

Group Members: Katie Babbin, Alexis Daley, Julia Heymann

SCPR Agency Name: Glam Brands

Instagram Handle: @glambrands_pr

Instagram URL: https://www.instagram.com/glambrands_pr/

Facebook Title: Glam Brands PR

Facebook URL: <https://www.facebook.com/people/Glam-Brands-PR/100067746667096/>

WordPress Title: Glam Brands PR

WordPress URL: <https://glambrandspr.wordpress.com>

About the Agency

1. How and why your group came up with the concept/direction.

We wanted to narrow down the focus of the corporate world to something that aligned with our group interests. The beauty industry is exciting and fast-growing, making it the perfect choice for the focus of our PR agency.

2. How and why your group created the chosen name?

Our group wanted to pick a name consisting of a single word, one that was representative of the beauty industry. We researched common beauty buzzwords to find something that would indicate the feeling we want our clients and their consumers to embrace. Glam, short for glamour, means an attractive or exciting quality that makes certain people or things seem appealing. It is enchanting, magical. We want to embrace the feeling beauty products can bring to an individual. We are highlighting inner beauty, personal stories, and expression that make people feel glamorous.

3. What void you or challenge your group's agency will solve/improve on your sector.

Makeup is for everyone, and we strive to help corporations create stories and brand images that align with these values. The content that we develop with our clients aims to engage everyone and their individual expression to tell their story.

4. Why has your group chosen the above mentioned titles, handles, and URLs?

Our group chose to use Glam Brands PR for our titles, handles, and URLs to make our profiles easily accessible and simple to remember. It was also important to include PR in the title or handle to differentiate ourselves as an agency for beauty industry brands.

5. What makes your agency different and/or competitive?

We take a more personal approach. We help corporations tell their story and connect with their target audience on a deeper level. We are a team focussing on giving opportunities to those who have a strong passion for the beauty industry and want to have their brand become a leading competitor in the industry.

SWOT

Strengths: We think Glam Brands will have a potentially strong clientele base because of the popularity of the beauty industry. Our approach focuses on the uniqueness and authenticity of every consumer and helps beauty corporations tell the story of their brand in a relatable way.

Weakness: The beauty industry is massive, making it hard to cut through the noise and stand out amongst the well-established names. Due to COVID, the beauty industry faced a significant drop in sales, limiting opportunities for industry expansion.

Opportunities: We tell brand stories to bring you dream products you've always wanted but have never been able to find. We also have the accessibility to have phenomenal growth and accelerated global expansion in a sustainable way.

Threats: The beauty industry is oversaturated, making it hard to be unique in our approach. And with the rise of social media influencers releasing their own product lines, they essentially control their PR cutting out the need for our agency. Beauty gurus and influencers have sway over the beauty community. Their opinions can make or break a product or company.