

Me & The Bees

Campaign Proposal



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The Challenge

***How can we start a TikTok account to grow buzz about Me
& The Bees Lemonade?***

Bringing storytelling from talk shows to TikTok.

Our Story

This is going to *bee* a Problem

Honey Bees, which are responsible for 80% of the world's pollination are on a decline. Currently, species like Bumblebees and the Hawaiian yellow-faced bees are listed as endangered.

We aim to create a call to action:

Encouraging our audience to support this brand and its mission to save the bees.



Who are we bringing to the Beehive?

Take a look at our target audience

Who Needs To Hear The Buzz?



Age range: 18-25 years old – older Gen-Z

All Genders

Education: High School, College, Entry-level professionals

Psychographics:



Health-conscious

Environmentally conscious–concerned with the decline of bee population

Socially conscious — beliefs in sustainability and advocacy

Inspiration — Appreciating young Black female entrepreneurs.



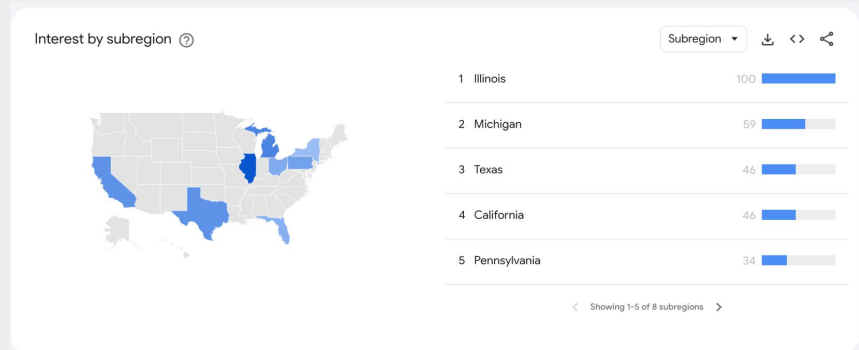
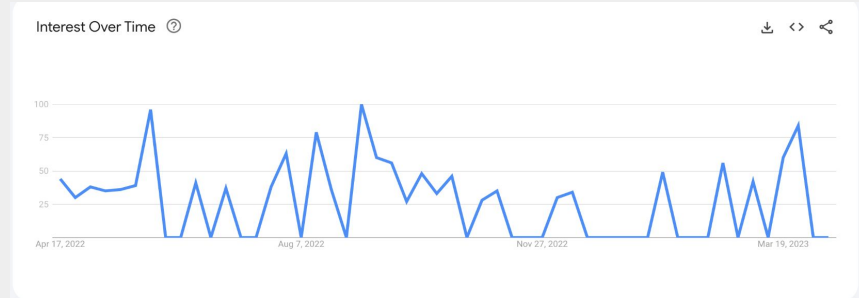
There Has Never Been

A better time than now!

Trends Across The Timelines

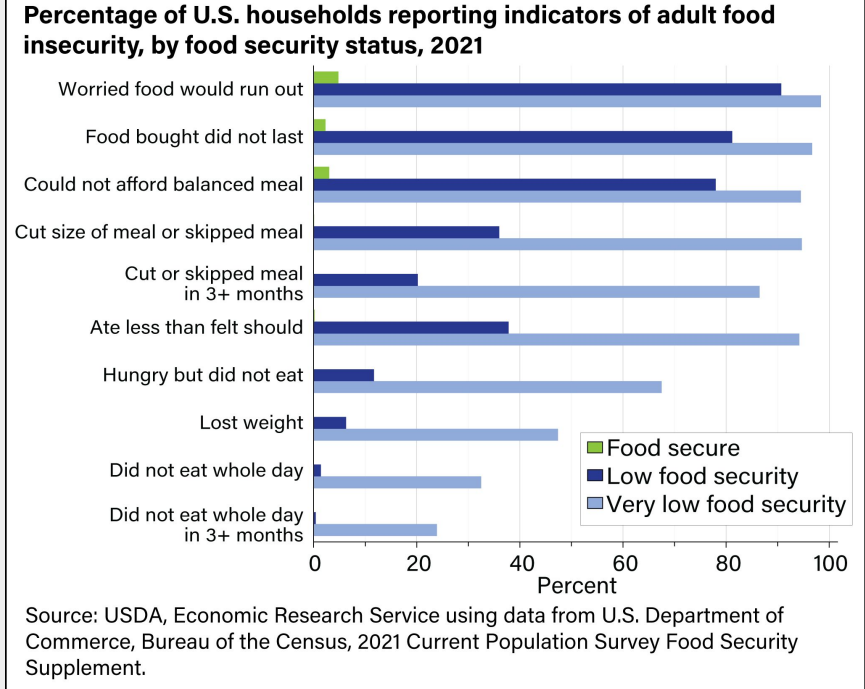
According to Google Trends, the people are typing about bees & their extinction. Specifically during the spring and fall seasons of 2022.

The interest inspires us to spread awareness through me and the bees.



There's A Real Concern For Food Security

65.4% of people ages 21-30 fear another global pandemic leading to other nuanced fears like financial problems and food insecurity.



Why Is It Important?

1,000,000

Acres of Almond fields in the state of California

2,000,000

Beehives needed to pollinate each year.

2/3

Roughly the U.S. Stock of Beehives



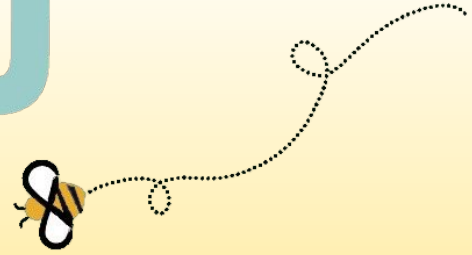
Almond field in drought, 2021. Photo: Simple Mills



*Almond trees in bloom in Bakersfield, California, 2019.
Photo: Michael Renzi*

**So what exactly would a
#WorldWithoutBees
look like?**

WHAT WOULD YOU MISS THE MOST?



APPLES

CARROTS

HONEYDEW

MUSTARD GREENS

AVOCADOS

CAULIFLOWER

KALE

ONIONS

BOK CHOY

CELERY

LEEKs

SUMMER SQUASH

BROCCOLI

CUCUMBERS

LEMONS

ZUCCHINI

BROCCOLI RABE

EGGPLANT

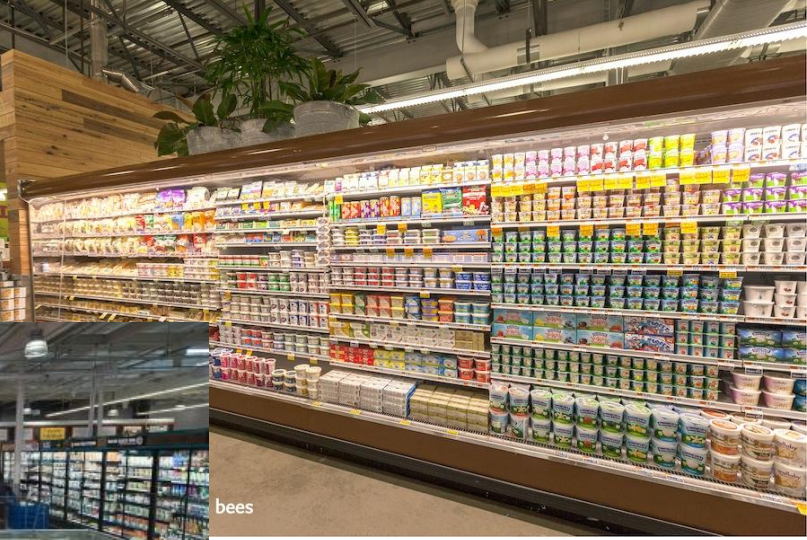
LIMES

CANTALOUPE

GREEN ONIONS

MANGOS

*Even though some veggies and fruits don't completely rely on honeybee pollination, these plants make more fruit with lots of nutrients when bees do stop by for a visit.



Your produce choices *with* bees

bees



Your produce choices *without* bees

Your dairy choices *without* bees



SUPER STYLIN'

NUTRIENT-RICH, HERBAL CONDITIONERS & TREATMENTS

SHAMPOO
SHAMPOO BARS SAVE 6 MILLION PLASTIC BOTTLES GLOBALLY

CONDITONERS

HAIR STYLING

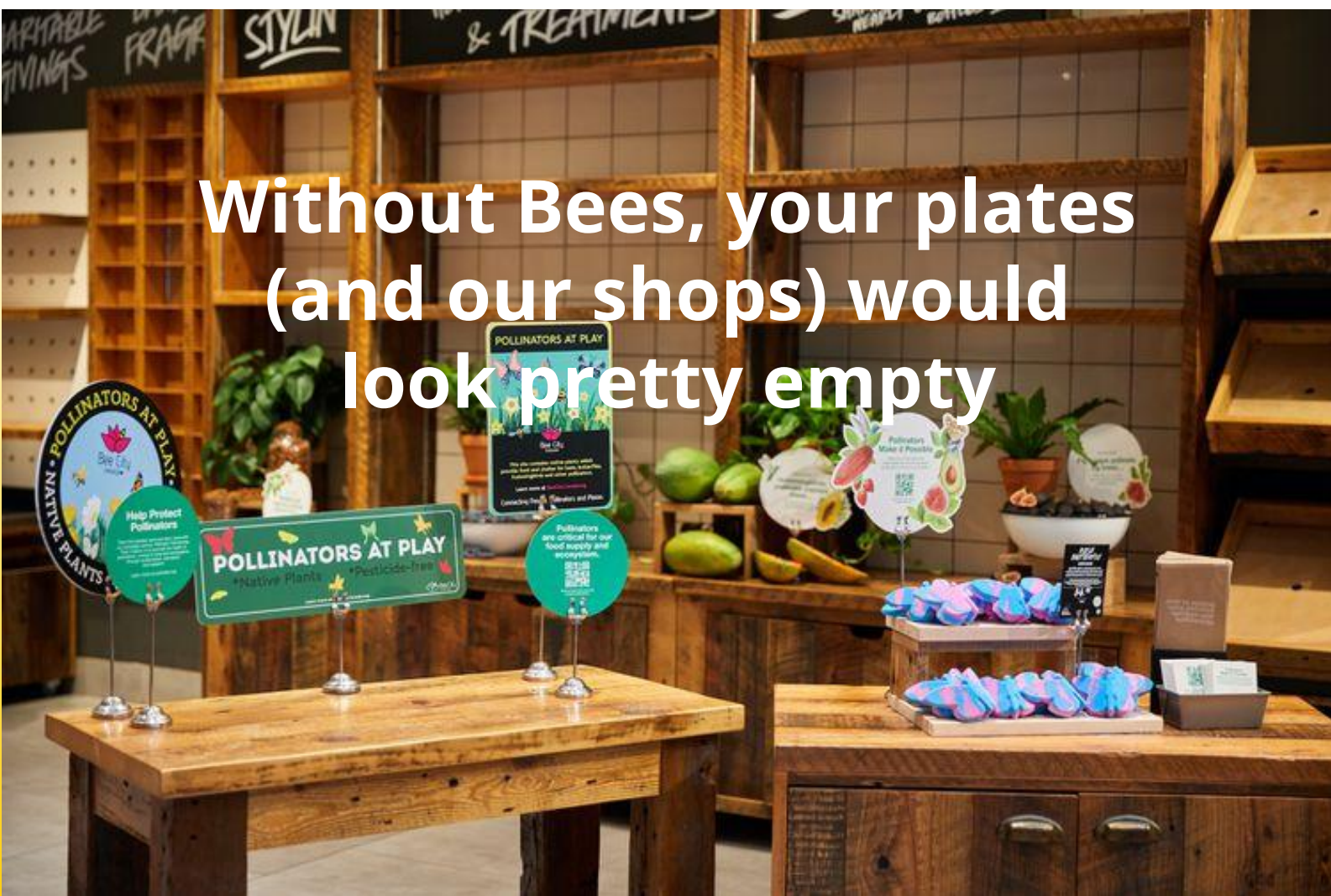
SHAMPOO BARS

HAIR TREATMENTS

WE USE OUR PRODUCTS ON HUMAN VOLUNTEERS

LUSH

Without Bees, your plates
(and our shops) would
look pretty empty



A farmer wearing a blue jacket is shown in an orchard, using a long wooden stick to reach up and pollinate an apple tree. The background is filled with green foliage and trees. The text is overlaid on the image in yellow boxes with black text.

**Are we *really* that close to a world
without bees?**

**Chinese farmers are hand-pollinating
apple and pear orchards, and
corporations are designing 'robo-bees'.**

The Strategy

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GET *Gen-Z (18-25) future bee-lievers.*

TO *engage with Me & The Bees' mission on TikTok.*

BY *shocking and educating our audience about the heightened threat of a world without bees.*

THEN *inspire people to **#BeeFearless** in taking action by overcoming their own fears as part of the solution.*



**One Hive:
Two Phase Campaign**



Phase 1:
#WorldWithoutBees

Buzzin' With Knowledge

*To educate and spread awareness in an
interactive way that relates to our audience!*

The *Bee-all* & End-all Filter

PHASE 1 | Execution 1

This hyper-realistic TikTok A.I. filter will FREAK people out!

The '***Bee-all & End-all***' filter convincingly alters facial features to look mortifying. Spooking users with its ability to present a visual reality of a ***#worldwithoutbees***.

This filter's goal is to spread awareness by reaching people with interactive content. As fascination ensues, '***Bee-all & End-all***' and other realistic face filters show no sign of slowing down as a trending tool.



#worldwithoutbees, #WWB, #BeeAllEndAll

The 7 Day Bee-Free Challenge



7 days without Bees

NO Sauces and Salad Dressings

NO Chewing Gum

NO Fruit

NO Spread and Dips

NO Honey

NO Fruit Pies, Apple Pie, Pumpkin Pie, etc.

NO Cotton

Anti-Aging and Skin Care Products

NO Lipsticks or Chapsticks

NO Wine

NO Ointments and Creams

NO Guacamole

NO Dairy

NO Pina Colada

NO Coffee

NO Hair Conditioner

NO Hot Toddy

NO Vaseline, Petroleum Jelly

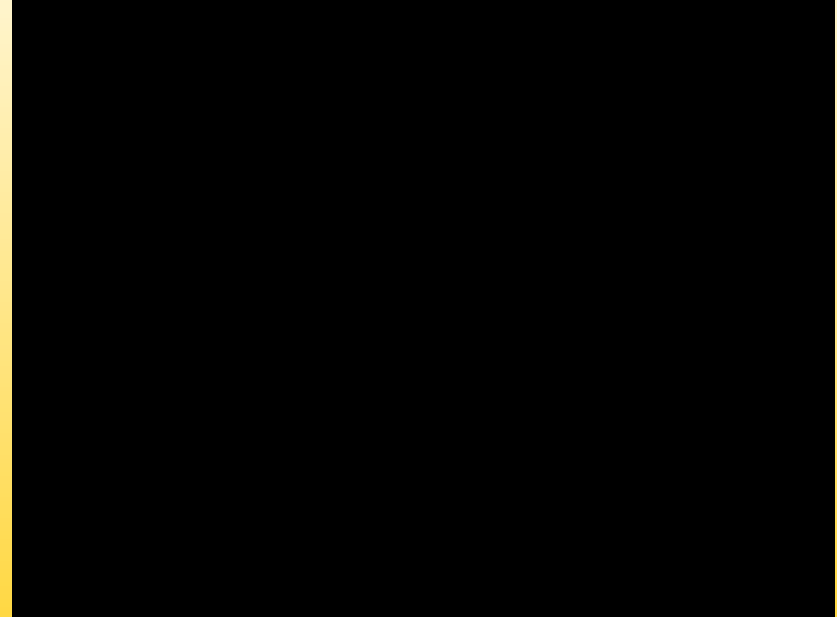
NO Face Masks

NO Gummy Worms or Jelly Beans

NO Mascara, Moisturizers, Lip Gloss, Concealers

NO Orange Juice

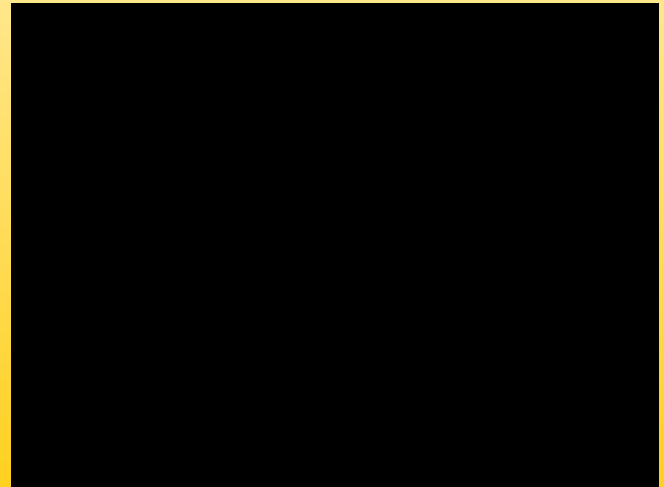
PHASE 1 | Execution 2



#SwarmTheStreets

Formats:

1. **Blind taste test:** Get reactions of *Me & The Bees* lemonade vs an unsweetened lemonade.
2. **Q&A:** Name your favorite restaurant or meal at a restaurant. Does it exist without bees?
3. **Q&A:** Name a bee species for a free lemonade. Follow up with, "Did you know that bees are at risk of being extinct"?



Taking Action:

The solution to saving the tiny heroes of our ecosystem, and the world.

Being a Fearless *Bee-liever*

From Bee Sting to Queen Bee: Mikaila Ulmer had no idea she was on the brink of becoming one of the youngest, Black girl entrepreneurs in America.

Serving as a key form of inspiration to her peers who aspire to start their own businesses. In turn, becoming the very change they seek from the world.



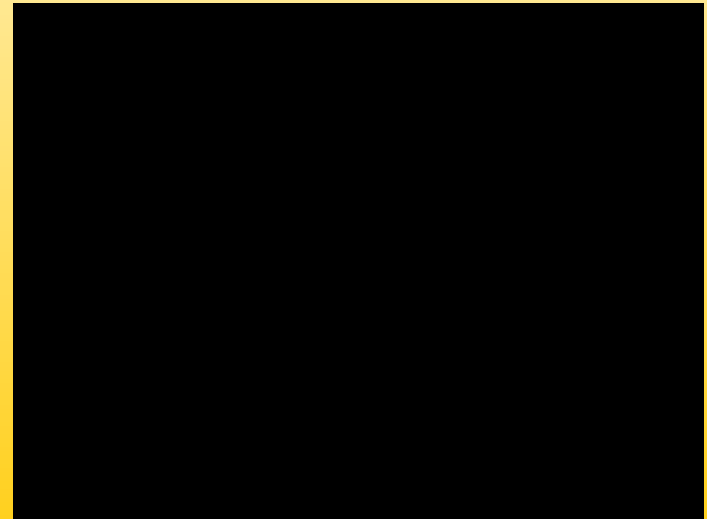


Phase 2:
#BeeFearless

#BeeFearless Challenge

What fears do you plan to conquer this summer? The **#BeeFearless** challenge is centered around helping Gen-Z and Bee-lievers alike to face their fears.

We encourage all **bee-lievers to conquer their fears, and help spread awareness** to save the bees.



Influencers

#MeAndTheBees



Maddie Moate - 7.4K Followers

Maddie Moate is an EduTuber, T.V. Presenter, YouTuber and Author. Known for "Maddie's Do You Know?", BBC Earth's "Earth Unplugged"



Tabitha Brown - 5M Followers

Gives advice on how to overcome difficulties in life. Spreading her infectious smile, encouraging her audience to "surrender to happiness."



Honey Johnson - 369.1K Followers

Educates her platform while using ASMR with honeycombs. Beekeeping for some years. Based in the Memphis, Tennessee area.



How This Helps Our Hive:

🐝 Our Queen Bee Mikaila Ulmer began selling her lemonade at youth entrepreneur events. Spreading awareness and donating some of her profit to local and international organizations.

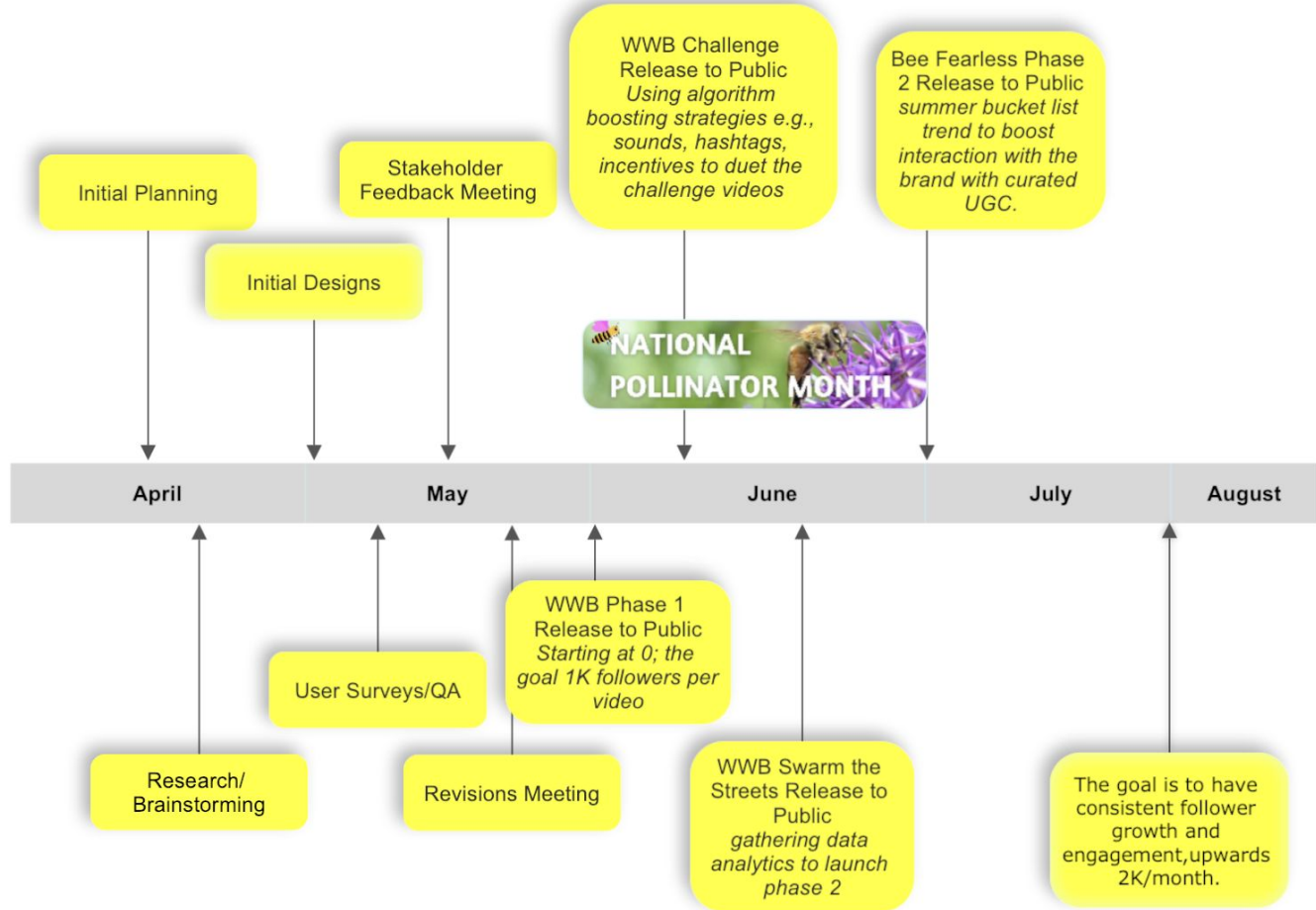
Which is why she touts: *“Buy a Bottle...Save a Bee.”*

🐝 Mikaila’s first book, *Bee Fearless, Dream Like a Kid*, chronicles her adventures in being a social entrepreneur and heading up a purpose-based brand aimed at offering premium, all-natural lemonades.



Pictured: Nicole Lindsay, Founder of Detroit Hives. Photo: Timothy Paul Jackson

Campaign Timeline



***Our tone is Playful
and Relatable!***

**SUBJECT
MATTER:**

**USER
ACTIVITY**

HOOKING

**Boosting
the buzz**

AUDIO:

**TIKTOK
FEATURES**

EXPERIMENT

*Convincing Gen-Z to be a
part of something that
secures a better future, while
still being fun and exciting!*

***Through a two phased approach,
Me And the bees will build a Gen-Z audience
by Inspiring them to be a part of something
that secures a better future.
By being a part of this change, they conquer
their fears in a fun and exciting way.***

Summary



#BEEAMBITOUS