



Social Media

PITCH DECK

Sulwhasoo

ABOUT THE BRAND

Sulwhasoo is a luxury Korean skincare brand that blends traditional herbal wisdom with modern science. Rooted in over 60 years of ginseng research, its iconic products—like the First Care Activating Serum and Concentrated Ginseng Renewing Cream—focus on skin longevity and radiance. With its signature JAUM Activator® formula, Sulwhasoo enhances skin's resilience, hydration, and glow, offering timeless beauty inspired by Korean heritage.



TARGET AUDIENCE

1. Women Seeking Luxury Skincare -

- These women prioritize premium skincare experiences and are willing to invest in high-performance, science-backed formulations.

2. Consumers Interested in Natural and Holistic Beauty -

- These consumers believe in skin health over quick fixes and appreciate natural, heritage-inspired skincare.

3. Millennials and Gen Z Influenced by K-Beauty Trends (Ages 22-35) -

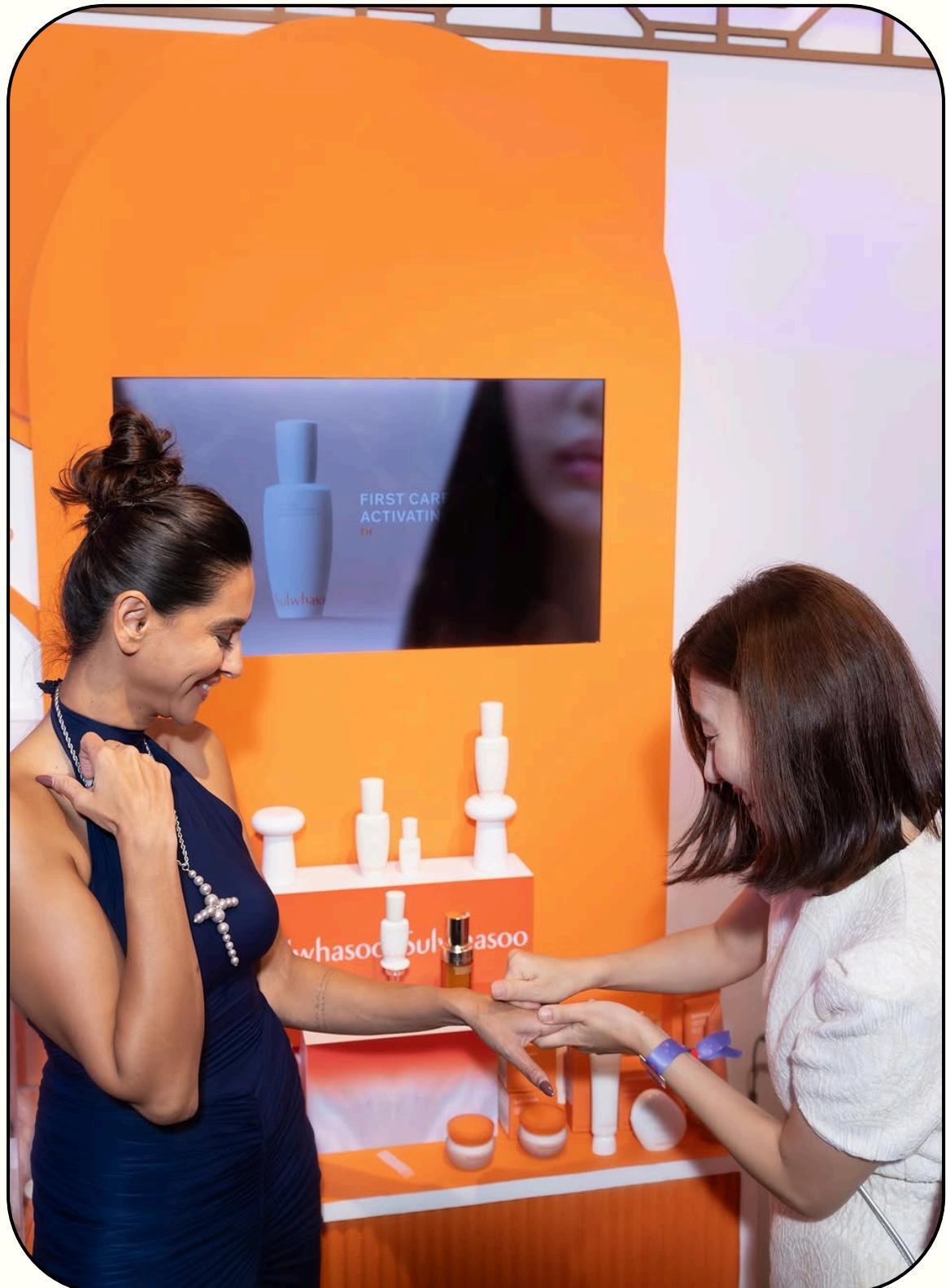
- This group is trend-driven, experimental, and highly engaged with K-Beauty.

4. Social Media Savvy Consumers (Ages 25-40) -

- These shoppers discover, learn, and buy through digital content.

5. Luxury Beauty Consumers -

- This elite segment views skincare as a form of self-care, status, and investment.



Sulwhasoo

COMPETITORS

Dr.Jart+

82°E

SHISEIDO

Kiehl's
SINCE 1851

A Korean skincare brand known for its dermatology-inspired formulas and innovative products like the Cicapair and Ceramidin ranges. Dr. Jart+ has gained a strong foothold in the Indian market through platforms like Nykaa, appealing to consumers seeking science-backed solutions for sensitive and damaged skin.

Price Point: ₹1,500-₹6,000

Target Audience: Skincare enthusiasts, millennials, and Gen Z seeking targeted treatments and K-beauty trends.

Founded by Deepika Padukone, 82°E blends Indian botanicals with modern skincare science. Its positioning as a premium yet accessible brand has created strong local appeal, with a focus on clean ingredients and holistic wellness.

Price Point: ₹1,200-₹3,500

Target Audience: Indian consumers looking for clean, plant-based skincare with a cultural connection.

A Japanese luxury skincare brand with a heritage of over 150 years, Shiseido is known for its advanced formulations and anti-aging products. While its presence in India remains niche, it holds strong appeal among luxury skincare consumers and is expanding through premium retail channels.

Price Point: ₹4,000-₹15,000

Target Audience: Affluent consumers and skincare connoisseurs focused on anti-aging and premium formulations.

An American brand with a legacy of apothecary-style skincare, Kiehl's has a loyal customer base in India. Its focus on natural ingredients and targeted solutions (like the Ultra Facial Cream) has made it a trusted choice in the mid-to-premium segment.

Price Point: ₹2,500-₹8,000

Target Audience: Urban professionals and skincare enthusiasts seeking effective, natural-based products.

COMMUNICATION PILLARS



Heritage Meets Innovation

The Power of Ginseng

Deep-Rooted Skincare Solutions

Luxury, but Inclusive

Community & Cultural Synergy

- Blend Korean traditional skincare wisdom with modern scientific advancements.
- Spotlight the Sulwhasoo Heritage & Science Center (SHSC) and its 50+ years of ginseng research.

- Educate the Indian audience on ginseng's skincare benefits.
- Differentiate Sulwhasoo from competitors by showcasing why ginseng is superior to common Indian skincare ingredients (like turmeric, sandalwood, or saffron).

- Focus on long-term skin health over quick fixes.
- Communicate how Sulwhasoo activates skin's rejuvenation system at its core.

- Adapt Sulwhasoo's premium positioning to India without losing exclusivity.
- Create content that makes luxury aspirational yet approachable, showing how it fits into modern Indian beauty rituals.

- Build an engaged Indian skincare community through UGC, storytelling, and interactive content.
- Celebrate the Korean-Indian beauty connection—finding commonalities in traditions, natural ingredients, and rituals.

CONTENT STRATEGY



Educational

Experiential & ASMR

UGC & Community Building

EDUCATIONAL

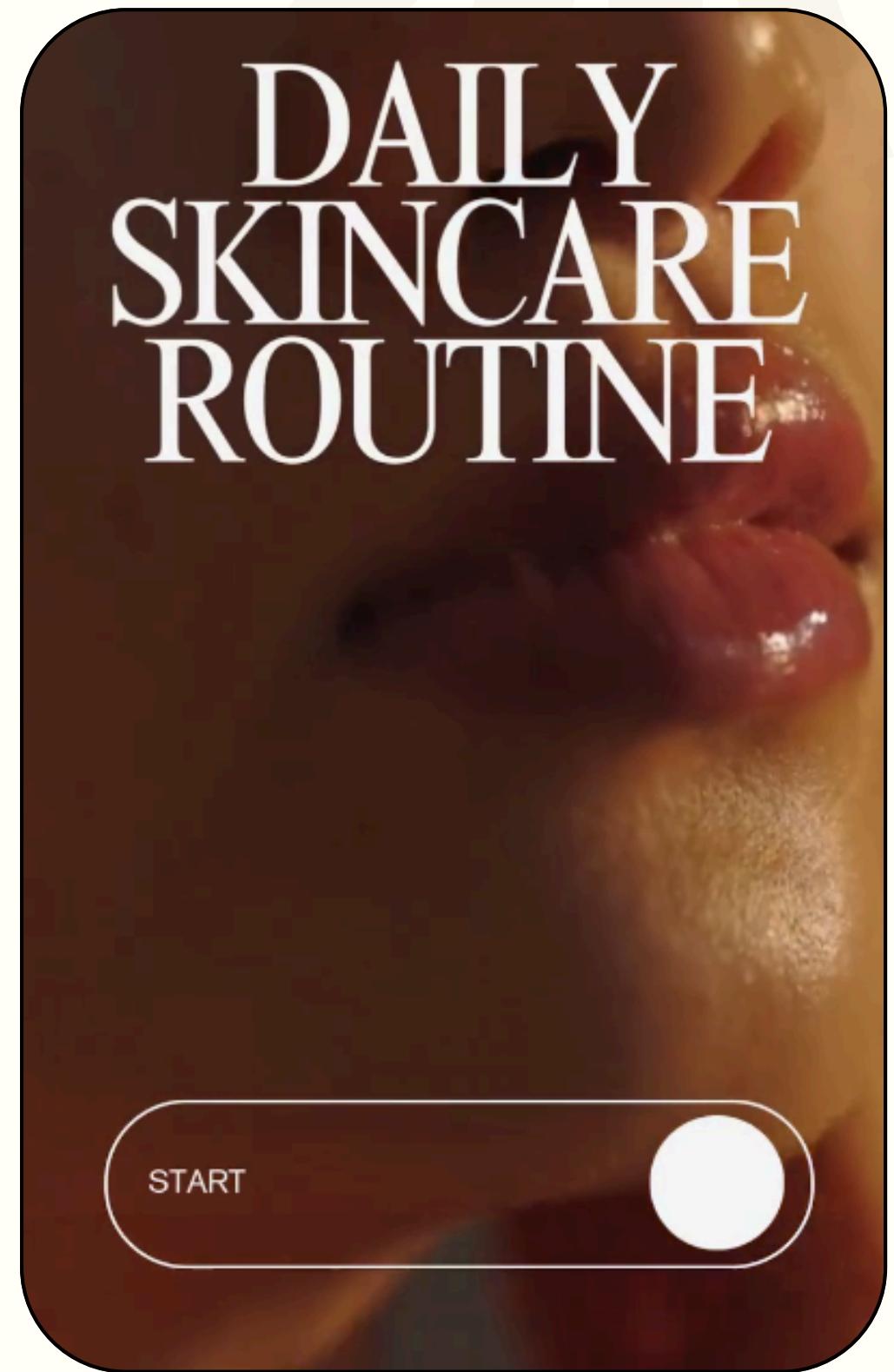
Establish Sulwhasoo as the pioneer in ginseng skincare while educating Indian consumers about its unique anti-aging and skin-rejuvenating properties.

Campaign Approach:

1. Education-First Strategy - Bridge the knowledge gap between Indian consumers and ginseng's skincare benefits.
2. Ingredient Transparency - Highlight Sulwhasoo's expertise in ginseng research & advanced extraction techniques.
3. Interactive & Engaging Content - Use digital storytelling, videos, and expert-led discussions to inform and intrigue audiences.

Content Pillars & Ideas:

1. "Ginseng 101: The Secret to Timeless Beauty" (Educational Reels & Carousels)
 - Break down Sulwhasoo's 60+ years of ginseng research and unique extraction methods.
#Ginseng101 #GinsengGuide
2. "Ask an Expert" (Dermatologist/In-House Scientist Q&A)
 - Feature Sulwhasoo's skincare experts or dermatologists explaining the benefits of ginseng for aging, hydration, and glow. #AskAnExpert



EXPERIENTIAL & ASMR

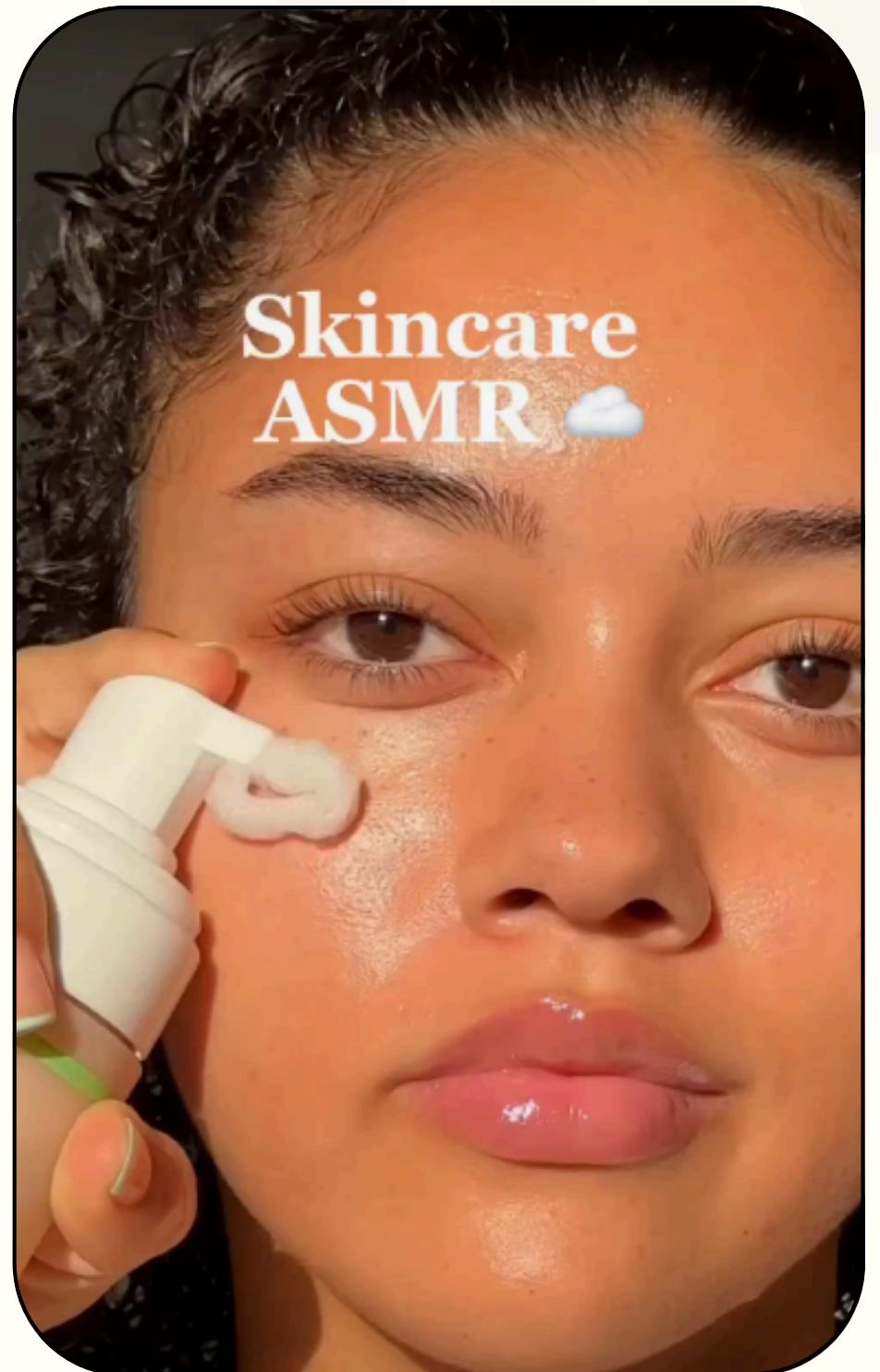
Position Sulwhasoo as the ultimate indulgence by creating a sensory-driven experience that captures the texture, ritual, and premium feel of its products. Highlight the brand's rich heritage and luxury formulations, showcasing the transformative power of ginseng. The goal is to deepen brand affinity and encourage product trial through immersive experiential and ASMR-focused content.

Experiential Activation

- Live Rituals: Host in-store skincare sessions with experts demonstrating product application.
- Influencer Immersions: Partner with influencers for "Morning & Night Ritual" reels highlighting product feel and benefits.
- Luxury Unboxing: Create close-up shots of packaging and product textures with soft background sounds.

ASMR Content Strategy

- Texture & Sound: Capture sounds of product dispensing, massaging, and natural elements like rustling leaves.
- Looped Reels: Share calming, soft-focus product application videos with relaxing soundscapes.
- Guided Voiceovers: Use soothing narration to highlight product benefits and skincare steps.



UGC & COMMUNITY BUILDING

Encourage Indian consumers to engage with Sulwhasoo, share their experiences, and build trust through authenticity.

Key Pillars of Execution

1. #MySulwhasooRitual Campaign

- Encourage users to share their daily Sulwhasoo skincare rituals using a branded hashtag (#MySulwhasooRitual).

2. Influencer-Led UGC Seeding

- Partner with beauty influencers and skincare experts to share unfiltered morning and night routines using Sulwhasoo products.

3. Community Spotlights

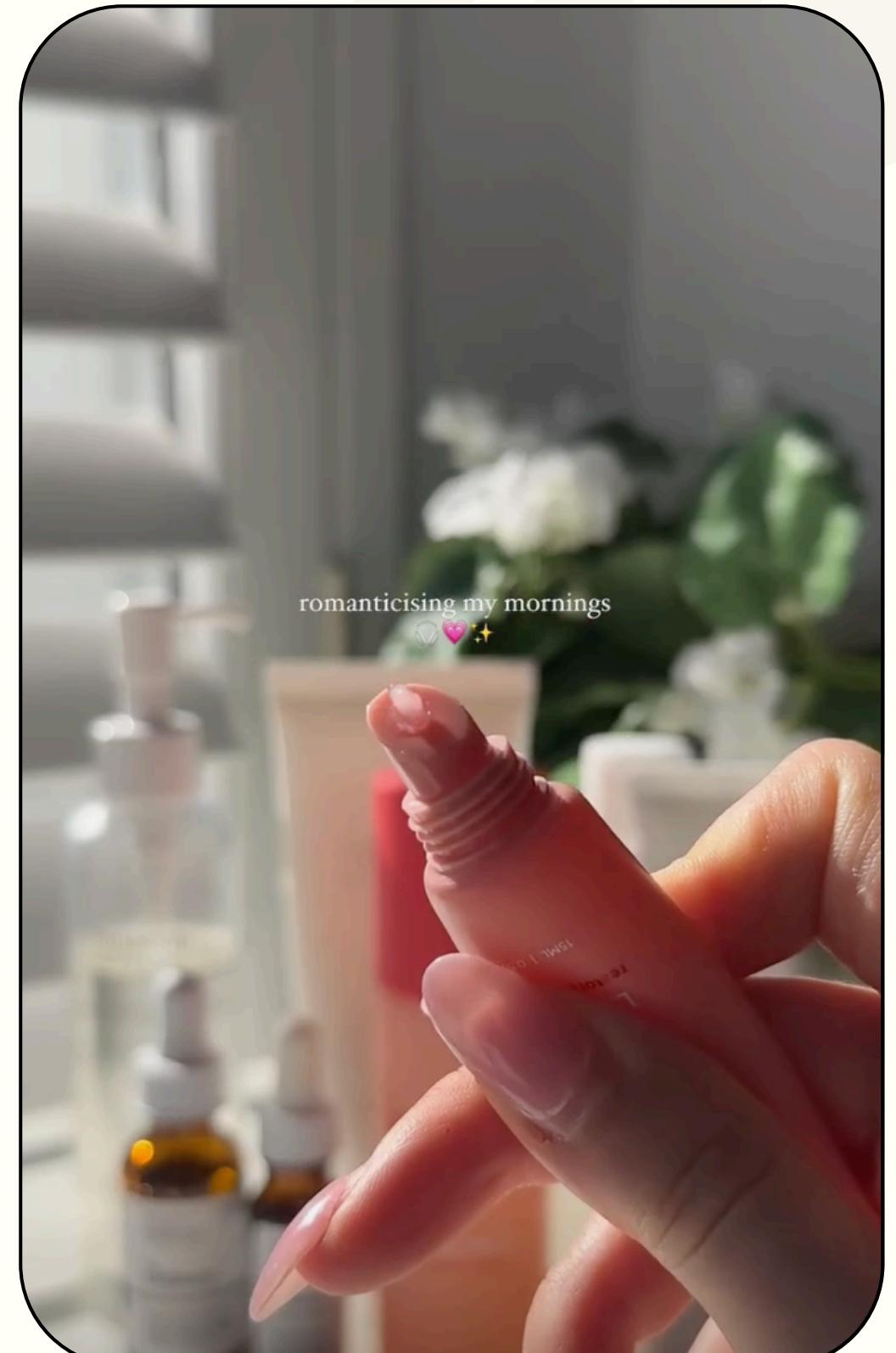
- Create a dedicated “Community Highlight” on Instagram showcasing user testimonials and rituals.
- Feature diverse skin types and concerns to make the brand feel inclusive and relatable.

4. Exclusive Rewards & Engagement

- Run monthly challenges (e.g., “Share Your Glow”) with product giveaways for the most creative UGC.
- Engage with comments and DMs to foster a direct brand-consumer connection.

5. Co-Created Content

- Collaborate with influencers and loyal users to create “Real Skin Stories” series.
- Focus on authenticity—highlight skin journeys and honest product reviews.



Sulwhasoo

2025 CONTENT CALENDAR



<https://docs.google.com/spreadsheets/d/1oW5Vxb5fhQSfL-SO8PDAs-hce7nS-8gvz-VVxnpLG9o/edit?gid=0#gid=0>

E-COMMERCE STARTEGY

Networks: Google Ads, Facebook Ads, Instagram Ads

1. Google Ads Strategy

Search Ads:

- Branded Keywords: Target users searching for "Sulwhasoo skincare," "Sulwhasoo USA," etc.
 - Branded Keywords → Max Conversion with Target ROAS
- Competitor Keywords: Target users searching for premium skincare brands like SK-II, Tatcha, La Mer, and Shiseido.
 - Competitor Keywords → Target Impression Share (Top 3 positions)
- Generic Skincare Keywords: "Best anti-aging cream," "luxury Korean skincare," "brightening serum for dry skin."
 - Generic Keywords → Exact/Phrase Match + Audience Signals

2. Performance Max (PMax) Campaigns:

- AI-driven campaigns across Search, Display, YouTube, Discover, and Shopping.
- Feed optimization with high-quality product images and descriptions.

3. Remarketing & Retargeting:

- Users who visited the site but didn't purchase (Dynamic Product Ads).

E-COMMERCE STARTEGY

4. Facebook/Instagram Ads Strategy

Awareness & Engagement (TOFU) - Cold Audience

- Video & Carousel Ads showcasing skincare benefits, before-after comparisons, and customer testimonials.
- Influencer Collaborations & UGC Ads to build trust and authenticity.
- Reels & Stories Ads featuring product application tutorials and skincare routines.

5. Consideration (MOFU) - Warm Audience

- Collection Ads: Showcase multiple products with instant shopping options.
- Discount-Based Ads: First-time customer offers (e.g., "Get 10% off on your first order").
- Dynamic Retargeting Ads: Cart abandoners & site visitors.

6. Conversion (BOFU) - Hot Audience

- Limited-Time Offers: Flash sales, free gifts with purchase, and seasonal discounts.
- Subscription & Loyalty Promotions: Encouraging repeat purchases.

Budget Allocation

📌 Google Ads (50%)

- Search Ads (20%) → Brand & Generic/Competitor.
- Shopping Ads (30%) → PMax & Google Shopping.

📌 Meta Ads (50%)

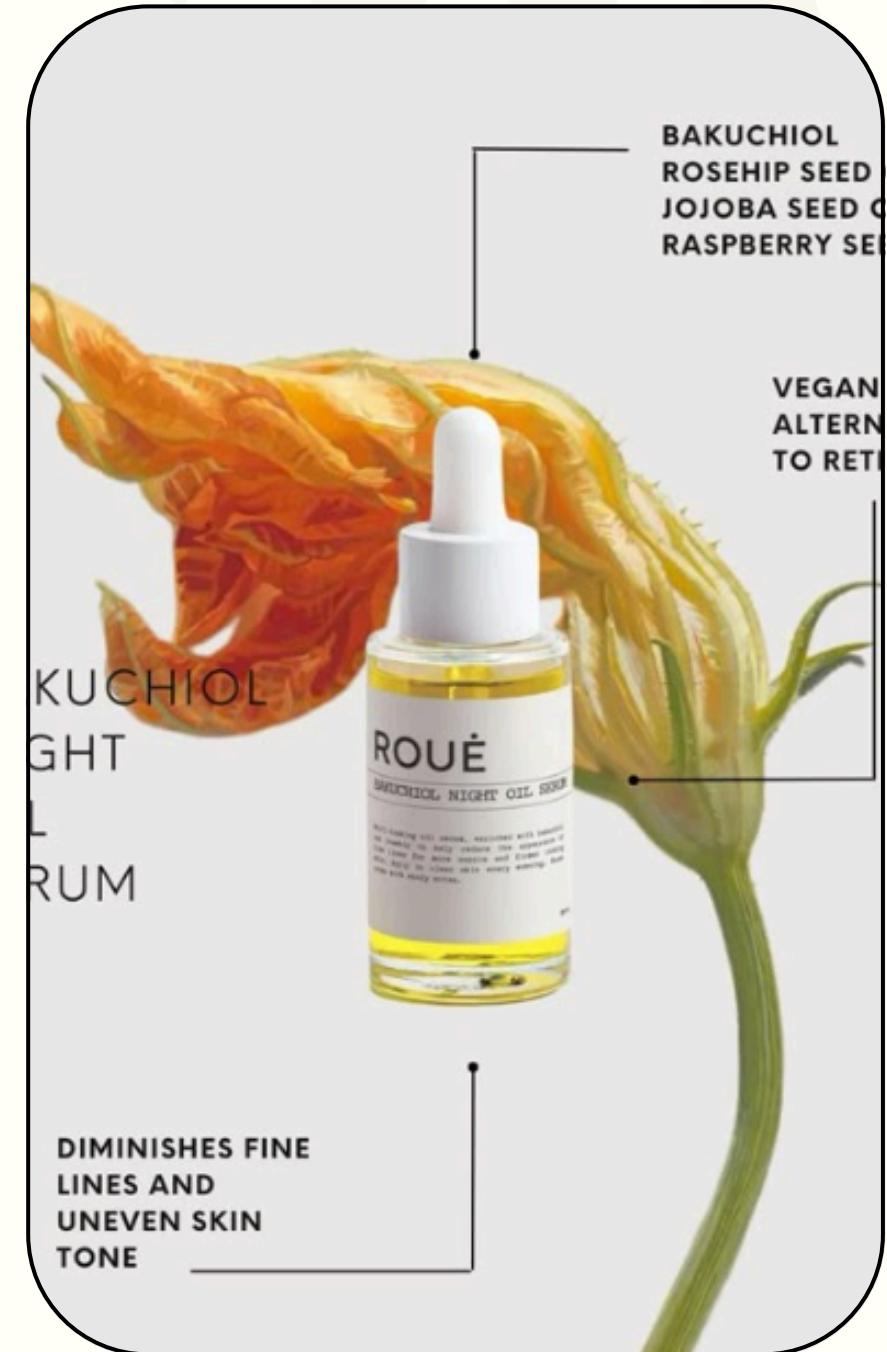
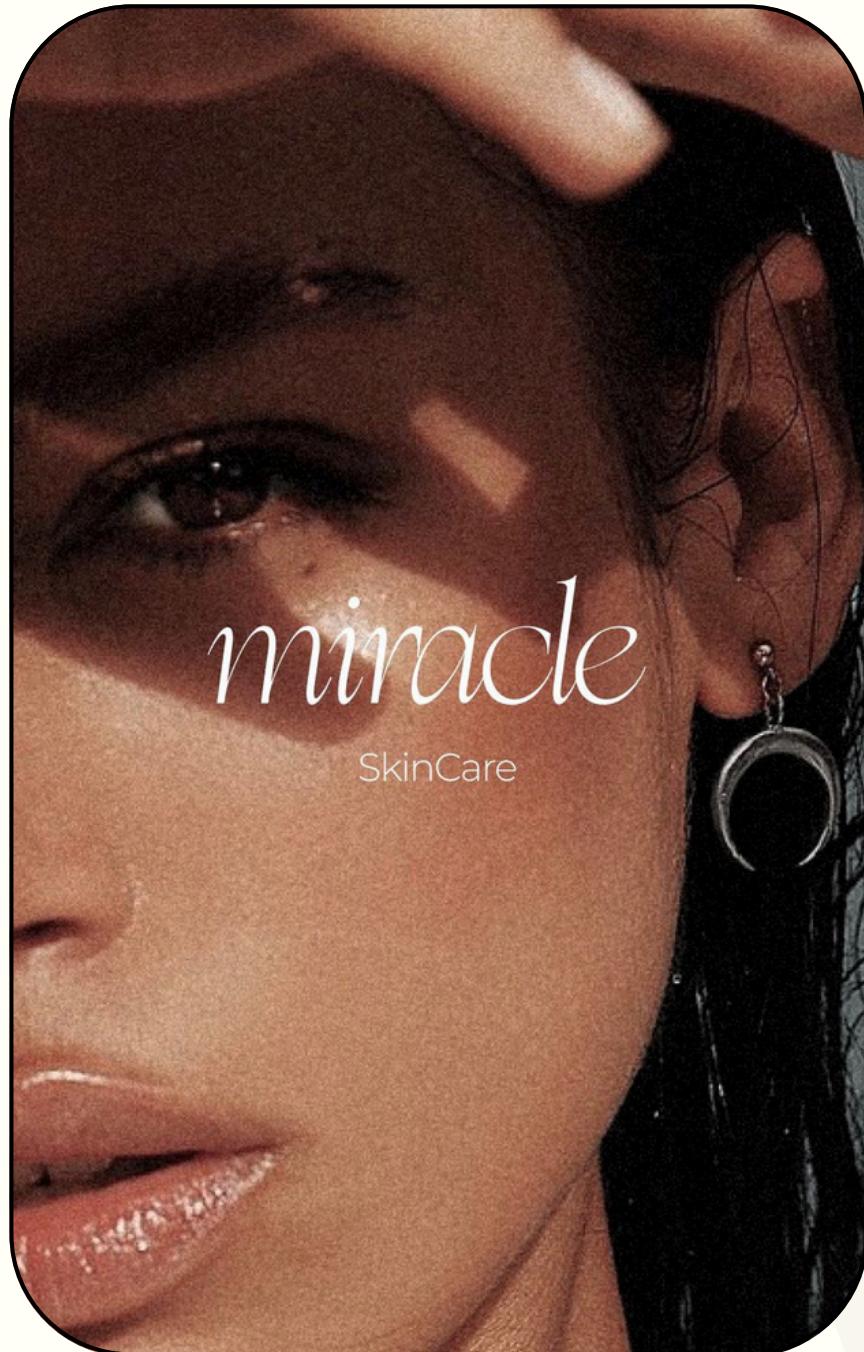
- Awareness & Traffic (20%) → New User Acquisition (TOFU).
- Retargeting & Conversions (30%) → MOFU + BOFU.

7. Additional Steps

- A/B Test Creatives: Static vs. Video, Testimonial vs. Product-Centric.
- Optimize Landing Pages: Ensure smooth mobile checkout.
- Leverage Seasonal Promotions: Spring Glow Kit, Mother's Day Luxury Gift Sets.

Sulwhasoo

CREATIVE DIRECTION



Sulwhasoo

REEL DIRECTION

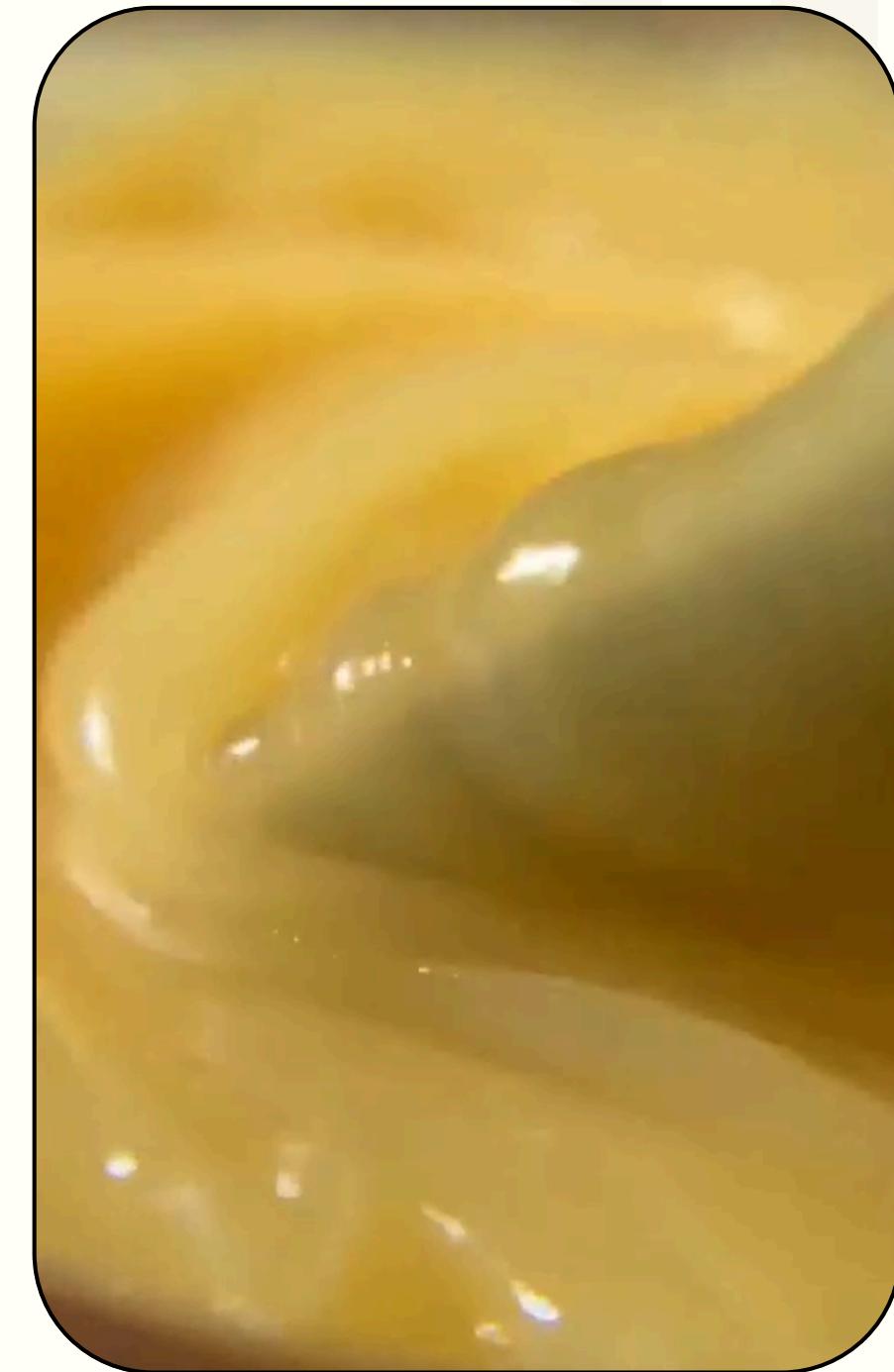
Position Sulwhasoo as the ultimate indulgence through sensory-driven content that captures texture, ritual, and the premium feel of the products.



Sulwhasoo

REEL DIRECTION

Encourage Indian consumers to engage with Sulwhasoo, share their experiences, and build trust through authenticity.



Sulwhasoo

SAMPLE GRID



CREATIVE



REEL

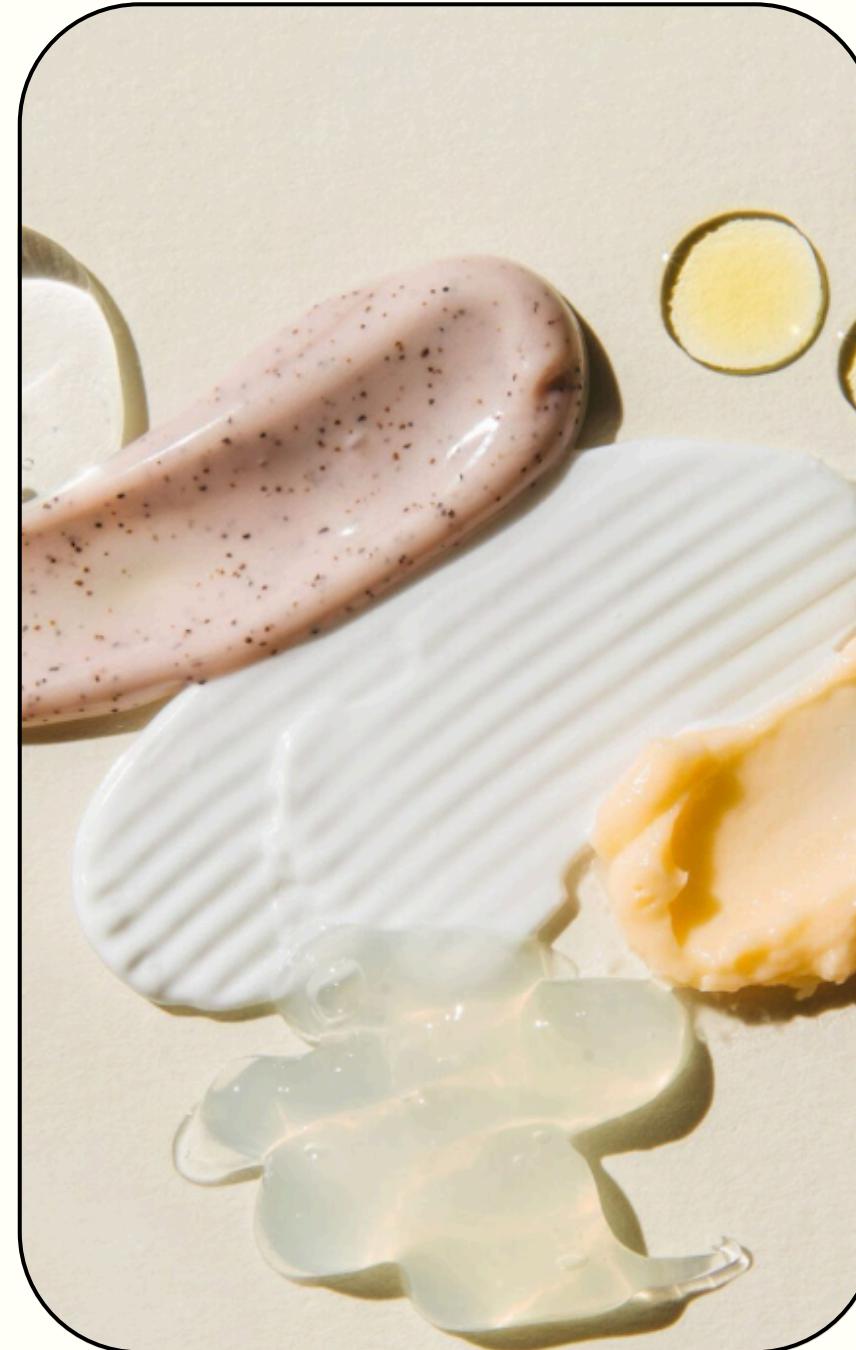


CAROUSEL

<https://drive.google.com/drive/folders/19p-iDowKhsMOMJWs3ODTB8JQIE6ZqdYf>

Sulwhasoo

SHOOT MOODBOARD



THOUGHTS & DISCUSSIONS

BRANDTALK
COMMUNICATIONS