

# Viral Vortex



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# Target Group

## The Trendsetters

### Experimental

Survey by Nielsen found **60% of Indian women** willing to try new beauty products.



LoveChild embraces playful aesthetic that encourages experimental mindset of people that **enjoy exploring** different styles and **pushing boundaries**.

### Empowered



Fashion is a powerful tool for empowerment, enabling women to **express themselves**, build confidence, and challenge societal norms.



### Emotionally Connected



Brand-loyal consumers often feel a deep connection to the brand's values, mission, and personality and have **higher frequency** of purchase.

Also they advocate the brand to friends & family.

## Demography

**Age :** 24-35

**Media Consumption :** Active readers of fashion magazines, websites, and social media platforms.

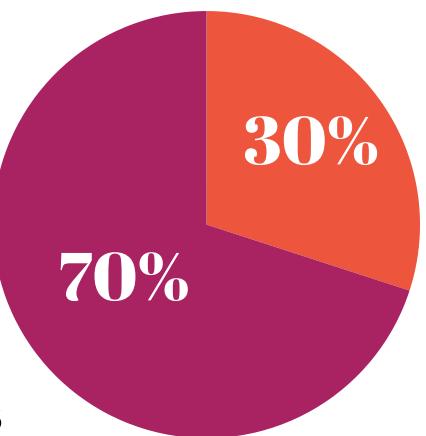
**Disposable Income :** Higher than avg. Indian consumer (Rs 20,000 - PLFS Report)

**Lifestyle :** Fashionable & trendy

## Proudly Indian

In 2023 KPMG found **70%** of Indian consumers feel Indian brands are **more trustworthy** than international.

### Consumers Trust



Indian brands are often seen as **more authentic** and in tune with Indian culture and values that resonates with Indian consumers.

# Core Values & Tangible Proposition



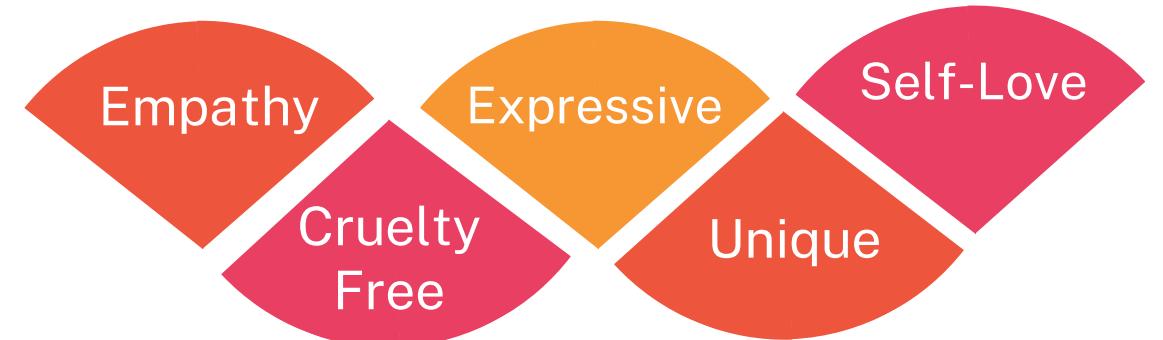
## LoveChild

### Empathy At Core

A playful & embracive cosmo-wellness brand  
Lovechild celebrates individuality and encourages its customers to embrace their unique personalities and express themselves authentically through fashion.

## Values

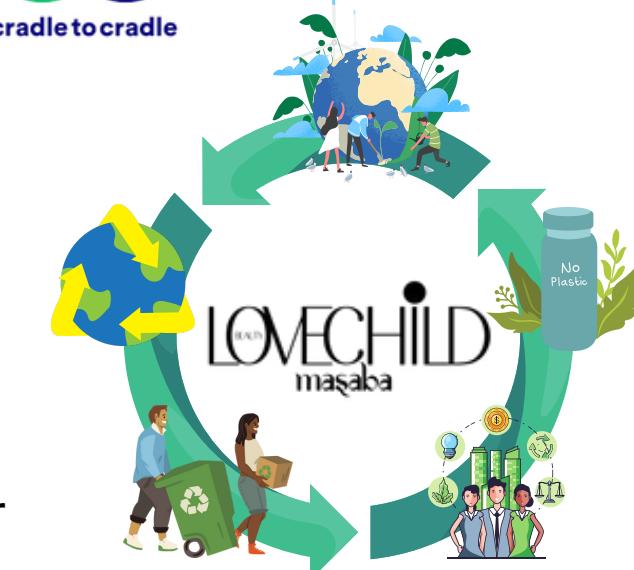
LoveChild's designs should evoke emotions beyond visual appeal.



## What We Offer

### Accreditations:

Partner with organizations like Cradle to Cradle to amplify the brand's message in sustainability.



### Eco-friendly Packaging:

Launch packaging made with **recycled plastic**.

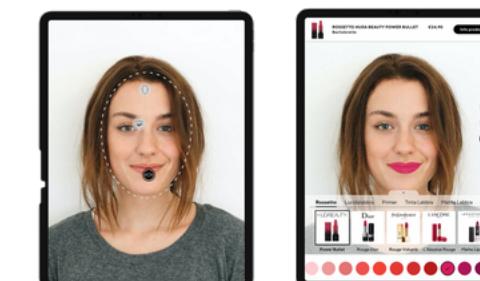
Bamboo is flexible & enables companies to create outstanding packaging.

**Cornstarch packaging** that is strong, lightweight, & moisture-resistant.

### AR Try-ons:

AR is a powerful tool that can influence consumer behavior and drive sales in the beauty industry.

Users are more likely to purchase as they can try products virtually on their own skin.



### Engaged Community:

Online forums and exclusive events to build a community, offering loyal customers insider access to product previews and expert discussions in sustainability and beauty.

### Loyalty Programs:

Point-based loyalty program rewarding customers for sustainable choices, such as eco-friendly packaging, with exclusive discounts, early product access, and tiered rewards for ongoing engagement.

# Brand Positioning



## Exclusive



### Limited-Edition Releases:

Introduce exclusive, limited-edition releases with deluxe packaging and unique formulations, creating a sense of exclusivity.



### Bollywood Collaborations:

Collaborate with renowned fashionistas for special edition packaging, elevating the brand's aesthetic and creating a collector's item.



### Aspirational Marketing:

It evokes feelings of wanting to be a part of a certain lifestyle or achieve a certain level of success.

Aspirational marketing can help justify premium pricing by associating the product or service with a desired lifestyle or status.

## Innovative

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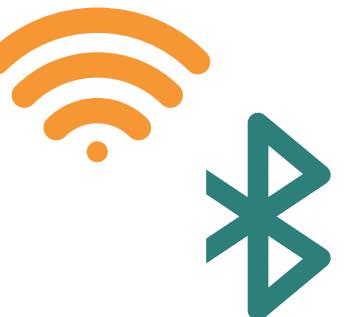
### Behind the Scenes Marketing:

LoveChild can share glimpses into its design studio, introducing customers to the core designers, artisans, and inspirations behind each collection.

2

### Beacon Marketing

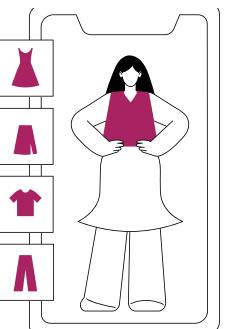
The app, upon receiving a beacon's ID, recognizes store location and triggers push notifications, displaying relevant content, & personalized promotions.



3

### Instagrammable Stores

Emphasize "instagrammable" elements in store to improve customer experience.



Instagrammable stores can increase foot traffic, add a magic mirror in store to try on lipsticks, blushes virtually.

## Personalised



### Tailored Recommendations:

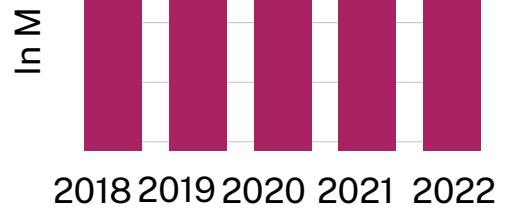
Utilize customer purchase history and preferences to provide personalized product recommendations. This demonstrates the brand's commitment to understanding individual needs.

### 1-on-1 Beauty Consultations

Customers can have a one-on-one interaction with a qualified beauty advisor and learn why a particular product is best for their beauty needs



Loreal's Spend on R&D



# Brand Architecture



**Target audience:** Affluent men and women who seek status and prestige.

**Marketing message:** Highlight craftsmanship & brands core values of individuality, expression, and cruelty-free practices

**Marketing channels:** Flagship stores located in the prestigious places.



The luxury market in India is expected to reach INR 8.5 billion in 2023, according to Euromonitor International. This represents a CAGR of 42%.

The premium market in India is expected to reach INR 18.5 billion in 2023, according to Euromonitor International. This represents a CAGR of 23%.

**Target audience:** Discerning consumers who value innovation and performance.

**Marketing message:** Products are designed to be the best in the world, and they are the perfect choice for consumers who demand the best.



**Distribution Channel:** D2C Platforms that include proprietary website & digital marketplaces.



## Competitor Strategy

### ESTĒE LAUDER COMPANIES

Estée Lauder is deeply rooted in scientific research, collaborating with leading dermatologists and scientists to develop cutting-edge skincare formulations.

### LA MER

Uses a proprietary formula that is said to heal and rejuvenate the skin. Incorporates marine-derived ingredients like sea kelp, seaweed extracts, and algae into its formulations.

### DIOR

Dior used a strategic approach with product development, marketing, and brand positioning. Evoked a sense of aspiration and desire, often featuring iconic celebrities.

### Brand Hierarchy

The luxury brand should employ aspirational, high-end language, while the mass premium brand could use more relatable and everyday language.

### Brand Portfolio

Expand the product range beyond cosmetics, venturing into skincare, haircare, and wellness products that align with the brand's identity and target audience.

### Brand Strategy

Emphasize the use of natural, sustainable, and skin-friendly ingredients. Promote a message of self-love, acceptance, and empowerment.