

Sunscreen Campaign Proposal

Protecting Skin, Promoting Beauty

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1 Campaign Overview

This document outlines a marketing campaign for SunSafe, a premium sunscreen brand, targeting the Indian market. The campaign leverages Instagram as the primary platform, collaborating with beauty and lifestyle influencers to promote SunSafe's SPF 50 sunscreen, designed for all skin types. The campaign aims to increase brand awareness, educate consumers on sun protection, and drive sales through engaging content and influencer partnerships.

2 Campaign Objectives

- **Increase Brand Awareness:** Position SunSafe as a trusted sunscreen brand in India, focusing on its broad-spectrum SPF 50 protection.
- **Educate Consumers:** Highlight the importance of daily sunscreen use to prevent UV damage, targeting young adults aged 18-35.
- **Drive Sales:** Achieve a 20% increase in online sales within the campaign's 1-month duration through influencer-driven promotions.

3 Target Audience

The campaign targets young adults aged 18-35 in India, primarily women who are active on Instagram and interested in beauty and skincare. This demographic values lightweight, non-greasy sunscreens with additional benefits like anti-aging or tint-based formulations. They are influenced by beauty trends, peer recommendations, and influencer content.

4 Marketing Strategies

4.1 Influencer Partnerships

Collaborate with 5 beauty and lifestyle influencers on Instagram, each with 50K-200K followers and an engagement rate of at least 2.0%. Influencers will create content showcasing SunSafe's benefits, such as:

- 15 static posts demonstrating product application and daily use.
- 23 Instagram Stories featuring tutorials, testimonials, and behind-the-scenes content.

4.2 Educational Content

Develop content to educate consumers on sun protection:

- Video tutorials on proper sunscreen application.
- Infographics on UV damage and SPF benefits, shared via influencer Stories and SunSafe's Instagram page.

4.3 Engagement Initiatives

- Launch a hashtag challenge, #SunSafeSummer, encouraging users to share their sun protection routines with SunSafe for a chance to win a skincare hamper.
- Host an Instagram Live Q&A with a dermatologist to discuss sunscreen myths and SunSafe's benefits.

5 Deliverables

- 15 static Instagram posts by influencers.
- 23 Instagram Stories by influencers.
- 2 video tutorials on sunscreen application.
- 3 infographics on UV protection and SPF.
- 1 Instagram Live session with a dermatologist.
- #SunSafeSummer hashtag challenge launch.

6 Timeline

- **Week 1 (June 17-23, 2025):** Finalize influencer partnerships, create video tutorials and infographics.
- **Week 2 (June 24-30, 2025):** Influencers begin posting static posts and Stories; launch #SunSafeSummer challenge.
- **Week 3 (July 1-7, 2025):** Host Instagram Live Q&A; continue influencer content rollout.
- **Week 4 (July 8-14, 2025):** Analyze campaign performance, announce #SunSafe-Summer winners.

7 Budget Considerations

The campaign operates within a budget of INR 15,000:

- **Influencer Fees:** INR 10,000 (INR 2,000 per influencer for 5 influencers).
- **Content Creation:** INR 3,000 (video tutorials, infographics, and Instagram Live setup).
- **Prizes for #SunSafeSummer:** INR 2,000 (skincare hampers for winners).

8 Conclusion

This campaign leverages Instagram's reach and influencer marketing to position SunSafe as a go-to sunscreen brand in India. By combining educational content, engaging deliverables, and a targeted approach, we aim to enhance brand visibility, educate consumers, and drive sales. For further details, contact the Influencer Marketing Team at team@sunsafe.com.