1987

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PR PLAN

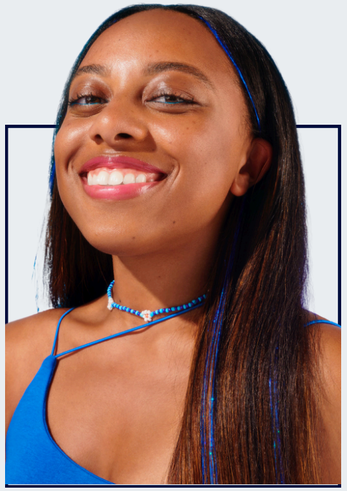
TEAM

TEAM



ACCOUNT SUPERVISOR

Brianna Rivas



ACCOUNT EXECUTIVE

Tracianna Walcott



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Eva Smith



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SITUATION

1987 is an everyday clothing brand, focusing on clean design, thoughtful detail, and intentional placement. Its mission is to curate timeless clothing to highlight East Coast living.

1987 is working with PRLab to increase brand awareness through targeted influencer partnerships, community engagement, and strategic media placements within the lifestyle and fashion space.



MEDIA AUDIT

TRADITIONAL

- Secured press features in well-known media outlets, establishing credibility.
- Expands reach from New England.

MEDIA FEATURES

GQ ELLE HBOmax OK! Page Six

SOCIAL



@1987label
143K followers
+3.8K this past month
2.3% Engagement Rate



@1987label
565 followers
Minimal posts



@1987label
38.7K followers
+900 this past month
2.3% Engagement Rate



@1987 Label
390 followers
No posts

Visual storytelling built around aspirational "East Coast/Summer House" aesthetic

OWNED

Official Website: shop1987.com

- blog/news section on their website, last updated in 2023

Newsletter: Active

- 10% off incentive
- Direct-to-consumer sales, limited-run scarcity messaging, brand story control

SWOT ANALYSIS

STRENGTHS

- Strong awareness among college students and Boston-area influencers
- Instagram: 143k followers, Tik Tok: 38.7k followers (2.5 m likes)
- Branding: Boston, East Coast-focused
- Clothing drops (increases anticipation)

OPPORTUNITIES

- Influencer collaborations
- Boston-based influencer PR packages, earned media
- Pop-up promoting new drops

WEAKNESSES

- Difficulty reaching an audience beyond the East Coast and Boston areas because of brand identity and target audience

THREATS

- Competitive market
- Market Saturation due to similar products

OBJECTIVES

#1. Secure at least 5 media placements promoting events and drops by December.

#2. Secure 10+ influencer partnerships by December to promote new launches and grow brand awareness.

#3. Build a verified list of 30–50 Boston influencer contacts to drive PR mailings and event invites by December



RESEARCH

COLLABORATION RESEARCH NEEDS

WE WILL RESEARCH:

- Potential new publication and influencer collaborations
  - East Coast and Boston area presence
  - Boston school influencers
  - Targets to send PR to
- New event opportunities
- Collaborators that align with mission objectives

NEEDED FROM CLIENT

- Overview of past outreach events
- Successful influencer partnerships
- Upcoming event plans

POTENTIAL COLLABORATIONS

- Publications: Elite Traveler, Boston Magazine, InBoston Magazine, Boston Globe Style
- Boston area influencers
  - Previous: @hollyjreardon, @materialgirllifestyle, @nelllasbrand, @emmapowd, _@juliabedell, @juliakearsleyy_
- College influencers (Boston schools)

KEY AUDIENCES



WOMEN IN THIER LATE TEENS AND EARLY 20s

- Relationship: Existing customers who return based on trust.
- Goal: To maintain current customers as well as attract new ones.

EAST COAST-BASED WOMEN

- Relationship: Current and potential customers whose style aligns with East Coast identity.
- Goal: Build trust by appealing to East Coast-based style and needs.

COLLEGE STUDENTS

- Relationship: Prospective customers who trust the brand and spread awareness.
- Goal: Expand brand identity to college students through campus engagement.

KEY MESSAGE 1: AUTHENTIC LIFESTYLE

Key Point: 1987 Label reflects a modern, youthful lifestyle through timeless clothing, storytelling, and a community built around real experiences.

Why it Matters: Young women look to their peers and community for fashion advice while curating their personal sense of style.

KEY MESSAGE 2: EAST-COAST IDENTITY

Key Point: 1987 Label captures the effortless, understated style and energy of East Coast living through the seasons.

Why it Matters: East Coasters should be able to express their pride and connection to their origins, while maintaining individuality and ease.

KEY MESSAGE 3: BUILT FOR BUSY LIVES



Key Point:

1987 Label creates versatile clothing that moves easily between classes, studying, social events, and nights out.

Why it Matters:

College students operate in high-stress settings, so choosing an outfit should feel effortless while still inspiring confidence.

STRATEGY #1

Share influencer testimonies of how young women feel wearing 1987 clothing

Approach:

Connect with influencers aged 18-23 who wear the brand in their everyday lives to show brand trust and individual style.

STRATEGY #2

Secure at least five media features in local fashion publications

Approach:

Reach out to several Boston-based fashion media outlets to generate buzz and highlight 1987 as a trustworthy and chic brand.

STRATEGY #3

Partner with student-led university organizations to increase brand awareness

Approach:

Collaborate with and create content with local universities to market 1987 toward college students.

TACTICS

BOSTON LIFESTYLE CREATORS

- Send curated PR boxes before launch to top Boston creators.
- Include a prompt card asking them to film an unboxing focused on texture, fit, and how the pieces work for a casual day of work or errands.

TAILGATE CONTENT

- During the event, capture rapid-fire street-style interviews with attendees and creators wearing 1987 pieces, asking: "How does wearing this piece make you feel?"
- Compile these into post-event testimonial content for social feeds.

EXCLUSIVE FEATURE PITCHING

- Pitch local Boston-area and legacy fashion/lifestyle media outlets (Boston Magazine, Boston.com, Boston Common, Boston Globe) an exclusive story angle on trend pieces, upcoming launches, and events.

TACTICS

CAMPUS POP-UPS

- Partner with Boston-area college sororities, student fashion associations, business clubs, and other student organizations to co-host exclusive pop-up shops or events featuring new 1987 drops on campus.

EVENT CALENDAR LISTINGS

- Submit all brand pop-ups and public events to local media digital calendars (Boston.com, MassLive) 2–3 weeks in advance to help spread awareness, followed by post-event photo recaps sent to lifestyle editors to secure event roundup features.



EVALUATION

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We will know our plan was successful if....

1. Secured at least 5 media placements promoting events and drops by December.

2. Secured 10+ influencer partnerships by December to promote new launches and grow brand awareness.

3. Delivered a verified list of 30–50 Boston media & influencer contacts to drive PR mailings and event invites by December

TIMELINE

SEPTEMBER

Kick off and foundation

- Client kickoff with 1987 team; confirm roles and workflow
- Build Boston and East Coast media list
- Create influencer outreach list for the Tailgate
- Draft press kit, pitch templates, and press release template
- Begin planning event outreach for Park City on 10/11

OCTOBER

Tailgate Campaign

- Pitch local press and event listings for the Tailgate
- Invite influencers and press to the event (10/11) and the Patriots watch party
- identify recipients and coordinate PR boxes
- Draft and distribute press release announcing the drop
- Amplify the community story

NOVEMBER

Ongoing Outreach

- Draft monthly press release for the next drop or partnership
- Continue influencer PR box seeding and relationship maintenance
- Media outreach
- Track coverage and update media lists
- Midpoint recap meeting with client

DECEMBER

Wrap-Up & Reporting

- Continue event outreach and promotion as needed
- Compile final report: media hits, influencer coverage, engagement
- Final client recap meeting
- Document learnings and recommendations for spring

BUDGET PLAN



PR LAB FEE: $500



ADDITIONAL COSTS: TBD

QUESTIONS?

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