

# SUPER X

## DIGITAL MARKETING PLAN

SHAHLA HAMEER NAREJO



# AUDIENCE UNDERSTANDING



Who are we talking to?

# Target Audience Overview

## 18-24 (Gen Z)

- Preferred color is Yellow
- Focus time is 8s
- Prefer face-to-face communication
- Prefer individualism
- Constantly on SM and VOD platforms
- 1/4 prefer reading blogs before buying skin products

## 25-30 (Millennials)

- Preferred color is Pink & Blue
- Focus time is 12s
- Prefer collectivism & love to use SM when interacting with people
- prefer smaller-sized packing skin products
- Concerned about the impact of their lifestyle on their skin

Since our TG is Females between 18-30 who are sporty, travelers, adults, and drive an active social life outdoors in the Middle East region, we need to draw our attention to the following:

According to Popsugar, 94% of Millennial Women Inspired by Influencers When Shopping for Beauty

# MILLENNIALS

1977-1996

They have  
grown up with  
technology

Do their research  
before purchasing  
new products

Look out for  
solutions

They believe in  
personalized  
experience

Loyal to brands &  
love being their  
advocates

They plan their  
days and  
activities

# GEN-Z

1997-2005

They are born  
Digital

Influenced by  
other  
people's  
opinions

Their  
smartphones  
are absolutely  
central to their  
lives

Trendy &  
want to be  
part of the  
culture

Resonates well with  
brands which talks  
directly with them

They want to  
stay in touch  
with what's  
going on in  
the world



IDENTIFYING AND UNDERSTANDING OUR AUDIENCE THROUGH  
PSYCHOGRAPHIC SEGMENTATION BASED ON THEIR BEHAVIOR

# CONSUMER TRIBES



NOVICE



ALPHA



THE NOBLE

← AGE: →

# NOVICE

The new of things intrigues her, a cool product and all containing skincare for the new you

## COMMUNICATION STRATEGY

Novelty - Fashion conscious: Like to seek products which give them pleasure & enthusiasm they are usually less price sensitive

## OPPORTUNITY

Build on the looking beautiful narrative, become a part of the pop culture she belongs to

## TARGETING THROUGH INTEREST/BEHAVIOR



- Goes to college and university
- Limited exposure of skincare narrative
- Developing opinions
- Listens to her mother
- Easy to influence
- Life goal is to look good in front of her friends and crowd
- Spends time on herself to look beautiful
- HIs driven by vanity, cares what others think of her.
- Want to follow active lifestyle like others are following in her surroundings

# ALPHA

## OPPORTUNITY

Providing a quick, wholesome solution for her skin troubles

## COMMUNICATION STRATEGY

Build on convenience  
Driving advocacy through WOM

Perfectionist: High quality conscious, they shop cautiously

## TARGETING THROUGH INTEREST/ BEHAVIOR



- Is ending university and entering professional life or to be married
- She wants to stay fit and healthy
- She wants to look nice but doesn't have the time to
- Opinions forming and firming
- Daring to try new things
- Is busy, finds no time
- Exposed and aware about advertising, brands
- Influenced by WOM
- Result oriented
- Open to experiments
- Easy to recruit (if the product is right for her)
- Is constantly looking and searching about products
- Is a salon-goer to seek quick fixes and solutions

# THE NOBLE

A solution that can make her life easy when she is on the go

## COMMUNICATION STRATEGY

Brand conscious: Price Equals Quality Consumers Prefer products coming from well know stores

## OPPORTUNITY

Build on product benefit

## TARGETING THROUGH INTEREST/ BEHAVIOR



- Developed opinion
- Less prone to experiment
- They go back to liking traditions
- Prone to skin damage
- Want to look young again
- Might look for better options
- May not be loyal but will stick to what suits her
- Want to stay fit & healthy but find it difficult



# BUYER PERSONA & BEHAVIOR



## Persona: Tahzeeb



### Background

Nationality:

Pakistani

Age: 28 Years old

Martial status:

Married with no  
kids

Job: HR Specialist  
at a renown  
recruitment  
agency in UAE



### Interests & Personality

Interests:

Reading &  
Writing

Personality:

Ambivert

Lifestyle: Healthy  
mostly



### Shopping Behavior

Habits: Shopping  
online more often  
after reviewing as  
many blog  
articles, reviews,  
and testimonials

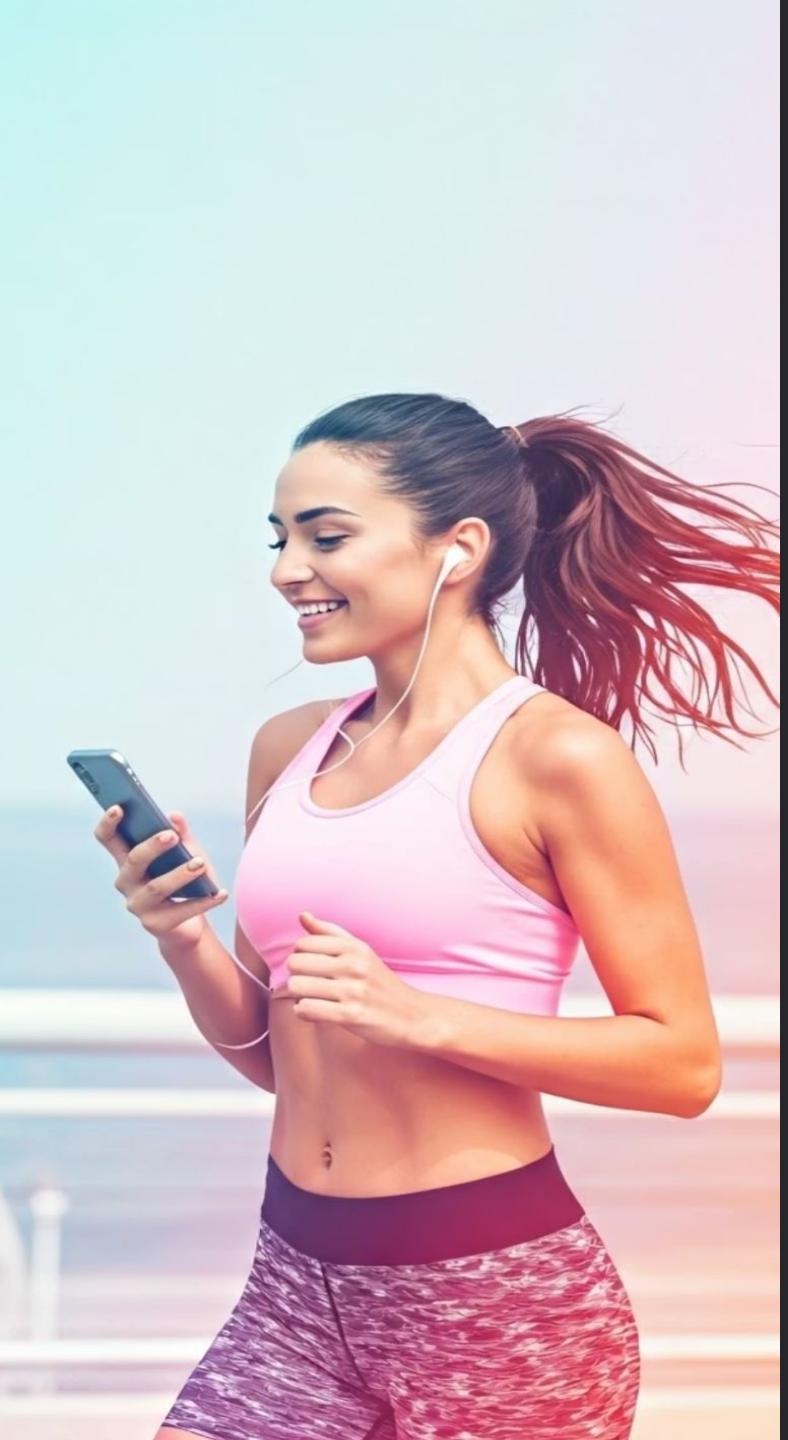
Preferences:  
Shopping for  
beauty & fashion  
products



### Social Media

Social Media

channels used:  
Facebook, Blogs,  
Instagram, &  
YouTube



# Persona: Jenny

1

## Background

Nationality: UK

Age: 25 Years old

Martial status: In relationship

Job: PR Manager at a company in UAE

2

## Interests & Personality

Interests: Running & Outdoor activities

Personality: Social & very outgoing

Lifestyle: Tries to be healthy

3

## Shopping Behavior

Habits: Shopping online & offline, likes to interact with people and ask their opinions and reviews

Preferences: Attending events, hanging out with friends, shop for beauty & fashion products

4

## Social Media

Social Media channels used: YouTube comes first with vloggers she follows constantly, and then Facebook, Blogs, Instagram, & Pinterest

# Persona: Yara

## Background

Egyptian, 18, High School Student  
in ME



## Interests & Lifestyle

Chatting, Reading, Videos,  
Games, Fast-food but image-  
conscious



## Social Behavior

Social but fears public  
speaking, loves hanging  
with friends



## Media Preferences

YouTube, WhatsApp,  
Instagram, international  
beauty vloggers



Habits: Loves watching international beauty vloggers on YouTube, hangouts with friends, and watching English movies

Personality: Social but fears public speaking

Lifestyle: Fast-food Junkie but slim & cares very much about how she looks

Preferences: hanging out with friends, shopping offline & online, & playing games on her smart phone

# Consumer Insight

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*Having a very functional approach to the category, the consumer is only interested in what works for her, she will switch as soon as she is exposed to a better RTB in a different product*

Tend to get uninterested with their skincare products and move on to the next best thing

Never satisfied with just one solution

Always on the look-out for better product offering and benefits

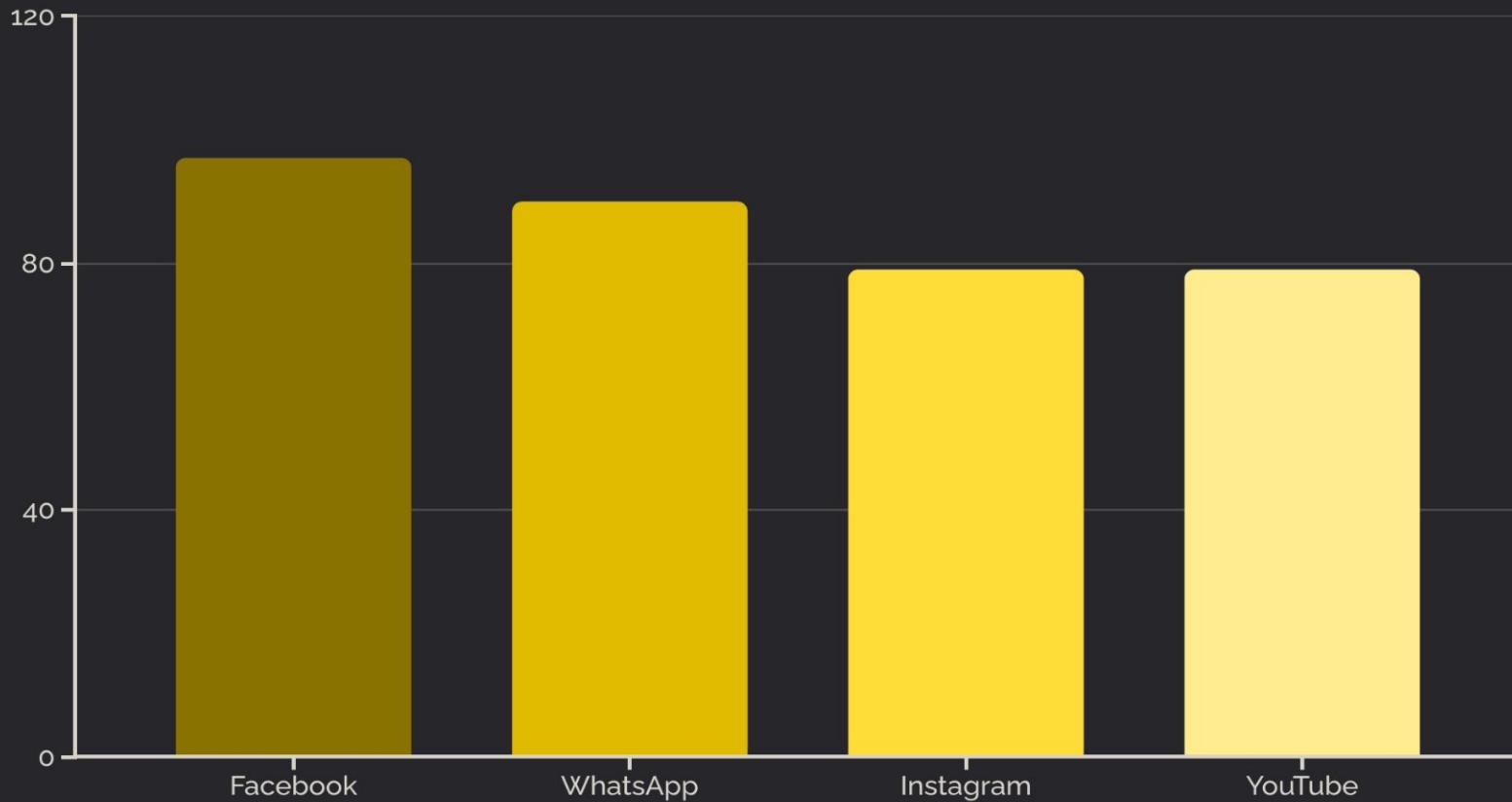
# Cultural Insight

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*The millennial population is constantly under the pressure from their mom's (and women of same status) to opt for organic, herbal and alternate home solutions which have been carried from generations to generations*



# Social Media Statistics



97% of ME Internet users use Facebook daily

90% use WhatsApp daily

79% use Instagram daily

79% use YouTube daily

# Understanding Competition

# Competition Analysis

Many of our Competition have been in the market for over 20 years already, however, we can use learn from them and use what what they lack to succeed.

All of the mentioned are very known brands in the global and Middle East Market. they depend heavily on conventional media (TV, Radio, & Billboard ads) in addition to some digital ads though bloggers and vloggers.

Arabic and English is their common used languages and they use Facebook & Instagram mainly to reach their TG

They also have separate accounts; one dedicated for Global fans and another for Middle East TG.

They don't use Twitter but rarely, and when they do, it is for worldwide only.

Their TG is from 18 - 65+ and that's why they use ATL advertising more.

# Competition Analysis



Many of our Competition have been in the market for over 20 years already, however, we can use learn from them and use what what they lack to succeed.



# Competition Analysis

## Best Sunscreen for Dubai in 2019

Last updated on January 10, 2019 by Meg — 2 Comments



Dubai, like most of the Middle East, has a hot climate. The winters are warm and the summers are brutally hot! It may seem like a desert climate at times, and at others it possesses the powerful humidity of the most tropical of destinations. So sun protection in Dubai is no joke!

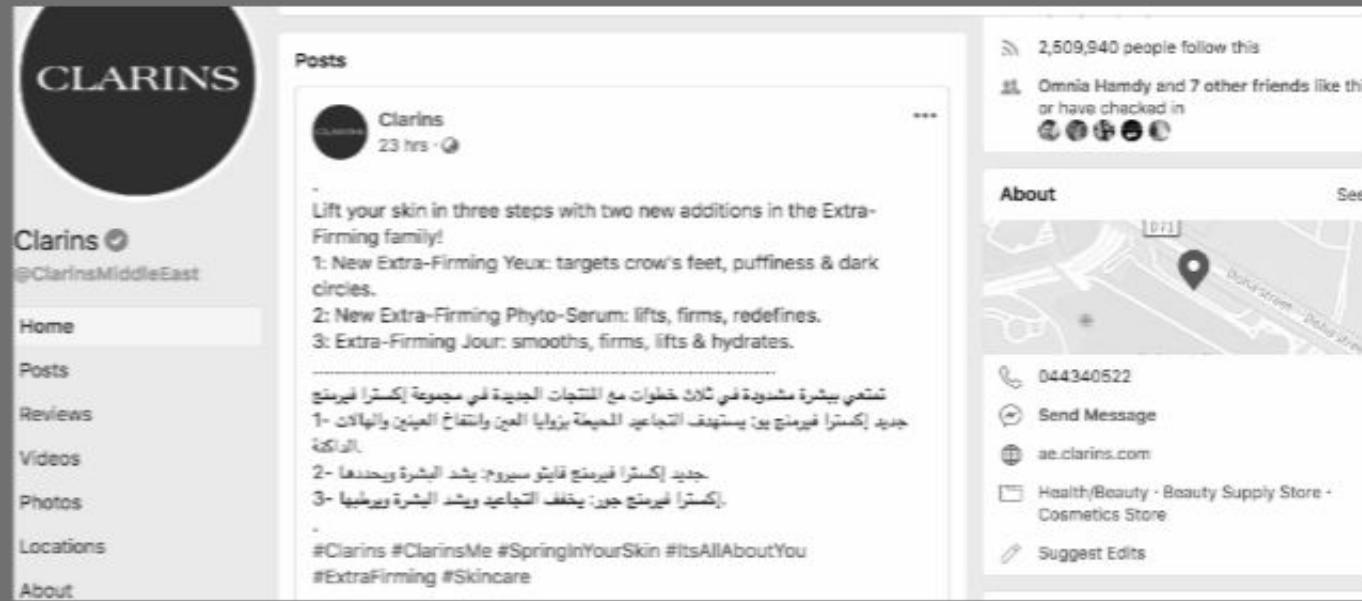


It is wise to adhere to the Skin Cancer

All of the mentioned are very known brands in the global and Middle East Market. they depend heavily on conventional media (TV, Radio, & Billboard ads) in addition to some digital ads through bloggers and vloggers.



# Competition Analysis



The screenshot shows the Facebook page for Clarins Middle East. The page has 2,509,940 likes and is liked by Omnia Hamdy and 7 other friends. The page is located in Dubai, UAE. The post, made 23 hours ago, discusses three new additions to the Extra-Firming family: a New Extra-Firming Yeux, a New Extra-Firming Phyto-Serum, and an Extra-Firming Jour. The post is also shared in Arabic, mentioning three new steps for firming the skin. The post includes hashtags #Clarins #ClarinsMe #SpringInYourSkin #ItsAllAboutYou #ExtraFirming #Skincare.

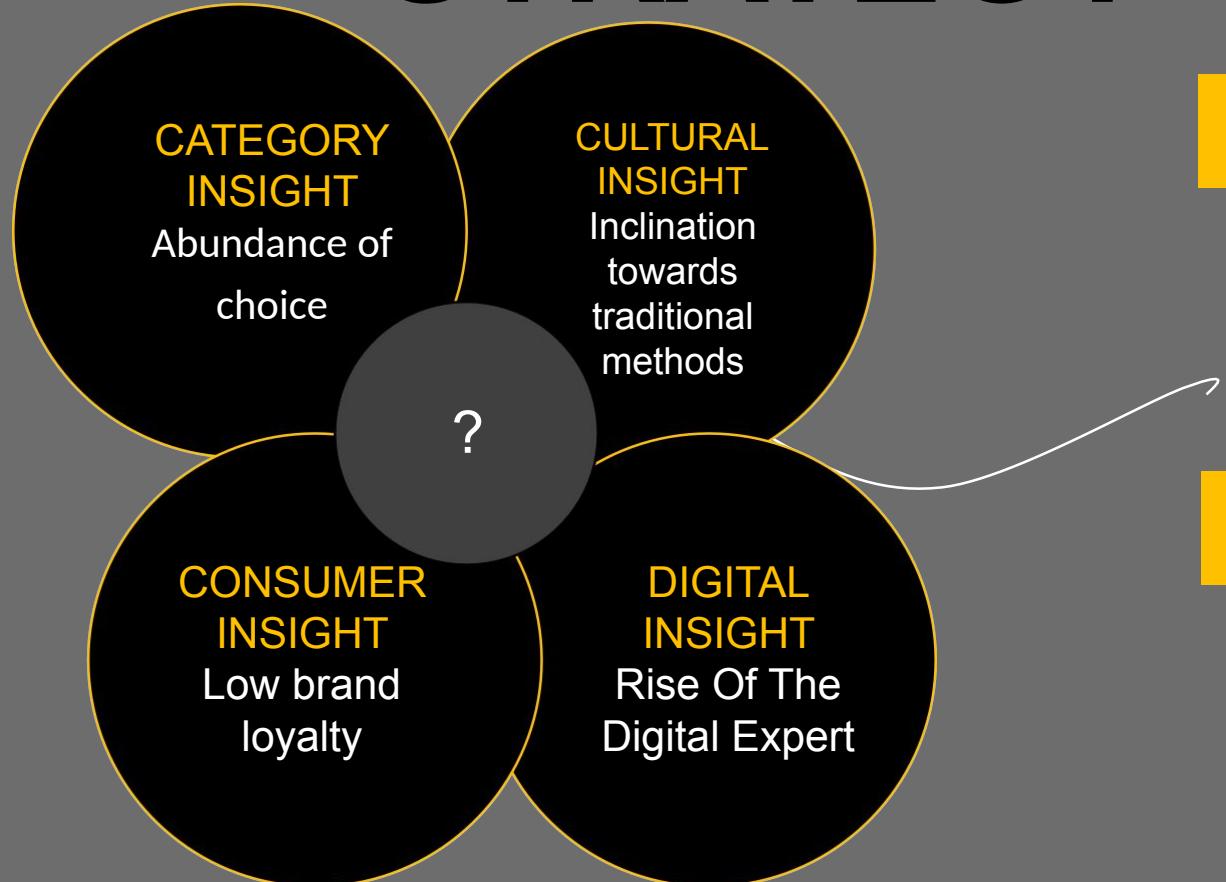
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# DIGITAL STRATEGY



## Brand Role

Become the voice of expertise that is a blend of traditional methods with modern design; providing the best of both worlds

## Objective

Become a platform for women to feel confident about their skin everyday

# STRATEGIC PILLARS

## ESTABLISH EXPERTISE

Resonate brand essence of expertise through every piece of communication when launching the PIXMA by building on the active lifestyle ambit

## OWN CONFIDENCE

Leveraging star power, showcase how a fresh & good skin day equates to higher levels of confidence and boost moral. Instill the same feeling of confidence in the audience

## INSPIRE, INTERACT & CONNECT

Strengthen the aspirational values of the brand; powered by real-life interaction with the audience. Create cultural relevance by becoming personal with the target audience in real-life

## CONVERT: Everything on digital needs to be shoppable

### BUILD CULTURAL RELEVANCE:

The core of everything digital needs to be around innovation and genuine human interactions to make the brand seem accessible yet aspiring

# PLATFORM STRATEGY

All of the platforms will be utilized to generate and drive conversions to drive sales



Creating a regional FACEBOOK page for Middle East market to give more personalized and culturally relevant content.

Utilizing this platform for **mass awareness** and referral to website while effectively rolling-out thematic campaigns, exclusive offerings and deals



Leveraging the power of visual storytelling, the snackable content will sell an experience that is shop-able. **IGTV** will act as a content hub platform for short videos



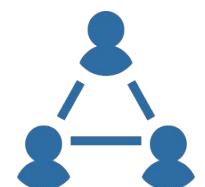
Building a content haven with long-form and contextual targeting to intercept audience affinities and creating conversion points



Creating OTG snaps & stories to build product relevancy around the TG in the most fun way



Website to act as the corporate hub where people can look out for product descriptions, media updates in the phase



**PR & Collaborations**  
Create buzz, encourage trial, and generate talkability

# Influencer Marketing Approach



## TAPPING EACH TYPE

Engaging KOLs & experts talking about all kinds of skin types, leveraging their influence to become the ultimate go-to brand



## SELLING EXPERIENCE, NOT JUST THE PRODUCT

Putting forward the **SUPER-X** experience via influencers to make us bigger than a product.  
Turning all our communication into



## TOP OF MIND TOP OF SIGHT

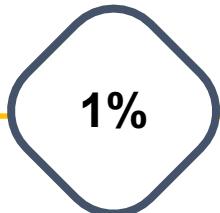
Being present for the TG at all platforms, at all times to build a strong and organic top of mind and sight recall

@taimalfalas



# 1:9:90 INFLUENCER MODEL

1%



Conversation Starters,  
leading the main idea  
and the brand image.

9%

Advocates  
who repackage and absorb  
information that influencers are  
creating and put into their own  
perspective to the public

100k - 900k  
Followers

90%

enthusiasts  
who make up the bigger bulk of social  
media audience. Many people fall into  
this category to discover what's out  
there.

Micro Influencers +  
seeders 5k - 90k

@salmamagdy



[@zahralari](#)

@glorygirlf  
it



# COLLABORATION WITH INFLUENCERS

L'ORÉAL  
PARIS



Taim Al Falasi  
@taimalfalasi 2.8M



Salma Magdy  
@salmamagdy\_ 75k



Nadine  
@glorygirlfit 50k



Zahra Lari  
@zahralari 42.5k



Diana Chipar  
@Dianachipar 101k



Yana Ko  
@Yana\_ko 24k



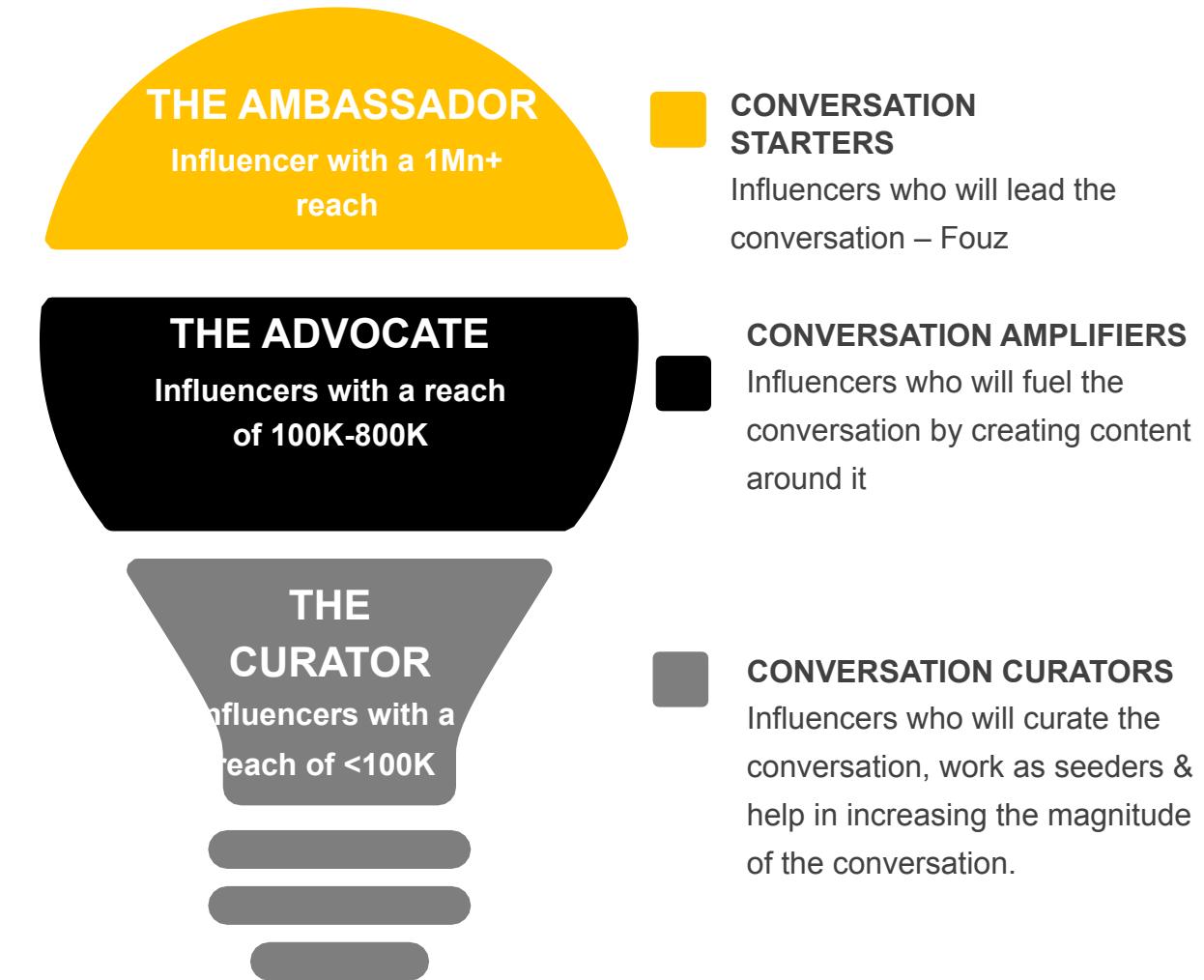
Thana & Sakha  
@theabduls 291k



Ayeten Galal  
@ayetenelrawi 55.2k

# INFLUENCER OUTREACH & IMPACT

Scaling the impact and reach of influencers to amplify our content, keep an always on top of mind and sight recall along with maintaining a strong impact on the TG



# DIGITAL ECOSYSTEM

# ACTIVATING SUPER-X's DIGITAL ECOSYSTEM – ACROSS 10 DIGITAL TOUCHPOINTS

## CAMPAIGN BUILD

FACEBOOK	INSTAGRAM	YOUTUBE	SNAPCHAT	MEDIA	PR	LOCAL PB	BOT	TECH	ON-GROUND
Disrupt & Direct Conversation	Real life consumption visual depiction	Content archive of lifetime meaningful stories	Building on the Digital Tribe for future audience	Optimized distribution of messaging	Build credibility, WOM & TOM	Disrupt, innovate, takeover	Trigger responsiveness & 2-way interaction	Innovate the way users experience our messaging	Go beyond digital to spread our message
<b>(Pr)Objective:</b> Reach, Engagement, Awareness	<b>(Pr)Objective:</b> Engagement	<b>(Pr)Objective:</b> Engagement, Relevance	<b>(Pr)Objective:</b> Awareness, Reach	<b>(Pr)Objective:</b> Awareness, Engagement, Innovation	<b>(Pr)Objective:</b> Positive Sentiment, Reach.	<b>(Pr)Objective:</b> Awareness, Reach	<b>(Pr)Objective:</b> Conversations	<b>(Pr)Objective:</b> Innovation	<b>(Pr)Objective:</b> Experience

## PHASE 2: ALWAYS-ON OWNERSHIP OF

### KEY STRATEGIC PILLARS TO DRIVE PLATFORMS & CONVERSATION

**LADDER TO A CONVERSATIONAL TOV**

**CREATE ASSETS THAT DRIVE, DIRECT & DISPERSE CONVERSATION**

**BUILD ALWAYS-ON INFLUENCE THROUGH STEALTH**

**ESTABLISH AN EFFECTIVE UGC ECOSYSTEM THAT FUELS CONVERSATION**

Key  
**FACEBOOKS: INSTAGRAM YOUTUBE**  
**MEDIA PR**

FACEBOOK	INSTAGRAM	YOUTUBE	SNAPCHAT	MEDIA	PR	LOCAL PB	BOT	TECH	ON-GROUND
Disrupt & Direct Conversation	Real life consumption visual depiction	Content archive of lifetime meaningful stories	Building on the Digital Tribe for future audience	Optimized distribution of messaging	Build credibility, WOM & TOM	Disrupt, innovate, takeover	Trigger responsiveness & 2-way interaction	Innovate the way users experience our messaging	Go beyond digital to spread our message
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Engagement, Awareness			Reach	Engagement, Innovation	Sentiment, Reach, Mentions				

# OBJECTIVE 2020



TO INCREASE  
AWARENESS &  
SPARK TALKABILITY



ENGAGE & CONVERT  
THE AUDIENCE



DEVELOPING AFFINITIES  
OF THE BRAND TO REAL  
LIFE SITUATIONS

# What Brand Stands for?



- Recommended by dermatologists (Claims)
- Natural Ingredients & Moisturizer
- Brand building
- Efficacy of the product
- Product benefits
- Brand development

## FUNCTIONAL

Anything and everything about having fun in the sun; summer trends (food, drinks, activities)

- Outdoors
- Active Lifestyle
- Summers
- Beach
- Sports
- Travelling
- College/University

## EMOTIONAL

- Problem Solver
- Fun in the sun
- Going outdoors, fearlessly
- Category development (in terms of sunblock being the hero in ones life)
- Confidence enabler

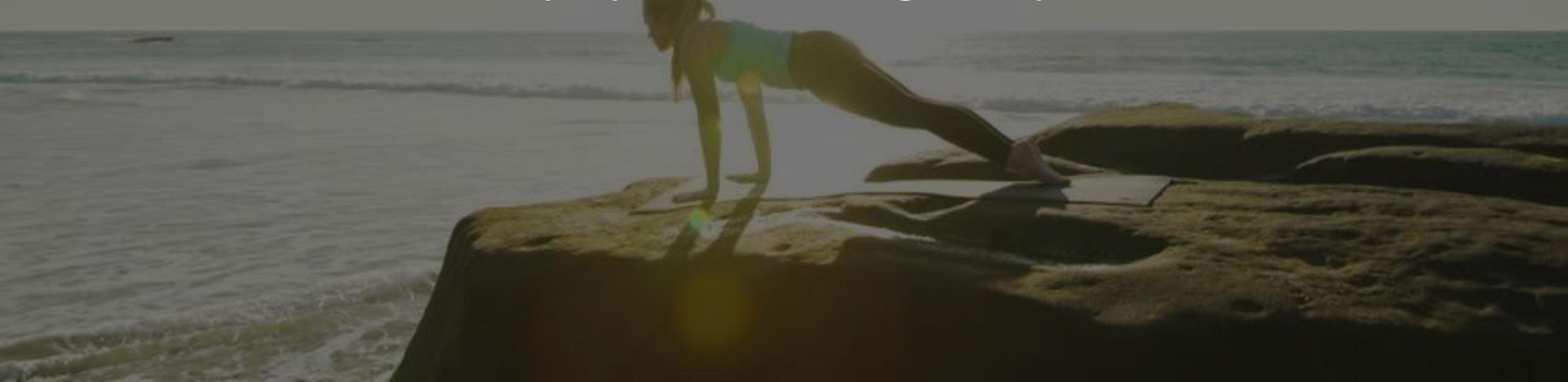


# Campaign IDEAS

A silhouette of a person jumping joyfully against a vibrant sunset sky. The person is in mid-air, arms raised, with a bright, colorful sunset in the background.

**Summertime comes with the promise of endless fun,  
frolic and brighter-than-ever sunshine.**

While you enjoy the sunshine and have the time of your life, you **expose yourself to the harsh UV rays** that have a detrimental effect on the skin. But who says you have to give up on all that?



# 5 Targeted Digital Marketing Tactics

## 1 Maximize Search Visibility



Allocate 30% to Google Ads & SEO, focusing on Search, Display, and YouTube to drive traffic to your website, blog articles, videos, and social media. Aim for brand awareness and direct website conversions.

## 2 Amplify Reach with Social Ads



Dedicate 30% to Facebook & Instagram. Use Reach Ads for awareness, Traffic Ads to direct users, and Conversion Ads to drive sales. Leverage Meta Ads Manager & Page Insights to track performance effectively.

## 3 Leverage Influencer Trust



Invest 35% in regional influencer marketing. Collaborate with trusted bloggers & vloggers for sponsored content, appearances, and content reuse. Consider ~\$4,000 per influencer per 2-minute video for budget planning.

## 4 Strategic Display & Retargeting



Allocate 5% to banner ads, retargeting, and email marketing to support awareness and engagement. Optimize limited spend due to distribution & pricing uncertainties. Expand to Twitter or e-commerce platforms in the future.

## 5 Optimize for Conversions



Focus on combining targeted ads with influencer partnerships to drive sales and engagement. Continuously analyze performance metrics to refine your strategy and maximize ROI across all platforms.

# Building on the Narrative

## PHASE

-1

### #BlockTheSun

Launching the campaign with the thought provoking message on skin damage via visual story telling and turn it in to a digital movement

FB/Insta filters to be launched

Influencers to join the movement and making it big on digital footprints

Supporting content on hard hitting facts on sun damaged skin

## PHASE

-2

### #EmbraceTheFun

An on ground event launching with a Flash Mob + Super-X signature move

Generating trials & registering signature move

Influencers to participate & curate content on how their confidence has boost up

Asking online users to share their Super- X move videos to get a free giveaway of Super-X outdoor kit

# Phase - 1

## Block The Sun, Not The Fun

### INSIGHT



Women are aware of the UV radiation effects on their skin but they ignore it until their skin is damaged. They seek solutions by taking into groups with conversations, recommendations & seeking advice

### IDEA



Launching the campaign with a thought provoking message of how worse women's skin can get if not taken care of before it's too late via visual storytelling and communicating the importance of skin care through supporting content

### AMPLIFICATION



Influencers to join the movement to drive conversations around #BlockTheSun.

Launch FB Filter to increase talk ability around the movement



Visually appealing feed with all filtered images All curated content to be shared on Insta Stories to drive conversation on Instagram using #BlockTheSun



Contextual pre-roll placement on YT to spread the campaign message across



Creating stories around the campaign and building conversations with our TG for maximum traction



### Supporting Content

- Facts & Myths
- CTA to join the movement
- Functional product

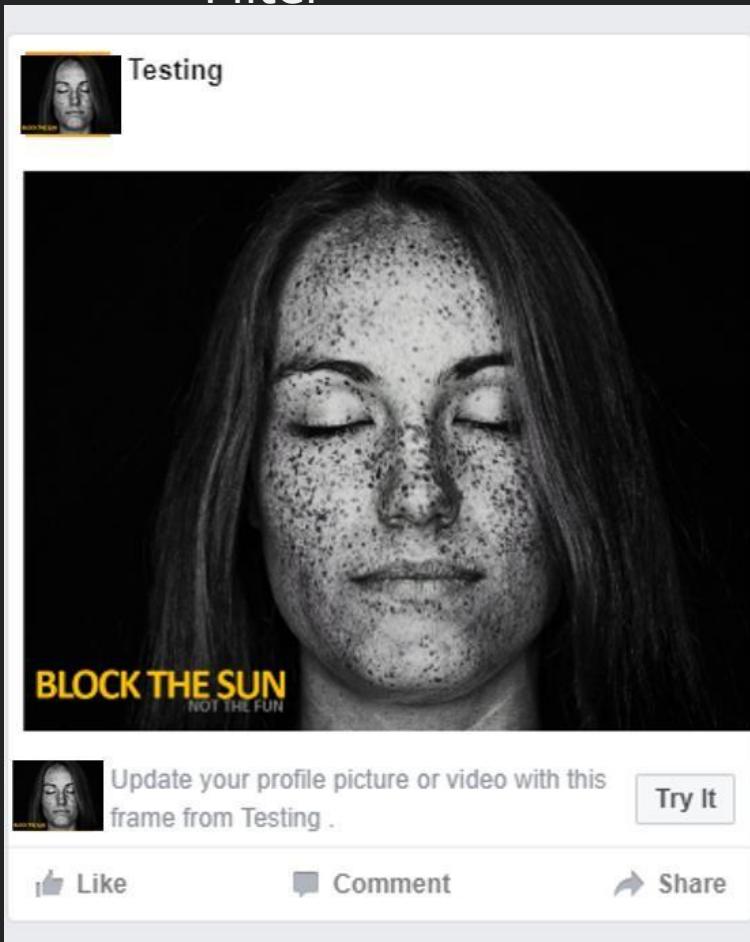
- **Influencer Marketing**
- **Local Content Publishers to publish articles on the talk of the town**

# Sample Visuals

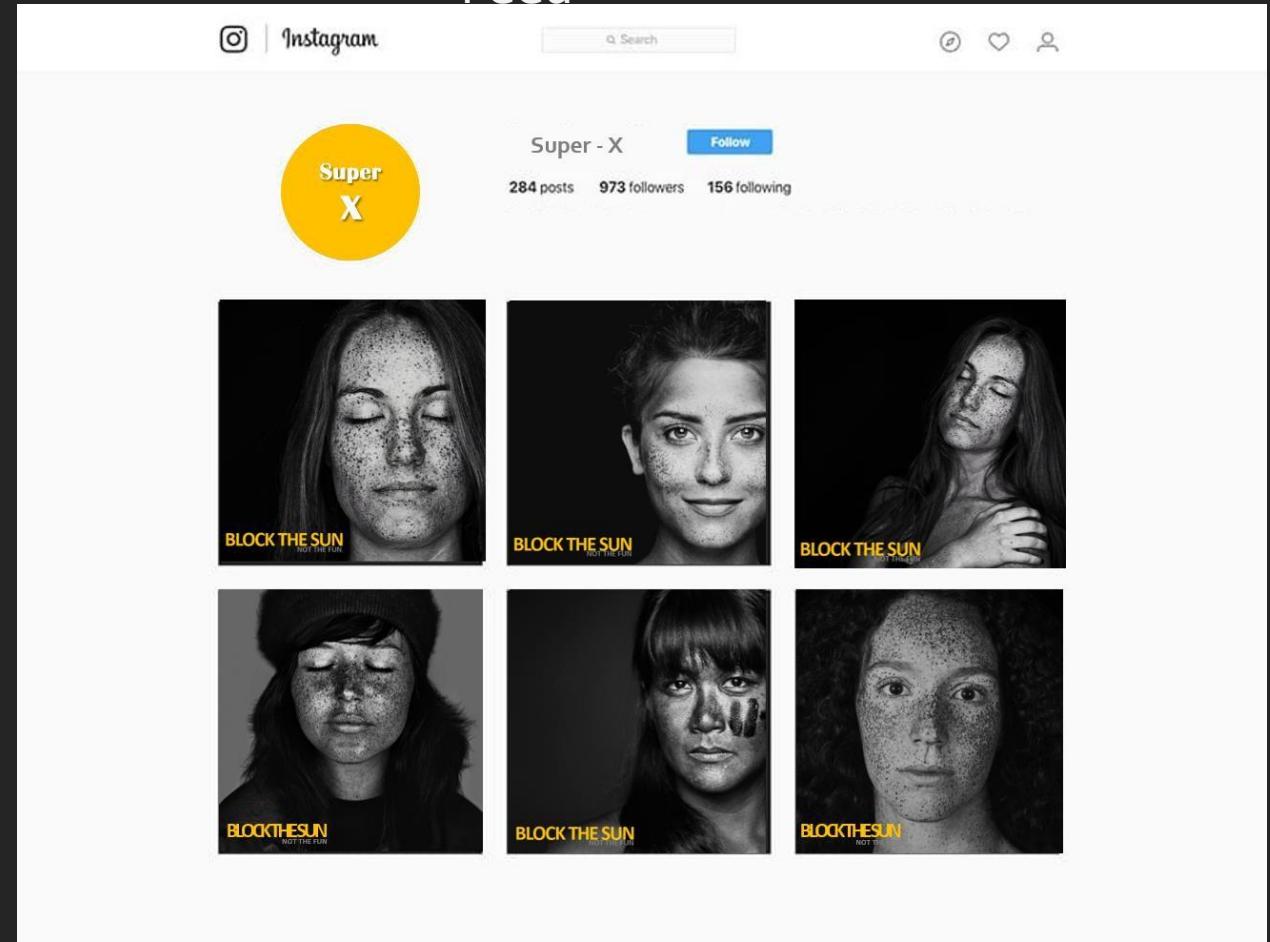


# Reference Visuals

## Facebook Filter



## Instagram Feed



Building on to the idea of **Block The Sun, Not The Fun**

**Super-X** becoming the confidence enabler & problem solver here for a protected skin

Where, you don't have to compromise on the Fun part in your life

&

and can enjoy your day time by

**Staying OUTDOORS**

**Staying PROTECTED**

**Staying CONFIDENT**

**Staying ON THE GO**

# Phase - 2

## Block The Sun, Not The Fun



### IDEA

Launching phase 2 with a bang with an on-ground activation event filled with outdoor games & activities.

Beginning the event with a Flash Mob on Super-X jingle & registering a signature move for Super-X.

Fitness, beauty & Active Lifestyle influencers to run the show

Generating trials & building tribe for the brand

#### **Post Event:**

In order to keep the audience engaged, they will be asked to share their Super-X move video to win an exclusive Super-X summer kit

The contest will be run on FB & Instagram primarily

### Supporting Content

- Event centric content
- Resharing of curated content
- Functional product benefits

### AMPLIFICATION



FB Event page to be launched  
Inviting people to join via lead generating content  
Live coverage of the event & creating stories  
A short video to be released post event



Realtime coverage of the event  
Colorful content photography for the feed  
Event video to be launched on IGTV  
Influencers curated content to be reshared



Contextual pre-roll placement on YT to spread the campaign message across



Creating stories around the campaign and building conversations with our TG for maximum traction

### Influencer Marketing

- Fitness, beauty & active lifestyle bloggers to curate content & build hype around the event

# Sample

## Signature Move + Flash Mob Jingle



Super-X Signature  
Move (Peek a Boo  
Style)

## SAMPLE JINGLE

Jingle will have an upbeat & catchy music\*

### FLASH MOB JINGLE

#### **Block The Sun, Not The Fun**

Hey Sun You Sun  
Why you looking down at me

I am not scared, I am not  
afraid Please come shine on  
me

The more you shine  
The more you whine  
Nothing's going to hold me back this time

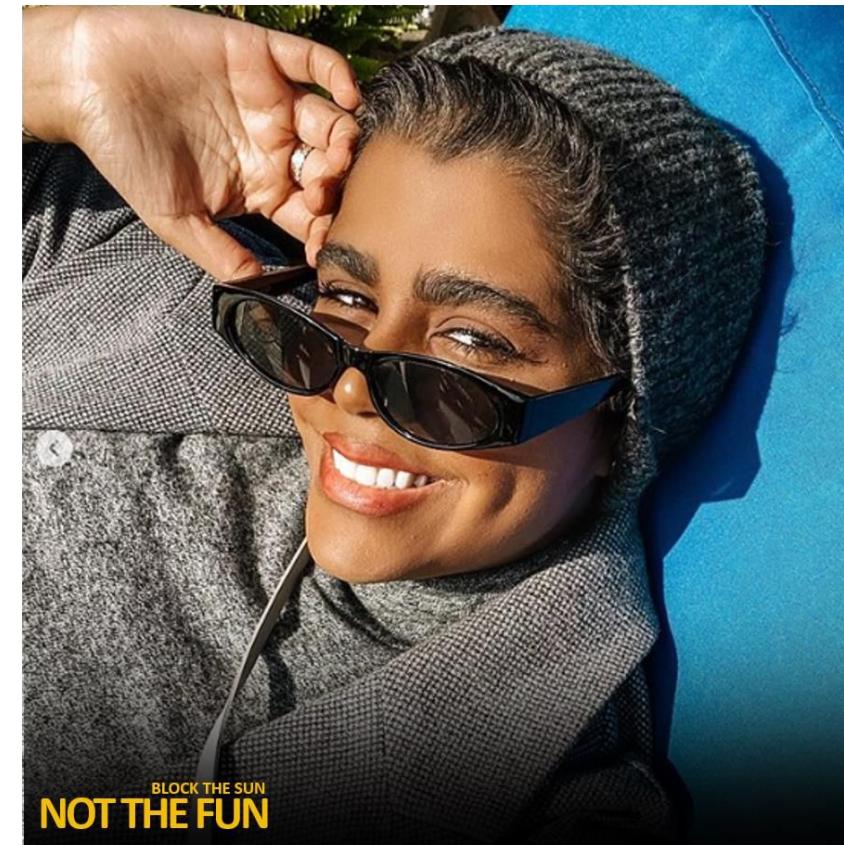
You can't keep me locked now all day at home  
Cuz' I had been looking for someone like  
Super-X since Long  
You've been so harsh  
You've been so tough  
But nothing's holds me back since I've got some  
rush  
I'll apply a portion of X to keep you  
away I'll always do to this now to  
make my day



**How will  
the event  
look like**



# Sample Visuals



# INFLUENCERS CONTENT AVENUES & FORMATS

**SUMMER CHECKLIST**

**A DAY IN THE CITY**

**7 DAYS IN THE SUN**

**YOUR SKIN NEEDS ATTENTION**

**SUMMERS DOS AND DON'TS**

These topics will be executed in form of videos, native articles, Instagram posts, Facebook live and boomerangs.

Influencers, will use the Super-X kit to talk about these topics, highlighting the use and importance of Sunblock.

# BLOCK THE SUN, NOT THE FUN KIT

SUPER-X (Product)

SUNGLASSES

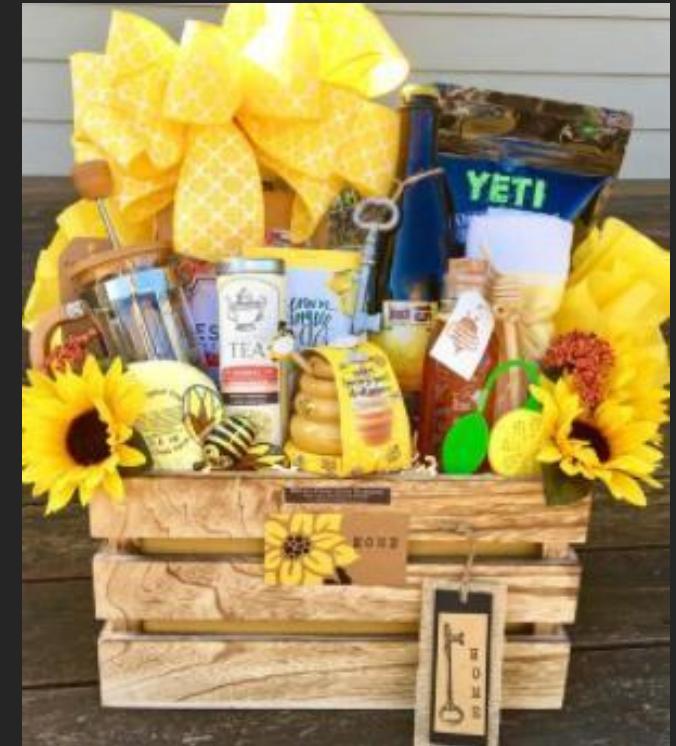
WATER-BOTTLE

BEACH HAT

Flip Flops

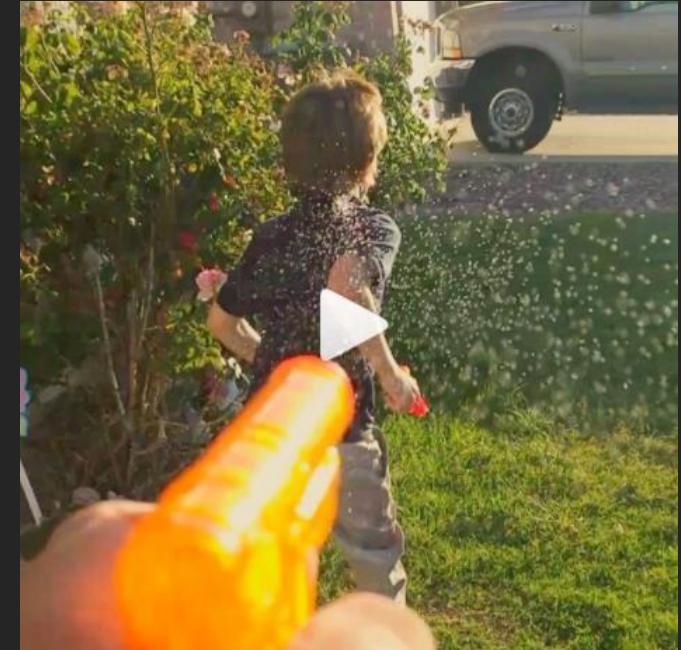
Yoga Mat

Deodorant



# BLOCK THE SUN, NOT THE FUN

## SAMPLE POSTS

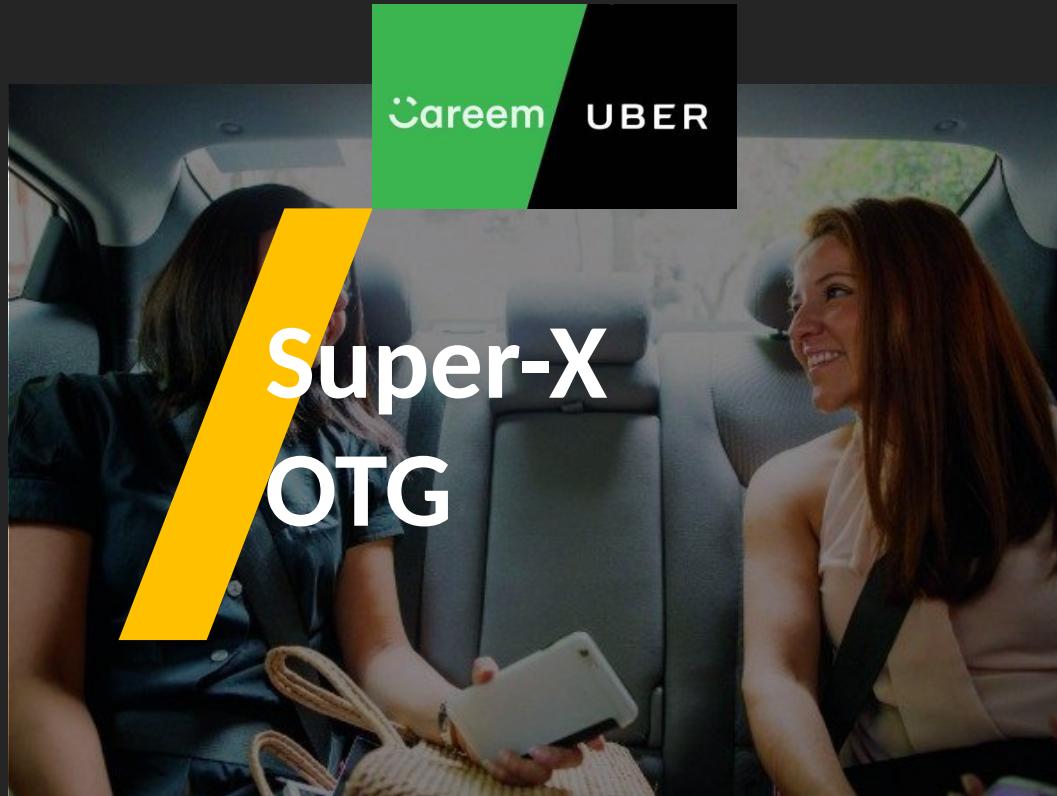


Today is a perfect sunny day to hit the beach and enjoy the little wonders of life. Don't let anything hold you back and be summer ready. #BlockTheSunNotTheFun #MyRealX

Hey fellas,  
It's time to flip your umbrellas.  
  
#BlockTheSunNotTheFun #  
#MyRealX

Mama VS Her Little Monsters  
  
#BlockTheSunNotTheFun #  
#MyRealX

## SUPER-X COLLABORATING WITH UBER/CAREEM



# Super-X On The Go

Uber/Careem



## •IDEA

## •WHAT:

•Super-X to collaborate with the  
•Uber/Careem for an initiative to create  
awareness about sunblock application  
while they are out during day time

## •HOW:

•surprising people who are always on the  
go with Super-X travel essentials while  
travelling with Uber/ Careem in order to  
establish Super-X as the real skin guard  
when you are out & about

## AMPLIFICATION



Sharing stories of people who have been surprised during the activity



A short video montage of people's reaction when they get their surprise



Resharing stories of people  
Build up on the conversations around the initiative by Super-X  
Video to be shared on IGTV for further conversations



Contextual pre-roll placement on YT to spread the campaign message across



## Supporting Content

- Functional benefits of using a Sunblock
- Building on to the emotional relevancy of Super-X

## Influencer & PR

- Influencers to appreciate the initiative by Super-X
- Local Publishers to share the story from their platforms



ALWAYS-ON IDEAS



As the mercury rises in peak summer months, so does the UV index in most parts of the Middle East. With SUNNY SIDE UP, the idea is to give reminders to use Super-X according to the weather forecast.

## Amplificati

on **Weather Triggered Ads** to be deployed whenever the temperature rise

Reference:

<http://www.weatherads.io/blog/2014/november/5-scarily-effective-weather-triggered-ad-campaigns>

Status:

Stepping out in the sun without SPF protection? Think again, it's going to be sunny day with a high UV index. #SunnySideUp





# SUN-SAFE Days

People don't wear sunblock when stepping out in the sun because they feel it's not important if they're out only for a short period of time. In reality, using sunblock is absolutely necessary when stepping out in the sun for more than 20 minutes.

# Sample Content

Status:  
Don't let the harsh summer sun get  
in  
the way of having fun!

Use Super-X to stay protected  
from harmful UV rays & a  
moisturized skin.  
#SunSafeSummer





DRIVE AWARENESS | SPARK  
ATTENTION

# FUNCTIONAL EQUITY

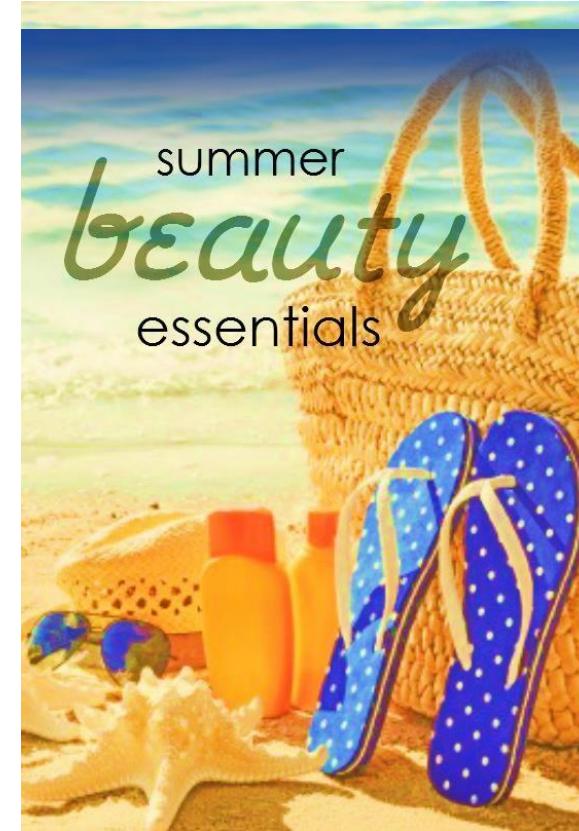
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- To communicate the message about Sunblock's efficacy and its proposition that sets it apart from other regular sunscreens

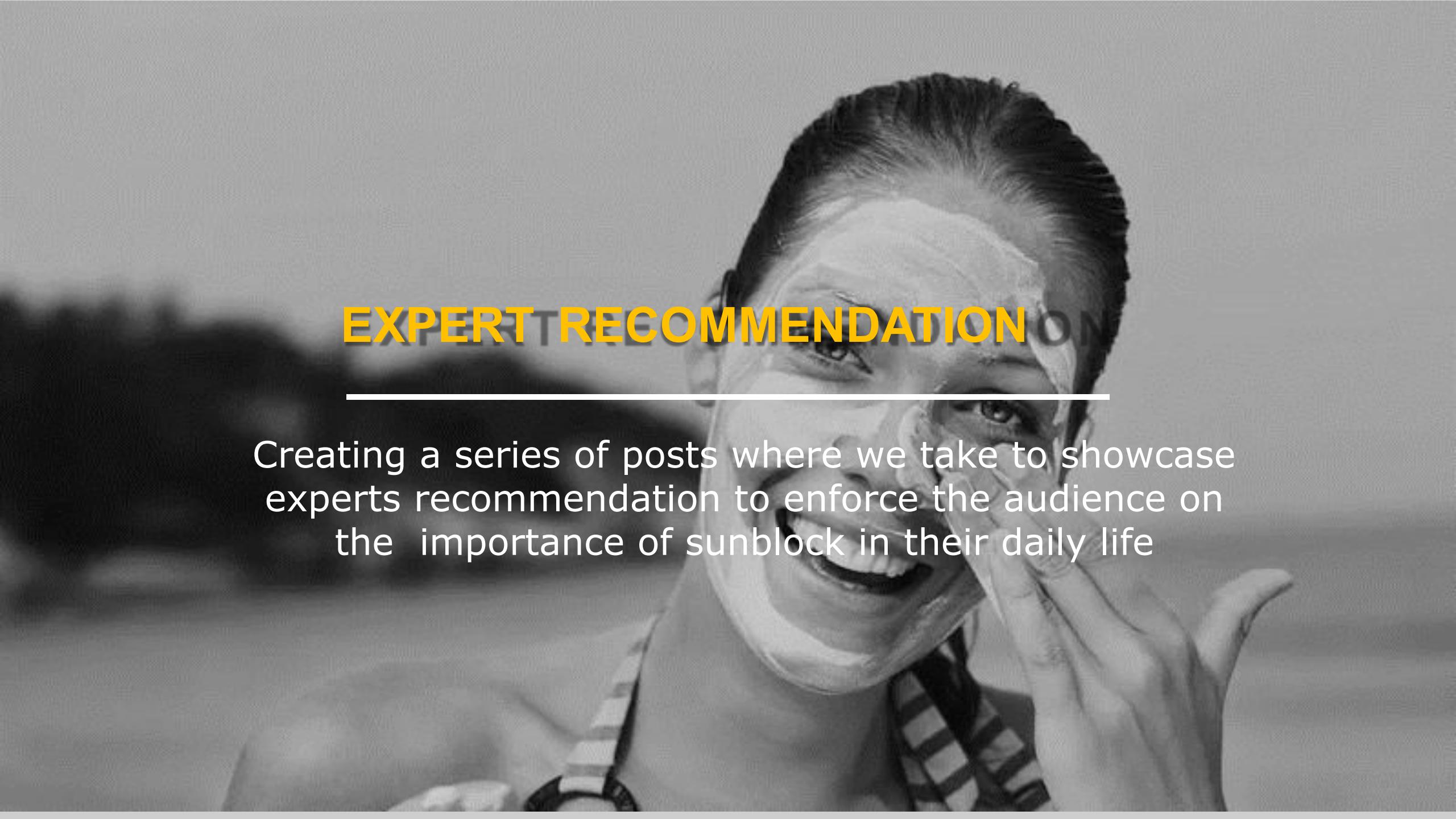
# FUNCTIONAL POSTS



Status: Think sun damage is not real?  
Think again. Using Sunblock 60 regularly can help prevent premature aging, appearance of wrinkles and pigmentation.



Status: Don't let a day on the beach damage your skin. Super-X keeps skin protected against sunburn.

A black and white photograph of a woman with dark hair, wearing a striped shirt. She is looking directly at the camera with a slight smile, her hands raised to her face as if applying cream. The lighting is soft, creating a gentle glow on her skin.

## EXPERT RECOMMENDATION

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Creating a series of posts where we take to showcase experts recommendation to enforce the audience on the importance of sunblock in their daily life

# CAMPAGN ROLLOUT

## WHAT

It's no secret that you should wear sunscreen every single day (rain or shine!) to prevent premature aging and reduce your risk of skin cancer.

## WHY

To build credibility and make people understand the importance of sunblock. When an expert trusts a product, people tend to take their word for it.

## HOW

Series of posts every month on different topics to communicate how to choose the right sunscreen for your skin and why to apply it!

## Topics to be covered

Busting myths about using sunblock everyday!

How can you avoid sun tanning/sunburn?

Pro's of keeping yourselves protected from UV rays

The right way to wear sunscreen under foundation!

# Everything is SHOPPABLE

Engage. Experience. Shop.



## SWIPE UP TO SHOP

Swipe up IG Stories & IGTV videos leading to the E-Commerce website. Customizing all our Instagram & Facebook content to lead to sales.

Prompt: Influencer Promo Codes, Flash Sales



## CLICK TO SHOP

Optimizing our native content to not just cell products, but to sell experiences, lifestyle hacks & promotions, making audience to click & shop



## WATCH TO SHOP

All the video content to have a shop now CTA



# ACTIVITY CALENDAR

CAMPAIGNS	FEB	MAR	APR	MAY	JUNE
Block the Sun, Not The Fun	 Launch				
Super-X On The Go		 Video & PR			
Bloggers Activation					
Sunny Side Up					
Sun Safe Days					
Always On					
Expert Recommendation					



# TECH IDEAS

# Scannable Feature

## SCAN IT

Using blipping markers to create scannable Super-X packaging that can redirect audience to videos, websites, pages, feature flash sale discounts & more

### TECH USED

Blipping technology



**HOW DOES IT  
WORK?**

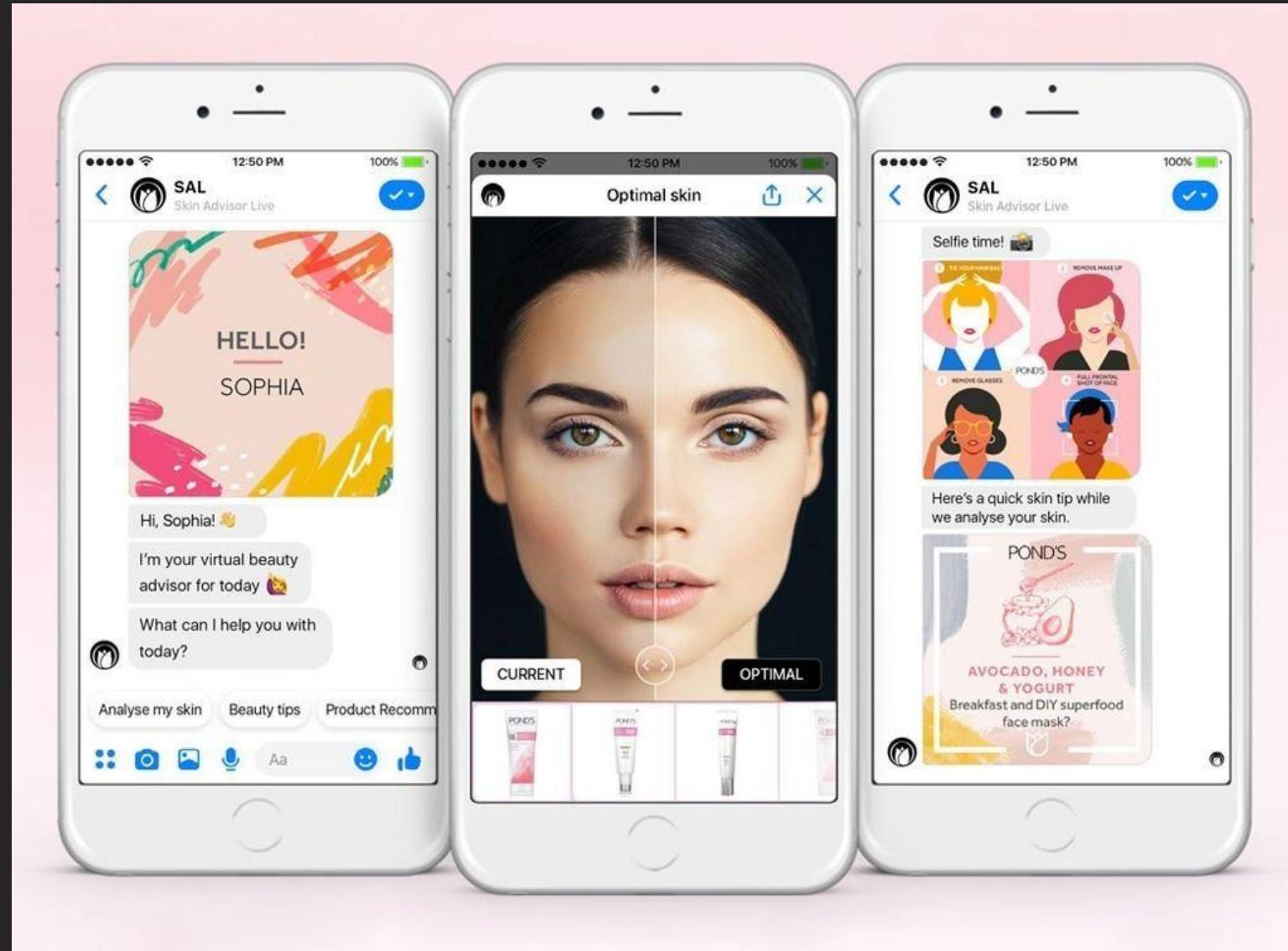
# MY X BOT

## INSIGHT

Women look for on-spot answers on digital regarding their personal care.

## THE IDEA

Creating an interactive experience for users in Facebook Messenger to answer questions related to sunblock usage, pros & cons, skin types, when & how to apply etc.



# 04

## UNDERSTANDING OUR SUCCESS



# TRANSLATING OUR SOCIAL GOALS INTO KPIs

## SOCIAL GOAL #1

**GROWING AWARENESS  
FOR EXPO LIVE  
AS A BRAND**

- **BUILD A COMMUNITY OF  
SOCIAL ENTREPRENEURS  
EVERYWHERE AND OF  
ANYONE**

## KEY KPI

ADDITIONAL  
METRICS

LIKES

VIEWS

FOLLOWERS

### • REACH

- As more people become aware of Expo LIVE, we want to measure the pace at which our exposure increases

### • ENGAGEMENT • GROWTH

- As we creating community-building content,
- we want to see progress in the % at which people engage with us

## SOCIAL GOAL #2

## KEY KPI

ADDITIONAL  
METRICS

COMMENTS

DMs

TAGS / MENTIONS

WITHIN 3 MONTHS, WE WILL BE ABLE ASSIGN  
ESTIMATED NUMERICAL KPIs TO GROWTH



# SETTING KPIs TRANSLATING OUR SOCIAL GOALS INTO KPIs

## SOCIAL GOAL #1

**STAYING TOP OF MIND**  
INCREASE FAMILIARITY

## SOCIAL GOAL #2

**NURTURING ADVOCATES**  
ENGAGEMENT & GROWTH

KEY KPI

KEY KPI

ADDITIONAL METRICS

LIKES

VIEWS

COMMENTS

### AWARENESS

In a hypercompetitive market, the Middle East consumer has many options when it comes to purchase.. We want to keep Green Giant **top of mind when it comes to fresh, healthy family cooking.**

### ENGAGEMENT

Drive interest in and exploration of your products and capture that demand through **relevant, eye-catching, timely content and effective paid media campaigns.**

ADDITIONAL METRICS

CLICKS

SHARES

DMs

TAGS / MENTIONS



THANK YOU!