



CAMPAIGN STRATEGY

LASH EXTENSIONS
REIMAGINED

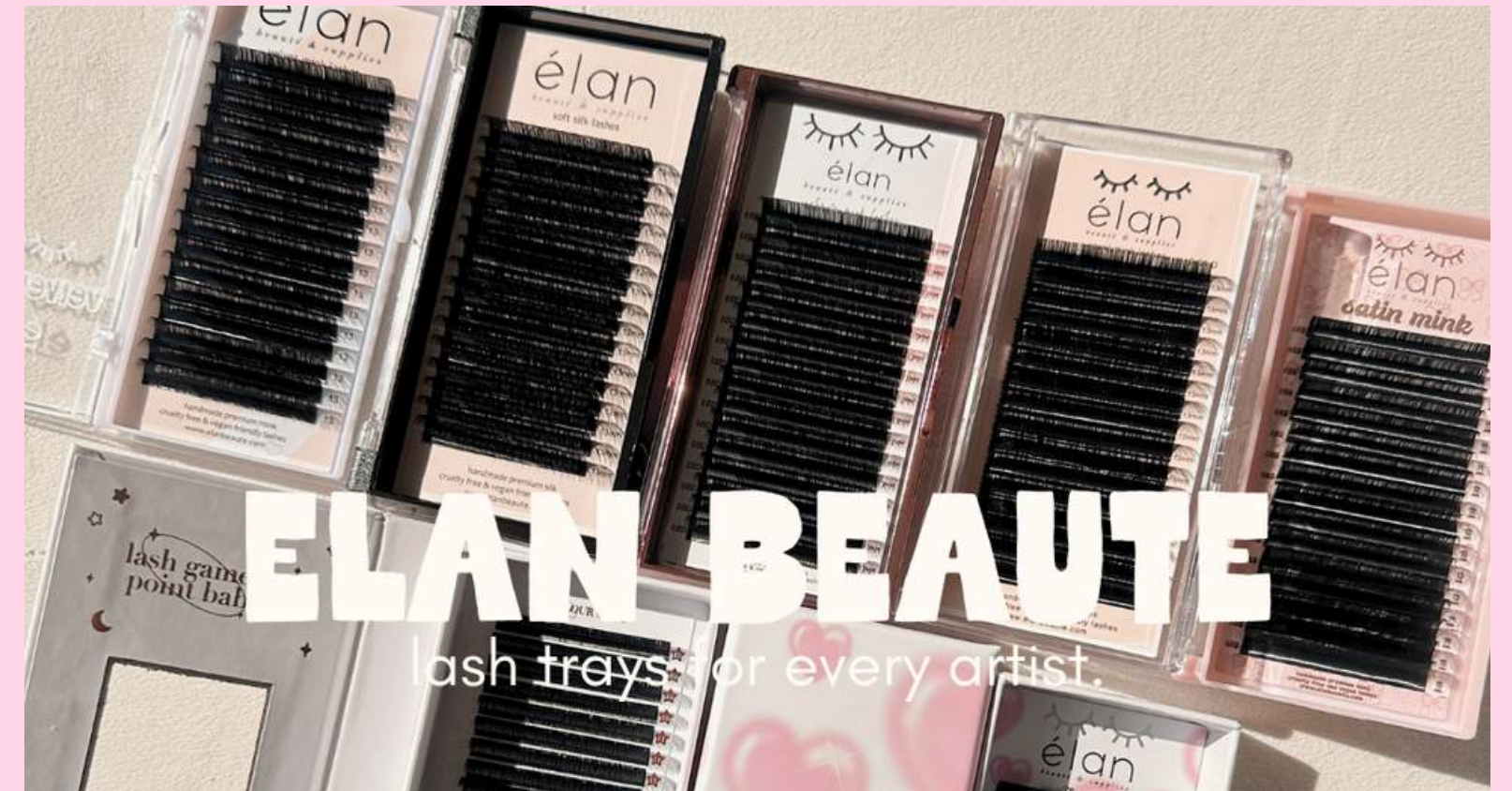
JULY
2024



THE BACKGROUND

In a highly saturated market for lash supplies, many lash artists seek high-quality, unique lash extension supplies that invoke a sense of excitement & creativity

This limited lash collection featuring Winx Club characters will capture the hearts of lash artists through nostalgia while fueling their creativity as Winx's newest collaboration transforms the modern beauty space.



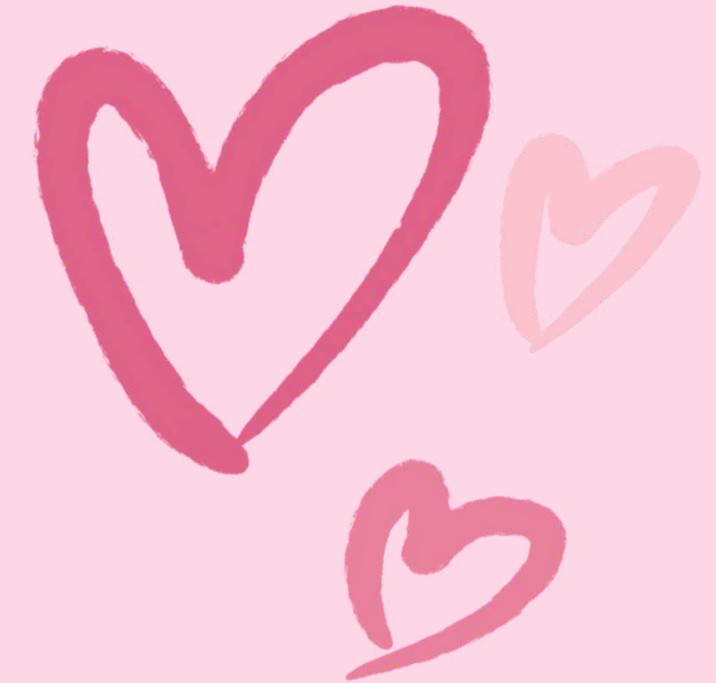
MARKET ANALYSIS

The lash extension industry is growing rapidly, with increasing demand for high-quality and unique products.

Women aged 18-45, specifically professional lash artists who value both quality and unique, memorable designs.

The lash extension market size was valued at USD \$1.36 Billion in 2020 and is projected to reach USD \$2.31 Billion by 2028, growing at a CAGR of 6.95% from 2021 to 2028

Competitive Analysis: Competitors offer high-quality products but lack unique, nostalgic collaborations. No competitors have partnered with iconic brands like Winx Club, giving us a unique edge.





MARKETING OBJECTIVES

BOOST BRAND AWARENESS.

Develop social media marketing strategies specifically for the target demographic while expanding to lash artists worldwide.

ENHANCE CUSTOMER LOYALTY.

Foster engagement and create deeper audience connection through exclusive content while creating a nostalgic and enchanting experience.

INCREASE PRODUCT SALES.

Explore promotional offers and make the purchasing process seamless.





PRODUCT OVERVIEW

The Elan Beaute x Winx Club collection includes 18 SKUs of premium lash extension supplies, featuring whimsical Winx Club designs. Products range from lashes, adhesive, primer, bonder, cleanser, to shampoo



RELEASE PLAN

June

Pre-drop

Begin teasing collaboration with Winx Club, send PR packages to ambassadors to gain visibility and excitement over the collection

July

Drop Date

All products will be able to purchase through our website, storefronts, and specific retailers. During this time, products will be heavily marketed through various digital marketing channels

Aug

Tracking

Focus on objectives and heavily oversee measurements of product sales and engagement since the release of Winx Club collaboration. There will still be post-drop marketing for the collaboration.

Oct

Convention

We'll be attending conventions and tours to help with reach of the collaboration -- one of them being LashCon, the largest eyelash artist gathering. In addition, we'll be continuously tracking KPIs.

**MARKETING
PLAN**

CONTENT PLAN OVERVIEW

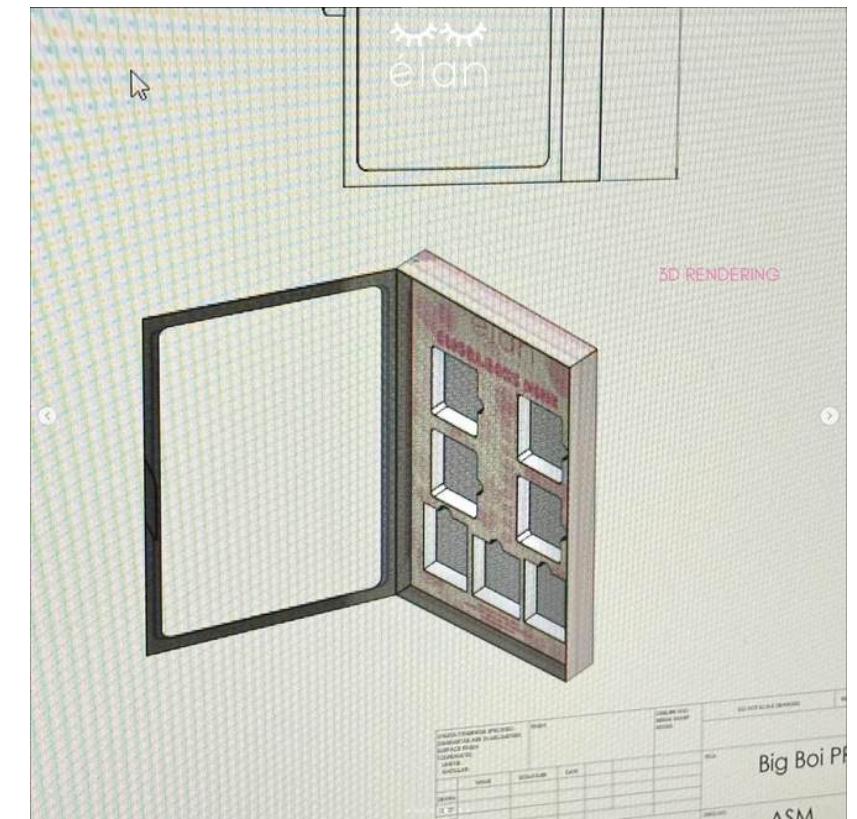
- **Winx Character Teaser & Reveal Video**
- **Individual Product Videos (Reveal + Demos)**
- **Panoramic Collection Reveal**
- **3D Animations**
- **Product Application on Clients**
- **Character-Inspired Lash Sets**
- **Product Unboxing/Reaction Videos**
- **Customer Surprises**
- **Winx Character Professional Photoshoots**
- **Winx Design Contest**
- **Winx Launch Party**
- **Winx-Inspired Office Day**
- **Winx Collection Giveaway**

35 VISUAL ASSETS IN TOTAL

STORYTELLING

Storytelling will create bond between the brand and customers when they feel like they're included in the brand's journey. We'll share the story behind how the collaboration came about, Winx's cultural impact for our target audience, and the design inspiration for each product.

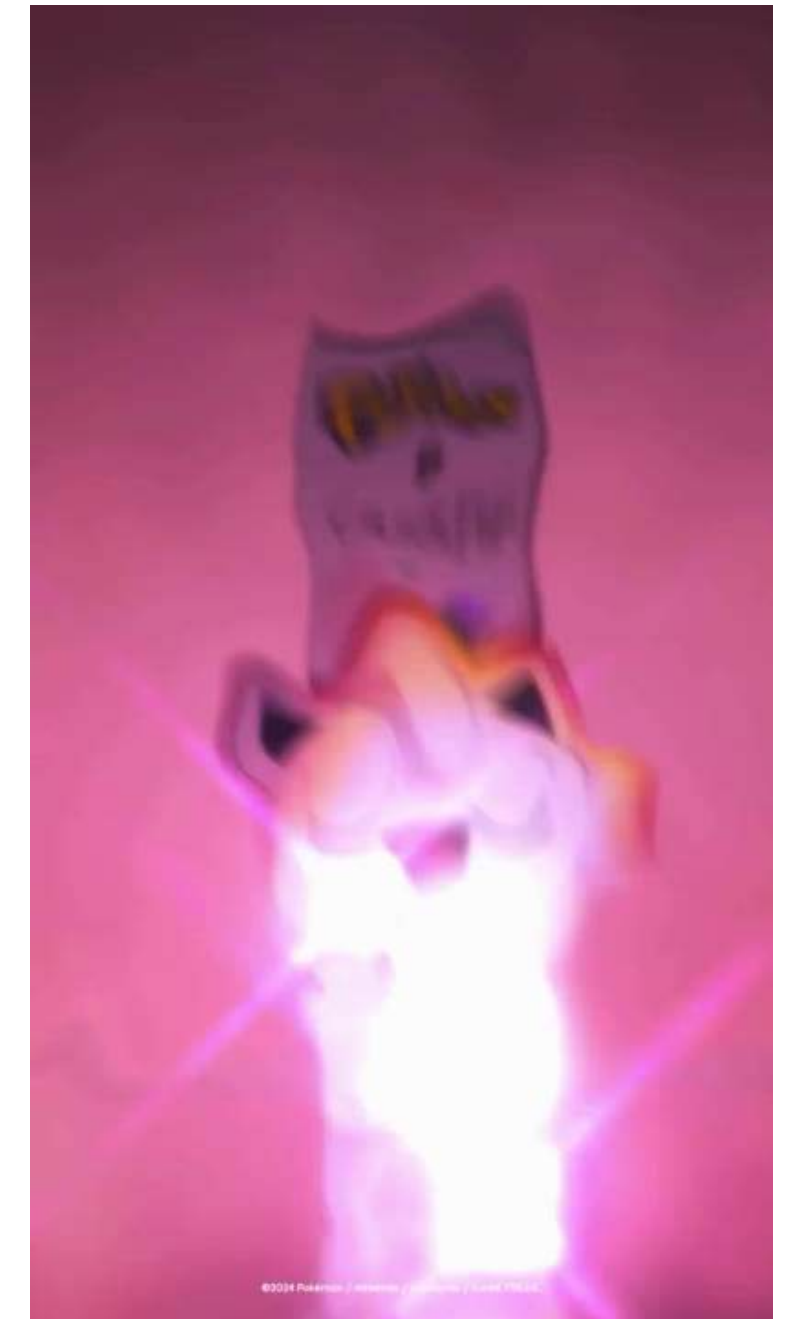
Examples: Narration Videos, Early Designs, Product Inspo



MARKETING
PLAN

TEASER & REVEAL VIDEO

Create hype and mystery about the lash community's first ever collaboration!
Encourage followers through Instagram caption to guess what the collection's
collaboration will be to drive engagement.



MARKETING PLAN

WINX DAY AT WORK

Have team members to dress up in Winx-inspired outfits. Share BTS content to build hype and a create fun, relatable brand image.



MARKETING PLAN



MODEL PHOTOSHOOTS

Arrange photoshoots with models dressed as Winx characters. Have them using the lash products and modeling the products. Use these photos for promotional materials, social media posts, and ads.

WINX-INSPIRED NAILS

Collaborate with nail artist to create Winx-themed nail designs that'll be used during during production to embody the charm of Winx.

WINX INSPIRED VIDEOS

Produce and distribute videos showcasing Winx-inspired lash looks and tutorials using the collaboration products. Custom looks for different characters to spark creativity and inspiration for lash artists.

WINX INSPIRED CONTEST

Engage artists with a lash design contest. The winning artist that best embodies the Winx Club's characteristics and charm will win a set of the collection and merchandise.

Previous Color Contests:
#ELANBOO (Halloween)
#ELANLOVES (Pride)
#ELANSWEETIES (V-Day)



MARKETING PLAN



PR/SURPRISING CUSTOMERS

Rewarding long-time, loyal customers in person with Winx collection as a gift to them. Capture their reactions on video for social media and create a direct dialogue with our customer base for our newest collaboration!

WINX X ÉLAN VAN

Decorate our van with Winx Club themes for promoting products, demos, sampling, and creating social media content.

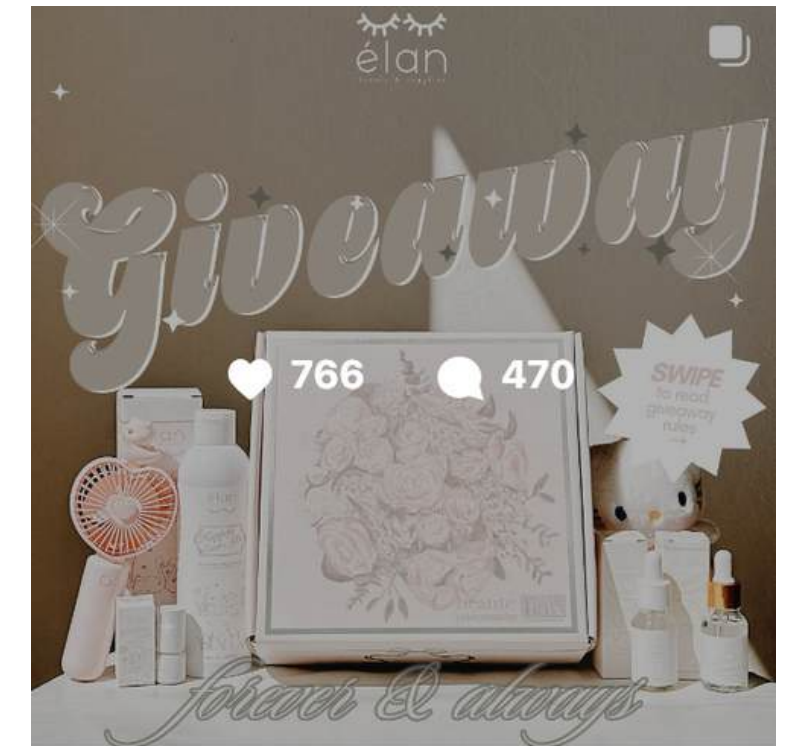
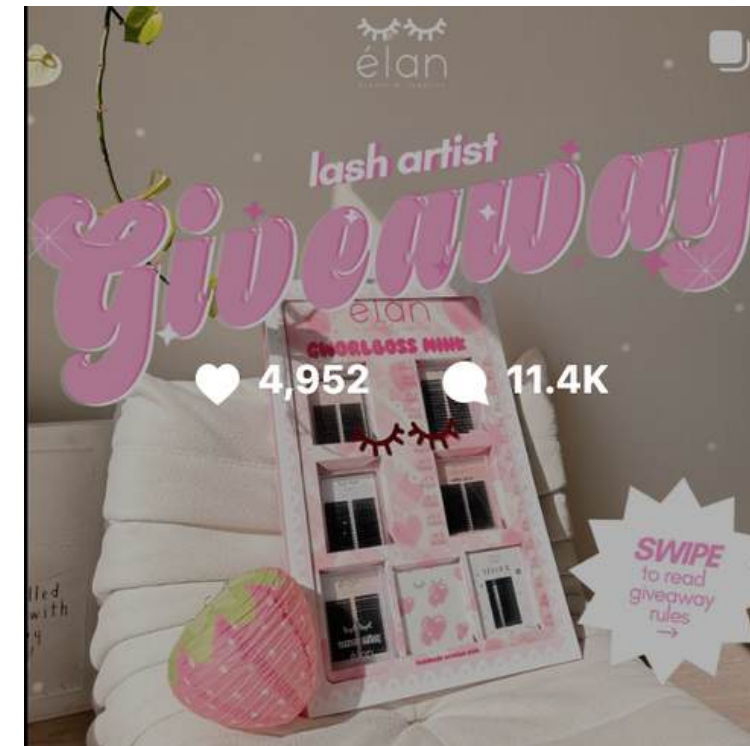
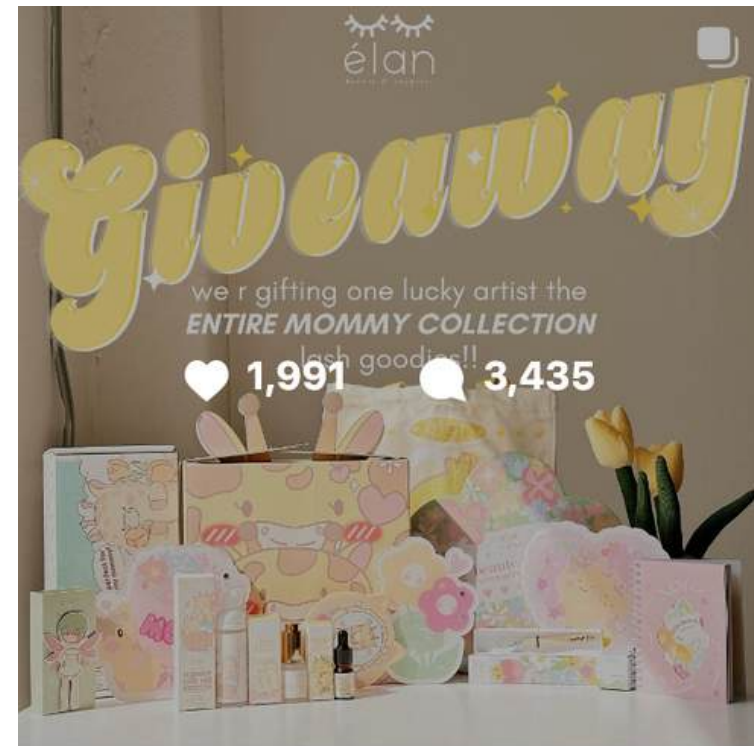
GIFTING PR/SNEEK PEEKS

Select random customers to receive a surprise first look at products and encourage them to share their unboxing experience online.

MARKETING
PLAN

WINX GIVEAWAY

Collaborate with Winx's official Instagram page to host a giveaway for a chance to win the entire collection.



The strategic implementation of giveaways can lead to increased brand loyalty, higher engagement rates, and an expanded customer base

PHOTO BOOTH AREA

Set up a Winx-themed photo booth at events and in-store for attendees to take photos. Encourage customers to post photos on social media with branded hashtags. Create an interactive experience to help encourage customers to purchase products in person for boosted storefront sales.



MARKETING
PLAN

3D ANIMATION + PERMISSIONS & MUSIC

Secure necessary permissions for using Winx Club 3D elements and music in our content. We plan on releasing 3 separate animations throughout our content marketing schedule.

ANIMATION EXAMPLES



MEASUREMENTS & KPIS

We will be tracking our success through the following avenues:

- Shopify
- Instagram
- Facebook
- Pinterest
- TikTok
- Google Ads

The key performance indicators we'll be making note of are:

- Reach
- Impressions
- Engagement Rate
- Conversions
- Units Sold per SKU

Brand Awareness	New users to the website, website traffic, referral links
Engagement	Likes, shares, impressions, social chatter
Lead Generation	Email subscribers, conversion rates, repeat conversion rates
Sales	Online & offline sales, add to carts, average order volume
Customers	Customer retention & loyalty, increase traffic & subscriber list

MARKETING TEAM

PROJECT LEAD: KRYSTAL LUONG
OVERSEE THE ENTIRE PROJECT

MARKETING MANAGER: FAYE LI
DEVELOP AND IMPLEMENT THE MARKETING STRATEGY

SOCIAL MEDIA MANAGER: NIKKI PHU
MANAGE SOCIAL MEDIA CHANNELS AND CAMPAIGNS

CONTENT CREATOR: AUDREY SANTOS
PRODUCE HIGH-QUALITY CONTENT

GRAPHIC DESIGNERS: BILLY TRAN & ELAINE DO
CREATE VISUAL CONTENT

CUSTOMER SUPPORT: ANNA YANGORIN
HANDLE CUSTOMER INQUIRIES AND FEEDBACK



CONCLUSION

Recap: élan beauté is collaborating with Winx Club to launch an exclusive and nostalgic collection of high-quality lash extension supplies, targeting professional lash artists with a unique blend of quality and whimsical design.

Call to Action: Join us in bringing back the magic of Winx Club and revolutionize the lash extension industry. Let's make this collaboration a success!

