just in the business of changing bodies; we’re in the business of changing lives.”

This goes hand in hand with the message that Victoria’s Secret wants to get out—that before anything else, they care about the well-being of those who represent/ are employed by them. This goes for both the Victoria’s Secret models (who do advertisements/ photos) and Victoria’s Secret Angels (who walk the runway for their annual fashion show).

*A charity ride is a 45-minute signature SoulCycle class where each individual bike is sold to fundraise for a specific cause. The cause for this campaign will be the National Alliance on Mental Health.

Execution:

- Taking after SoulCycle, Victoria’s Secret trainers will offer models a once a week powerful mind-body experience in their workouts. They will take place in a candlelit studio to soothing and/or energetic music.
- The charity rides will take the form of pop ups in New York, Massachusetts, Connecticut, Washington D.C., & Florida (all locations where there are already SoulCycle studios)
- All companies involved (Victoria’s Secret, SoulCycle, & the National Alliance on Mental Health) will promote on their own social media channels. An example of what the post will look like below:



*All riders will receive complimentary Victoria’s Secret X SoulCycle athletic gear featured here!

JOIN US NEW YORK!

VICTORIA'S SECRET x SOULCYLCE
PRESENT:

A CHARITY RIDE BENEFITING
NATIONAL ALLIANCE ON MENTAL
ILLNESS

Location: Union Square
12 E 18th Street
New York, NY 10003
2PM

[EVENTBRITE.COM/VSCCHARITYRIDE](https://eventbrite.com/vscharityride)

   #VSHealthyBody

- A different Victoria’s Secret angel will participate in one class.

- Participants will receive complimentary athletic gear.
- Adriana Lima will do a press tour to talk about the pop ups and the cause Victoria's Secret is supporting as well as the new implementation of the mind-body training sessions. She will appear on the following shows:
 - Ellen
 - Good Morning America
 - The Real
 - The Today Show
 - E! News

Sources

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<https://www.soul-cycle.com/charity-rides/>

<http://modelalliance.org/industry-analysis>