

CAMPAIGN PROPOSAL

Lumina

Quiet confidence, built on everyday trust.

Malaysia Launch: The 3-Month Strategic Playbook

Brand Essence & Core Values

Quiet Confidence

Personal care should work with the body, not fight it.

Lumina is a reliable companion that fits seamlessly into daily routines without the drama of traditional hygiene marketing.

Authentic Values

- ✓ **Honesty:** Avoiding Sensationalism.
- ♥ **Respect:** Skin-first formulas.
- 🕒 **Consistency:** Long-term trust.

Malaysian Market Realities

92%
CONSUMER SKEPTICISM

The Challenge of "Over-Promise"

The Malaysian market is saturated with exaggerated "brightening" and "instant protection" claims. Consumers, particularly urban youth, have grown skeptical of high-spend influencer campaigns and gimmicky results.

Lumina enters as a **Challenger Brand**, prioritizing transparency and restraint over sensationalism.

| The Challenge: Introducing Format

Bridging the Gap

Lumina's serum/ampoule format is genuinely innovative but risks being misunderstood or sounding defensive if over-explained.

✘ Traditional deodorant = Heavy/Sticky.

→ Lumina Serum = Weightless/Absorbent.

The campaign must validate the **texture and feel** through relatable, everyday experiences rather than bold medical claims.



The Three Strategic Phases



Month 1: Sensory

Focus: Texture & Education.

Breaking down the "What & Why" of the serum/ampoule format.



Month 2: Trust

Focus: Peer Validation.

Proving the product in the reality of Malaysian humidity.



Month 3: Habit

Focus: Habitual Trial.

Lowering the barrier to purchase and routine integration.

Month 1: Visual De-mystification

Goal: Stop the Scroll

Traditional deodorant ads are "loud." Lumina Month 1 is **Quiet**.

We use "Texture ASMR" to hook a skeptical audience into seeing the product differently.

🎥 **Visual Explainers:** Close-ups of the serum absorbing instantly vs sticky creams.

🗣️ **Non-Medical Tone:** Explain the ampoule format as "Skin-respecting," not "Medical treatment."



Month 1: The Tactical Mix

"The 10-Second Sink-In"

A series of raw, unedited short clips showing the serum disappearing into skin in under 10 seconds. No claims—just visual proof of absorption.

The "De-Gunk" Comparison

Educational carousels comparing the "weight" of traditional deodorant layers vs the weightless nature of Lumina's ampoule format.

Month 2: Building Believability



Peer Proof > Brand Claims

Month 2 shifts from the product to the **people**. We target the urban Malaysian reality: humid LRT commutes and long office days.

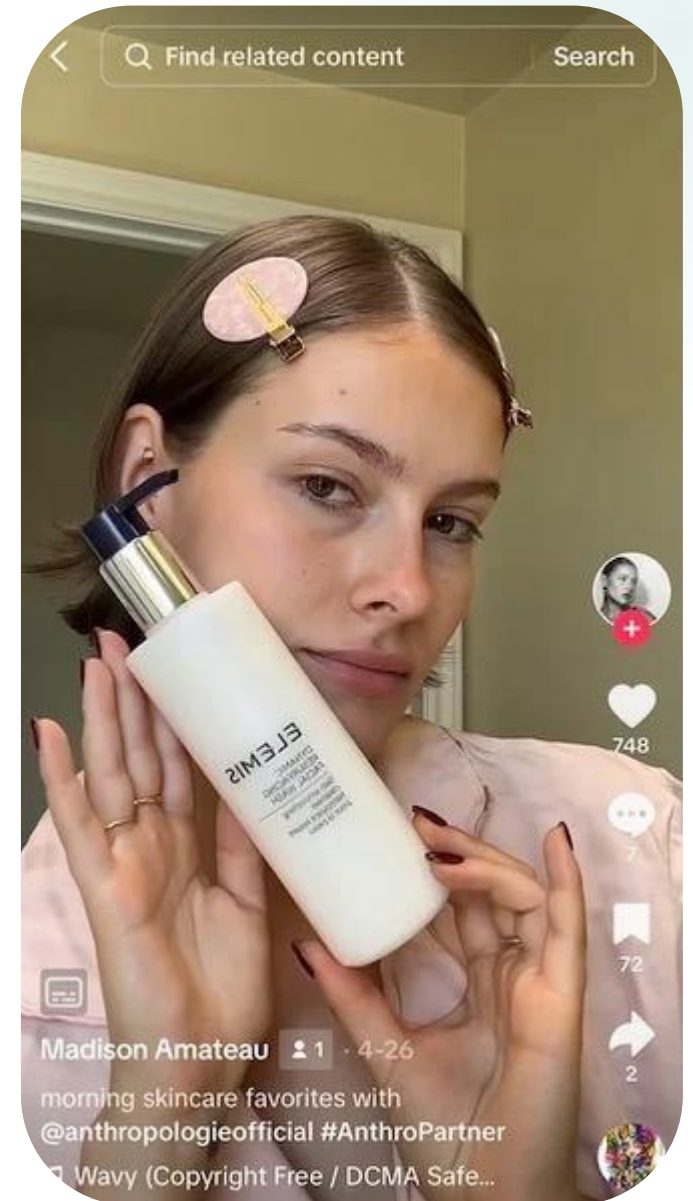
- ⚙️ **The Humidity Test:** Relatable creators showing skin-feel after a 30-minute walk in KL heat.
- “ **"Everyday Trust" Logs:** Micro-creators logging their skin comfort through a busy day.

Month 2: Micro-Creator Seeding

The "Quiet" Influencer

We avoid celebrity hype. Instead, we seed to 15-20 micro-creators (Urban Students/Professionals) who focus on **skin-care honesty**.


- ✓ **Brief:** No scripted praise. Just "how it feels" during a long day.
- ✓ **Visuals:** Natural lighting, GRWM (Get Ready With Me) style content.




Month 3: Habitual Conversion

Goal: Lower the Trial Barrier

By Month 3, the audience is "aware" and "believes." Now we convert curiosity into routine. We use digital retargeting to remind them of the comfort they're missing.

 **The "Shift" Bundle:** Limited-time trial kits to encourage trying the new format.

 **Habitual Retargeting:** Ads served to those who watched 50%+ of Month 1 videos.



| Strategic Launch Roadmap

Month 2: Trust

UGC Seeding. Micro-creators sharing their real "Malaysian Humidity" experience.

Month 1: Aware

Format Education. Launching high-aesthetic brand-owned "Texture First" videos.

Month 3: Trial

Consideration Push. Conversion-focused ads with "Trial Pack" call-to-actions.

| Core Campaign Strategy



Awareness

Short, platform-native video "explainers" that focus on the satisfying absorption and texture of the serum format.



Believability

UGC-led storytelling highlighting "Everyday Trust"—real people in real humid Malaysian weather sharing unfiltered comfort.



Consideration

Interactive "Serum or Stick?" comparison experiences focusing on skin-feel and quick absorption benefits.

| Our Primary Audience



Aged 18–30: The Grounded Urbanite

Young professionals and students living in Malaysia's humid, active environments. They value hygiene but treat it as a functional, low-attachment purchase.

Insight: They don't want miracles; they want comfort that lasts through a commute. Peer validation is their primary source of trust.

Quietly Confident

A campaign built on "The Serum Shift"—moving away from the noise of traditional deodorants toward the grounded comfort of Lumina.

Digital Ecosystem Breakdown



TikTok / Reels

Content Type: ASMR, GRWM, Commute Logs.

Audience: 18-30 year old urbanites.



IG Carousels

Content Type: Educational graphics, "Format vs Format" comparisons.



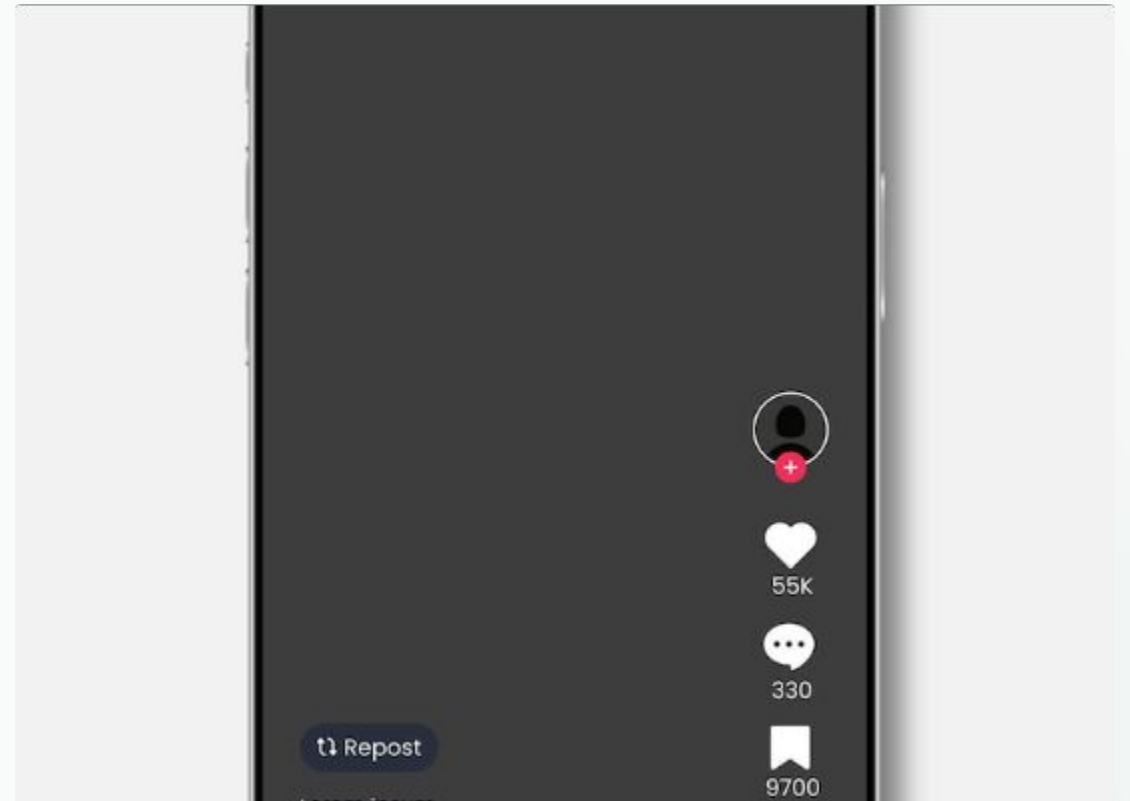
Search / Display

Content Type: Solutions for "Sticky skin" or "Deodorant white marks."

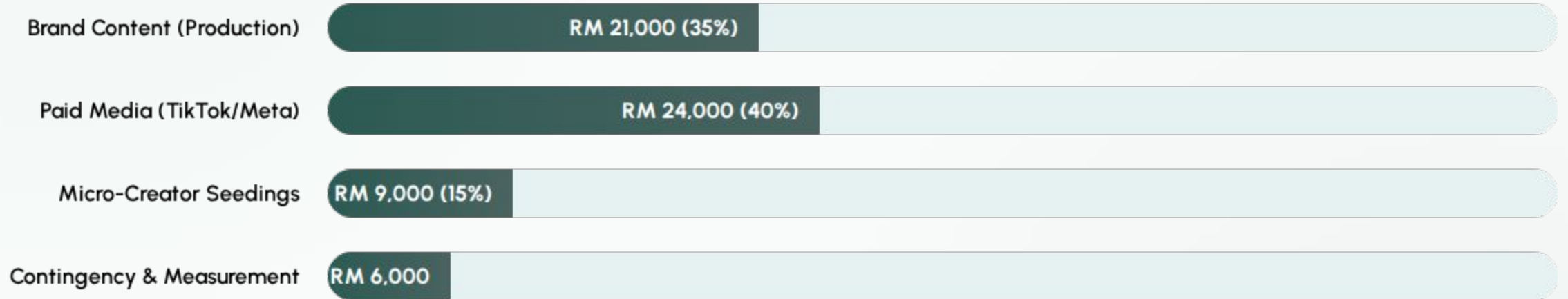
Digital Channel & Content Plan

Platforms: TikTok, Reels, Shorts

- **Brand Content:** "Texture ASMR" and "Anti-Drama" hygiene routines. Simple, grounded, and aesthetic.
- **Community/UGC:** Seeding to 20 micro-creators who value authenticity over reach. "How it feels after a commute."
- **Interactive:** Educational "Deep Dive" carousels on the serum science—without the medical jargon.



RM60,000 Budget Allocation



Prioritizing ****Paid Reach**** and ****Quality Production**** to ensure the new format is visually understood at scale.

Defining Success: KPIs

Objective	KPI Indicator	Target Goal	Why it Matters?
Awareness	Ad Reach / Video Completion Rate	1.5M Unique Impressions	Indicates education of the new product/format
Trust	Save Rate / Comments (Sentiment)	3% Engagement Rate	Proves social proof and peer reliability
Consideration	Link Clicks to Product Page	50,000 Product Page Visits	Signals intent to shift routines
Trial	Add-to-Cart / Sample Requests	5% Conversion Rate	The ultimate goal, first product trial

Lumina

QUIET CONFIDENCE. EVERYDAY TRUST.

Campaign Executed by Northbound

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