



ECONO EDGE PR PRESENTS...

FIVEBEYOND

PROPOSED CAMPAIGN AND DESCRIPTION OF
PLANNED PUBLIC RELATIONS SERVICES TO FIVE
BELOW





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Executive SUMMARY

Rapid expansion and the rise in inflation have led Five Below to their latest undertaking: Five Beyond. Although it is an exciting opportunity to stock **higher-ticket items**, it directly contradicts the company's expected niche of products below the \$5 price point. Therefore, they are **challenged** with convincing their primary publics of tweens/teens, cost-conscious parents, and budgeting college students that they are still the best place to grab **"trendy not spendy"** items at far lower prices than name-brand alternatives. Our public relations efforts intend to **expand public awareness surrounding Five Beyond**, as well as foster **positive public opinion** around the new era of Five Below. Through a Five Beyond Dupe Dispo in-store event, a Five Beyond x Wonka social media collaboration, INSERT MEDIA RELATIONS, and a Salvation Army corporate social responsibility initiative, EconoEdge PR expects these efforts to **generate engaging, daily social media content on TikTok as well as increase company social media like-to-view ratio to 1:10 and target Five Below's primary publics with its new extension of Five Beyond.**



EconoEdge, founded on principles of respect, representation, and relationships is best equipped to take on this campaign, which will require immense attention to and respect of low-income publics, and the fostering of a trusting relationship with them.

Situation

ANALYSIS

Client

- Five Below was founded in 2002 by David Schlessinger and Tom Vellios and is based in Philadelphia, PA.
 - Today, there are over **1300 locations** and **90,000 employees** across **40 states**.
- Known for selling specialty items under \$5, Five Below has recently expanded their horizons to **Five Beyond**, which sells new, high-end products for more than \$5.



Previous Campaigns

- Five Below's storewide campaigns are grounded in **corporate social responsibility** as their partnership with Toys for Tots raised over three million dollars.
 - Five Below earned media focuses largely on their generosity from these key campaigns.
- Five Beyond has been introduced into stores over the last two years. However, **no large-scale campaigns** promoting the products within the company have occurred.
 - Five Beyond's utilizes mini-series, such as unboxing videos, challenges, testing out "dupes," and lifestyle content, for promotional material.
 - These series largely don't gain traction and **did not meet the like to view ratio (1:10)** that helps the algorithm **disseminate content to more users**.



Public Opinion & Market Share

- Although negative reactions to Five Beyond stand out on social media, **the company is prospering** based on their rapid expansions, fair financials, ambitious goals, and strong profitability.



Situation

ANALYSIS

Social Media Audit



A social media audit of Five Below's Instagram platform showed a lot of areas of strength as well as places which it could improve. The company's Instagram page has 722k followers and around 5,000 posts. Over the last eight weeks, posts ranged in like-count from 300-14,000 likes. Videos with the most engagement on its feed featured sped-up, stitched clips with trending audio. Additionally, videos featuring the popular stuffed animal "Squishmallows" tend to perform notably well on the company's Instagram.

Outside media coverage of Five Below in the last six months consists mostly of store openings and the launch of the Five Beyond campaign. Some articles discuss the company's falling stock, but most are from local newspapers covering openings. These articles illustrate how Five Below is depicted in local and national media by unbiased outlets. It is commonly referred to as a "trendy teen merchandise retailer," which supports Five Below's mission of appealing to young, media-engaged audiences. Five Below was notably featured in an article from affordable home décor online magazine Apartment Therapy. The article talked about affordable home accessories featured at Five Below. Five Below could benefit from receiving significantly more news coverage, especially about subjects other than store openings.

Five Below primarily utilizes Instagram and TikTok for social media. These platforms are widely accessed by younger audiences that the company targets. On TikTok, Five Below uses graphics to try and spark its own trends, but its most popular videos feature items and editing styles that mimic already trending content. Five Below has posted more than 50 times in the month of November alone, with around two posts per day. While frequency does lead to high engagement on some videos, there are many posts that have minimal engagement. Especially on the company's Instagram, content attempts to mimic upbeat teenage-centered trends, but it comes off rather outdated and oversaturated. Furthermore, the grid feed on Instagram is not cohesive and lacks aesthetic.



Five Below performs notably better than its competitors, especially on TikTok. The company's main competitors are Dollar General and Dollar Tree. These companies have more cohesive feeds on their Instagrams, but significantly less engagement than Five Below. Five Below is mentioned on TikTok substantially more than Dollar General and Dollar Tree. The competitors don't attempt to play into trending content, but they also generally have older audiences. Five Below could benefit from increasing brand cohesiveness from competitors, but competitors are not seeking out the same mediums of communication.

Business and PR

OBJECTIVES



Our main goal for Five Below is to increase awareness of Five Beyond's trending products and to highlight their value at slightly over the expected \$5 price point. Our objectives include convincing our publics that our company is still the best retailer to purchase “trendy not spendy” items at far lower prices than name-brand alternatives, expanding public awareness surrounding Five Beyond, as well as fostering positive public opinion around the new shop.

There's a variety of ways we plan on executing these objectives. First, we plan on actively leaning into content creation on various social media platforms, optimizing engagement with followers and customers, and using targeted advertising to get our products in front of the right demographics.

We will first take on content creation at a large scale on platforms such as Instagram, Facebook, and TikTok. All content will start with a hook, then move to a form of retention (a story, a list, or a challenge), and then we provide the offer of the product(s) we are trying to sell at the end of content. Owned content creation is low-cost, so we can get eyes on these new trending products without much extra cost of advertising. We also plan to collaborate with influencers or content creators known for reviewing trending items to display the products' value, and ask them to show practical usage and advantages to solve the audiences' daily problems. We can start with small upcoming creators and get bigger creators as we start seeing ROI on the money spent.

Next, we will prioritize engagement optimization from the audience. Our goal is to achieve a like-to-view ratio of 1:10 through captivating content and user interaction, along with creative captions on posts to generate more comments and conversation between the audience and the social media team. We will strive to make the audience feel like they are part of a family or team by implementing interactive elements like polls, challenges, or contests that everyone can participate in. Entertaining the audience will make the shopping experience more enjoyable.

We will also focus on targeted advertising and SEO strategies to ensure the products we are selling are seen by the demographic of people who will be interested in them or are interested in similar products. For example, if we are advertising a workout shaker bottle we can target the audience of males and females, aged 16-26, with areas of interest being “exercise,” “health and wellness,” “fitness,” and “sports.” Then, the ads will only show up on that selected audience's feeds. We will also start an email newsletter subscription to keep our customers informed on the new deals and products.

Following these steps will ensure that the audience is appreciative of these new trending products, even at a price point a bit higher than \$5. It will give Five Below the opportunity to show just how valuable some of these new products are, at a price that is still profitable to the company while still keeping them affordable for the cost-conscious customer.

Main PUBLICS



1

TWEENS AND TEENS

Five Below's main offerings are toys, room decor, outdoor equipment, graphic tees, party supplies and candy, which are especially desirable products for children aged 9-19. If children aren't interested in what Five Below has to offer, it loses both children and their parents (who possess greater purchasing power) as publics. Therefore, Five Below must expand its offering to consistently stock characters and products relevant to today's youth.

In terms of Five Beyond, tweens and teens must be persuaded that Five Below has gone against their niche in order to provide an even wider range of fun products to choose from that they'd be unable to offer if stuck within the constraints of a \$5 limit.

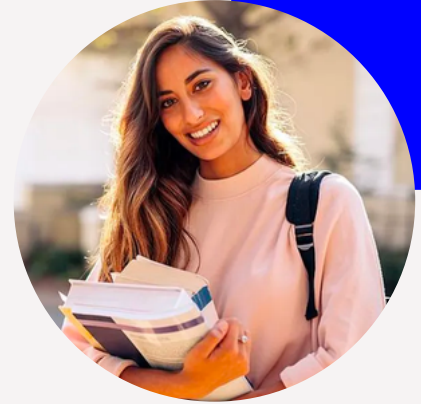


2

LOW-INCOME HOUSEHOLDS AND PARENTS

With a plethora of children's entertainment options, from action figures to outdoor sports equipment at reasonable prices, FiveBelow attracts cost-conscious parents and is a go-to destination for budget-friendly toys and the latest trendy gadgets or fashions their children are begging for, without paying exuberant prices.

The recent spike in inflation has hit low-income households the hardest, so it's vital to position Five Beyond favorably for this public. They must be assured that Five Beyond's slightly higher price range is still notably lower than name-brand alternatives.



3

BUDGETING COLLEGE STUDENTS

Five Below receives substantial attention on TikTok, with videos titled "Five Below Dupes" driving viral product popularity. Many items often sell out due to high demand, most recently seen with the viral pink "Wavy Wall Mirror." The company's affordability offers alternatives like a \$5 cup similar to a \$45 brand. Many college-aged students hope to have trendy products they see across campus or to fashionably decorate their dorm rooms but face financial barriers to do so, and turn to Five Below.

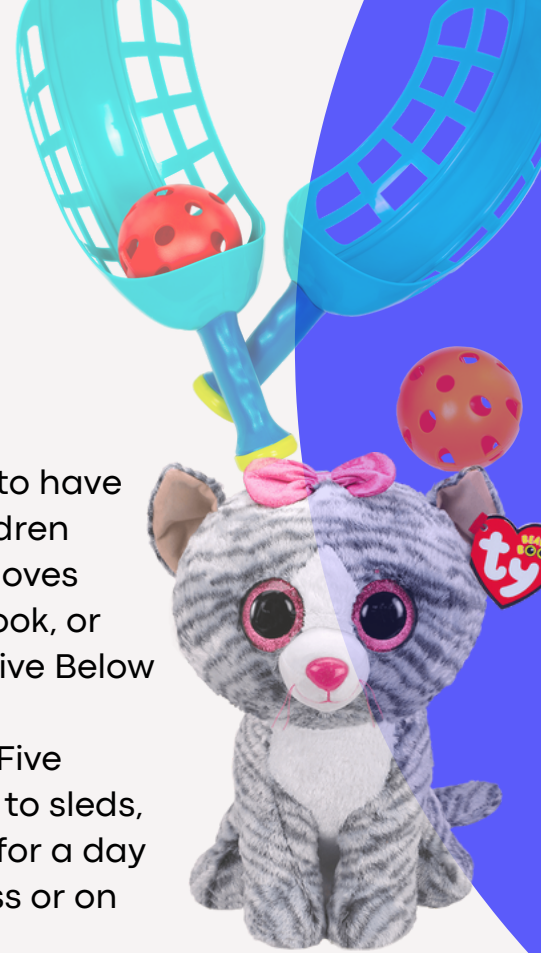
They must be assured that Five Beyond still won't break the bank, and instead will ensure Five Below stocks the newest and trendiest products at lower prices.

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Key MESSAGES



- Five Beyond has expanded its inventory to have options to **fit every child's needs**. All children have a place in our store- the child who loves sports, the one that cuddles up with a book, or the gamer itching for the next gadget. Five Below has it all!
- For spring, summer, winter, and fall fun, Five Below is the place to stop. From frisbees to sleds, Five Below has everything a child needs for a day of outdoor play in the backyard, at recess or on the field.



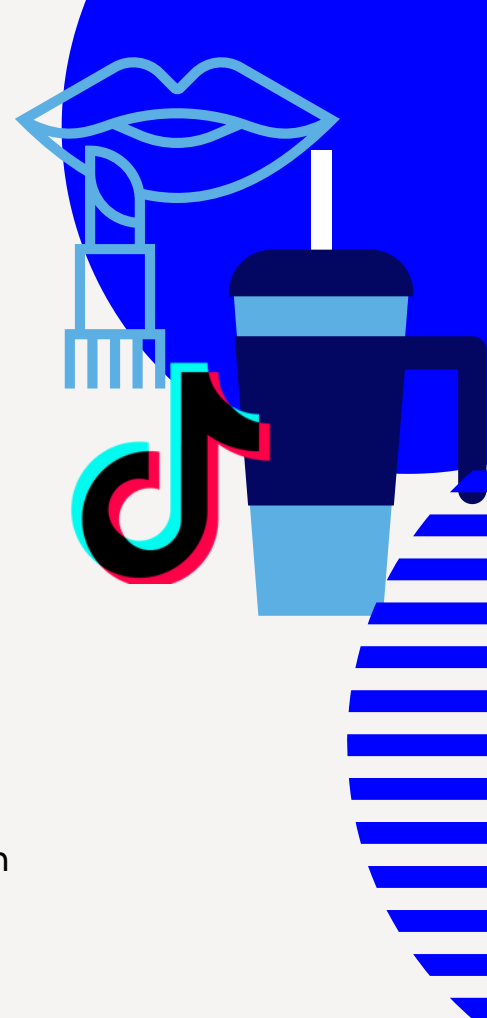
- In a market of excessively priced children's entertainment, Five Below stocks equally fun products at more than half the costs of name-brand alternatives. At Five Below, it is easy to say 'YES' to the next toy a child begs for without fear of breaking the bank.
- Five Beyond taps into the market of higher ticket items, at prices still notably lower than name-brand alternatives. **The more that can be bought at Five Below- the more money saved!**



- Five Below allows college students on tight budgets to get their hands on the trendy products they love, at a price they can love too. There's **no need to pay full price for the latest item on the ForYou page**, Five Below (and Beyond!) has got it covered.
- A well-decorated dorm room or college apartment doesn't need to break the bank. Five Below offers trendy, aesthetically pleasing room decor college students can style in their new living spaces.

Campaign

EXECUTION



Five Beyond “DupeDispo” Event

Five Below will host an inaugural “Five Beyond DupeDispo” this holiday season. This event will feature the company’s most popular affordable alternatives to expensive items. From makeup to décor, to tumblers – Five Below is the place to go for affordable versions of your favorite products. Many ‘dupes’ featured are part of Five Below’s high-quality Five Beyond section. They’re a little more than \$5 but still miles below competitors. Featured items include fuzzy slippers, hydrating skincare, and portable tumblers to keep holiday beverages nice and toasty.

The holidays can get very expensive, very fast. In the spirit of the gift-giving season, Five Below offers an affordable outlet for all holiday needs. Five Below will invite micro-influencers with previous viral content centered around Five Below to preview this event. Influencers will be encouraged to promote the event on their pages, hopefully enticing their followers to frequent their local Five Below locations.

(Sample Flyer Graphic on Page 9 of Proposal)

You're invited!

**Your Local
five BELOW[®]
Is Hosting The...**

five BEYOND DUPE DISPO

**ALL THE TRENDY PRODUCTS YOU LOVE AT
PRICES YOU CAN LOVE EVEN MORE!**

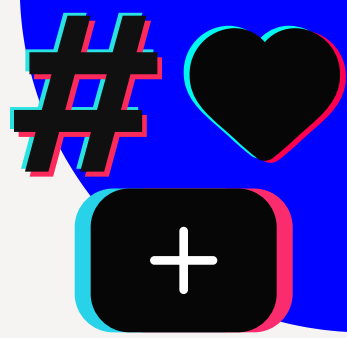
**CHECK OUT OUR TRENDING ALTERNATIVES
FOR YOURSELVES WHILE SUPPLIES LAST. ALL
FEATURED "DUPES" WILL BE AN ADDITIONAL
20% OFF EVENT WEEKEND ONLY!**

AS SEEN ON TIKOK!



Campaign

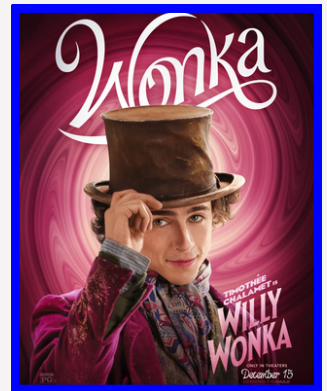
EXECUTION



Five Beyond x *Wonka* Collab Proposal

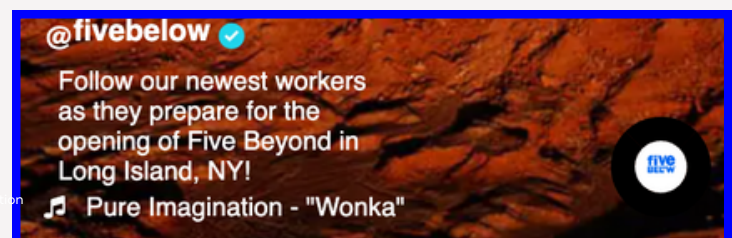


- By partnering with the movie *Wonka*, EconoEdge will work with these Five Below and the film to make Timothee Chalamet's rendition of "Pure Imagination" become a trending sound on TikTok.
 - Five Below will utilize the beloved Oompa Loompas as a way to promote Five Below products as well as the movie.



Plan of Action

- In order to celebrate the opening of so many Five Below locations, as well as several Five Beyond additions, the Oompa Loompas will be preparing the store for the big occasion.
 - This will be a mini-series and use the same audio and hashtags (#beyondpureimagination #fivebeyondfinds) for each post, but will feature different Five Beyond locations.
- To kick off the series, the Oompa Loompas notice that all the Five Beyond products have been scattered everywhere and that they have to clean up the store before it opens.
 - This will feature only Five Beyond products and promote their quality and inexpensive price (even if it is more than \$5).



Campaign

EXECUTION

Corporate Social Responsibility Initiative

Five Below understands that our customers come from a wide variety of incomes and living situations, made harder by the recent spike in inflation, which can become increasingly stressful during the holiday season of exuberant shopping and gift-giving.

With the primary public of teens and tweens, Five Below cares deeply for children and the quality of their play, hoping to provide them with the means for exciting and fun childhoods through our tween/teen-oriented product selection of toys, games, and accessories.

This holiday season, Five Below wants to ensure that all children have the wonderful holiday experience they deserve, regardless of economic status. To do this, Five Below will partner with the Salvation Army to donate a portion of the toys and clothes in inventory starting on December 1st. That way, no kids will feel left out over the holidays.

This initiative will launch for the 2023 holiday season and will take effect each December moving forward.

(Press Release for Media Relations on Page 12 of Proposal)

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PRESS RELEASE

FOR IMMEDIATE RELEASE

five BELOW

fivebelow.com

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FIVE BELOW GOES BEYOND EXPECTATIONS

Affordable retail company features high-quality goods in holiday philanthropic collaboration.

PHILADELPHIA, Dec. 3 – Five Below, Inc. announced a collaboration with international charitable organization, The Salvation Army. In the spirit of the upcoming giving season, Five Below will donate will donate a portion of their toy inventory to children in need through The Salvation Army.

Five Below has been working closely with The Salvation Army to give back to those who need support this holiday season. Five Below acknowledges that the holiday accumulate a lot of stress for lower-income families. The company believes every child deserves to feel the magic of the holiday season and have toys under the tree.

“We are so excited for this collaboration with Five Below,” said Nick Wheeler, Director of External Communications for The Salvation Army Eastern Territory. “Every child should be able to celebrate the holidays, and we are thankful for the generosity of Five below. The company embodies the reason of the season.”

Starting Dec. 1, Five Below will donate a portion of its toy and teen paraphernalia inventory to The Salvation Army. Five Below has an expansive young customer base and is honored to give back to their consumers. Five Below acknowledges the impacts of inflation on consumers and the exacerbated stress it has on families nationwide.

Donations will feature products from Five Below’s “Five Beyond” line, which showcases especially high-quality products. Five below wants to ensure that children have an enjoyable and festive holiday, regardless of any economic obstacles.

This initiative will launch in 2023 and continue each December following. Five Below looks forward to continually giving back during the giving season.

Five Below is a leading high-growth value retailer offering trend-right, high quality products loved by tweens, teens and beyond. We believe life is better when customers are free to “let go & have fun” in an amazing experience filled with unlimited possibilities. With most items priced between \$1 and \$5 and some extreme value items priced beyond \$5 in our incredible Five Beyond shop, Five Below makes it easy to say YES! to the newest, coolest stuff across eight awesome Five Below worlds: Style, Room, Sports, Tech, Create, Party, Candy, and New & Now. Founded in 2002 and headquartered in Philadelphia, Pennsylvania, Five Below today has more than 1,300 stores in 42 states. For more information, please visit www.fivebelow.com or find Five Below on Instagram, TikTok, Twitter and Facebook @FiveBelow.

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five BELOW

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Monitoring + **EVALUATION**



One of the main ways that our campaign will be assessed will be through key performance indicators. The performance indicators consist of social media metrics, awareness metrics, and sales and conversions. Social media metrics have to do with engagement on platforms such as TikTok to keep up with the likes, comments, and shares on campaign-related content. This will also be tracking the like-to-view ratios on these platforms to assess the success of engagement optimization efforts. Awareness metrics will be using social media listening tools to keep track of the volume and meaning of mentions of Five Beyond and its trending products. Lastly, sales and conversion evaluations will track the conversion rates of viewers on social media to website visitors and ultimately to product purchases.

The next assessment has to do with the data collection methods that will be used. As stated before, one of the biggest collection methods will have to do with social media analytics and utilizing it to see growth in following and trends involving the brand. Another method handles website analytics to track the number of visits to Five Beyond product pages while also monitoring user behavior on the website which focuses on interactions with trending product pages and conversion rates. Sales data will also be an important data collection tool. This involves collaborating with the sales team to collect data on the sales performance of trending products during and after the campaign and then analyzing sales data to identify patterns related to the campaign's impact on purchasing decisions.

To accurately assess the campaign and stay up to date on what is going on, there will be a reporting schedule within the team. This will consist of weekly reports, which provide weekly updates on media metrics, implementing adjustments to content strategy as needed, and addressing any emerging issues raised by the audience. There will also be bi-weekly reports to review social media listening data to assess changes in sentiment and volume of online mentions as well as evaluate the success of influencer collaborations in reaching the target audience. At the end of the month, there will also be monthly reports which will include a report detailing website analytics and analysis of sales data on trending products and providing insights into the impact of the campaign on revenue.

There will also be constant adjustments that are made throughout the process. One of the ways that this will be done is through A/B testing. This is implemented for different content types and messaging to identify the most effective strategies. It will also test different influencer collaborations to optimize reach and engagement. Along with this will be continuous monitoring of comments and feedback to identify areas of improvement as well as staying up to date on industry trends and adjusting the campaign strategy accordingly to remain relevant.

The last monitorization that will be done involves ethical considerations. This entails transparency and ensuring this type of communication with the audience about the campaign's goals and the value proposition of Five Beyond products. It also entails disclosing collaborations with influencers to maintain trust with the audience. Along with transparency comes responsibility as well, which has to do with prioritizing the ethical use of consumer data and ensuring privacy and compliance with relevant regulations. Responsiveness to any concerns raised by the public regarding the campaign's impact on pricing and consumer perception will also be a priority.



ECONOEDGE PR

MEET OUR PUBLIC RELATIONS SPECIALISTS:



**MARCUS
LABUDA**

Marcus has been working as a PR Specialist at EconoEdge for just under a year. After graduating from Villanova University in 2025 with a B.A. in Communications, he worked in the advertising department at Service Electric Cable & TV for around 5 years before joining our team. He is thrilled to take on his first campaign with at the agency for Five Below. Marcus specializes in client relationships, and social media marketing.



**VIVI
MELKONIAN**

Vivi has been working as a PR Specialist at EconoEdge PR for just over two years. After graduating from Villanova University in 2024 with a B.A. in Communication, Vivi worked as a communications specialist for RLM Public Relations in New York City before relocating to work with EconoEdge. Outside of work, Vivi is an avid true crime fan and has three dogs, including two dachshunds.



**GABBY
PICCIRILLI**

Gabby has been working as a PR Specialist at EconoEdge PR for just about two years. She entered the field upon her graduation in 2025 from Villanova University, where she received a B.A. in Communication with a focus in Public Relations and Advertising. She also received double minors in Creative Writing and Writing and Rhetoric. After many years of work in NYC in the publishing industry for Simon & Schuster and HarperCollins, she relocated back to her hometown of Philadelphia. Gabby specializes in PR writing and graphic creation for the agency. Outside of work, she is writing a novel!



**DEVIN
RIVERA**

Devin has been working as a PR Specialist at EconoEdge PR for about two years. He graduated from Villanova University with a B.A. in Communication in 2024. Following graduation, he worked at Robert Half in New York City as a PR manager for about 4 years before joining EconoEdge. Devin specializes in trade media as well as press releases. Outside of work, he is an avid sports fan and enjoys going to different stadiums for games!



**KATIE
TUBEROSA**

Katie has been working as a PR Specialist at EconoEdge PR for just over a year. She graduated from Villanova with a B.A. in Communication, specializing in Public Relations and Advertising in 2025. She began her career as an Account Coordinator with MikeWorldWide, and worked her way up to Account Supervisor before returning home to Philadelphia. Katie specializes in curating social media content as well as relationship building. In her free time, she performs in community theatre productions.

OUR PHILOSOPHY

EconoEdge is a boutique communications firm that partners with businesses and organizations that seek to provide access to **affordable** resources and goods. Our agency delivers innovative and dynamic solutions to our clients with a focus on accessibility and expanding their reach. EconoEdge was founded on the principles we like to call Our 3Rs:

RESPECT, REPRESENTATION & RELATIONSHIPS.

Our focus on building positive, strong connections between our clients and the media sets EconoEdge apart as an agency. This philosophy has generated substantial success for nearly **three decades** and amplifies our clients' outreach and capacity to reach communities across the nation.

