

A large, stylized sunburst graphic in a light yellow color, centered behind the main title. The sunburst has many rays of varying lengths, creating a radiant effect.

Society Of Unattractive People

**6-Month PR Plan
Prepared by Campbell PR**

Avery Hoch - Caitlin Kaus - Emily Cockman - Guillermo Estrada

PUBLIC RELATIONS PLAN

PUBLIC RELATIONS PLAN

Date - 02/11/2025

Situation Analysis: Founded in 1993 by Mr. Dana Plezzy, the Society Of Unattractive People (SOUP) is a nonprofit advocacy group based in Ithaca, New York. SOUP fights to challenge bias, push for legislative change, and create a world where unattractive people are valued for who they are, not just how they look.

PR Campaign Objective: To increase brand awareness among U.S politicians by 20%.

Target Audiences:

1. The U.S. Senate and U.S. House
2. Unattractive persons near Washington D.C.
3. Unattractive celebrities

S.M.A.R.T Goals

- See 2 members of the U.S Senate or U.S house join the SOUP caucus in 6 months.
- Increase follower count across the SOUP Instagram and X pages by 10% in 2 months.
- Bring 10,000 citizens to Capitol Hill to protest at “Everyone’s SOUP’er” event.

PR Strategy:

- Implement a month-long social media campaign to increase brand awareness among citizens.
- Release informational materials to share SOUP’s legislative goals.
- Coordinate “Everyone’s SOUP’er” event to increase awareness of SOUP’s legislative priorities to U.S. Senate and U.S House
- Pitch “Everyone’s SOUP’er” event to Michal Cera and members of the SOUP caucus to influence them to speak at our event.
- Correspond with Campbell's to receive soup for the “Everyone’s SOUP’er” event

Tactics:

- Release 26 Instagram posts detailing SOUP’s legislative goals, information for the “Everyone’s SOUP’er event and to increase support for SOUP.
- Release 24 X posts detailing SOUP’s legislative goals, information for the “Everyone’s SOUP’er event and to increase support for SOUP.
- Release blog post written by Michael Cera about his experience in Hollywood explaining his support for SOUP and promoting the “Everyone’s SOUP’er” event

- Print informational brochures to hand out during the “Everyone’s SOUP’er” event, sharing SOUP’s legislative priorities and how citizens can join SOUP.
- Coordinate a protest on Capitol Hill for March 5, 2025. The protest will have members of the SOUP caucus, Michal Cera and other speakers. SOUP will also serve Campbell’s soup to protestors during the event.

NEWS RELEASE, MEDIA ADVISORY & FACT SHEET

Avery Hoch
Campbell PR
919-619-8524
Avhoch@gmail.com

NEWS RELEASE

FOR IMMEDIATE RELEASE – 02/11/2025

THE SOCIETY OF UNATTRACTIVE PEOPLE ADVOCATES FOR UGLINESS EQUAL RIGHTS

WASHINGTON – The Society Of Unattractive People is partnering with Campbell's Soup to host the "Everyone's SOUP'er" soup drive and protest on Capitol Hill to advocate for ugliness equal rights and bring attention to the ongoing discrimination faced by individuals deemed "unattractive" by societal standards on Wednesday, March 5, at noon in front of the U.S. Capitol.

Dana Plezzy, the official spokesperson for SOUP, said: "This event is a call to action for lawmakers to recognize that ugliness, like beauty, is subjective and deserving of equal treatment, opportunities and respect."

SOUP will set up a table in front of the U.S. Capitol building where participants can drop off soup cans to donate to local homeless shelters. SOUP will also partner with Campbell's Soup, which has offered to donate 1,000 cans of soup to support the SOUP message. During this time, SOUP members will speak about the drive's purpose and end goals. At 1:30 p.m., everyone will gather to participate in a peaceful protest to demand action from lawmakers, including implementing "Ugliness Equal Rights" laws. These laws would address discrimination in hiring, housing, healthcare and social organizations.

The Society Of Unattractive People (SOUP) is an organization dedicated to advocating for individuals who face bias based on appearance. SOUP is committed to creating a safe and inclusive society where all individuals, regardless of appearance or perceived attractiveness, receive equal treatment and opportunities. For more information, visit www.soup4equality.org or call 607-555-6741.

#

Avery Hoch
Campbell PR
919-619-8524
Avhoch@gmail.com

MEDIA ADVISORY

FOR IMMEDIATE RELEASE – 02/11/2025

THE SOCIETY OF UNATTRACTIVE PEOPLE INVITES THE MEDIA TO SOUP DRIVE AND PROTEST

WASHINGTON – The Society Of Unattractive People invites the media to an “Everyone’s SOUP’er” soup drive and protest on Capitol Hill to raise awareness of ugliness discrimination in the United States. SOUP will partner with Campbell’s Soup, supporting members of Congress and Michael Cera to execute this event.

What: This event will consist of a soup drive and protest to demand equal rights for people, regardless of appearance.

Who: Activists and supporters advocating for equal rights, as well as public figures and lawmakers, are invited to show support and engage with the cause. Michael Cera will speak at the event.

When: Wednesday, March 5, 2025, at noon.
Scheduled activities:

Noon Welcome guests and begin the soup drive

1:30 p.m. Peaceful protest demonstration

Where: U.S. Capitol, Washington, D.C.

Details: Participants are encouraged to bring canned soup donations for local homeless shelters. This drive serves as a community service effort and platform to raise awareness of ugliness-based discrimination. A peaceful protest, including a speech from Dana Plezzy, the official spokesperson for SOUP, will follow the drive to demand action from lawmakers.

#

Avery Hoch
Campbell's PR
919-619-8524
Avhoch@gmail.com

FACT SHEET

FOR IMMEDIATE RELEASE – 02/11/2025

THE SOCIETY OF UNATTRACTIVE PEOPLE HOSTS SOUP DRIVE AND PROTEST ON CAPITOL HILL

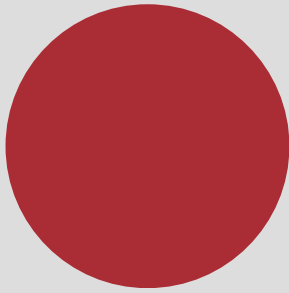
The Society Of Unattractive People is a nonprofit advocacy group that calls attention to appearance-based discrimination. Through the “Everyone’s SOUP’er” event and social media campaign, SOUP hopes to propel legislative action and the implementation of “Ugliness Equal Rights” laws.

- SOUP was founded in 1993
- The official spokesperson for SOUP is Dana Plezzy.
- Michael Cera is an ambassador for SOUP.
- The event is called “Everyone’s SOUP’er.”
- Campbell’s Soup is donating 1,000 cans to support the soup drive and raise awareness.
- All beneficiaries will go to a local homeless shelter.
- Anyone is welcome to participate in the soup drive and protest.
- Signs are permitted at the protest as long as they are not threatening or violent.
- This event will be accompanied by a six-month social media campaign to promote the same strong message on X and Facebook.

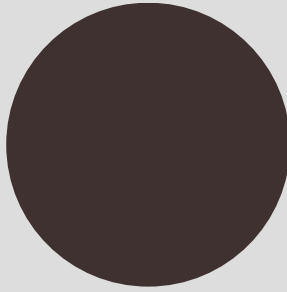
#

BRANDING & BROCHURE

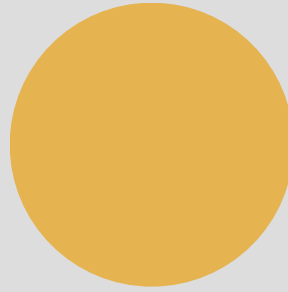
COLOR PALETTE



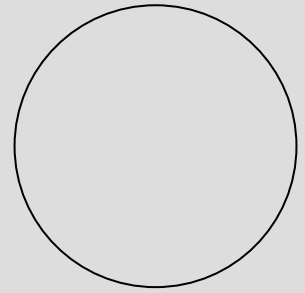
priceless red
#AA2D36



unattractive brown
#3E312F



soup'er yellow
#E5B34F



off white
#DDDDDD

FONTS

LOREM IPSUM
Loren Ipsum

(TAN HARMONI)

LOREM IPSUM
LOREM IPSUM
Lorem Ipsum

(ATKINSON HYPERLINK)

BROCHURE

OUR STORY

Founded in 1993 by Mr. Dana Plezzy, the Society Of Unattractive People (SOUP) was born from a simple yet powerful idea: everyone deserves fairness, dignity, and equal opportunity—regardless of appearance. For too long, society has favored conventional beauty, often overlooking or discriminating against those who don't fit the mold. As a nonprofit advocacy group based in Ithaca, New York, SOUP fights to challenge bias, push for legislative change, and create a world where unattractive people are valued for who they are, not just how they look. Through awareness campaigns, policy advocacy, and community support, we're stirring the pot for true equality—one step at a time. Join us at www.soup4equality.org and be part of the movement.



JOIN THE CAUSE

WWW.SOUP4EQUALITY.COM
[@SOUPGROUP \(X\)](https://FACEBOOK.COM/SOUPGROUP)
[SOUP4EQUALITY \(BLOG\)](#)

833 COLUMBIA AVENUE
ITHACA, NEW YORK 14852
607-555-0730 OFFICE

Society Of Unattractive People

OUR LEGISLATIVE PRIORITIES

- Ban appearance-based discrimination in jobs, schools, and public spaces.
- Ensure fair hiring and wages based on merit, not looks.
- Promote diverse media representation of attractiveness.
- Prevent bias in healthcare and public services.
- Stop appearance-based bullying and harassment.



SOUP BOWL

(SOUP BIPARTISAN CAUCUS)



ALL WILL BE PRESENT AT OUR "EVERYONE'S SOUP'ER" EVENT!



SOCIAL MEDIA BLOG – FACEBOOK – X

SOUP4Equality

Michael Cera: Hollywood's Ugly Duckling and SOUP Supporter

Look, I get it. I'm not exactly Hollywood's idea of a "heartthrob." No one's putting me on the cover of People magazine's "Sexiest Man Alive" issue, and that's fine. But here's the thing, having a unique look or being non traditionally attractive – let's be real, some might just say "ugly" – can be brutal and can affect how people treat you.

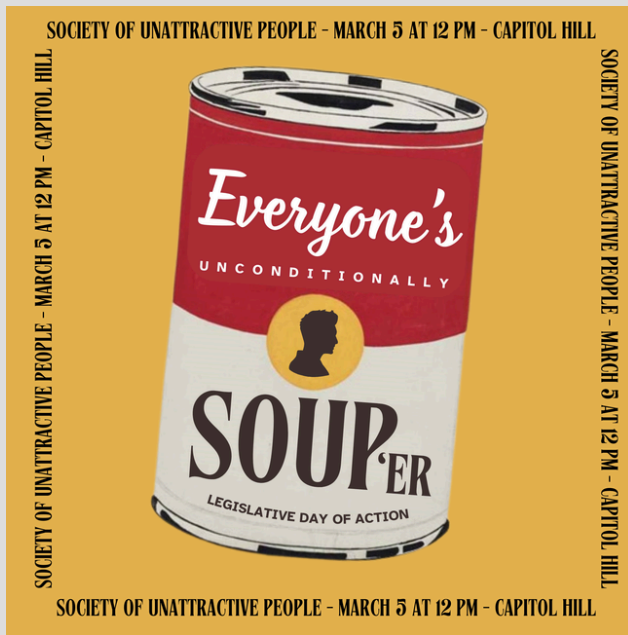
In Hollywood, if you're not a supermodel or a Greek God, you get typecast. You're the awkward best friend, the nerd, or the loner, but you never get the girl. Humor hides the hideous. I'm not just funny, I'm "funny-looking."

It's not just me, and it's not just Hollywood. Being "ugly" affects your job prospects, your salary and how people perceive you. Studies have shown that attractive people earn more, are more likely to be hired, and assumed to be more competent and trustworthy. For the rest of us, we pray our personalities make up for it.

That's why I'm a SOUP fan. Not just chicken noodle soup – although it's a classic – but the Society Of Unattractive People. To show my support I'll be at Everyone's SOUP'er, a lunch, protest and legislative day of action hosted by SOUP on March 5, 2025 at 12 p.m. We're bringing people together (no matter their attractiveness level) to advocate for fair treatment regardless of looks, and what really hooked me, eat some soup.

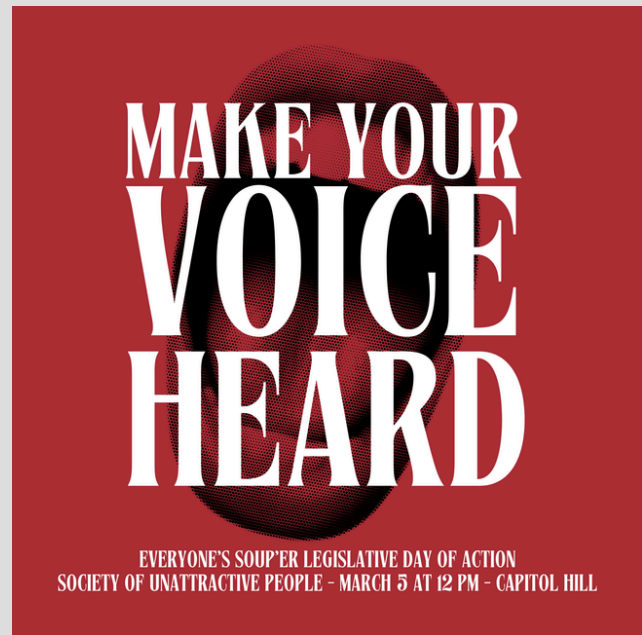
Because let's be honest: being attractive is luck (or a lot of money). It's not something you can earn – although it is something few pay for. Some of us are just unlucky, but it shouldn't decide your opportunities in life or determine whether you're taken seriously.

So, if you've ever been overlooked or underestimated because you're not magazine cover worthy, there's a bowl of soup with your name on it.



Friday, Jan. 31

Caption: The Society of Unattractive People announce "Everyone's SOUP'er" Legislative Day of Action on Capitol Hill! Enjoy free soup, fellowship and a demand for equal rights for all! March 5 at 12 pm. Special guests coming soon!



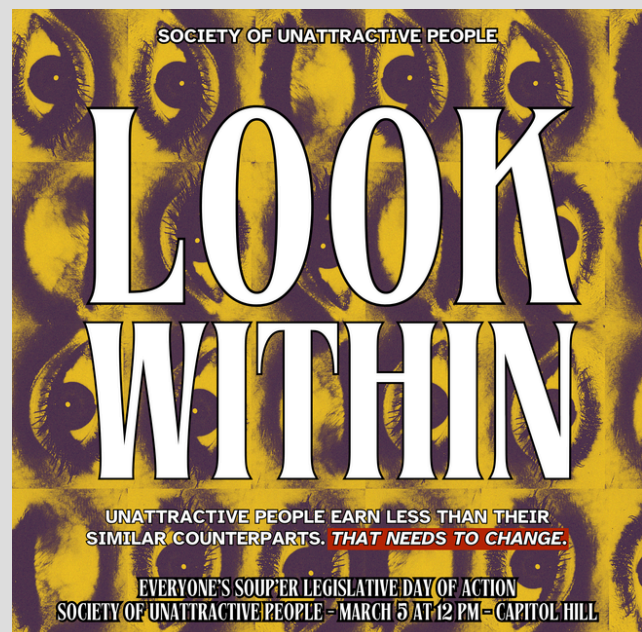
Monday, Feb. 3

Caption: Our voices are louder than our looks. Demand change and equal rights for everyone, including the unattractive.



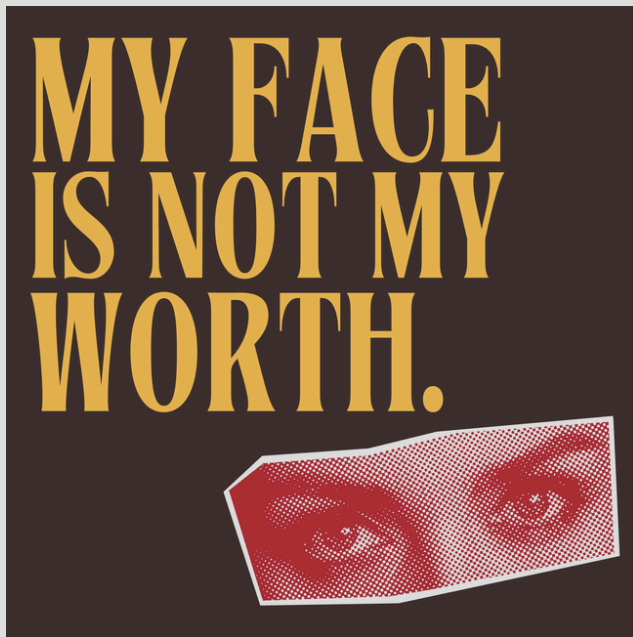
Tuesday, Feb. 4

Caption: Did you know Rep. Virginia Foxx is a SOUP girl? Enjoy her favorite soup recipe today, link in bio!



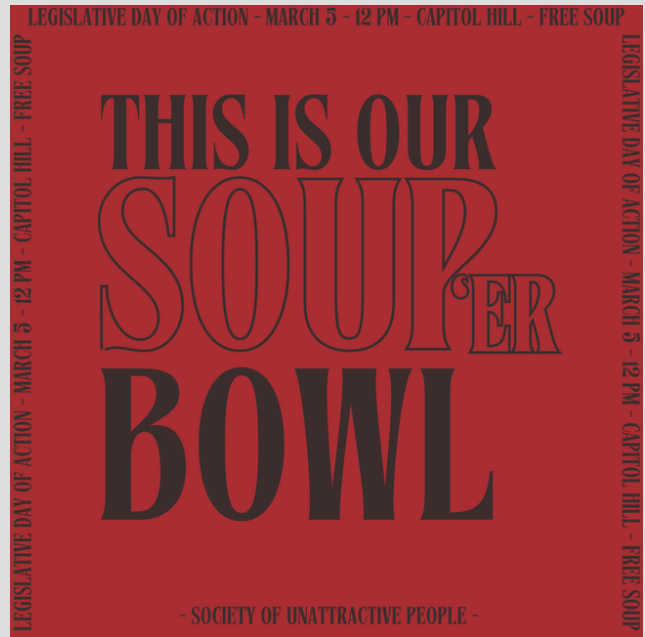
Thursday, Feb. 6

Caption: Looking past our physical differences is imperative to an equal society. SOUP is here to change things for good.



Friday, Feb. 7

Caption: Our self-worth is determined by what's inside, not our face. At the end of the day, we are all human.



Sunday, Feb. 9

Caption: Chiefs this, Eagles that. Our SOUP'er Bowl arrives in less than 30 days on the steps of Capitol Hill.



Monday, Feb. 10

Caption: Our looks do not determine our humanity. March 5, we demand action and a world where Everyone's SOUP'er important.



Wednesday, Feb. 12

Caption: SOUP Caucus member, Rep. Begich's SOUP OF THE WEEK is Creamy potato soup, yum! For the recipe and his work to combat discrimination, check out our link in bio!



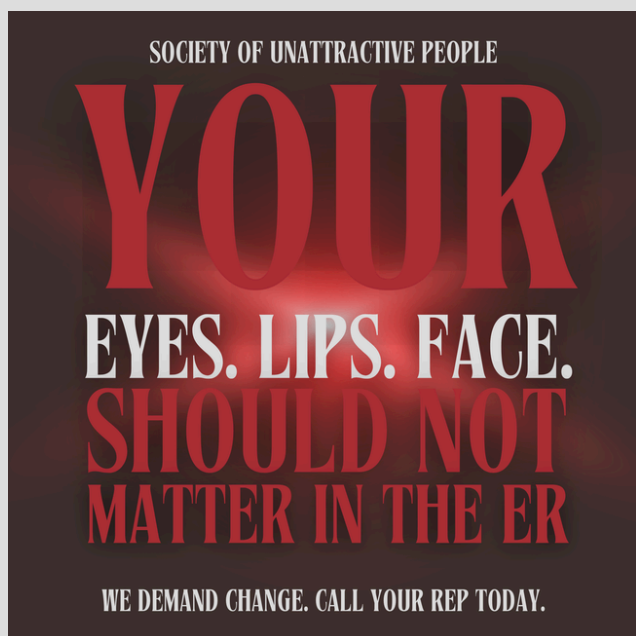
Thursday, Feb. 13

Caption: Everyone's SOUP'er Legislative Day of Action is less than a month away, with special guests to be announced soon!



Friday, Feb. 14

Caption: This weekend, embrace the good, bad, and the ugly. It pays to be kind.



Monday, Feb. 17

Caption: Did you know specialized care is improved for those more attractive than others? Healthcare should not be determined by your e.l.f. Find your congressman and demand change now.



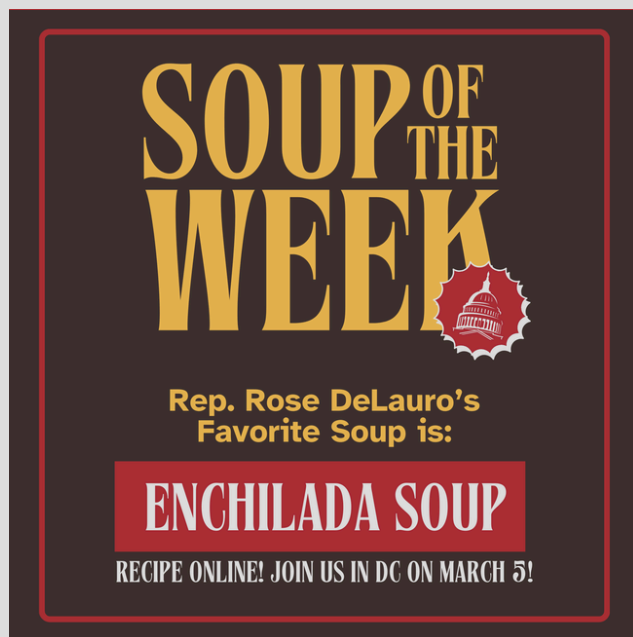
Tuesday, Feb. 18

Caption: SOUP'er events require SOUP'er attention. Our Legislative Day of Action is March 5 on Capitol Hill.



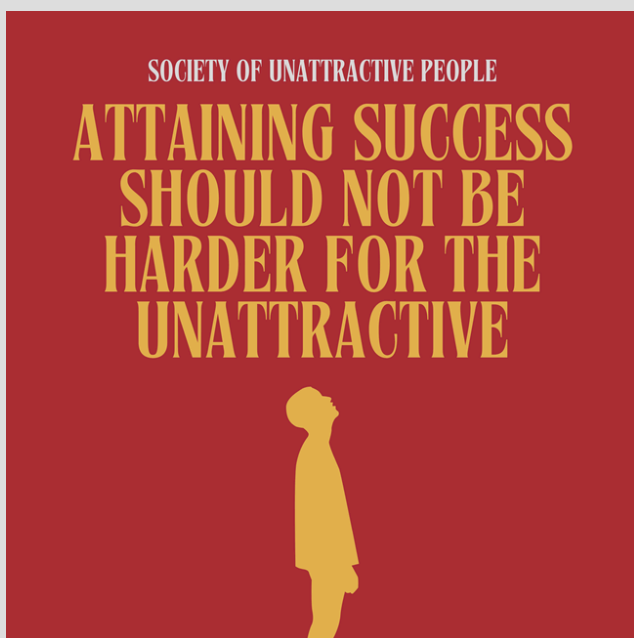
Thursday, Feb. 20

Caption: Our Society sticks together, because together SOUP is one.



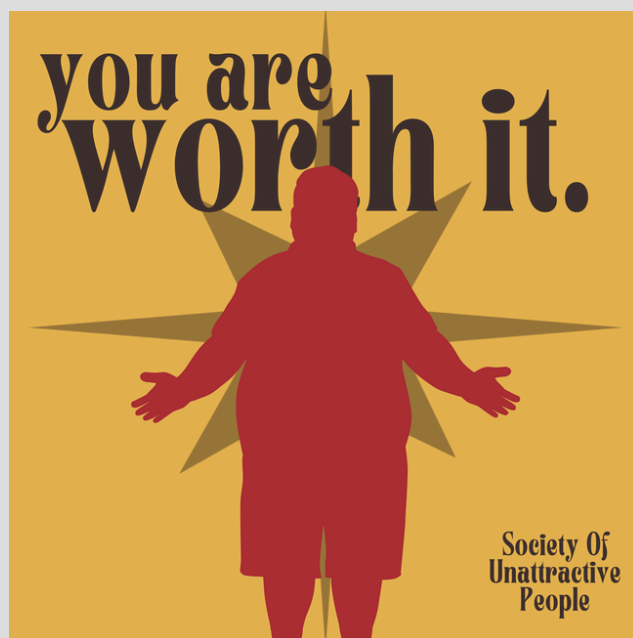
Friday, Feb. 21

Caption: Another week, another soup! SOUP Caucus member, Rep. DeLauro's favorite soup is Enchilada Soup. Learn more about her work in the link in our bio!



Saturday, Feb. 22

Caption: No caption needed.



Monday, Feb. 24

Caption: #MondayMotivation from your friends at SOUP!



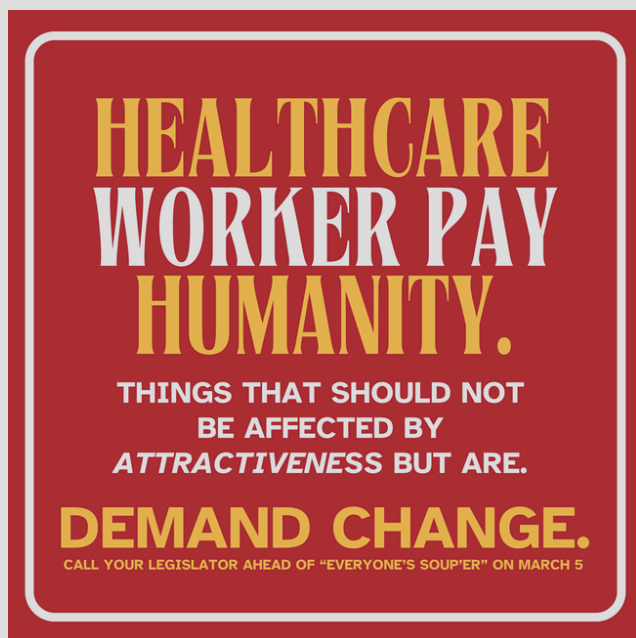
Tuesday, Feb. 25

Caption: Rep. Hoyle brings a classic to our Soup of the Week! Chicken Soup recipe and Rep. Hoyle's work available in the link in our bio.



Wednesday, Feb. 26

Caption: BIG ANNOUNCEMENT! Michael Cera, celebrity actor is now a SOUP ambassador and special guest at "Everyone's SOUP'er" on Capitol Hill!



Thursday, Feb. 27

Caption: Big announcement yesterday brought some new friends. We're the Society Of Unattractive People. Yes we are real. Yea, we're here to fight for equal rights. More info on our website. Welcome to the cause.



Friday, Feb. 28

Caption: Ugly isn't a bad word, it's a powerful one with a vote. Capitol Hill, we're coming and we've got some things to say.



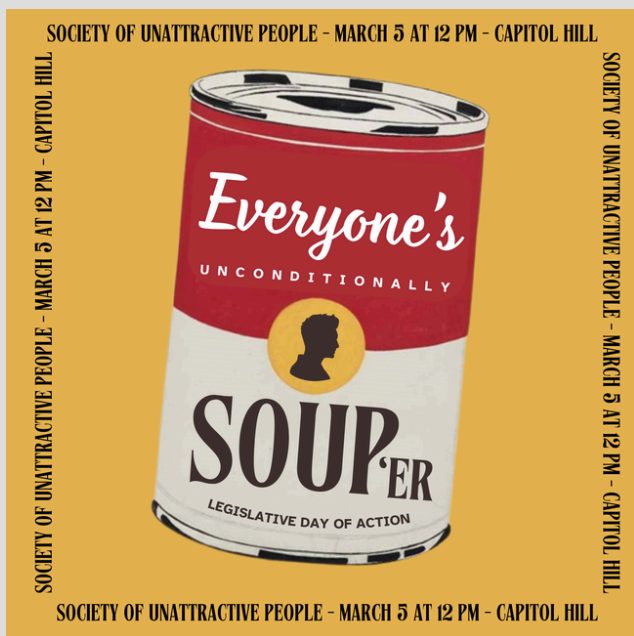
Saturday, March 1

Caption: No matter the style, we're priceless and here to stay. In 4 days, we'll be taking our message to Capitol Hill, join us!



Sunday, March 2

Caption: Get your signs and spoons ready! Only 3 more days until our "Everyone's SOUP'er" Legislative Day of Action! See you there.



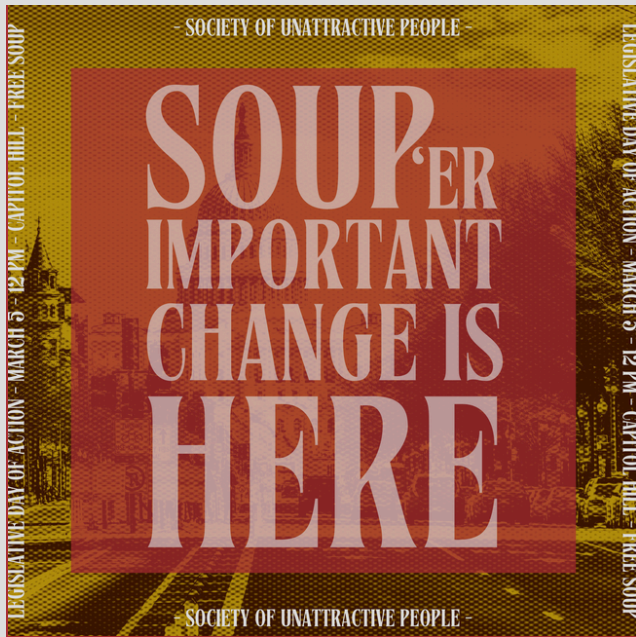
Monday, March 3

Caption: Like. Share. Book. Repeat. Our fight for equal rights marches on Capitol Hill in TWO DAYS! Tell your friends and let's have a SOUP'er day!



Tuesday, March 4

Caption: Tomorrow is OUR day. The government will see our SOUP'er important fight for change and enjoy delicious soup too!



Wednesday, March 5

Caption: Washington, we're here.



Thursday, March 6

Caption: Thank you to everyone who enjoyed soup and demanded equal rights for all with us. Our fight is not over yet!

Week 1: Feb. 1 – Feb 4

Feb. 1

Beauty privilege is real, and it's time to talk about it. Join us in fighting for fairness in hiring, dating, and life. Change starts now. 🙌 #EndLookism #SOUPForChange

Feb. 3

Attractive people are more likely to be hired and promoted, but we're supposed to believe 'looks don't matter'? Time to expose the truth. 🚨 #LookismIsReal #JusticeForAllFaces

Feb. 4

🔥 BREAKING: The Society of Unattractive People (SOUP) is hosting 'Everyone's SOUP'er'—our first-ever Legislative Day of Action!

📅 March 5 | 📍 Washington, D.C. | 🎤 Special Guest: Michael Cera
Join us to fight for fairness & anti-lookism policies. #SOUPForChange

Week 2: Feb. 5 – Feb. 11

Feb 6.

Imagine a dating app where people actually value personality. Oh wait, that's called talking to people in real life. 🤖 #LooksArentEverything

Feb 8. (Data & Advocacy)

Studies show people perceived as 'less attractive' earn up to 15% less than their 'better-looking' coworkers. Discrimination is real. 🚨 #PayFairly #EndLookism

Feb. 9

📅 ONE MONTH UNTIL we take our voices to Washington! Join SOUP & Michael Cera on March 5 to fight for anti-lookism policies! 🗣️ RSVP now! #SOUPForChange

Feb. 11

They say we have to 'compensate' for our looks. Nah. We excel because we're smart, driven, and powerful. 💡 #UnattractiveAndUnstoppable

Week 3: Feb. 12 – Feb. 18

Feb. 14

Happy Valentine's Day to all of us who have been called 'great friends' one too many times. We see you. We ARE you. 😂👁️ #LoveBeyondLooks

Feb. 15

🔥 Real talk: We have laws against discrimination based on race, gender, and age. Why is appearance-based discrimination still legal? Time to change that. #EndLookism

Feb. 16

Who's standing up for people society ignores? Michael Cera is. Join us on March 5 in D.C. as we fight beauty privilege together! #MichaelCeraSupportsSOUP

Feb. 18

ONE MONTH UNTIL ‘Everyone’s SOUP’er! We’re fighting for workplace fairness, anti-lookism laws, and equal treatment for everyone—no matter their appearance. See you there. 🏛️ #SOUPForChange

Week 4: Feb. 19 – Feb. 25

Feb. 20

Job interviews shouldn’t feel like beauty pageants. Hire based on skills, not looks. 🧳 #JusticeForAllFaces

Feb. 22

Attractive people are seen as more competent, likable, and trustworthy—without evidence. Looks ≠ character. Let’s fix this. 🏛️ #EndLookism

Feb. 23

📢 CONFIRMED: Michael Cera will be at ‘Everyone’s SOUP’er! Who’s ready to make history with us on March 5?! #SOUPForChange #MichaelCeraSupportsSOUP

Feb. 25

⌚ ONE WEEK TO GO! If you’ve ever been judged for how you look, this fight is for you. Join us in D.C. to demand fairness and equality. #EveryoneIsSOUPer

Week 5: Feb. 26 – March 3

Feb. 27

It’s 2024, and beauty bias still affects jobs, relationships, and opportunities. We demand change. See you in D.C. on March 5. 🏛️ #SOUPForChange

Feb. 28

🗓️ 5 DAYS TO GO! Imagine a world where looks don’t define opportunities. That’s what we’re fighting for. March 5, Washington D.C. Be there. 🙌 #JusticeForAllFaces

March 1

We are NOT invisible. We are NOT less than. We are here, and we are demanding change. 🚀 #SOUPForChange #UnattractiveAndUnstoppable

March 3

TWO DAYS UNTIL HISTORY. Are you ready to demand anti-lookism laws? 🗣️ March 5, D.C. Featuring: Michael Cera & the SOUP movement! #EveryoneIsSOUPer

Event Week: March 4 – March 6

March 4

TOMORROW, we make history. We’re taking the fight to Washington to demand anti-lookism policies. Michael Cera will be there. Will you? 🙌 #SOUPForChange

March 5

Post 1 (Morning):

We're LIVE from Washington, D.C.! Follow for updates as we demand fairness and fight beauty bias! #SOUPForChange

Post 2 (Mid-Day):

'No one should be judged by their appearance when it comes to opportunities.' – Michael Cera, standing with SOUP. 🔥 #MichaelCeraSupportsSOUP

Post 3 (Evening Recap):

We showed up. We spoke out. We made history. The fight against beauty bias is just getting started. Who's with us? 🚀 #SOUPForChange

March 6

Yesterday, we took a stand. Today, we keep pushing. Lookism won't end overnight—but together, we WILL change the system. Stay tuned. 🙌 #JusticeForAllFaces

