

CONTENT ACTIVATION | HERBAL ESSENCES
SOCIAL MEDIA AND INFLUENCER CAMPAIGN
NOURISH & SMOOTH INTENSIVE MASK WITH AVOCADO OIL & ALOE



BRAND PURPOSE:

ENABLE EVERYONE TO EXPERIENCE THE POSITIVE POWER OF NATURE, EVERY DAY.

BENEFIT STATEMENT:

A PLANT-POWERED EXPERIENCE THAT NURTURES YOUR HAIR AND YOUR SPIRIT.

POINT OF DIFFERENCE:

- 1. PURE PLANT ESSENCES, 100% NOURISHED HAIR
- 2. 2X NOURISHMENT IN 1 USE
- 3. THE FULL [MULTI SENSORIAL] EXPERIENCE OF NATURE, INGREDIENTS ENDORSED BY KEW



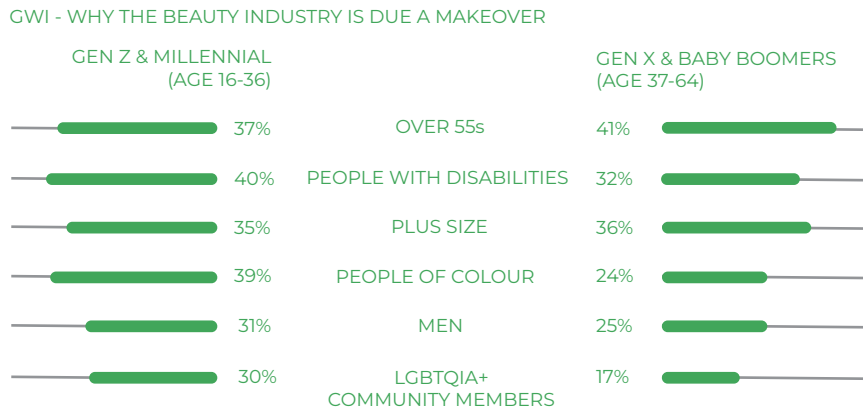
KEY WORDS:

GOOGLE KEYWORD PLANNER

- HAIR
- SHAMPOO
- CURLY HAIR
- SCALP
- HAIR MASK
- WAVY HAIR
- DRY SHAMPOO
- NATURAL HAIRCARE
- CRUELTY FREE HAIRCARE
- VEGAN HAIRCARE
- COCONUT OIL FOR HAIR
- HAIR GROWTH
- FRIZZY HAIR
- HAIR OIL
- HAIR GROWTH OIL
- NOURISHED HAIR
- SMOOTH HAIR
- CURLS
- MOROCCAN OIL SHAMPOO
- CURLY HAIR PRODUCTS
- BEST SHAMPOO
- OLIVE OIL FOR HAIR
- DRY SCALP
- RECYCLABLE BEAUTY

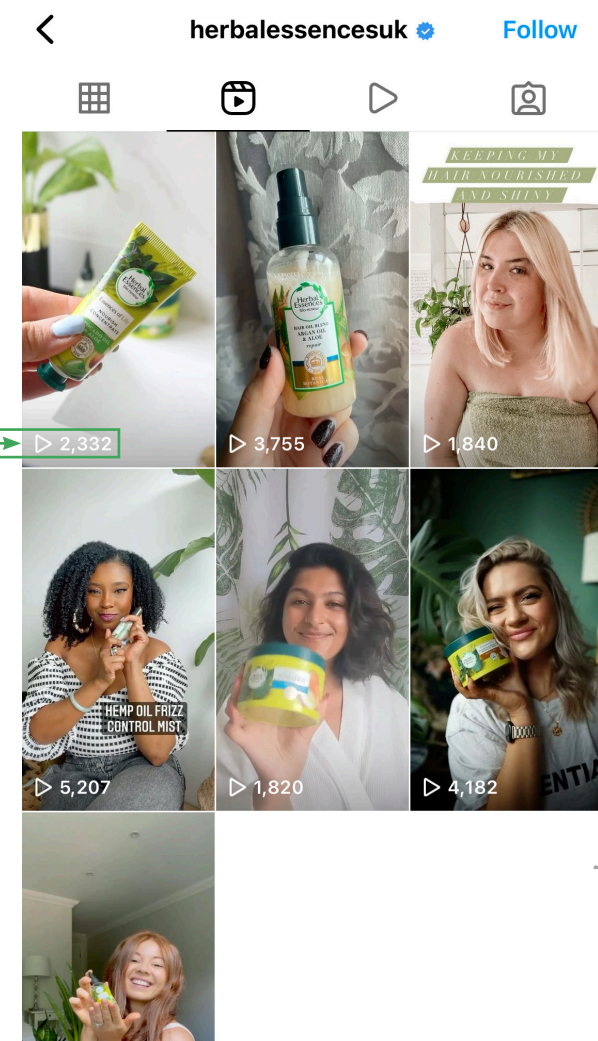
- NARROW DOWN YOUR HAIR CARE TARGET MARKET AND FOCUS ON THEIR NEEDS
- WORK ON CONTENT MARKETING
- WORK WITH INFLUENCERS TO REACH YOUR NICHE AUDIENCES
- USE USER GENERATED CONTENT TO TURN YOUR CUSTOMERS INTO YOUR BRAND ADVOCATES
- ADVERTISE YOUR HAIR CARE PRODUCTS TO MAXIMIZE YOUR SALES.

% OF UK BEAUTY BUYERS WHO THINK THE FOLLOWING GROUPS SHOULD BE BETTER REPRESENTED



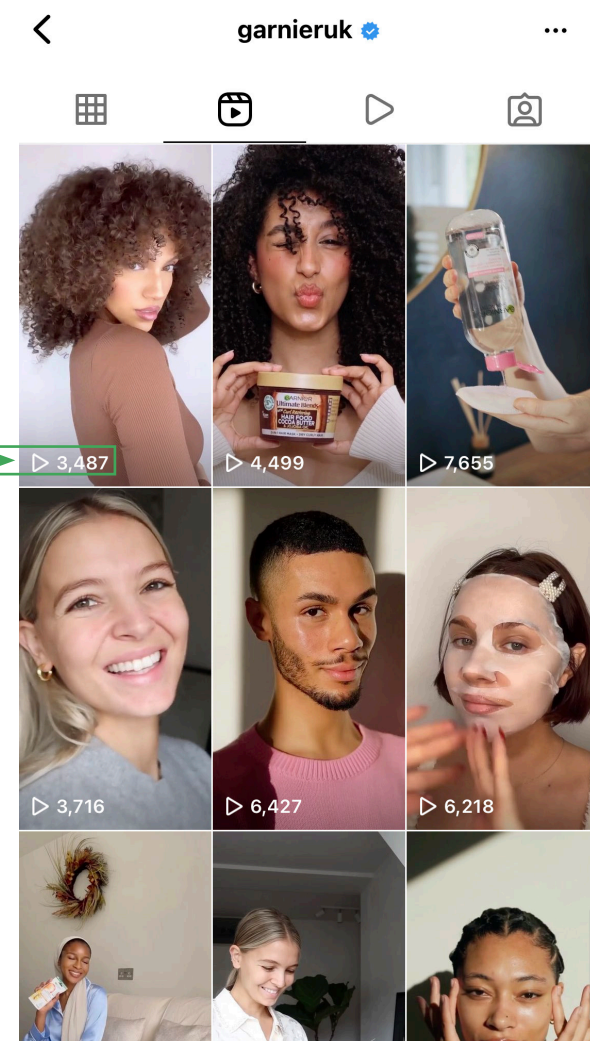
COMPETITORS | SOCIAL

HERBAL ESSENCES



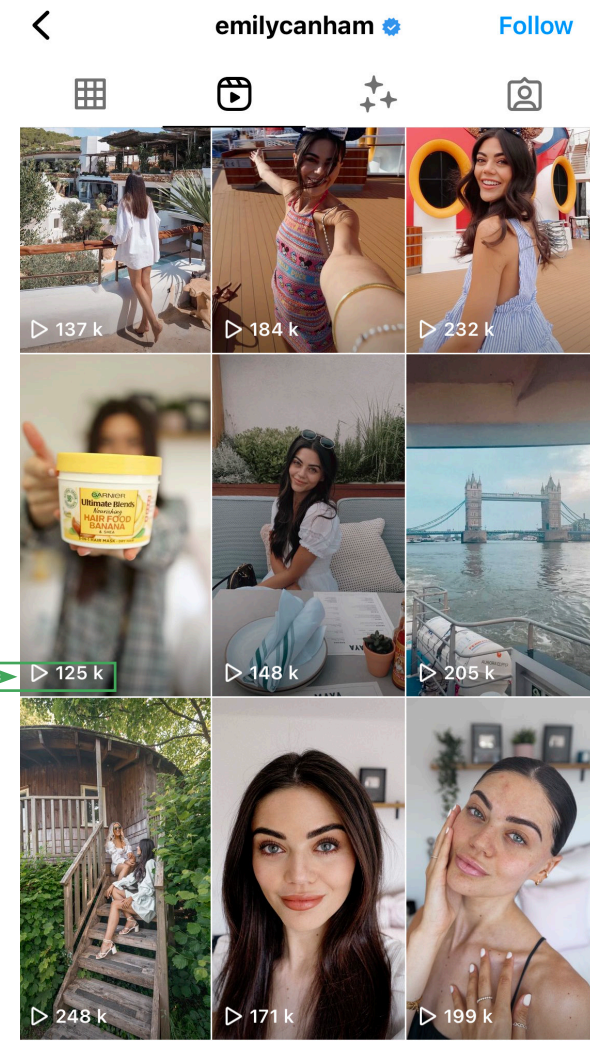
2,332 VIEWS

GARNIER



3,487 VIEWS

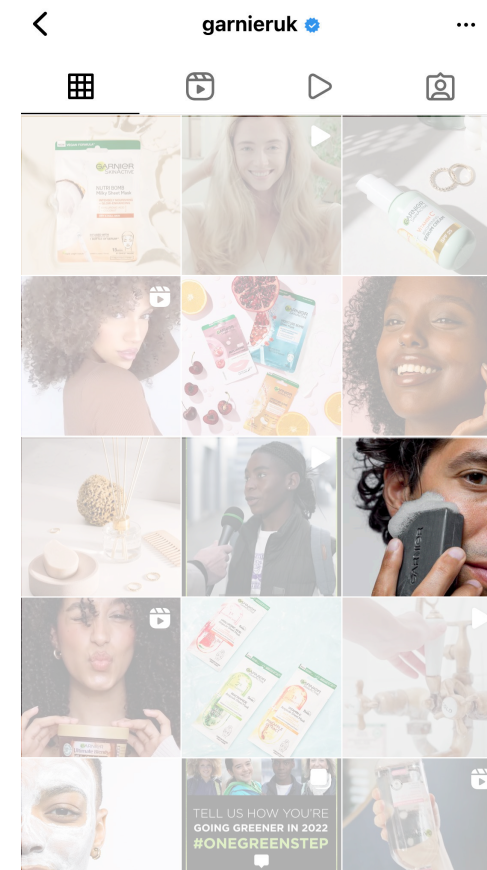
GARNIER & INFLUENCER



125,000 VIEWS

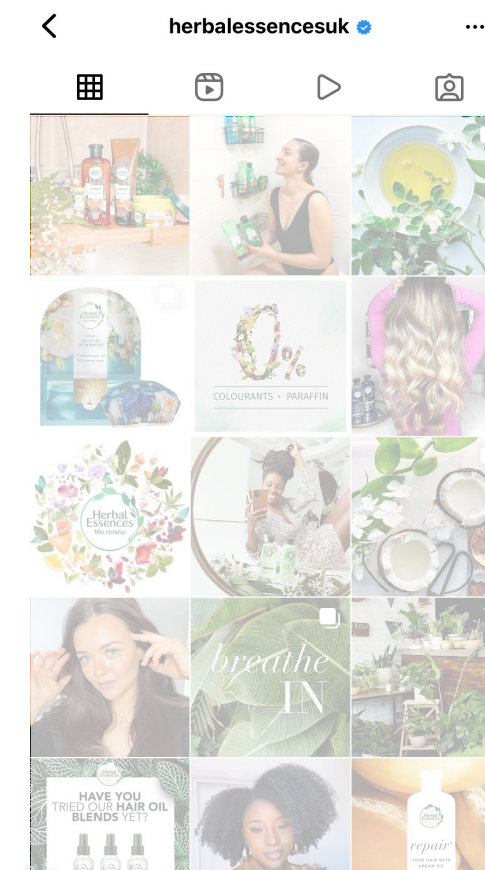
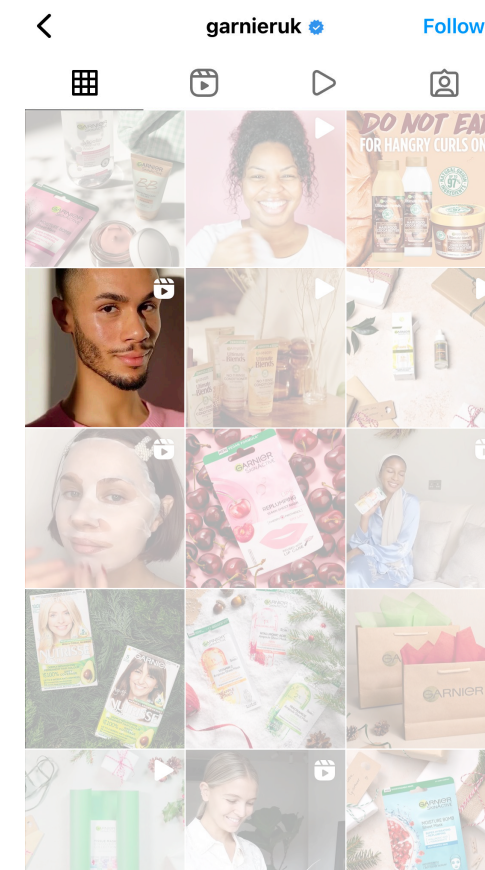
79% OF PEOPLE SAY USER GENERATED CONTENT (UGC) HIGHLY IMPACTS THEIR PURCHASING DECISIONS - SIXADS

COMPETITORS | GENDER INCLUSIVITY

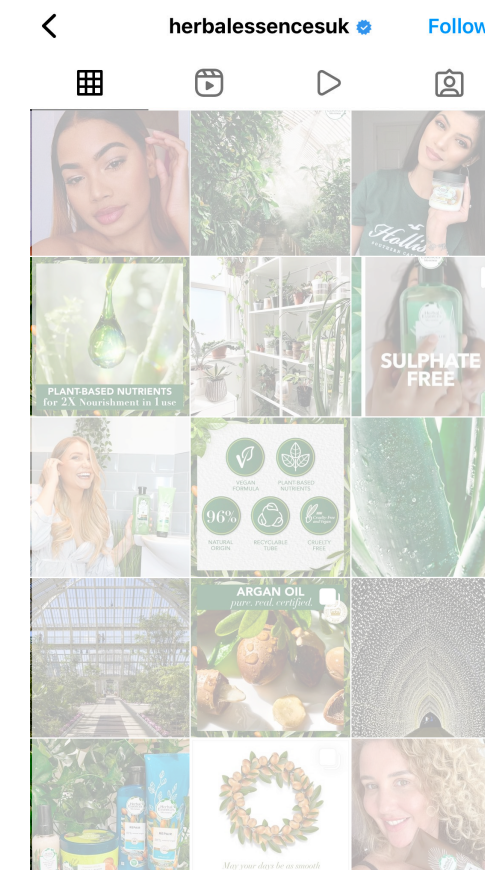


20% - COULD DO MORE

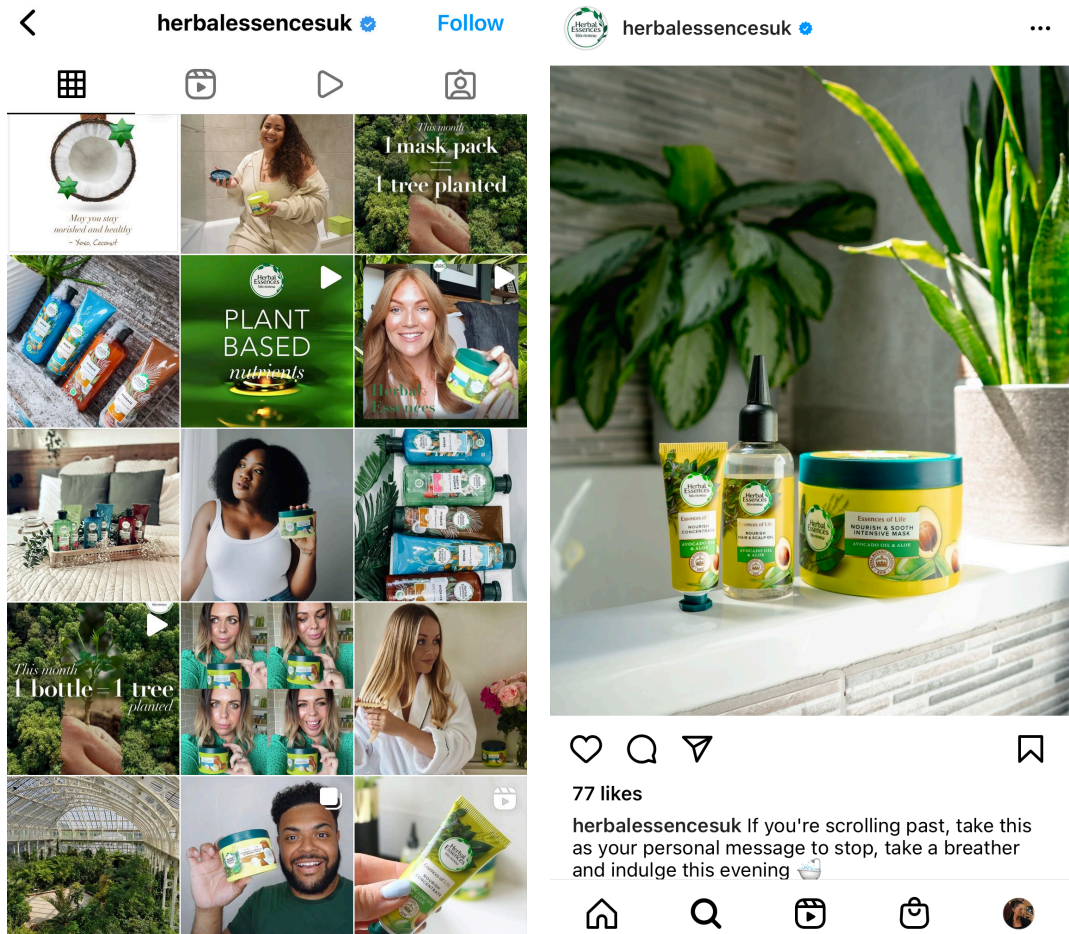
36% CONSUMERS WOULD LIKE TO SEE MORE DIVERSITY OF MODELS IN ADS (GWI)



0%



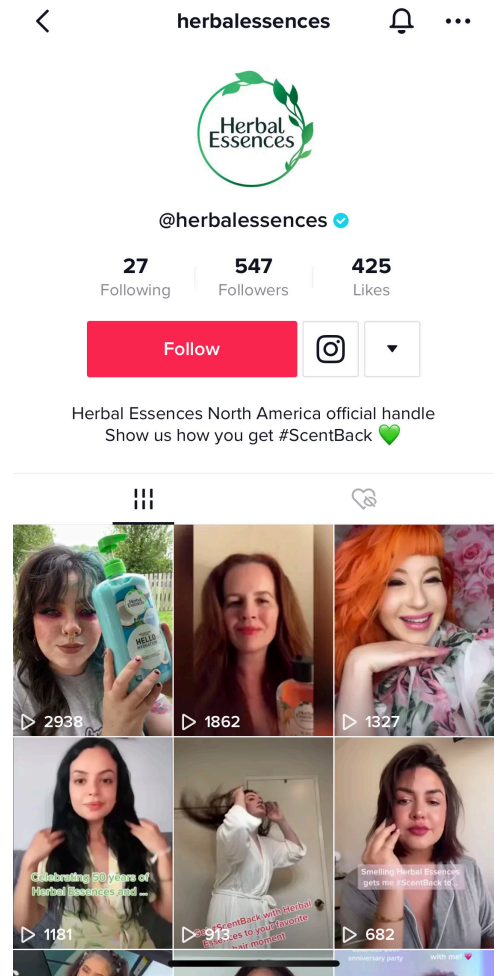
SOCIAL MEDIA | USAGE



PHOTOGRAPHING THE PRODUCT
NOT THE EFFECT OF THE PRODUCT

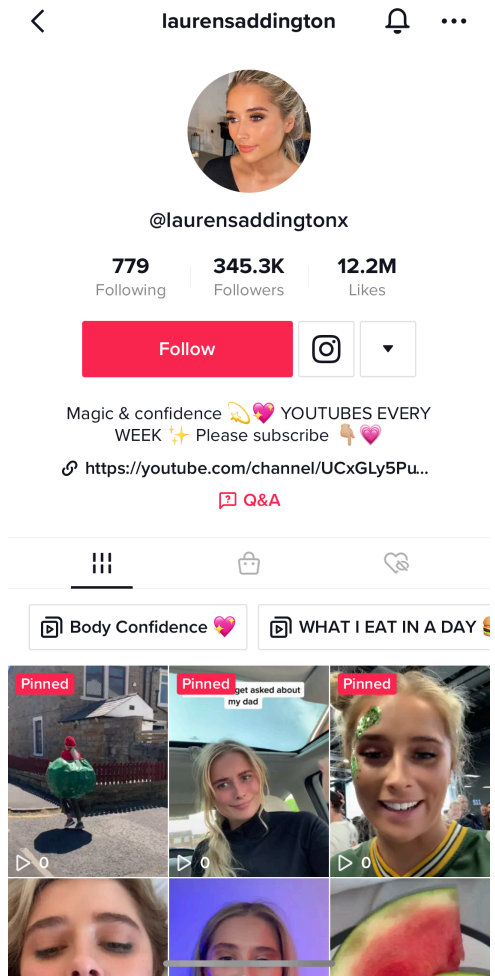


IRREGULAR POSTING
NO USE OF HASHTAGS
LAST POST 4TH MARCH
(22ND MARCH)



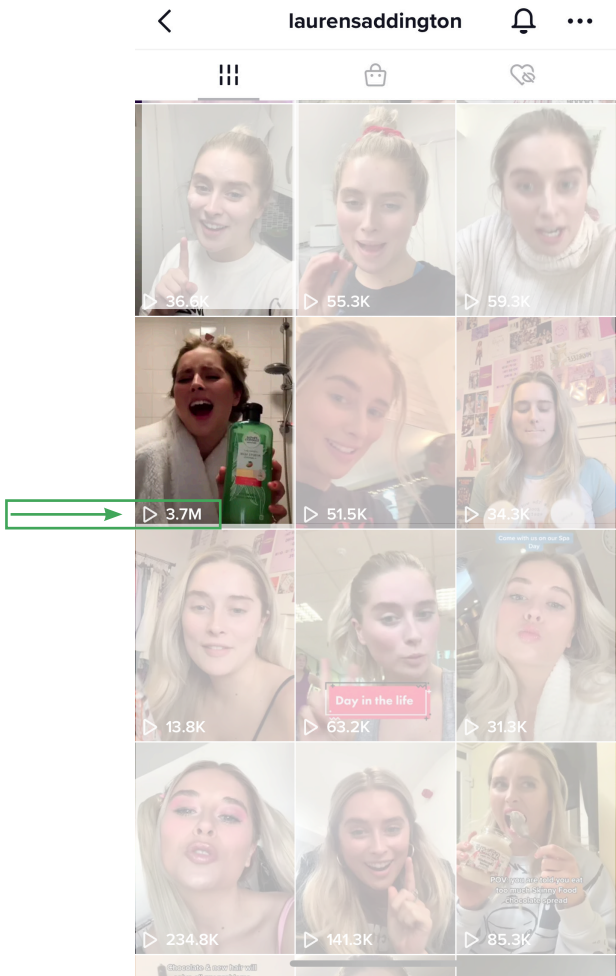
1,000 VIEWS AVERAGE

LOGGING INTO TIKTOK
EVERYDAY HAS
INCREASED BY
54% AGE 16-64
(GWI CONSUMER TRENDS 2022)



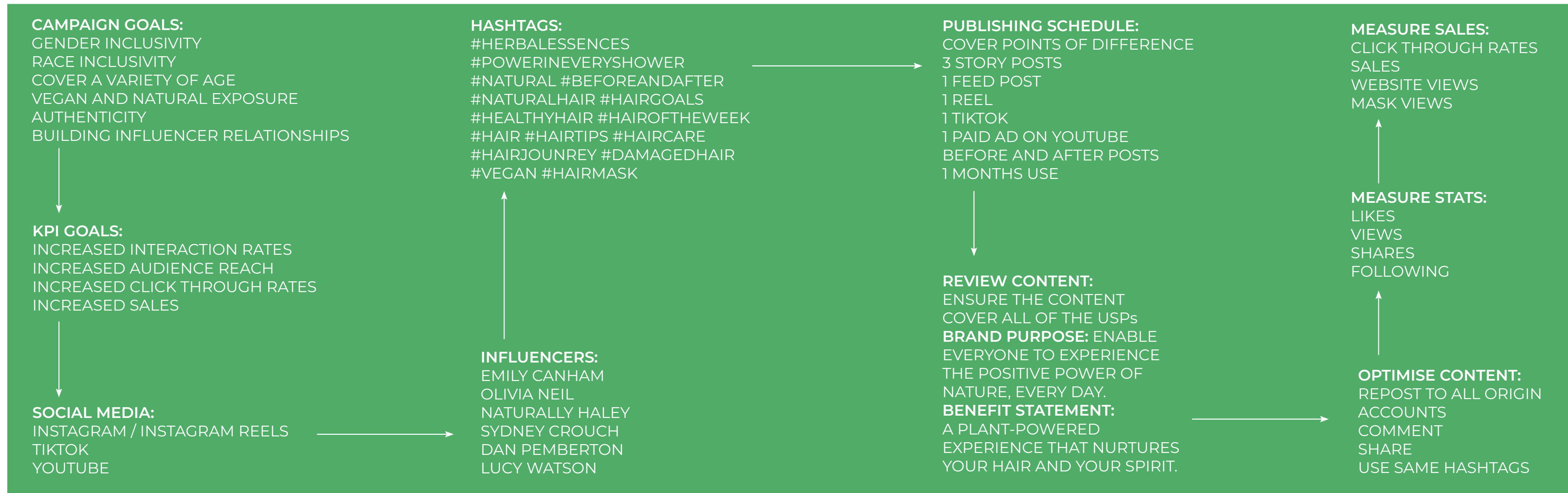
TIKTOK INFLUENCER

56% OF BEAUTY BUYERS WANT AUTHENTIC BRANDS AND REASSURANCE THAT THE BRAND'S DECISION TO BE SOCIALLY RESPONSIBLE COME FROM THE HEART
-A REASON FOR BRANDS TO USE A STRATEGICALLY CHOSEN GROUP OF INFLUENCERS WHO WILL ACT AS BRAND AMBASSADORS

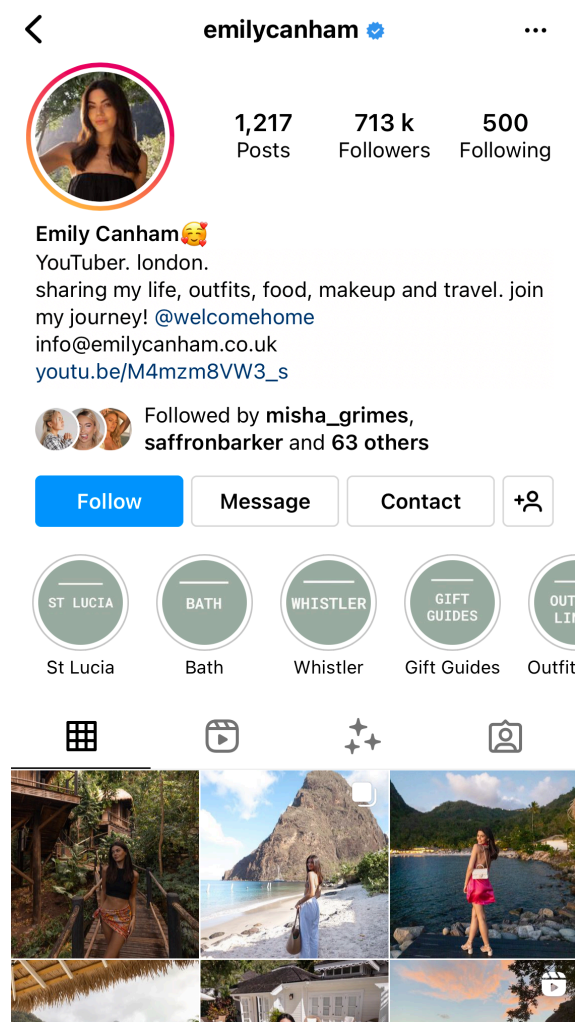


3.7 MILLIONS VIEWS

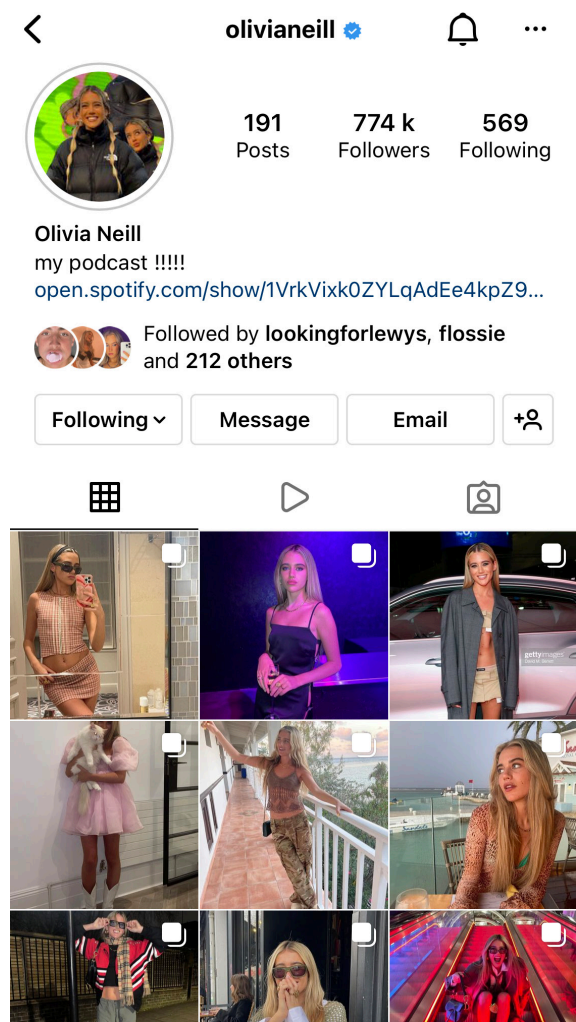
CONCEPT | INFLUENCER CAMPAIGN



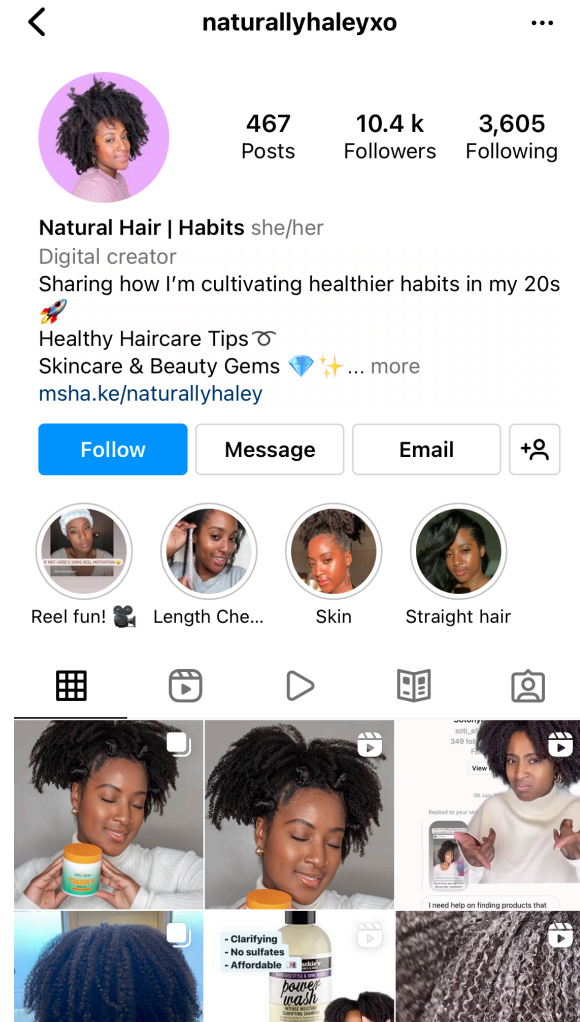
CONCEPT | INFLUENCERS



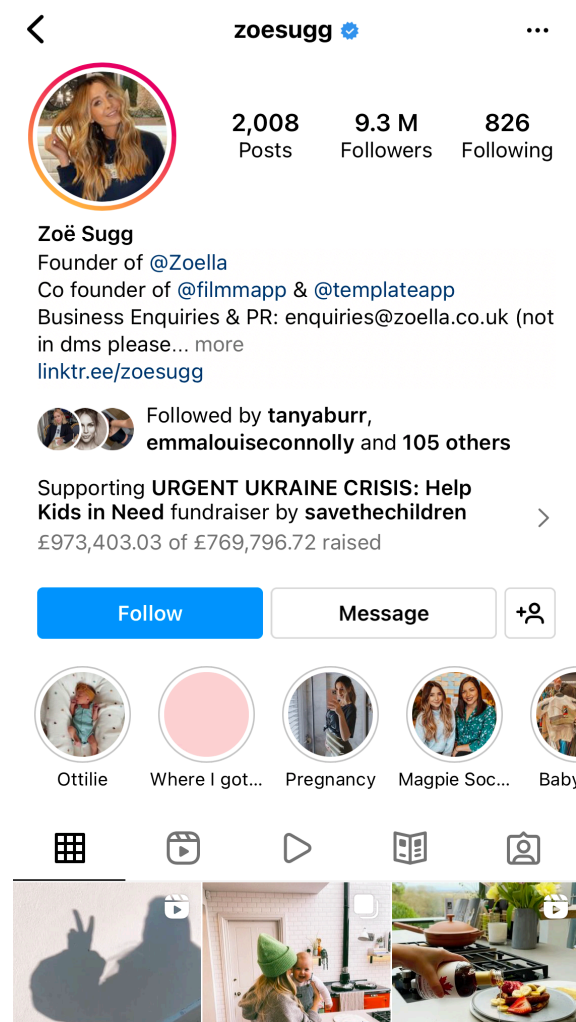
TRAVEL & BEAUTY BASED
WORK WITH GARNIER
YOUTUBE & INSTAGRAM
ORGANIC



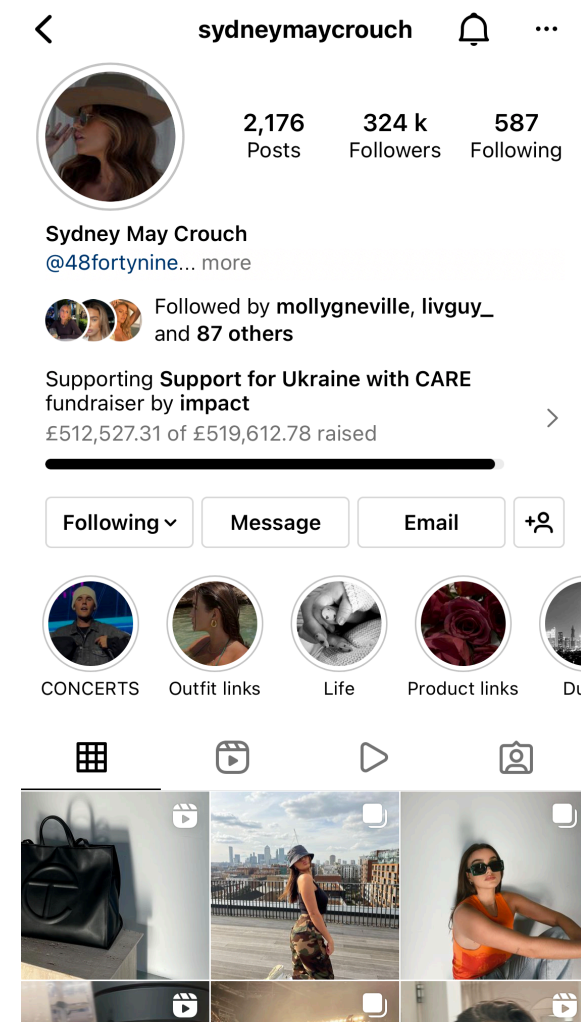
YOUNGER TARGET AUDIENCE
MAINLY YOUTUBE FOR ADS
WORKED WITH FUNCTION
OF BEAUTY
ORGANIC



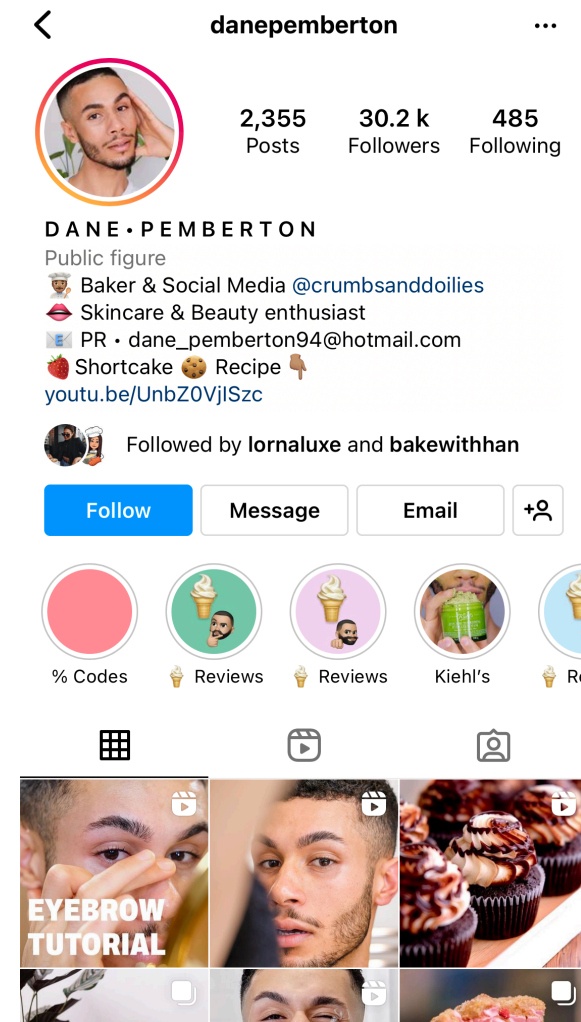
CURLY HAIR TYPE
PERSON OF COLOUR
BEAUTY BASED AUDIENCE
PAID



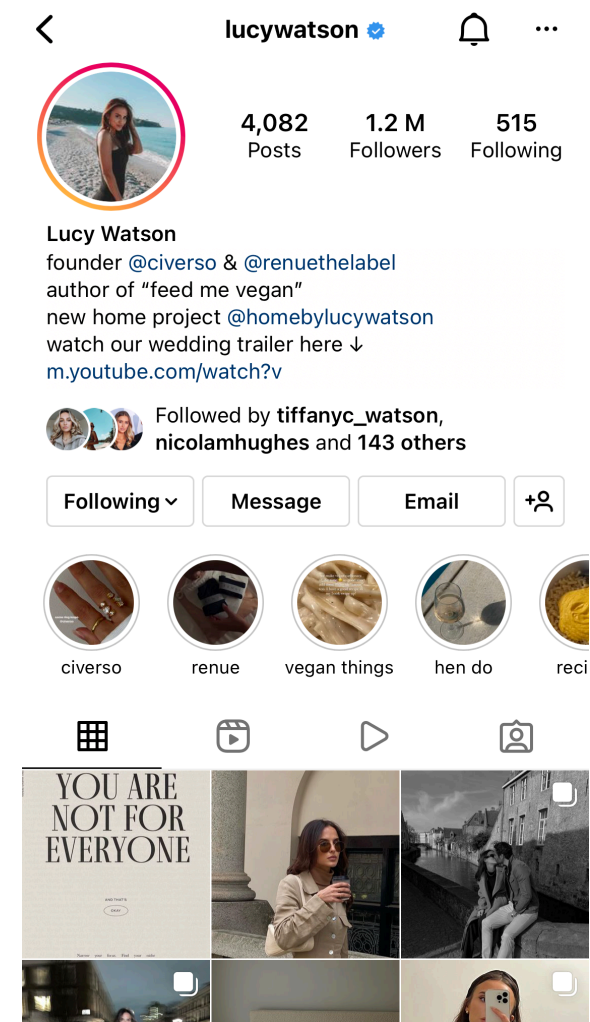
OLDER AUDIENCE
HAS A BLOG 'ZOELLA'
LARGE FOLLOWING
NEW MUM
ORGANIC



UP AND COMING
RECENT HAIR JOURNEY
USES INSTAGRAM REELS
AND TIKTOK
ORGANIC



MALE
BEAUTY BASED FOLLOWING
WORKS WITH BEAUTY
BRANDS
PAID



VEGAN AUDIENCE
MAINLY INSTAGRAM FOR ADS
PROMOTES EVERYTHING
VEGAN
ORGANIC

THANK YOU VERY MUCH!
PLEASE ASK ANY QUESTIONS