

VL London - Penguin Sales 2025 - Post-Campaign Review

Summary:

The Penguin Sales 2025 campaign achieved strong execution through technology and high-volume content. Automated HTML systems and Claude Code captions (93-95% accuracy) enabled 100 posts per week. Campaign execution was strong with better preparation, shop decoration, effective ad performance, and peak engagement from livestream activities on the final day.

The primary challenge was cross-department collaboration: pricing received only 1 week before launch required complete material recreation, last-minute strategy changes caused costly reprints, new products launched without notice, and system errors from rushed execution resulted in customer complaints. Content strategy also suffered with 95% sales / 5% value mix causing engagement drops. Fixes: establish 2-week advance notice protocols for pricing and strategy, implement quality control processes with 3-day lead times, shift content ratio to 40% sales / 60% value maintaining mini-series, and optimise livestream technical setup.

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Topic 1: Livestream & activities

Good 1.1. Livestream & lucky draw activities

Livestream and lucky draw activities increased human interaction and created a strong sale atmosphere. Peak engagement occurred on the final day with many customers participating and purchasing.

Better: Enhance interactive activities

- Schedule multiple livestream sessions throughout sale period to sustain engagement momentum
- Introduce tiered lucky draw prizes to encourage earlier participation
- Promote livestream schedule in advance to build anticipation

Problem 1.2. Livestream quality

Livestream had audio issues that affected quality.

Fix: Technical optimisation

- **Technical:** Thi and Cong to discuss optimisation to minimise errors
- **Content format:**
 - Audience prefers product introduction over talkshow with nail artist
 - Target mix: 50% demo (can discuss salon issues during demo, not split into 2 segments) + 50% product introduction (Viet)
 - Consider livestream order closing format - audience preference based on 2 livestreams and comments
 - Requires sales team involvement for implementation

Topic 2: Campaign execution & content strategy

Good 2.1. Campaign execution

The team met and exceeded initial post targets with extra content to push sales and increase engagement. Preparation was better and earlier compared to previous years, including printed posters and shop decoration for the sale. The automation system enabled approximately 100 posts per week. Thanks to early preparation of "must-have" activities, the team had time for "good-to-have" activities like livestream and lucky draw. Strategic product posting with specific plans helped push target products, many of which sold more or sold out completely. Some posts included myVL links.

Ad campaigns delivered good results, successfully pushing target products and customer-demanded products. Beautiful visual content compensated for lack of ad follow-up. Cong detected and stopped high frequency ad for London-only campaign in time.

Campaign performance data shows strong results with sustained growth throughout the 2-week period. Total reach achieved **833,100 views** and **282,482 unique viewers**, with myVL link integration generating **1,986 clicks**. Week-over-week comparison reveals building momentum: Week 2 showed **+54% growth in views**, **+37% growth in viewers**, and **+110% growth in link clicks** compared to Week 1. Peak performance occurred on Nov 26-27 with **95,830 views** and **339 link clicks** in a single day, coinciding with livestream and lucky draw activities (see Appendix A and B for detailed data and visualization).

Better: Scale campaign execution

- Document and systematise the early preparation process to replicate success consistently
- Expand strategic product posting approach to more product categories
- Develop ad monitoring protocols to catch high frequency issues earlier
- Increase myVL link integration across more posts

Problem 2.2. Content strategy - drop in engagement

A notable drop in engagement occurred during the sale period. The content mix became heavily skewed toward sales posts (95%) with value content dropping to only 5%. The team stopped producing mini-series content, which had previously provided significant value to the audience. This imbalance meant that followers were bombarded with sales messaging without the supporting value content that builds trust and engagement. The data clearly shows this was a mistake - engagement metrics declined as the value content disappeared.

Additionally, not enough videos were produced this time, limiting content variety and engagement opportunities.

Exhibit 1: Content mix analysis

```
pie title Current Mix (Problem)
    "Sales Posts" : 95
    "Value Posts" : 5
```

```
pie title Target Mix (Next Time)
    "Sales Posts" : 40
    "Value Posts" : 60
```

Fix: Balance content strategy

- Target content mix: 40% sales posts and 60% value posts (complete reversal of problematic 95/5 split)
- Mini-series content must continue running throughout sale period - do not stop
- Value content supports and carries sales by maintaining audience engagement and trust
- When timing requirements expedited, allocate more time for video production to address content variety gap

Topic 3: Technology & automation

Good 3.1. Technology & automation systems

The new automated HTML system was a major success for this sale season. The system dramatically reduced the time required to create marketing materials by allowing the team to simply feed in images and prices, which are then automatically processed into HTML output. This created a single source of truth for pricing across all materials, eliminating inconsistencies that plagued previous campaigns. The speed improvement meant the team could produce sales images for marketing campaigns extremely fast, freeing up time for more strategic work.

Claude Code for caption writing proved highly effective, achieving 93-95% accuracy with only a 5-7% error rate. This automation enabled the team to maintain a high volume output of 70+ posts per week, which would have been difficult to sustain with manual writing. The time saved on writing allowed the team to focus more on content distribution and strategy.

Better: Content workflow enhancement

- Shift to executives writing initial captions, with team reviewing and refining them
- Maintains high volume of 70+ posts per week more efficiently
- Leverages automation success while adding strategic oversight

Topic 4: Cross-department collaboration

Problem 4.1. Cross-department collaboration & timing

The most significant issue this season was inadequate lead time and communication across departments, manifesting in four critical areas:

Pricing timeline: The team received final discounted prices only one week before launch. Marketing materials had to be created in Week -2 based on pricing from the previous sales season. When actual prices arrived in Week -1, the pricing structure and item grouping were completely different from expectations. The team had to recreate all materials in Week -1, but with insufficient time to properly adapt. The sale launched with marketing materials that didn't fully match actual prices.

Last-minute product launches: Some new products launched on sale day and needed to be posted immediately. Marketing had unexpected work without proper preparation time. While urgent posts can be done, they won't be perfect quality.

Strategy changes: Sale strategy finalised close to sale date, causing pre-prepared plans to change. Example: Already printed posters, then programme changed, requiring costly reprints.

Price file completeness: System depends on complete price file from Bang. Can't assume "everyone knows" - products not in file result in no images and no posts for those products.

System errors: Images and captions were produced fast through automation, but still had errors leading to some customer complaints. Quality control processes need strengthening.

Exhibit 2: Timeline comparison

What should have happened:

Task	Week -2	Week -1	Week 0	Week 1	Week 2
1.1 Receive final prices	<div></div>				
1.2 Create/revise materials with final prices		<div></div>			
2.1 Sale Launch			LAUNCH		
2.2 Sales				<div></div>	<div></div>

What actually happened:

Task			Week 0		
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	Week -2	Week -1		Week 1	Week 2
1.1 Create materials based on previous sales prices	■■■■				
1.2 Prices received - grouping structure totally different		■■■■			
1.3 Create all materials again		■■■■			
2.1 Sale Launch (materials don't match)			LAUNCH		
2.2 Sales				■■■■	■■■■

Fix: Establish clear communication & quality protocols

- **Pricing timeline:** Receive final pricing by Week -2 or earlier to create accurate marketing materials from the start rather than wasting time on complete redos. Better planning with more lead time prevents rushed, high-pressure situations.
 - **Advance notice requirements:** Sale timing and strategy must inform Marketing 2 weeks in advance. Can inform sales team later, but Marketing needs basic info: timing, sale programme details (extra 10% off...?). Price file must be finalised at least 1 week before and sent to Marketing.
 - **Product launch coordination:** Notify Marketing in advance for new product launches to allow time for photo preparation and posts.
 - **Complete price files:** Price file must include all products with complete information clearly written. No assumptions about "everyone knows" - complete coverage needed for all sale products.
 - **Quality control process:** Image and caption system - when edited, should be final and done with no more errors. Images can start 3 days before launch (realistic timeline since price depends on Bang). Captions depend on which images will be uploaded (including supplementary images requiring description). Images and captions can flexibly start 3 days before, but must be accurate - minimise rushing and errors.
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Appendix A: Daily Facebook insights data (Nov 18-30, 2025)

Date	Views	Viewers	Link Clicks	Interactions	Page Visits	New Follows
Nov 18	54,526	22,232	37	318	1,623	10
Nov 19	51,837	16,698	10	119	1,216	11
Nov 20	51,212	17,664	107	96	1,014	7
Nov 21	47,820	18,722	106	133	802	8
Nov 22	51,329	19,353	90	89	1,133	10
Nov 23	67,575	23,360	225	92	1,640	10
Nov 24	72,525	24,658	219	223	1,708	9
Nov 25	83,603	25,777	307	195	1,667	13
Nov 26	95,830	27,653	339	274	1,603	12
Nov 27	88,517	29,074	205	174	1,443	6
Nov 28	79,222	29,595	192	131	1,144	5
Nov 29	89,104	27,696	149	127	2,206	13
Total	833,100	282,482	1,986	1,971	17,199	114
Daily avg	69,425	23,540	166	164	1,433	9.5

Appendix B: Performance visualization

Legend: - Blue bars = Views (thousands) - Orange line = Viewers (scaled: ÷10) - Green line = Link clicks (scaled: ÷3.5)

```
xychart-beta
  title "Sale period performance metrics (Nov 18-30)"
  x-axis [18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30]
  y-axis "Scaled values" 0 --> 100
```

```
bar "Views (k)" [54, 51, 51, 47, 51, 67, 72, 83, 95, 88, 79, 89]
line "Viewers (k÷10)" [22, 16, 17, 18, 19, 23, 24, 25, 27, 29, 29, 27]
line "Link clicks (÷3.5)" [10, 3, 30, 30, 25, 64, 62, 87, 96, 58, 54, 42]
```

Actual values: - **Views:** 47,820 - 95,830 daily (bars show values in thousands) - **Viewers:** 16,698 - 29,595 daily (line scaled by ÷10 for visualization) - **Link clicks:** 10 - 339 daily (line scaled by ÷3.5 for visualization)

Appendix C: Key performance metrics & insights

Weekly performance comparison

Metric	Week 1 Daily Avg	Week 2 Daily Avg	Difference
Views	56,689	87,255	+53.9%
Viewers	20,384	27,959	+37.2%
Interactions	153	180	+17.9%
Link clicks	113	238	+110.2%
Page visits	1,305	1,613	+23.6%
New follows	9.3	9.8	+5.5%

Day-of-week performance patterns

```
xychart-beta
  title "Average link clicks by day of week"
  x-axis [Mon, Tue, Wed, Thu, Fri, Sat, Sun]
  y-axis "Clicks" 0 --> 250
  bar [219, 172, 174, 156, 149, 120, 225]
```

Day	Avg Views	Avg Link Clicks	Observation
Monday	72,525	219	High engagement
Tuesday	69,064	172	Strong views
Wednesday	73,834	174	Peak views

Day	Avg Views	Avg Link Clicks	Observation
Thursday	69,864	156	Above average
Friday	63,521	149	Lower engagement
Saturday	70,216	120	Lowest clicks
Sunday	67,575	225	Highest clicks