

plexus®

Case Study - 2015

The Challenge

In 2015, [Plexus Worldwide](#), was a direct-selling weight-loss and health-supplement seller boasting more than 400,000 Ambassadors (independent resellers) across the U.S., Canada and Australia.

With Mother's Day upcoming (it was only 16 days away) the company wanted to do something memorable that could go viral and expand the company's already impressive social media efforts.

The Approach

10 to 1 Public Relations created a #PlexusThanksMoms campaign with multiple tiers and goals to generate buzz.

- The first goal was to create an unforgettable visual memory that would excite Ambassadors nationally and could be re-shared via social media beyond the location of the actual media event.
- The second goal was to include as many Phoenix-area Ambassadors as possible in the effort, as the company is less known locally compared to its many other markets across the U.S.
- The third goal was to generate online participation of Ambassadors across the U.S. and Canada directly, as reposts, retweets, etc., which would help spread the effort beyond local Phoenix media.



To create a great visual and media buzz, 10 to 1 Public Relations recommended the purchase of 10,000 single long-stemmed pink roses (pink because Plexus' flagship product Plexus Slim is often called the "pink drink").

Plexus then invited local Ambassadors to come pick up a bundle on a set day and randomly hand out the single flowers to mothers at youth sporting events, public gatherings, local shopping centers, wherever they happened to be.



Each flower would have a ribbon tied to it with the Plexus logo and the hashtag #PlexusThanksMoms. Ambassadors would be instructed not to try and “sell” product, just to hand out the flowers and leave them alone.



10 to 1 Public Relations then helped designed a national component, where Ambassadors were encouraged to post why they were thankful to their own mother, using the #PlexusThanksMoms hashtag. 10 responses over numerous social media channels would be selected to receive a bouquet of flowers sent to their mother by the company on their behalf.

Plexus media inviting 10,000

place before/during the Friday florist also agreed to allow media ribbons were being tied on the delivery, etc. as needed/requested



aggressively pitched about the campaign, them to see all roses together in one distribution. A local into their shop as the flowers, during the by media.

Next, national announcements were made to Ambassadors via emails and social media posts alerting them to the #PlexusThanksMoms hashtag and the online bouquet contest. Pictures and updates of the Arizona efforts and links to stories were also shared via social media throughout the effort which were then re-shared by Ambassadors commenting on how much they loved the stunt.

The Result

This media effort went off perfectly, despite only 16 days from idea to implementation. Over the course of one day, more than 200 Arizona Ambassadors picked up flowers and distributed all 10,000 flowers randomly across Arizona.

Beyond beautiful pictures/graphics, the campaign generated Numerous Phoenix area print and broadcast news stories. Here's a small number of coverage examples:

<https://www.youtube.com/watch?v=9YkLhmZyodM>, <https://www.youtube.com/watch?v=RIDfi09KbG4>, https://www.youtube.com/watch?v=_23Yfpm2jSY

<http://azbigmedia.com/ab/plexus-randomly-distribute-roses-moms-arizona>

By far the campaign remains the most successful social media campaign Plexus Worldwide has held in 2015.