



 GLAMOURBOX

**BRAND CAMPAIGN**  
2018



## KEY OPPORTUNITY 2018

**Recruit 10K beauty seekers and green beauty activist to the Eye of Horus Cosmetics**



## TARGET CONSUMERS

### **Active beauty seekers and green beauty activist.**

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 using organic and natural products that perform well. They want to be beautiful and are either on the look out or open to brands that cares for the environment.



**Working Women**



**Women with a legacy**



**Green Beauty Conscious**

## MAIN OBJECTIVES:

### How do we access the opportunity?

Establish Eye of Horus Cosmetics' credibility in the local green market and the makeup industry, that delivers highest quality and performing products possible to make everyday woman feel like a true goddess.

Performance	Green Beauty
Make Eye of Horus accessible to the following: <ul style="list-style-type: none"><li>• SM Malls</li><li>• Landmark</li><li>• Commonthread</li><li>• Purebeauty</li></ul>	Make Eye of Horus accessible to the following: <ul style="list-style-type: none"><li>• Healthy Options</li><li>• G stuff</li><li>• Echostore</li><li>• Ritual</li></ul>



**KEY MESSAGES:**  
**What do we tell our consumers?**

Eye of Horus Cosmetics delivers highest quality performing products that uses organic and natural ingredients to make everyday woman feel like a true goddess.

**SUCCESS:**

**Online**

- Increase EOH FB & IG followers
- Instagram: 2K to 10K followers
- Facebook: 6K to 14K followers
- Increase Engagement across Facebook and Instagram by 30%

**Offline**

- Expand channels to Healthy Options, G stuff and other organic reseller.

**CAMPAIGN BIG IDEA:**  
**Digital Lead Campaign**

Show active beauty seekers and green beauty conscious that Eye of Horus Cosmetics delivers great quality and performs well using organic and natural products.



## BIG EXECUTION

### Online: Digital Lead Campaign



Create videos to excite and educate active beauty seekers and green beauty activist about how there is a brand that performs well and cares for the environment while making them feel like a true goddess.

Recruit influencers to share why they love Eye of Horus through the videos and inspire beauty seekers to try and test the Eye of Horus.

No. of Views: 5K

No. of Likes: 3K

## TARGETED INFLUENCERS/MEDIA: Digital Lead Campaign



**Teresa Herrera**  
@teresaherrera27  
IG: 19.1k

Teresa is a model,  
mother, entrepreneur,  
and actress.



**Nikki Torres**  
@nkitorres  
IG: 21.6k

Nikki is a Fitness  
Designer, Holistic  
Wellness Advocate,  
Yoga Teacher and a  
blogger



**Jackie Go**  
@gojackiego  
IG: 31.4K

Jackie is a Fitness,  
lifestyle and beauty  
blogger



**Isabel Roces**  
@isabelroces23  
IG: 11.6k

Isabel is a supermodel,  
health advocate,  
animal rights activist  
and a vegetarian.

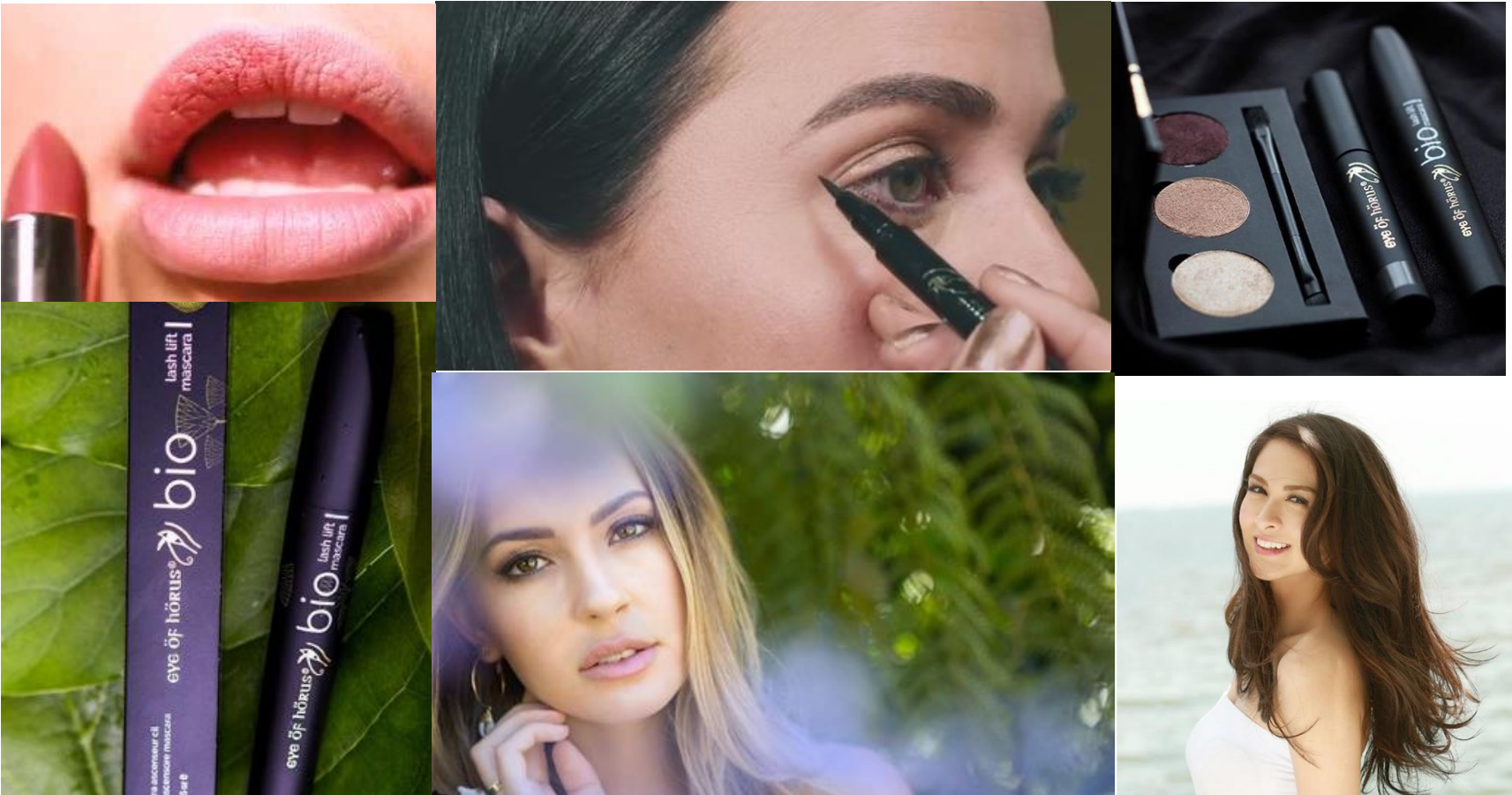


**Cat Juan**  
@catjuanledesma  
IG: 16.7K

Cat is a writer, lifestyle  
and beauty blogger



PEGS:  
Digital Lead Campaign



## SUB EXECUTION

### Offline: Partnerships

#### Ride Revolution



Create special program with fitness instructors at Ride Revolution to test the longevity and wear of the Eye of Horus.

No. of Participants: 30

#### Blending Workshop



Educate guest about the benefits of using organic and natural products by partnering with Doterra for a blending workshop. Eye of Horus will also giveaway goodie bags to the guest so they can try the products.

No. Guest 30

#### PR Seeding



Amplify brand's reach and awareness to a wider set of consumers through PR seeding to 20 bloggers and 10 media.

No. of Bloggers: 20  
No. of Media: 10

PEGS:

Ride Revolution




Blending Workshop



## CAMPAIGN BUDGET: Digital Lead Campaign

Breakdown	Total
Bloggers (5)	25,000
Studio	8,000
Photographer	5,000
Boost Post (Digital Campaign)	30,000
PR Box: 30 pcs	60,000
Event Area Ride Revolution	30,000
Videographer with Editing (Ride Rev)	10,000
Events Props	20,000
Blending Workshop Goodie bags	60,000
Marketing Collaterals	5,000
<b>TOTAL</b>	<b>243,000</b>

## ESTIMATED REACH:



Execution	Reach
Digital Lead Campaign Views	5,000 views
Digital Lead Campaign Likes	3,000 likes
PR Seeding	30
Ride Revolution	30 guest
Blending Workshop	30