



Nailed It: Beauty at Your Fingertips

Our campaign aims to position press-on nails as the go-to choice for fast, affordable, and fashionable manicures.

Market Insights

Key Statistics

The global nail care market is projected to reach \$11.6 billion by 2028, growing at a CAGR of 8.5%.

45% of nail product users prefer doing their nails at home rather than going to a salon.

Trends Driving Demand

More interest in self-application beauty treatments.

Reusable and sustainable products are in high demand.



Product Overview

1 **Variety of Designs**
From chic minimalism to bold art, we have styles for every mood and occasion.

2 **High-Quality Materials**

Durable, lightweight, and reusable options are available.

3 **Ease of Use**
Easy application with adhesive backing or glue.

4 **Affordable Luxury**
Professional salon-quality nails at a fraction of the price.



Target Audience

Demographic

Women, 18-35 years, fashion-appreciating, searching for convenience.

Buyer Personas

The Trendsetter: always scouting for the latest fashion and trends in beauty.

Secondary Demographic

Teenagers and college students seeking cheaper alternatives for beauty paraphernalia.

Marketing Strategies

1

Digital Campaigns

Social Media Ads: Acclaim makeovers and design diversity on Instagram, TikTok, and Pinterest.

2

E-commerce Promotions

Offer exclusive bundles and limited-edition designs.

3

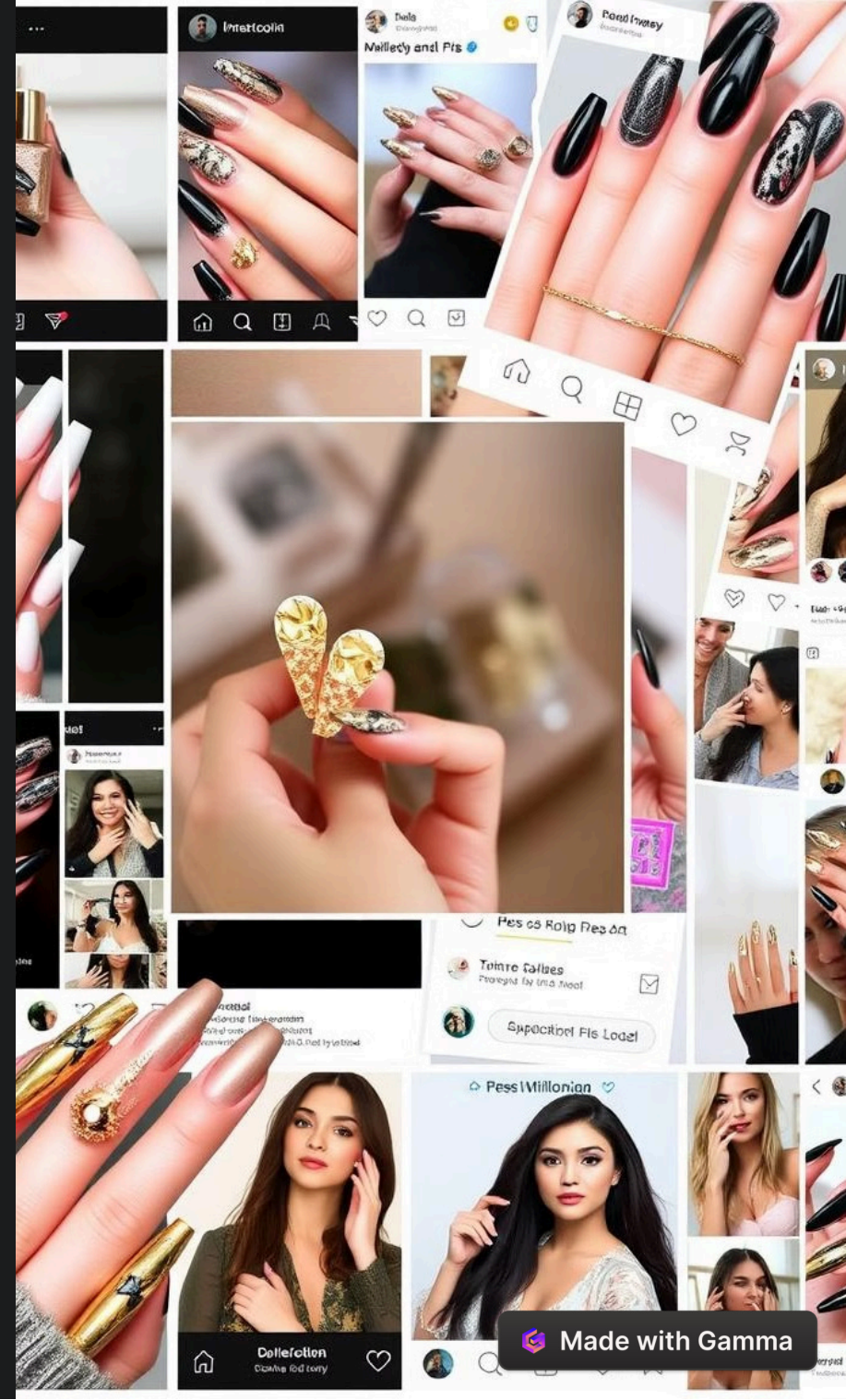
Retail Partnerships

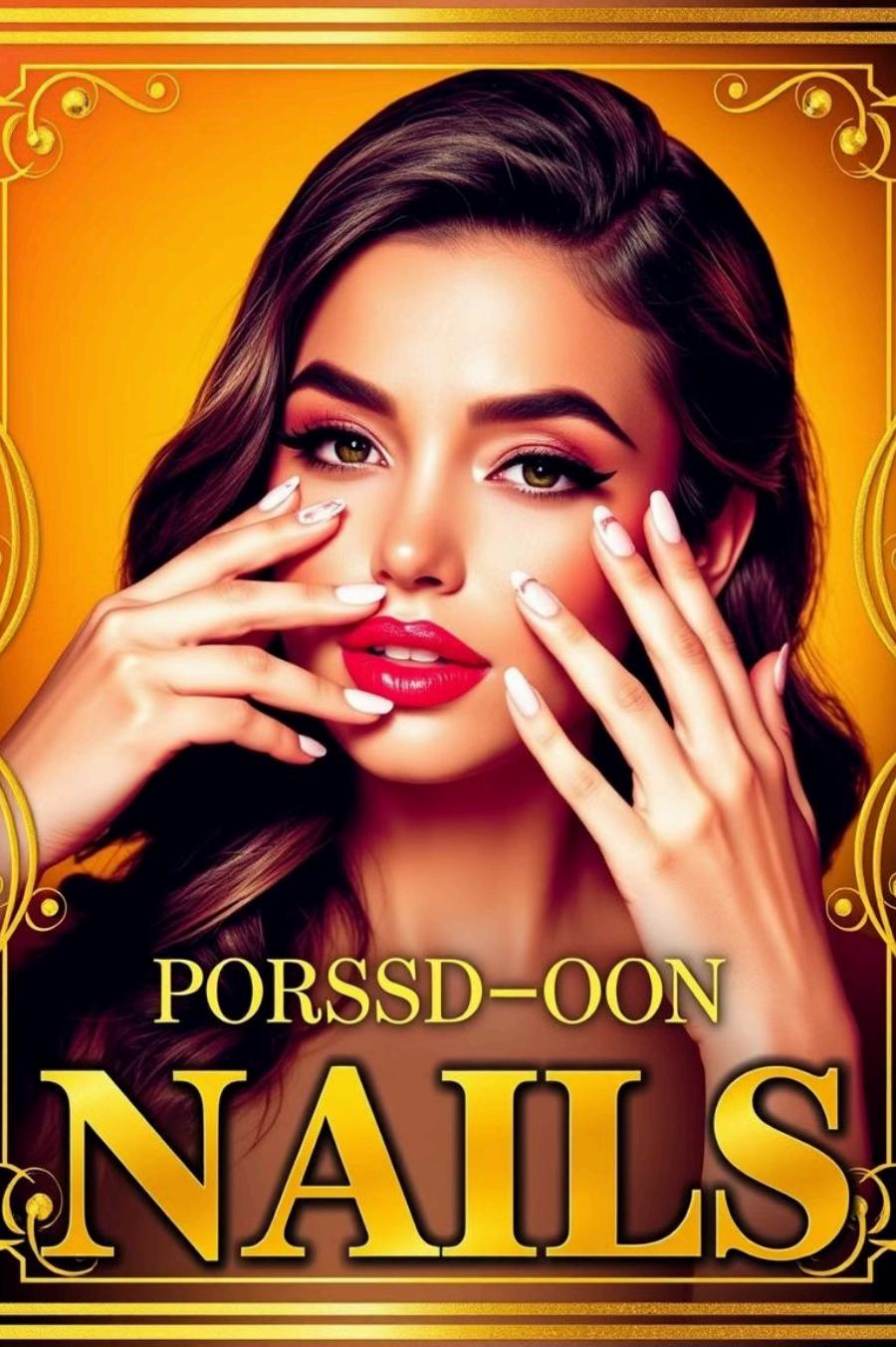
Sell through Beauty Stores and key retailers like Ulta and Target.

4

PR & Media Outreach

Press kits to beauty editors include sample nails and a campaign story.





Campaign Theme & Slogan

Campaign Name

Press, Play, Slay

Slogan

Flawless nails, anytime,
anywhere.



Launch Plan

1

Phase 1: Pre-Launch (2 Months)

Tease designs on social media with countdowns and sneak peeks.

2

Phase 2: Launch (1 Month)

Host a virtual event with influencers demonstrating the product.

3

Phase 3: Post-Launch (Ongoing)

Introduce seasonal collections: holiday, summer, etc.



Key Performance Indicators (KPIs)



Awareness

50,000 social media impressions in the first month.



Engagement

Click-through rate of ads: 5%.



Sales

Sell 10,000 units within the first 3 months.



Budget Overview

Digital Advertising	\$15,000
Influencer Partnerships	\$10,000
PR & Press Kits	\$5,000
Retail Displays	\$8,000
Production & Packaging	\$12,000

Conclusion

Press-on nails aren't just a beauty product; they're a lifestyle upgrade.

With 'Press, Play, Slay,' we're looking to empower the consumer to bring their style into their everyday lives.

