

# BRAND CARNIVAL

Group: Nykaarious

Aksharaa Sundarajan | Prerna Luthra | Siddhartha Khanooja | Sreeja Nair



# The Makeup Shopper's Dilemma

1

Limited Confidence

Ordering new makeup shades online can feel uncertain

2

Go-To Products

Shoppers have a few trusted lipstick and foundation shades

3

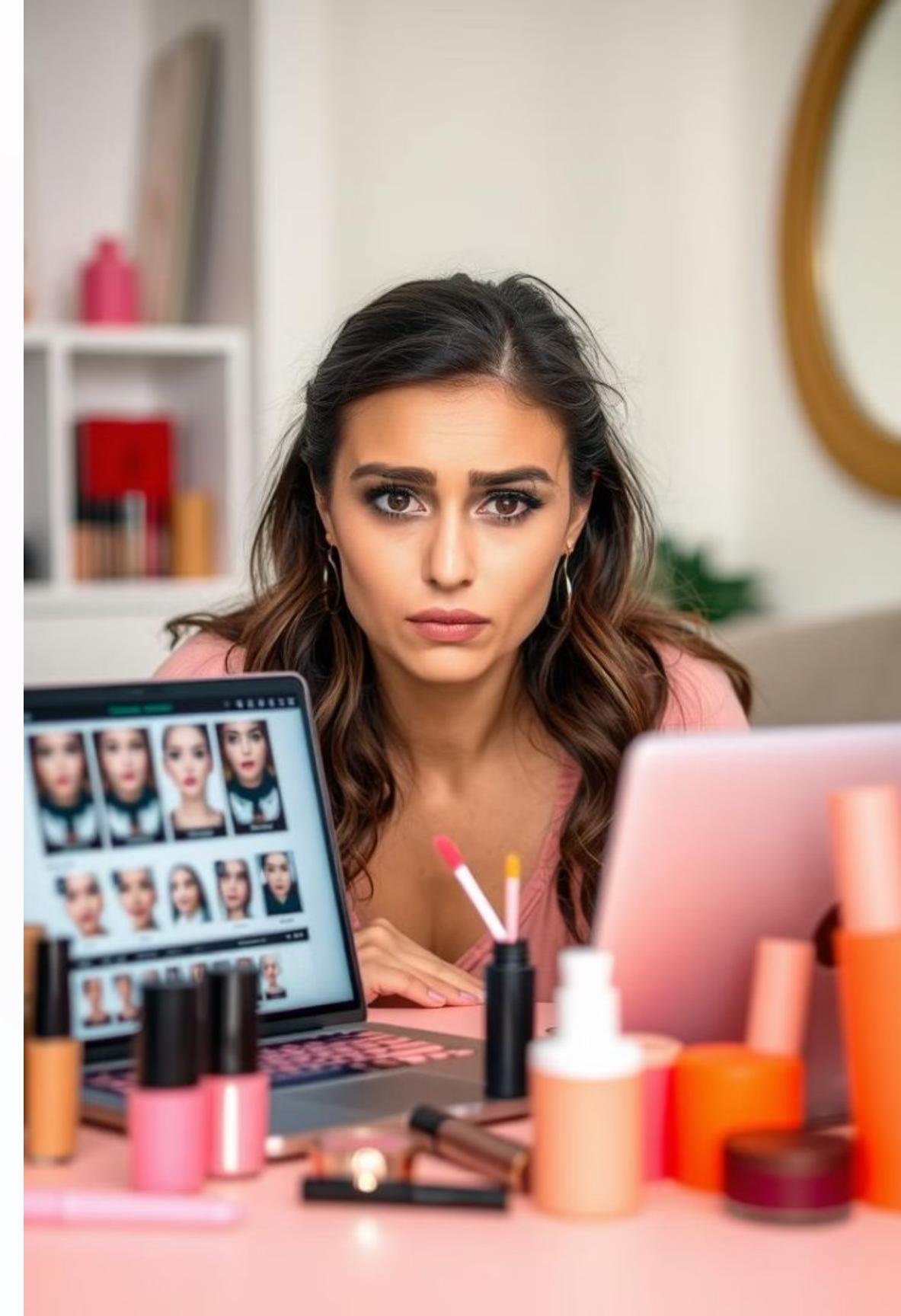
Experimentation Challenges

Trying new brands or shades feels like a gamble

4

Suitability Concerns

Difficulty in determining if a new product will actually suit the buyer





# The Problem with Online Makeup Shopping

**Online Gamble**

**Misleading Visuals**

**Inconvenient Offline Trials**

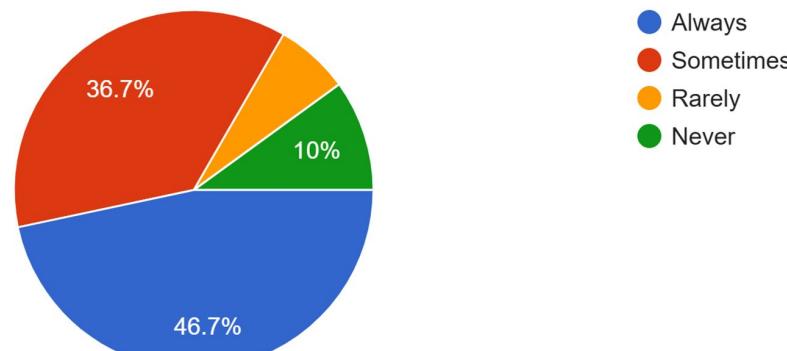
**Time-Consuming Research**

## **Outcome?**

A delayed buying cycle and a missed opportunity for brands to convert interest into purchase.

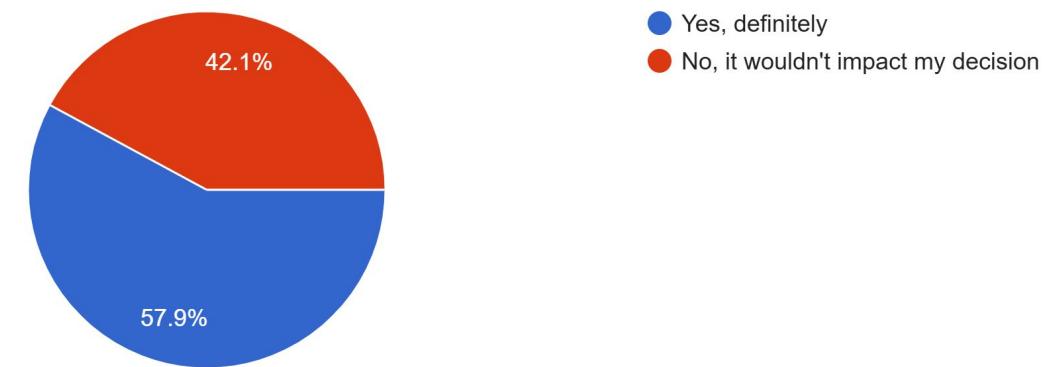
How often do you struggle with choosing the right shade of various beauty products?

30 responses



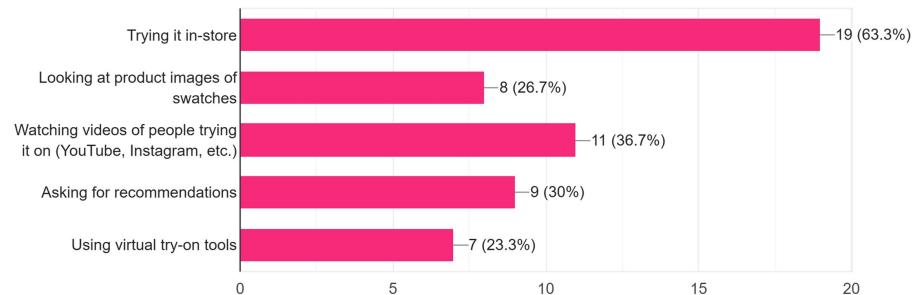
Would you be more likely to buy a product if you saw how it looked on models of different skin tones?

30 responses



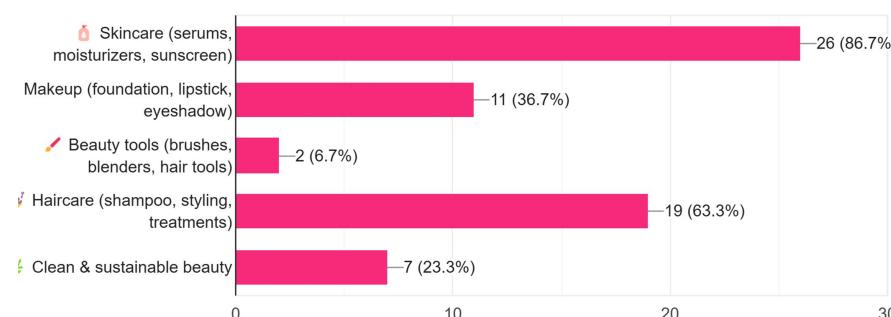
How do you typically decide if a makeup shade suits you? (Select all that apply)

30 responses



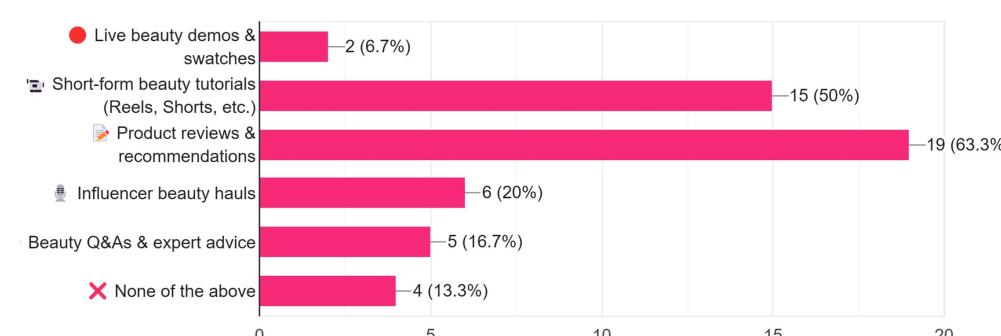
Which beauty products do you buy most often?

30 responses



What type of beauty content do you engage with the most? (Select all that apply)

30 responses



# Solution?

## BRAND WEEK

### For the Shopper:

1

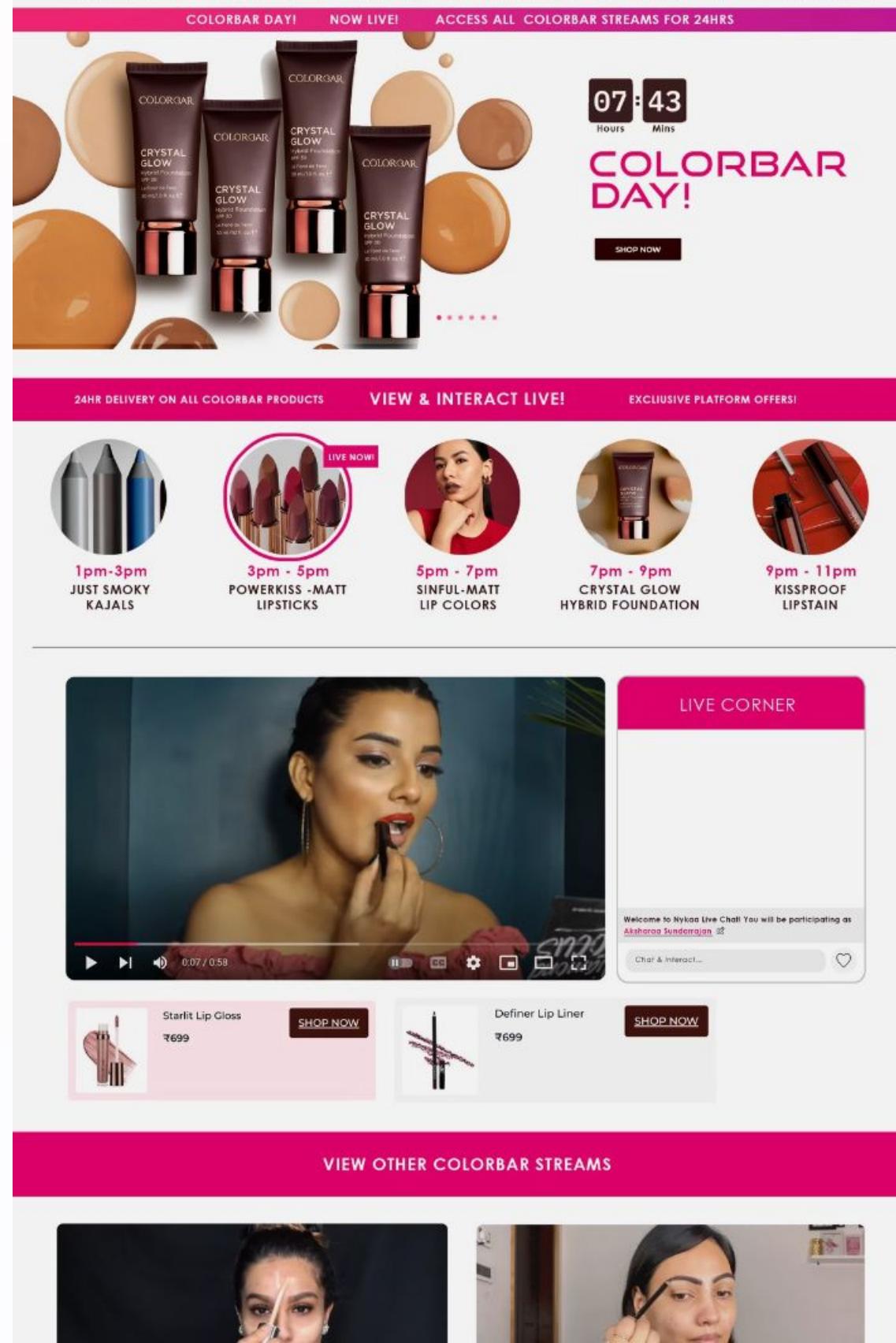
A Brand Week that brings top beauty brands live on one interactive page

2

Pre-scheduled slots – clear communication, real-time engagement and first-hand answers

3

Clubbed offers, and one-day delivery incentives





# Solution?

## BRAND WEEK

### For the Brand:



Premium Visibility

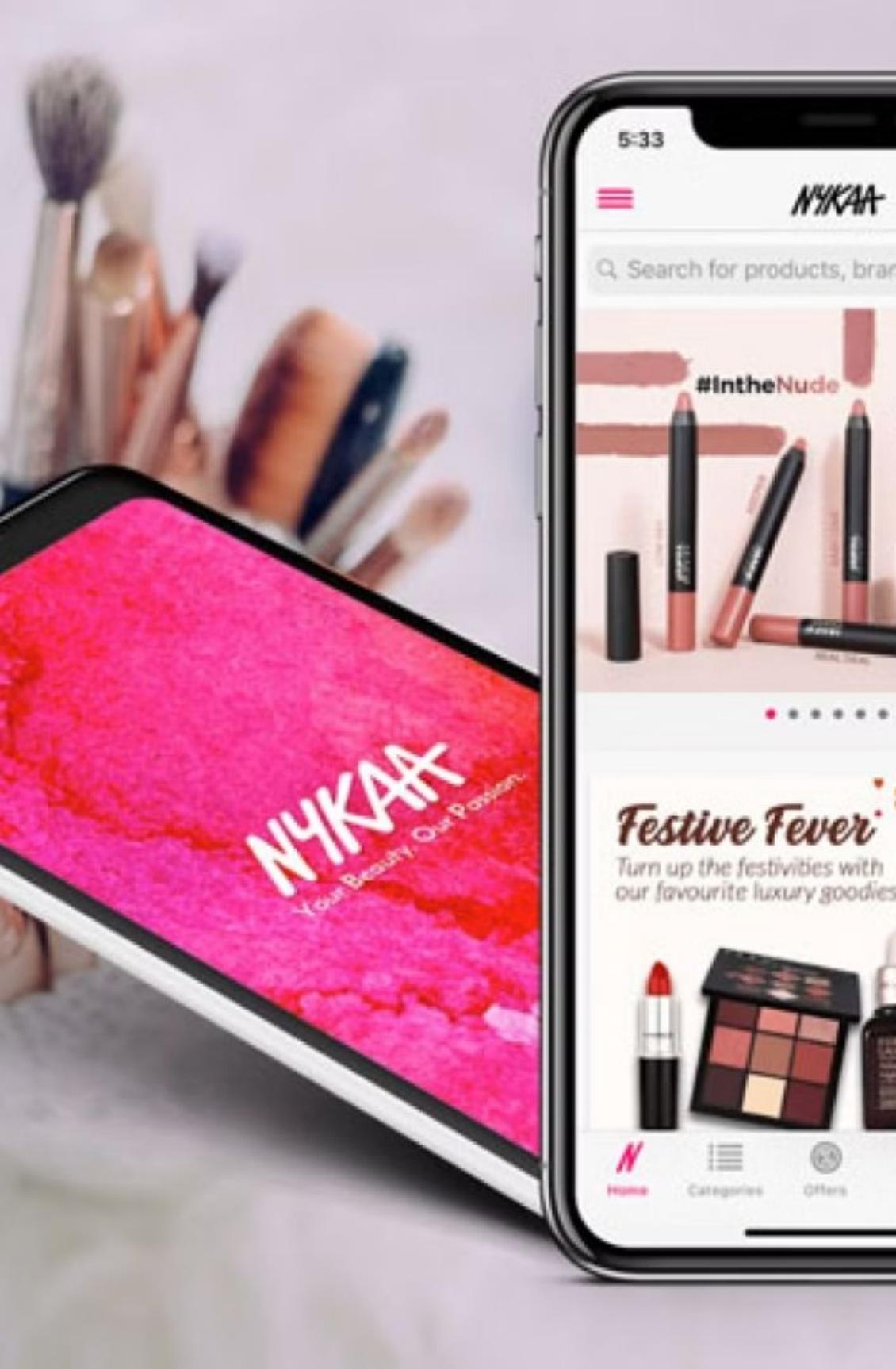
Premium visibility  
(real estate &  
marketing)



Direct  
Engagement  
Direct consumer  
engagement



Brand Trust  
Stronger brand trust  
(immersive shopping  
experience)



# Solution?

## BRAND WEEK For Nykaa:

- 1
- 2
- 3

- Monetization  
Slot Auctioning and monetization
- User Retention  
Reduced platform swap and higher retention
- Platform Growth  
Platform promotion from featured brand thereby improving platform reach and trust

# Revenue Estimation Model

Banner Clicks			
Metric	Value		
Total Daily Visitors (V)	361,000		
CTR for Brand Day Banner (CTR_B)	40%		
Clicks (Engagement Level)	144400		
From Total Clicks to Engagement			
Channel	Conversion Rate	Users Engaged	
Live Video Engagement	50%	72200	
Completed Video Engagement	30%	43320	
AI-Driven Experience	15%	21660	
Drop Off	5%	7220	
From Engagement to Cart			
Channel	Conversion Rate	Users Engaged	
Live Video Engagement	60%	43320	
Completed Video Engagement	30%	12996	
AI-Driven Experience	10%	2166	
From Cart to Purchase			
Channel	Users Engaged	Conversion Rate	Purchases
Live Video	43320	65%	28158
Completed Video	12996	65%	8447.4
AI Experience	2166	65%	1407.9
Total Purchases			
			38013.3
From Purchase to Revenue			
Metric	Value		
Average Order Value (AOV)	2,038		
Total Daily Revenue		77471105.4	

# What does data say about Live Commerce?

**10X**

Higher Conversion than traditional  
ecommerce

**73%**

Consumers are more likely to make a  
purchase after watching a live event

**47%**

viewers make impulse purchases  
during live sessions

**81%**

Chinese consumers had used  
livestream commerce by 2023 to buy  
products

**46%**

US consumers have made a purchase  
through livestream events

**64%**

Indian social media users make  
purchases directly , indicating a strong  
shift towards social commerce.

# Global Success & Emerging Trends

1

## Taobao Live (China)

\$7.5B in sales in 30 minutes during Singles' Day presales (2020).

2

## Kiehl's (Instagram Live)

8x ROAS during Ramadan; 50% of new customers in H1 2021 came from this campaign.

3

## JUNGLUCK (Germany)

70% increase in customer interactions, 30% rise in add-to-carts via live streaming.

4

## Hobbii (Live Shopping)

5x higher conversion vs. paid ads; every 6th comment led to a purchase.

5

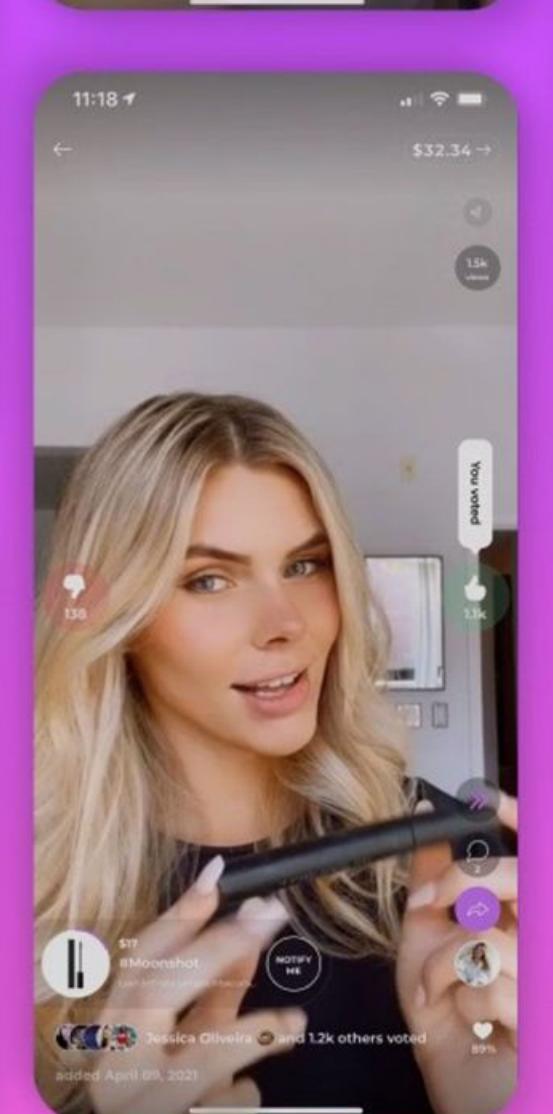
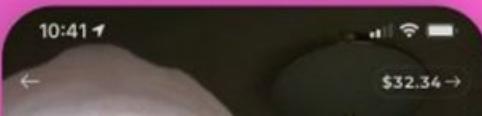
## Competitor Activity

Amazon, Myntra, and Flipkart are experimenting with live commerce, but engagement remains low due to limited integration & interactive features.

6

## Alternatives

AI & virtual try-ons address similar concerns but need advancements for trust & mass adoption.



# BRAND WEEK: A Scalable Solution



## Scalability

BRAND WEEK can be activated monthly, quarterly, or bi-annually, allowing flexibility for brands and shoppers.



## NykaaAI Improvements

Enhance NykaaAI's interactive capabilities to create a more engaging and personalized shopping experience.

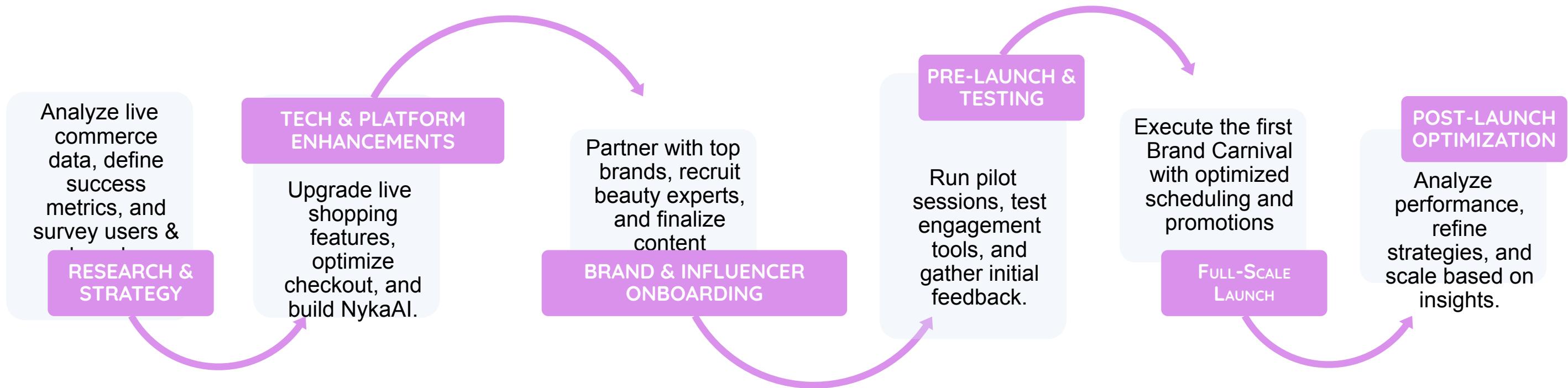


## Data-Driven Optimization

Leverage data to optimize time slots and scheduling, and share engagement analytics to refine content strategies.

# ROADMAP FOR IMPLEMENTATION

Product Journey: Research to Launch and Beyond





SIGNING OFF  
TEAM NYKAARIOUS