

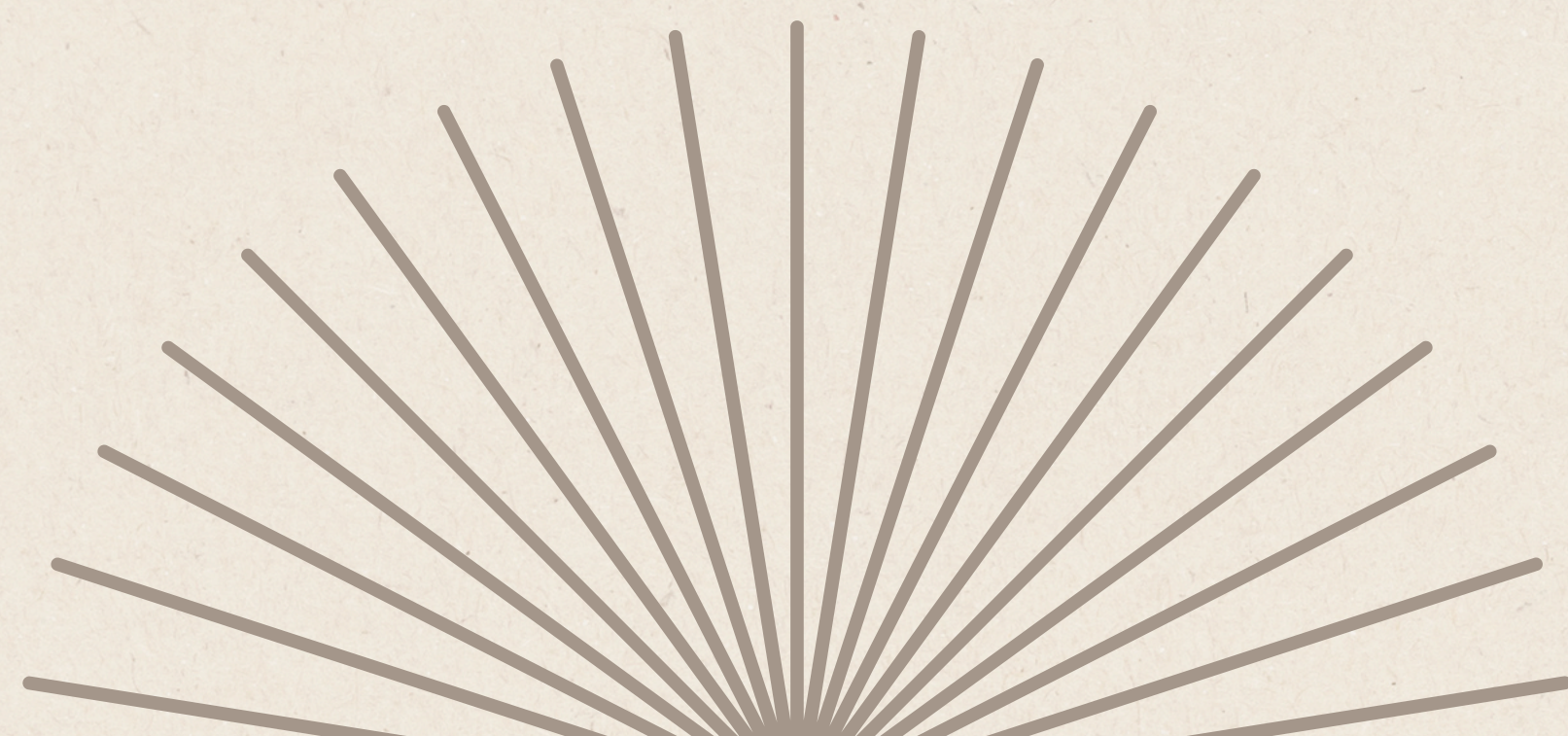


# haruharu wonder

Social Media Campaign Proposal

**PRESENTED BY:**

Isabella Chichioco





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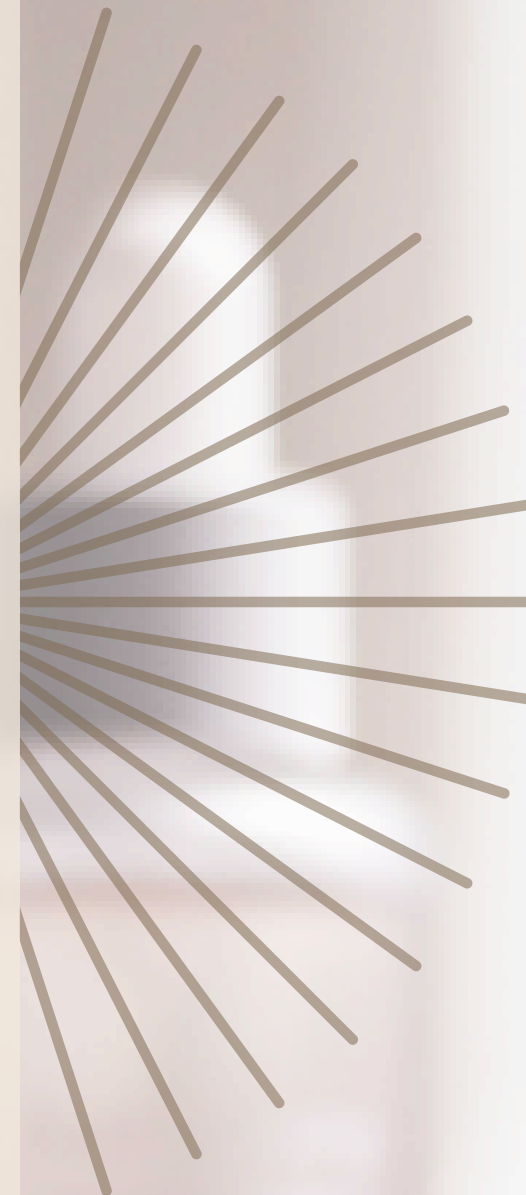
# Our Story

Founded by Jae Won Jeon in Korea, haruharu wonder is a women-founded and women-run company that aims to provide healthy and vegan skincare products that have clinically proven benefits.

Jae Won Jeon's inspiration to form haruharu wonder comes from her own love and need for skincare products. Her vision for haruharu wonder has always been to develop and produce products that enable consumers to make wiser and easier choices among various options in the skincare industry.

The Korean word "haruharu" means everyday, which reflects our company's mission: it is a lifestyle clean vegan skincare brand that strives to fulfill your day-to-day necessities. Haruharu develops top-grade, all natural skincare that is at the forefront of innovative fermented ingredients, with their most famous ingredient being fermented black rice.

Our company takes great pride in having products that consist of plant-powered ingredients with clinically proven benefits. We do not use any toxic additives and chemicals, which results in a more healthy and sustainable solution for your skin.





# Situation

With summer fast approaching, haruharu wonder will be launching a new skincare product line in hopes of spreading their name more internationally, specifically in the United States.

To promote both their name and their new product line, haruharu wonder will host a month long pop up shop for the month of June in Los Angeles, California. In celebration of their first pop up store in California, skincare tik tok influencer Ava Lee will be giving a demonstration of her own everyday skincare routine featuring the products of haruharu wonder.

## **The goal of this social media campaign is twofold:**

1. to give haruharu wonder a bigger brand presence in the United States
2. to promote their new product line for the summer season.

By posting various content that is engaging and targeted towards the audience, haruharu wonder hopes to spread their name internationally, specifically in the U.S. market.





# Audience Analysis

Haruharu wonder's current consumers mostly consist of women in Asian countries that also frequent other skincare stores. They value clean and healthy ingredients in their skincare at a reasonable price.

**For this specific project, the target audience will be towards women who are Gen-Zs or millennials in their early 20s to late 30s.**

These consumers likely also value clean and vegan products that are sustainable and cruelty-free. Current followers of haruharu wonder's account are mostly Gen-Z and millennial women who are tech-savvy and also follow other skincare brands. Because the most popular and renowned skincare brands are also based in Korea, most consumers are used to buying their products online.

Compared to their competitors, haruharu wonder has a big advantage of hosting a pop-up store in the States, as consumers will be able to try and purchase their products in person. This social media campaign will hopefully gather the attention of new and returning consumers both domestically and internationally.





# Competitive Analysis



## Laneige

Laneige is a great example of a Korean skincare brand that has a huge international presence, specifically in the United States. Their US Instagram account has accumulated over 557k followers and is as active on this account compared to their flagship account.

Laneige's social media presence:

- consistently post a lot of Instagram reels and a lot of Gen-Z trends to cater to their target audience
- Posts contain visually aesthetic images of their products in a fun and energizing tone



## innisfree

innisfree is another Korean skincare brand that has a huge presence in the United States. Their US Instagram account currently has 155k followers and is also very active in comparison with their flagship account.

innisfree's social media presence:

- Minimal graphics, instead posts a lot of aesthetic photos of their products that spotlight their unique ingredients and qualities
- Also post a lot of reels that show the audience how to apply certain products
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# Current Social Media Presence

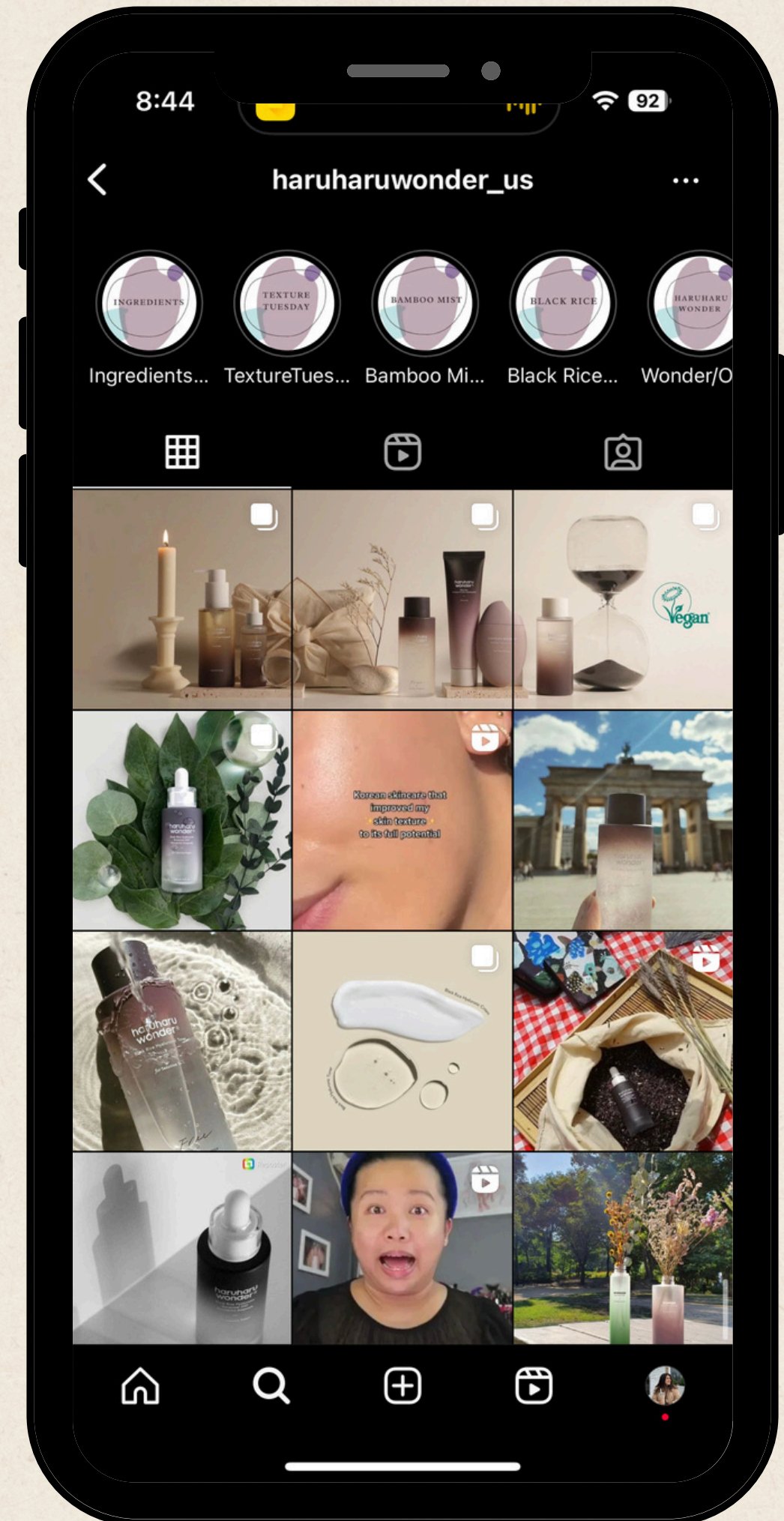
## haruharuwonder on Instagram:

Haruharu wonder has two main accounts. Their official instagram account (@haruharuwonder\_official) currently has 40k followers, while their US instagram account (@haruharuwonder\_us) has 12.2k followers.

Compared to their official account, the haruharu wonder US account posts a lot less frequently, with their last post being in May of 2022. A lot of the posts on the official account can be reused to their US account for more cohesion in their international and domestic identity.

## Changes to improve social media presence:

This specific campaign will focus on gaining a bigger presence about the brand in the United States. It will also hope to boost attendance and awareness for their first pop up store located in Los Angeles, with hopes of haruharu wonder being a known name in the US skincare industry.





# Campaign Overview



## GOALS & OBJECTIVES

part one

## KEY MESSAGES

part two



## CONTENT MOCKUPS

part three



# Campaign Goals & Objectives

## 01

**Grow haruharu wonder's brand presence and reputation internationally,**

- Inform the audience about the benefits and necessity of taking care of your skin
- Reach consumers who like skincare products and explain why their products are different and sustainable

## 02

**Inform the audience about haruharu wonder's mission to be a "Global Clean Beauty Brand"**

- Spotlight the company's different product lines
- Highlight the research behind each ingredient used and explain why these ingredients and products are groundbreaking in the skincare industry

## 03

**Promote haruharu wonder's first ever pop-up store in CA and the launch of the new product line**

- Engage with the audience by posting interactive content about their summer plans
- Bring awareness to their new product line as well as the rest of their products made with star ingredients



# Key Messages

The key messages that the audience should take away from this campaign are:

## **Minimalism and Aesthetic:**

As a clean beauty brand, this campaign will highlight the minimalist beauty of haruharu wonder through various posts and information about their mission.

## **New Events always happening:**

This campaign will gain brand awareness in the US with help from their upcoming pop-up store and product launch that will also boost their international reputation.

## **Skincare transcends Countries:**

This campaign should show how versatile haruharu wonder is as a brand and that their products can be universally used.





# Content Mockups





# Content Mockups





# Content Calendar

This social media campaign will be introduced to the audience as a way to announce haruharu wonder's first ever pop-up store in the United States. Opening a store in an international country will be a big and noteworthy achievement, so this campaign will begin before June.





# Measuring Campaign Success

this campaign's success can be quantifiably measured by:

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**Increase in follower count**

**increase in social media presence**

**Increase in content engagement**

**Increase in traffic flow on other social media platforms such as the haruharu wonder website or tik tok.**







THANK YOU FROM  
**haruharu wonder**

