**PYUR**

**Company Background**

PYUR is a unisex lifestyle skincare brand for men and women.

See website: <https://udacity.github.io/nd018-Social-Media-Marketing/>

**Objective**

PYUR’s history is rooted in innovation from inventing the first shaving solution to stop ingrown hairs, making skin smooth and clear of discoloration from acne marks. The brand strives to constantly evolve Pyur’s world-renowned plant-based, non-chemical-based ingredients available in skin care today. The project consists in developing an advertising marketing campaign for the new fall season to increase awareness of PYUR’s new 3-step solution in New York, Chicago, Miami, Dallas, Houston, and Los Angeles markets. The campaign needs to have A/B tests to understand how the campaign performs for their targeted audience of men vs. women.

**Target**

Men and women in the United States between the ages of 21-45 who care about clearer, healthy-looking skin. Consumers using PYUR products should feel confident, clean, fresh, healthy; with a young spirit, free, and simple.

**Brand Voice**

Proven to work, Trustworthy, Modern, Innovative, Informative, Stylish.

**Insight**

No more acne and skin discoloration.100% SAW SOFTER, SMOOTHER SKIN.

Our 3-step system clarifies, unclogs pores, and moisturizes the skin that helps fight blemishes, irritation, and even out skin tone.

**Competition**

<https://www.kiehls.com/>

<https://urbanskinrx.com/>

<https://www.malinandgoetz.com/>

**Consumer Message Takeaway**

Skincare to accommodate an active lifestyle.

**Advertising Medium**

Social Media Organic, Paid, and influencer marketing

**Mandatory Requirements**

* Facebook paid media plan
* A three-month organic social media campaign that features a Livestream activation OR a giveaway contest w/ an influencer

**Campaign Budget**

**Paid Media: $8k**

**Influencer: $2k**