



## **Ardre Orie: A Woman on A Mission**

### Introduction

Ardre Orie an author, director and advocate on a mission to redefine beauty for women and girls. Ardre's journey began with the formation of the Pink Wish foundation in 2009, which provides support for women and young girls. She grew her brand by launching I Love Me cosmetics in 2013 and has since continued to grow with the release of films, books and stage plays. As the vision for her brand grew she sought to create a more cohesive brand image, generate buzz around her work and ensure that all aspects of her branding were in line with her goals, Ardre realized it was time to befriend her brand.

### Problem

When working with clients and defining brands most think in terms of having tangible assets, they have a website, photos, social media but their brand still isn't where they want it to be. To them the remedy for this is pushing out everything that comes to mind content wise and then something will catch however those with a fundamental understanding of strategy know that the success of content generated relies heavily on research and definition of the target market because content with no intended recipient falls on deaf ears and it's extremely hard to communicate with someone when you don't know if you are speaking the same language. Ardre entered this campaign with passion for her cause but more importantly a willingness to learn about and adapt in order to allow the team to aid in the updating of her assets, clarification of her branding and implementation of media training techniques.

### Solution

While our client came to us with assets and communication channels already in place they neglected to tell the story that she needed told and did not work to elevate her brand to higher levels. The team started by helping Ardre understand her brand through the definition of her target market. They helped her understand who she was talking to and how to talk to them. The next steps explored Ardre's mission and vision which gave us the why she was talking to her target market along with a clear blue print to base our strategy moving forward off of. Communication channels were the focus of the next phase. All social media accounts were evaluated and properly branded to provide a consistent message and presences on all platforms. lamardreorie.com underwent a complete redesign to feature updated press assets, optimized content and branding consistent with her mission and vision. Along with the website Ardre's electronic press kit was redesigned to feature an updated bio, that details her journey and achievements as well as new high quality photos. After the "befriending" of her brand Ardre was pitched to various media outlets for coverage and independently hosted a Meet the Director event which introduced her documentary to industry influencers and solidified her position as an



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advocate for change.

### Conclusion

By identifying our clients target market, clarifying their brand presence, and establishing relationships we secured coverage with over 10 media outlets, gained well over 700,000 press impressions and created a plethora of opportunities and relationships that can be used for future promotional effort