

## **PUBLIC RELATIONS PLAN**

**Situation Analysis:** Society Of Unattractive People is an advocacy group for unattractive people and their rights. Unattractive people are being discriminated against for their looks in comparison to their more charming peers.

**PR Campaign Objective:** To enact legislation and advocate fairness and equality for “unattractive people.”

### **Target Audiences:**

1. Legislators in the national U.S. government.
2. Unattractive Americans
3. Average and attractive Americans

### **S.M.A.R.T Goals**

To enact legislation that makes it illegal to discriminate based on physical appearance

To increase membership by one million people by the end of 6 months

To get a celebrity spokesperson on the national stage

**PR Strategy:** This is the “how” of your campaign

**Viral:** Create a viral video with a celebrity spokesperson and an attractive person that displays the discrimination

**Scandal:** Show proof in the of real-life workplace discrimination

**Protest:** Stage a protest outside of the Capitol Building

**Social Campaign:** Create a viral hashtag

### **Tactics:**

1. Hire Steve Buscemi and Matthew McConaughey to star in a viral 30 second Facebook video highlighting the issue in a comedic light.

2. Set up secret cameras in major partnering stores in order to catch workplace discrimination against unattractive employees.
3. Get celebrity guests, such as Steve Buscemi, for the protest outside of the Capitol Building and hand out paper bags to represent the campaign.
4. Create the hashtag #OwnYourUg as well as an additional photo campaign where participants take a photo in their paper bag hat.