

MDA THE YOUNG
ACHIEVERS 2026

MOCK MARKETING
BRIEF 1 -
DEODORANT

CHAM

PROPOSAL

BANG

CHOONG TOO FEON
HEW ERN CHEE
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PROBLEM

DEODORANT IS INVISIBLE.

People don't want to think about deodorant.
They use it on autopilot: grab, apply, leave.
They don't talk about deodorant unless prompted.
They don't point out body odour until it becomes a public hazard.
In fact, a good deodorant works and stays invisible.

Armpits. Sweat. Deodorant. They are reactive, preventive hygiene afterthoughts, yet also areas we rarely think and care for intentionally.

INSIGHT

A GOOD DEODORANT IS ONE YOU DON'T THINK ABOUT. THE BEST DEODORANT IS ONE YOU CHOOSE INTENTIONALLY.

1. HABITS ARE INHERITED

80% of our friends don't actively choose their deodorant. Most stick with the brand introduced to them by friends or family like a passed-down heirloom. In fact, they are more likely to adopt the habit if someone.

2. SKINCARE CULTURE IS INTENTIONAL

Young people plan, buy, and build routines around skincare. It's why "skintification", the blend of skincare with categories such as hygiene, is on the rise. LUMINA's serum format deodorant fits perfectly with the trend of growing intentionality.

STRATEGY

MAKE LUMINA'S NEW SERUM DEODORANT AN INTENTIONAL YET NATURAL PART OF HER DAILY ROUTINE.

We don't compete in the BO and "shame" conversation. Instead, we take a social-first approach and meet her where she is already intentional: skincare rituals, get-ready routines, and everyday moments she shows up for.

LUMINA is emphasised through choice and comfort. Easy, invisible, deliberately picked – quietly confident, by design.

CAMPAIGN IDEA

INVISIBLE CARE. VISIBLE YOU.

While every other deodorant brand fights for attention through fear, drama, and impossible claims, LUMINA does the opposite. It disappears into her routine so completely that nothing stops her from showing up fully in her life. No residue. No worry. No announcement. Just her fully present, quietly confident.

The product is invisible. She isn't.

CAMPAIGN TARGET AUDIENCE

1. DEMOGRAPHIC

- Women aged 18-30
- Students and young working adults
- RM3000 – 8000 monthly household income

2. GEOGRAPHIC

- Warm and humid urban sprawls, e.g. Klang Valley, Penang, Johor, Singapore

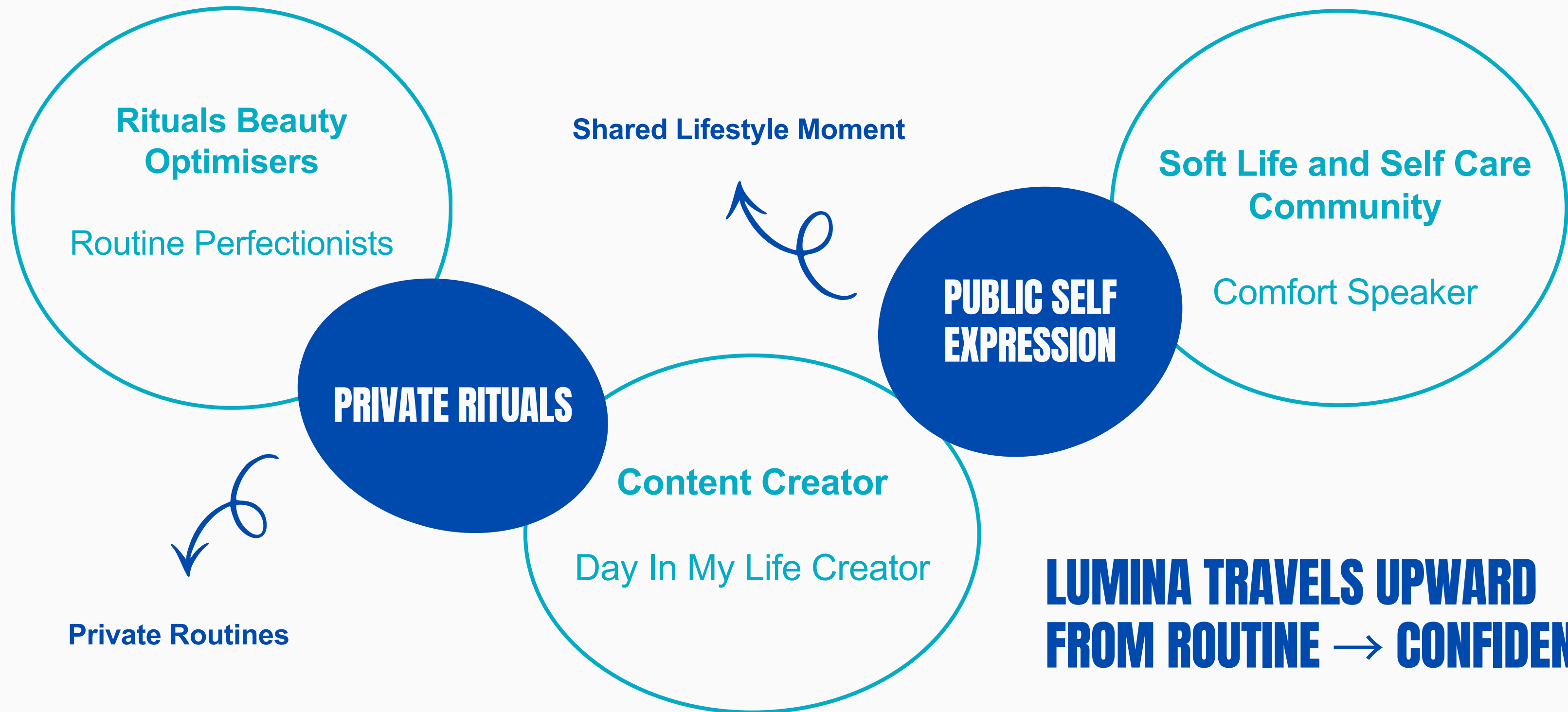
3. PSYCHOGRAPHIC

- Invests in things that makes her feel good
- Appearance-conscious but not vain
- Sceptical of overclaiming
- Expresses identity via active lifestyle choices
- Busy but selective with attention and money

4. BEHAVIOURAL

- Habitual deodorant user, switches through peer recommendation
- Low brand loyalty, high product sensibility
- Comfortable consuming beauty and hygiene content online
- Highly active on search-based platforms such as Tik Tok and XHS/ RedNote for lifestyle reviews

CAMPAIGN AUDIENCE COHORT & SUBCULTURES



**LUMINA TRAVELS UPWARD
FROM ROUTINE → CONFIDENCE**

CHANNEL STRATEGY

1. Community is our most credible channel.

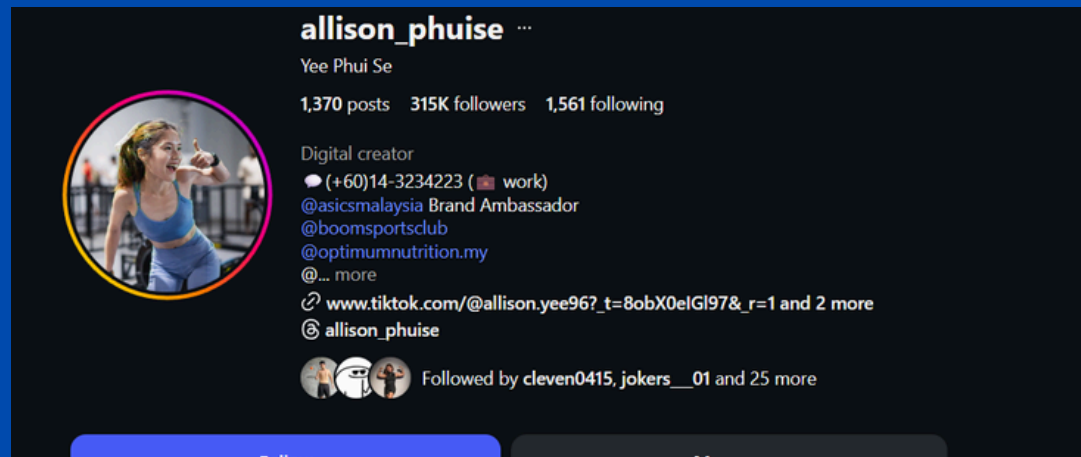
Women in wellness communities like run clubs, Pilates studios, and fitness groups are already selective about what they put in and on their bodies. They follow coaches for expertise. They trust club members for real, lived experience.

They're not passive consumers. They research, compare, and only recommend what actually works.

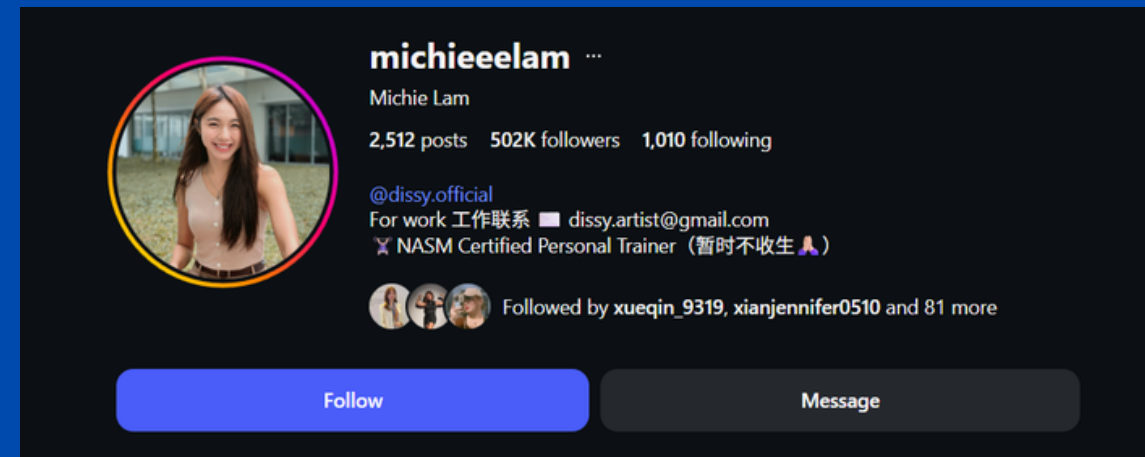
By working with a mix of micro and mid-tier creators and sports clubs, LUMINA meets their target community where they are – carrying more trust and weight than any brand messaging could.

CHANNEL STRATEGY

Suggested creators



- Strong fitness & active lifestyle image. Her content naturally shows post-workout glow, healthy lifestyles, discipline and self-confidence.
- She is connected to ASICS, which strengthens LUMINA's credibility in the running/ wellness space.



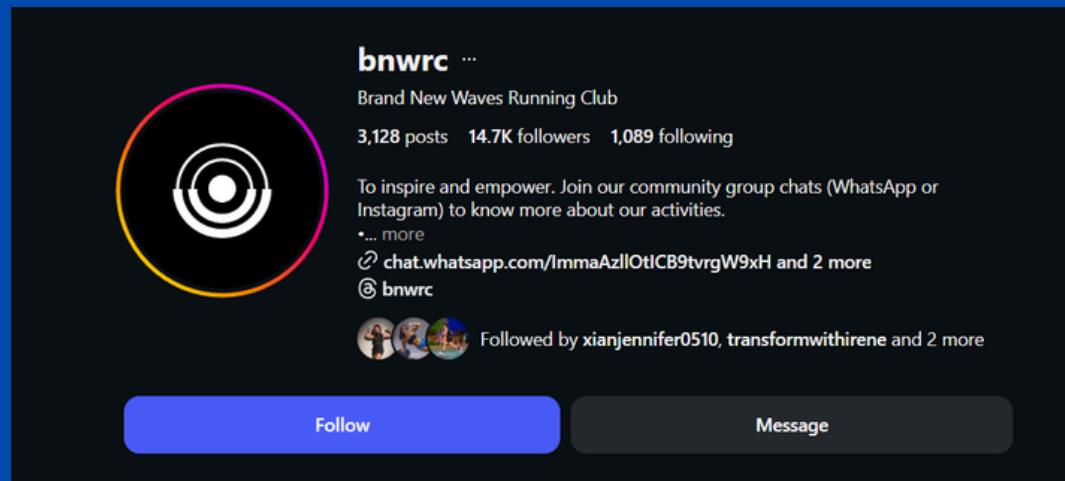
- Strong fitness & wellness credibility. She is strongly associated with gym culture, wellness lifestyle, and healthy routines.
- As a NASM Certified Personal Trainer, her content naturally bridges an active lifestyle and body care – making LUMINA's serum format feel at home in the wellness space without overclaiming.



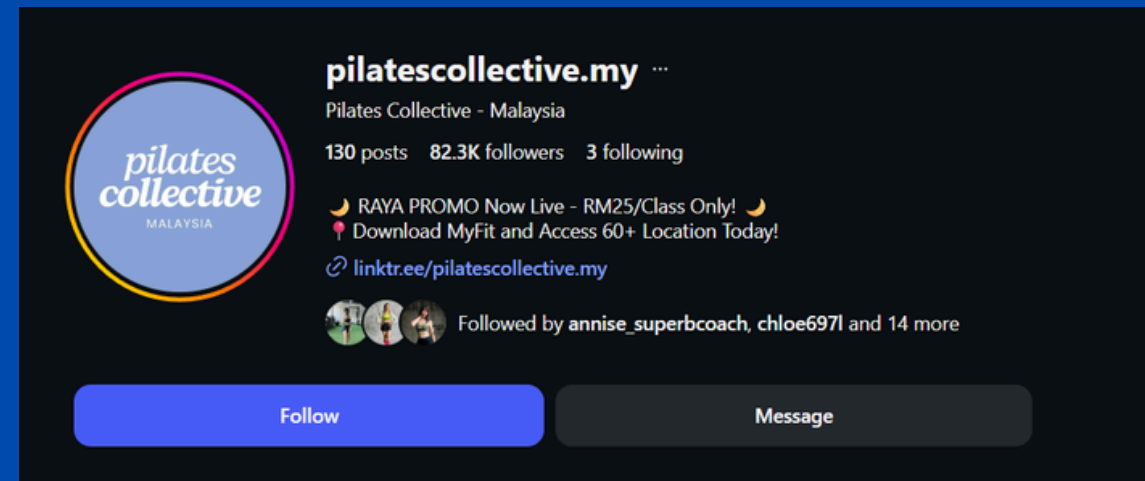
- Layla is popular among Gen Z and Millennial Malaysians, especially those interested in music, youth culture and creative expression.
- As a musician, she represents the concert and live music subculture – a moment of full presence, high energy, and zero hesitation.

CHANNEL STRATEGY

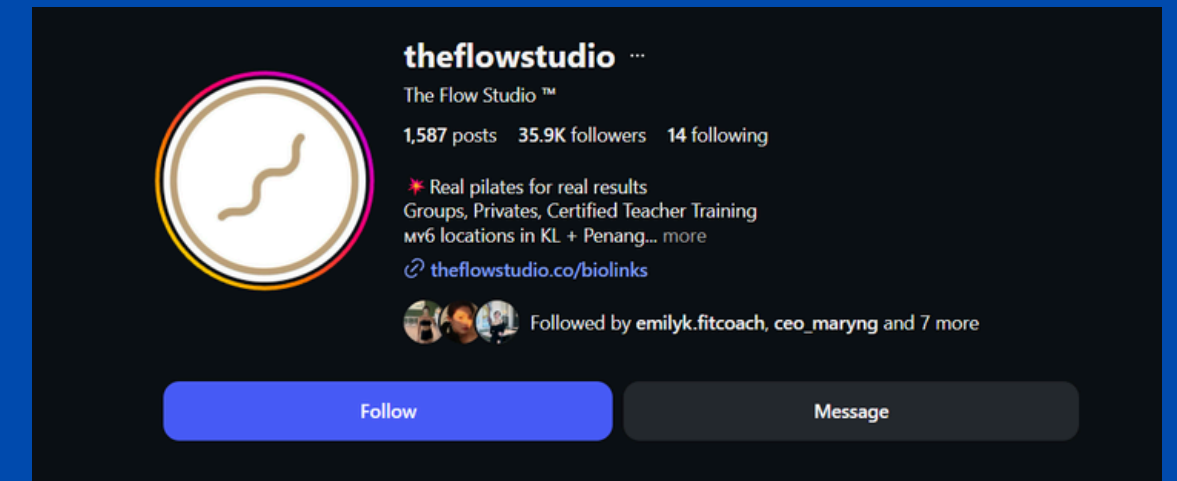
Suggested sports clubs



- One of KL's most visible Gen Z social run clubs, with a strong community presence on Instagram and TikTok.
- Why it fits our campaign:
 - Consists of primarily young runners aged 20-35.
 - Strong community-first culture: peer trust and word-of-mouth happen naturally here.
 - Participants already create OOTD, GRWM, and running vlog content organically.
 - Active, sweaty, high-energy moments make LUMINA's invisible comfort most felt and relevant here.



- A boutique Pilates popular among young urban women in the wellness and fitness space.
- Why it fits our campaign:
 - Pilates is one of the fastest-growing wellness subcultures among Gen Z and Millennial women in Malaysia.
 - Studio aesthetic is inherently content-friendly, which translates to clean, minimal, and intentional messages on camera.
 - Audience is already body-intentional and skin-conscious, so they are naturally receptive to a serum deodorant format.



- A boutique Pilates and movement studio known for attracting wellness-focused Gen Z women across KL and Penang.
- Why it fits our campaign:
 - Calm, aesthetic studio environment mirrors LUMINA's quiet confidence brand tone.
 - Community is already intentional about body care, values comfort, and skin feel.
 - Multi-location presence across KL and Penang extends geographic reach organically.

CHANNEL STRATEGY

2. Entering their conversation (Literally)

WhatsApp and Instagram are where everyday conversations happen — not just content consumption, but real exchanges between friends. By introducing LUMINA-themed stickers, the campaign seamlessly blends into daily moments like OOTD stories, gym selfies, and run club check-ins.

This is especially relevant in Malaysian sports and wellness communities. Most run clubs, Pilates studios, and fitness groups organise and communicate primarily through WhatsApp. LUMINA shows up where she already is, in the moments she's already sharing.



CONTENT PLAN

Young adults don't actively search for deodorant, they discover it passively during everyday routines. We focus on platforms where young women spend every time.

AWARENESS

Day 1 – 30

Goal: Introduce the format, spark curiosity.

KEY CHANNELS

- Tik Tok creators: lifestyle moments, first impressions
- Tik Tok brand account: owned content launch
- XHS/ RedNote seeding: format education

TRUST & CONSIDERATION

Day 31 – 60

Goal: Build believability through real experiences.

KEY CHANNELS

- Tik Tok (continued creators): routine integration
- Instagram Reels: primary female audience. Aesthetic, OOTD, routine content
- Micro- and mid-tier creators: seeded authentic content
- WhatsApp and IG stickers: peer-to-peer buzz

CONSIDERATION & TRIAL

Day 61 – 90

Goal: Drive purchase intent and first try.

KEY CHANNELS

- Tik Tok Live: texture demo, creators, honest Q&A
- Shopee + Tik Tok Shop banners: purchase conversion
- Paid ads on Tik Tok, Instagram: retargeting

CONTENT PILLARS AND IDEAS

PRODUCT FOCUSED



The Reveal:

- Unboxing and Reviews
- All-Day Wear Test
- Comparison

Example content idea

- “Everything on this shelf was chosen on purpose. This one just took longer to find”. Hook: Wait, your deodorant looks like that?



The How:

- Tutorials of using deodorant
- Tips and Hacks
- Format/ Ingredient Explainers

Example content idea

- “Showing up for the run is one thing. Taking care after is another”. Hook: I don’t use regular deodorant anymore. Here’s why.



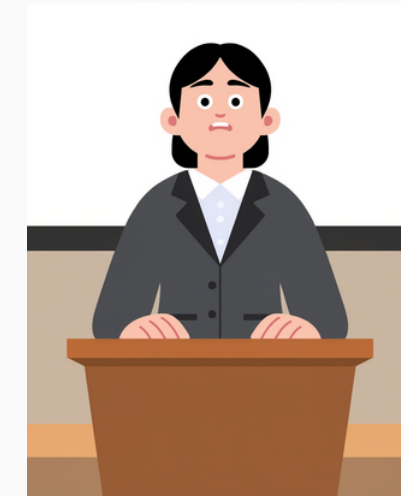
The Routine:

- Lifestyle vlog
- Routines
- Get Ready With Me

Example content idea:

- “One less thing to worry about” series. Hook: GRWM after BNWRC, the honest version.

VALUES FOCUSED



The Story:

- Testimonials
- Brand Story
- Values-based story

Example content idea:

- “Small things that make me confident daily – showing up for a run, everything just working”. Hook: Nobody talks about the small things. I will.

MAXIMISING OUR RM60K BUDGET

CREATORS + PARTNERSHIPS: RM 31500 (52.5%)

8 micro and mid tier creators including 3 influencers, 3 sports clubs, and 2 XHS/ RedNote creators.

- Influencers: posting frequency of 3 posts a month
- Sports clubs: posting frequency of 2 posts a month
- XHS/ RedNote creators: posting frequency of 2 posts a month

CONTENT PRODUCTION: RM 4000 (6.7%)

Tik Tok Live equipment and brand owned content production, such as photography, videography, graphic design.

PAID MEDIA: RM 22500 (37.5%)

9-12 pieces of paid media posted at a frequency of 3-4 posts a month. They include:

- Tik Tok + Instagram Reels Ads
- Sticker in WhatsApp and Instagram
- Shopee Banner Page (1 month)

CONTINGENCY: RM 2000 (3.3%)

For unexpected campaign needs such as boosting high-performing posts or additional creator content.

KPI MEASUREMENT

1. TIK TOK

Objective: Awareness, format introduction

- Total video views & reach
- Average watch time + completion rate
- Saves and shares
- UGC videos using campaign hashtag

4. INSTAGRAM REELS

Objective: Strengthen engagement and brand recall

- Reels views and reach
- Comments and interactions
- Profile visits from Reels
- Shares and saves → quality indicator

2. XHS/ REDNOTE

Objective: Education and consideration

- Post views
- Saves and collections
- Comments asking about product
- Profile follows

5. CREATORS + PARTNERSHIPS

Objective: Build trust and believability

- Creator content reach
- Engagement rate on posts
- Audience sentiment in comments
- Saves as signal of consideration

3. WHATSAPP + IG STICKERS

Objective: Word of mouth

- Sticker downloads and usage rate

6. SHOPEE + TIK TOK SHOP BANNER

Objective: Drive product trial and consideration

- Banner click-through rate (CTR)
- Product page visits
- Add-to-cart rate
- Conversion rate/ sales uplift

**THANK
YOU!**

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