

2025

New Enterprise Development BAA1003
Lecturer: Dr. Eric Clinton
Group 34

Marketing Campaign

Revive Grounds

Something you'll never dump!



An eco-friendly skincare scrub using repurposed coffee grounds

We hereby certify that this material which we now submit for assessment on the programme of study leading to the award of Bachelor of Business Studies/ European Business is entirely our own work, and has not been taken from the work of others, save, and to the extent that, such work has been cited and acknowledged within the text of our work.

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Revive Grounds

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Introduction

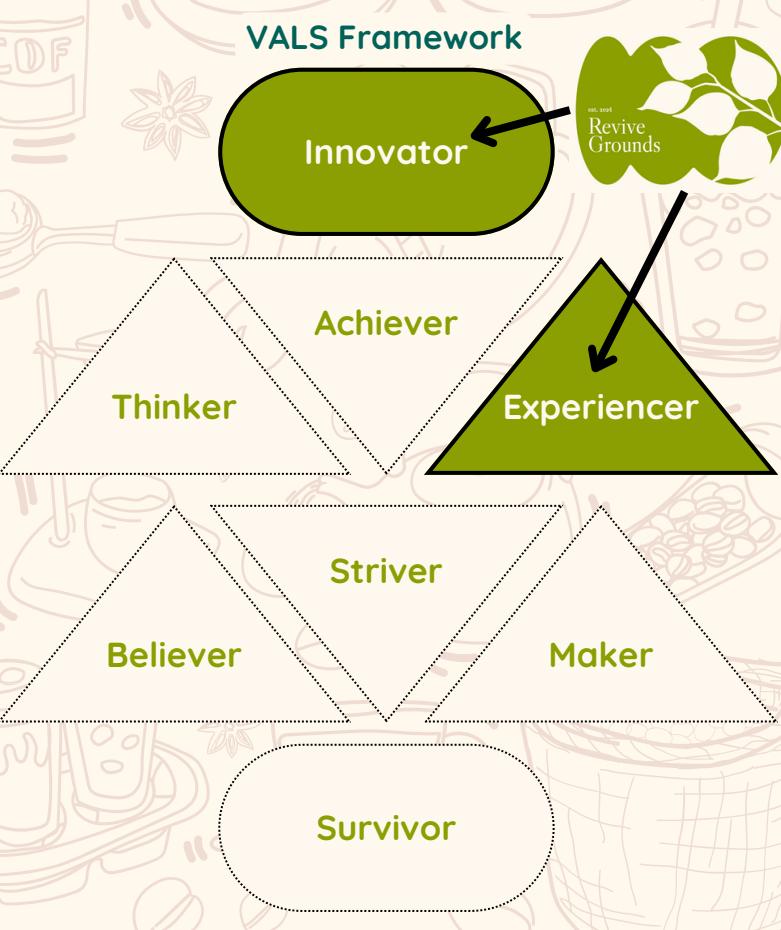
At Revive Grounds, we combine sustainability and skincare by turning used coffee grounds into environmentally friendly body scrubs. Our product reduces waste and encourages self-care, integrating sustainability into everyday life. With an emphasis in sustainability, community, health, and wellness, we serve environmentally conscious customers who place a high value on ethical purchases. Our goal is to become a leader in sustainable beauty, encouraging individuals to choose skincare products that promote environmental responsibility and individual well-being. By incorporating our products into active lifestyles, we aim to promote long-lasting brand loyalty through social media campaigns, partnerships, and engaging community events.



Through initiatives like influencer partnerships, online communities, and run club collaborations, we will increase brand recognition, loyalty, and trust. We ensure every purchase helps create a more sustainable future, by aligning the way we advertise with our core principles.

Our Brand

Before building our brand, we analysed our target consumers' psychographic traits by distributing a 'Values, Attitudes and Lifestyle' (VALS) survey amongst our sample demographic group (well-educated 18 to 35 year old women), to truly understand their behaviour and motivators, and intertwine our product with their lifestyle and values. We identified our customer base as a dominant combination of experiencers and innovators, subsequently targeting our brand message and marketing efforts towards this population. Our experiencers, as young enthusiastic buyers who are socially engaged and trend-sensitive, appreciate new possibilities, deriving motivation from self-expression and feeling individualistic. Our innovators, as established emerging leaders who value innovation and premium quality, while benefiting from plentiful resources, are driven by progression, social impact and the desire to be influential (Valentine and Powers, 2013).



Our brand, built on the combination of our core values and customer innate desires, bridges the gap between skincare and sustainability, offering consumers the opportunity to contribute value to our environment. Through highlighting our unique selection of scents and socially shareable qualities, while creatively blending indulgent experiences with eco-friendly trends, we satisfy our experiencers' yearn for self-expression. By emphasising our cutting-edge nature of redefining beauty through repurposed coffee waste, while positioning our consumers as thought leaders contributing to positive change, we uphold our innovators' front-running self-image. Our brand blends indulgent self-care, sustainability, innovation and luxury, satisfying our consumers' desires while making a positive impact on our environment.

1) Social Media Initiative

Many companies leverage TikTok for marketing, and we plan to follow this trend by creating organic short-form videos, challenges, user-generated content, and influencer collaborations to boost brand awareness and encourage product trials. Research shows a strong correlation between TikTok activity and sales growth (Julianti et al., 2023), and by engaging with trending content, we aim to make our brand more personable, driving engagement, and attracting customers to our online community. This aligns with our goal of educating consumers on proper exfoliation, bridging the knowledge gap, and increasing their willingness to pay for organic products (Drăgan and Petrescu, 2013).

We will also post these short-form videos and content on our Instagram page to gain more followers and generate brand credibility, creating a legitimate business image to persuade viewers to purchase our product (De Veirman, Cauberghe and Hudders, 2017). However, we plan to take a more informative approach when appealing to Instagram users, highlighting the benefits of our skincare scrub through showcasing product application, as these platform users must be shown why they need to product through key insights (Hida and Dewi, 2021). By sharing informative content on Instagram, we can also appeal to a larger audience, due to its ease of transferring information across to Whatsapp.



2) Influencer Marketing Initiative



Building influencer relationships on social media will be utilised to increase sales and brand recognition for Revive Grounds. The proposed campaign will highlight the sustainability and self-care advantages of our product. Influencer marketing may greatly affect the decisions of consumers and is characterised as a type of earned media, public exposure through word-of-mouth, customer assessment, social media mentions, or media attention (Han, 2024). A brand with comparable values, such as Lush Limited, fulfils similar influencer partnerships that we desire. Lush's ethical beauty influencer push, focused heavily on micro-influencers for authentic engagement (Abbas, no date), reported a significant boost in sales and user engagement over the course of the campaign.

Focusing on influencers who align with our values is vital for the success of our campaign, specifically micro influencers (15k- 130k followers) with a local following, to gain their highly engaged audiences. It is imperative for our brand to advocate for influencer choice, as a sustainable brand we do not intend to advertise by paying influencers to use our product, but provide our product to influencers and request an honest review at their discretion, aligning our brand with authenticity for the user. Hence, our initiative will be initially targeted toward eco-conscious beauty & lifestyle influencers, namely Fionnula Moran & Keelin Moncrieff.

fionnualamoran •

1,674 posts 17.2K followers 2,598 following

FIONNUALA MORAN she/her
Journalist
Celebrating Sustainability
MSc in Climate Change
@ rte2fm @ sixoclockshow
Presenter MC DJ VO ... more
fionnualamoran.com
@ fionnualamoran

Measurable Impact Across 2026 & 2027: Initiative 1 & 2



- **Increased Brand Awareness:** 5M+ impressions across platforms
- **Drive Sales:** 15% conversion rate from influencer links
- **Boost Engagement:** 50K+ Likes, shares and comments, click through rate of 1.5%
- **Community Growth:** 20K+ new followers on brand social accounts

3) Online Community Initiative

A clear consumer knowledge gap exists in relation to the effectiveness of organic and conventional skincare products, with consumers believing there are no additional health benefits in utilising natural ingredients, justifying their unwillingness to pay a higher price for organic products (Drăgan and Petrescu, 2013). To address this discrepancy potentially limiting the sales growth of our luxurious priced organic scrub, we will combine our brand's core values of community along with health and wellness, implementing an educational online community targeting our socially engaged experiencers.

Revive Grounds

[About](#) [Events](#) [Blog](#) [Visit](#) [Login](#) [Join The Community](#)



Revive Grounds Community

We are an organic skincare community, working together to save our environment and educate our society, while rejuvenating our looks!

[Join the Community →](#)

Following a similar approach to 'The O. Blog' model (The Ordinary, no date), we will offer detailed ingredient-focused content breaking down the benefits of each element, with extensive FAQ and guide sections educating our consumers on optimal application methods for various skin types. The online community will operate through an extension on the Revive Grounds website, initially kickstarted by educational posts and behind-the-scenes content, followed by user-generated product application content and stories regulated by our team, before finally fostering two-way communication through live Q&A, polls, surveys and webinars.

Measurable Impact Across 2026 & 2027: Initiative 3



Increased User Engagement:

2026

5-10 user content posts monthly

2027

10-15 user content posts monthly



Online Community Growth:

10-20% monthly follower increase

30-50% annual follower increase

4) Cause Marketing Initiative – Revive Roots

Our CSR initiative, “Revive Roots”, connects self-care with sustainability by donating 1% of every purchase to reforestation, empowering our customers to make an impact with every scrub. Inspired by the success of Patagonia’s “1% for the Planet”, which raised over \$140 million for environmental causes (Patagonia, no date) while contributing to ~\$1 billion yearly sales (Armstrong, 2022), we integrate luxury self-care with meaningful impact.

Why does this resonate with our customer?



- **Eco-Conscious Values:** They will appreciate their contribution's transparent, long-term impact.
- **Brand Trust:** Our primary data surveys indicated that over 90% of our target demographic values brand trust. They will appreciate our additional philanthropic efforts, which combine environmental activism and ethical practices to make a meaningful impact on the world.
- **Legacy:** Customers see their purchase as part of a larger, lasting environmental legacy.

Measurable Impact Across 2026 & 2027: Initiative 4



- **1% of All Sales:** donated to Eden Reforestation Projects (Eden, 2025)
- **Environmental Impact:** Aim for 2,500 trees planted by 2027, absorbing approximately 8,750kg of CO2 by the end of the year. As the trees grow older, their increased density means further absorption of CO2 to about 25kg annually per tree (EcoTree, no date).
- **Social Impact Hub:** KPI of live donation totals and monthly updates on trees planted posted on our website, Instagram, and TikTok

REVIVE GROUNDS
PLANTING CHANGE WITH EVERY SCRUB

Glowing Skin → 100% Organic Ingredients
Repurposed Coffee Grounds → Exfoliating Scrub

1% OF ALL PROCEEDS DONATED TO REFORESTATION

ORDER NOW

www.revivegrounds.com

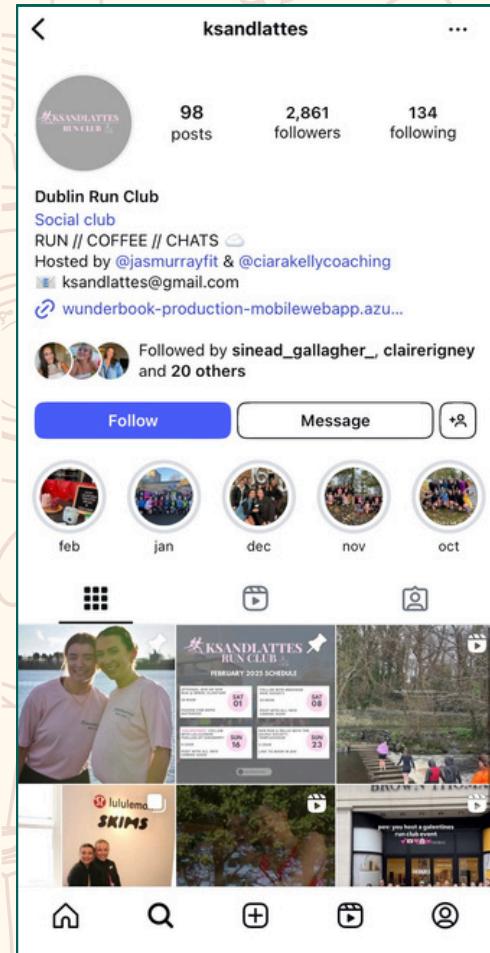


5) Run Clubs Initiative

Aligned with our core values of health, community, and well-being, we plan to collaborate with local run clubs to build authentic connections with active, health-conscious consumers. After establishing our brand, and social media presence, this initiative will commence in 2027, with an aim to strengthen our brand visibility and consumer engagement.

A partnership will be formed with "KsandLattes Run Club", a community that blends coffee culture with running, perfectly aligned with our target audience. Participants will receive product samples upon following our Instagram, allowing them to engage with our brand and learn about the sustainability behind Revive Grounds.

Experiential marketing, which encourages brand interaction, has been shown to build emotional connections and boost customer retention (Schmitt, 1999). Through community-driven events, we aim to establish trust and create lasting brand associations. Once credibility has been established, we plan to expand our efforts by partnering with additional run clubs, broadening our reach and strengthening community ties.



ksandlattes • Follow
Dublin, Ireland

ksandlattes February run club schedule is here ❤️ ❤️

We will be kicking off the month, meeting this SATURDAY the 1st @brewcoffee Dublin Clontarf at 10am, there will be an option to run either 3km or 5km with a pacer for each run (both runs will be an easy pace). We have decided to add a shorter distance for the 1st run of each month to welcome new members ✨

This is the perfect opportunity to get you started if you are a complete beginner hoping to pick up running in 2025 🏃 I promise you will not regret it!!

We have some exciting collabs for the rest of the month with @weekendhikesociety, @lululemon Brown Thomas & ...

Measurable Impact Across 2026 & 2027: Initiative 5



Increase Customer Base: 15% Conversion rate from run club attendees to customers



Boost Engagement: 20% Increase in social media engagement

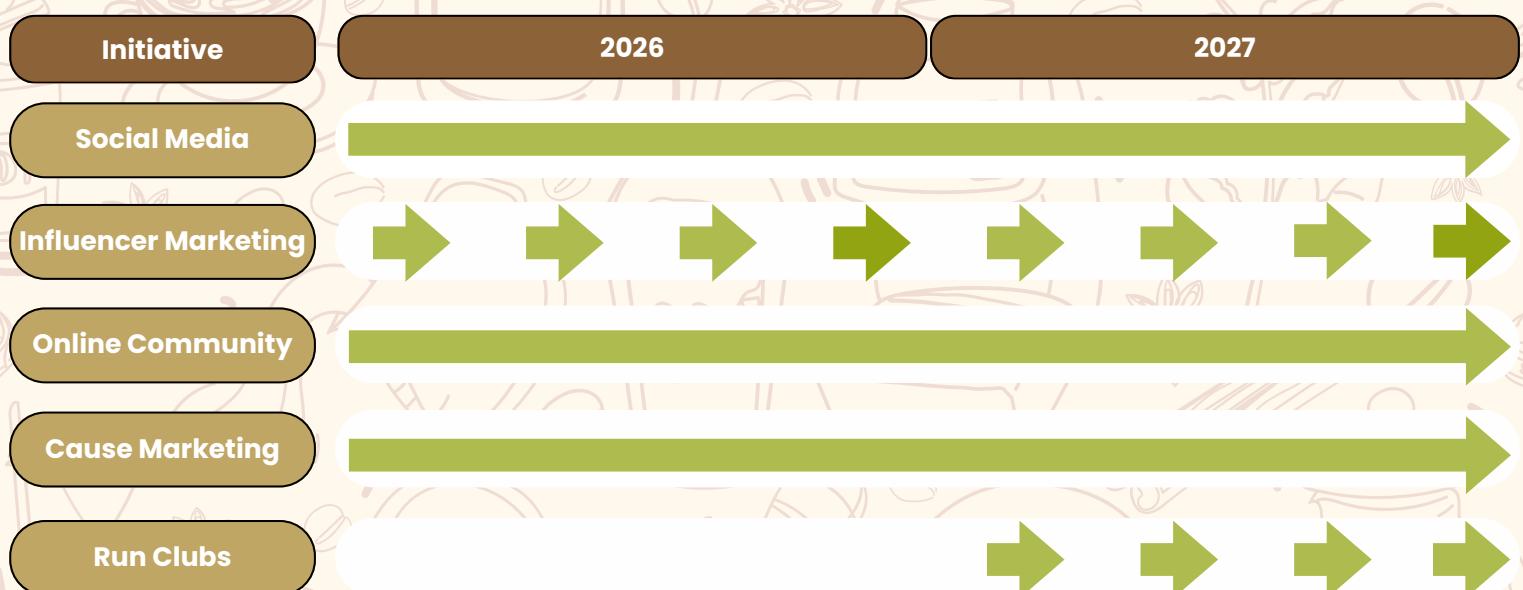
Follower Growth: 500+ new Instagram followers directly linked to run club events

Marketing Timeline



Each initiative will be evaluated monthly to monitor progress and ensure alignment with our target impact metrics, allowing for timely adjustments to stay on track toward achieving our goals.

Marketing Initiatives Timeline 2026/27



Conclusion

Revive Grounds merges sustainability, innovation, and indulgent self-care to satisfy the desires of experiencers and innovators seeking an authentic impact. The marketing strategies encompass educational online communities and influencer partnerships, alongside transparent, eco-focused messaging that integrates philanthropic reforestation efforts and collaborates with wellness groups, embodying purpose while enhancing product value. Targeted initiatives on TikTok and Instagram will promote brand recognition and trust, with user-generated content fostering community engagement and fueling organic growth. This holistic, consumer-centric approach cements Revive Grounds' position as a socially responsible cosmetics brand that strives to empower customers to look good while simultaneously doing good.



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