

#FindMyKirei



MyKirei by KAO



Meet Team 1



Madi Andrus

I've lived in 12 different cities



Aaron Greider

I hiked 4 mountains and 30 miles in a day



Grace Ferrara

I'm part Vietnamese



Chase Prather

I have broken the same bone 4 times.

Benchmarking

Beginning with brainstorming some of the concepts we considered to have “gone viral”, we analyzed what made those campaigns successful.

We landed on three core components:
Investment of attention, nationwide and possibly worldwide exposure, and engagement.

Benchmarking



BOBBY PIN TO A HOUSE
People love to invest in a journey

Most watched video
~29 Million views



FLAT STANLEY
a product making its way around the world

88 countries participating



LOCAL RADIO Q102 has held scavenger hunts that engages listeners and encourages them to participate in their own journey

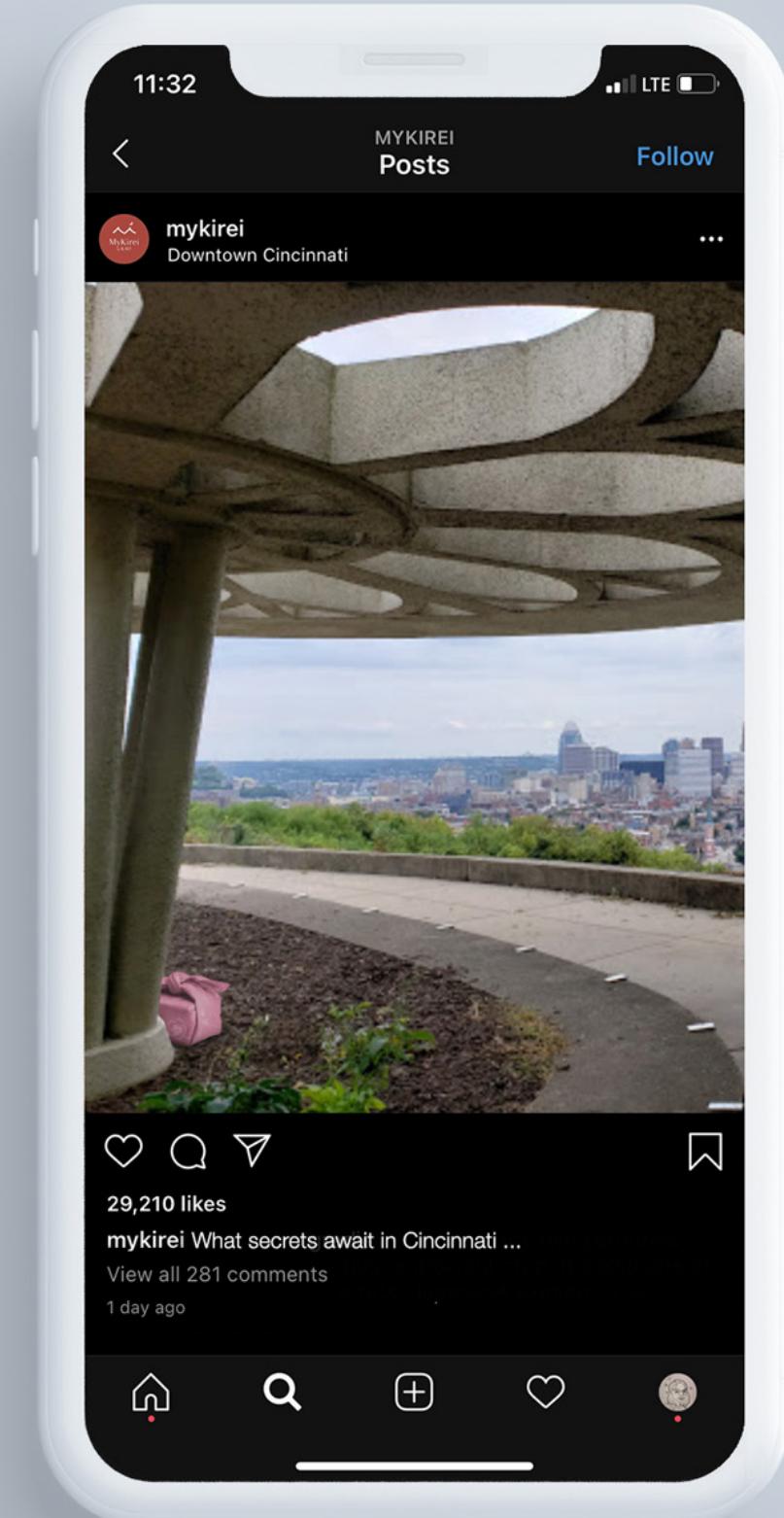
Cincinnati radio market has 1.8 million listeners

What is #FindMyKirei?

#FindMyKieri is a scavenger hunt spanning major cities in the US, led by social influencers in each city.

The scavenger hunt will consist of participants searching for Furoshiki Boxes that have been hidden by these influencers around each city.

People will engage in #FindMyKirei in the following ways: **Watching the influencer's journey in hiding the product, participating in the search, and/or informing themselves on what the product is.**

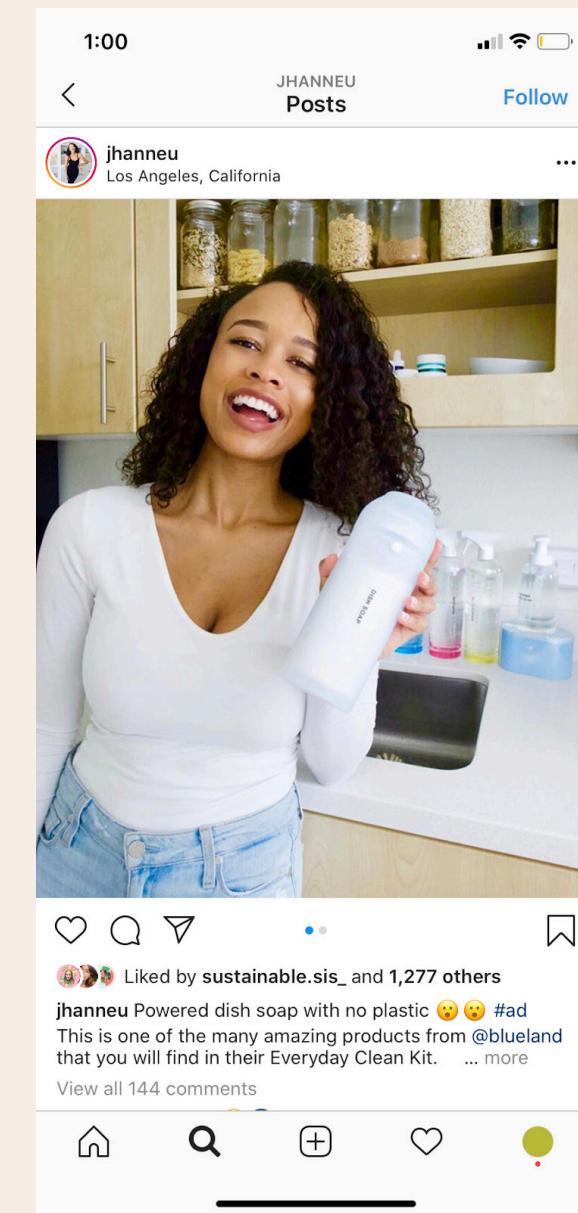
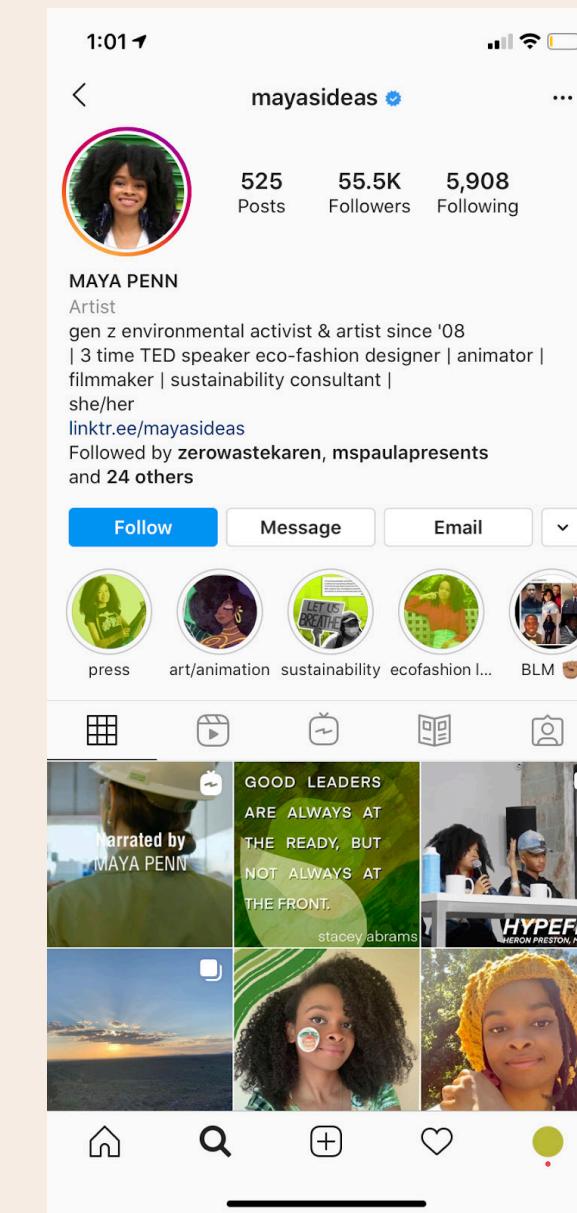


Who are the Influencers?

Eco Influencers: (name, followers, location)

Eco Influencers: (name, followers, location) cost based on follower count

@going.zero.waste	201k	San Francisco	\$1000
@sustainablysage	38.1k	San Antonio	\$380
@jhanneu	43.7k	LA	\$430
@mayasideas	55.4k	Atlanta	\$550
@worthnotwaste	6k	Chicago	\$100
@withcarrington	10.4k	VA	\$250
@sustainyrself	58.6k	Minneapolis	\$600



Influencer Schedule

FRIDAY AFTERNOONS

Start on with initial post about product and scavenger hunt

Post hints throughout the weekend

Prizes claimed come Sunday afternoon or Monday morning and introduce the next influencer/city

Will span 7 weekends, starting with the influencer with the highest follower count

Phase 1:

The MyKirei instagram announces a giveaway of our Furoshiki box including a prize of free products for a year.

This will allow us to get the ball rolling and allow for current followers to familiarize themselves with the Furoshiki box.

Viewers will be eligible by liking the post announcing the giveaway, tagging 5 people, and posting it to their story



Phase 2:

MyKirei will then send 7 Furoshiki boxes to each influencer. 1 for themselves, 6 to hide.

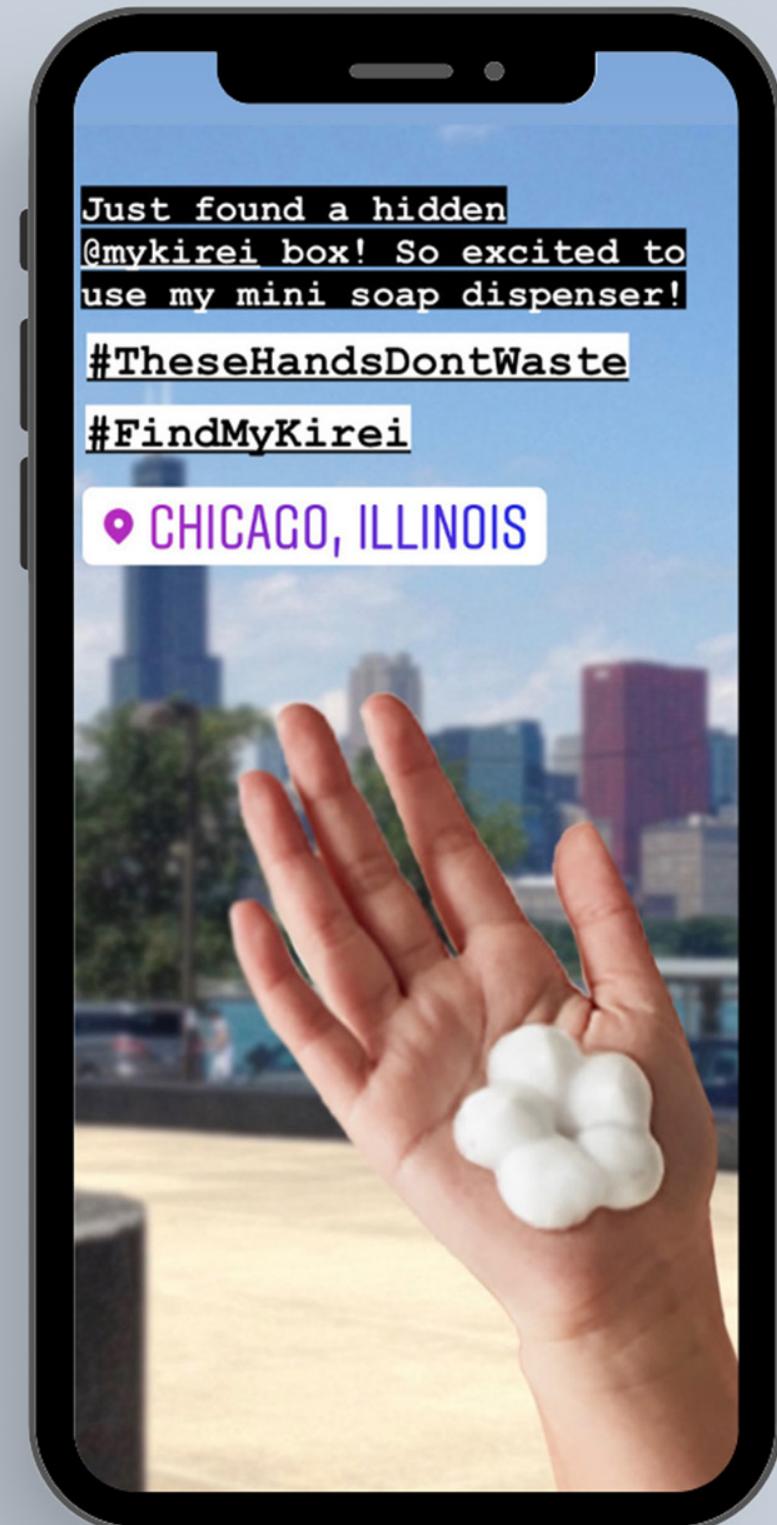
Each Influencer starts by documenting their unboxing experience and introduces the scavenger hunt to their followers posting on Instagram, Twitter, Facebook, and TikTok
The MyKirei social media platforms will also repost these journeys.



Phase 3:

Participants start searching for these boxes, they document their journeys and successes.

Each social media influencer is given a specific time of when to start their city's hunt so that they can tag the next influencer allowing for a series to form.



Prizes



Prize 1:

In 3 of the Furoshiki boxes in each city, there will be a “Golden Ticket” prize, and whichever lucky person finds that box will win an all-expenses paid trip for two to Japan. This incentive encourages participants to get out and be a part of the hunt for the boxes, while also representing the essence of the MyKirei brand.



Prize 2:

In the other 3 Furoshiki boxes in each city, there will be a “Golden Ticket” prize, and whichever lucky person finds that box will win a year of free MyKirei product. This incentive encourages participants to get out and be a part of the hunt for the boxes, while also representing the essence of the MyKirei brand.



Cost Breakdown

SAMPLE SIZE (4 FL OZ): **\$7.36**

INFLUENCER FEES: **\$3,300**

2k-10k = **\$75-\$250 /post**

10k-50k = **\$250-\$500 /post**

50k-100k = **\$500-\$1,000 /post**

PACKAGING:

Furoshiki packaging + Shipping:
\$15 (medium size box) = **\$105 total**

\$7,065 to launch campaign

TRIP TO JAPAN:

\$8,000 for 2 people as a 2 week stay,
\$168,000 for 21 trips to Japan (luxury) - all inclusive

FREE PRODUCT FOR A YEAR: **\$10,670**

(21 winners + Giveaway Winner)

Each product 6 times a year \$485 value per person

Total: \$185,735

\$314,265 left to flex prize amounts

Benefits

This campaign and its partnership with influencers across the United States will increase the amount of people that will discover the MyKirei brand.

In an ideal world where every influencer's followers across Instagram alone views their scavenger hunt journey, this campaign will reach 412.6K viewers based on the influencer's impact alone.

As more people become invested this journey and participate in the search, this number will exponentially grow through retweeting, reposting, sharing, word of mouth, and posts made from scavenger hunt participants themselves.





Thank You

