Campaign Plan: Skincare

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Target Region: All States in Malaysia

Target Culture: ['Malay', 'Chinese', 'Indian']

# Campaign Strategy & Timeline

Step 1 – AI Research & Insights:  
  
1. Hashtags: #SkincareGoalsMY, #GlowUpMalaysia, #YouthfulSkinMY, #MalaysiaDaySkin, #HealthySkinNation, #SkincareForAll, #MalaySkincare, #ChineseSkincare, #IndianSkincare, #YoungSkinMY  
  
2. Content Types: Short videos showcasing skincare routines, influencer collaborations, user-generated content, skincare tips and tricks, behind-the-scenes of product creation, live Q&A sessions with dermatologists, and Malaysia Day-themed content.  
  
3. Poster/Video Tone: The mood should be vibrant, youthful, and inclusive. Style should be modern and fresh with a mix of urban and natural elements. Color palette should include bright, energetic colors like turquoise, coral, and sunshine yellow, with neutrals like beige and white for balance.  
  
4. Strategy: The campaign will focus on creating engaging and relatable content that resonates with young people across Malaysia. Utilize influencers from diverse cultural backgrounds to ensure representation and relatability. Leverage Malaysia Day to create a sense of national pride and unity. Run targeted ads on social media platforms popular among young Malaysians, such as Instagram and TikTok. Encourage user-generated content to foster community and engagement.  
  
Step 2 – Timeline (Calendar View):  
  
Week 1:  
- Launch campaign with an introductory video featuring influencers from Malay, Chinese, and Indian backgrounds.  
- Post skincare tips and tricks daily.  
- Run targeted ads highlighting the campaign launch.  
  
Week 2:  
- Collaborate with influencers for live Q&A sessions with dermatologists.  
- Share user-generated content and feature customers using the product.  
- Post behind-the-scenes videos of product creation.  
  
Week 3:  
- Create and share Malaysia Day-themed content, emphasizing unity and national pride.  
- Run a contest encouraging users to share their skincare routines using campaign hashtags.  
- Continue posting skincare tips and influencer content.  
  
Week 4:  
- Highlight contest winners and share their stories.  
- Post a recap video of the campaign, showcasing key moments and user-generated content.  
- Run final push ads to maximize reach before campaign end.  
  
Analysis and Adjustments:  
The campaign timeline is balanced, with a mix of content types and activities throughout the four weeks. The inclusion of Malaysia Day-themed content in Week 3 adds a timely and relevant element to the campaign. No significant gaps or imbalances are detected. However, ensure consistent posting and engagement throughout the campaign to maintain momentum and interest.

# Suggested Visual Elements

The following visual elements were suggested for this campaign (to be generated separately):

1. vibrant skincare routine video thumbnail

2. diverse influencers in modern studio

3. Malaysia Day-themed skincare product packaging

4. live Q&A session with dermatologists

5. user-generated skincare routine collage display

# Next Steps

1. Review and refine the campaign strategy as needed

2. Use the /process-images API endpoint to generate actual images from the visual elements

3. Customize visual elements descriptions before image generation if desired

4. Implement the campaign timeline and monitor performance metrics