



**WE'RE NOT REALLY STRANGERS**

**PR PROJECT  
Natalia Quiroz  
qnatalia4@gmail.com**

**(619) 955-9892**

**info@werenotreallystrangers.com**

# TABLE OF CONTENTS

**3 - 5** ABOUT WNRS AND STATISTICS

**6** EXECUTIVE SUMMARY

**7** OBJECTIVES

**8** TACTICS

**9** EXPECTED OUTCOMES

**10 - 26** COLLECTIONS

**27 - 28** PRODUCT LAUNCH PRESS RELEASE SUMMARY( attached in separate PDF)

**29 - 39** EVENTS

**40 - 41** PHILANTHROPIC LAUNCH

**42 - 46** INFLUENCER CAMPAIGN

**47 - 50** ADVERTISEMENTS

**51** WORKS CITED

## About **WE'RE NOT REALLY STRANGERS**

This question card game has recently expanded their collection to clothing, and clothing with words that relate to the brand's audience. Made by Koreen in 2018, the card game is used to create meaningful connections with oneself, their loved ones and complete strangers. Strategically designed to help spark sincere emotional dialogue between players, the card deck features different levels of thought-provoking questions, and has developed many expansion packs over the years. It's revenue and products continue to grow, with packs such as couples edition, friendship edition, self-love edition, self-reflection edition, and many others.

# WE'RE NOT REALLY STRANGERS STATS

- 37.45% of users are 25-34 years old
- 25.73% are 18-24 years old
- Engagement has gone down 8.76% this last month
- Website traffic shows 48.12% visitors are from the United States
- 66.78% of game users are female
- Audience is interested in shopping, social media networks, electronics, and community
- Has received 1181876 likes total on the last 10 instagram posts;
  - Has an average 118187.6 likes/post
- 42.35% of social media traffic comes from Instagram

**“CREATED TO EMPOWER MEANINGFUL CONNECTIONS WITH OTHERS”**

# Executive Summary

The PR campaign would promote both the game and clothing line via events, collection launches, product launches, a philanthropic project, and advertisements.

Over this year, WNRS will focus on increasing sales, website visits, an increase in social media followings, increase in publicity, an expansion in target audience, brand awareness, and community. We will be releasing collections based on their game topics, a new game, and clothing/products. We will target the Millennial and Generation Z audience, and use social media memes and current trends to increase popularity of the game. Since our target audience is already these ages, we will release collections to expand the audience while keeping our current one.

# OBJECTIVES

- An increase in sales
- Higher website visits
- An increase in social media followings
- An increase in publicity
- An expansion in target audience
- More brand awareness and a closer community

# TACTICS

## COLLECTIONS

Gift Set Collection  
New Clothing Collection  
Travel Collection  
Career Collection

## PRODUCT LAUNCH

Advertisements  
Fortune teller machine  
that gives out cards to  
strangers to boost  
Stranger Pack

## EVENTS

Collage party for mood boards and goals  
February popup to boost self-love edition  
Back to school event for college students  
to make friends while playing friendship  
edition and classic edition  
Fortune machine pop-up at the grove  
New year new you party selling clothes  
and games with different slogans/taglines

## PHILANTHROPIC LAUNCH

Partnership with NAMI to bring awareness to  
mental health

# EXPECTED OUTCOMES

- 8% increase in customers/purchases
- 7% increase in website traffic and visitors
- 10% increase in social media engagement on Instagram
- Wider age range in target audience

**LEVEL 1**  
**(PERCEPTION)**

**LEVEL 2**  
**(CONNECTION)**

**LEVEL 3**  
**(REFLECTION)**

HOW ARE YOU,  
REALLY?

WE'RE NOT REALLY STRANGERS

HOW ARE YOU,  
REALLY?

WE'RE NOT REALLY STRANGERS

HOW ARE YOU,  
REALLY?

WE'RE NOT REALLY STRANGERS

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# COLLECTIONS

HOW ARE YOU,  
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WE'RE NOT REALLY STRANGERS

**Collection 1**

**GIFT SET COLLECTION 1**

## Gift Set Collection

For this collective, WNRS will use its already released packs to create multiple mega gifts, ready to be sent to a friend or significant other. There will be three tiers of the gifting, starting with the cheapest option including two products and a gift card, the medium including two products and a hoodie, and the third including all five products. This gift set will lead to more purchases being made since it will create a sale mindset in customers, making them buy more for less. This would be released from April to June, making customers want to purchase even more due to the exclusivity of the products. The products will also be placed in a nice box so the recipient can immediately send out the gift

# TIER ONE

Originally, the mug is \$10, the notepad is \$5, and the gift card \$20, totalling to \$35. However, with the gift set collection, it would take the price down to 30, as a result of a 14% price drop. With enough purchases of the set, the Return on Investment will increase and make the discount valuable. This set can be used in a romantic or friendly setting.



## TIER TWO

Originally, the mug is \$10, the notepad is \$5, the gift card \$20, and the hoodie is \$65, totalling to \$100. However, with the gift set collection, it would take the price down to \$85, as a result of a 15% price drop. Since the hoodie is limited edition as is, the gift set would sell even more for people that want to get it for cheaper. This set can be used in a romantic or friendly setting.



## TIER THREE

Originally, the mug is \$10, the notepad is \$5, the gift card \$20, the hoodie is \$65, and the game is \$20, totalling to \$120. However, with the gift set collection, it would take the price down to \$100, as a result of a 17% price drop. This gift will sell the most, since it has the largest discount, most products and variety, and can be split between friends or housemates to get the most of the gifts.



MENTAL HEALTH MUG



WNRS NOTEPAD SET

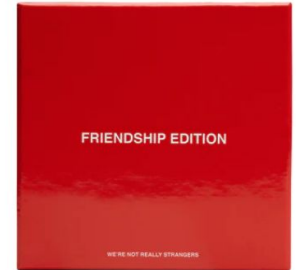


[Quick view](#)

E-GIFT CARD



I'M SO HAPPY WE MET LIMITED EDITION HOODIE



FRIENDSHIP EDITION

**Collection 2**

# **CLOTHING COLLECTION**

# Clothing Collection

WNRS has begun its entrance in the fashion world, so this collection would expand it even more combining the games with the clothing and apparel. The clothing would gain traction not just through the connection with the game and clothes, but also make organic content through uses outside and people wearing the apparel in their daily lives. This collection would run from October to December, since most of the apparel products are hoodies and loungewear, and the colder seasons add appeal. However, the October would leave room for the t-shirts and purchases prior.

**CRY PROUDLY**

WE'RE NOT REALLY STRANGERS



**WE'RE NOT REALLY STRANGERS\***



**SELF LOVE**



\$30

CRY PROUDLY

WE'RE NOT REALLY STRANGERS

\$25

WE'RE NOT REALLY STRANGERS

\$20

SELF LOVE

**ORIGINAL PRICES**

\$65

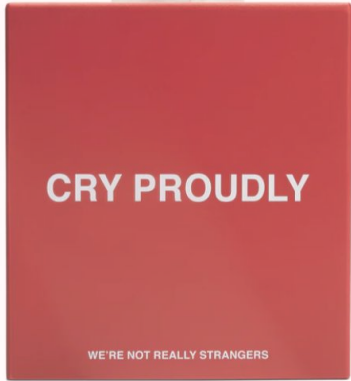


\$75



\$50





## COLLECTION COMBO PRICES



\$80



\$90



\$65

**Collection 3**

# **TRAVEL COLLECTION**

# Travel Collection

For the third collection, WNRS would create a new version of the game, along with releasing travel products and summer clothing, such as baby tees, jorts with the WNRS logo, and a travel expansion pack. Perfect for globetrotters and adventurers, this collection could explore travel experiences, bucket list destinations, cultural encounters, and memorable adventures on the road, along with connecting strangers with the travel related questions. This expansion pack would increase target audience range of ages and areas, and raise visits to the website from different countries since it would be catered towards travelers and people around. This pack would release in July, for the Summer.

# Travel Collection SAMPLE QUESTIONS

1. What's the most unexpected place you've ever traveled to and why?
2. Describe a moment during your travels when you felt completely out of your comfort zone. How did you handle it?
3. Share a travel memory that still makes you laugh out loud when you think about it?
4. If you could only visit one country for the rest of your life, which one would it be and why?
5. What's the most memorable encounter you've had with a local while traveling?
6. Have you ever had a travel mishap that turned into a memorable adventure? Tell us about it.
7. Share a piece of advice for someone planning their first solo trip.
8. If you could magically teleport to any place in the world right now, where would you go and what would you do there?
9. What's one destination that exceeded your expectations, and one that didn't quite live up to them?
10. Describe a souvenir or memento from your travels that holds a special place in your heart and why.
11. Share a travel-related fear you've overcome and how it changed your perspective.
12. If you could time-travel to any historical period or event, where would you go and why?
13. What's the most valuable lesson you've learned from your travels?
14. Describe a moment during your travels when you felt the most alive and connected to the world around you.
15. If you could design your dream itinerary for a year-long trip around the world, where would you go and what would you do in each destination?

**Collection 4**

# **CAREER COLLECTION**

## Career Collection

For the fourth collection, WNRS would create yet another expansion pack. Geared towards professionals and ambitious individuals, this collection could include questions about career goals, achievements, setbacks, and lessons learned in the workplace. This pack would make many sales as it caters to the current target audience (18-34), and would be similar to self-reflection pack in the sense that it can be played single-player or with others. There are two routes this can go down, questions for people in careers already, or for people wondering their career, which would cater to high school and college students. The game would be released in the springtime, when high schoolers are determining majors and schools, and jobs are beginning/ ending.

# Career Collection SAMPLE QUESTIONS

1. What's one skill or ability you've developed in your career that you're most proud of?
2. Describe a moment in your career when you took a risk that paid off. What did you learn from it?
3. Share a career setback or failure that ultimately led to growth or a positive outcome.
4. Who has been the most influential mentor or role model in your career, and what did you learn from them?
5. What's one piece of advice you wish you could give your younger self when starting your career?
6. Describe a situation where you had to navigate a difficult workplace dynamic or conflict. How did you handle it?
7. Share a memorable achievement or milestone in your career journey and how it shaped your professional identity.
8. If you could switch careers for a day with anyone in the world, who would it be and why?
9. Describe a time when you had to step out of your comfort zone to pursue a career opportunity. What was the outcome?
10. Share a moment in your career when you felt imposter syndrome. How did you overcome it?
11. What's one professional goal you're currently working towards, and what steps are you taking to achieve it?
12. Describe a project or initiative you've been involved in that made a positive impact on your community or industry.
13. Share a piece of career advice you've received that has stuck with you throughout your professional journey.
14. What's one industry trend or development that excites you about the future of your career field?
15. If you could have lunch with any successful figure in your industry, dead or alive, who would it be and what would you ask them?

**PRODUCT PRESS RELEASE**  
**(ACTUAL RELEASE IN SEPARATE PDF)**

# FORTUNE ADVICE MACHINE

The new product we would be launching is an advice giving machine, fully automated and easy to use. Placed in a popular mall, the brand could allow people to choose a topic(ie. career, love, self-reflection, friendship, etc.), and in return the machine will release a card for the user to take, and on it will be a piece of advice and a fortune. While the user will not pay, the brand will gain attention and bring in sales and visits to the website.

# EVENTS



process, select, and organize imagery  
at s... you in this moment. Cut-  
ut ye... ery and apply them to your  
paper... your awareness to your  
pers... thetic. This process is highly  
individua... and inspired by personal  
experiences. Rel... ase the desire to compare  
your creation.

Remember

In the Beginning

# EVENT 1: COLLAGE PARTY

I ❤️ YOU

Bubbles

great big smiley faces

the sweetest pancakes

POHAI  
RITIRO

## Collage Party for Mood Boards and Goals

This event would enhance the "We're Not Really Strangers" game experience by making authentic connections and allowing personal growth among participants. Through creating mood boards reflecting emotions and aspirations, sharing goals, and engaging in meaningful conversations, visitors strengthen communication skills, build trust, and inspire creativity. This event is true to the game's core themes of self-discovery and vulnerability, reinforcing its brand identity while providing a supportive environment for individuals to connect and grow together. It would also expand the sales since there would be games and merch for sale at the event, along with influencers and etc.

WHAT DOES SELF-LOVE MEAN TO ME? WHAT DOES IT NOT MEAN TO ME? (GET SPECIFIC.)

WE'RE NOT REALLY STRANGERS  
SELF-LOVE EDITION

WHAT DO I WANT TO STOP APOLOGIZING FOR?

# EVENT 2: FEBRUARY POP-UP

WE'RE NOT REALLY STRANGERS  
SELF-LOVE EDITION

WHAT AM I PROUDEST OF MYSELF FOR SAYING "NO" TO RECENTLY?

WE'RE NOT REALLY STRANGERS  
SELF-LOVE EDITION

SELF-LOVE EDITION

WE'RE NOT REALLY STRANGERS

## February Pop-up for Self-Love

This event would cater towards the single and friends during the lovely season of Valentine's Day, and have hoodies about self-love, friendship, and reflection. There would also be games about the season, and games for couples as well.

By aligning with the brand's themes of self-discovery, vulnerability, and connection, the event creates a welcoming space for individuals to celebrate their relationships with themselves and others. Through engaging in activities that promote introspection and meaningful interaction, attendees deepen their understanding of the brand's message of authentic connections, ultimately strengthening the community for "We're Not Really Strangers."

WE'RE NOT REALLY STRANGERS™

# EVENT 3: BACK TO SCHOOL (COLLEGE EDITION)

LEVEL 2  
( CONNECTION )

WE'RE NOT REALLY STRANGERS

WHEN WAS THE LAST  
TIME YOU SURPRISED  
YOURSELF?

WE'RE NOT REALLY STRANGERS

WE'RE NOT REALLY STRANGERS

WE'RE NOT REALLY STRANGERS

# Back to School College Event for UC Students

A "Back to School" event specifically designed for college students to make friends would be a natural extension of the "We're Not Really Strangers" game's idea of allowing meaningful connections. By providing a structured environment for students to engage in icebreakers, group activities, and conversations, the event would encourage participants to break down barriers, share vulnerabilities, and build authentic relationships. These interactions align with the spirit of the game's card prompts, promoting self-discovery, empathy, and open communication. Since the students there would be playing the game, it would create buzz for the brand and bring more people to the social media since students would most likely post the event to their Instagrams and tag the brand.



**EVENT 4: NEW YEAR NEW YOU**

## New Year New You Party and Store

This event would cater towards our younger audience, 18-25, as it would be a party scene for 18 and older. People would be able to buy the tickets on their website, and if attending, would receive a 15% discount for the website in a confirmation email to their ticket. At the party, the venue would be similar to a concert in the sense of a merch booth, stage, and dancing space. At the merch booth, there would be clothing and games for sale. Since WNRS began selling clothing, they have released hoodies with text such as "Hi Five!", "I HEART CRYING", "Just Say It", and etc. All these hoodies are incredible conversation starters, and would work well in the party scene. This event would make many sales for the brand and return the money spent on throwing the event.



# EVENT 5: FORTUNE ONE DAY POP-UP

## **Fortune Machine Day Pop-up at the Grove**

This event would revolve around the advice giving machine product we released, and for the first day of the machine being there, would have people selling products in a side hut, and promoting the fortune machine. This would lead to an increase in TikTok and Instagram followings, as many people would post about the advice giving machine, and would raise website visits since people would want to learn more about the brand.

# **PHILANTHROPIC LAUNCH**

**(PARTNERSHIP WITH NAMI)**



**nami**

**National Alliance on Mental Illness**

**Westside  
Los Angeles**

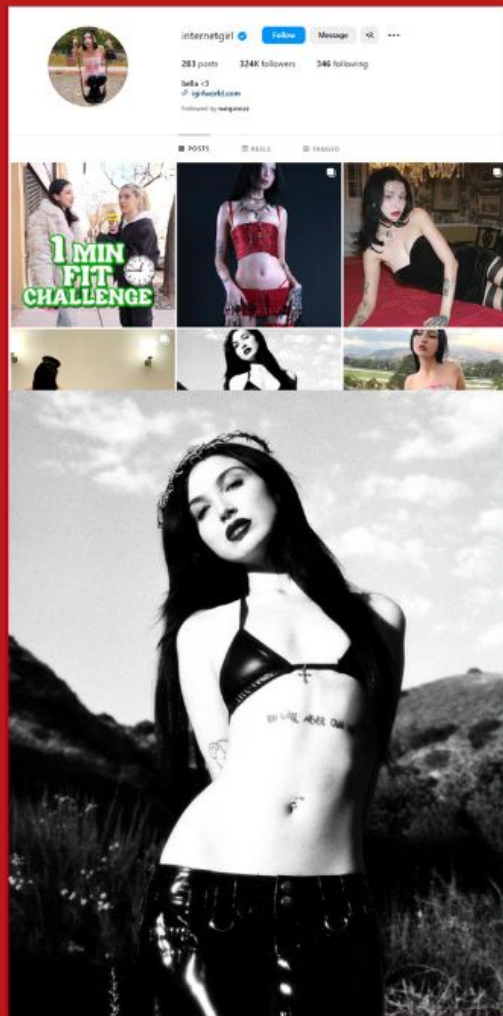
For the Philanthropic Launch, We're Not Really Strangers would collaborate with NAMI, a non-profit organization offering support to those who need it and bring awareness for mental health. This would be a good launch for the brand since the brand focuses on self-growth and understanding. During the launch, WNRS would donate a percentage of the money they make off of the self-love, reflection, and classic editions. This would add NAMI's audience to the brand, and bring more money for both the brand and the non-profit organization.

# **INFLUENCER CAMPAIGN**

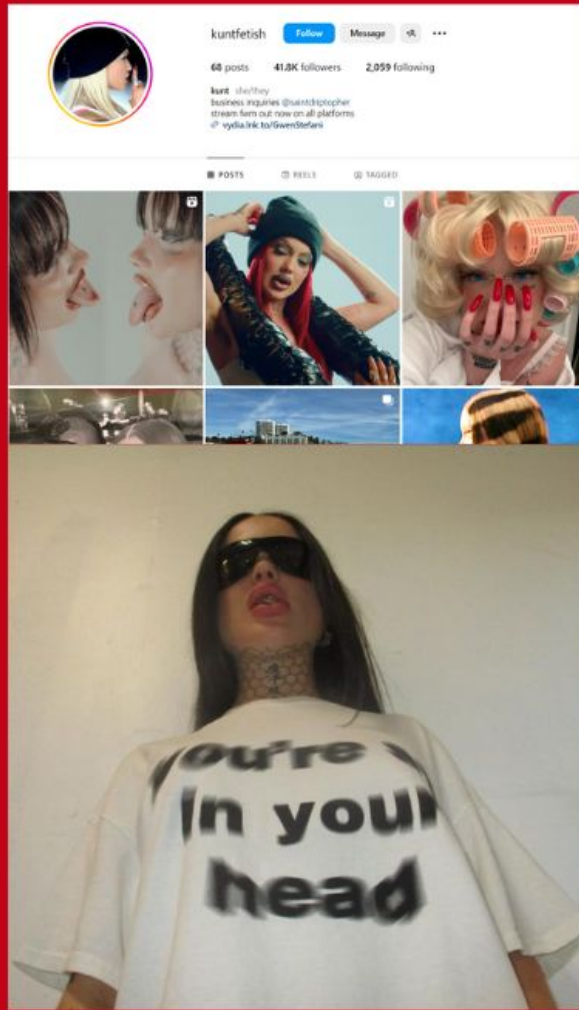
# SOCIAL MEDIA GOALS

- METRIC GOALS
- WEBSITE VISITORS
- CONVERSIONS INTRODUCED BY CALL-TO-ACTIONS
- SOCIAL MEDIA FOLLOWING INCREASES
- CREATED THROUGH APP TAKEOVERS AND GIFTING
- SALES INCREASES IN BOTH GAME AND CLOTHING
- HIGH CLICK-THROUGH RATE
- MANY WEBSITE VISITORS TO WERENOTREALLYSTRANGERS.COM
- MANY AFFILIATE CODE USES
- HASHTAGS FOR PRODUCTS ARE GOING VIRAL ON SOCIAL MEDIAS

# INFLUENCER TAKEOVERS AND HASHTAGS

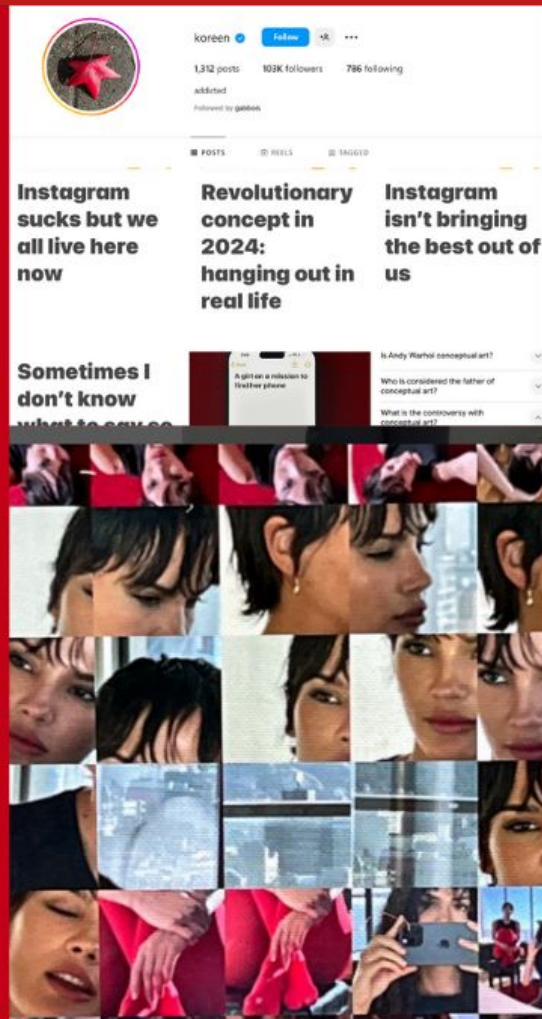
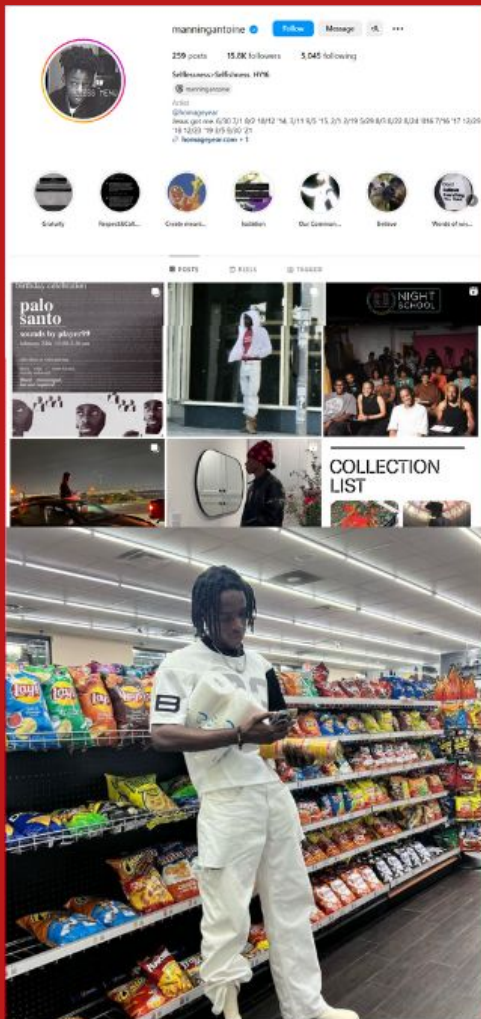


Using macro-influencers for this part of the campaign would be helpful since they share similar audiences than the game and clothing brand. While they have many followers, they engage with their audiences greatly, with Enya having a podcast and responding to comments and internetgirl having collaborated with small, independent artists and students within this last year. Enya could also mention the clothing and brand on her podcast to create more traction for the brand. Both influencers can post with captions including hashtags like **#werenotreallystrangers** and **#wearingwnrs**



## GIFTING AND SOCIAL MEDIA MENTIONS

These two influencers are micro-influencers, which would impact their audience more and reach their markets better. Both influencers have worked with the brand before, therefore the company knows they will be loyal to the brand and continue to mention them on future posts and stories. The influencers also have strong engagement with their followers, with around 400 comments on Kuntfetish's posts and 50 to 100 on mig.nyc's posts.



## DISCOUNT CODES AND AFFILIATES

These two influencers are micro-influencers, which would impact their audience more and reach their markets better. Both influencers have worked with the brand before, therefore the company knows they will be loyal to the brand and continue to mention them on future posts and stories. The influencers also have strong engagement with their followers, with around 400 comments on Kuntfetish's posts and 50 to 100 on mig.nyc's posts.

**PAID, EARNED, OWNED ADS**

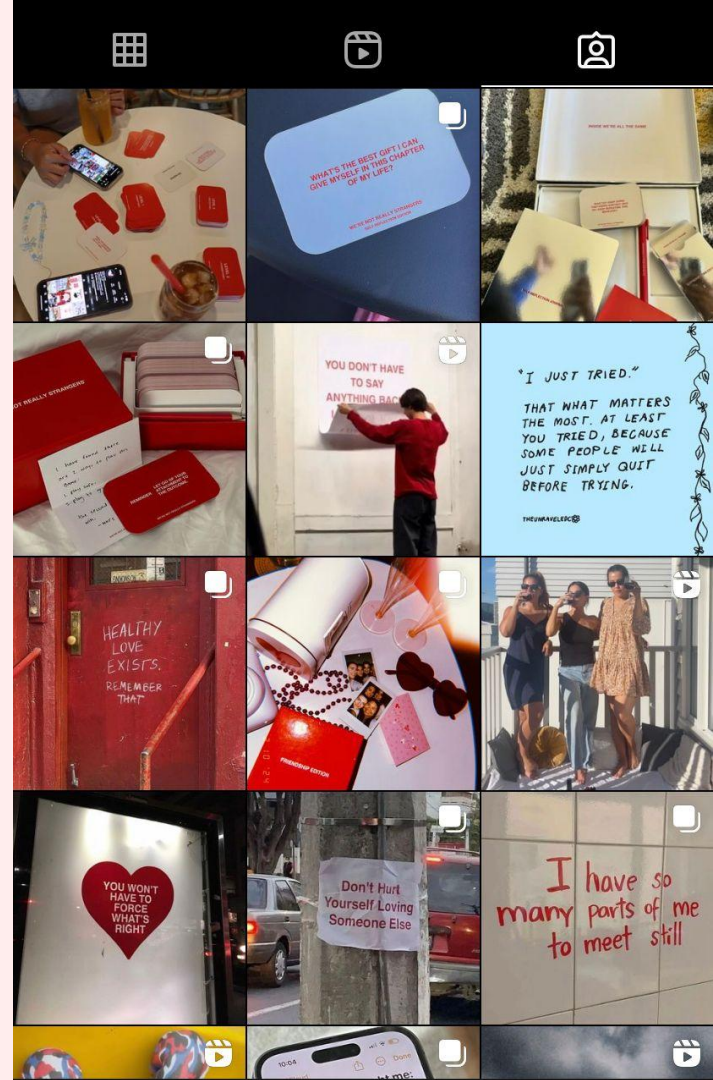
# PAID MEDIA



WE'RE NOT REALLY STRANGERS would invest in billboards surrounding major cities in the United States. With use of advertisements such as billboards, many city walkers and passers will be attracted to the simplicity and text and scan the QR codes located at the top right to learn more about the brand. The billboards would be direct, and get straight to the point, while still maintaining the common fonts and colors WNRS uses. (Helvetica and red)

# EARNED MEDIA

Content gathered from the WNRS events and influencers would generate content for them. By receiving positive reviews from well-respected individuals and average people, it strengthens the partnership's credibility in the eyes of consumers. The accounts would also tag the brand, and insert hashtags such as #wnrs, #aesthetic, #wanttoplay, #getdeep, etc. generating buzz for the brand.



# OWNED MEDIA



## Help each other grow

Give your friends 15% off their first order & when they make their first purchase, you'll get 15% off too.

Enter your info to get started

What's your name?

What's your email?

I agree to sign up to the WNRS newsletter

START SHARING

To generate publicity, the company's websites will integrate the photography produced at their events, which will feature influencers modeling with the products, people having good times playing the games and wearing their clothing. The website would draw supporters of the company without spending money since they own the websites. This will also incline guests to checkout the brand and their products.



# OUTCOMES

- 12% increase in customers/purchases
- 9% increase in website traffic and visitors
- 12% increase in social media engagement on Instagram
- Wider age range in target audience

**LEVEL 1**  
**(PERCEPTION)**

**LEVEL 2**  
**(CONNECTION)**

**LEVEL 3**  
**(REFLECTION)**

**THANK YOU!**

# WORKS CITED

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