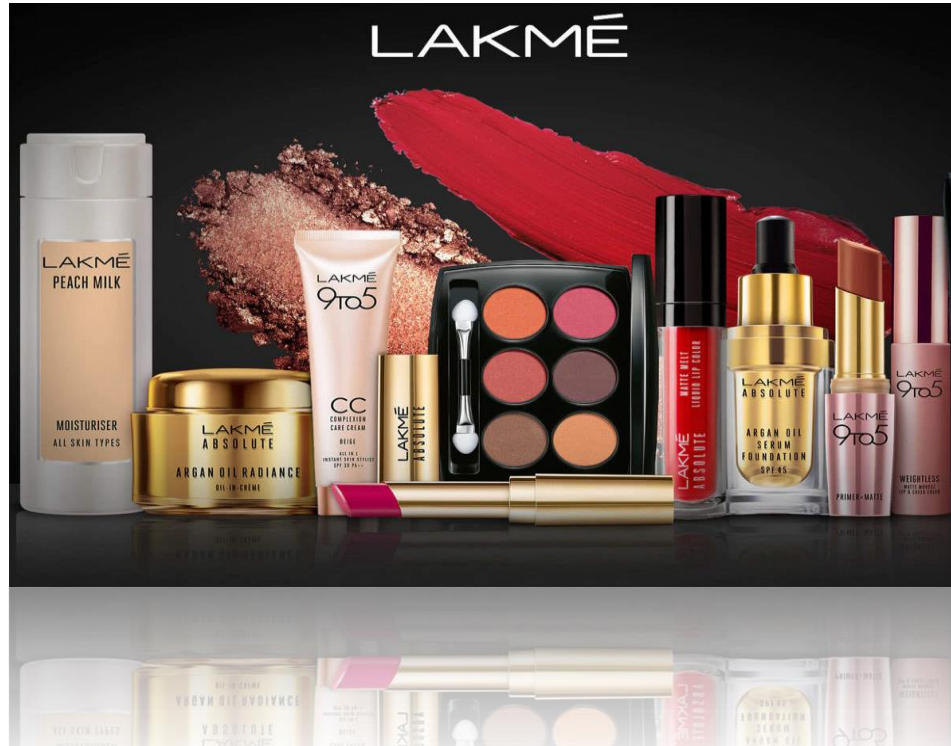


**EFFORTLESSLY, FASHIONABLY,
UNAPOLOGETICALLY MÊ.**



PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- ❖ **Research Brand Identity: Study the brand's mission, values, vision, and unique selling propositions (USPs).**
- **Mission:** “ An ally to the classic Indian women, Lakme inspired her to express the unique beauty and sensuality within enabling her to realized the potency of her beauty.
- **Vision:** “Effortlessly, Fashionably, Unapologetically Me.
- **Values:** Lakme products touch the lives of over 2 billion people everyday, whether that's through feeling great..
- **USP:** Lakme brings expert products and service that are borne out of true understanding of the needs of the Indian women.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- **Analyze Brand Messaging:** It was named as goddess of beauty Laskshmi, where it indicates toward the women beauty. Lakme is one of the most leading cosmetic brand in India. Where the headquarter located in Mumbai. The India establish Lakme in 1952 the surged into existence because of Prime Minister Jawaharlal Nehru came to know that Indian women where, scrupling of imported cosmetics and spending precious in foreign exchange on beauty products.Lakme then became a 100% affiliate of Tata Oil Mills (TOMCO), a part of the TATA group. Lakme Reinvent after it has been acquired by Hindustan Unilever, 'On Top of the World' which now continuously innovates and offers a wide variety of cosmetics of the world class, skincare products and beauty salons to the customers around the world.
- **Examine the brand's tagline:** (Effortlessly, Fashionably, Unapologetically ME)

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

❖ **Competitor Analysis: Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.**

➤ **Competitor 1: MAC** (Makeup-up Art Cosmetics) is a leading cosmetics manufacture, headquartered in New York, United States. It was established in the year 1985. It is considered as a leading professional makeup specialist in the world. They produce products the cater to people of all ages.

➤ **Competitor 2: L'Oreal** is a well-know and leading company in the personal care and cosmetics industry. Founded in the year 1909. L'Oreal is headquartered in France. Their annual sale of various products is estimated at about \$27.2 billion dollars. Their famous products are colour cosmetics, hair care, sun care, skin care and fragrances.

➤ **Competitor 3: Maybelline** is one of the top global cosmetics company in the United States. It helps women to discover new looks and exhibit their own creativity and individually. Maybelline provides scientifically-advanced formula, radical texture, and trendsetting shades to enhance the beauty of women.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- ❖ **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviours, and interests.
- **Demographics:** Which focuses on the characteristics of the customer. For example; age, gender, income bracket, education, job and cultural background. Basically includes girls and women age between 15 years of age to 45 years if age.
- **Segment:** Women looking for personal care items, cosmetics, skin care, hair care and styling products.
- **Target:** Grouping all Indian women from middle and upper class.
- **Positioning:** Lakme is a brand it take care of women and their beauty needs.
- **Gender/ Age:** Both male and female can use this products and mainly they target (21-45) aged people.
- **Strategy:** Traditional as well as digital marketing to promote it products.
- **Psychographics:** Which refers to the customer group's lifestyles. For example, their social class, lifestyle, personality, opinions and attitudes of the females.
- **Behaviour/ Interest:** Overall, LAKME is a brand that is known for its vibrant colors, bold looks, and strong marketing campaigns. The company's behavior and interests are consistent with its brand image, and it is a popular brand among young women.

PART 2: SEO & KEYWORD RESEARCH

- ❖ **SEO (Search Engine Optimization):** The process is used to optimized a website's technical configuration, content relevance and link popularity so its page can became easily findable, more relevant and popular toward user search queries, and as a consequence, search engines rank them better.

The art and science of getting pages to rank higher in search engines such as Google. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increases in traffic to a website. The process of improving your website so that search engines like Google are more likely to show your business in users' search results. Let's explore their types of SEO;

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Buy Lakmé Cosmetic Products & Beauty Products Online - Lakmé India - Lakme

Length : 78

Title tags are very important for search engines to correctly understand and categorize your content.



Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Buy Lakmé Cosmetic Products & Beauty Products Online @ Best Price ✓India's Leading Online Cosmetics Store ✓Choose From A Wide Range Of Beauty products & Cosmetic products ✓Get Lakmé Cosmetic Items At Low Price ✓COD ✓Free Delivery

Length : 237

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.



Recommendations

Toggle:

Performance Usability On-Page SEO Links Social Other Improvements

Optimize for Core Web Vitals

Usability

Medium Priority

Reduce length of title tag (to between 10 and 70 characters)

On-Page SEO

Medium Priority

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

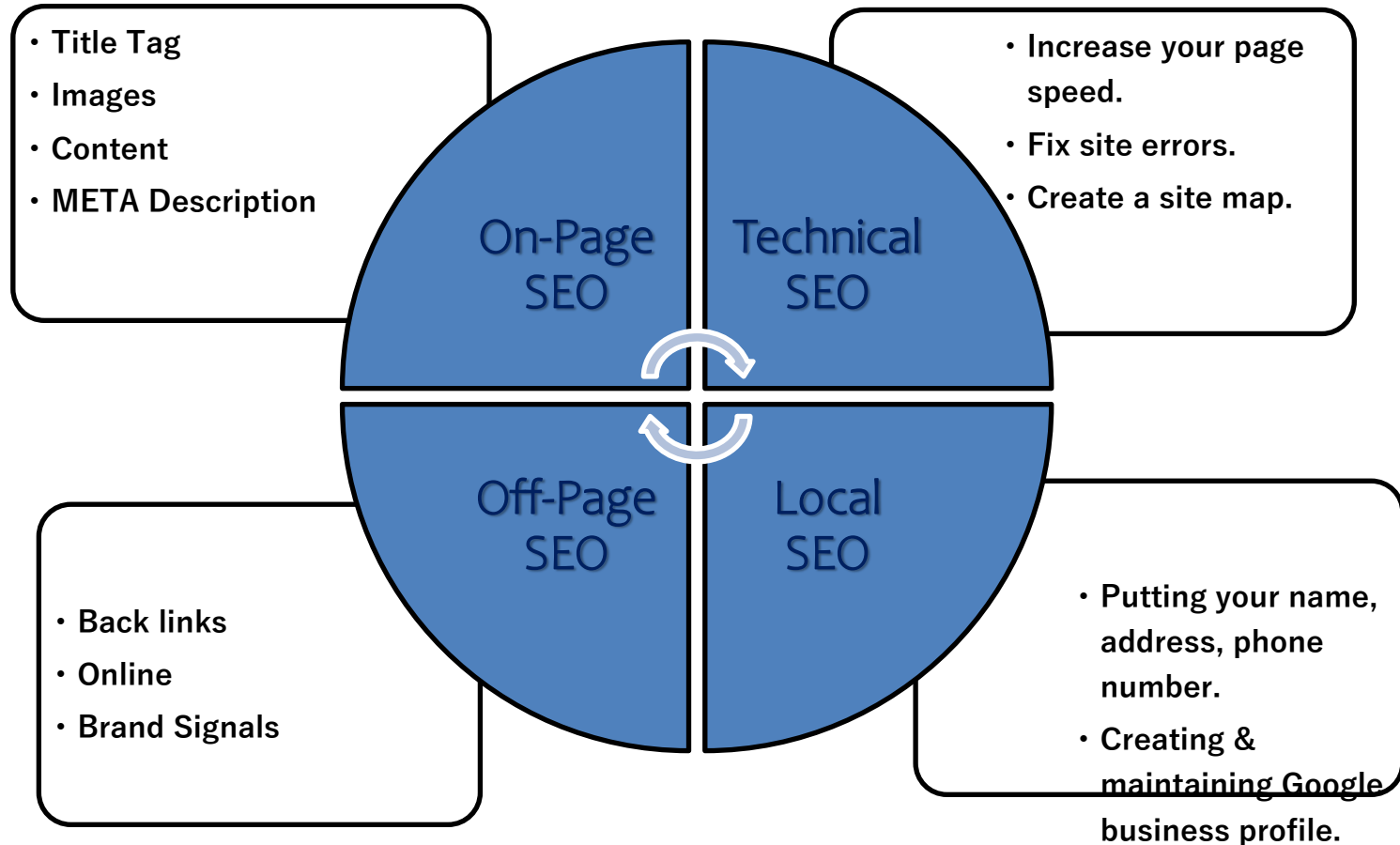
On-Page SEO

Low Priority

Create and link your Twitter profile

Social

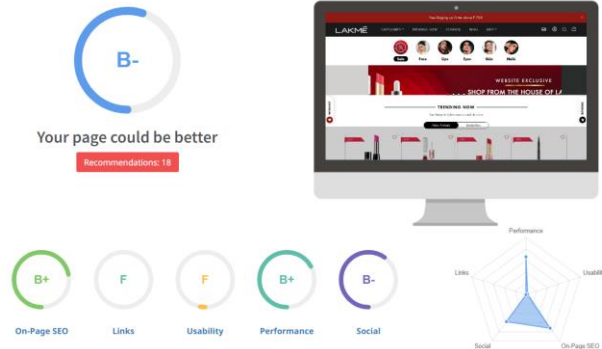
Low Priority



SEO AUDIT

- **SEO AUDIT:** Lakme is the leader in cosmetics, beauty care and hair care products since 1952. With an in-depth understanding of international cosmetic technology and beauty and skin care needs of Indian women, Lakme offers an all round beauty experience through its products and services at Lakme salons.
- **KEYWORDS:** The Lakme website does a good job for targeting relevant keywords, but there are a few opportunities to improve. For examples, the website could use more long-tail keywords, which are more specific and less competitive.
- **META TAGS:** The META descriptions on the Lakme website are generally well-written and informative, but they could be more concise. The ideal length for a meta description is around 150 characters, but many of Lakme meta description are over 200 characters long.
- **SOCIAL MEDIA META TAGS:** Lakme is a popular Indian beauty brand that has a strong presence on social media. Here are some of the social media platform where Lakme is active like; Face book, Instagram, Twitter, YouTube, Pinterest.

Audit Results for www.lakmeindia.com



Language	✓												
Your page is using the lang attribute.													
Declared: English													
H1 Header Tag Usage	✗												
Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.													
The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.													
Show details													
H2-H6 Header Tag Usage	✓												
Your page is making use multiple levels of Header Tags.													
<table><thead><tr><th>Header Tag</th><th>Frequency</th></tr></thead><tbody><tr><td>H2</td><td>42</td></tr><tr><td>H3</td><td>18</td></tr><tr><td>H4</td><td>1</td></tr><tr><td>H5</td><td>0</td></tr><tr><td>H6</td><td>0</td></tr></tbody></table>	Header Tag	Frequency	H2	42	H3	18	H4	1	H5	0	H6	0	
Header Tag	Frequency												
H2	42												
H3	18												
H4	1												
H5	0												
H6	0												
Show details													
Keyword Consistency	✓												
Your page's main keywords are distributed well across the important HTML tags.													



KEYWORD RESEARCH

1. **Branded Products:** These are that includes the Lakme brand name, such as Lakme cosmetics, “Lakme Lipstick,” and Lakme Foundation”. These are likely to be searched by people who are already familiar with the brand and are looking specific products.
2. **Product-Related:** These are related to specific Lakme products, such as Lakme eyeliner, Lakme blush, and Lakme mascara. “These are likely to be searched by people who are looking for information about or reviews of specific products.
3. **Category-Related:** These are related to the beauty and cosmetics industry in general, such as “makeup,” “skincare,” and “hair care”. These are likely to be searched by people who are looking specific skin and hair care.
4. **Long-Tail:** These are more specific and less competitive than short-tail. For example, instead of the “makeup” you could use the long-tail “natural makeup for dry skin. These are all specific research for natural makeup need customers.



PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

- ❖ **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, active quizzes, and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind these posts and story.
- Digital Marketing Strategy Of Lakme: Lakme is leading beauty and cosmetics brand in India. They have a strong digital marketing strategy that includes the following elements;
 - Email Marketing: Lakme collects email addresses from their website visitors and uses email marketing to stay connected with their customer. They send personalized emails with offers, discount, and new product update. This helps nurture customer relationships and encourages repeat purchases.
 - Online Advertising: Lakme uses online advertising to reach a wider audience. They target users who have shown interest in beauty and cosmetic, ensuring their brand stays top of mind during the customer's purchase journey.
- Lakme Social Media Marketing Overview: Lakme is very active on social media platform, with a large following on platform like Facebook, Twitter, and Instagram. They use social media to share beauty tips, makeup tutorial s, product launch, and collaborations. They also run contests and giveaways to engage with their audience.

PART 03 CONTENT IDEAS AND MARKETING STRATEGIES

- **Facebook and Instagram;**

LAKME BRAND MOSTLY POPULAR ON FACE BOOK AND INSTAGRAM			
PLATFORM	FOLLOWERS	LIKES	POSTS
Face book	22.8M	22.2M	11.7K
Instagram	16.2M	15.4M	6.7K

Lakme's face book page is popular than their Instagram account, both both platforms have a large following. Lakme's face book page is more likely to be used for brand awareness and promotion, while their Instagram account is more likely to be used for engagement and customer service.

PART 03 CONTENT IDEAS AND MARKETING STRATEGIES

- Lakme Brand On Twitter;

LAKME BRAND ON TWITTER POPULATION

METRICS	VALUE
TWITTER HANDLE	@LakmeIndia
FOLLOWERS	1.3 million
TWEETS	102.3k
FOLLOWINGS	2.1k
ENGAGEMENT TWEETS	0.3%

PART 03 CONTENT IDEAS AND MARKETING STRATEGIES

LAKME JULY ON TOP OF THE WORLD 2023



PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

- ❖ **Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.**

➤ **CONTENT IDEAS:**

1. **Behind-the-scenes looks at Lakme fashion shows:** Lakme is known for its annual fashion shows, which showcase the latest trends in Indian fashion. Behind-the-scenes looks at these shows would give fans a glimpse into the creative process and the hard work that goes into putting on these events.
2. **Tutorials on how to recreate Lakme looks:** Lakme's makeup artists are some of the best in the business, and they often share their tips and tricks on how to recreate their looks. Tutorials on how to recreate these looks would be a great way for fans to learn new makeup techniques and get inspired by Lakme's latest trends.
3. **Interviews with Lakme ambassadors:** Lakme has a number of high-profile ambassadors, including actors, models, and singers. Interviews with these ambassadors would give fans a chance to learn more about their personal beauty routines and get their insights on beauty trends.
4. **Product reviews:** Lakme has a wide range of products, so product reviews would be a valuable resource for fans who are looking for new products to try. Product reviews could cover everything from foundation to lipstick to nail polish.
5. **Contests and giveaways:** Contests and giveaways are a great way to engage with fans and generate excitement around Lakme's products. Contests could be based on anything from makeup skills to product knowledge.

PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

➤ MARKETING STRATEGIES:

1. **Market research:** Lakme conducts extensive market research to understand the needs and wants of its target audience. This research helps Lakme to develop products that meet the needs of its customers and to position its brand in a way that appeals to its target audience.
2. **Product development:** Lakme's product development team works closely with the market research team to develop new products that meet the needs of the target audience. Lakme also invests heavily in research and development to ensure that its products are of the highest quality.
3. **Pricing:** Lakme's pricing team sets prices for its products that are competitive in the market. Lakme also takes into account the value of its products and the price sensitivity of its target audience when setting prices.
4. **Distribution:** Lakme's distribution team ensures that its products are available in a variety of channels, including retail stores, online retailers, and Lakme's own website. Lakme also works with distributors to ensure that its products are delivered to customers in a timely and efficient manner.
5. **Promotion:** Lakme's promotion team develops and executes marketing campaigns that reach its target audience. Lakme uses a variety of promotional channels, including television, print, digital, and social media.

PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

➤ THE CHALLENGES OF LAKME:

1. **Competition from international brands:** The Indian beauty market is becoming increasingly competitive, as international brands such as L'Oréal and Maybelline enter the market. These brands have a strong global presence and significant marketing budgets, which can make it difficult for Lakme to compete.
2. **Changing consumer preferences:** Indian consumers are becoming more discerning about the beauty products they use. They are looking for products that are natural, organic, and cruelty-free. Lakme will need to adapt its product line to meet these changing preferences.
3. **Strengthen its brand:** Lakme needs to strengthen its brand by investing in marketing and advertising. The company also needs to build relationships with influencers and celebrities to promote its products.
4. **Partner with other brands:** Lakme can partner with other brands to reach a wider audience. For example, the company could partner with a fashion brand to launch a new line of makeup products.

PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

➤ LESSON LEARNED BY LAKME:

1. **The importance of innovation:** Lakme has always been a leader in innovation, and this has helped the company to stay ahead of the competition. The company is constantly developing new products and technologies to meet the needs of its customers.
2. **The importance of brand building:** Lakme has built a strong brand reputation over the years, and this has helped the company to attract new customers and retain existing customers. The company has invested heavily in marketing and advertising to build its brand.
3. **The importance of customer focus:** Lakme has always been focused on its customers, and this has helped the company to create products that meet the needs of its target audience. The company conducts extensive market research to understand the needs of its customers, and it uses this information to develop new products.
4. **The importance of partnerships:** Lakme has partnered with a number of other brands over the years, and this has helped the company to reach a wider audience. For example, the company has partnered with fashion brands to launch new lines of makeup products.
5. **The importance of giving back.** Lakme is committed to giving back to the community, and the company has a number of CSR initiatives. These initiatives help the company to build goodwill with its customers and stakeholders.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

Post Creation:

- ❖ **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. **Research and Brainstorm:** Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

➤Format 1 LATEST NEWS ABOUT LAKME PRODUCTS:

- Lakme Lever revenue rises 19.8% in FY23. Lakme Lever, the beauty and personal care subsidiary of Hindustan Unilever (HUL), reported a revenue of Rs 3,510 crore in FY23, up 19.8% from Rs 2,870 crore in FY22. The company's profit after tax (PAT) also increased by 25.5% to Rs 616 crore in FY23 from Rs 488 crore in FY22.
- Lakme launches new range of vegan lipsticks. Lakme has launched a new range of vegan lipsticks called "Absolute Vegan Lipsticks." The lipsticks are made with natural ingredients and are free of animal-derived ingredients. The lipsticks are available in a variety of shades and are priced at Rs 499 each.
- Lakme partners with Kareena Kapoor Khan for new campaign. Lakme has partnered with Bollywood actor Kareena Kapoor Khan for a new campaign for its "Absolute" range of cosmetics. The campaign, titled "Live the Extraordinary," celebrates women who are breaking stereotypes and achieving their dreams.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

- Lakme launches new range of 9 to 5 serums. Lakme has launched a new range of 9 to 5 serums called "9 to 5 Vitamin C + Serum." The serums are infused with vitamin C and hyaluronic acid, which help to brighten the skin and hydrate it. The serums are available in two variants: "Brightening Serum" and "Hydrating Serum."



- Lakme partners with Deepika Padukone for new campaign. Lakme has partnered with Bollywood actor Deepika Padukone for a new campaign for its "9 to 5" range of serums. The campaign, titled "The Power of 9 to 5," celebrates women who are achieving their goals in their everyday lives.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

- **Format 2 ARTICLE:** Lakme is one of the leading beauty brands in India. It was founded in 1952 by the Tata Group, and it has been a pioneer in the Indian beauty industry ever since. Lakme is known for its high-quality products, its innovative marketing campaigns, and its commitment to empowering Indian women. One of the things that sets Lakme apart from other beauty brands is its focus on Indian women. Lakme understands the unique needs of Indian women, and it creates products that are specifically designed for them. For example, Lakme's foundation range is available in a wide variety of shades to match the different skin tones of Indian women. Lakme is also a leader in innovative marketing campaigns. The company has partnered with some of the biggest names in Bollywood to promote its products. For example, Lakme has worked with Deepika Padukone, Kareena Kapoor Khan, and Alia Bhatt. These partnerships have helped to raise awareness of Lakme's products and to make them more accessible to Indian women. Lakme is a truly iconic brand that has helped to shape the Indian beauty industry. The company is committed to providing high-quality products, innovative marketing campaigns, and support for Indian women. Lakme is a brand that empowers Indian women to look and feel their best.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

Format 3 PRODUCT PAGE:

Lakme is an Indian cosmetics brand, owned by Hindustan Unilever. It was named after the French opera *Lakme*, which itself is the French word for goddess Lakshmi who is renowned for her beauty. It was started in 1952 as a 100% subsidiary of Tata Oil Mills, famously after Prime Minister Jawaharlal Nehru was concerned that Indian women were spending precious foreign exchange on beauty products and persuaded JRD Tata to manufacture them in India. Initially it was called Lakshmi beauty products later rebranded it to Lakme and Simone. Tata joined the company as director and went on to become the chairperson. In 1998, Tata's sold their stake in Lakme to Hindustan Unilever for ₹200 crore (US\$48.46 million). Lakme mainly sells colored cosmetics products such as lipsticks, eyeliners and skincare cream. In December 2018, it launched its e-commerce platform. As of 2021, Lakme also runs 485 beauty salons under Lakme Lever. The company is the title sponsor for Lakme Fashion Week (LFW), a bi-annual fashion week which takes place in Mumbai. Lakme has Shraddha Kapoor, Kajol Devgn, Kareena Kapoor, and Ananya Pandey as brand ambassadors. In *The Brand Trust Report 2012*, Lakme was ranked 104th among India's most trusted brands and following year it was ranked 71st on the list. In 2014, Lakme was ranked 36th among India's most trusted brands according to the Brand Trust Report 2014.

LAKMÉ

Type: Private

Industry: Personal care & Beauty
salon

Founded: 1952-71 years

Founders: JRD Tata
Simone Tata

Headquarters: India

Area served: India,
Nepal

Key people: Pushkaraj Shenai {CEO,
Lakme salon}

Products: Cosmetics, beauty products
& salon services

Parents: Tata group {1952-1998}
Hindustan Unilever {1998- now}

Website: <https://www.lakmeindia.com/>

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

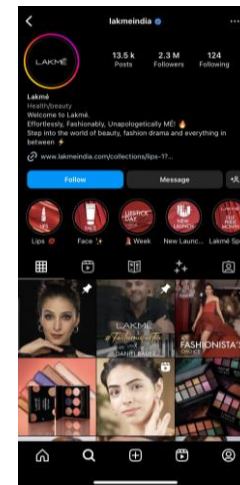
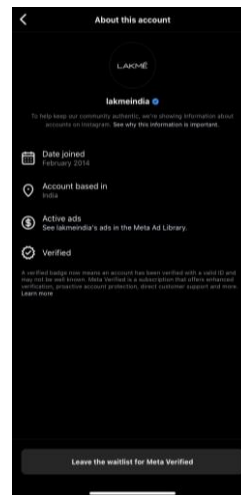
INSTAGRAM STORY

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

❖Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

➤ Lakme is constantly updating its Instagram account with new products, partnerships, and events. If you're interested in beauty and fashion, I recommend following Lakme on Instagram to stay up-to-date on the latest news.



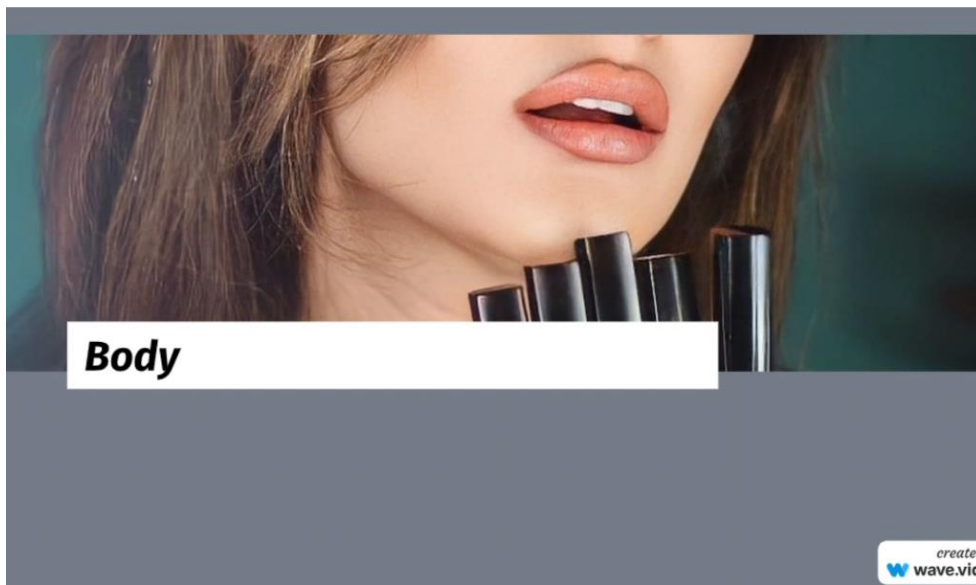
INSTAGRAM STORIES & HIGHLIGHTS



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

DESIGNS/VIDEO EDITING

- Design Tools Familiarization (use Canvas for creating visually appealing graphics)
- Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

FOR EVERY CAMPAIGN CLEARLY DEFINE;

1. **Advertising Goals:** Increase brand awareness: Lakme wants to be the first beauty brand that comes to mind when consumers think about makeup, skincare, and haircare. They use their advertising to create a strong brand identity and to position themselves as the go-to brand for beauty products in India.
2. **Generate leads:** Lakme wants to generate leads for their online and offline stores. They use their advertising to drive traffic to their website and to encourage consumers to sign up for their email list.
3. **Drive sales:** Lakme wants to increase sales of their products. They use their advertising to promote new products, to offer discounts and promotions, and to encourage consumers to purchase their products.
4. **Build relationships with consumers:** Lakme wants to build relationships with consumers and to create a sense of community around their brand. They use their advertising to share stories about real women who use Lakme products and to create content that is relevant to their target audience.

PART 4: CONTENT CREATION AND CURATION (POST CREATION, DESIGNS/VIDEO EDITING, AD CAMPAIGN OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

1. Audience Targeting; Young women: Lakme targets young women between the ages of 18 and 35. These women are independent, aspirational, and fashion-forward. They are looking for beauty products that can help them look and feel their best.



2. Working women: Lakme also targets working women. These women are busy and on-the-go, but they still want to look and feel their best. Lakme products are designed to help working women look polished and professional, even when they are short on time.
3. Urban women: Lakme is a popular brand in urban areas. Urban women are more exposed to international trends and are more likely to experiment with different beauty looks. Lakme products offer a wide range of shades and textures to cater to the diverse needs of urban women.



PART 4- CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

- Ad Creation; 1. Define the target audience: The first step in ad creation is to define the target audience. This involves understanding the demographics, psychographics, and needs of the people that Lakme wants to reach with their ads.
- 2. Set advertising goals: Once the target audience has been defined, Lakme can set advertising goals. These goals may include increasing brand awareness, generating leads, driving sales, or building relationships with consumers.
- 3. Develop the creative brief: The creative brief is a document that outlines the key messages that Lakme wants to communicate in their ads. It also includes the target audience, the advertising goals, and the budget for the campaign.
- 4. Develop the ad copy: The ad copy is the text that appears in the ad. It should be clear, concise, and persuasive. It should also be consistent with the creative brief and the brand identity of Lakme.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

EMAIL AD CAMPAIGNS

- **Ad Campaign For Email Marketing;**

1. **Ad 01- Brand Awareness: <https://youtu.be/zaT-GBshQ5E>**



PART 4- CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGN OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

- **Ad Campaign For Email Marketing;**

2. Ad 02- Generating Leads: <https://youtu.be/v2mdviUxsNE>



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGN OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

- **EMAIL AD CAMPAIGN 1- BRAND AWARENESS;**

1. Scene 1:

A young woman is sitting in front of her mirror, applying makeup. She is looking at herself critically, and she seems unhappy with what she sees.

Voiceover:

Do you ever feel like you're not good enough? Like you could never be as beautiful as the models you see in magazines?

2. Scene 2:

The woman looks up from her mirror and sees a Lakme ad on the wall. The ad features a beautiful woman who is confident and stylish.

Voiceover:

But what if you could be beautiful, just the way you are? What if you could be unapologetically yourself?

PART 4- CONTENT AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGN OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

- **EMAIL AD CAMPAIGN 2- LEAD GENERATION:**
 1. Online: Lakme has a strong online presence, with a website, social media channels, and an email marketing list. They use these channels to generate leads by running online ads, offering discounts and promotions, and creating content that is relevant to their target audience.
 2. Offline: Lakme also generates leads through offline channels, such as in-store promotions, events, and direct mail campaigns. They use these channels to reach consumers who may not be as active online.
 3. Partnerships: Lakme also partners with other businesses to generate leads. For example, they may partner with a salon to offer a free consultation or with a clothing brand to offer a discount on makeup when you purchase clothes.

**“WHEREVER YOU GO, JUST GO WITH THE FLOW LIKE THIS EYE KAJAL WHICH IS
SMOOTHER THAN YOU THINK”**



CONCLUSION

Lakme is a leading Indian beauty brand of cosmetics and beauty products. It was founded in 1952 by Ramesh lala and has since grown to become one of the most popular brands in India. Lakme offers a wide range of products, including makeup, skincare, haircare, and fragrances. The brand is know for its innovative products and it's commitment to quality. Lakme is also a major sponsor of fashion events and other cultural initiatives. Visit the Lakme website to learn more about the brand and it's products. Follow Lakme in social media for the latest news and updates.

Thank You