



L'ORÉAL  
**SUSTAINABILITY  
CHALLENGE**

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# Garnier Men Rayder Sunscreen Stick

Our revolutionary offering for comprehensive sun protection with added benefits for young active men.

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## INTRODUCING

### MENTHOL

COOLING SENSATION &  
MINTY FRAGRANCE

### HYALURONIC ACID

RETENTION OF NATURAL  
MOISTURE AND PROTECTIVE  
BARRIER AGAINST POLLUTION  
AND SUNLIGHT.

### NIACINAMIDE

SKIN BRIGHTENING AND  
REDUCES ACNE IN OILY-  
PRONE SKIN.

### SUNSCREEN STICK



### HEMP SEED OIL

REDUCES ACNE VULGARIS & HEALTHIER  
BEARD GROWTH.



### VITAMIN C

REDUCTION OF  
HYPERPIGMENTATION &  
BRIGHTENS SKIN.



#RaydtheSUN

Big Idea  
Overview

The Indian  
Skin Scenario

Competitor  
Analysis

Product  
Deep-dive

Communication  
Strategy

Distribution  
Strategy

Execution &  
Financials

### The Concept



Designed for  
Active Men



Designed to Protect  
from Sun, Pollution



Designed to  
hydrate and cool

### The Garnier Fit



### When to Apply?



After Cleansing  
face and skin



Before heading  
outdoors



On-the-go  
reapplication

### The Unique Selling Proposition



Synergistic  
Formulation.



Cooling  
sensation



Sweat + Water  
Resistant.



Refillable  
design



Minty  
fragrance

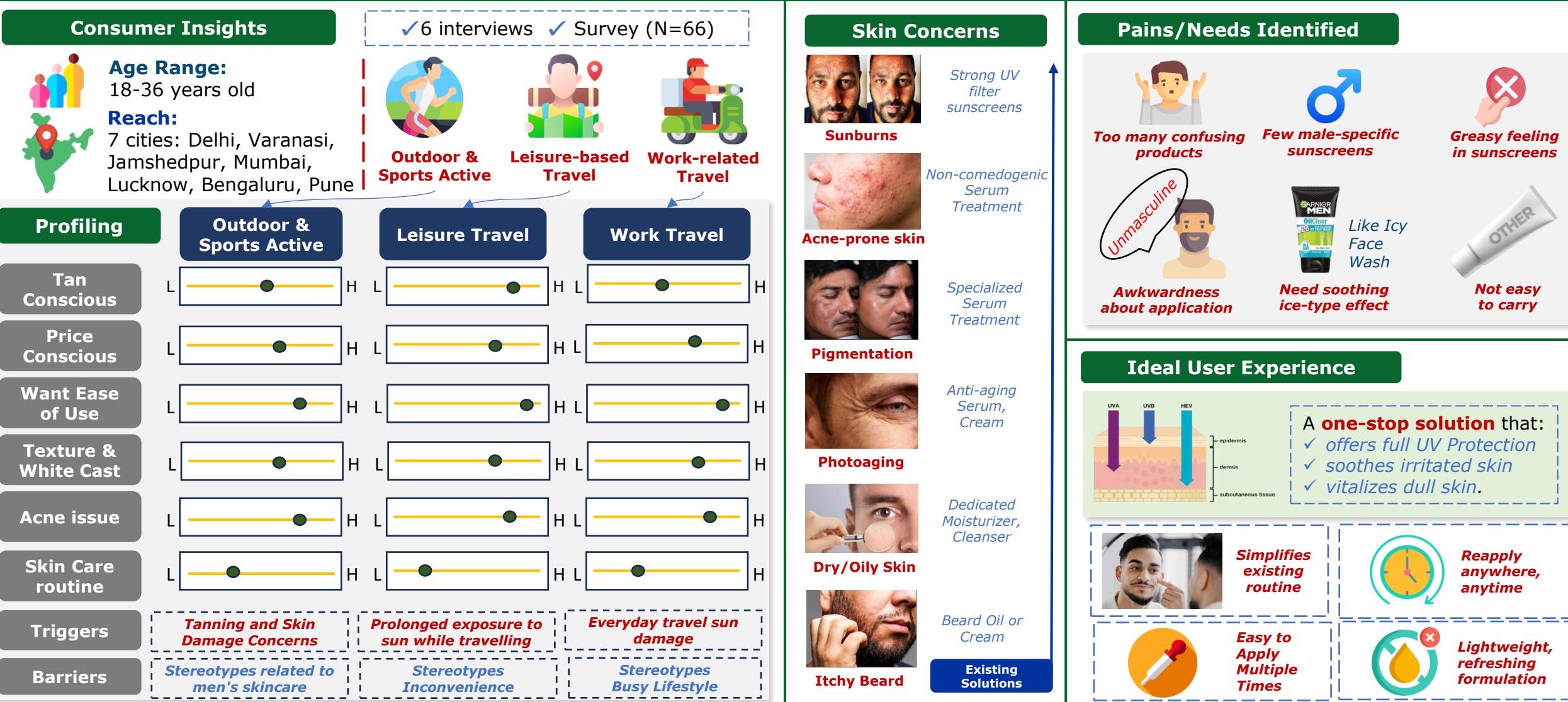


Distinct Blue  
Gel Base.

# Understanding Indian Men's Skincare Needs

Indian men aged 18-35 need a simplified yet complete skin protection regime that addresses their skin concerns.

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# Competitor Analysis in Sunscreen Category

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A Category gap present for Male Sunscreen Stick loaded with active ingredients.

## Popular Sunscreens



**Ads featuring mostly females**

**Intended Audience**



**SEC A1, A2, B1, B2, C.**

## Men-specific Sunscreen



**Ads featuring only males**

**Intended Audience**



**SEC A1, A2, B1, B2, C.**

## Sunscreen Sticks



**Ads featuring mainly females**

**Intended Audience**



**SEC A1, A2, B1.**

### Lotion/Cream Formulation



**Greasy + White Cast**

### Additional Skin Benefits

**1-2 Active Ingredients**

**Niacinamide**

- BRIGHTENS SKIN
- REGULATES OIL

**Serum or moisturizer needed**

### Visibility



**Top Ranks in SEO/E-com**

**Price per pack**

**₹250-350**

### Spray/Cream/gel Formulation



**Non-greasy, lightweight**

### Additional Skin Benefits

**0-1 Active Ingredients**

**Vitamin E**

- Enhances UV protection
- Anti-inflammatory

**Serum or moisturizer needed**

### Visibility



**Little to no visibility**

**Price per pack**

**₹250-350**

### Solid Waxy Formulation



**Smooth + No White Cast**

### Additional Skin Benefits

**2-3 Active Ingredients**



**Serum or moisturizer needed**

### Visibility



**Growing E-com presence**

**Price per pack**

**₹400-700**

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# Product Deep-dive I: Ingredients and Formulation

Hemp Seed Oil + Menthol elevate sun protection to soothing skin nourishment.

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## Hero Ingredients



### Hemp Seed Oil Non-psychoactive

Anti-inflammatory agent GLA +  
Suppresses Sebum Production



### Reduces Acne Vulgaris and Healthier Beard Growth.



Extracted  
only from  
*hemp seeds*

Cannabis Sativa

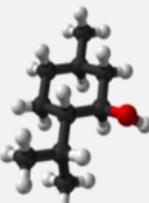
### Menthol

Chemically trigger the  
cold-sensitive TRPM8  
receptors in the skin



### Cooling Sensation and Minty Fragrance

Inclusive Sourcing  
Program  
Through Kancor in UP



## Sun Filters



### Tinosorb® M

High UV absorption like organic  
filters (ZnO type) + Insolubility in  
aqueous or oily phases



### Broad-Spectrum Sunscreen with Water+Sweat Resistance.



Protected from:  
✓ UVA ✓ UVB  
✓ Blue Light

### Uvasorb® HEB

### Oil-soluble

One of the most photostable UV  
filters + only 10% SPF Protection  
lost in 25 hours.



### Long-lasting UV Protection.

Works in  
combo with  
Tinosorb M



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## Active Ingredients



### Niacinamide

### Vitamin B3



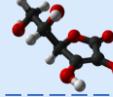
Increases Cell Energy +  
Neutral pH + Reduces  
Melanin Transfer



### Skin Brightening and reduces acne in oily- prone skin.

Works in combo with HA

### Green Sciences Pure Vitamin C



Anti-oxidation property  
+ Inhibits Melanin  
Production



### Reduction of Hyperpigmentation and brightens skin.

Natural-origin using:  
*Green Chemistry*

### Green Sciences Hyaluronic Acid (HA)



Power to attract & retain 1000x  
weight in water + compatible with  
skin.



Natural-origin  
using:  
*Fermentation*

### Retention of Natural Moisture and Protective Barrier against pollution and sunlight.

Blue Colouring Agent: CI 42090 (Safe & Vegan)

## Ingredient Impact



Tinosorb M is  
reef and  
marine safe



Clean Beauty  
free from ZnO  
and MIT.



Using Green  
Chemistry  
for Vit C & HA



Completely  
Vegan  
formulation.



Hemp requires  
no pesticides  
or fertilizers.



Completely  
Cruelty-free  
product.

# Product Deep-dive II: Feel and Format

Sustainable refill solution for our portable and refreshing sunscreen stick.

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## Sensory Feel



A cool **minty-fresh** scent with mild **nutty notes**.

Non-greasy, fast absorbing **gel-like texture**.



An **icy, cooling sensation** as it glides on the skin.

**No annoying white casts**, melds into the skin smoothly.



Visually appealing **bright blue** colour.

## Format and Packaging Solution

Solid gel formulation:  
**No mess**  
**No spillage**

**100% PCR**  
PET Plastic Container

'Rayder'  
**Embossed**  
Logo

**Twist-up screw** to move the stick up and down.

Refill Packs in Biodegradable  
**PLA-blend bioplastics**.  
**10% by original wt**



**PLA plastic film** for labels

**Ingredient branding**  
focused labels

**Protective Cap** that glides over the container.

**40% by original wt**  
**Cartridge** to be slid into main container.

**50% reduction**  
in plastic usage



## Convenience

Liquid/cream-free  
= **No rubbing** at all

Apply anytime anywhere.



Works for:  
**Wet** and **Sweaty Skin** too.

Designed for:  
✓ **Easy Re-application**.  
✓ Spot Application.



**4 inches tall**

Compact,  
**Portable** and Travel-friendly Design

**2.5 inches wide**



Curved shape of the gel bar

**Concave design** for pocket-friendly ergonomics and efficient application.

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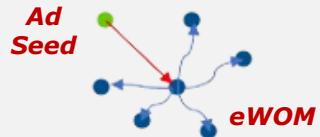
Execution & Financials

# Communication Strategy I: Online Channels

A differentiated campaign, #RaydTheSun to engage young men who rock the outdoor.

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## #RaydTheSun Campaign



Story ads on Instagram to act as initial impetus to the entire campaign.



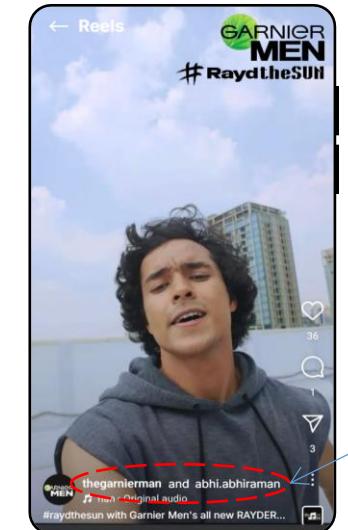
- ✓ Launch the Instagram filter and campaign.
- ✓ Explains how to participate.
- ✓ Perks of participating.



eWOM, rewards and IG filter will motivate users to purchase and review.



Will build loyal customer base and a positive sentiment in creators.



- ✓ Must be on field.
- ✓ Experience should be communicated.
- ✓ Audio and video quality must be crisp.



**Nurture Sponsorship:**  
Top 5 winners of the UGC contest would get brand sponsorship.

**200k+**  
followers



- ✓ Early access of products for review.
- ✓ Special access to corporate events.
- ✓ Paid promotion offers.

## Celebrity Endorsements



**Vidyut Jamwal**  
Actor  
Instagram 7.6M



**Time Horizon:**  
6-7 months

**Engagement Rate:**  
4.60% vs 2.66% Avg.



*Former Captain of the Indian Football Team*



**Sunil Chhetri**  
Retired Footballer  
Instagram 8.1M

## Activities for Engagement:

- ✓ Product Placement in Reels
- ✓ Campaign Amplification
- ✓ Direct Ads

## Title Sponsorships



**18-35 YO**

**Active, young men**

**Tier 1 & Tier 2 Cities**



## Relevance for integrated branding:

- Opening credits, bumpers, and on-screen graphics.

**Product integration** with the contestants.



## Channel Partner:



Featuring on OTT platform  
**16 mil base (Q2FY25)**

## Theme of the shows:



Outdoor adventures and task  
**Youth based game show**

# Communication Strategy II: Offline Channels

Establishing a Sporty and Sustainable Presence in Outdoor Activities for Indian Men.

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## Garnier Men Rayder x Bhag Club

@thebhagclub

45k+



Delhi NCR

Weekend Running Club



Youth-centric community



- ✓ Leveraging the growing phenomenon of running clubs by becoming the **Official Sun Protection Partner**.



Sampling & Demo Station  
UV Patches to display efficacy



Photo Booths

## Beach Clean-up Drives



50+ cities  
580+ centres

India's Largest Fitness Chain



Franchise-based Model



Sun Protected Outdoor Fitness Sessions



- ✓ **Co-branded Membership Plan** for Active Men.



Exclusive offers on Rayder Sunscreen



Beach Clean-up



A unique Outdoor Activity that *saves the planet*.



Free samples for volunteers.



Garnier Men branded merch.



Multi-event partnership

SDG Focus:

13 CLIMATE ACTION



14 LIFE BELOW WATER



## Rayder Cult

- ✓ **Co-branded Membership Plan** for Active Men.



Sun Protected Outdoor Fitness Sessions



Exclusive offers on Rayder Sunscreen

## AIFF x Garnier Men Rayder



ALL INDIA  
FOOTBALL  
FEDERATION

AIFF

The Governing body  
for Football in India



Indian  
League  
Football  
2.1M



Match-day  
Trial Kiosks



Side-lines & Barricade branding

Trophy Tour Activations

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# Distribution Strategy I: Online Channels

Crafting a more targeted journey on standard platforms and leveraging AI for a proprietary channel.

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## E-commerce

### Google Ads - Performance Max:

Automated ad campaigns that are optimized across Google's ad network in real time using data analytics.

#### Performance Max



Google's entire ad network



Utilizes pre-existing high quality digital assets

### Listing:

Presence on standard E-commerce websites in the Indian space.



Big Idea Overview

### Sustained PPC Ads:

Specific generic keywords ('**male sunscreen**') on E-commerce sites.



Garnier Men Rayder Sunscreen Stick SPF 50 PA+++ with Hemp Seed Oil and Menthol, Vitamin..  
★★★★☆ 7,933  
2K+ bought in past month  
₹ 499 (₹2,393.33/100 ml)  
M.R.P.: ₹499 (10% off)

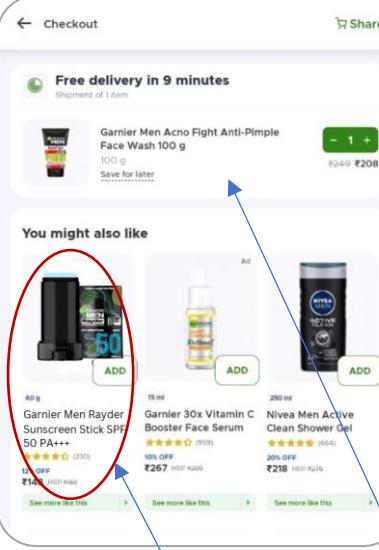
1<sup>st</sup> and 2<sup>nd</sup> ranked results

Looks almost same from organic search results.

## Q-commerce

### Listing:

Presence in major Quick commerce platforms.



### Cart Injection

Visible on the checkout page with related products.

## D2C Channel

A **proprietary acquisition channel** available through an app in Google Play Store.



Android or IOS App

Products listed at offer prices.

Tap!



### Personalization

AI Powered Routine through cart items and user survey.

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# Distribution Strategy II: Offline Channels

Unique Visibility Assets at Point-of-Sale in Modern Retail Channel will give Rayder the right-to-win.

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# Execution and Financials

Digital-first Approach and Competitor Based Pricing driving the financial mechanics behind the product launch.

## Channel Execution

| Year   | Channel            |   | Priority | Purpose                                  |
|--------|--------------------|---|----------|--|
| Year 1 | Ecommerce          | Amazon, Flipkart, Nykaa                     | P1       | Digital Launch- Awareness & Acquisition  |
|        | Q-Commerce         | Blinkit, Zepto, BigBasket, Swiggy Instamart |          |  |
|        | D2C                | myGarnier                                   | P2       |  |
|        | Hypermarket        |   |          | Physical Launch- Awareness & Acquisition |
|        | Modern Trade       | Supermarket                                 | P3       |  |
|        |                    | Large-format stores                         |          | Channel Diversification                  |
| Year 2 | Ecommerce          | Tira, Myntra, NykaaMan                      |          |  |
|        | Alternate Channels | SAMTs, newU, Pharma                         |          |  |

## Competitor Based Pricing



Majority of Sunscreen Sticks in the market are around ₹450 @ 20g



₹499 for 20g Pack  
₹349 for 20g Refill

Captive Product

Considering Garnier Men's brand power, we are going to slightly price it higher @ ₹499 for 20g



Attractive Bundle Offers @ ₹1099 for Pack + 2 refills

## Marketing Costs

| Particulars           | Cost          | Remarks                                     |
|-----------------------|---------------|---|
| Celebrity Endorsement | ₹ 2,00,00,000 | ₹1cr for each: Vidyut Jamwal, Sunil Chhetri |
| #RaydTheSun Campaign  | ₹ 2,00,000    | ₹20/click; 10000 clicks                     |
| Nurture Sponsorship   | ₹ 2,50,000    | ₹5000/winner, 5 winners                     |
| Title Sponsorships    | ₹ 4,00,00,000 | ₹2cr/show, 2 shows                          |
| Bhag Club             | ₹ 12,50,000   | ₹25k/activation, 50 weekends                |
| Beach Clean-ups       | ₹ 4,80,000    | ₹40k/month, 12 drives                       |
| Rayder Cult           | ₹ 12,00,000   | ₹200/month/user, 1000 users                 |
| AIFF Partnership      | ₹ 5,00,000    | ₹50k/month, 10 matches                      |
| D2C App Development   | ₹ 37,00,000   | IOS: ₹2000000; Android: ₹1200000            |
| Google Ads            | ₹ 40,00,000   | CPC: ₹20, 2 lakh clicks                     |
| PPC Ads               | ₹ 50,00,000   | ₹20/ATC; 250000 ATCs                        |
| Q-com Ads             | ₹ 50,00,000   | ₹50/ATC; 100000 ATCs                        |
| MT Activation         | ₹ 50,00,000   | ₹10k/store, 500 stores                      |
| Total                 | ₹ 8,65,80,000 |   |

## Market Sizing

### Scenario Simulation



5%  
Audience  
Capture



2%  
Audience  
Capture



0.5%  
Audience  
Capture

## Market Sizing

|  |        |        |
|--|--------|--------|
| Indian Population                      | 142.82 | Crores |
| Urban Population in India              | 37%    |        |
| % of Men in Urban                      | 52%    |        |
| % of Men in Age Group 18-35            | 17%    |        |
| % of Indians above 5LPA income         | 33%    |        |
| Urban Indian Men (18-35 yo) above 5LPA | 1.5415 | Crores |

### Revenue Projection (in Cr)

| Scenario   | 5%       | 2%      | 0.5%   |
|------------|----------|---------|--------|
| Avg. Price | ₹ 425.00 |         |        |
| Year 1     | ₹ 32.76  | ₹ 13.10 | ₹ 3.28 |
| YOY Growth | 0.2      |         |        |
| Year 2     | ₹ 39.31  | ₹ 15.72 | ₹ 3.93 |
| Year 3     | ₹ 47.17  | ₹ 18.87 | ₹ 4.72 |
| Year 4     | ₹ 56.61  | ₹ 22.64 | ₹ 5.66 |

Gross Profit = 20% (Assumed)  
Gross Profit Projection (in Cr)

| Scenario | 5%      | 2%     | 0.5%   |
|----------|---------|--------|--------|
| Year 1   | ₹ 6.55  | ₹ 2.62 | ₹ 0.66 |
| Year 2   | ₹ 7.86  | ₹ 3.14 | ₹ 0.79 |
| Year 3   | ₹ 9.43  | ₹ 3.77 | ₹ 0.94 |
| Year 4   | ₹ 11.32 | ₹ 4.53 | ₹ 1.13 |

*Thank you!*