



RED

MARKETING

CASE STUDY

Driving success across diverse cosmetic brands

BEAUTY BRANDS WE'VE NURTURED



Collaborating with over 20 international beauty and cosmetic brands, RED Marketing has brought its expertise to renowned names such as QMS Medicosmetics, Team Dr Joseph, Charlotte Tilbury, Catrice and Essence, as well as trending sensations like Drunk Elephant, Sol de Janeiro, BYBI, The Patch Brand and HAIRtamin. Our diverse marketing services cater to the unique essence of each brand.

**OUR SERVICES FOR BEAUTY
AND COSMETIC BRANDS**

PUBLIC RELATIONS

PR highlights

Long Term Relationships Highlights:

HANNON BOTHMA BRAND OWNER OF HANNON



"I had the pleasure of partnering with RED Marketing from 2004 to 2019, and the experience was truly outstanding.

Throughout our 15-year collaboration, their highly capable team provided comprehensive public relations services, playing a pivotal role in elevating the HANNON cosmetics brand. With their expertise in crafting proactive press releases, orchestrating strategic press drops, and executing successful product launches, RED Marketing demonstrated a keen understanding of the cosmetics industry. Their commitment to securing impactful product placements across diverse media channels significantly contributed to our brand's success.

I wholeheartedly recommend RED Marketing for their proficiency in brand building, especially within the cosmetics space."

HANNON

15 years with over **R9 000 000** worth of coverage per year

ROI 1:63

Short Term Relationships Highlights:



ROI 1:15

Drunk elephant for a 3 month project, garnering over **R460 000** worth of coverage in 3 months



HAIRtamin – influencer campaign reached over **200 000 people**



BYBI – influencer campaign reached over **100 000 people**



Celltone Skin Care – 6 years with over **R6 000 000** worth of coverage per year



QMS Medicosmetics – 6 years with over **R3 000 000** worth of coverage per year



Crabtree & Evelyn – 3 years with over **R12 000 000** per year

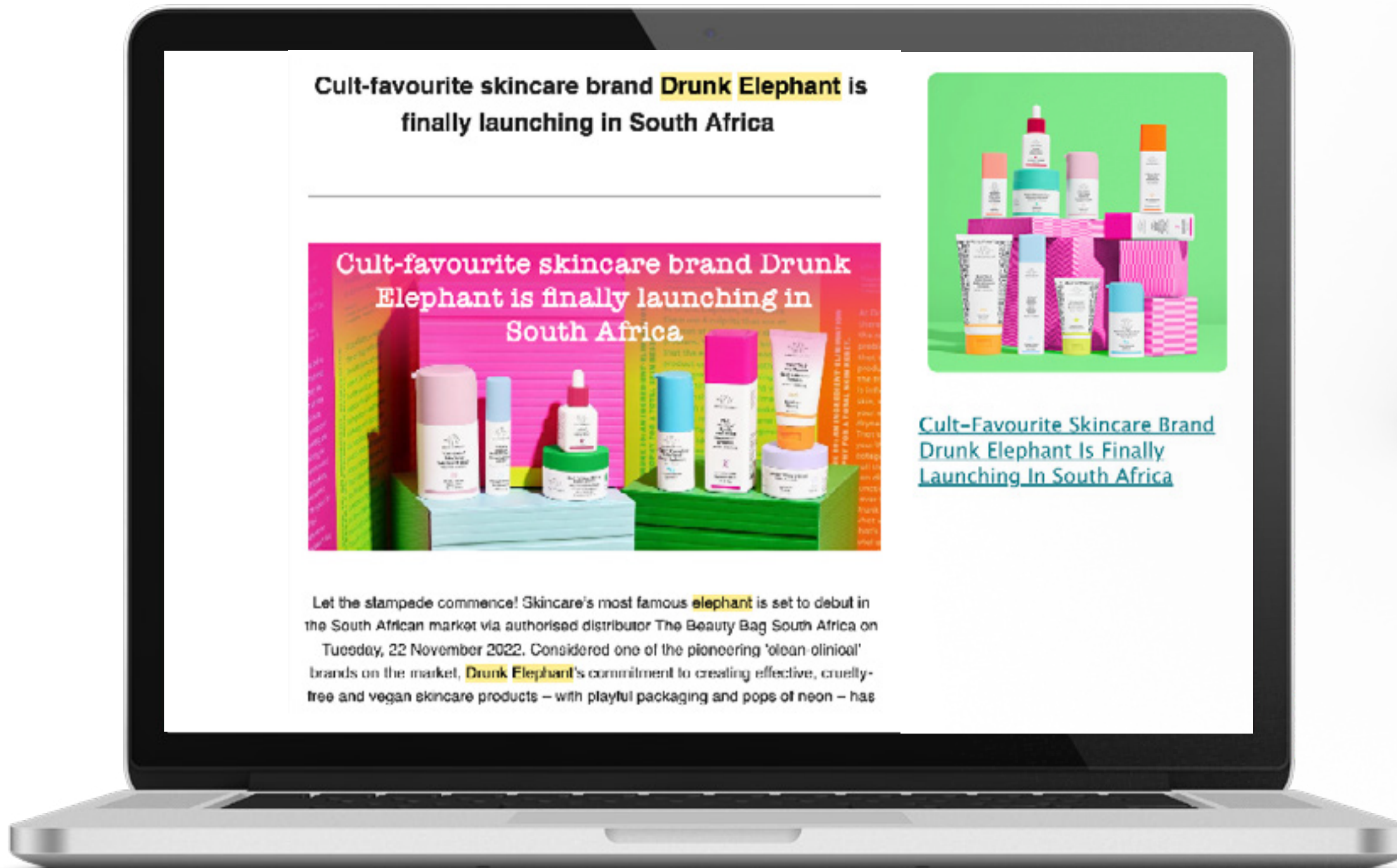


FEATURES IN



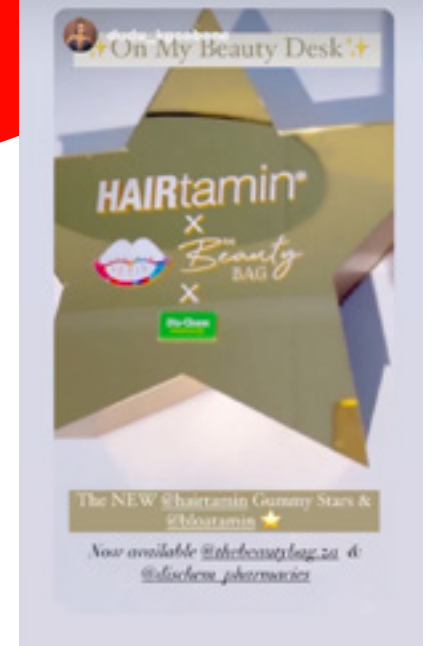
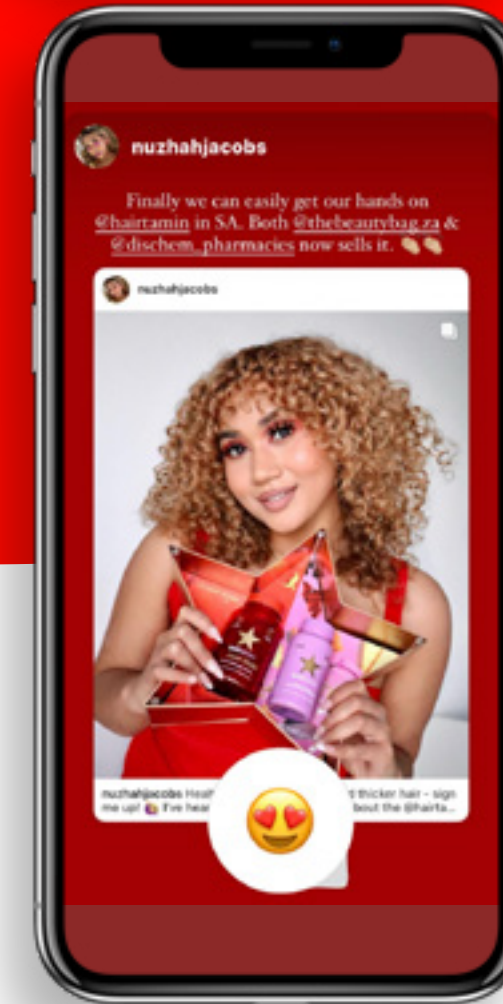
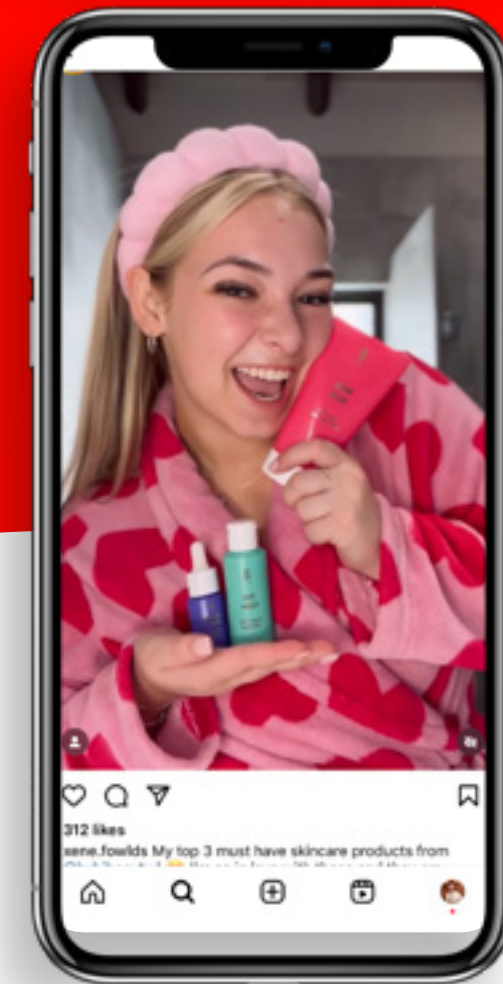
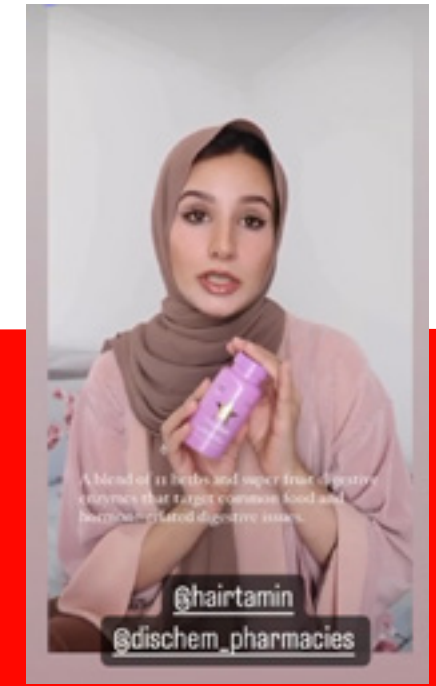
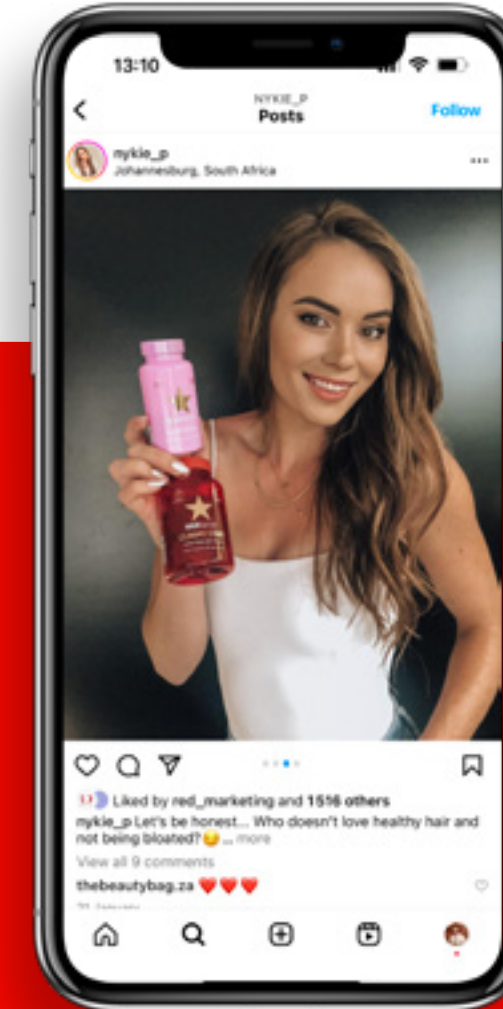
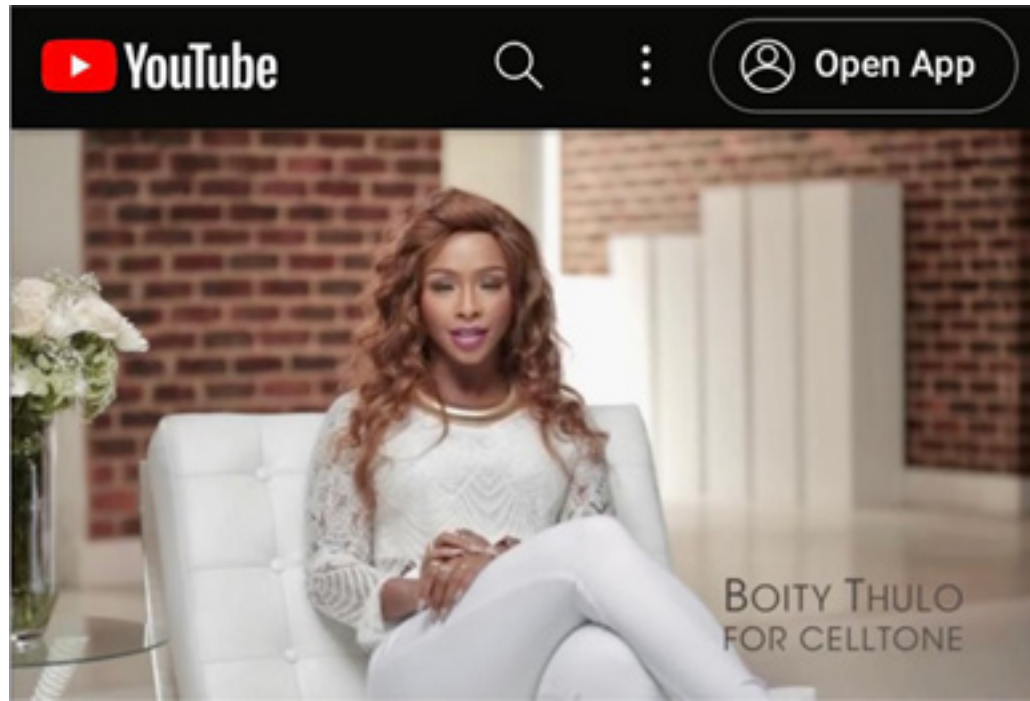
PUBLIC RELATIONS

Product feature examples



INFLUENCER MARKETING

Influencer campaign examples





Brand Education Strategy

Monpure's proposed strategy is to EDUCATE audiences at large that hair and scalp health is the new **lipstick effect of the twenty first century.**

When we look at the **communication** on social media and other platforms, we see topical integrated content with low engagement. There is currently a lack of brand-owned content as well as a lack of all educational elements.

Monpure is an exciting brand with a lot of relevant hair and scalp health content to educate consumers on.

Monpure needs to be **positioned** as the **hair and scalp health expert** on all fronts.



Social Media & Digital Marketing Objectives

1. Further establish and solidify Monpure's position as a premium luxury hair and scalp health brand.
2. To integrate luxury and science in an educational, but still relevant, engaging way.
3. Increase brand awareness dramatically across digital channels.
4. Increase brand engagement on all digital channels.
5. Increase sales across all digital channels.
6. Build engaging audiences and trust amongst brand followers and customers.
7. Involve medical experts to build trust around Monpure being the first stop for hair and scalp health.
8. Encourage new sales and stockist opportunities to expand the Monpure footprint.
9. Follow an IMC strategy across platforms.

SOCIAL MEDIA MARKETING

Strategy Development



Approach to Social Media

HOW IT WORKS - Social media is just that - social! We therefore need to curate content in a fashion that evokes interest, investigation, engagement and hopefully an action. Social media is about storytelling and taking the page's fans on a journey. This gives the audience a reason to follow the page and benefit from the content.

OUR APPROACH - to social media includes, but is not limited to, the following:

- Developing memorable social media content across various platforms (Facebook, Instagram, Twitter and more)
- Developing content posting schedules on Buffer, taking into account the best times to post and the ever-changing algorithms
- Optimising back and front-end social media ads (Facebook, Instagram, TikTok and more) to increase engagement and follower growth as well as leads and sales
- In-depth monthly reporting and continuously monitoring metrics in order to pinpoint the exact formula needed for specific niche conversations

Social Media Content Direction

MONPURE
LONDON



SOCIAL MEDIA MARKETING

Campaign Implementation Examples

Monthly content themes:

JANUARY

Take 'new year, new me' to another level

Why switching to Monpure's hair care products that are plant-based, cruelty-free, ethically and sustainably sourced as well as made from recycled and recyclable materials is the most compelling 'new year, new me' move.

FEBRUARY

Love is in the hair

Ways to show your hair and scalp some TLC this month of love - from the benefits of using silk hair accessories to being ingredient aware, identifying your scalp issues and switching up your shampoo and conditioner often.

MARCH

Scalp health: get to the root of your problems

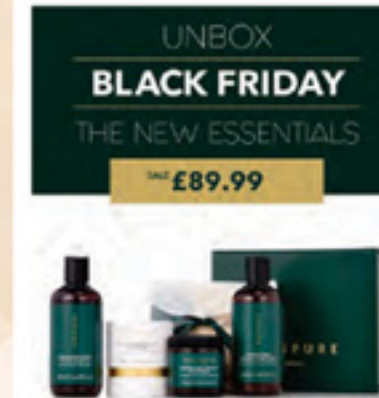
A look at the hair care industry's shift towards all-encompassing scalp care for stronger, healthier strands - highlighting why a healthy scalp = healthy hair, what a healthy scalp looks like and ingredients to avoid for optimal scalp health.

APRIL

The 'skinification' of hair care

Why preferred skincare ingredients are becoming a part of our hair care routines - with an emphasis on Monpure's powerful ingredients for more resilient hair and scalp, such as retinol alpha hydroxy acid (AHA).

02. Social Media



Black Friday

Black Friday is here, unofficially kicking gift-buying season into high gear!

Skip the scrolling and head straight for these Monpure hair-care heroes. Surprise a loved one or pamper yourself: our all-encompassing sets are filled to the brim with all of the products you need for a self-care day - from nourishing masks to scalp treatments.

Shop our hair-care sets to give (or keep) online at www.monpure.com.



Follicle Boost Hair Density Serum

Strong, luscious hair starts from within

Crowned the queen of hair growth serums by @bazaaruk, @elleuk and @cosmopolitanuk - our Follicle Boost Hair Density Serum speeds up growth, reduces breakages, soothes scalp irritation and boosts shine, smoothness and hydration.

- Developed with AHAs to decongest hair follicles, pumpkin seed extract for treating and preventing hair loss plus retinol to improve the absorption of other ingredients
- Dermatologically tested and scientifically proven
- Vegan and cruelty-free
- Contains no parabens, sulphates or silicones
- Made from recycled and recyclable packaging

Invest in our best-selling hair-growth serum and transform your tresses in no time. Shop online at www.monpure.com.



The New Essentials hair care kit

Repeat after us, "I deserve it"

Since the cold season is all about cocooning, why not take advantage and give your hair and scalp some love? The best winter nights are the ones where you've got nothing to do but wash your hair, scrub, mask and just take care of yourself! If you like...

- Sleeping on a satin pillowcase
- Waking up with a few minutes of guided meditation
- Hot water with lemon and honey for an afternoon pick-me-up
- Treating yourself to a bouquet of freshly-cut flowers once a week

...then you'll love The New Essentials hair-care kit, which brings all the good vibes with a Clarifying Scalp Scrub, Strengthening Silk Protein Shampoo and Strengthening Essence Conditioner.

Shop everything you need to unplug, unwind and de-stress online at www.monpure.com.



Jade combs to improve circulation and hair growth

Bringing the stone to the scalp

You've already heard of jade rolling. But did you know that using the same stone - yes, from your face rollers and gua-shas - has found its way into hair care, too? Jade combing stimulates blood flow and reduces tension, which helps the overall health of your hair.

- Promotes hair growth
- Facilitates blood and oxygen flow towards the scalp
- Can be used both hot and cold
- Start with light or medium pressure and work your way up
- Can be used with our Hydrate and Soothe Scalp Serum or Follicle Boost Hair Density Serum to reduce friction
- Makes for a relaxing ritual to end the day!

We believe that your hair is a reflection of your inner health - a sum total of your diet, sleep and stress. Shop our Heal and Energise Jade Comb online at www.monpure.com.



Silk peptides

Unlock your best-ever hair game with vegan silk peptides

Is damage, weather, faded colour or textural differences leaving your hair looking dull, flat and a little lifeless? The good news is that you can achieve shine and lustre with Silkgel - a new vegan alternative to regular silk peptides.

This sustainable biomimetic silk has been clinically proven to repair fragile or damaged hair strands, as well as protect the hair and scalp from harmful pollutants and bacterial adhesion.

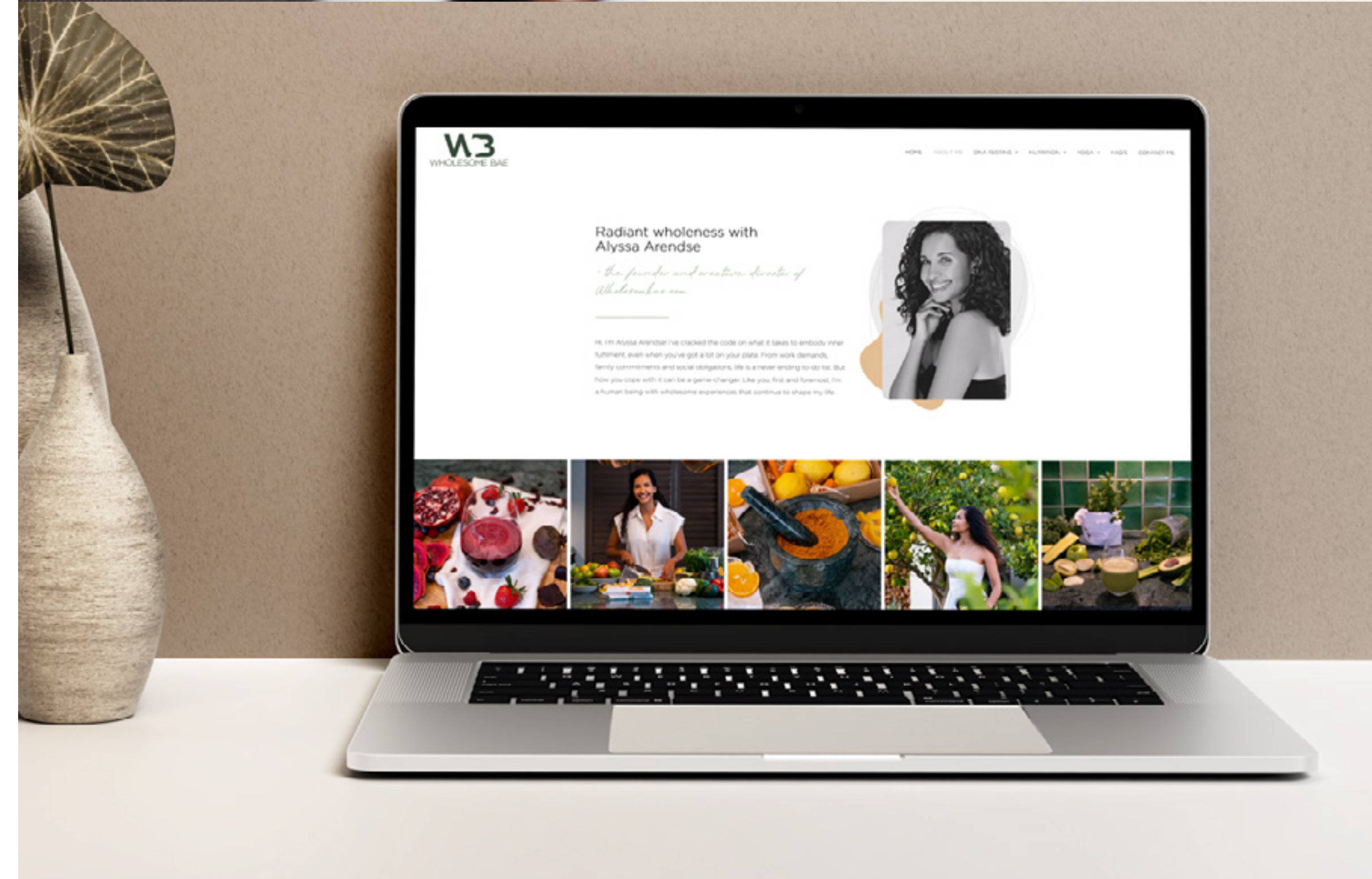
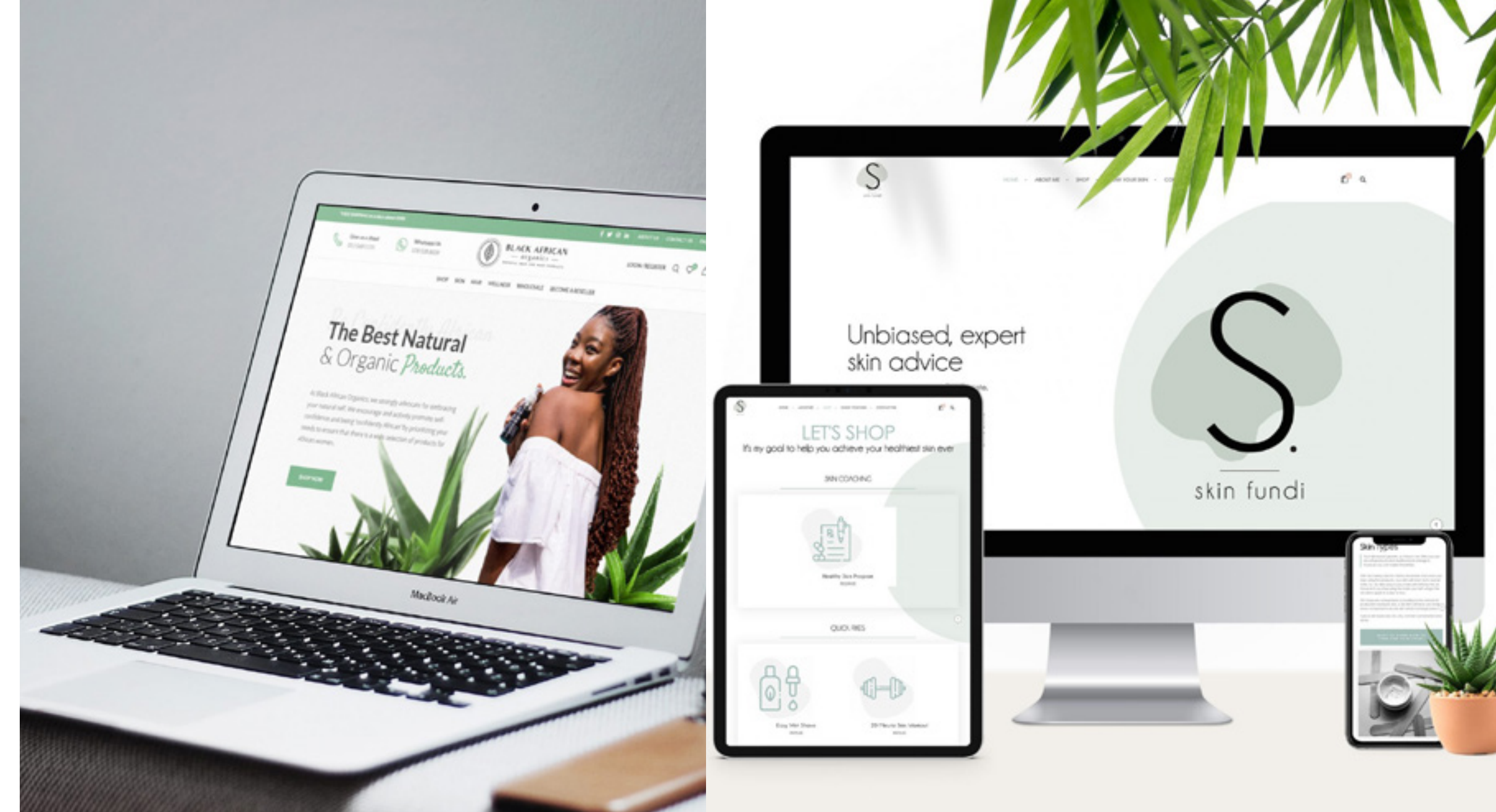
Shop our range of vegan hair-care products formulated with Silkgel online at www.monpure.com.

WEBSITE DEVELOPMENT

eCommerce and UX/UI Examples



We specialise in designing eye-catching e-commerce platforms and executing powerful digital marketing strategies for a spectrum of beauty brands, from skincare and makeup to hair care and vitamins. Our unique approach embraces the diversity of the beauty industry, allowing us to curate tailored solutions that elevate brands in every niche – ensuring they shine in this dynamic and competitive landscape



CREATIVE SERVICES

From crafting compelling CI developments to innovative packaging designs, extending seamlessly into impactful advertising and engaging content curation – we offer end-to-end solutions.





TESTIMONIALS



CINDY NELL-ROBERTS

CEO - COSMETIX (MISS SOUTH-AFRICA 2002)

We have been working with RED marketing since 2010 at which point our company was significantly smaller. 13 Years later, and now the largest independent distributor of Comsetics in SA with our own in- house PR department, we still use RED to manage PR specific projects for us from time to time, and enjoy working with them. RED offers a wide range of expertise and delivers consistent results.



DR EVA SIOLO

PLASTIC & RECONSTRUCTIVE SURGEON

I recently decided to go 'online' and give my business a social media presence. Not knowing much about marketing and advertising, I felt completely lost in my attempts to promote myself on social media. Trying to employ different people for different tasks didn't work very well as it was difficult for me to coordinate everything myself. But after meeting with Daniel, I started to see the light at the end of the tunnel.

RED Marketing is a very well-organised agency that can take care of literally everything that makes one feel professionally promoted and advertised. It's supported by young, enthusiastic professionals who are always ready to assist you and translate creative ideas into innovation.

I'm so impressed with the efficiency, availability, creativity and flexibility of the team, from the photographers and graphic designers to the website developers and social media content specialists. The communication is easy and I've never experienced such fast-growing numbers of followers on my social media pages. I'm stress-free and well taken care of. Thank you RED Marketing - now I'm able do what I love and simultaneously build my brand in an extremely professional way!



RIASHIN PILLAY

CEO OF THE BEAUTY BAG

The Beauty Bag has experienced unparalleled success in our partnership with RED Marketing, thanks to their exceptional expertise in traditional PR and influencer marketing. The team's adept copywriting skills have significantly contributed to the creation of top-notch social media and press release content for our portfolio of international beauty brands. RED Marketing's commitment, efficiency and 24/7 support make them a highly recommended partner – always on and ready to deliver outstanding results!



RED

MARKETING

THANK YOU