

L U M I N A

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Demographics

Aged 18 - 30, Urban students and young working adults.

Psychographics

Active lifestyles, warm and humid environment, comfortable consuming beauty and hygiene content online.

Customer Personas

1. The Go-Getters

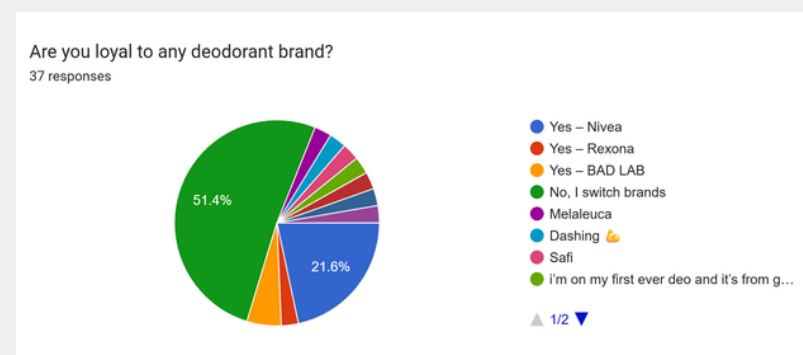
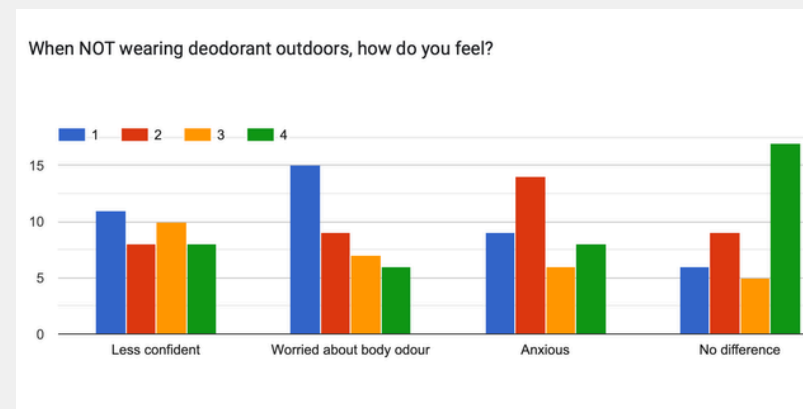
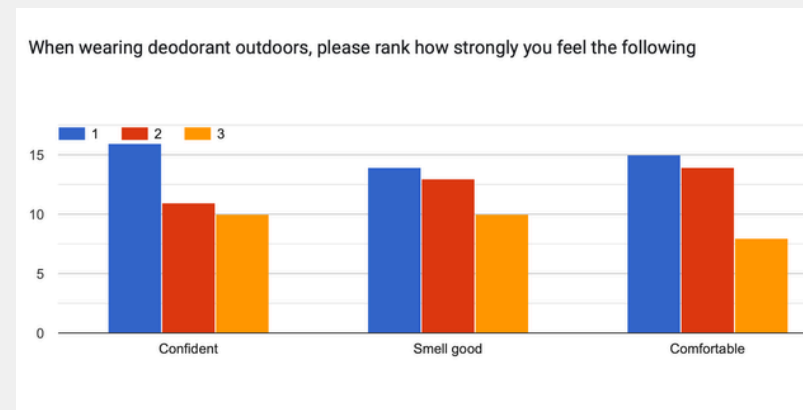
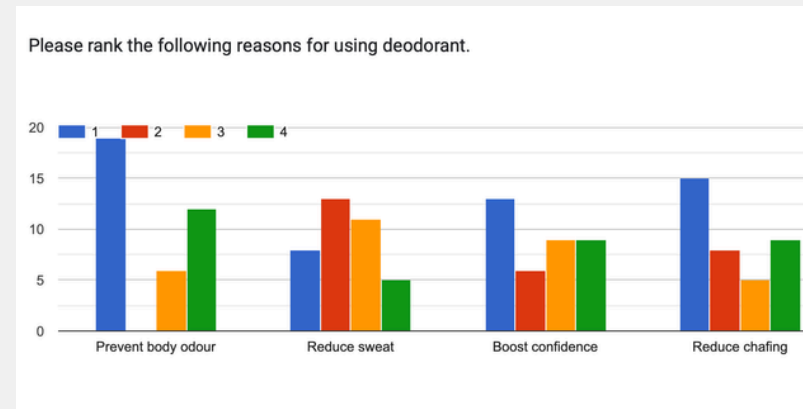
- Full-time students in urban universities such as **Sunway University, Monash University, INTI, Taylor's, HELP, UOW, University Malaya**, etc.
- **Excels in their academic studies, while being involved in many clubs and societies**, hanging out and socialising with many different kinds of people everyday from **assignment groupmates to club members and representatives**.
- They **don't boast their achievements**, but subtly they show through their hard work and skills, yet **confidence is always the biggest obstacle** when it comes to big moments

2. The Hustlers

- Working adults who are **within the urban areas of the greater Klang Valley**
- **Have a main job but have side hustles** for various reasons: some **want to retire early**, and some **want to earn more money to support their hobbies**. Unfortunately, they are **forced to do so out of economic pressure** to not just provide for themselves but for their families as well.
- The **constant grind starts to feel meaningless** for some of them; they **forget about self-care**, and slowly they **lose themselves in physical deterioration**, losing the shine and confidence they once had.

3. The Action Seekers

- Both working adults and students who are **extremely energetic** to do a lot of physical activities in a day.
- Schedule **filled with many physically demanding hobbies** after school or work, **yet lives for this rush of adrenaline**.
- They love the action they get, yet sometimes their body condition (e.g, odour and freshness) gets in the way of gaining confidence to live out their lives to the fullest.



Based on a survey conducted with 44 respondents, 7 indicated that they do not use deodorant, leaving **37** active deodorant users for analysis.

Among these respondents, **13 out of 37 (35%)** ranked **“feeling confident”** as one of their **top reasons for using deodorant**. This suggests that beyond hygiene or fragrance, deodorant also plays an important role in **supporting how people feel about themselves throughout the day**. Similarly, when asked how they feel while wearing deodorant outdoors, **16 out of 37 respondents (43%)** said it makes them **feel confident**, ranking as the **most prominent emotional benefit** over smelling good or comfort.

In contrast, when respondents forget to wear deodorant, **anxiety** becomes the most strongly felt emotion, with **15 out of 37 (40%)** indicating they feel **anxious**, followed by **feeling less confident (11 out of 37, 29%)**.

It is also shown that **19 out of 37 (51.4%)** of respondents are **not loyal** to any deodorant brand, highlighting the **unreliability** issue of the deodorant brands to consumers.

These results suggest that deodorant serves a purpose beyond hygiene. It functions as a **confidence enabler**, helping individuals feel prepared and comfortable in social environments. When it is absent, that sense of security is disrupted, leading to feelings of anxiety or self-consciousness.

#1: THE GO-GETTERS**Suzanna, 22, 3rd year student**

- A student of **Sunway University** studying **Finance and Banking**.
- **President** of Sunway University's Finance and Accounting Club and Sunway Oceans Society while **being part of the Sunway University Student Council**.

6 am: The Morning Routine

Shower. Moisturizer. Deodorant. Out. In a rented room in Subang Jaya. The routine is quick and deliberate — she has a presentation today, and she already knows she's ready. This is the one moment she controls before the day takes over.

NOT URGENT**7 am: The Commute**

She grabs the overhead strap as the carriage fills. 32°C outside, barely cooler inside. *Arm raised* for the entire ride. First real test of the day — and she hasn't even reached campus yet.

VERY URGENT**8.30 am: The Class**

Eighty students, one question, and a heavy silence. Suzanna waits three seconds—just long enough for the tension to ripen. She *raises her hand*, not with urgency, but with quiet intent. Her answer is precise, skipping the fluff. As a few heads turn her way, she remains unmoved, eyes fixed forward.

URGENT**10 am: The Presentation**

She prepared her slides well as usual and went through them the night before. However, there's always this tingling feeling of anxiety, something somewhere is not done enough. With sweaty palms and cold sweats, she stands at the front, clicker in hand, *arm raised*, pointing at the screen. She walks the auditorium through her own analysis — calmly, without over-explaining. When the lecturer asks a follow-up, she steps forward and answers without being prompted.

EXTREMELY URGENT**2 pm: The Club Activity**

As club president, Suzanna attends a cross-society networking talk. She works the room — *waving*, exchanging contacts, representing her club. Every *raised hand* is a greeting. Every handshake is a connection. Every introduction, her image on the line. Four hours of being on is its own endurance test.

VERY URGENT**5pm : The Commute, AGAIN**

Evening rush hour. The LRT back to Subang Jaya is even more packed than the morning. **She grabs the overhead strap again — same posture, same proximity to strangers.** Except it's now been 12 hours since she applied. She's had a full day. She doesn't think about it. **That's the point.**

EXTREMELY URGENT

#2: THE HUSTLERS

**Darshan, 26, working adult**

- A **videographer** working in a filmmaking studio in **Petaling Jaya**
- Has **2 gigs/hustles on the side**, making his already packed schedule even more sandwiched

7 am: The Quick Routine

Quick shower. Deodorant on. Out the door. Up, dressed, gear loaded — under 25 minutes. Deodorant is muscle memory. Client shoot at 9am. No time to think twice.

NOT URGENT**9 am: The Shoot**

Bangsar café. Rigging a softbox overhead — *arms fully raised*, repeatedly, in a warm non-air-conditioned space. The client is watching. He's the professional in the room.

VERY URGENT**1 pm: The Studio**

Weekly internal review. He's been building this concept for three weeks. *Hand raised, pointing* at the mood board, talking through his vision. Despite being the youngest in the room, he pitches anyway.

EXTREMELY URGENT**4.30 pm: The Drive**

Studio hours technically end at 5:30 — he leaves at 4:30. Second side hustle starts at 6 pm: shooting a wedding pre-event dinner in Mont Kiara. He eats a McDonald's drive-through on the way, changes his shirt in the car park, and checks his gear. **No reapplication. He trusts what he put on this morning.**

VERY URGENT**6 pm: The Hustle**

Mont Kiara ballroom. Camera raised above his head for crowd shots — *arm extended* for minutes at a time. Introduced as "our photographer." He delivers.

EXTREMELY URGENT**11.30 pm: The Sleepless Night**

Gear in the hallway. A new DM about a weekend shoot. He's tired. He says yes anyway.

NOT URGENT

#3: THE ACTION-SEEKERS**Ryan , 19, 1st Year Student**

- A first-year foundation student studying **Foundation in Arts at Taylor's University.**
- **No chasing for grades or joining clubs.** He just loves to **skateboard, boulder, and go partying.**

9 am: The Quick Routine

No early alarms. Shower, deodorant, grab the board. Class is at 11 — but the skate park opens now.

NOT URGENT**10 am: The Skate**

Taylor's carpark or the nearest skate spot. *Arms outstretched* for balance, pushed overhead landing a trick. Sweating before 10:30am. His crew is watching — landing clean matters.

VERY URGENT**11 pm: The Class**

Rolls into lecture straight from the skate park. **Sits next to people. Doesn't think about it** — but his body just ran a full session. This is where deodorant either holds or doesn't.

EXTREMELY URGENT**3 pm: The Boulder**

Wall climbing with friends in PJ. *Arms fully extended overhead*, reaching, gripping, pushing through. It's physical and social — people spot each other, stand close, cheer loud.

EXTREMELY URGENT**9 pm: The Party**

House party or club in Subang. He's been going since 9 am. Now it's 9 pm and the music is loud. *Arms up* on the floor, dancing, **unbothered**. This is what the whole day was building toward.

EXTREMELY URGENT**2 am: The Night Owl**

He skated, climbed, danced. Body is done. Mind is full. And tomorrow he does it again.

NOT URGENT

Strengths

Genuinely Different Format - Serum/ampoule texture
Functional Superiority - Comfort
Seamless Daily Integration - quick-dry, non-sticky formula
Authentic Brand Voice - "honesty over exaggeration"

Weaknesses

Low Brand Authority - Challenger brand
Format Confusion - Newness of serum/ampoule format
Limited Budget - RM60, 000
Execution Risk - Cannot sound too defensive

Opportunities

High Market Skepticism - Exaggerated claims within other brands
Low Brand Loyalty - Catch "brand-switchers"
Specific Pain Point Targeting - Discomfort, chafing and confidence
Social Proof Potential - Since 57.1% of users switch formats

Threats

Extreme Price Sensitivity - format is perceived as too "premium"
Category Cynicism - TA "seen it all" attitude
Established Habits - Users may be hesitant to switch
Dominant Incumbents - Large brands may drown us out

Problem Statement

Urban students and young working adults in Malaysia's humid climate face constant **physical and social friction** that **disrupts their daily focus**. While they rely on deodorant as a non-negotiable routine to 'feel normal,' they are burdened by the physical **discomfort of chafing and the tacky, sticky residue** of traditional roll-ons that don't dry fast enough for their **high-mobility lifestyles**. Furthermore, they have grown **skeptical of exaggerated brand claims** and '**too good to be true**' promises, leaving them looking for a **reliable, invisible companion that provides consistency over hype**.

SMART Objectives

To establish LUMINA as a **reliable companion** for **active urban youth**, we will grow our social media community to **3,000 engaging followers** (maintaining an engagement rate above 4%) and **generate an average of 800-1,000 unique clicks** to the product page or sample request site to **encourage trial within the 3-month** campaign period.

1. Awareness

Goal

Introduce LUMINA’s serum-inspired deodorant to Gen Z audiences.

Digital Campaign Benchmark

Digital campaigns are measured using Cost Per Mille (CPM) — the cost per 1,000 impressions. Typical social media CPM ranges from RM8–RM50, with Meta ads averaging RM12–RM40.

KPIs

- 150,000–250,000 campaign impressions
- 3,000–5,000 new social media followers
- 1,500+ organic website visits (SEO)

Budget Projection

With a RM60,000 campaign budget and an estimated RM20 CPM, every RM10,000 in ad spend ~ 500,000 impressions.

Measurement Tools:

Instagram Insights
TikTok Analytics
Google Analytics (SEO traffic)

2. Engagement

Goal

Encourage audiences to share moments of pushing themselves to *reach higher*, reflecting their busy, goal-driven lifestyles.

Measurement

Engagement is tracked through Engagement Rate — interactions such as likes, comments, shares, and saves relative to total reach.

Benchmark

Average engagement rates for Instagram and TikTok in Southeast Asia range from 3–6%. Campaigns using user-generated content (UGC) often perform better because audiences trust peer-created content more than brand advertising.

KPIs

- 200+ UGC posts using campaign hashtags #ReachHigher
- 6–8% engagement rate
- Increased comments, shares, and saves

Measurement Tools:

Instagram Insights and TikTok Analytics to track likes, comments, shares, and engagement rate
Hashtag tracking tools to monitor campaign hashtag participation
Social media analytics dashboards to evaluate engagement performance

3. Consideration & Trial

Goal

Encourage audiences to explore LUMINA and try the product as part of their daily routine.

Measurement

Consideration is tracked through Click-Through Rate (CTR) and website traffic, indicating interest in learning more about the product.

Strategy

Engaging campaign content and UGC participation will convert awareness into curiosity and product trial.

KPIs

- 1–3% CTR from campaign posts
- 1,500+ website/product page visits
- Participation in product sampling or giveaway initiatives

Measurement Tools:

Google Analytics to monitor website visits and user behaviour
Social media link tracking (UTM parameters or campaign links) to measure click-through traffic
Campaign dashboard to track giveaway or sample redemption participation

LUMINA : BUDGET ALLOCATION

The campaign budget, **RM60,000** is allocated to support content creation, community participation, and digital discoverability.

According to an article written by 8Web, a creative and results-driven digital agency - the benchmarks for Malaysian SMEs in the marketing budgets are typically distributed across several key areas such as website development, SEO, paid advertising, social media marketing, and content creation.

Typical allocations include:

- SEO: 15–25%
- Paid advertising (PPC): 20–30%
- Social media marketing: 15–25%
- Content creation: 10–20%

These benchmarks provide a guideline for how digital campaigns balance content creation, discoverability, and paid promotion.

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Category	Purpose	Budget (RM)	Budget Percentage (%)
Content Production	Video production and campaign visuals	12,000	20
Micro-creator Collaborators	Relatable creators sharing “Reach Higher” routines	15,000	25
UGC Campaign Incentives	Contest rewards and product giveaways	8,000	13
SEO and Website Content	Keyword optimisation and blog content	10,000	17
Paid Social Promotion	Boosting high-performing campaign posts	10,000	17
Community Management	Social media monitoring and engagement	5,000	8

"REACH HIGHER"

Celebrates the unseen routines of active youth, providing the daily confidence to pursue their aspirations

Why "Reach Higher"?

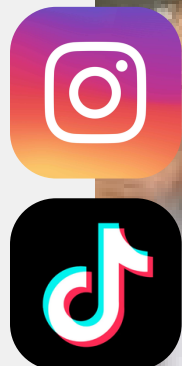
The findings highlight that **confidence** consistently emerges as the **dominant emotional driver** behind deodorant usage. For young adults who are **constantly on the move**; attending classes, commuting, meeting people, and navigating busy daily routines, confidence plays a critical role in how they present themselves and interact with others.

While many deodorant brands focus heavily on functional claims such as fragrance or protection, fewer brands address the emotional role deodorant plays in supporting confidence. This insight presents an opportunity for LUMINA to differentiate itself by tapping into the idea of **confidence** that is **built quietly through everyday routines**. By positioning LUMINA as a product that supports confidence in the background, the brand aligns naturally with its philosophy of quiet reliability and everyday trust.

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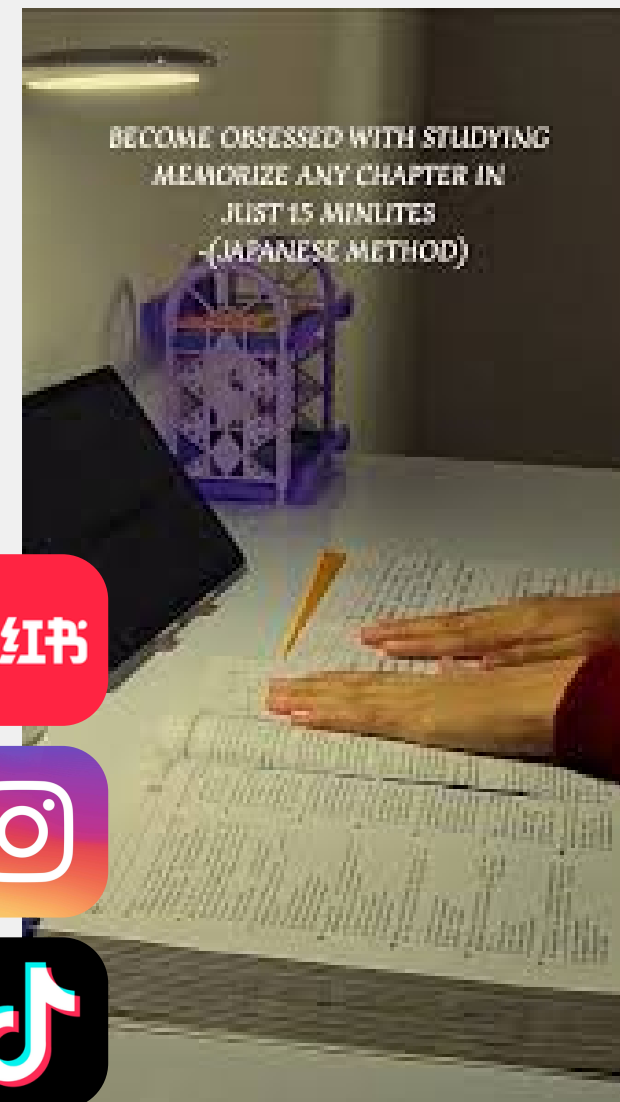
Focus: The "Academic Reach" — using small routines to fuel big ambitions.

1. GRWM / Self-Improvement



- **Copy:** "Success isn't just the result; it's the 7:00 AM routine. Reach Higher with the invisible confidence of LUMINA's quick-dry serum."
- **Visual:** Show a KOL with the "Suzanna" persona preparing for a high-stakes presentation.

2. Study Tips



- **Copy:** "Long hours in the library require a reliable companion. Focus on your goals, not your discomfort. LUMINA: All-day comfort to help you Reach Higher."

#2: THE HUSTLERS

Focus: The "Endurance Reach" — longevity and reliability for the 14-hour grind.

1. Quick Grooming Routines



- **Copy:** "Zero downtime between the 9-to-5 and the side hustle. The ampoule serum that absorbs instantly so you can Reach Higher without the wait."
- **Visual:** Show a KOL with the "Ryan" persona transitioning from his day job to his side gig.

2. Documenting Their Day

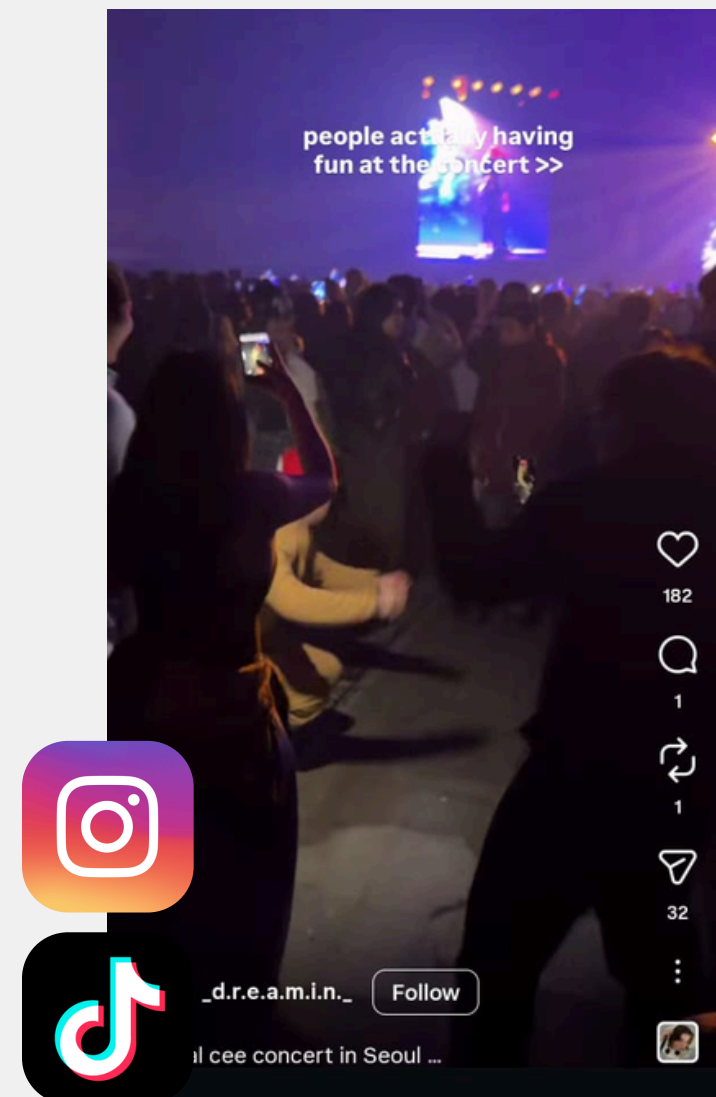


- **Copy:** "Invisible to the world, but essential to the grind. Documenting the unseen moments that lead to the reach."

#3: THE ACTION-SEEKERS

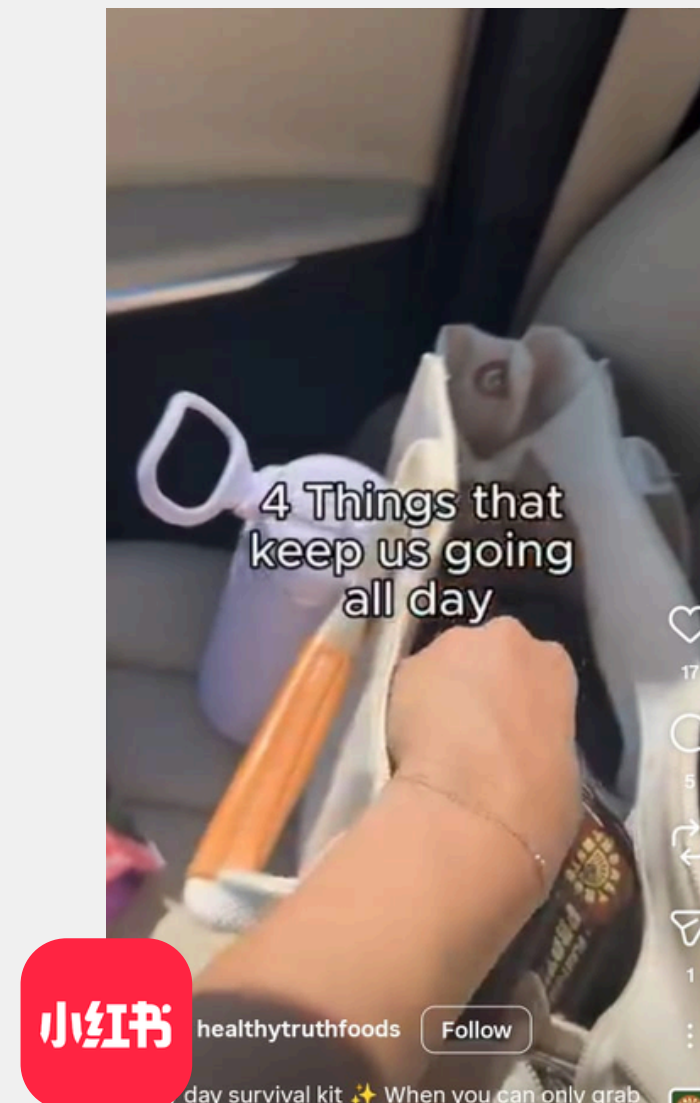
Focus: The "Social Reach" — aesthetic reliability and hands-up confidence

1. Upcoming Concerts



- **Copy:** "POV: You're at the barrier and the beat drops. Hands up, zero stains, zero stickiness. Reach Higher for the encore."

2. Busy Day Survival Kit



- **Copy:** "Heat, humidity, and a 12-hour itinerary. The everything-proof survival kit for those who Reach Higher every day."

Persona	Content Ideas	Creators
Go-Getters	GRWM routine	2
Go-Getters	Study tips	2
Hustlers	Quick grooming routine	2
Hustlers	DIML	2
Action seekers	Concert POV	2
Action seekers	Busy day survival kit	2

Total = 12 creators

To maximise reliability and engagement with Gen-Z audiences, the campaign collaborates with micro creators who produce lifestyle content aligned with 3 audience personas.

Based on the allocated RM15,000 creator budget, the campaign will collaborate with 12 micro-creators making it approximately RM12,000 per creator.

With a total of 12 creators, this ensures diverse lifestyle representation while maintaining consistent messaging around “Reach Higher”

The campaign will prioritise high-engagement content formarts that perform well on TikTok, Instagram and Xiao Hong Shu. From the RM10,000 paid advertising budget, the following posts will be promoted as:

Content	Budget
GRWM Routine	RM2,500
Study tips	RM2,000
Quick Grooming Routine	RM2,000
Concert POV	RM2,000
Brand Intro Vid	RM1,500

Total = RM10,000

Digital advertising performance is commonly estimated using Cost Per Mille (CPM) which represents the cost per 1,000 impressions.

Based on Malaysian digital advertising benchmarks, the campaign assumes an average CPM of RM20.

Calculation

Ad budget: RM10,000 | $RM10,000 \div RM20 = 500$ units | $500 \text{ units} \times 1,000$ impressions = 500,000 impressions

Hence, estimated reach from paid ads would be 500,000 impressions.

Creator content will additionally contribute organic reach and engagement, further expanding campaign visibility.

Metric	Benchmark
Engagement rate	4-6%
Click through rate (CTR)	1-3%

From 500,000 impressions:

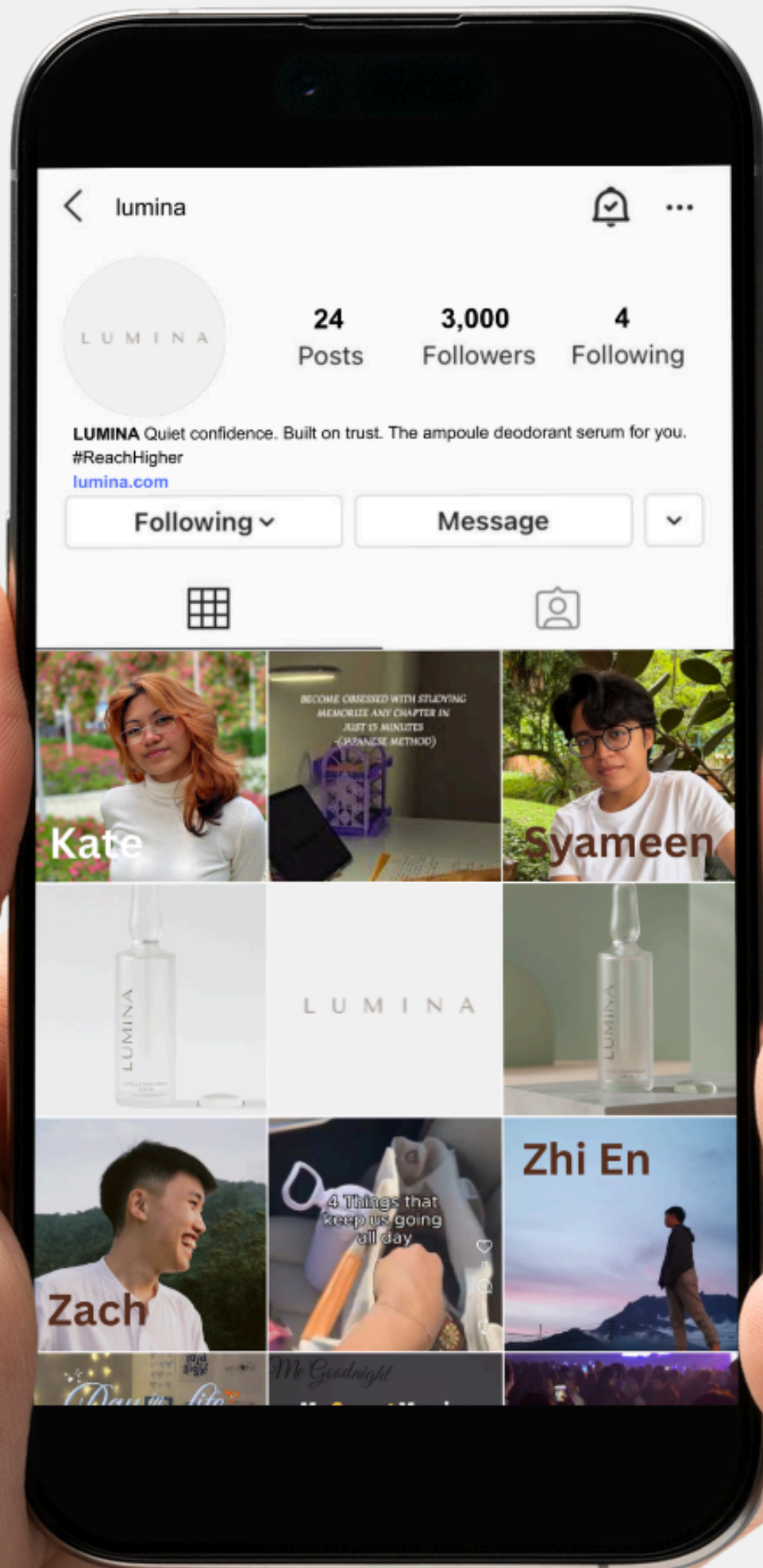
Engagement

$500,000 \times 4\% = 200,000$ engagements

Website Clicks

$500,000 \times 1\% = 5,000$ clicks

To remain conservative, the campaign sets realistic KPI of **3,000 followers, 800 - 1,500 website visits, 150,000 - 250,000 organic and paid campaign impressions.**



L U M I N A

THANK YOU

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