

RadiantSkin_{co.}

About:

This brand sells premium-grade skincare products with their own patented skincare formulation that aims to reduce fine lines, wrinkles and hyperpigmentation.

They pride themselves on being vegan, cruelty-free and environmentally conscious.

Target Audience:

Demographic: millennial women in their 30s, high earners, do monthly facials, and have a strict beauty routine.

Interest: clean beauty, wellness, beauty technology and healthy living.

Hobbies: shopping, self-care routines, re-organising their space, cooking and going on nature walks.

Values: sustainability, minimalism, innovation, high quality and organic foods.

Social media of choice: Tik Tok and Instagram. They engage with beauty content creators who solely use premium products and share personal accounts of their experiences with premium skincare products. Eg. GRWM



Focus Platform

TikTok and Instagram are the best platforms to reach the target audience because these are the platforms that best support video content. And according to Social Insider, beauty brands achieve an average of 0.35% of engagement rate on Instagram alone.

Secondly, the target audience is already present on both social media platforms. Hence, the next step would be to create a great story AD that can generate leads, form a relationship with followers, and provide them with quality and relevant content to establish brand trust.

AD

RadiantSkin_{co.}



Avatar created by HeyGen