

LANEIGE

SOCIAL MEDIA PITCH



SOCIAL MEDIA STRATEGY

CERAPEP

EDUCATIONAL

Create *informative content* that educates users about skincare routines, ingredients, and the science behind Laneige products. This includes tutorials, expert tips, and FAQs, also include the benefits of incorporating Laneige into their skincare regimen.

EMOTIONS

Showcasing that Laneige is more than skincare; it's a *celebration of diversity and radiant skin*. We aim to portray embrace your unique beauty and find your inner glow, unlocking confidence and a vibrant life. With Laneige, every day is an opportunity to shine brightly and feel truly empowered.

EXPERIENTIAL

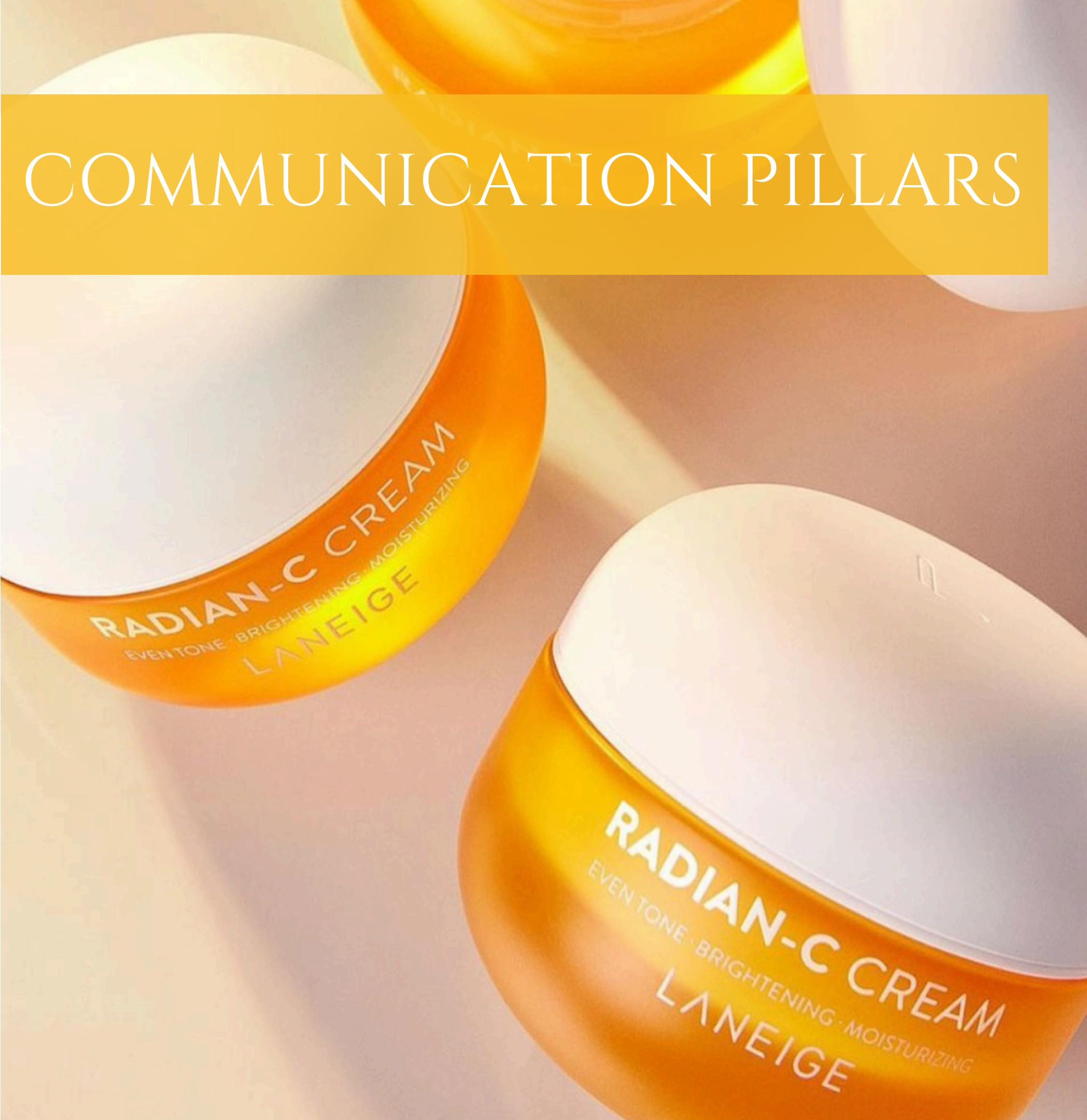
We aim to highlight the *luxurious and transformative experience* Laneige offers. This includes immersive content that takes followers behind the scenes, shares user journeys, and features exclusive events, positioning Laneige as a holistic and indulgent beauty experience.

CONTENT ANALYSIS

- Improving the visual style of product photos will make Laneige products look more appealing and consistent.
- Adding more variety to the content will keep the feed interesting and balanced.
- Creating more engaging videos, like tutorials and how-tos, will boost user interest and interaction.
- Making giveaways more exciting and appealing will increase participation and engagement.
- Working with local micro-influencers will bring in genuine user content and connect better with the audience.
- Posting more simple and clear educational content about product benefits will help customers make informed choices.

These are the key pillars to make Laneige stand out in the world of skincare, highlighting the unique qualities -

1. Showcasing Laneige's history and expertise in **Korean beauty** science.
2. Visual content emphasizing traditional **Korean ingredients** and innovation.
3. Highlighting various SKU's along with best sellers like **Lip Sleeping Mask** and **Water Bank skincare line**.
4. **User-generated content** and testimonials highlighting the products.
5. **Topical events** in India along with major days in Korea should be covered to build a connection with the audience. For example, In the month of June, **Korean Beauty Festival** is taking place in Korea - so it should be communicated on the page.





SOCIAL MEDIA CAMPAIGNS

#GlowOnTheGo

Position Laneige products as essentials for your summer vacation, featuring must-have items for a radiant look.

#LaneigeTimeCapsule

A unique and interactive campaign where users share their skincare journey with Laneige over a period of time.

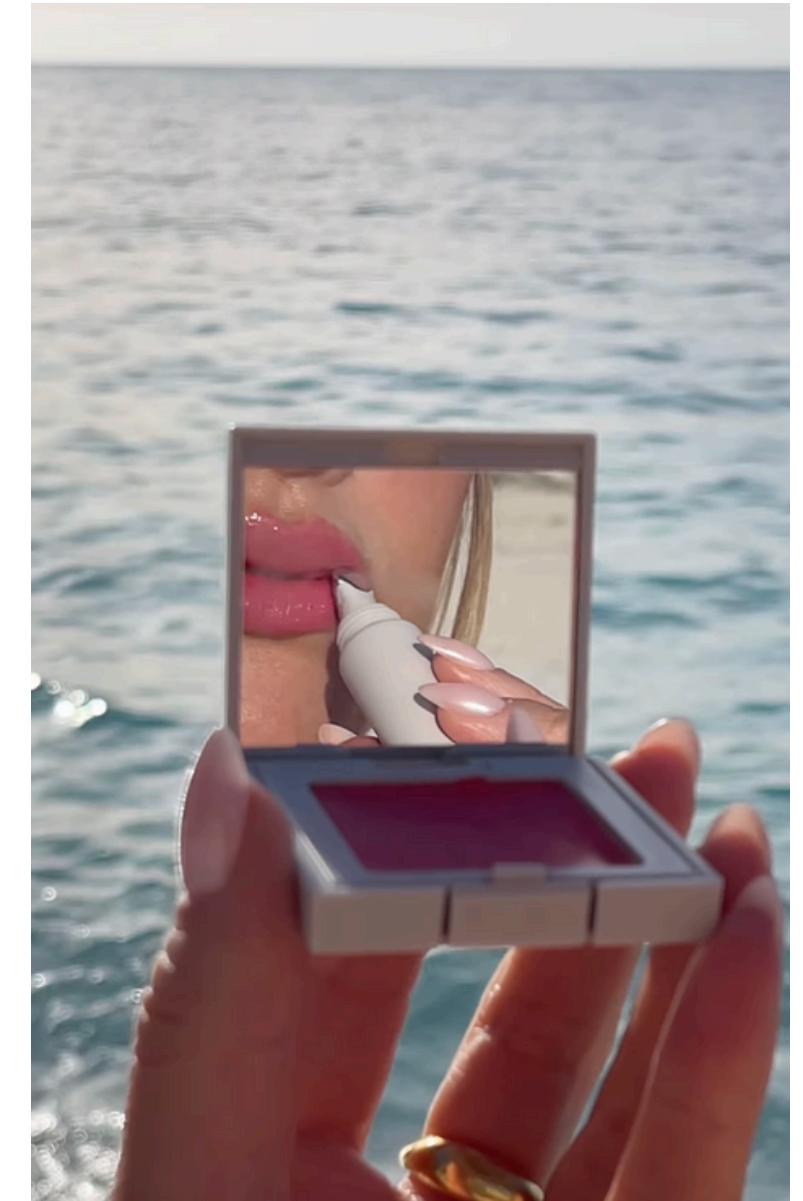
#CatchingSkincareNotFeelings

Get ready to play and win with Laneige's latest AR filter game; let's make skincare fun and rewarding together!



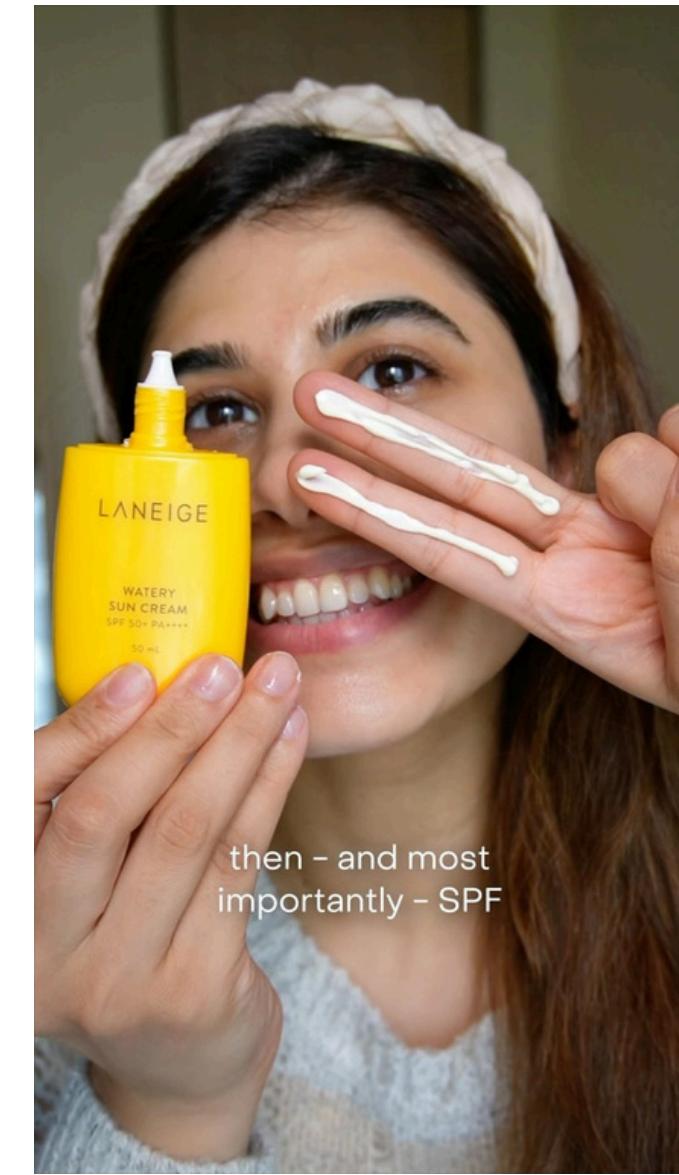
GLOW ON THE GO

Highlight the must-have products for a radiant summer look with captivating visuals and showcasing packing their bags with Laneige products, emphasizing their importance for summer skincare.



LANEIGE TIME CAPSULE

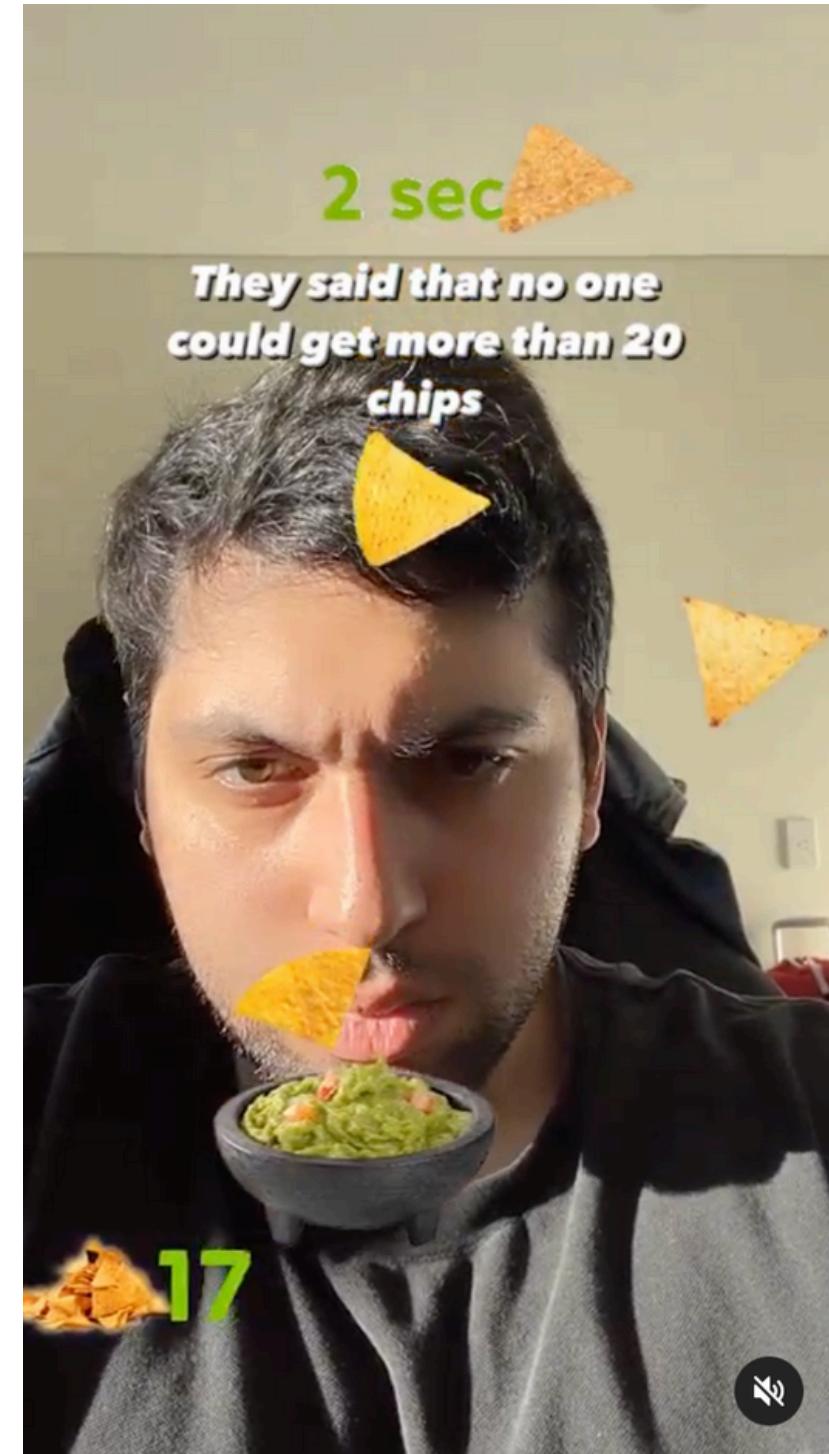
Share inspirational stories and progress updates from users who are participating in #LaneigeTimeCapsule - using Laneige over a period of time, capturing the essence of gradual transformation and lasting results. The campaign focuses on long-term benefits and the story behind each user's skincare evolution.



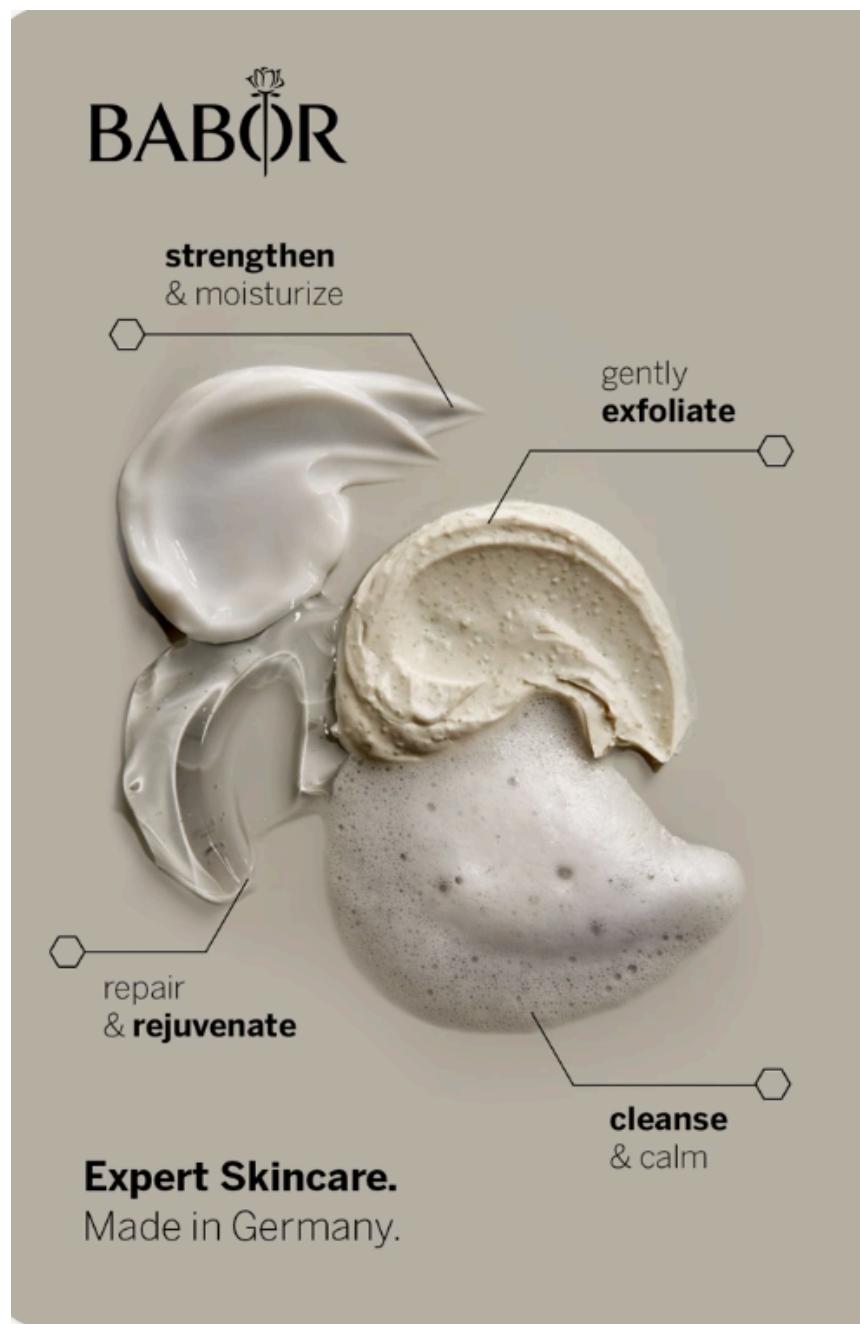
CATCHING SKINCARE, NOT FEELINGS

Immerse yourself in a virtual world where Laneige products are dropping, and your task is to catch them in the basket below. The more you collect, the higher your chances of winning a luxurious Laneige hamper! Share your high scores and screenshots on Instagram for a chance to get selected.

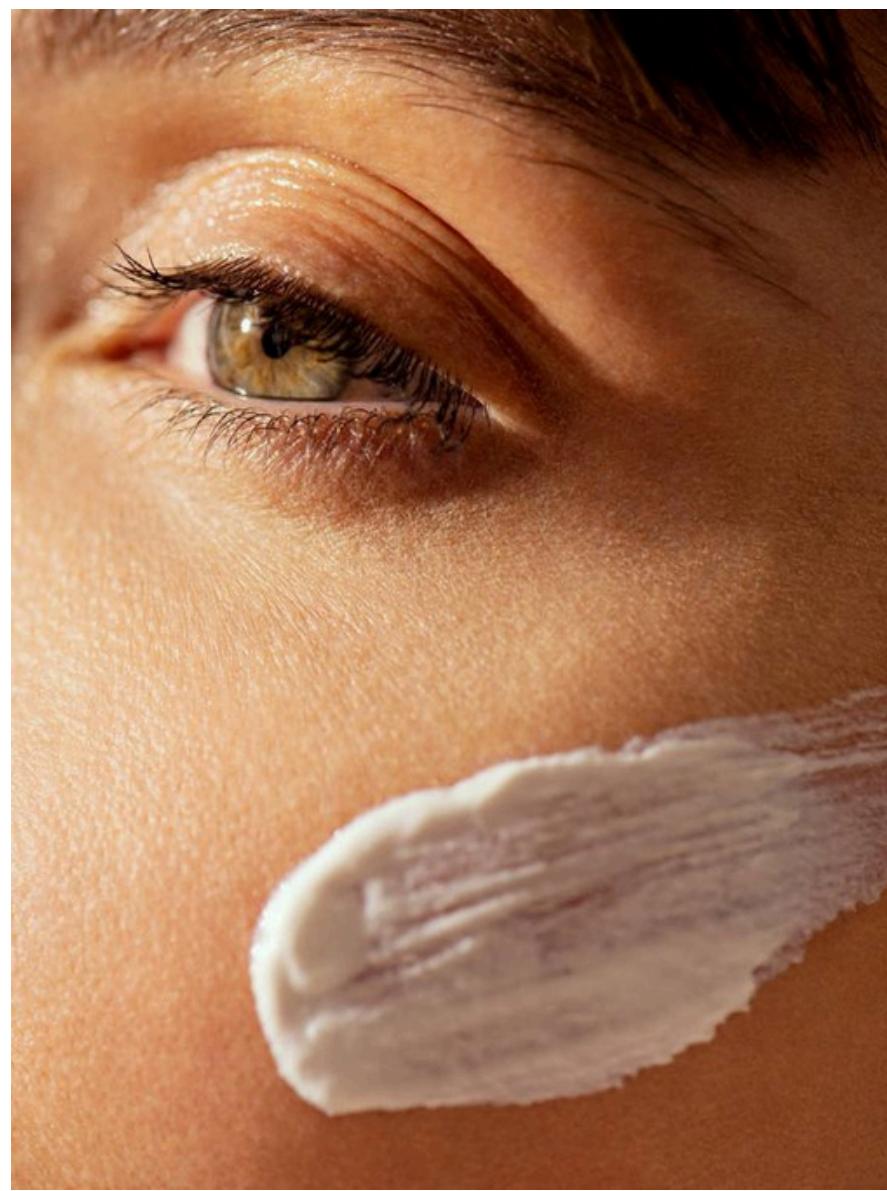
The AR filter game offers an interactive and entertaining way for participants to engage with the Laneige brand. By playing the game, users directly interact with Laneige products, creating a memorable experience.



STORY CONTENT

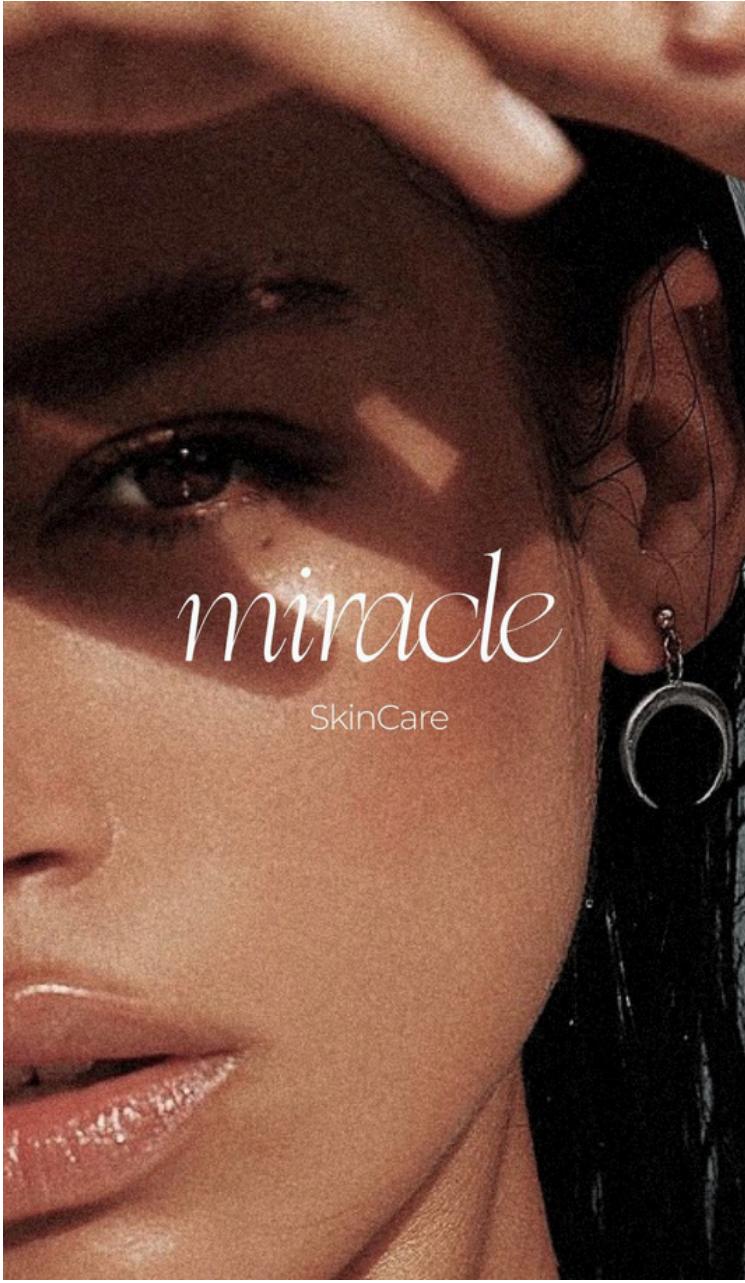


SHOOT DIRECTION



CREATIVE DIRECTION

It serve as the canvas for defining brand identity, setting the brand apart, and ensuring we remain at the forefront of style and innovation





THOUGHTS & DISCUSSIONS
