



FYP IMC Pitch: Heliocare

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Contents

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Background



Audience
Insights



Big Idea



Tactics &
Eco-system



Co-Creation



Budget &
Media Plan

The background features several abstract geometric shapes. On the left, there is a teal shape with a curved top and a horizontal orange bar below it. In the center, a horizontal orange bar contains the word 'BACKGROUND' in white, serif, all-caps font. On the right, a teal horizontal bar is positioned near the top, with a small orange circle centered on it. A large, light orange curved shape is visible in the bottom right corner.

BACKGROUND

Campaign Objectives

To build brand awareness and let consumers know that Heliocare is more than just a sun-care brand.

What we want to achieve with communication?

- Damages and sources of blue light and infrared radiation-A
- Need for protection against blue light
- Heliocare's ability to act as a layer of defence as well as a product that rejuvenates the skin
- Patented technology; Fernblock

The Sun Care Industry: Rising Trends



General Suncare Brands Continue Leading the industry with their broad appeal

- Broad Appeal
- However, brands are starting to market beauty-targeted products for women



Increasing need for sun care products

- Consumers are more invested in sun care with high SPF claims
- Common keywords consumers look out for: **“City Block”**, **“Mega-Defence”**, **“Safe Block”**, **“Shield”**, **“Ultimate UV Defence”** and **“UV-Cut”**



Cosmetic-Hybrid Sun Protection

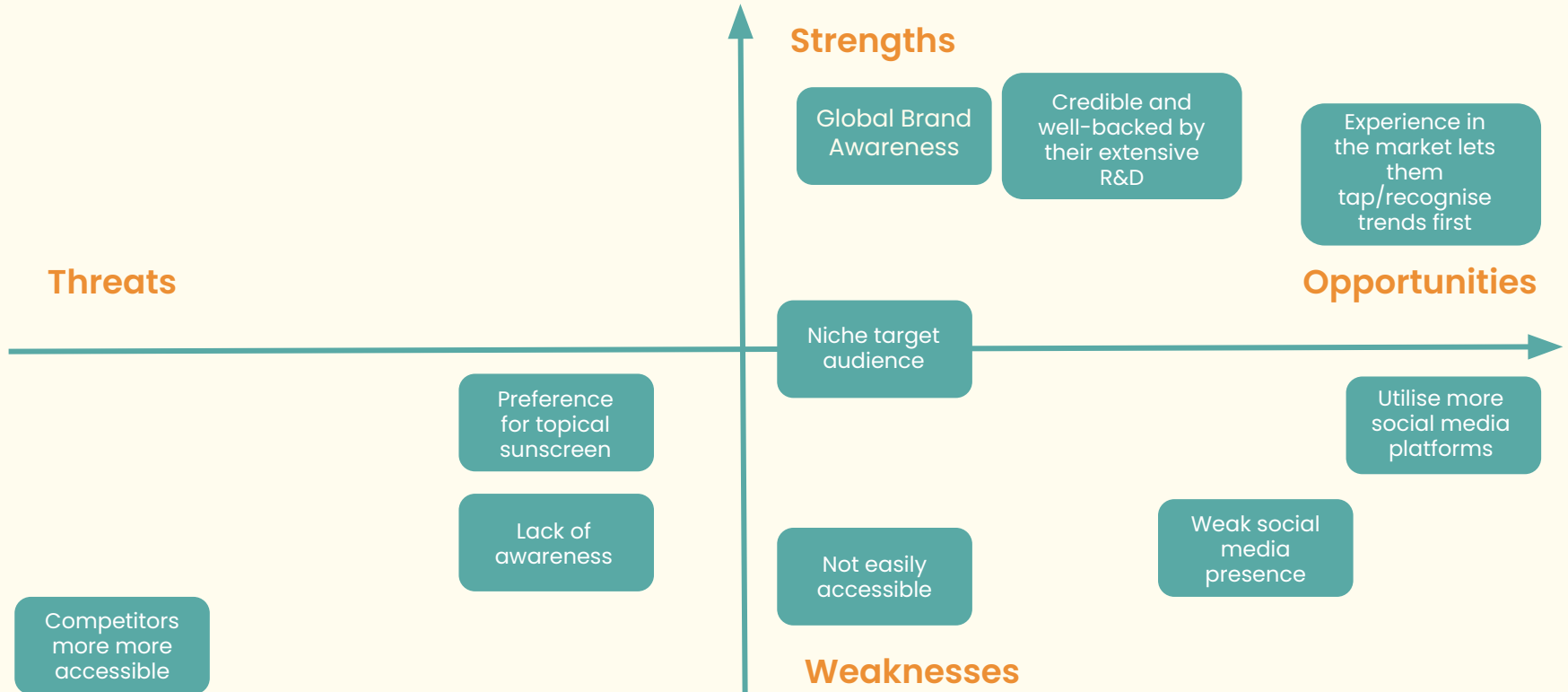
- Combining products helps to address skincare issues and reduce the number of steps in beauty routines



Increasing Popularity Of Suncare On-the-Go

- Mist-Type Sprays and Roll-on forms of sunscreen

Heliocare: SWOT Analysis



Key Competitors



**Crystal
Tomato**

Crystal Tomato offers similar products to Heliocare, with both topical and oral forms of skincare that offer protection against a broad spectrum of harmful rays, including Blue Light.

Key Products to Watch: Crystal Tomato® Supplements, Beyond Sun Protection



dermalogica

Dermalogica is a skincare brand backed by skin therapists which takes a similar clinical approach of branding

Key Products to Watch: invisible Physical Defense SPF 30

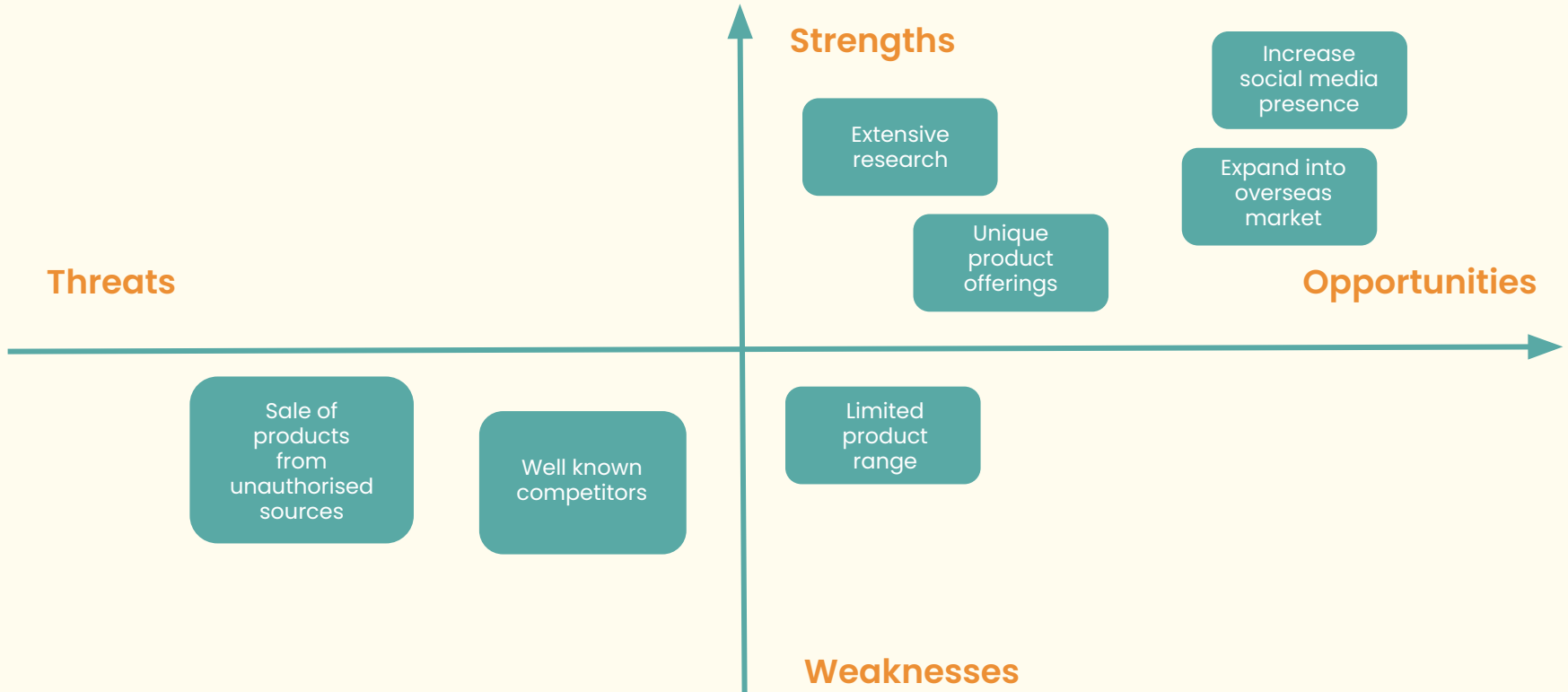
Bioré

Biore

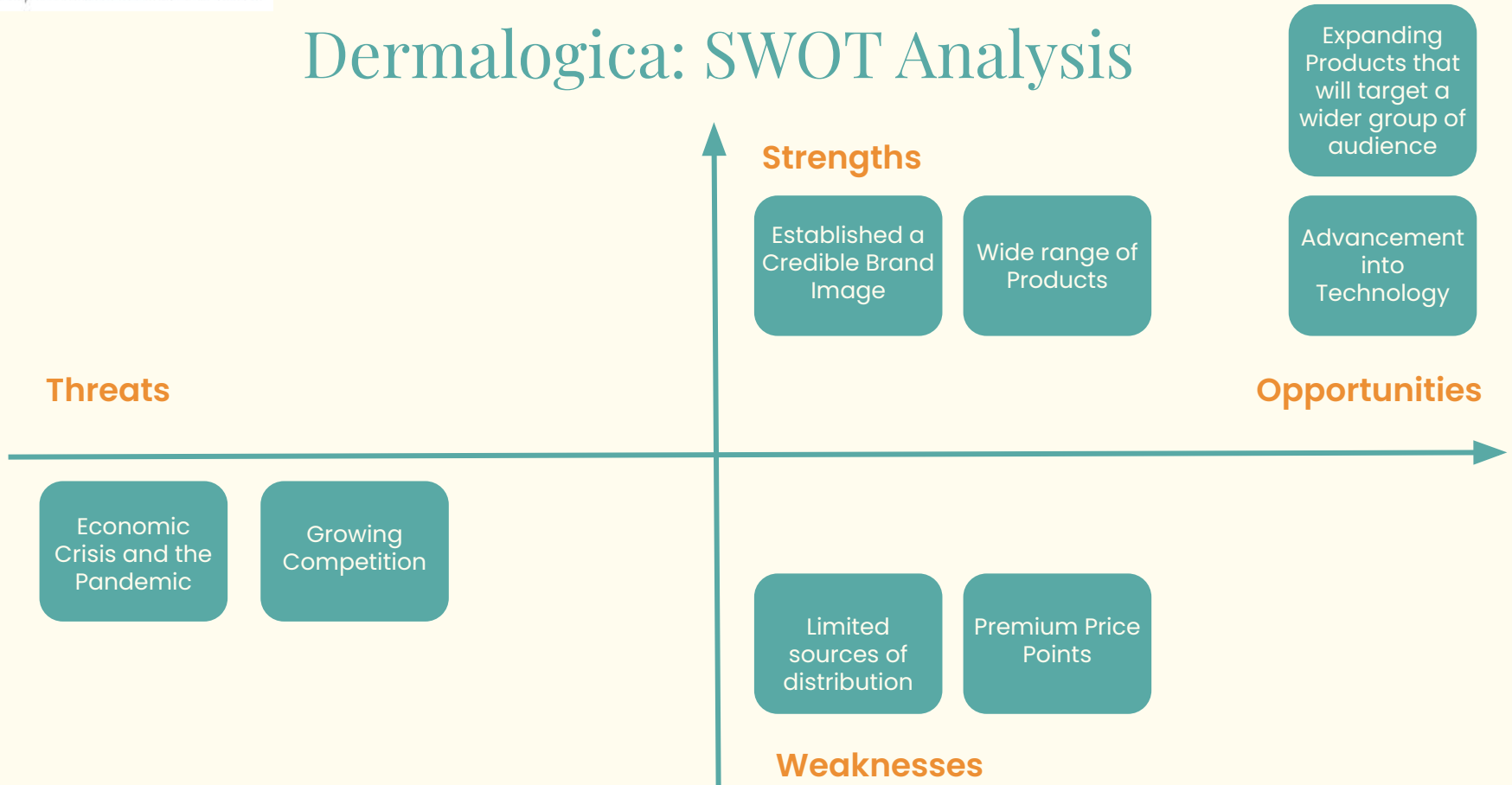
Although Bioré is a generic sunscreen brand, it is one of the more popular brands amongst our TA that they settle for due to value-for-money



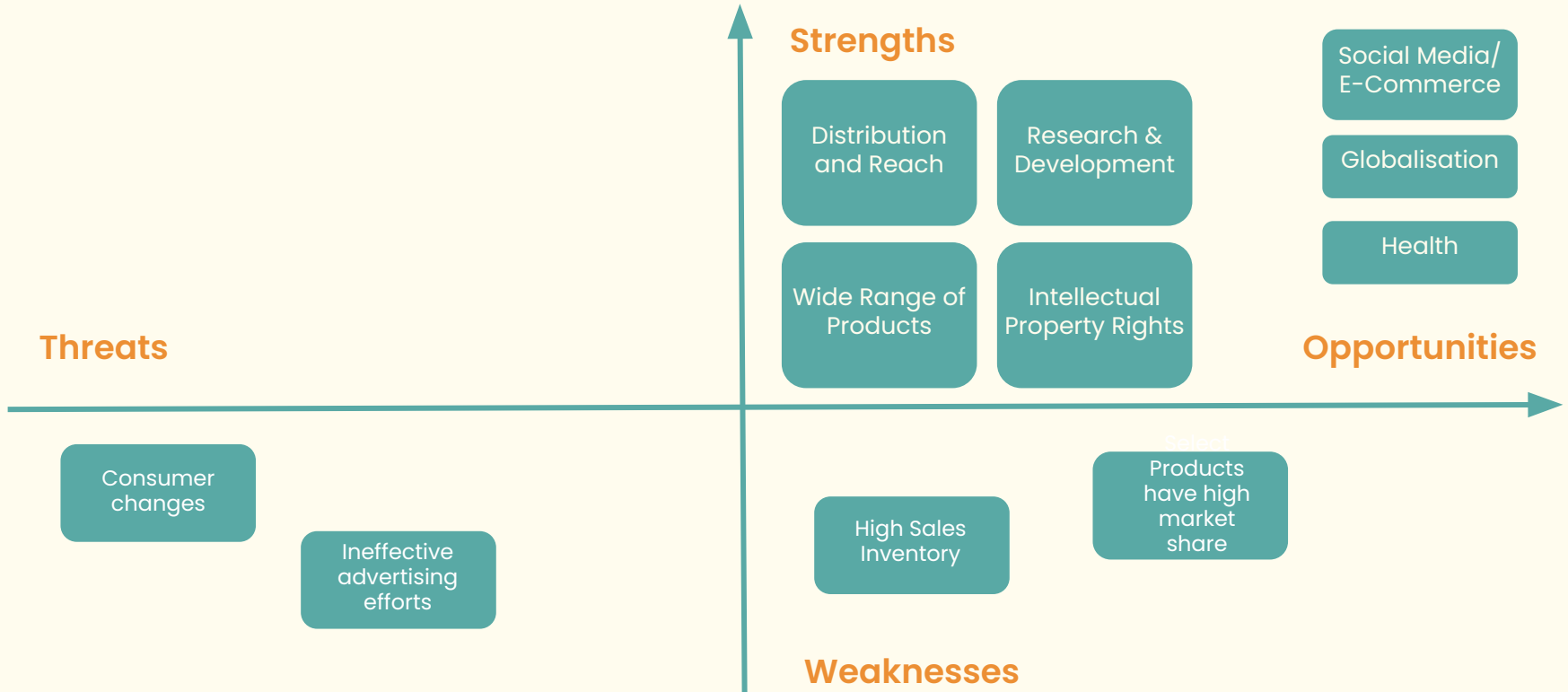
Crystal Tomato: SWOT Analysis



Dermalogica: SWOT Analysis




Bioré: SWOT Analysis





About Heliocare

Founded in Spain and developed by Cantabria Labs since 2001 and distributed by Neoasia in Singapore



Focused on creating the best pharmaceutical, dermatological and cosmetic products

Prioritises research and development ensuring product safety and effectivity

About Heliocare

Various Product Lines

- HELIOCARE 360
- HELIOCARE Ultra
- HELIOCARE Advanced

Products

- Both Oral and External sun care
- Effective in Photoprotection
- Contain Fernblock Technology
- Prevents aging skin, actinic damage, sun allergies and dark spots

About Heliocare's Fernblock Technology

Created by Cantabria Labs with Dr Fitzpatrick of Harvard Medical School

An extract of Polypodium Leucotomos which provides protection, antioxidants and restoration for skin

Protects against all 4 radiations from the sun (UVA, UVB, VL, IR)

Repairs sun damage in and out



Audience Insights

Audience Demographics



**Millennial Women between the
ages of 30 - 40**

Working Adults

Mid to High Spending Power

Already users of suncare



197
Respondents



>30
Years Old

Primary Research: Quantitative

Our team crafted a user needs survey for Heliocare's target audience with a total of **235 responses**, out of which **197 of the respondents fit into our desired target audience range of 30 year olds and above.**

Objectives:

- Find out where Heliocare stands among other suncare brands in the consumers' mind.
- Find out how to differentiate Heliocare from other brands for consumers who already use suncare products.
- Find out what will motivate consumers who don't use suncare products, to start using them.
- To understand how our target consumers perceive blue light and their understanding of it.
- To understand what content draws in our target consumers and how they interact with it across different platforms online.



11
Interviewees



30 - 45
Years old

Primary Research: Qualitative

We conducted interviews with **11 consumers** who fit into our **primary target audience criteria of 30-45 years old**. Our questions were split into the categories of lifestyle, media consumption & consumerism, frequent users of skincare and non-users of skincare.

Objectives:

- Find out more about our TA's lifestyle in detail, as well as possible pain points that our brand can target and solve.
- Find out more about how our TA consumes media and what kind of content would appeal to them so that we can effectively craft campaigns that will engage them.
- Find out where Heliocare stands among other skincare brands in the consumers' mind.
- Find out how to differentiate Heliocare from other brands for consumers who already use skincare products.

Key Audience Insights: Overview



Conscious and
Careful Shoppers



Loyal for the Wrong
Reasons



Seeing is Believing



Heavy Users of
Social Media



Practical People



Our Target Audience are Conscious and Careful Shoppers

Key Points:

- Our Consumers are **Avid Researchers**, making them **knowledgeable**
- Our Consumers are **Skeptical People**
- Our Consumers are **not Impulse Buyers**

Conscious and Careful Shoppers: **Skeptical Individuals**

Secondary Research

Skeptical Individuals

ONLY 55% of Millennials believe that businesses have a positive impact on society

Many think that businesses focus on their sole agendas rather than the society's

They only support companies that align with their values



Primary Research: Interviews

Purchases on Reliable Sites

Our Consumers prefer to make purchases from the original brands rather than retailers or other sources

"I usually go to the brand's website if I wanna buy something"

~ Charlene Chua (31)

"(Choose) brand that is reputable, in a sense that, everything online looks okay, checks out, this company has been around for awhile, not some random brand from China"

~ Wayne Quek (34)

Conscious and Careful Shoppers: Avid Researchers

Primary Research: Interview

Researching across different platforms

Our Consumers are **avid researchers** who will do **research over various platforms** (EG: Google Reviews, Social Media, News Sites) before purchasing, making them **knowledgeable, hence enabling them to make informed purchases.**

What our interviewees do before buying products

“(Find Out) what is it about the specific product, **from different points, like from experts in the field, from regular consumers...**”

~ Wayne Quek (34)

“When discovering news products, **I usually read the news about it and the kind of coverage it gets**”

~ Aileen Bak (30)

“I like to go to the official website so I will **usually check the official website** and then I will read about it then I will go **read the reviews**”

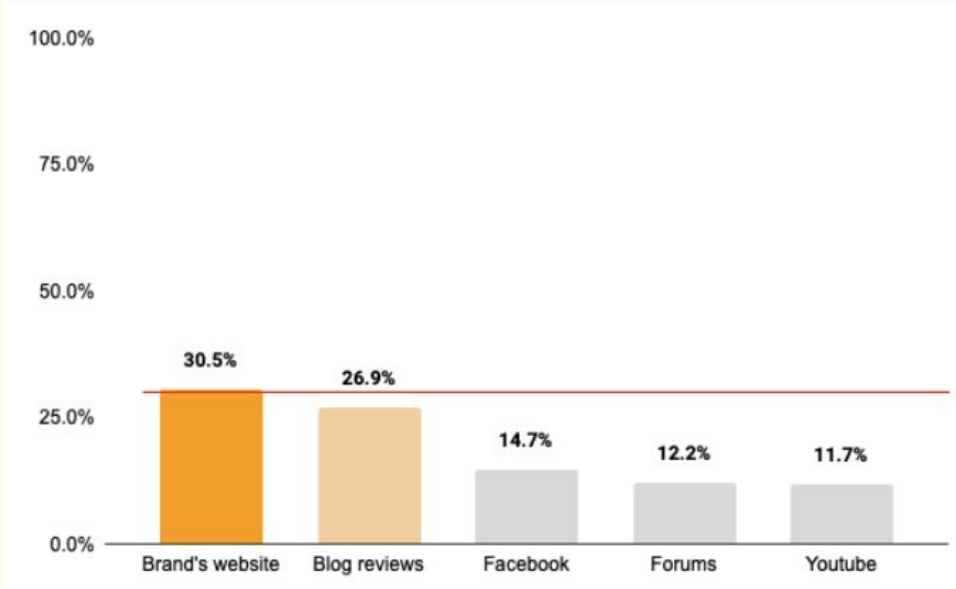
~ Samantha Teo (32)

Conscious and Careful Shoppers: Avid Researchers

Primary Research: Survey

Where our consumers go to do Research:

Most of our target audience (**30.5%**) usually visit a **brand's website** to find out more about the products before purchasing, **followed by blog reviews (26.9%)**.



Therefore it is beneficial if the brand website is not only User-Friendly, but ALSO SEO Optimized

Secondly, it will be good to engage **blogs and media outlets popular amongst our TA to reach them**



Loyal for the Wrong Reasons

Key Points:

- Our Consumers are **usually extremely loyal to the brands and products they use**

Loyal to a Fault

Primary Research: Interview

Our Consumers prefer to stick to the current brand/product they are using as the product does not cause any problems

Once our consumers find a product that works for them, they tend to continue using the same product for an extensive period, until they are forced to stop using the product

Notably, when they have tried switching products, they've encountered bad experiences:

"...FANCL closed all of the branches in Singapore...I couldn't buy from them so I tried another brand of facial product. So I used it for about 3 months...I think the product didn't suit my skin so... I found out that I actually can buy them online, the previous FANCL product so I went back to it."

~ Samantha Teo (32)

"...once i use a product and its good, and **once I am comfortable with it, I seldom change products. I don't see a need to risk trying something else and potentially being negative about it"**

~ Malcom Yeo (30)

"Skincare is a bit trickier... **as long as I don't break out when I use a new product because my skin is quite sensitive **then I just keep using it."****

~ Derelyn Chua (36)



Loyal to a Fault

This means that our consumers typically settle for products that they are comfortable with because they think their product is the best (They do not actively seek out possibly better products)

They find it a hassle to switch to other products since it requires more research and there is no guarantee that the new product will work for their skin type



Seeing is Believing



Key Points:

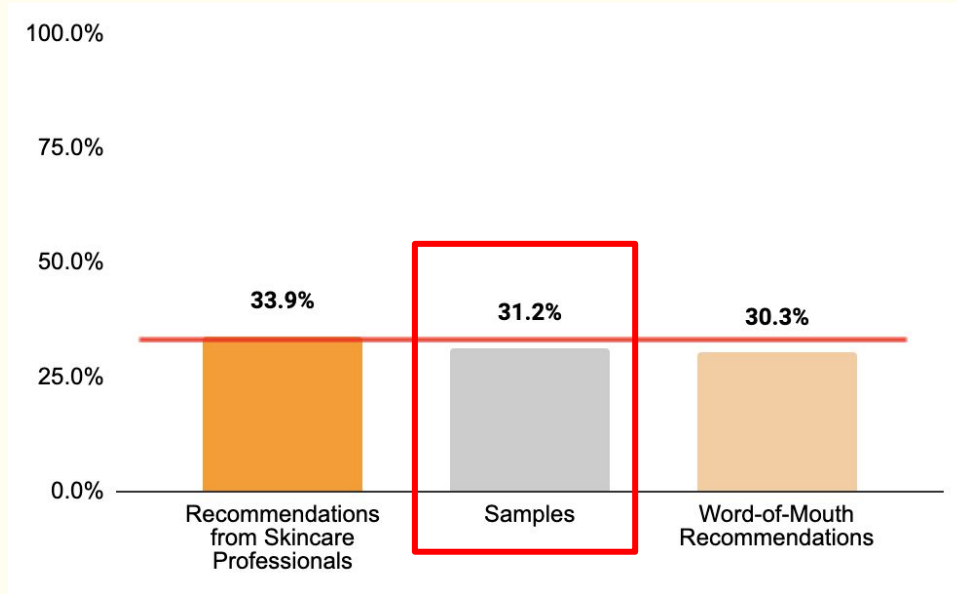
- Our Consumers **require first-hand experience** to believe in brand's claims
- Our consumers **started using suncare only after seeing visible damage**
- Non-Suncare users **do not use suncare** because **they do not see instantaneous results**

Seeing is Believing: Samples

Primary Research: Survey

One of the top ways to get our consumers to try the product would be through samples

The top 3 ways that would encourage non-users to start trying out skincare include:



Seeing is Believing: Samples

Primary Research: Interview

"...but I would say that for me I still need to research, and I **still have to try the product. So if I like the sample or tester, then there's an even better chance that I will buy it lor.**"

~ Wayne Quek (34)

"They give you small packet for sample right. That one I will try. And then if they sell like smaller trial size, sample size I will buy."

~ Faiza (34)

"... I guess if the value of the product is quite high, it really depends on if there is a small sample that you can try it with or smaller bottle that you can buy before you decide **because skincare products don't just last 1 month**, they last longer than that so... **I guess product testers are very important especially if its something new that you are trying.**"

~ Samantha Teo (34)

Hence apart from recommendations from reliable sources, **brands should give consumers an opportunity to try out their products**

Seeing is Believing: Current Users' Motivation

Primary Research: Interview

Some of our consumers only started using suncare after seeing adverse effects caused by the sun such as pigmentation

"I just never bothered with sunscreen and then sometime in the middle of my studies **I noticed that I was getting pigmentation on my face...**"

~ Derelyn Chua (36)

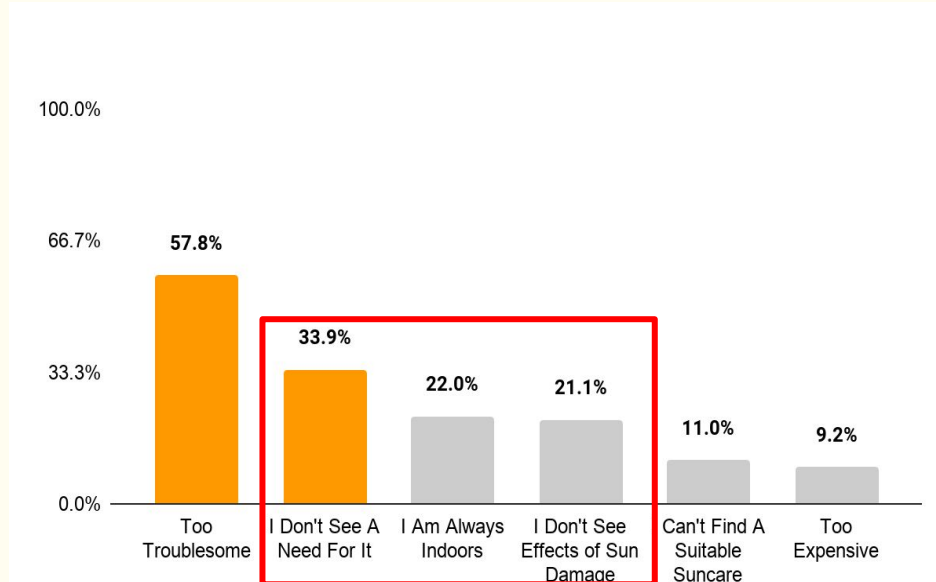
"I started using suncare because of, I think when I had some experience in Australia and down there the sun is much stronger..."

~ Yen Phang (41)

Seeing is Believing: Non-Users

Primary Research: Survey

A few reasons why our non-users do not use sunscreen...



For our non-users (non-frequent included) they do not apply sunscreen because they do not see instantaneous effects

"Usually it's **only after exposure (to the sun) for 2 to 4 hours** and that's only when I really start to think about it (sunscreen)."

~ Yen Phang (41)

"...I guess **seeing more wrinkles on myself will also make me use it.**"

~ Joanne Bala (31)



Practical People

Key Points:

- One of the greatest factor for purchase includes **Value-for-Money**
- Many of the reasons why our TA is unwilling to
 - Visit Clinics for Sunscreen
 - Apply Sunscreen

Is because they feel that it is **“Too Troublesome”**

Practical People

Secondary Research

Practical Life Goals

According to the Business Times, the Top 5 ambitions Millennials have include:

1. **Being Wealthy (59%)**
2. Travelling (58%)
3. **Owning a Home (48%)**
4. Making a Positive Impact on Society (36%)
5. Starting a Family (35%)

Primary Research: Interview

One of the biggest purchasing factors include Value-For-Money

"The price, if it's too expensive that's bad...I think **that's the only thing that deters or makes you think twice**. To buy a sunblock. If it's too expensive. Yeah **especially because its daily use** you know you get **through that bottle a lot faster**

~ Samantha Teo (32)

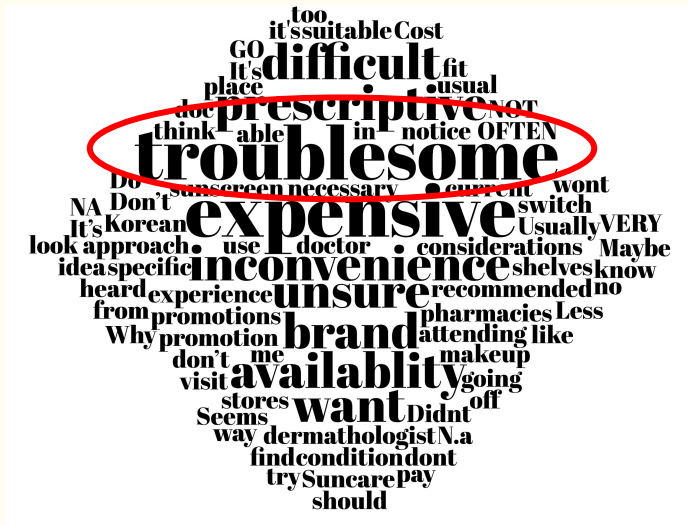
"...a lot of sunscreen are the same so you must also look at price la, **is what you're paying worth it?**

~ Wayne Quek (34)

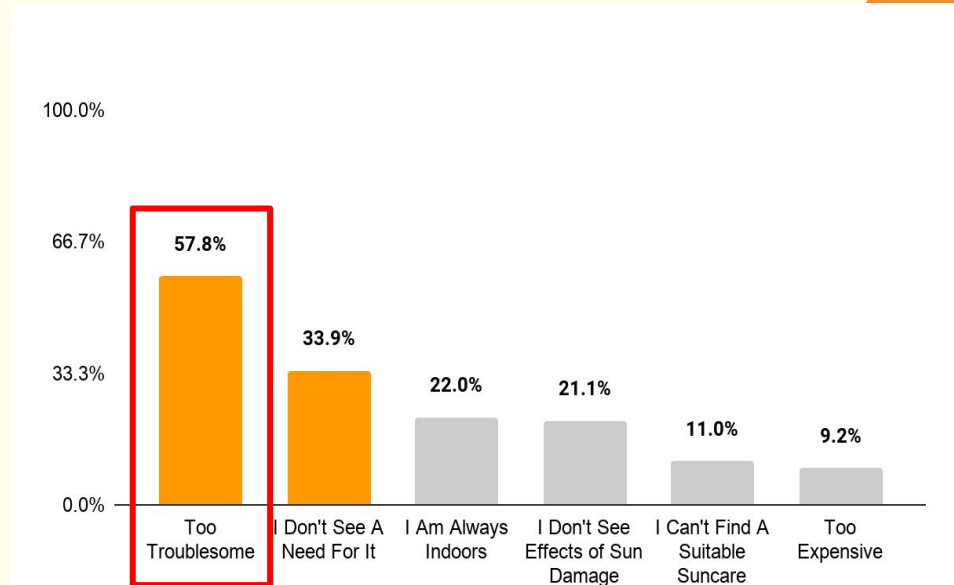
Practical People

Primary Research: Survey

When asked why they would not do certain actions (EG: Visiting Clinics to purchase suncare, Applying Suncare), we had most responses saying that it was **troublesome**:



Reasons why they do not want to visit a clinic



Reasons why they do not apply sunscreen



Heavy Users of Social Media

Key Points:

- Our Consumers are heavy users of Social Media
- Their most-used platform is Facebook

Heavy Users of Social Media

Secondary Research

Millennials use social media heavily, making it the best platform to reach out to them

- According to a study by GlobalWebIndex, they spend about **2 hours and 38 minutes on social media each day.**
- Multi-networking is now the norm, with the typical Millennial user **having an average of 9 social media accounts.**
- **93% of Millennials access social networks on smartphones,** filling in time while on the go, leading to the **tendency for passive browsing.**

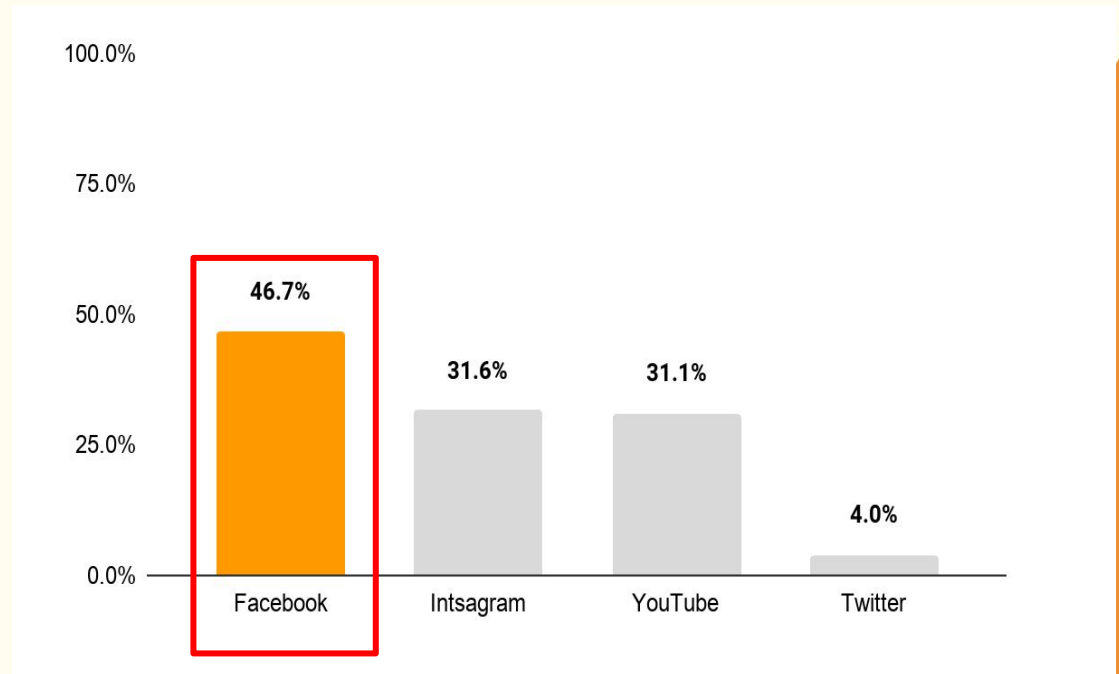
Heavy Users of Social Media

Primary Research: Survey

Our Consumers' go-to platform is Facebook:

**They use Facebook
the most and
Twitter the least**

This is because...



Heavy Users of Social Media

Primary Research: Interview

They feel that it is easy for them to find information on Facebook, compared to other platforms such as Instagram, which they primarily use to stay updated with their friends and family

Facebook is 90% for professional in a sense **that it is where I get all the information from**, so I would say news

~ Wayne Quek (34)

"Facebook is interesting... they do a good job stalking you like **skewing content to what you would look at... I spend a lot of time on Facebook**"

~ Aileen Bak (30)

They like joining Facebook's Interest Groups

"I've **joined a lot of insider groups** so these groups have a lot of tidbits that will be shared online that are related to my field."

~ Wayne Quek (34)

"(On Facebook), I am in a couple of **trading groups** like stock trading"

~ Malcom Yeo (30)



User Journey & Touchpoints



7AM

Wake up
Browse through social media

7:30AM

Gets ready for work
Applies over-the-counter
sunscreen

9AM

Work begins

8:30AM

Travel to work
Browses through social media
Surfs the Internet
Listens to music

12PM

Lunch
Visits a nearby eatery
Browses through social media
Replies messages

4PM

Take a break
Watch YouTube video
Browse through social media

6PM

Travel to Gym
Leaves work
Travels by train

6:30PM

Work out
Weight training
Listens to music/podcasts

8:30PM

Travel home by bus
Browse through
social media

9PM

Watch TV while having dinner
Orders food via FoodPanda

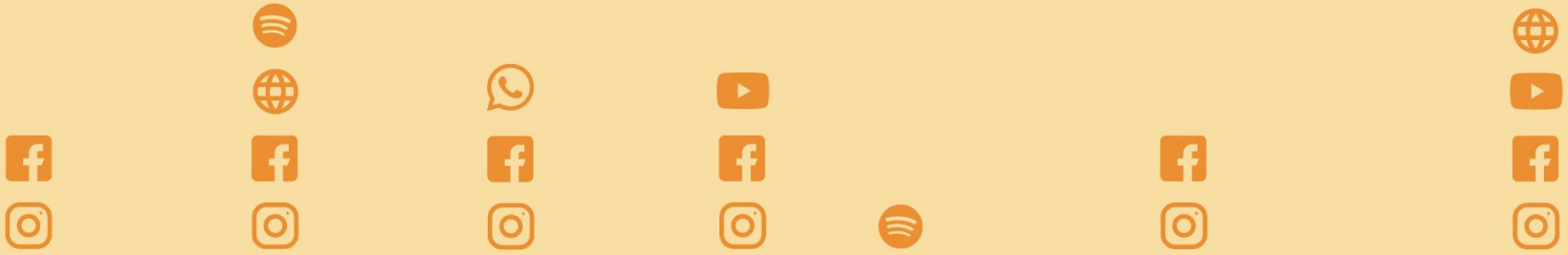
10:30PM

Surf the internet
Watch YouTube videos
Read online articles
Browse through social media

10PM

Take a shower
Wash up

MEDIA TOUCHPOINTS



7AM
Wake up
Browse through social media

8:30AM
Travel to work
Browses through social media
Surfs the Internet
Listens to music

12PM
Lunch
Visits a nearby eatery
Browses through social media
Replies messages

4PM
Take a break
Watch YouTube video
Browse through social media

6PM
Travel to Gym
Leaves work
Travels by train

8:30PM
Travel home by bus
Browse through social media

10:30PM
Surf the internet
Watch YouTube videos
Read online articles
Browse through social media

The background is a solid orange color with white decorative elements. A thick white wavy line starts from the left edge and curves across the top. Two solid white circles are positioned on the left and right sides. The bottom right corner features a white wavy shape that overlaps the orange background.

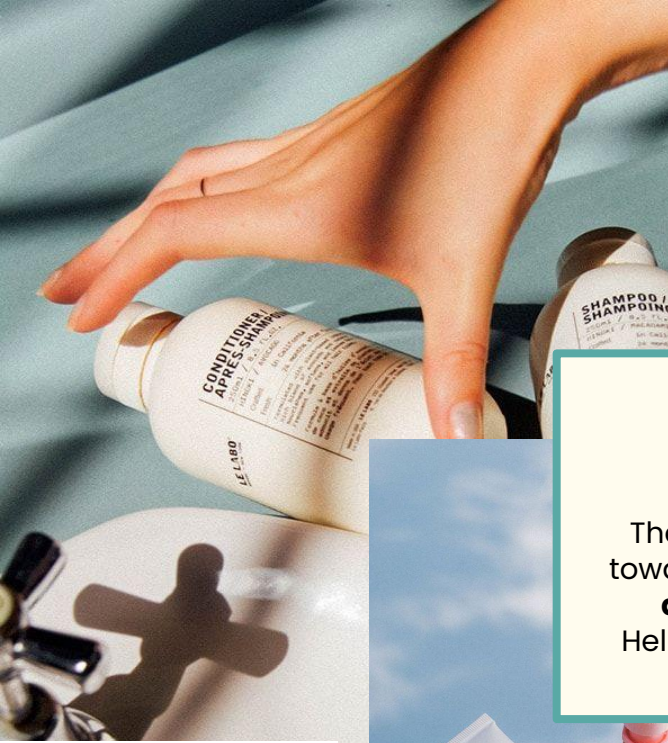
Big Idea:

#Betterthanyourex



Key Message

You never know what Suncare could do
until Heliocare.



Content Style Guide

Clean | Sophisticated | Bright |

The approach for the content posts would be towards a clean, sophisticated look to **maintain a clinical and professional brand image**. Heliocare should uphold as a **Premium Brand**.

Your skin produces sebum.

(All skin does!)



Content Guidelines

Fonts Used:

Header Text: Playfair Display

Body Text: Poppins

Colour Palette:



#59a9a5



#ec8f34



#f9dea2



#fff5cc



#fffcee

Content Guidelines

Tone of Campaign

For the general tone of the campaign, we will be supporting the clinical, sophisticated and professional look with a fun and tongue-in-cheek tone to give the campaign an interesting take

Relationship Take:

Heliocare wants to win the hearts of our target audience instead of letting them “go back to their ex”

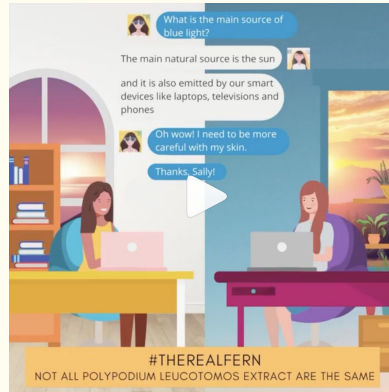


Pre-existing Marketing Efforts

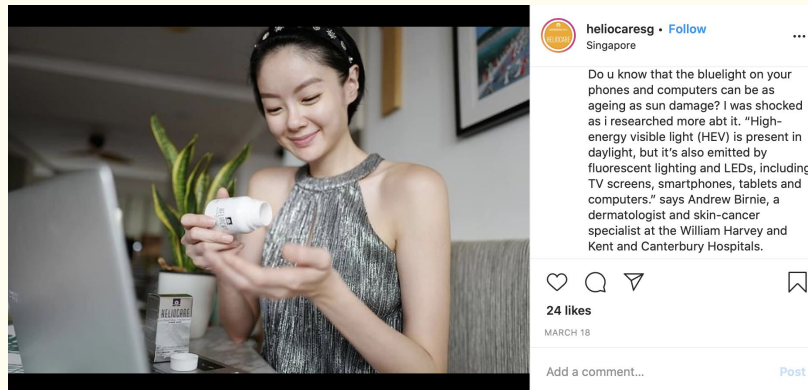


Current content on IG

#THEREALFERN: Promotes Heliocare's Fernblock technology which is the foundation of every Heliocare product



Heliocare 360° water Gel is a full spectrum sunscreen (including blue light) in an ultra-light aqueous gel formulation, melts right into the skin without leaving white cast and long-lasting hydrating activity.
#therealfern





Current content on IG

#THEREALFERN: Promotes Heliocare's Fernblock technology which is the foundation of every Heliocare product

Positives

Clean and straightforward format

Use of celebrities and influencers product endorsement

Use of different mediums to engage audience

Negatives

Lacking hook/angle

Doesn't engage well with viewers

Use of scientific terms without much explanation

Current content on IG

#STAYHOME: An initiative by Heliocare encouraging people to stay at home in the fight against COVID-19

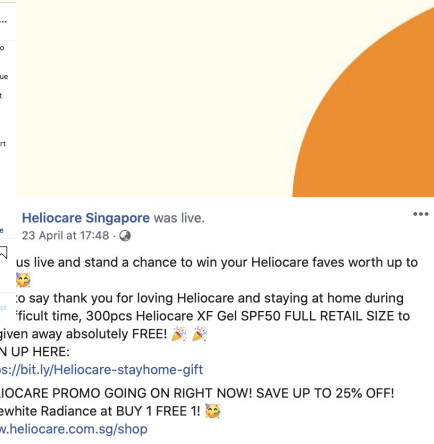
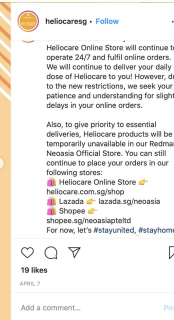
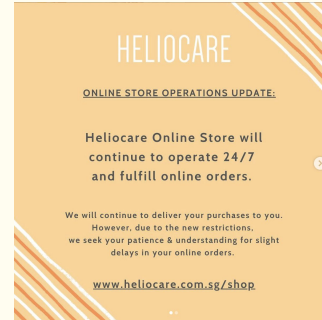
Aimed to remind consumers of the importance of sunblock even at home.

Positives:

Included the places Heliocare sunblocks are available for purchase online - CTA

Show Heliocare's support for healthcare workers and solidarity in these trying times - Humanizes the brand and makes Heliocare more approachable

Hosted a live giveaway with almost 2K views - Capitalised on the TA's most used platform, Facebook and garnered attention.



Current content on IG

Negatives:

Not evergreen content - when the impact of COVID-19 dies

“Suncare tips” post - did not have sun care tips in the caption/as a carousel.



Awareness



@loveforskincare @yiliannng @yilagoh

Influencer Collaboration:
What I wish I knew
when I was 30

Promotional
Video #1:
Skincare Hacks

Actionable content
that motivates the TA
to apply sunscreen

Promotional
Video #2:
Lifestyle Hacks

Soft-sell content that
will pull the audience in
(Actionable,
Value-added)

Research & Consideration

Website
Optimisation

Blog Posts

Search
Engine
Optimisation

Educational
Carousel Ad:
What Is
Fernblock?

IG Story
Highlights

1. Influencer Collab
2. Skincare & Suncare
Tips from Promo Vid
3. Promoting blogs

Virtual
Event



@larryyeo



@melissackoh



Purchase

PR Kit:
Chosen influencers
Media outlets

Garnered Reviews



BAZAAR Hungry



Post-Purchase

User-Generated
Content

Get users to share &
post about their user
experience

- Before &
After photos

The word "Awareness" is centered on the page. It is flanked by two horizontal teal bars. The top bar is on the left and has a yellow circle on its right side. The bottom bar is on the right and has a yellow circle on its left side. There are also large teal abstract shapes in the corners of the page.

Awareness



What I wish I knew when I was 30

This tactic, will be driven by **Influencer Marketing**; with the use of **mature influencers who will act as a mentor figure** to our audience, to educate them on what they wished they knew in their 30s such as:

- Skincare Regrets
- Steps they have missed out when they were 30

The video will be done in an “Our Grandfather Story” Conversation Talk Show Format



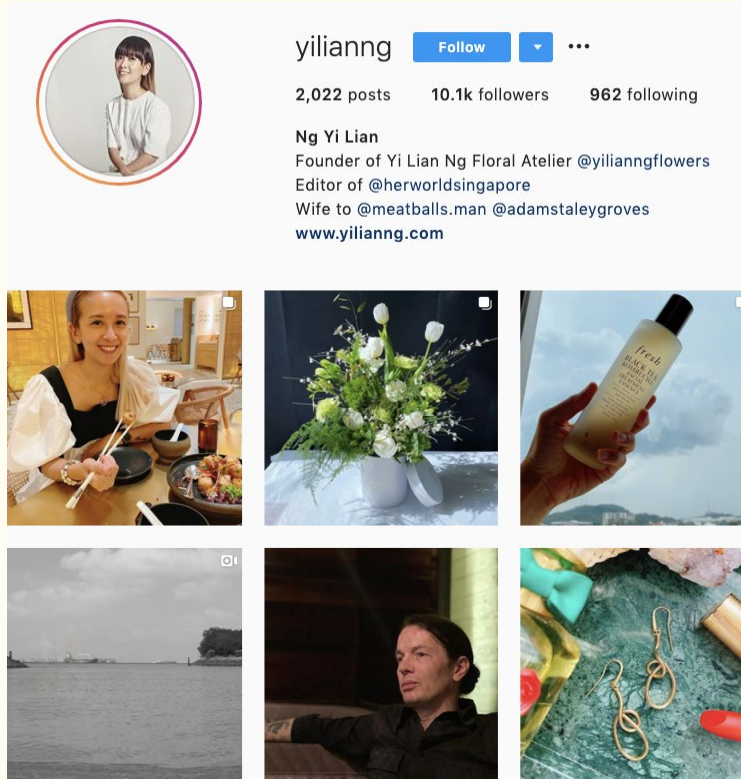
Suggested Influencers: Ng Yi Lian



Ng Yi Lian (@yiliannng)

37 Years Old

Editor of Her World Magazine



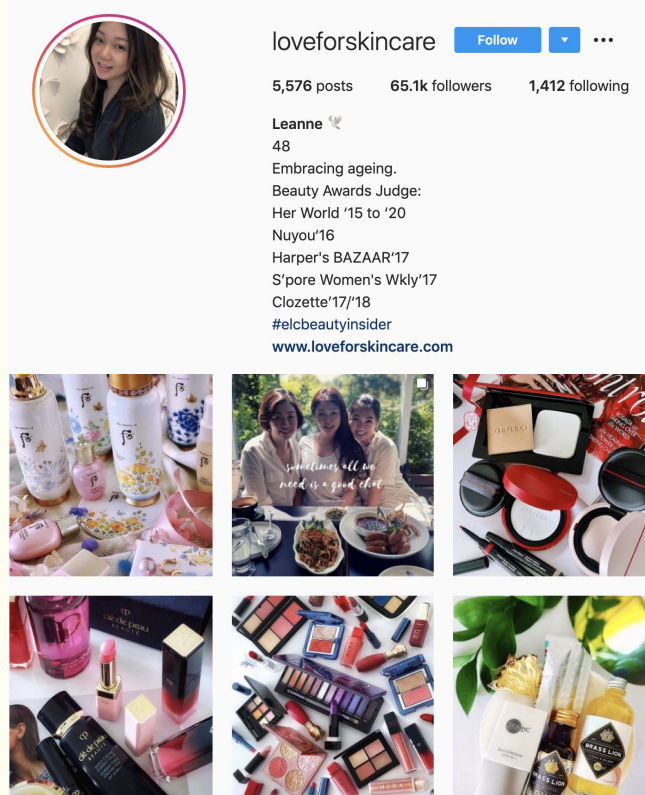
Suggested Influencers: Leanne Ho



Leanne Ho
(@loveforskincares)

48 Years Old

**Flat-Lay Beauty
Influencer**



Suggested Influencers: Yina Goh



Yina Goh (@yinagoh)

33 Years Old

Travel, Beauty and Lifestyle Influencer



Mock-Up: Influencer Collaboration



What I wish I knew when I was 30

The Mechanics behind our Tactic

Due to the trend of **growing distrust between consumers and influencers**, we have decided to use **Unconventional Mature Influencers** to take on the more genuine role of an older sister giving advice to the TA.

Additionally, we have chosen influencers in all in different life stages to relate to a wider group of ladies within our TA

The Influencers will trigger a sense of doubt by:

Talking about products they have missed out when they were younger
+
The common mistakes women make for skincare they can avoid



PROMOTIONAL VIDEO



Promotional Video: Suncare Hacks

Innovative, unique hacks that motivates our target audience to apply sunscreen. These hacks cover different tips and ways to apply sunscreen and features Heliocare 360 products - this angle reels audience in and strives to get them curious and be more receptive to using sunscreen regularly.

The video will include hacks such as:

- Let our TA know that mineral sunscreen (Heliocare) is better than chemical sunscreen and tell them why they should choose it
- 2-Finger Rule: Prevent overapplication of sunscreen - ensures that sunscreen will be lightweight on the face
- Motivating audience to apply sunscreen in Singapore's hot and humid weather, by chilling sunscreen in the fridge.
- Choose the sunscreen with blue light factor

Promotional Video: Suncare Hacks



Promotional Video: Lifestyle Hacks

Introduce fun, actionable lifestyle hacks that are **relatable to our target audience**. These hacks are **general**, and meant to help our target audience with **daily life inconveniences/improve their routines**.

We'll feature hacks such as:

- How to wake up feeling more refreshed
- Tips for getting ready more efficiently in the morning

These videos will be between 30s to 1 minute.

Promotional Video: Lifestyle Hacks



Method 2: Forehead
For acne breakouts

Promotional Videos

The Mechanics behind our Tactic

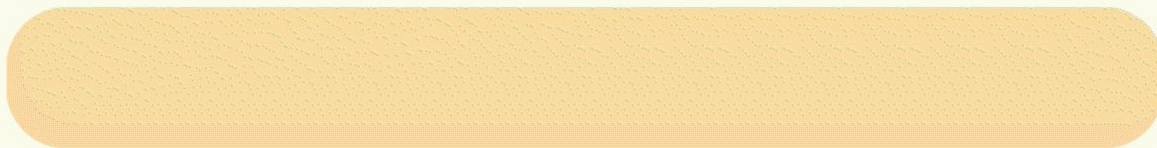
It's content that takes a **soft sell approach** and because the topics revolves around their lifestyles yet also features Heliocare products, it has **a broad appeal to the general audience** and does a great job reeling them in.

In our survey, we found that the majority, **26.9%** of our target audience preferred to watch content **relating to hacks and tutorials**.

This is strategic and actionable content that is easily shareable. It brings audiences in, and has a broader appeal to then reel them in.

The slide features a light cream background with large, abstract teal shapes in the corners. Two teal horizontal bars are positioned above and below the word 'Research'. Each bar has a solid orange circle centered on it.

Research

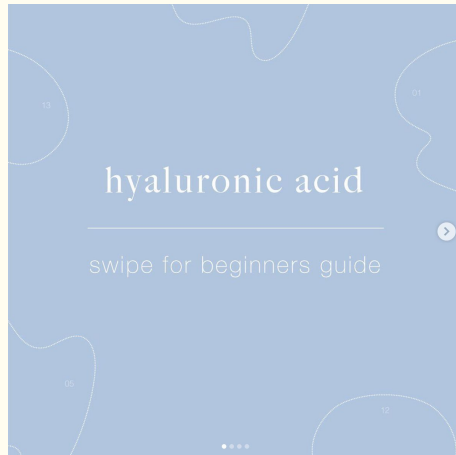


Educational Carousel

This tactic uses a series of social media carousel posts to **educate our TA**, mainly about **Fernblock** and **how Heliocare is better than their current brand**. It aims to **engage the TA visually** with pictures and graphics.

- Carousel post explaining one of their key ingredients in a simple and easily digestible format
- Picture showing and explaining what the texture of the product is like

Examples as seen on Dermalogica's Instagram



Mock-Up: What is Fernblock

Is your Sunscreen
Truly Protecting You?

Swipe to Find Out

Ingredient Check



hmmm...Does Your Sunscreen really treat you right ?

What is Fernblock?



✦ Skin-Deep
Repairing
Properties



✦ HelioCare's
Patented Ingredient

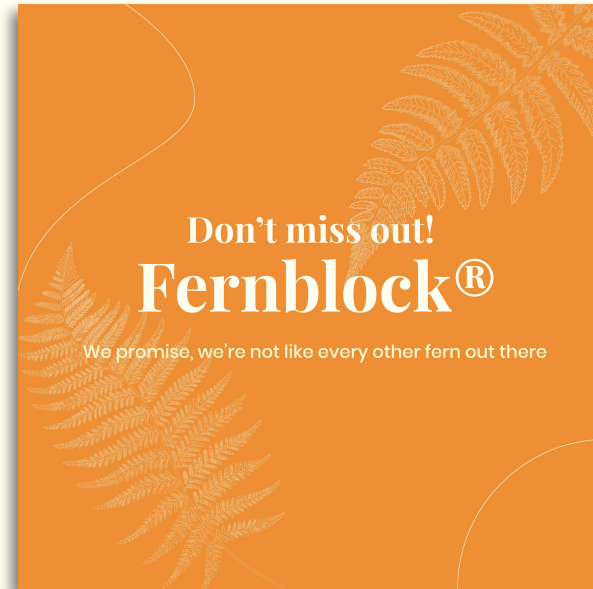


✦ Broad
Protection across
all forms of UV
Rays, including
Blue Light

Don't miss out!
Fernblock®

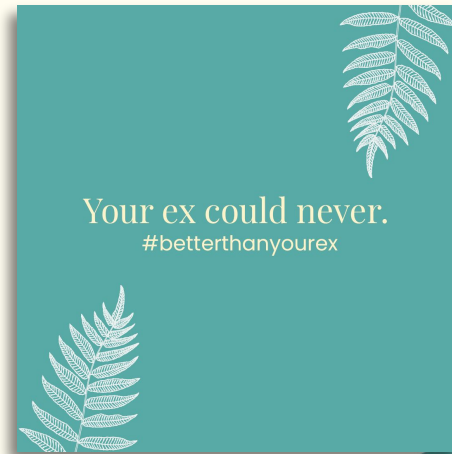
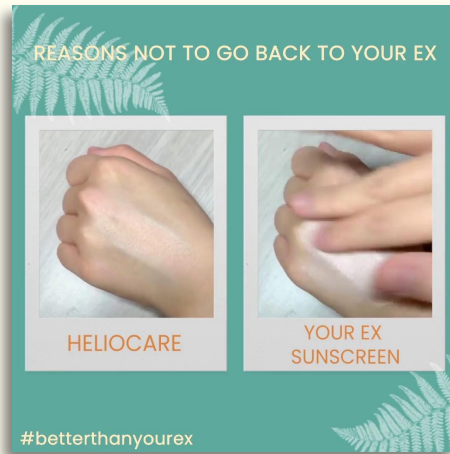
We promise, we're not like every other fern out there

Mock-Up: What is Fernblock



This particular carousel post will educate our audience about Helicore's patented ingredient, Fernblock as well as Fernblock's Capabilities

Mock-Up: My Suncare vs Your Ex-Suncare



This carousel post in turn, wants to intrigue our audience by comparing Heliocare's properties with other sunscreens, such as having no white cast, being oil free, (i.e: Visuals that our audience can understand and relate to)

Educational Carousel

The Mechanics behind our Tactic

As our TA are **avid researchers and they also see to believe**, this tactic will help them make a more informed decision while doing their research and **convince them that Heliocare is the better choice with visual evidence.**

Furthermore, the TA are heavy users of social media where they get their information from.

By asking the TA direct questions and showing comparisons, it will cause them to:

Doubt the capabilities of their current brand

Consider switching to Heliocare



You Never Know What Suncare Could Do Until Heliocare

Heliocare Live Event

This tactic engages and educates our audience **through 2 segments over a total of 40 minutes**: A sharing session and a Collaboration with Owndays.

Date of Event: **31st October 2020 (Saturday), 2PM**

Segment 1: Let's Get Real

- 2 influencers will share about their current skincare routine & products useful for them, emphasising on reasons why they like the products (Texture, Absorbency, etc.)
- Talk about what they missed out when they were younger and realising the importance of it

Suggested Influencers: Larry Yeo



Larry Yeo (@larryyeo)

40+ Years Old

**Freelance Makeup
Artist**

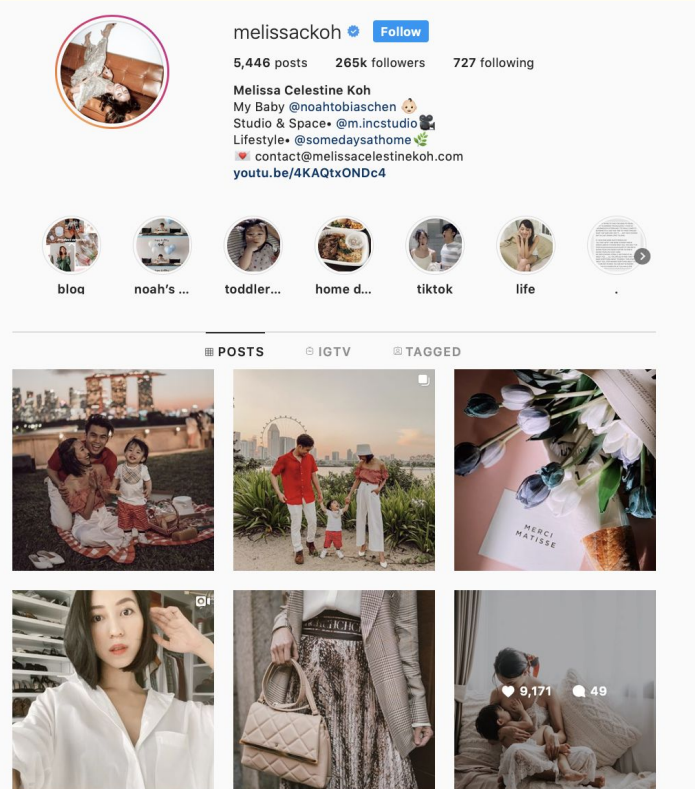
Suggested Influencers: Melissa Koh



Melissa Celestine Koh
(@melissackoh)

31 Years Old

**Lifestyle Blogger &
YouTuber**

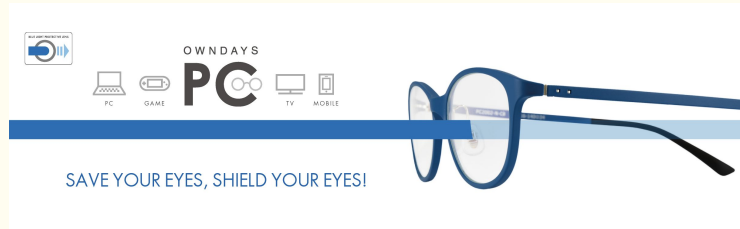


Heliocare Live Event

Segment 2: HELIOCARE x OWNDAYS

For this segment, Heliocare will be collaborating with Owndays, an optical shop to:

- 1. Educate the audience about blue light by experts from Heliocare and Owndays PC Lens line + a live Q&A section**
 - Heliocare protects our skin just like how Owndays lenses protect our eyes from Blue Light.
- 2. Host a Giveaway which involves the audience commenting on Heliocare's post, one of their deepest skincare regrets**
 - Improves brand reach through tagging, increase in followers



Heliocare Live Event



Education about Blue Light

Conducted by specialists from Heliocare and Owndays



Giveaway Contest

Audience to comment on Heliocare's Live Event Post their Deepest Skincare Regrets to stand a chance to win vouchers for both Owndays and Heliocare



Follow Heliocare + Tag 3 Friends

*increase in brand awareness & Followers



(Optional) Share the post on their story and tag Heliocare to stand a higher chance of winning the giveaway

*increase in brand mentions



Winners will win Vouchers for Discounts for both Heliocare and Owndays



You Never Know What Suncare Could Do Until Heliocare

The Mechanics behind our Tactic

The last live giveaway hosted by Heliocare **garnered almost 2K views**, proving to be one of the more successful tactics employed. Additionally, a live event means **2-way connection between consumer and brand** and can help **bring Heliocare closer to the target audience**.

Having 2 influencers of both genders for better representation

Engaging @melissackoh: A macro influencer who will bring more views

Bringing a dermatologist for balanced views and higher credibility

This tactic works to trigger a sense of self-doubt similarly to the first tactic

Talking about the mistakes they have made in the past that our TA can relate to

Mock-Up: Heliocare Live Event





Purchase



The background features abstract, organic shapes in teal and orange. A teal shape is in the bottom-left corner, and an orange shape is in the top-right corner. In the center, there are several overlapping rectangular bars: a teal bar on top, an orange bar below it, and a teal circle to the right of the orange bar. The text 'PR Kit' is centered over the orange bar.

PR Kit



HELIOCARE

Media Kit 2020



OUR AWARDS

Best Oral Supplement For Sun Protection
by Harper's BAZAAR,
Singapore Beauty Awards 2017

Best Oral Supplement For Sun Protection
by The Singapore Women's Weekly
Best Beauty Buys 2018

Best Beauty Buy Awards 2019 Winner
by The Singapore Women's Weekly

HELIOCARE 360 - HIGHLY COMMENDED
AT AESTHETICS AWARDS 2019



HELIOCARE

ABOUT HELIOCARE SG

Founded in Spain and developed by Cantabria Labs since 2001, Heliocare focuses on manufacturing the most superior pharmaceutical, dermatological and cosmetic products.

We invest heavily in Research and Development, ensuring our products are safe and effective. We are distributed by Neosia in Singapore.

UNIQUE SELLING POINTS



Strong level of protection against all forms of UV Rays and Blue Light



Skin-deep repairing properties



Heliocare-exclusive patented ingredient, Feriblock®



Extensive R&D background



OUR PATENTED INGREDIENT

Feriblock® is the base active ingredient of Heliocare. It is an exclusive standardised extract with powerful protective, antioxidant and restorative action that works both topically and orally. Its active ingredients act on all four types of radiation (UVB, UVA, Visible and IR) and prevent both their immediate damage (burns) and those that arise over time: skin aging, dark spots, loss of defences, allergies and even skin cancer.

FERIBLOCK® PROTECTION LEVELS:

1

SUN PROTECTION

2

REPAIRING DNA DAMAGE

3

ANTIOXIDANT ACTIVITY

4

PREVENTION OF PHOTAGING & PIGMENTATION CONTROL

5

IMMUNE DEFENCE

EXECUTIVE BIO



Susana Rodriguez,
CEO of Cantabria Labs

Susana Rodriguez Navarro is the CEO and Managing Director of Cantabria Labs. To date, Rodriguez Navarro has held the position of Director of Innovation and International Business Development and has had links with the company for almost 20 years, where she has spent a large part of her extensive professional career.

The CEO of Cantabria Labs represents the company's values – enterprise, proximity and innovation – and has a high strategic capacity and in-depth knowledge of the market and the company.

She graduated in Pharmacy from the University of Alcalá and has studied several masters and specialisation courses at the IESE, IESE Business School and CESIF.

HELIOCARE 360° PRODUCTS

Heliocare 360 complies with the highest standards of photoprotection, designed for even the most sensitive and problematic skins requiring maximum protection against sun damage. With innovative textures that make it easier to apply throughout the year.

Anti-aging photoprotection from the inside

Directions: Take 1 capsule daily before sun exposure

- Capsules with an clever combination of ingredients that helps prevent photoaging, dark spots and other skin disorders resulting from sun exposure on all skin types.

- With feriblock® + cysteine, vitamins and probiotic combined with topical photoprotection, increase the skin's resistance to the sun from the first capsule, diaten-free.

(30 capsules)

Heliocare 360° Capsules



Photoprotective gel for oily or acne-prone skin

Directions: Shake before use. Apply generously and evenly before sun exposure, frequently, especially after prolonged bathing or excessive sweating.

- Its non-comedogenic formula and lightweight oil-free gel texture leaves skin soft, smooth and shine-free after application. Its complex with active mattifying-sebo-regulating action makes it suitable for oily or acne-prone skin, with a matte and dry finish.

- Tested under dermatological and ophthalmological control.

(S09)

**Helicore 360®
Gel Oil-Free SPF 50**



Ultralight and hydrating photoprotector gel

Directions: Shake before use. Apply generously and evenly before sun exposure, frequently, especially after prolonged bathing or excessive sweating.

- Its ultra-light, non-comedogenic aqueous formula is quickly absorbed leaving the skin hydrated and maintaining comfort during sun exposure. Its slow-release hydrating system keeps the skin hydrated from application and over time.

- Characteristics: Allow comfortable use and daily application. Water resistant and does not irritate the eyes. Can be used on all skin types, even sensitive.

(S09)

**Helicore 360®
Water Gel SPF 50**



HELICARE STYLE GUIDE



Pantone 130 C
CPTI 130 C 284 04
PMS 130 C 284



Pantone 1505 C
CPTI 1505 C 284 04
PMS 1505 C



Pantone 7456 C
CPTI 7456 C 284 04
PMS 7456 C



Pantone 424 C
CPTI 424 C 284 04
PMS 424 C



Black
RAL 9005



White
RAL 9001

HELICARE

HELICARE
360®

MEDIA ADVISORY

23 October 2020

HELICARE

For media queries, please contact:

Miss Rachel Ong
Manager, Communications
Helicore Singapore
Tel: +65 8542 7787
Email: heli@helicore.com.sg

Or call our hotline at +65 8552 7787

Helicore Live Event: You Never Know What SunCare Could Do Until Helicore

WHAT: In conjunction with the release of Helicore's latest range - Helicore 360, Helicore will be organising a live event, where beauty and lifestyle influencers come together with specialists and dermatologists to engage and educate attendees, through a snaking session and a collaboration with Owndays. The 2 segments will be held over a total of 40 minutes.

WHO: The event highlights include Freelance Makeup Artist Larry Yeo and Lifestyle Blogger and YouTuber Melissa Koh, both of whom will be hosting the event. Owndays Specialists and Helicore Dermatologists will also be present to answer questions and share more about Blue Light.

WHEN: 31 October 2020 (Saturday), 2PM

WHERE: Zoom (link will be announced closer to the event)

WHY: Organized by Helicore Singapore, Helicore aims to showcase to attendees the benefits of the Helicore 360® range, getting them to rethink their current sun-care choices. The range complies with the highest standards of photoprotection formulated with Helicore-exclusive ingredient FerriBlock, it is designed for even the most sensitive and problematic skins requiring maximum protection against sun damage.

For more details, please visit: <https://www.helicore.com.sg>

###

PAST PRESS COVERAGE



CONTACT US

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Fax: +65 8552 7767

HELICARE

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Manager, Communications
Helicore Singapore
Tel: +65 8542 7787
Email: heli@helicore.com.sg

FOR IMMEDIATE RELEASE:
23 OCTOBER 2020

Helicore Celebrates Their New Product Line With A Lively Virtual Event

You Never Know What SunCare Could Do Until Helicore.

Singapore – Attendees will be treated to personal stories by influencers that challenge their views on sun-care. They will also get participate in giveaways and stand a chance to walk away with attractive vouchers.

Helicore will be organising a 45-minute live event over Zoom on 31st October 2020, featuring Freelance Makeup Artist Larry Yeo and Lifestyle Blogger and YouTuber Melissa Koh, both of whom will be hosting the event. Owndays Specialists and Helicore Dermatologists will also be present to answer questions and share more about Blue Light.

To commemorate the brand's new Helicore 360® range, Helicore aims to engage and educate attendees about the science behind truly healthy skin, emphasising on their patented ingredient, FerriBlock as well as the effects Blue Light has on one's skin. There will be 2 segments to the event:

1. Let's Get Real: Influencers will share about their skincare routines and talk about what they missed out on when they were younger
2. HELICORE'S OWNERS' Collaboration
 - Education about Blue Light by specialists
 - Giveaway Contest
 - Live Q&A Session

Helicore hopes to equip attendees with valuable information that helps them make more informed and critical choices on their sun-care products.

About Helicore Singapore: Founded in Spain and developed by Cambria Labs since 2005, Helicore invests heavily in Research and Development, ensuring all the products are safe and effective. Distributed by Nicoalis in Singapore, the latest range - Helicore 360 encompasses FerriBlock technologies that not only provides sun protection but also against blue light and infrared radiation. A.

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Separate
Recommendations:
SEO

Keyword Recommendations

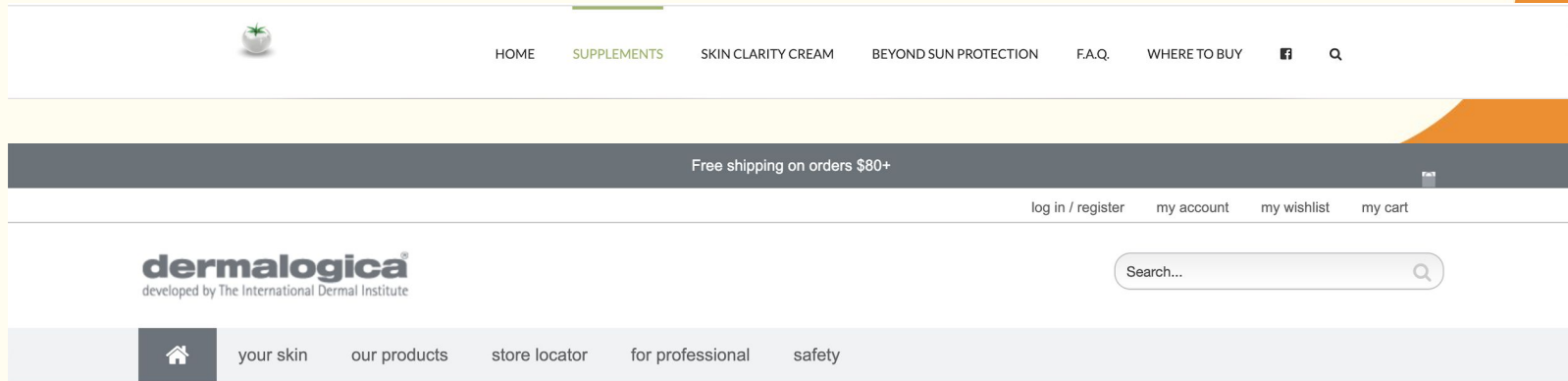
Keywords Chosen	Search Volume
Sun Protection	80
Sunblock Cream	100
SPF Care	120
Oral Sunblock	350
Oral Sun Protection	300
Sunscreen	1700
Tinted Sunscreen	400
Oil Free Sunscreen	100
Blue Light Protection	150
Blue Light Sunscreen	90

Using the Google Keywords Planner, we decided to implement these 10 keywords into the optimisation process and the keywords decided were based on search volume, search trends and relevancy

On-Page Recommendations: Blog

Starting a Blog on Heliocare's website

- A blog is one of the key ways brands use in order to improve their SEO ranking through continuous release of content with the relevant keywords
- We recommend starting a blog as other key competitors have not done so yet, so it gives us a leverage and makes Heliocare a Thought Leader in the field for providing helpful content

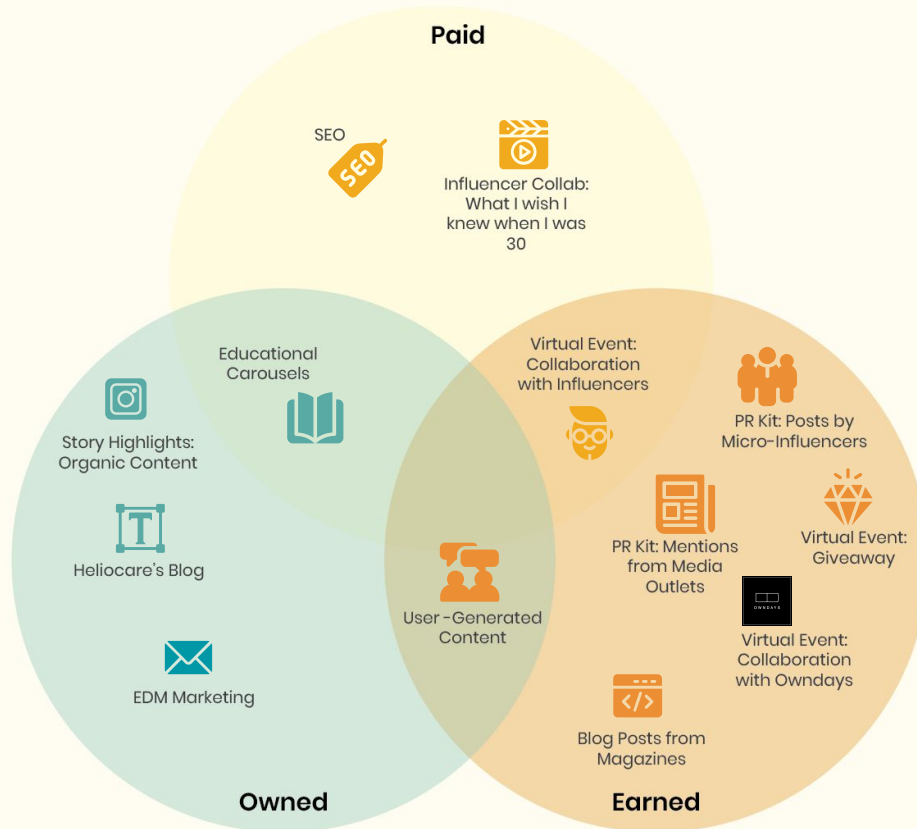


On-Page Recommendations: Blog

Starting a Blog on Heliocare's website: Content Recommendations

Content Type	Content Structure
<p data-bbox="227 409 710 442">Listicles:</p> <p data-bbox="227 453 280 480">EG:</p> <ol data-bbox="260 485 898 589" style="list-style-type: none"><li data-bbox="260 485 772 518">1. Top 10 Sunscreen For Bluelight<li data-bbox="260 518 898 551">2. 10 Sunscreen Tips To Protect Your Face<li data-bbox="260 551 676 589">3. 7 Sun Care Tips & Tricks	<ul data-bbox="1091 409 1864 616" style="list-style-type: none"><li data-bbox="1091 409 1622 442">• Brief Introduction to Sunscreen,<li data-bbox="1091 442 1864 475">• How to choose the best sunscreen for your face<li data-bbox="1091 475 1864 584">• Bullet Point list of top 10 products (With each bullet point hyperlinked to the actual product page)<li data-bbox="1091 584 1333 616">• 2000 words
<p data-bbox="511 704 763 737">Buying Guide:</p> <p data-bbox="227 748 415 775">Blog Topics:</p> <ol data-bbox="260 780 1014 955" style="list-style-type: none"><li data-bbox="260 780 1014 846">1. Sunscreen: How to Choose Based On Your Skin Type<li data-bbox="260 846 879 911">2. Guide To Choosing Different Types Of Sunscreen<li data-bbox="260 911 1014 955">3. Pros and Cons Of Different Types Of Sunscreen	<p data-bbox="1062 704 1767 731">Brief description of different types of sunscreen</p> <ul data-bbox="1091 737 1864 988" style="list-style-type: none"><li data-bbox="1091 737 1593 769">• Types of sunscreen products<li data-bbox="1091 769 1767 802">• Explanation of key factors of comparison<li data-bbox="1091 802 1864 944">• Featured product under each type (E.g Heliocare 360° Capsule for best oral supplement, Heliocare Ultra Gel SPF 90 for best topical suncream)<li data-bbox="1091 944 1835 988">• Conclusion (What type of sunscreen is best?)

Media-Ecosystem: POE Framework





Co-Creation



Co-Creation

For Co-Creation, we created a Google Forms where we compiled all of our mock-ups and sent them to the same people we had interviewed when conducting primary research.

After showing them the creatives, we asked them which mockups they liked the most as well as the ones they liked the least and what exactly they liked / disliked about it.

Here are some of the insights we found.

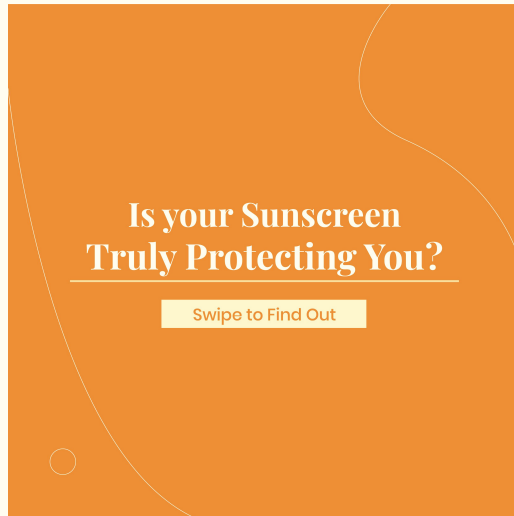
The image shows a screenshot of a Google Form. The top section is titled "Section 1 of 3" and "Co-Creation Feedback". The text in this section reads: "Hello! We are a group of Year 3 students from Singapore Polytechnic, you are receiving this form because you have completed an interview with us a few weeks back and we would like your opinions and feedback on our first draft of mockups. Thank you for taking the time to help us with our project. In this form, you will see a variety of 5 different creatives and mock-ups, do take some time to look through the creatives and input your feedback at the end." Below the text is a "Short answer" question: "Your Name (For identification purposes)". The form is marked as "Required".

The bottom section is titled "Section 2 of 3" and "Advertisement Creatives: Mock-Ups". It has a "Description (optional)" field. Below that, it says "First Creative: Carousel". There are two carousel images shown. The first image is an orange background with the text "Is your Sunscreen Truly Protecting You?" and a button "Swipe to Find Out!". The second image is a white background with the title "Ingredient Check" and shows a list of ingredients: Ferulic Acid, Sun Infrared, Candelilla Wax, and Fernblock. At the bottom of the second image, it says "Hmmm...Does Your Sunscreen really treat you right?".

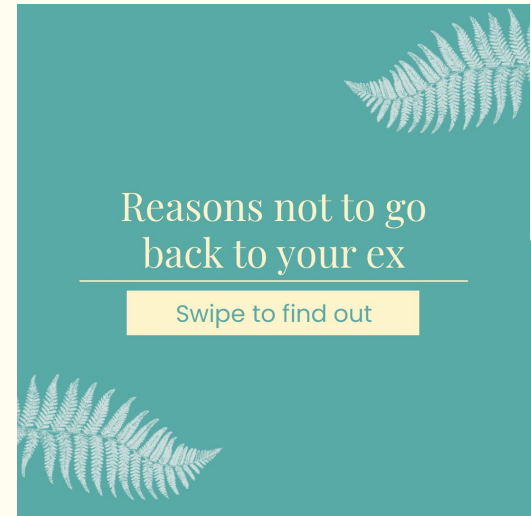
Educational Carousel:

- Too much information, understandable with more visuals
- Can split into multiple carousels into different sets of comparisons

1. About Fernblock: Show pictures of it

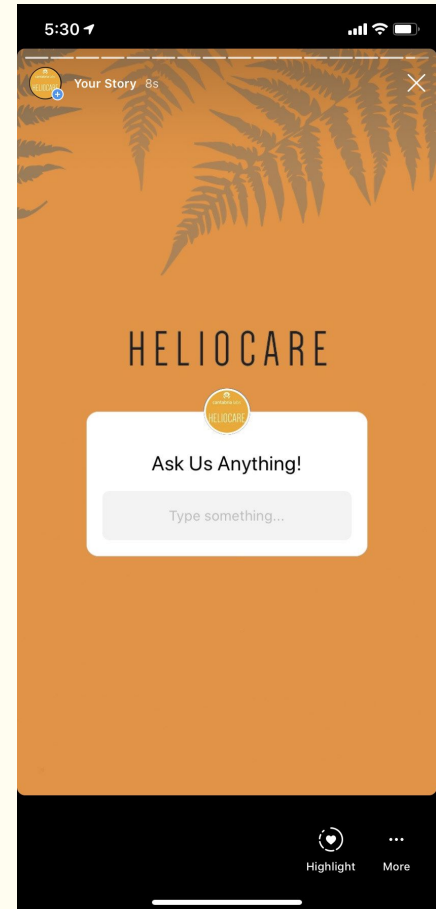


2. Your Sunscreen vs My Sunscreen:
E.g. White cast etc.



Heliocare Live Event

- UGC Post to engage the audience before the event
- Can be posted on:
 - Influencers' social media pages
 - Heliocare & Owndays' IG Stories





Budget and Scheduling



Communication Blueprint

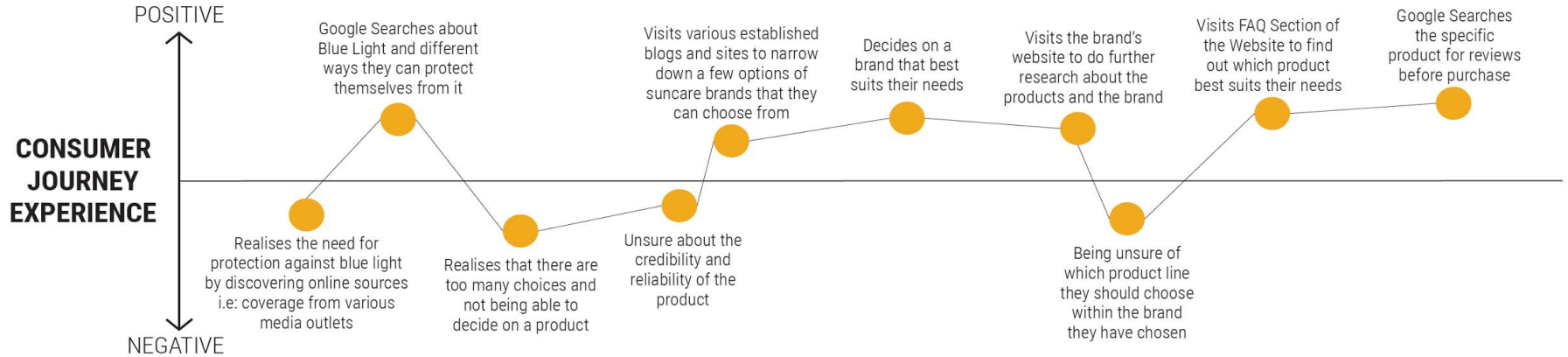
User Journey	Communication Opportunity	Desired Response	Touchpoints
<p>Trigger</p> <p>Realising the need for Blue Light protection through online sources</p>	<ul style="list-style-type: none"> - Need for better skincare - Need for blue light protection 	<ul style="list-style-type: none"> - "I need a better product than what I have now because my current product is not working well" - "I didn't know that blue light was harmful to my skin... let me find out more about it" 	<p>Online</p> <ul style="list-style-type: none"> - Social media - Search engine marketing - Google display ads
<p>Search & Choose</p> <p>Research online, check in stores and ask friends</p>	<ul style="list-style-type: none"> - Educating about blue light damage - Convey and convince them about superiority of Heliocare - A product is needed to protect you and help you heal from sun damage and blue light damage 	<ul style="list-style-type: none"> - "I didn't know blue light caused so many problems, I need to protect myself from it" - "Heliocare seems like the best brand that offers blue light protection and it's reliable because it has lots of features and is backed up by science" - "Heliocare has this fernblock technology that repairs your skin too, I don't think other brands have that yet" 	<p>Online</p> <ul style="list-style-type: none"> - Google search ads - YouTube reviews - Social media ads/reviews - Brand website/testimonials <p>OOH</p> <ul style="list-style-type: none"> - In store

Communication Blueprint

User Journey	Communication Opportunity	Desired Response	Touchpoints
<p>Buy</p> <p>Order products from online store or go to clinics to buy</p>	<ul style="list-style-type: none"> - Send out push factors that will convince them the product is worth their money 	<ul style="list-style-type: none"> - "Heliocare stands out amongst other brands not just because of its blue light protection, but also for its skin repairing functions" - "Heliocare 360 has a wide variety of products suitable for all ages and all skin types, therefore anyone can buy Heliocare" 	<p>Online</p> <ul style="list-style-type: none"> - Online store (UX/UI) <p>OOH</p> <ul style="list-style-type: none"> - Through clinics
<p>Experience</p> <p>Leave Reviews after using Product</p> <p>Share about experience with family members</p> <p>Become a loyal customer to the brand</p>	<ul style="list-style-type: none"> - Establish a strong word-of-mouth chain of marketing from positive experiences with the product - Build a community of brand loyal consumers around Heliocare 	<ul style="list-style-type: none"> - "Heliocare has provided me with enough protection and helped my skin improve." - I want to share how Heliocare has been helpful to me and raise awareness about blue light - I want to share this product with my loved ones 	<p>Online</p> <ul style="list-style-type: none"> - Heliocare's Instagram account - Heliocare's Facebook Page - Interest Groups on Facebook in regards to Skincare - Beauty / Fashion related online publishers (EG: Harper's Bazaar)

Communication Blueprint

CONSUMER JOURNEY DURATION

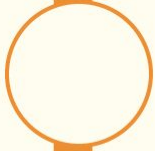


OPPORTUNITIES

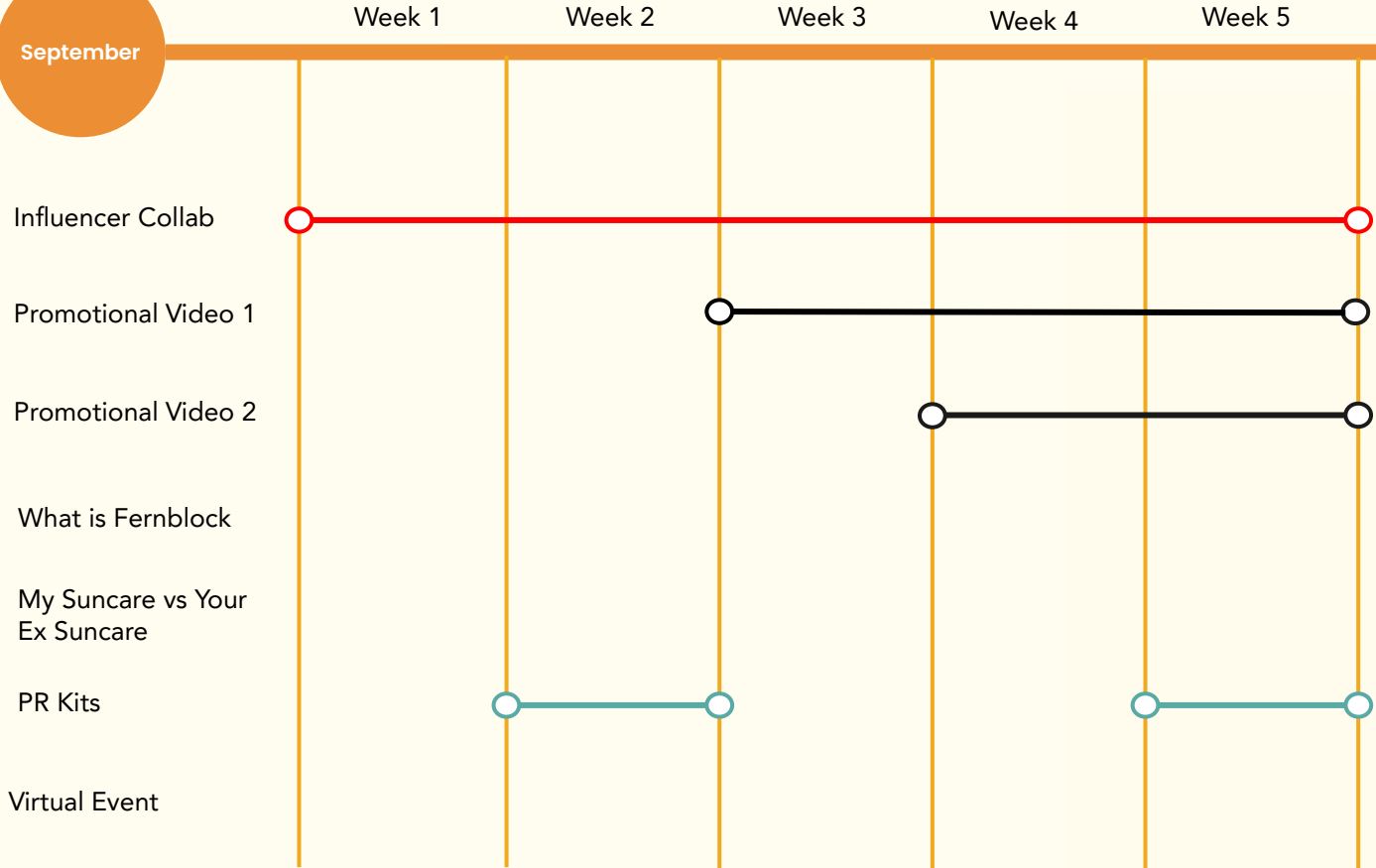
Spread awareness about blue light exposure and how consumers can counter it. Being one of the sources that educates consumers about the issue, Heliocare will value-add and appear more reliable	Position Heliocare as the better brand for Blue Light Protection. Enhancing SEO of Heliocare's website to improve website ranking to increase visibility when users Google Search	Doing SEM and Paid Ads to improve the chances of being discovered by relevant TA	Ensure that research data and scientific evidence is easily accessible	Establish relationships with relevant publishers (EG: Harper's Bazaar) / Sending PR packages to them to be featured in said blogs / Affiliate Links / Collaboration (Either Paid or Earned Media)	Optimise website such that relevant information is easy to find for the user	Re-establishing the way they describe each product (EG: Add a short tagline under the product title) to allow consumers to get an immediate understanding of each product
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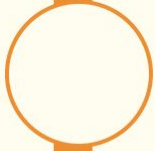
INTERNAL OWNERSHIP

Content Marketing & Communications Department	Digital Marketing & Content Marketing Department	Digital Marketing + Research Team	Research and Development + Content Marketing	Public Relations	UI / UX + Web Development Department	Content Marketing Team
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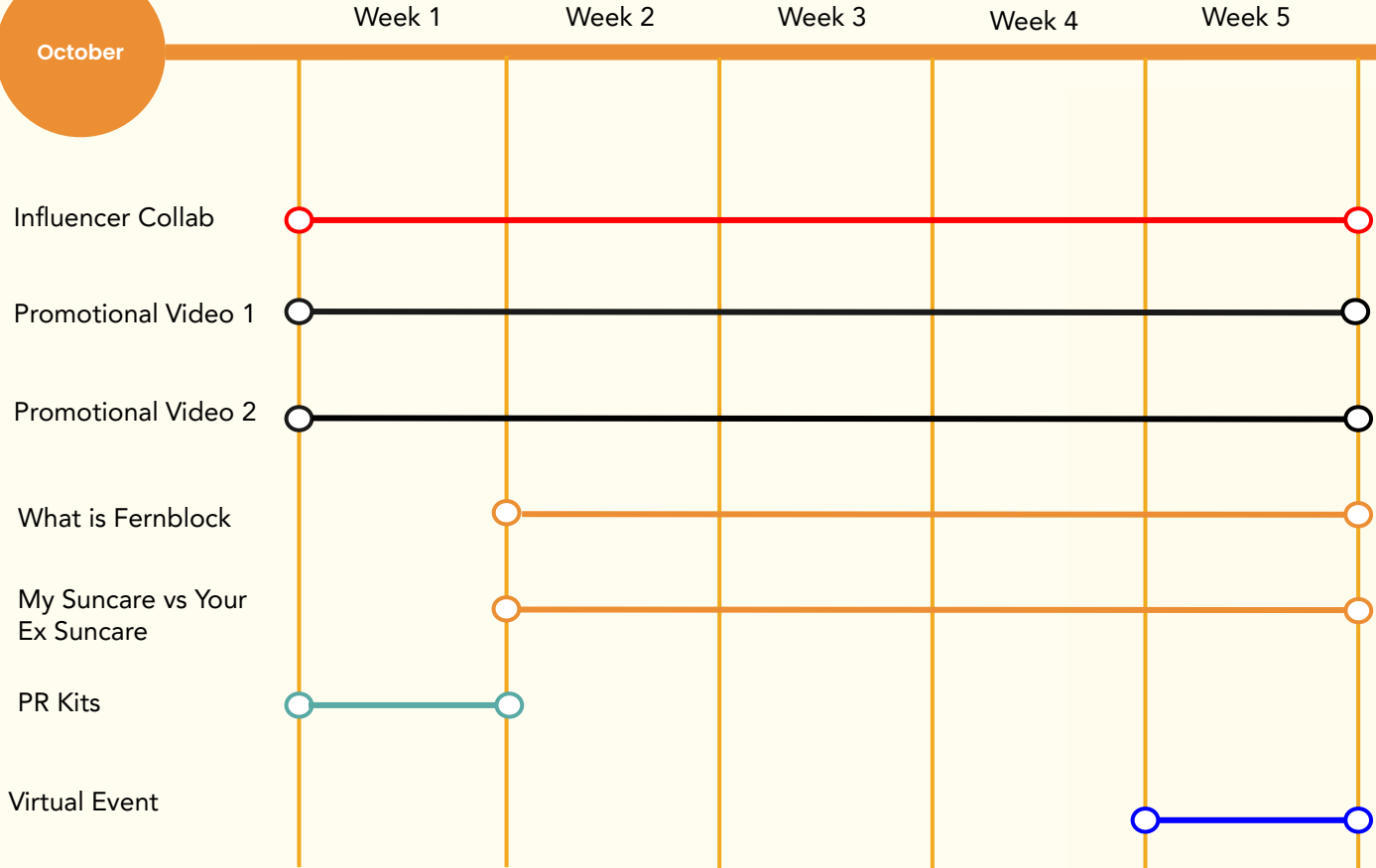


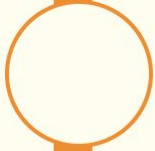
September



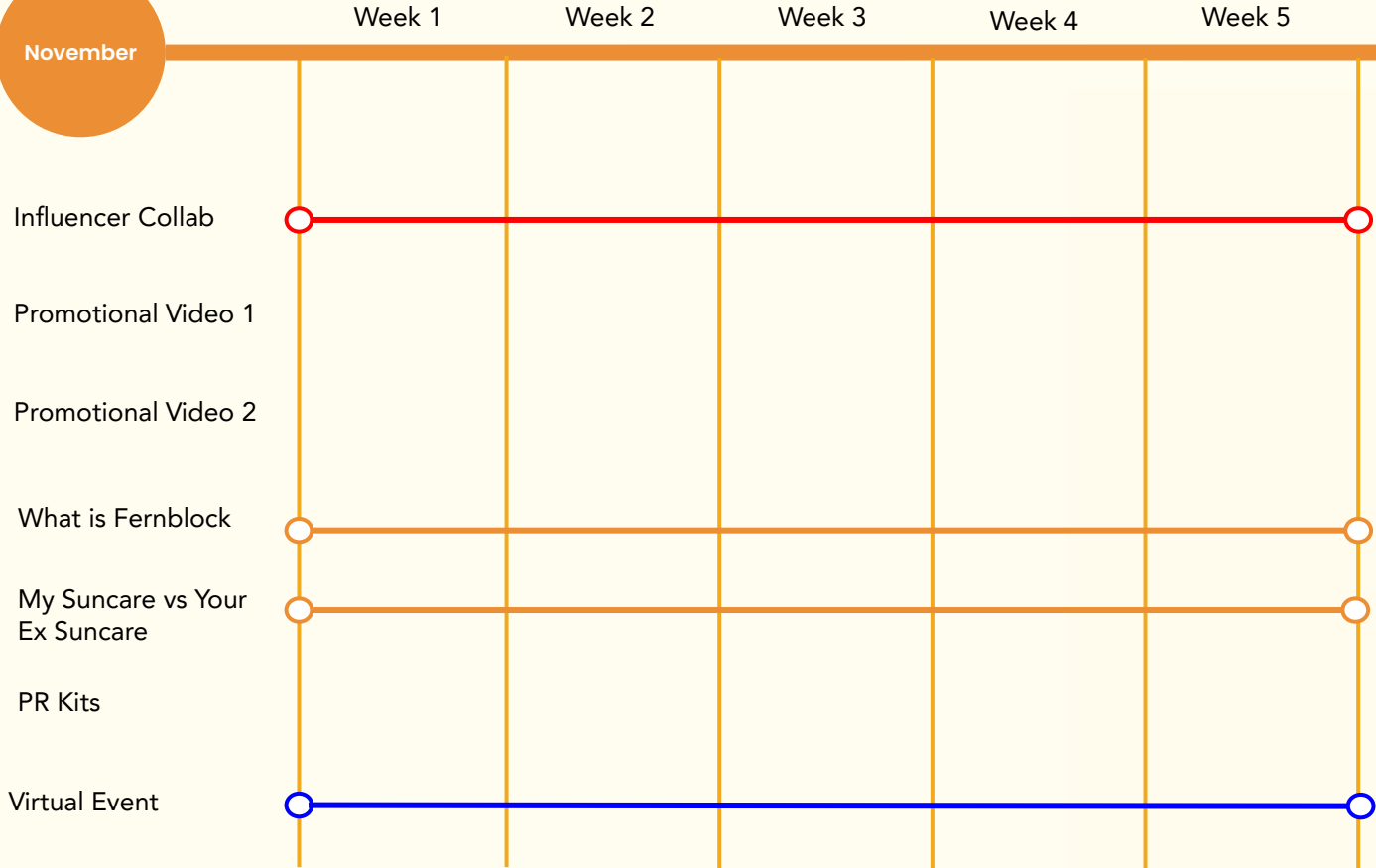


October

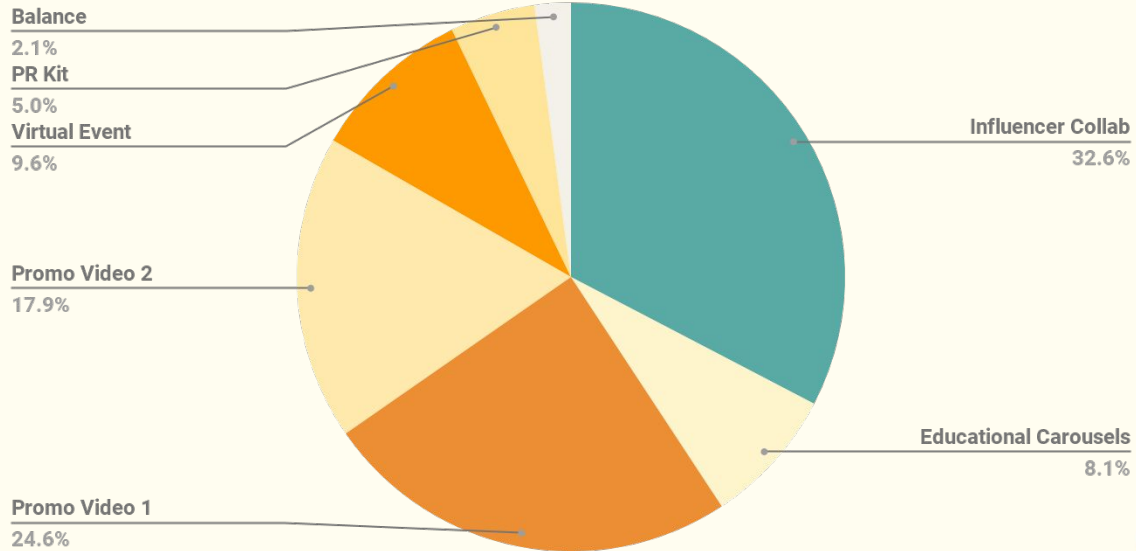




November



Budget Overview





KPI





Key Measures of Success

- 30% Increase in Followers and Likes for both Facebook and Instagram**
- 20% Mentions in Various Platforms (Social Media, Influencers, Publications)**
- 20% Increase in Sales in the Heliocare 360 Line**

What I wish I knew when I was 30

Contributes to **20% mentions on various platforms (Social Media, Influencers, Publications)**

- The influencers involved in the video will spark increased mentions (From the Influencers)
- Additionally, this tactic will raise brand awareness through the followers of the influencers

Touchpoints:

- Boosted Facebook,
- IGTV (Organic Content)
- YouTube Advertisement
- Snippets on IG Stories

What I wish I knew when I was 30

Focus Metrics: Awareness

Platform	Metrics
Facebook	Reach, Percentage Reach, Impressions, Video Views,
Instagram	Reach, Impressions, Video Views, Story Views,
YouTube	Video Views,
Website	Link Clicks, Share of Search

Share of Search (Increase in relevant search terms - Keywords)

- Heliocare
- Heliocare 360
- Fernblock

Promotional Videos

Contributes to **20% increase in followers and likes for both Facebook and Instagram**

- Promotional Video means actionable engaging content that will be useful for the audience, hence it is likely that they will share and save these videos contributing to an increase in likes
- This tactic has a broad appeal and is relatable to a large general audience which translates to a higher opportunity for likes and for people to want to follow for related content.

Touchpoints:

- Boosted Facebook Video,
- Boosted Instagram Video,
- YouTube Advertisement,
- IG Story Content (Organic)

Promotional Videos

Focus Metrics: Engagement and Conversion

Platform	Metrics
Facebook	Increase in Followers, Engagement / Interactions / Engagement Rate, Video Shares
Instagram	Increase in Followers, Engagement / Interaction, Engagement Rate, Video Shares, Saved Post, Story Shares,
YouTube	Increase in Subscribers, Engagement / Interaction, Video Shares
Website	Link Clicks , Product View, Add to Cart,



Educational Carousel

Contributes to **30% increase in followers and likes for both Facebook and Instagram**

- This content style has a wide reach to both sun-care lovers and the general audience as it is highly educational and holds potential to peak audience's attention, and encourages engagement through likes or leaving comments/follows. This content is also easily shareable with like-minded people by the audience.

Touchpoints:

- Boosted Facebook Carousel
- Boosted Instagram carousel

Educational Carousel

Focus metrics: Engagement

Platform	Metrics
Facebook	Engagement / Interactions, Engagement Rate, Post Shares,
Instagram	Engagement / Interactions, Engagement Rate, Post Shares,
YouTube	NIL
Website	Link Clicks, Product View, Share of Search

Virtual Event

Contributes to **20% increase in sales for Heliocare 360 line** and **20% mentions on various platforms (social media, influencers and publications)**

- As the giveaway requires for audience to tag and follow Heliocare, there will be an increase in follows and mentions during that period. Additionally, influencers involved would also tag us or mention us. Owndays would mention Heliocare on their own page, further increasing our mentions.
- This virtual event strives to encourage audiences to purchase the products to try for themselves by stirring in doubt and answering their own skincare concerns.

Touchpoints:

- Facebook Live
- Snippets featured on Instagram Stories
- Snippets on Facebook Stories.

Virtual Event

Focus metrics: Conversion, Lead and Traffic

Platform	Metrics
Facebook	Increase in Followers, Story Shares, Increase in Brand Mentions
Instagram	Increase in Followers, Story Shares, Increase in Brand Mentions
YouTube	NIL
Website	Cart Checkout, Share of Search (Search terms relate to Where to Purchase the Product),



Thank You!

Any Questions?

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