

Kaja
BLOSSOM
— INTO —
BEAUTY

CONTENT

Review

BOARD

PRODUCT OVERVIEW

TRENDS

CAMPAIGN

CONSUMERS

CONSUMER JOURNEY MAP

SOCIAL MEDIA POSTS

SOURCES



Kaja *BLOSSOM INTO BEAUTY*



TARGET PERSONAS

Colette Martin
EXISTING KAJA CUSTOMER

- 26yo Female
- Creative Director, Agency
- Philadelphia, PA



BUYER BEHAVIOR

She tends to buy beauty products based on appearance/packaging. She's always looking for affordable, but good quality, makeup.

DETAILS

Travels for work a lot, so practical packaging (that can be packed in a carry-on) is a must. She's interested in the latest beauty trends and likes experimenting with colorful and fun makeup. Learned about Kaja Beauty through social media influencers.

Pasley Johnson
TARGET CUSTOMER

- 12yo Female
- Student, Competitive dancer
- Washington, DC



BUYER BEHAVIOR

Because of Pasley's age, her mom is the one buying her makeup, but Pasley likes to influence her mom by showing her influencer videos. Pasley doesn't have much makeup, only hand-me-downs from her mom and low-cost, low-quality drug store makeup. She wants products that are beginner friendly and good quality to impress her friends. She also wants something affordable so her mom will buy them for her.

DETAILS

Beginner to makeup and is not sure where to start. She only wears makeup for dance competitions however she wants to start wearing it more casually and to school like the rest of her friends. She enjoys watching TikTok influencers her own age and learning more about makeup. However, she is intimidated by makeup, especially eyeshadows because she doesn't know which colors to use and where.

Veronica Johnson
TARGET CUSTOMER'S MOTHER

- 39yo Female
- Pharma Rep
- Washington, DC



BUYER BEHAVIOR

Pasley's mom has her own makeup needs and has her go-to, high end brands that she's loyal to. She hands off her makeup for Pasley to experiment with and will often buy her some low cost makeup at CVS when Pasley asks. She understands that Pasley is getting older and her desire to up her game makeup-wise. Pasley has shared many Influencer videos about makeup application with her mom and her mom. They both spend a lot of time using makeup for the dance competitions.

DETAILS

Mom has encouraged Pasley to do her own makeup for competitions and realizes that now is the time when girls start wearing makeup to school. She also recognizes the Impact of social media Influencers finding some off-putting, but others that are sharing useful tips and tasteful presentations.

CONSUMER TREND:

This campaign will follow the trend that was made popular by late Gen Z/Gen Alpha, of “anyone can be an influencer”. Most of Gen Alphas are very educated on the beauty industry at a young age through social media influencers. It can be a competitive and intimidating environment for beginner makeup artists of this age demographic. Kaja's innovative packaging and color combinations in their Beauty Bento line, will be marketed to the beginner makeup artists of Gen Alpha allowing them to create easy eyeshadow looks while and having cute and compact packaging.

OBJECTIVES:

Kaja will increase sales and gain brand loyalty by attracting a new, young demographic. The young demographic's extensive use of social media will increase our visibility to this generation as well as their parents, as they will most likely be the ones purchasing our product for their children.

CAMPAIGN CONCEPT:

Blossom Into Beauty is a consumer campaign that will engage with a younger demographic in need of good quality, easy-to-use and affordable makeup products. Kaja's Beauty Bento offers a 3-color palettes of eye makeup in small, attractive packaging and is the perfect entry product for this demographic and will be the focus of the campaign. The campaign will focus on easy of use, quality and the simplicity of the coordinated color palette.

PRODUCT FEATURE:

The Beauty Bento - Stacked Bouncy Eyeshadow Trio's are creamy, powder eyeshadows packaged in a stack of 3 shimmers, mates or a combination of both shimmer and mate colors. Kaja's Glitter Arrangement Technology allows an even and easy application for shimmery eye looks. These shadows feature 3 different shades that are perfect for creating dazzling eye looks on the go with out the hassle of carrying around a bulky palette.

HASHTAGS:

- #BlossomIntoBeauty
- #BlossomBeautyBento
- #BlossomToBloom
- #BlossomWithKaja

CONSUMER JOURNEY

	1	2	3	4	5
	AWARENESS	CONSIDERATION	CONVERSION	LOYALTY	ADVOCACY
CHANNELS	1.Paid search advertising 2.Public Relations 3.Social media marketing & advertising	1.Digital Advertising 2.Digital Marketing 3.Engagement	1.Personal Promotion 2.Public Relations 3.Consumer Engagement	1.Customer Relationship Management 2.Consumer Engagement 3.Sales Promotion	1.Personal Promotion 2.Public Relations 3.Sales Promotion
STRATEGY	1.Paid search to raise awareness of campaign 2.Engage with influencers to raise awareness of Beauty Bento as perfect entry product for those new to makeup 3.Support influencer campaign with advertising and promotion on social media	1.Promote the quality, packaging and ease of use aspects of the Beauty Bento line. Drive traffic to blossomintobeauty.com microsite. 2.Promote hashtags for customers to post photos and videos of application of makeup 3.Produce an “Ask me Anything” with makeup Influencer to feature line of Beauty Bento palettes	1.Perform in-store demonstrations and giveaways at select Sephoras around the country 2.Partner with highest performing Influencer from Awareness and Consideration campaigns to do a series of tutorials featuring a specific bento, provide discount code for that bento in videos. 3.Share selected consumer videos on microsite	1.Promote product reviews on microsite, allow customers to describe their features (skin tone, eye shape, skin type) and rate products on several parameters (color selection, quality, ease of use) 2.Invite-only product launch events In select markets for customers that have used hashtags 3.Encourage email subscription with discount code	1.Create shareable content to promote brand value to friends and family, specifically a parent 2.Ask social media users to share “first time, last time” pics or videos showing how their technique for applying makeup has improved over time. 3.Provide code for free samples with next online order when user posts review on the site
TACTICS	1.Kaja will target key search terms on TikTok, Instagram, Google, and YouTube to raise awareness around the campaign to the target demographic linking to related videos or to a blossomintobeauty.com microsite. 2.Engage with young influencers (in or close to target demographic) to raise awareness of the Blossom Into Beauty campaign and Beauty Bento as perfect entry product for those new to makeup. Provide affiliate codes to influencers. 3.Create bold advertising in areas where the target demographic visits such as malls and beauty stores. Provide QR Code to microsite.	1.Ask engaged Influencers to highlight the cool packaging and how each Beauty Bento has a perfect palette that takes the guesswork out of blending and matching - perfect for beginners. 2.Have influencers promote use of hashtags used in makeup application tutorials, GRWM's, “whats in my backpack”, and before and after pics/videos 3.Gather eye makeup questions from customers and produce an Ask Me Anything session with an influencer highlighting the line of Beauty Bentos and encouraging customers to share their experiences with a related hashtag (instagram and TikTok).	1.Create colorful in-store display allowing Kaja rep to demonstrate products easily. Provide a 10% discount in-store coupon to those attending a demo 2.Partner to produce one tutorial every 6 weeks themed with a palette in tune with the season. Unique discount code for each video. 3.Create social page on microsite featuring consumer created makeup tutorials, GRWM's, or before and after videos	1.Site will allow users to search for reviews from others with similar features to help Identify products that would be compatible 2.Direct Message and email invites highly engaged customers that have used brand hashtags on multiple occasions. Launch event will Include free samples. 3.Provide links on social and on the microsite to encourage email subscription. Include discount code and free shipping for first online purchase over \$25	1.Create a “share with friend” and “share with mom” link on the site for each product. It will allow the consumer to email, text or DM messages with links to product pages with specific messaging for the audience. 2.Create a campaign to promote #BlossomToBloom demonstrating a customers improved skills at applying eye makeup over time 3.Encourage users through promotion on socials and in emails to write a review for a product and providing a discount code as a reward for their first review.
KPIS	1.10K click-throughs in the first three months 2.300 consumers complete purchase using affiliate code . 3.2K views of advertising per day with 150 QR code captures per day.	1.20% increase In site traffic 2.500 each - TikTok and Instagram posts/stories using the hashtags of the campaign 3.10K views of AMA video with 500 click throughs to website	1.1,500 in-store purchases using coupon nationwide 2.5K views and 300 uses of coupon code per video 3.20K page views of social page with 15% engagement with videos posted on page	1.3K site registration and “feature” profiles completed, 3K searches, 2K reviews posted 2.1K RSVPs to event, 20 attend event at each store 3.3K email subscriptions, 500 coupon uses	1.2K shares, 300 click-throughs 2.500 posts using #1st/last 3.1.2K new reviews, 250 coupon uses

Kaja OVERVIEW

(pronounced "kah-jah," meaning "let's go" in Korean)

♡ Kaja is a cruelty-free K-Beauty brand that launched with Sephora in 2018 and is also the only K-Beauty makeup in Sephora

♡ Kaja believes in “K-beauty for everyone, all skin types and skin tones.”

♡ Mission: “From **adorable packaging** on the outside to **sensorial formulas** on the inside, We create **made-to-play products** packed with **Korean innovation** that go where imagination takes you. Kaja provides **playful products** from different perspectives so that consumers can make makeup **easy and fun.**”



BEAUTY BENTO

“These bouncy eyeshadows come packaged in bite-sized stacks or trios of matte and/or shimmer pigments that apply effortlessly with your fingertips. Kaja’s Glitter Arrangement Technology delivers uniform shimmer in every swipe—perfect for quick, easy eye looks on-the-go.”

Kaja’s Beauty Bento won the 2019 Allure Best of Beauty award

TRENDS



INNOVATIVE PACKAGING



"ANYONE CAN BE AN INFLUENCER"

CAMPAIGN

BLOSSOM INTO BEAUTY

OBJECTIVES

Kaja will increase sales and gain brand loyalty by attracting a new, young demographic. The young demographic's extensive use of social media will increase our visibility to this generation as well as their parents, as they will most likely be the ones purchasing our product for their children.

CAMPAIGN CONCEPT

Blossom Into Beauty is a consumer campaign that will engage with a younger demographic in need of good quality, easy-to-use and affordable makeup products. Kaja's Beauty Bento offers a 3-color palettes of eye makeup in small, attractive packaging and is the perfect entry product for this demographic and will be the focus of the campaign. The campaign will focus on easy of use, quality and the simplicity of the coordinated color palette.

EXSITING CONSUMER

NAME: Colette Martin

AGE & GENDER: 26yo Female

OCCUPATION: Creative Director, Agency

LOCATION: Philadelphia, PA

BUYER BEHAVIOR: She tends to buy beauty products based on appearance/packaging. She's always looking for affordable, but good quality, makeup.

DETAILS: Travels for work a lot, so practical packaging (that can be packed in a carry-on) is a must. She's interested in the latest beauty trends and likes experimenting with colorful and fun makeup. Learned about Kaja Beauty through social media influencers.



TARGET CONSUMER

NAME: Pasley Johnson

AGE & GENDER: 12yo Female

OCCUPATION: Student, Competitive dancer

LOCATION: Washington, DC

BUYER BEHAVIOR: Because of Pasley's age, her mom is the one buying her makeup, but Pasley likes to influence her mom by showing her influencer videos. Pasley doesn't have much makeup, only hand-me-downs from her mom and low-cost, low-quality drug store makeup. She wants products that are beginner friendly and good quality to impress her friends. She also wants something affordable so her mom will buy them for her.

DETAILS: Beginner to makeup and is not sure where to start. She only wears makeup for dance competitions however she wants to start wearing it more casually and to school like the rest of her friends. She enjoys watching TikTok influencers her own age and learning more about makeup. However, she is intimidated by makeup, especially eyeshadows because she doesn't know which colors to use and where.



TARGET CONSUMER'S MOTHER

NAME: Veronica Johnson

AGE & GENDER: 39yo Female

OCCUPATION: Pharma Rep

LOCATION: Washington, DC

BUYER BEHAVIOR: Pasley's mom has her own makeup needs and has her go-to, high end brands that she's loyal to. She hands off her makeup for Pasley to experiment with and will often buy her some low cost makeup at CVS when Pasley asks. She understands that Pasley is getting older and her desire to up her game makeup-wise. Pasley has shared many Influencer videos about makeup application with her mom and her mom. They both spend a lot of time using makeup for the dance competitions.

DETAILS: Mom has encouraged Pasley to do her own makeup for competitions and realizes that now is the time when girls start wearing makeup to school. She also recognizes the impact of social media influencers finding some off-putting, but others that are sharing useful tips and tasteful presentations.



CONSUMER JOURNEY MAP

	<div>1</div> <div>AWARENESS</div>	<div>2</div> <div>CONSIDERATION</div>	<div>3</div> <div>CONVERSION</div>	<div>4</div> <div>LOYALTY</div>	<div>5</div> <div>ADVOCACY</div>
CHANNELS	1. Paid search advertising 2. Public Relations 3. Social media marketing & advertising	1. Digital Advertising 2. Digital Marketing 3. Engagement	1. Personal Promotion 2. Public Relations 3. Consumer Engagement	1. Customer Relationship Management 2. Consumer Engagement 3. Sales Promotion	1. Personal Promotion 2. Public Relations 3. Sales Promotion
STRATEGY	1. Paid search to raise awareness of campaign 2. Engage with influencers to raise awareness of Beauty Bento as perfect entry product for those new to makeup 3. Support influencer campaign with advertising and promotion on social media	1. Promote the quality, packaging and ease of use aspects of the Beauty Bento line. Drive traffic to blossomintobeaauty.com microsite. 2. Promote hashtags for customers to post photos and videos of application of makeup 3. Produce an “Ask me Anything” with makeup Influencer to feature line of Beauty Bento palettes	1. Perform in-store demonstrations and giveaways at select Sephoras around the country 2. Partner with highest performing Influencer from Awareness and Consideration campaigns to do a series of tutorials featuring a specific bento, provide discount code for that bento in videos. 3. Share selected consumer videos on microsite	1. Promote product reviews on microsite, allow customers to describe their features (skin tone, eye shape, skin type) and rate products on several parameters (color selection, quality, ease of use) 2. Invite-only product launch events in select markets for customers that have used hashtags 3. Encourage email subscription with discount code	1. Create shareable content to promote brand value to friends and family, specifically a parent 2. Ask social media users to share “first time, last time” pics or videos showing how their technique for applying makeup has improved over time. 3. Provide code for free samples with next online order when user posts review on the site
TACTICS	1. Kaja will target key search terms on TikTok, Instagram, Google, and YouTube to raise awareness around the campaign to the target demographic linking to related videos or to a blossomintobeauty.com microsite. 2. Engage with young influencers (in or close to target demographic) to raise awareness of the Blossom Into Beauty campaign and Beauty Bento as perfect entry product for those new to makeup. Provide affiliate codes to influencers. 3. Create bold advertising in areas where the target demographic visits such as malls and beauty stores. Provide QR Code to microsite.	1. Ask engaged Influencers to highlight the cool packaging and how each Beauty Bento has a perfect palette that takes the guesswork out of blending and matching - perfect for beginners. 2. Have influencers promote use of hashtags used in makeup application tutorials, GRWM's, “whats in my backpack”, and before and after pics/videos 3. Gather eye makeup questions from customers and produce an Ask Me Anything session with an influencer highlighting the line of Beauty Bentos and encouraging customers to share their experiences with a related hashtag (instagram and TikTok).	1. Create colorful in-store display allowing Kaja rep to demonstrate products easily. Provide a 10% discount in-store coupon to those attending a demo 2. Partner to produce one tutorial every 6 weeks themed with a palette in tune with the season. Unique discount code for each video. 3. Create social page on microsite featuring consumer created makeup tutorials, GRWM's, or before and after videos	1. Site will allow users to search for reviews from others with similar features to help identify products that would be compatible 2. Direct Message and email invites highly engaged customers that have used brand hashtags on multiple occasions. Launch event will include free samples. 3. Provide links on social and on the microsite to encourage email subscription. Include discount code and free shipping for first online purchase over \$25	1. Create a “share with friend” and “share with mom” link on the site for each product. It will allow the consumer to email, text or DM messages with links to product pages with specific messaging for the audience. 2. Create a campaign to promote #BlossomToBloom demonstrating a customer's improved skills at applying eye makeup over time 3. Encourage users through promotion on socials and in emails to write a review for a product and providing a discount code as a reward for their first review.
KPIS	1. 10K click-throughs in the first three months 2. 300 consumers complete purchase using affiliate code. 3. 2K views of advertising per day with 150 QR code captures per day.	1. 20% increase in site traffic 2. 500 each - TikTok and Instagram posts/stories using the hashtags of the campaign 3. 10K views of AMA video with 500 click-throughs to website	1. 1,500 in-store purchases using coupon nationwide 2. 5K views and 300 uses of coupon code per video 3. 20K page views of social page with 15% engagement with videos posted on page	1. 3K site registration and “feature” profiles completed, 3K searches, 2K reviews posted 2. 1K RSVPs to event, 20 attend event at each store 3. 3K email subscriptions, 500 coupon uses	1. 2K shares, 300 click-throughs 2. 500 posts using #1st/last 3. 1.2K new reviews, 250 coupon uses

TIKTOK POSTS



INSTAGRAM POST (CAROUSEL)



@KAJABEAUTY

**LOOKING FOR THE
PERFECT STOCKING
STUFFER FOR THIS
HOLIDAY SEASON?**

BEAUTY LOVERS
LOOK NO FURTHER

Kaja's got you covered



Kaja **BEAUTY BENTO**

STACKED BOUNCY EYESHADOW TRIO

3 BEAUTIFUL
EYESHADOWS TIED
TOGETHER IN 1
STACKED COMPACT

AVAILABLE IN
13 DAZZLING
SHADES

FEATURES ALL THE
SHADES YOU NEED TO
CREATE A STUNNING AND
EASY EYESHADOW LOOK
WITH OUT THE BULK!

GET INSPIRED
check out our TikTok for
tutorials, inspiration, and
more!



SOURCES

<https://kajabeauty.com/collections/eyes/products/beauty-bento?variant=41487803613393>

https://www.sephora.com/product/beauty-bento-bounce-shimmer-eyeshadow-trio-P436148?country_switch=us&lang=en&skuld=2594398&om_mmc=ppc-GG_17789371101__2139913__9011293_c&gad_source=1&gclid=CjwKCAiA9dGqBhAqEiwAmRpTCxi8nYYlxpkLeLu5lHKyB1-4cj2fq82QoPYgRnRjxaD6l24nX6sr3BoCY0gQAvD_BwE&gclsrc=aw.ds

<https://www.seerinteractive.com/insights/how-to-market-to-gen-alpha>

<https://www.gcimagazine.com/consumers-markets/article/22484393/the-time-is-now-to-market-beauty-to-generation-alpha>

<https://explodingtopics.com/blog/beauty-trends>