

GROUP BETA

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MARKETING BRIEF PROPOSAL

LUMINA 

Market Analysis

RM 195 Mil. in retail value sales

- Grow by 9% in current terms in 2024
- Retail value sales rising by 10% in current terms
- Retail sales are set to grow at a current value CAGR of 10% (2024 constant value CAGR of 7%) over the forecast period to MYR700 million, which offers more demand and opportunity on the deodorant market for small brand like LUMINA.

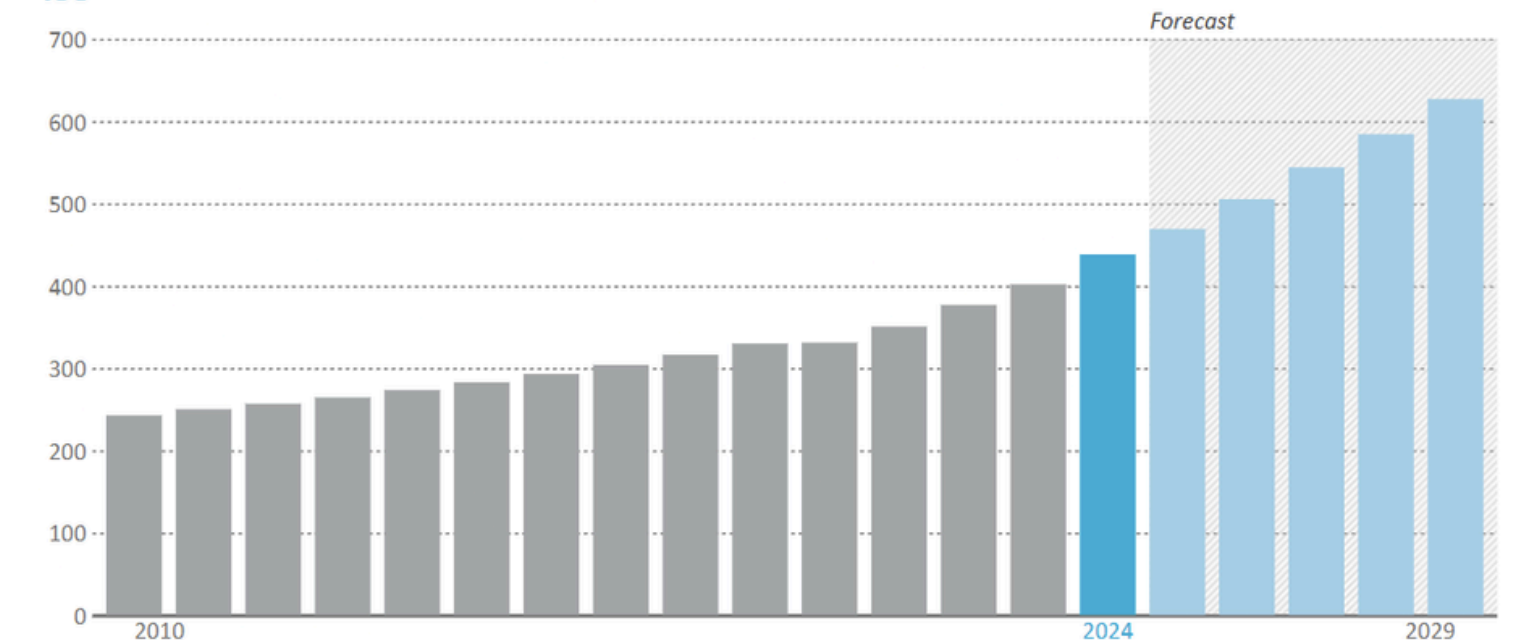
Market Size & Sales Performance

Source: SECTOR CAPSULE: DEODORANTS IN MALAYSIA. (2025). <https://research-ebSCO-com.ezproxy.taylors.edu.my/c/mdr5tz/viewer/pdf/plf2ikbpwj>

Market size Deodorants

Retail Value RSP - MYR million - 2010-2029

438

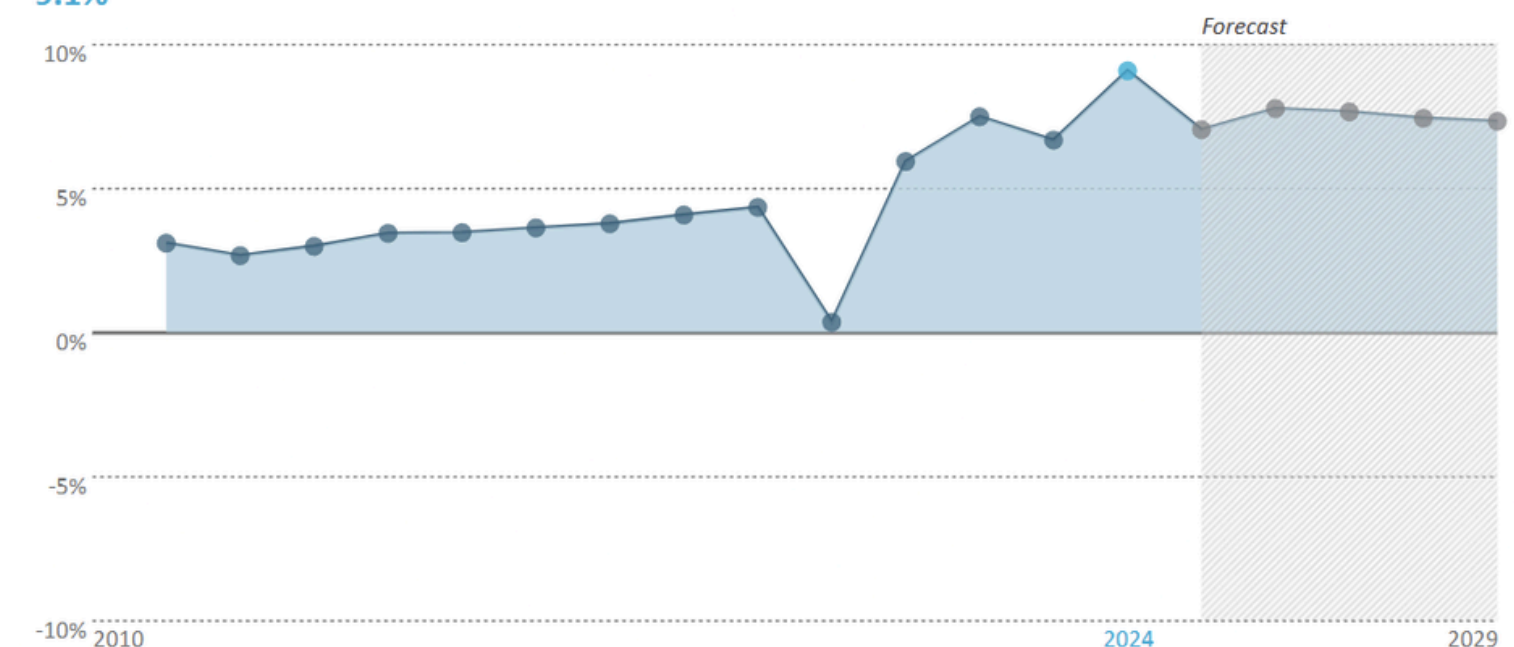


Source: Passport by Euromonitor International

Sales Performance Deodorants

%Y-O-Y Retail Value RSP-Growth 2010-2029

9.1%



Source: Passport by Euromonitor International

Target Audience Deep Dive

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Behavioral Psychographics

- Digital natives with very short attention spans.
- Comfortable with consuming the beauty and hygiene content.

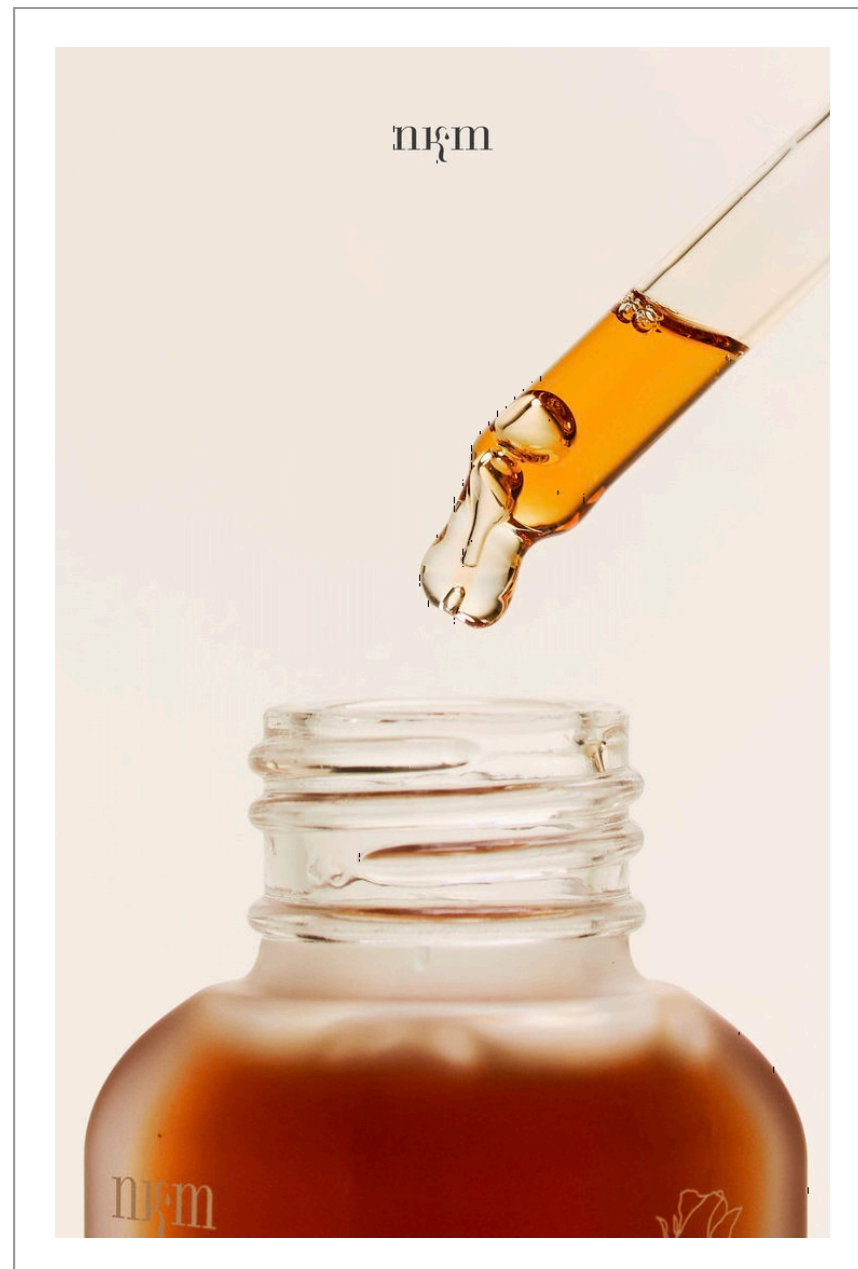
The Trust Gap

- Considers deodorant a low-commitment functional duty.
- Inquiring sceptics- they like new forms.
- Dismiss anything that seems like marketing hype.

Decision Drivers

- Unsophisticated peer content and relatable content has greater impact compared to the polished brand advertising or celebrity endorsements.

Market Facts



01. "Skinification"

The demand of serum-based and ampoule-inspired formulas with the advantages of skin care, such as brightening (through Niacinamide), firming, and hydration, is immense.

02. "Clean Beauty"

Over 70% of Malaysian consumers now report a preference for products with natural/organic components.

03. Trust Erosion

Consumers are becoming less and less inclined to accept paid endorsements and miracle results in 2025.

04. Price Sensitivity

Malaysians are price-sensitive and also often platform-competing. They will however be ready to spend more on efficacy and natural claims in case they have faith on the brand.

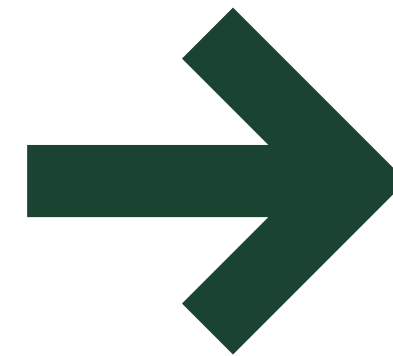
05. "Big 5" Monopoly

Unilever (26.5% share), Beiersdorf (Nivea), and P/G still control the market.

Brand Challenges

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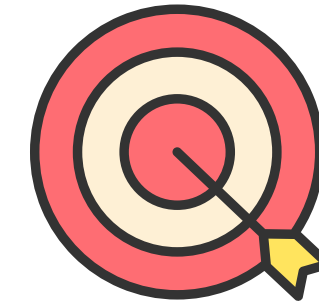
- **The "Serum" Education Gap:** Although the textures of serum/ampoule are the trending ones in the skincare of the face, the consumers might not realize the urgency of applying it to their underarms.
- **Authority Constraints:** Although the textures of serum/ampoule are the trending ones in the skincare of the face, the consumers might not realize the urgency of applying it to their underarms.
- **The Over-Explaining Trap:** Try not to prove too much on the effects and professional concepts during the promotion



Core Problem

What do you do to launch a skincare-first deodorant format in a doubting audience that sees all deodorants as identical, and which is working on a small percent of the budget of the market leaders?

Campaign Objectives



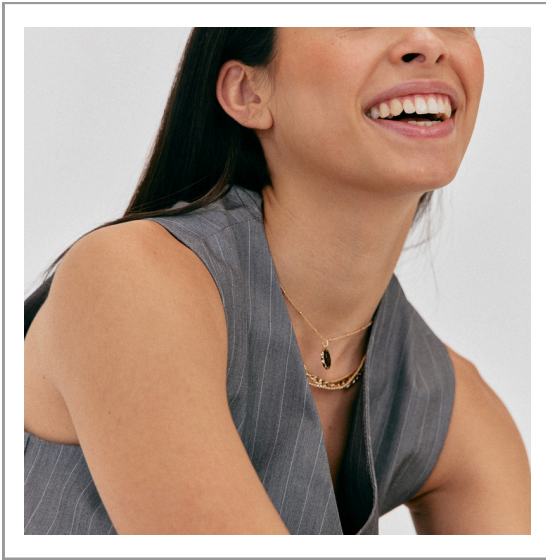
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Marketing Objective

- Make LUMINA a daily personal care necessity among 18–30 year old consumers in Malaysia, with a 20% increase in brand awareness within the three-month project cycle.
- Create 50 real non-influencer product trials and reviews to create a verifiable consumer trust in the product within 5 weeks.

Media Objective

- Create 1 million targeted impressions to the core Malaysian youth demographic on TikTok and Instagram during the first 12 weeks to create preliminary product awareness.
- Hashtag #OwnYourSweat #FreshlyReal #YourSecondSkin 1,000 original user-generated product reviews and daily routine posts to promote a community-driven form of credibility.
- Deliver hyper-local, place-based content to commuting networks and campuses to make these segments increase web traffic by 15% per week.



LUMINA – “Your
Second Skin”

Key Hashtags:

- #OwnYourSweat
- #FreshlyReal
- #YourSecondSkin

Campaign Strategy

Campaign Principles

Powerful & Comfortable +

Real People Testing +

Personalized +

Insight

- In Malaysia’s 33°C hot and humid climate, many deodorants feel heavy and chemical on the skin.

Brand Idea

- LUMINA introduces a serum-texture deodorant that feels like a “second skin.”

Key Message

- The best deodorant is the one you forget is there.

Community & UGC

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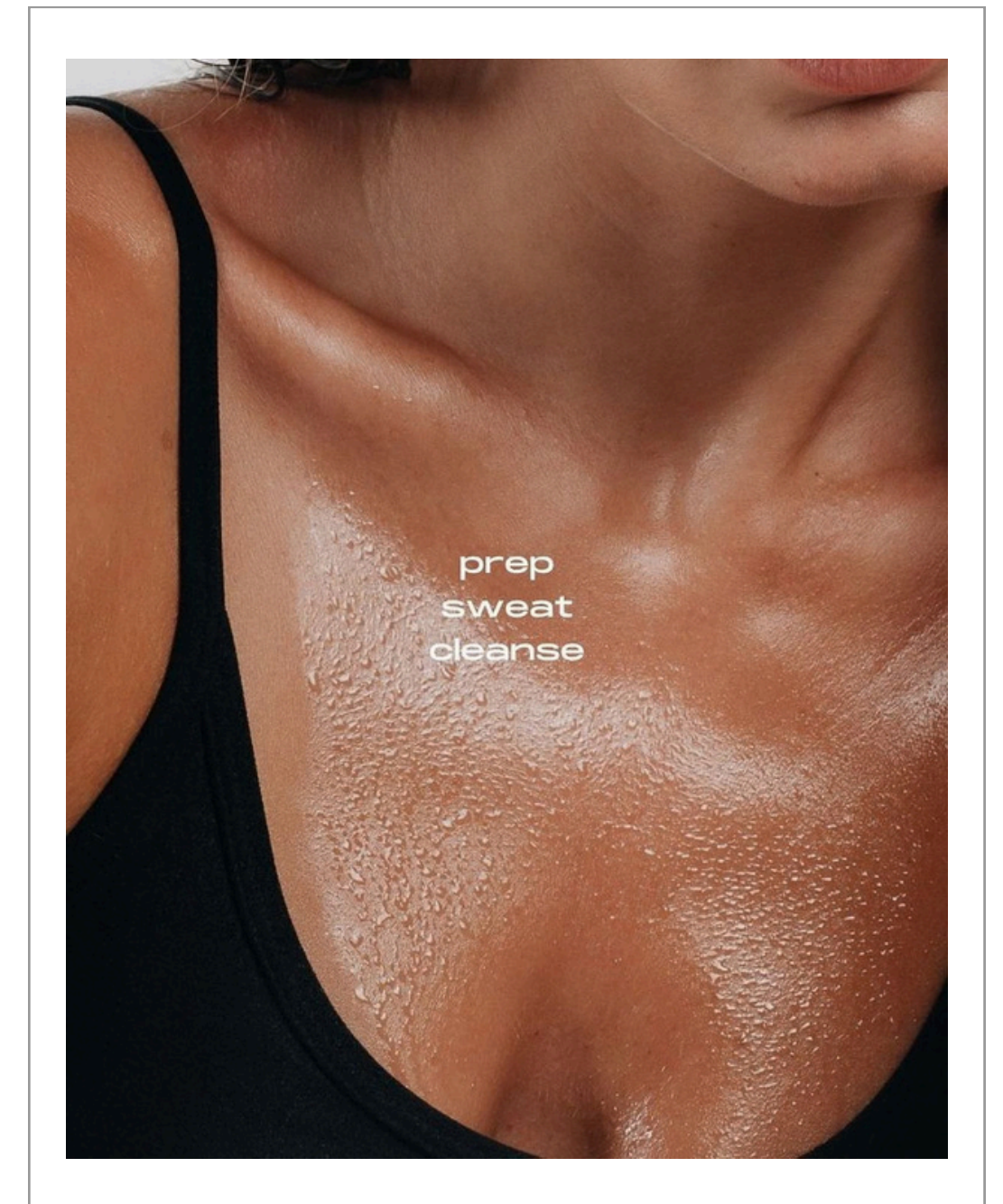
"The Un-Influencer" – Real People, Real Moments

The "Anti-Influencer" Strategy:

- Moving away from polished, airbrushed studio aesthetics to prioritize Peer-to-Peer Trust.
- Focusing on Raw Smartphone Content to mirror the real-life skin textures of our target audience.

Strategic Validation: Anchoring the "Second Skin" promise in localized, high-friction scenarios.

- Contextual Proof: Capturing the "Commuter Rush" and "Cultural Heat".
- Narrative Shift: Moving from "selling a scent" to "verifying a sensation" in 33°C reality.
- The Relatability Lab: Mobilizing everyday users (Students & Office Professionals) to generate authentic social proof.



Personalized Comfort

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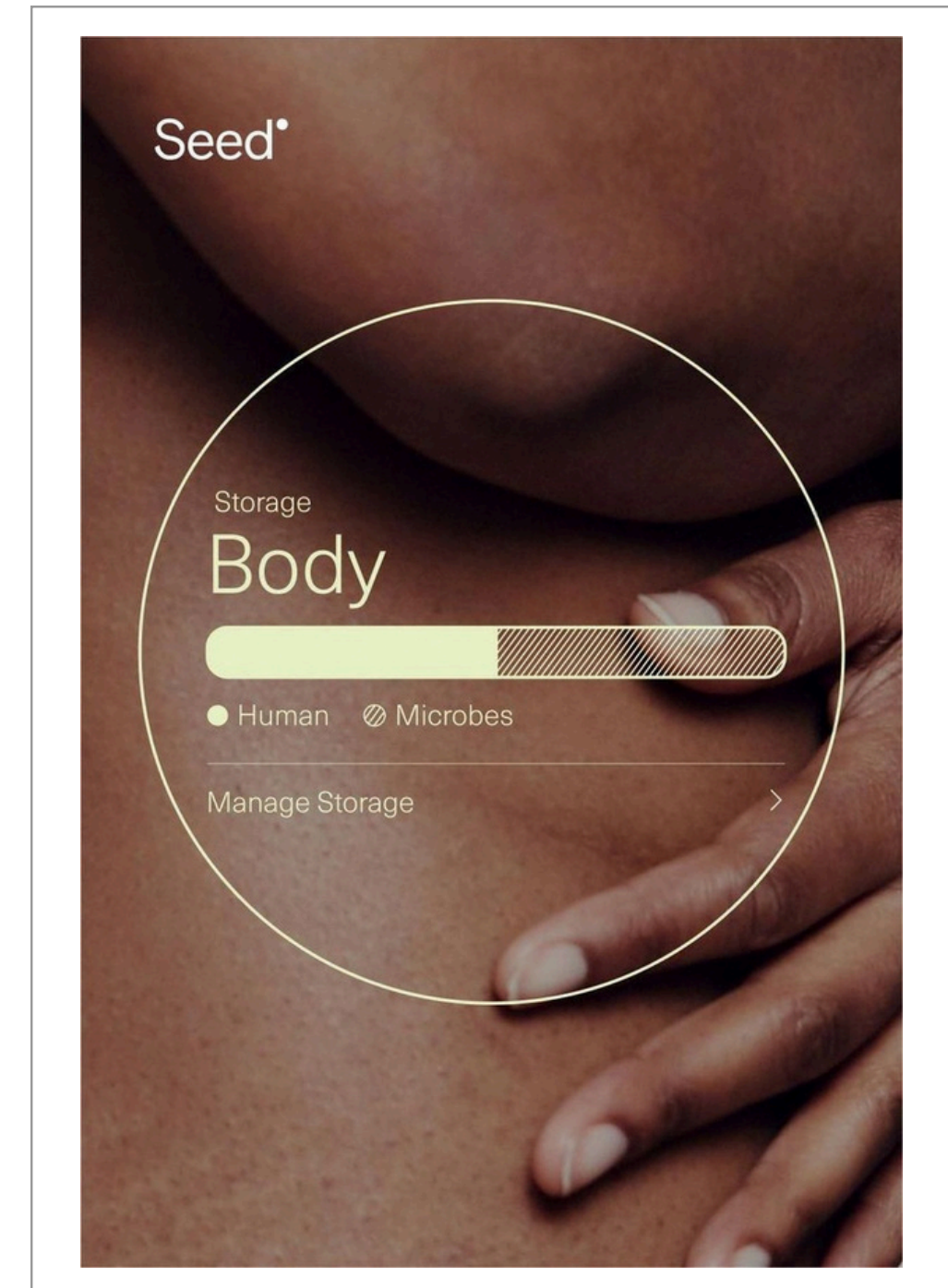
Data-Driven Care: Transitioning from Buying a Product to Buying an Algorithm.

Humidity Score:

- Combines real-time weather data with your daily habits to generate a personalized “LUMINA Dosage.”
- Presents the algorithm as “heat-beating recommendations.” This shifts from promotional copy to advice based on your current sweat levels: “Today’s humidity in Subang is 90%. We recommend applying 1.5 pumps.”

Personalized Identity: Turning a generic item into a personal statement.

- Custom labels like “For [Name]’s 2:00 PM Workout” to create a personalized solution.
- Transform “technological customization” into “self-expression.” With your name and specific needs printed on the bottle, this product becomes an essential part of your authentic lifestyle.



Digital Campaign Execution

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Account Objective: To combat 'ad fatigue'.

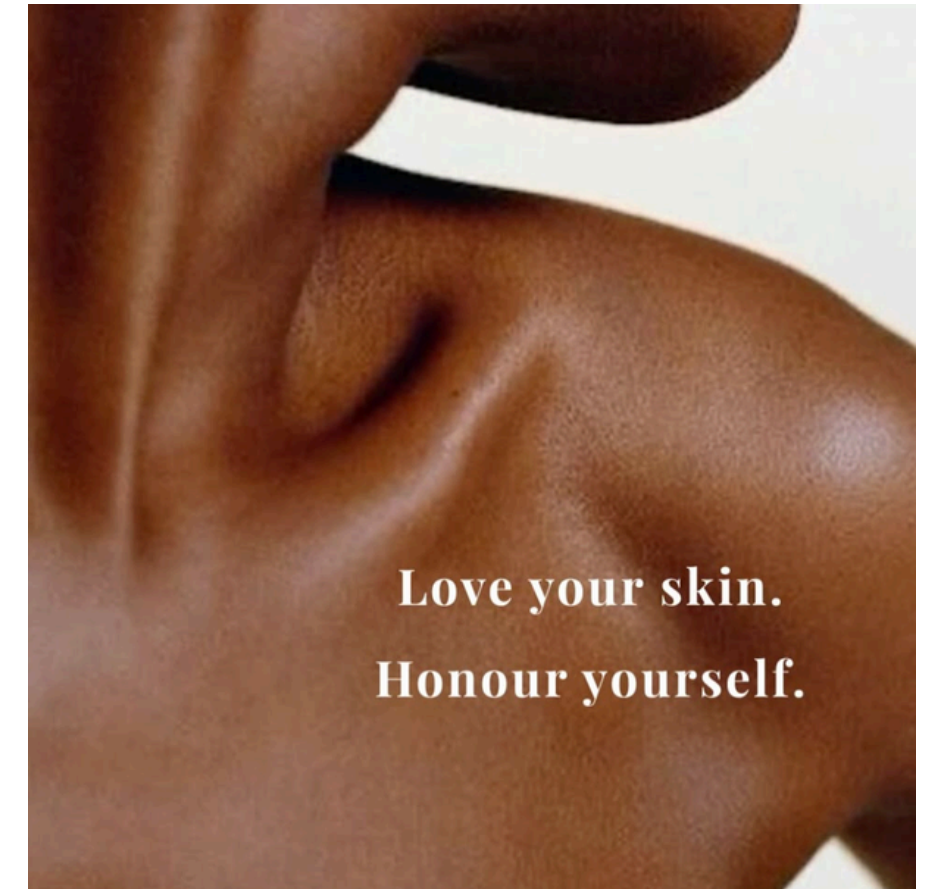
TikTok: The Reality Check (High Impact).

- **Instant Absorption:** 5s videos of serum dissipating on skin at KL hot spots (LRT, Mamak).
- **Black-T Gym Authentic:** Wearing a black T-shirt during an intense gym workout, then raising arms to reveal zero sweat marks and long-lasting dryness.
- **2:00 PM Humidity Alerts:** Lo-fi daily videos featuring localized advice on how to beat the Wednesday afternoon heat.

Instagram: The Lifestyle Daily (Community and Trust)

- **Real-life Photo Dumps:** players with unwashed skin surfaces and actual commuting scenes (no models).
- **"Humidity Butler" Stories:** Interactive weather-based advice on use and dosage.
- **The Freshness Wall:** The highlights of real, non-influencer verified UGC.

Key Hashtags:
#OwnYourSweat
#FreshlyReal
#YourSecondSkin



Digital Campaign Execution

Group Beta - (p).11

Stage 1: The "Blind" Test

Phase: Seeding

1. **50 REAL USERS:** Selection of local students & office workers.
2. **WHITE BOTTLE SAMPLES:** Removing brand bias for pure sensation.
3. **UNFILTERED FEEDBACK:** Capturing initial reactions without scripts.
4. **RAW CONTENT:** Short-form "unboxing" focused on texture.

Notes : Focuses on establishing product-first credibility and "low-presence" feel.

Stage 2: Street Validation

Phase: Activation

1. **HIGH-TRAFFIC TESTING:** Pop-ups in city centers & LRT stations.
2. **RANDOM PASSERS-BY:** Real-time trials in 35°C humidity.
3. **STREET INTERVIEWS:** Authentic vox-pops for TikTok/IG Reels.

Notes : Anchors the "Second Skin" promise in high-friction, localized environments.

Stage 3:
Community Ecosystem

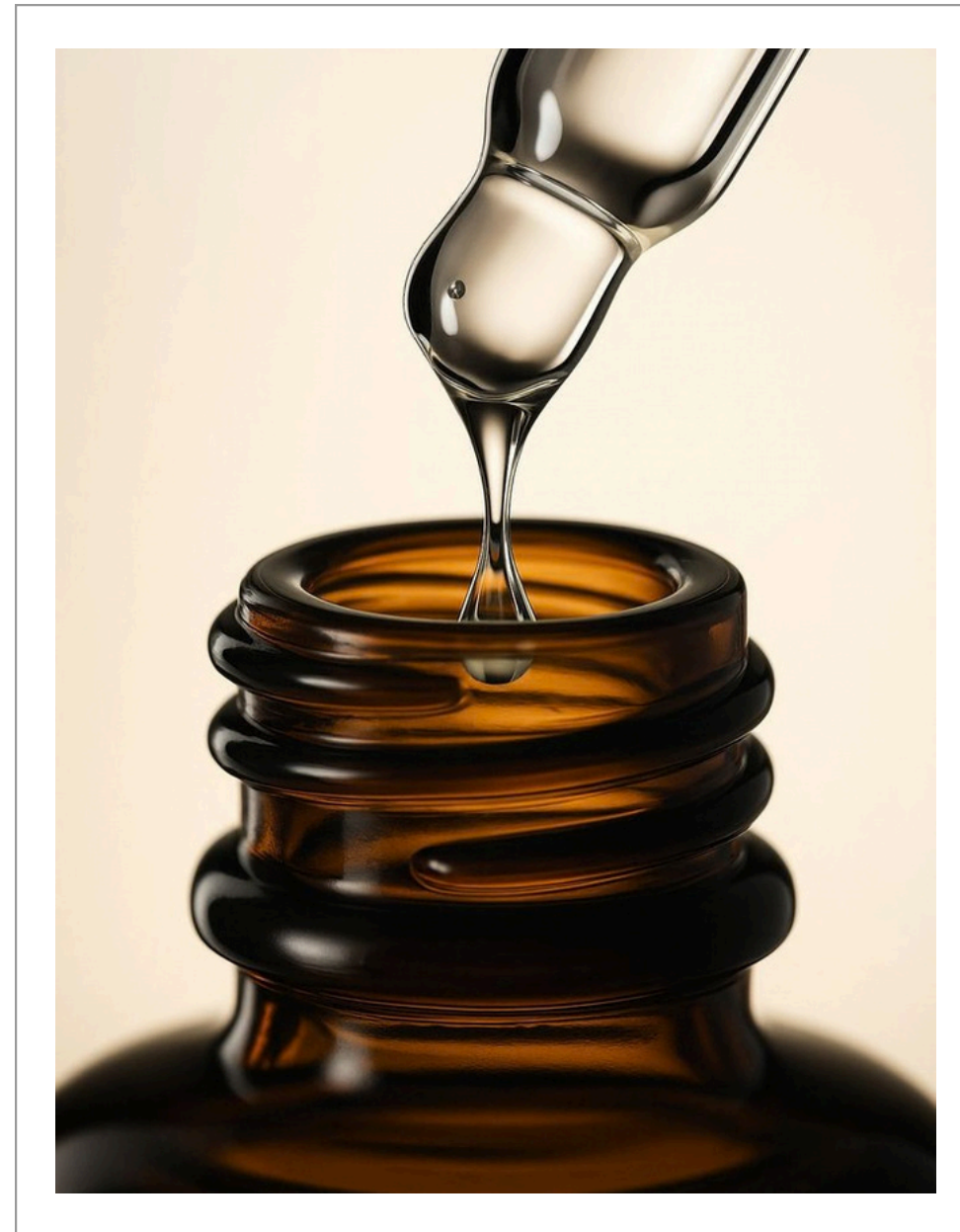
Phase: Sustenance

1. **UGC CLUSTERS:** Centralizing content under #OwnYourSweat.
2. **PEER-TO-PEER TRUST:** Moving away from polished studio aesthetics.
3. **DAILY MOMENTS:** Encouraging lifestyle posts beyond just products.

Notes : Builds a sustainable brand space where consumers freely share their lives.

Personal Comfort Execution

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Personalized Identity Turning a daily essential into a personal statement through specialized labels.

The Social-to-Web Pulse Hub (Browser-Based)

- **Seamless Social Entry:** One-click redirect from TikTok/IG Bio or In-feed ads. No app download required for an instant, frictionless experience.
- **"My Daily Humidity Score" Tool:** An AI-driven feature on the official site that syncs Malaysia's real-time weather data with user routines to generate bespoke usage plans. It provides customized "light exposure" and scent recommendations based on specific exposure scenarios (outdoors, offices). [Launch: Start of Month 1].
- **Personalized Ampoule Ordering:** A digital interface allowing users to customise labels with scenario-based text like "For [Name]'s 2:00 PM Heat" — [Availability: 12-week campaign duration].
- **The Trust Hub:** A dedicated section aggregating real-time UGC and the "Freshness Wall" to drive a 15% weekly traffic increase through community validation.

Media Schedule & Timing

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"Dual-Peak" Continuously (90-Day Campaign)

Peak 1: Midday Heat (12:30 PM – 2:00 PM)

- **Response:** Daily TikTok disappearing product videos.
- **Target:** Get the attention of people who go out during the noontime sun.
- **Content:** Brief, high-impact pictures depicting serum absorption.

Peak 2: Evening Activity (8:00 PM – 10:00 PM)

- **Type of action:** Instagram UGC and Commute Survivor Stories.
- **Concentration:** Beyond-high-engagement window when users are browsing their feeds at home.
- **Content:** Rediscoveries of real commute evidence (recorded at the time of the 5:00 PM to 7:00 PM rush hour).

Weekly schedule.

Monday	Tuesday
Wednesday	Thursday
Friday	Saturday
Sunday	Notes:
	Goals:

Campaign Measurement

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01. Awareness Metrics

spread awareness of LUMINA to the young Malaysian aged 18-30

Total Campaign Reach:

- 700,000 - 1,000,000 unique users



Total Impressions:

- 1 million impressions across TikTok and Instagram

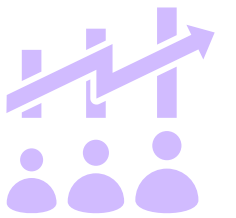
Video Views:

- 600,000 total video views from campaign content



Follower Growth:

- Increase brand followers on social media by 25% (estimated +3000 new followers) in the campaign period



02. Engagement Metrics

Metrics

emphasise authentic experience & real user content, engagement becomes one of the indicators of interest and user trust

Engagement Rate:

- Aim 6%-10% engagement rates (likes, comments, shares, saves)
- 50,000+ interactions



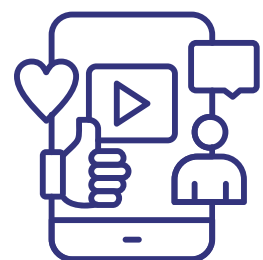
Comment Sentiment:

- 1,500+ comments discussing the product experience



Comments Shares & Saves:

- 3,000+ shares/saves



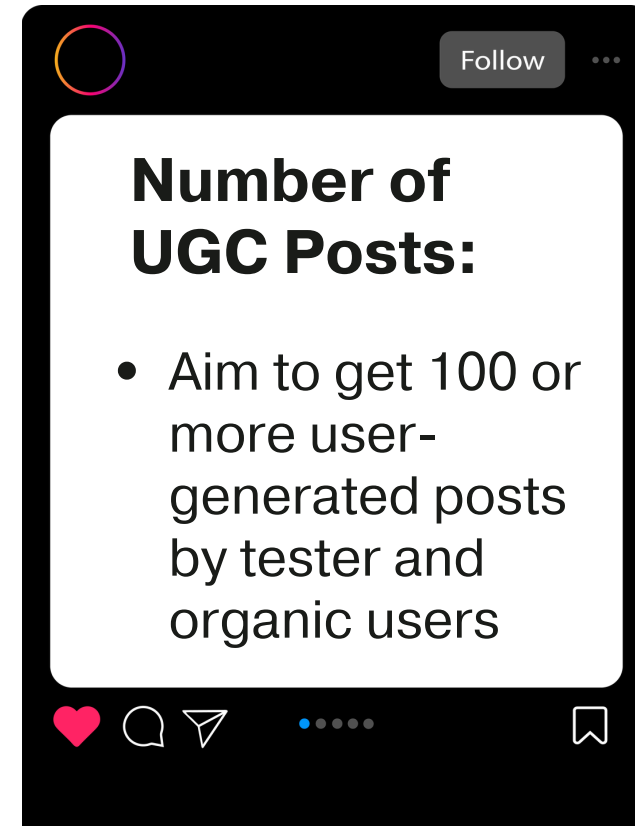
Campaign Measurement

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03. User-Generated Content (UGC) Metrics



based on actual experience by the consumer themselves

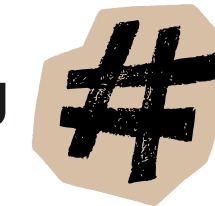


Active Tester Participation:

- At least 80% of the 50 testers posted at least one content piece



Hashtag Usage:



- 500+ hashtag usage
- Eg.
- #OwnYourSweat
 - #YourSecondSkin
 - #LUMINA

UGC Engagement:

- 15,000+ interactions on UGC posts



04. Consideration Metrics

meant to attract the consumers to get to know more about the product



Website Visits:

- Aim for 10k+ visits to the LUMINA website within the duration of the campaign
- Average Time: 1.5-2 minutes per visit

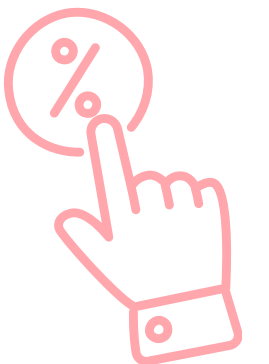
Interactive Tool Usage:

- 4,000 users generating their "My Daily Humidity Score"



Click-Through Rate (CTR):

- 2.5% – 3% CTR from social media to website





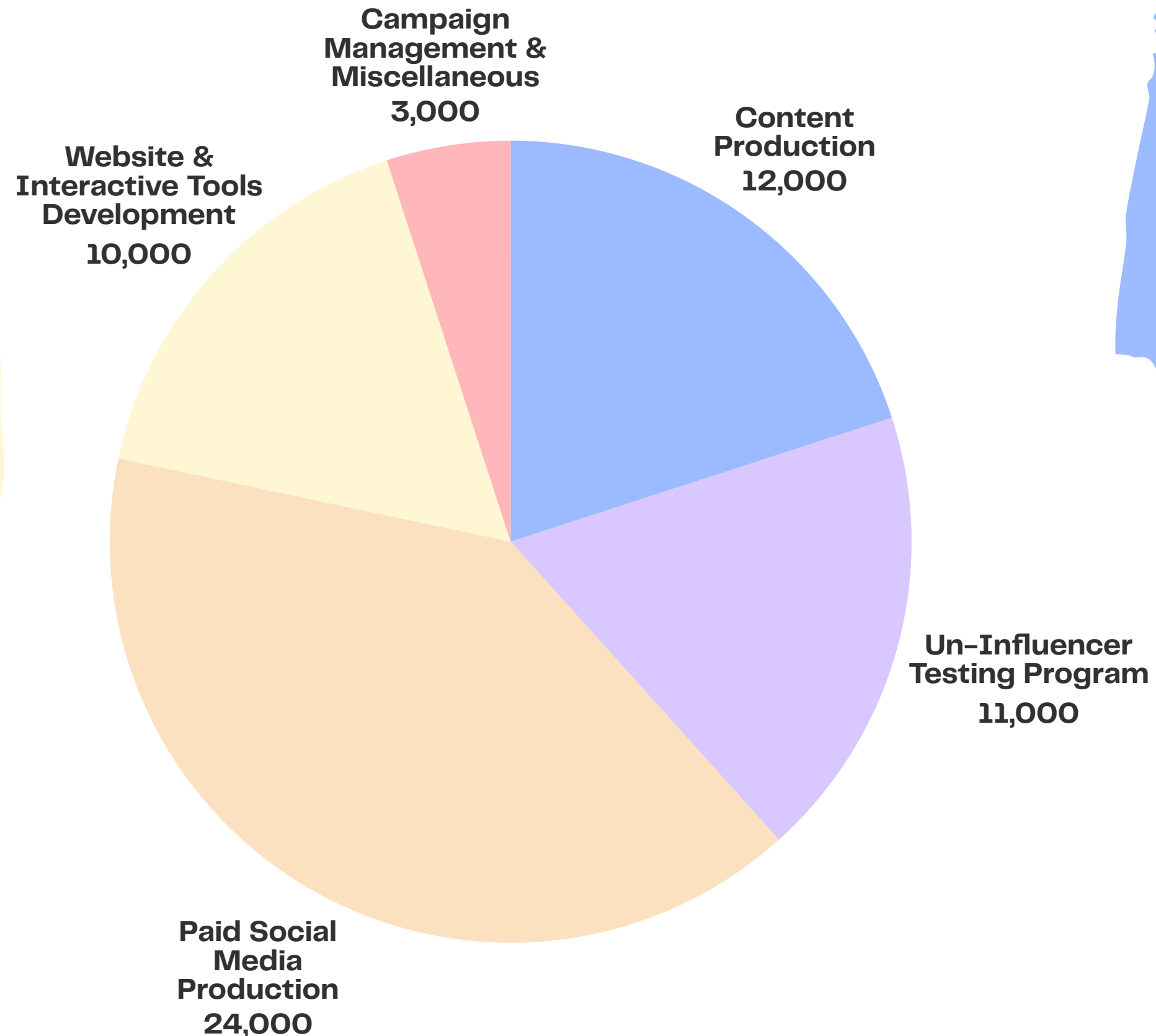
RM 60k Budget Allocation

- The budget focuses on the creation of content and real-life experiences of the user, which is consistent with the brand positioning of LUMINA of honesty and real-life comfort.

- RM 1,200 – Social media analytics tools
- RM 1,000 – Community management
- RM 800 – Contingency fund

- RM 2,000 – Website landing page design
- RM 3,500 – Interactive humidity tool
- RM 1,000 – Website hosting & maintenance
- RM 3,500 – Algorithm for personalisation

- RM 15,000 – TikTok spark ads
- RM 7,000 – Instagram promote / reels ads
- RM 2,000 – Testing & optimisation



- RM 2,000 – Video shooting equipment & setup
- RM 4,000 – Video editing & post-production
- RM 2,000 – Real-skin photography & raw visual assets
- RM 2,000 – Location & small production costs
- RM 2,000 – Creative Design

- RM 2,000 – Product samples (50 unbranded testers)
- RM 2,000 – Packaging & shipping
- RM 5,000 Tester rewards
- RM 2,000 – UGC monitoring & coordination

GROUP BETA

LUMINA 

Thank
you

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