

OFFRA

 GLAMOURBOX

Ofra Cosmetics

Key Opportunity for 2018

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Recruit 40K beauty seekers to the Ofra Brand



Target Consumers

Active and passive beauty seekers.

These women are not defined by age but their attitude towards beauty and how it is important in their daily lives. They are achievers in their own right and want to put their best face forward. They want to be beautiful but they wanted it to be effortless. Ofra is perfect because they can use it comfortably from day to night.



Youth



Working Women



Women with a legacy

Main Objectives

How do we access the opportunity?

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Create excitement around Ofra Cosmetics heroing their liquid lipstick line that one can wear comfortably from day to night.



Key Message

What do we tell our consumers?

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Wear your mood comfortably from day to night.

Success:

Online

Increase Ofra FB and IG followers and engagement to 50%

Instagram: 5.6K to 8.4K followers

Facebook: 10K to 10.5 followers

Increase Engagement across Facebook and Instagram by 40%

Offline:

Recruit: 5 new customers/day

Increase B&M sales of Ofra Cosmetics by 50% VS 2017 sales

Ofra Cosmetics: Campaign Big Idea

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Showcase Ofra's long lasting comfortable Liquid Lipsticks to beauty seekers to let them know there is a brand that they can wear easily throughout the day or mix and match from day to night.



Ofra Cosmetics Big Executions Offline

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Wear your mood from day to night

Color Your Mood Event

Create excitement around Ofra Liquid Lipsticks by inviting Influencers and media to an event from afternoon to night with special areas, (Ofra lip bars, photoshoot area with a Day and Night theme) to show guests that Ofra Liquid Lipsticks have a wide range of colors that they can rock alone or switch it up depending on their mood.



No. of guest: 50

Color Your Mood Giveaway

Open the Color Your Mood Event to beauty seekers online and offline by doing a giveaway, for every Ofra item purchased by the customers is equivalent to 1 ticket to join the Event. 50 lucky winners online and offline and they can also bring a plus 1.



No. of Contest joiners: 1,000

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Big Execution Online

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Wear your mood from day to night

Half & Half

The key visuals of the campaign will be a collaboration with 6 influencers that will each represent 6 different "moods" that fit their own lifestyle to showcase Ofra's long lasting comfortable liquid lipsticks wear easily throughout the day or mix and match from day to night.



No of Influencers: 6
Total No. of likes: 50,000 likes

Ofra Cosmetics: Targeted Influencers

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Toni Sia

@siatoni
IG: 25.8k
Youth

YT: 60k (Average views on her makeup videos ranges from 12k to 200k)
Toni is a beauty youtuber that frequently posts makeup tutorials, hauls, and reviews on her channel.



Arabella Racelis

@thatsbellayt
IG: 168k
Youth

YT: 290k (Average views of her makeup videos ranges from 80k to 200k)
Bella is a youtuber and a beauty blogger that posts vlogs, makeup routines, and hauls



Nina Rayos

@nina_rayos
IG: 22.6k

Woman with a legacy
YT: 74k (Average views on her makeup videos ranges from 20k to 50k)

Nina is a youtuber, makeup artist, and vlogger. She does reviews, hauls, and tutorials.



Raiza Contawi

@raizacontawi
IG: 68.1k

Working Woman
YT: 162k (Average views on her makeup videos ranges from 50k to 240k)

Raiza is a beauty youtuber that frequently uploads makeup looks and tutorials on her channel.



Fatima Rabago

@fatimarabago
IG: 21.5k

Woman with a legacy
Fatima is a model and entrepreneur.



Anna Cay

@annacay
IG: 153k

Working Woman
YT: 267k (Average views of her makeup videos ranges from 100k to 300k)
Anna is a beauty blogger and enthusiast that posts reviews, tutorials, vlogs, and looks.

Ofra Cosmetics: Half & Half Key Visual Pegs

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Wear or mix and match Ofra Liquid Lipsticks whenever and wherever you are.

Gym to Event



Work to Date Night



School to Party



Ofra Cosmetics: Color Your Mood Pegs

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Executions at the point of purchase online



Mood Matcher



Create a Facebook Post for beauty seekers to engage with by doing Long press post (Mood Matcher) to find out their mood for the day and match it with an Ofra Liquid Lipstick.

No. of Likes: 10,000

Lifestyle Box



- Release a curated lifestyle box for PR seeding to 30 Bloggers to influence beauty seekers to wear their mood comfortably from day to night.
- Release 100 of these lifestyle boxes for selling exclusively at Glamourbox.ph.

No. PR seeding for Bloggers: 30

No. Lifestyle Boxes to be Sold: 100

Half & Half Giveaway



Have potential beauty seekers recreate a Day to Night look to make them test the longevity, versatility and comfort of Ofra Liquid Lipsticks. 20 winners will win a special 1 "Day" & 1 "Night" Ofra Liquid Lipstick.

No. of Contest joiners: 500

Ofra Cosmetics Campaign Budget

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Breakdown	Total
Bloggers (6)	30,000
Studio	8,000
Photographer	5,000
Boost Post (Mood Matcher)	30,000
Boost Post (Half&Half Giveaway)	30,000
Half & half prize: 20 winners	34,000
Event Area	40,000
Events Prop	60,000
Life style PR Box: 30 pcs	60,000
Life style Box for GB: 100 pcs	200,000
Marketing Collaterals	5,000
TOTAL	502,000

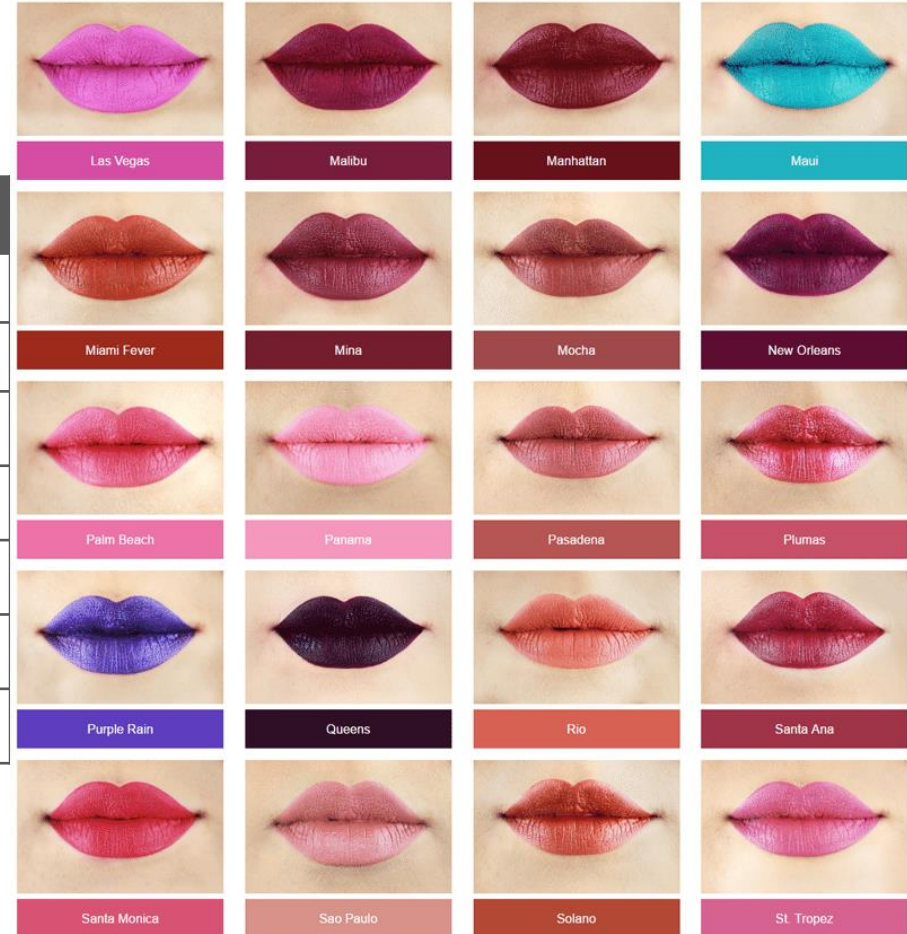


Ofra Cosmetics Estimated Reach

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Execution	Reach
Total likes of the Half & Half Campaign	50,000 likes
Half&Half Giveaway Joiners	250
Color Your Mood Event	150 guest
Color Your Mood Event contest joiners	1,000
Color Your Mood Giveaway Joiners	1,000
Mood Matcher	10,000 likes
Curated Boxes Sold	100



Ofra Cosmetics Campaign Calendar



Ofra Cosmetics			
Executions	April	May	June
Big Execution			
Color Your Mood Giveaway			
Color Your Mood Event			
Online and Offline Executions			
Half and Half Campaign			
Half and Half Giveaway			
Mood Matcher			
Carried Through Execution			
PR Curated Box			