Nykaa GenZ SkinCare Launch: Clean, Viral and Sustainable

Ppt by Tapaswini Pati

TARGET MARKET

The specific group of consumers most likely to buy the company's specific product, defined by shared chracteristics like demographics, needs and behaviors.

Demographics

- **Age:** 16-25 years old (genz)
- **Location:** Urban and semi-urban India
- **Income level:** Students and young professionals who are price sensitive but value driven
- **Gender:** all genders
- **Tech profile:** 8+ hours active on social platforms like instagram, pinterest, youtube

Psychographics

VALUES
- demands clean ingredient lists, hates "greenwashing"
- prefers eco-friendly, cruelty-free, vegan products

BEHAVIOR
- social media influence: discovers trends via influencers. Eg: "glass skin trend"
- trusts peer reviews and only buys after viewing 3+ influencer reviews

PAIN POINTS
- acne/oily skin concerns
- more interest towards traditional natural brands

WHY OUR SKINCARE BRAND STANDS OUT ?

Nykaa's 1st 100% circular skincare line

- plant based packaging, refillable containers

- zero waste promise (bio-degradable labels)

- 50% less plastic than competitors

Skin-loving Formulae

- No parabens, sulfates or synthetic fragnances

- QR code reveal ingredient sourcing (blockchain backed

transparency)

- pH-balanced for indian skin + pollution protection

- Targeted solutions: Acne-control, hydration and anti pollution formulas

CORE PRICING STATEGY

Penetration Pricing

- Launcing the product at low price in compared to competitors but gradually increasing the price after gaining market share.

Affordable Premium Positioning

- Price range : rs.249 - rs.799 [available at various sizes, and with different mixture of ingredients comes various prices]
- Psychology: slightly above drugstore signals quality but 30% below global clean brands shows affordability

Psychological pricing

- rs.499 instead of rs.500 created a psychological appearance of more affordability
- "Buy 2, Get 1 free" : creates a state of very valuable urgency
- GenZ hack : "exclusive offers for students" ; along with social proof could invite high traffic

Freemium Model

- Free mini sample with rs.799+ orders
- Flash sales and discounts at special occasions results with more purchases

Value-based Pricing

- Charge rs.699 by highlighting "1 bottle = 10 trees planted"
- This aligns with genz's activism values

PRODUCT PLACEMENT AND DISTRIBUTION STRATEGY

Omnichannel Distribution- where GenZ shops

**DIGITAL FIRST (SOCIAL PRESENCE)**

Nykaa's App

- dedicated " GenZ clean beauty" carousel on homepage.
- " Try On" AR filter for skincare diagnostics

Social Media E-Commerce

- Instagram Shops
- WhatsApp Commerce to place orders via chatbot

OFFLINE DISTRIBUTION ZONES

- Nykaa Stores
- Interactive ecostations - Scar QR codes to see product lifecycle at storefront
- Free mini facials with purchase offer
- Campus Pop-Ups - Partner with college fests
- Recycling drives campaigns
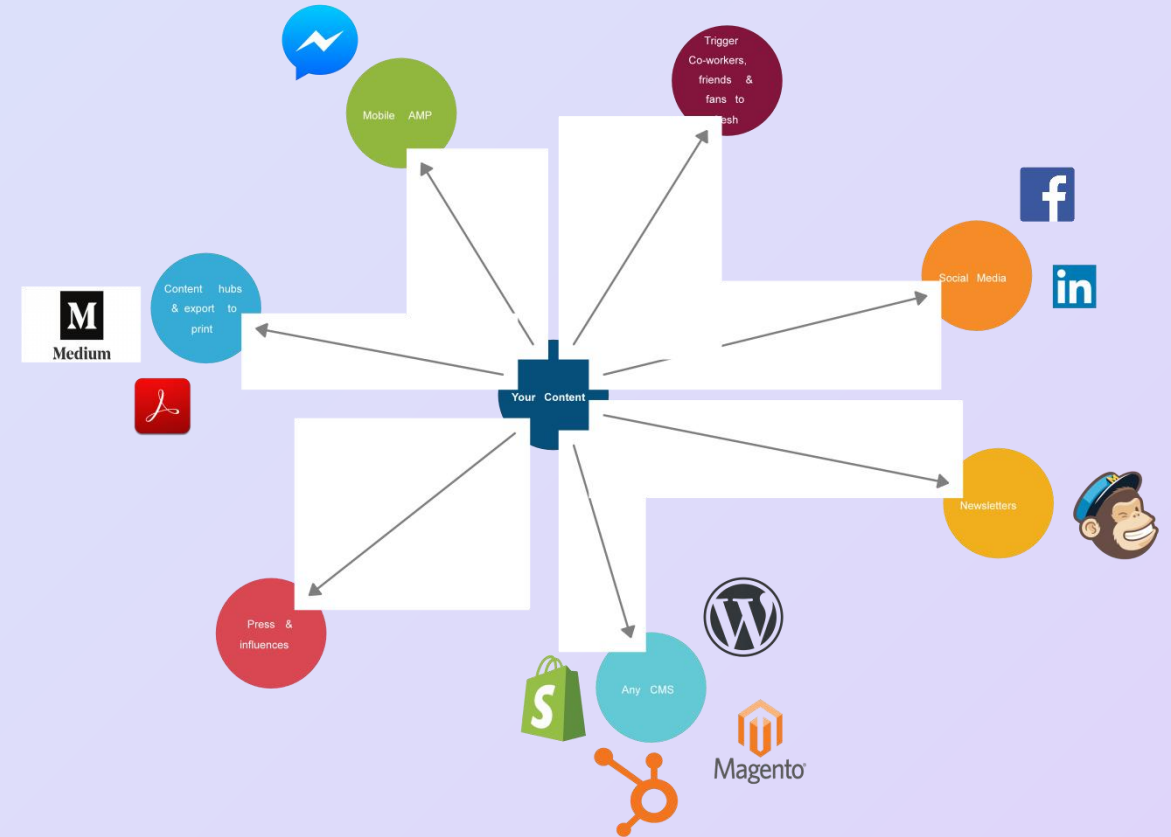
Gen-Z promotion Strategy

#NykaaGreenGlowUp challenge

Mechanics: (Viral Challenge)

- Users post "bare face --> glow up" videos using the specific Nykaa products.
- Most creative wins cash prize/gift hamper featured on Nykaa app -- this initiative will drive heavy traffic (especially females)
- Platforms: Instagram Reels/TikTok/YouTube Shorts (70% of genz discover brands and products here)

Micro Influencer Army

Collaborating with influencers for the engagement and buyers boosting of the product. It works because viewers trust micro influencers and find their product review + storytelling credible. It is UGC driven.

- Nano(5k-50k followers): unboxing + ingredient breakdowns and benefits
- Micro(50k-200k): "day in my life/ 5-step sustainable skincare routine" vlogs
- Influencers posting "My skincare vs nykaa's green routine" with new product showing before/after comparisions.
- Social proof: Collab with social media dermatologist influencers to promote the product

Gamified Loyalty

- Spin the wheel-- discounts for reviews
- "Streaks" rewards for daily check in/ free product at puchasing above a specific price range

THANK YOU