



# Flower Knows



Communication plan

Annie Ting

# Introduction

Flower Knows, a youthful and whimsical Chinese makeup brand, has gained popularity for its dreamy, playful aesthetics and affordable products. This communication plan focuses on introducing Flower Knows to the UK market, targeting Gen Z and Millennial consumers who are highly active on social media and drawn to visually appealing, creative products.

Its target market is young women between the ages of 18–30, who appreciate affordability, novelty designs, and the chance to show off their creativity through makeup. They are technophiles who enjoy sharing a user's work and turn to social media stars for inspiration and product recommendations.

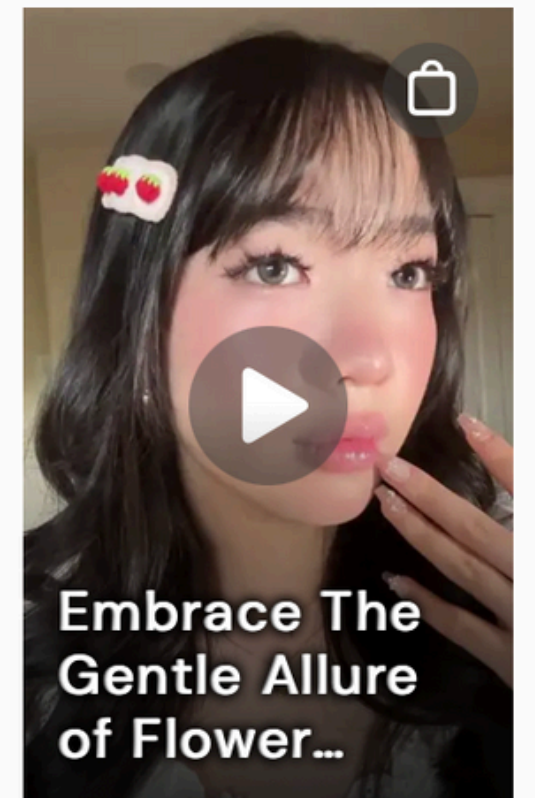
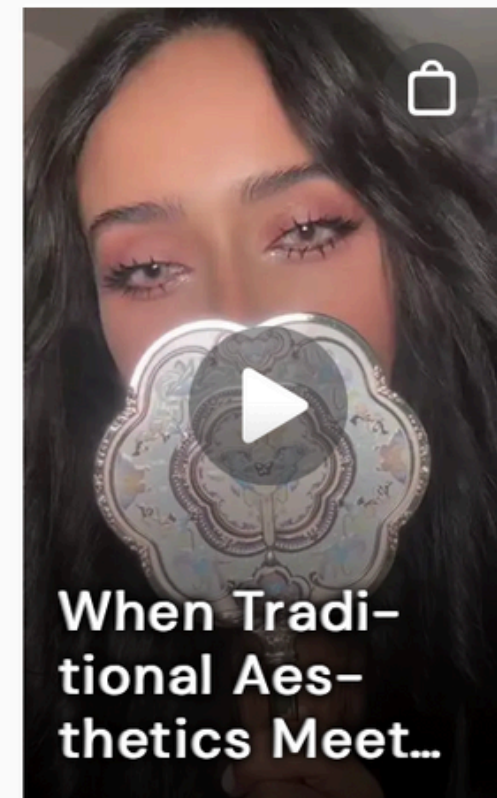
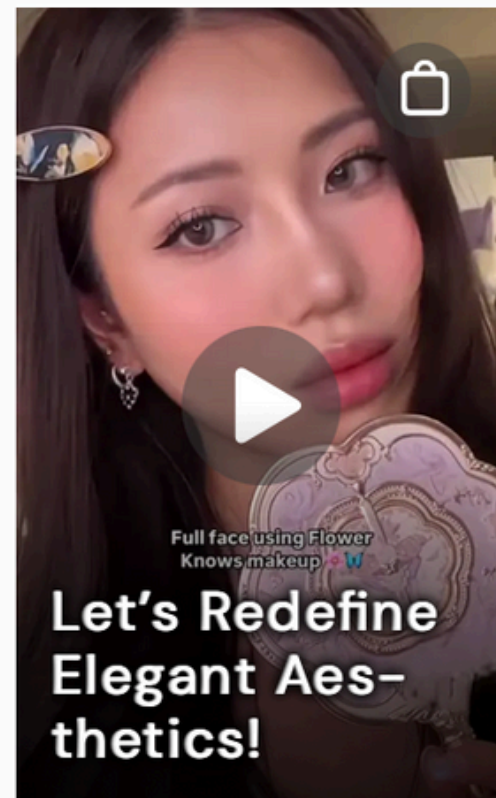
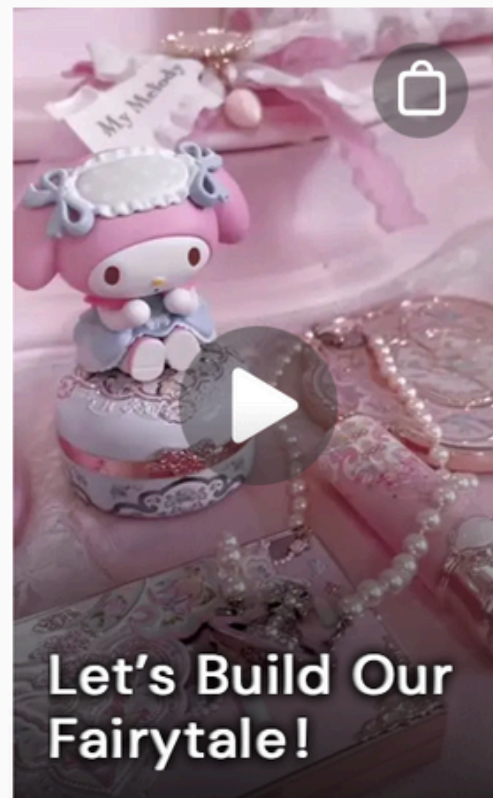


# Core Strategy

The core strategy revolves around using Flower Knows's "dreamy, youthful style" to attract young female consumers in the UK. The campaign emphasizes engagement through social media, influencer marketing, and user-generated content (UGC), aiming to quickly build brand awareness and foster a sense of community among users.

# Communication Goals & Key Messages

The communication goals are to build brand awareness among young UK consumers, engage social media, and drive sales. The tagline "Dreamy Makeup for Your Inner Child" highlights the brand's playful and relatable appeal to its consumers.



# Communication Channels & Tools

## *Social Media*

Platforms like TikTok and Instagram will be central to the campaign. Short, engaging videos showcasing Flower Knows products, makeup tutorials, and creative challenges will drive engagement. A goal of 15 TikTok videos and 20 Instagram posts per month will ensure consistent visibility.

## *KOL Collaborations*

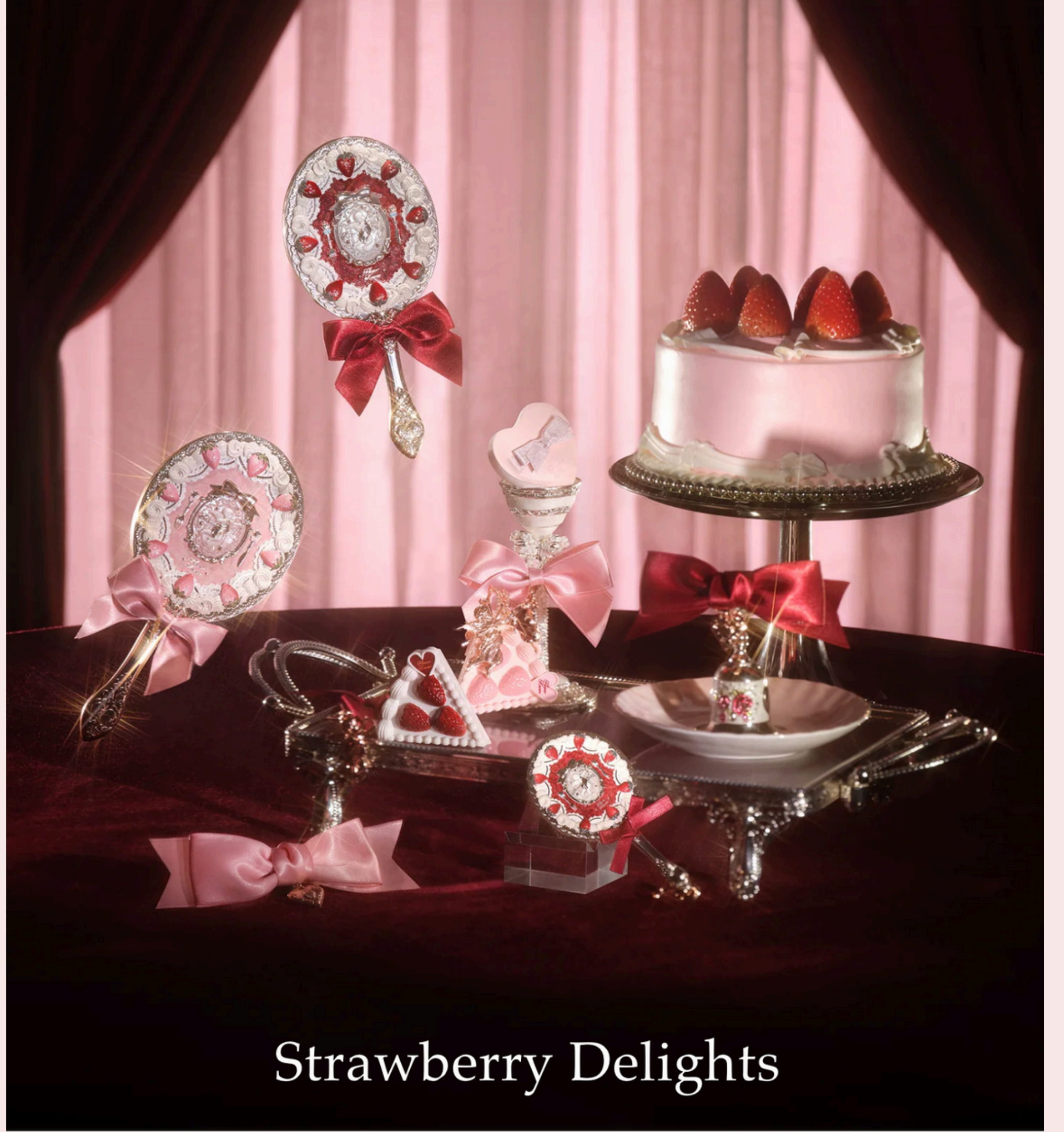
Partnering with young UK beauty influencers with a following of 50,000–200,000 will help build trust and authenticity. Influencers will participate in the "Dreamy Makeup Challenge," encouraging their audiences to create and share makeup looks using Flower Knows products.

## *E-commerce Platforms*

Collaborations with platforms like ASOS, Boots, Superdrug and Sephora will increase Flower Knows's visibility and provide convenient purchasing options. Limited-time discounts and bundles will drive sales during the initial campaign phase.

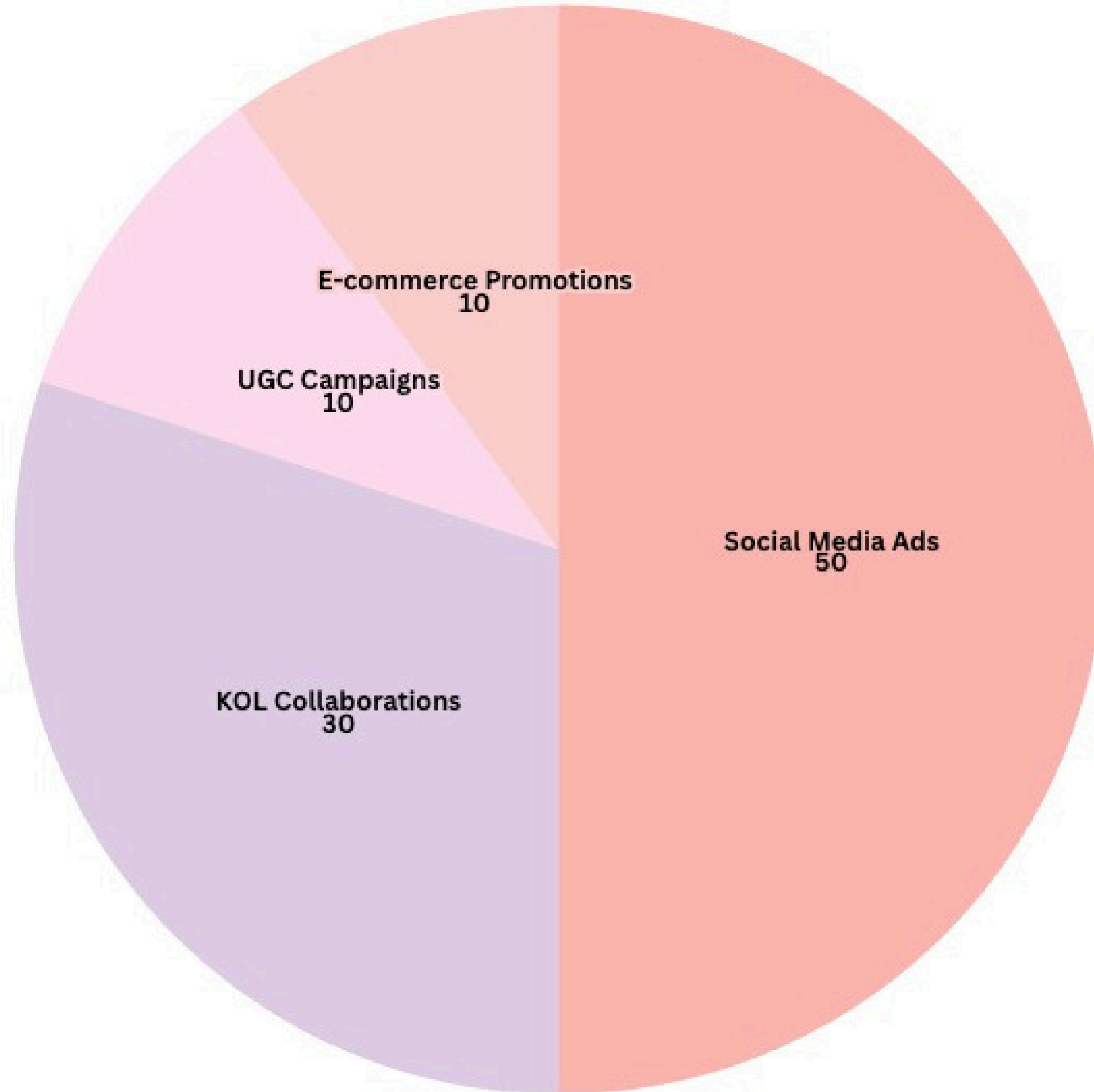
## *User-Generated Content (UGC)*

A branded hashtag campaign, such as #DreamWithFlowerKnows, will encourage users to share their own makeup creations. A monthly contest offering free products or branded merchandise will further incentivize participation.



Strawberry Delights

**Budget Allocation(%)**



# *The budget for Flower Knows will prioritise youth-oriented strategies and social media engagement:*

## 1. Social Media Advertising (50%)

- Focus on TikTok and Instagram ads, leveraging Flower Knows's dreamy, playful visuals. The ads will target Gen Z and Millennials, emphasizing affordability and fun.
- Estimated spend: £50,000 out of a £100,000 budget.
- Goal: Achieve 7 million impressions and a 3% click-through rate.

## 2. KOL Collaborations (30%)

- Work with young UK influencers in the beauty and fashion space who resonate with Gen Z audiences. These collaborations will include tutorials, product unboxing, and the "Dreamy Makeup Challenge."
- Estimated spend: £30,000.
- Goal: Partner with 20 influencers with a collective reach of 2 million followers, aiming for 500,000 engagements.

## 3. UGC Campaigns (10%)

- Incentivize user-generated content through branded hashtags like #DreamWithFlowerKnows and contests offering free products and merchandise.
- Estimated spend: £10,000.
- Goal: Generate 1,000 UGC posts over three months.

## 4. E-commerce Promotions (10%)

- Collaborate with ASOS and Boots to promote Flower Knows with limited-time discounts and bundles.
- Estimated spend: £10,000.
- Goal: Drive 20% growth in sales through these platforms.

## Achieving Brand Growth

### Brand Awareness

Achieve a 25% increase in search volume for "Flower Knows".

### Sales Growth

Increase e-commerce sales by 20% through partnered platforms.

### Influencer ROI

Monitor referral traffic, follower growth, and sales from KOL collaborations.

### UGC Performance

Track the volume and quality of user-generated content under #DreamWithFlowerKnows.

### Social Media Engagement

Achieve a 10% engagement rate on TikTok and Instagram posts.

*Evaluation metrics for Flower Knows will prioritize engagement, virality, and rapid brand growth:*

Brand Awareness:

- Metrics: Track Google Trends data to monitor the rise in searches for "Flower Knows" in the UK.
- Target: Achieve a 25% increase in search volume over the campaign period.

Sales Growth:

- Metrics: Measure sales through partnered e-commerce platforms like ASOS and Boots.
- Target: Increase e-commerce sales by 20% within three months.

Influencer ROI:

- Metrics: Monitor referral traffic, follower growth, and sales driven by KOL collaborations.
- Target: Achieve a 10% increase in website visits directly from influencer content

UGC Performance:

- Metrics: Track the volume and quality of user-generated content under the branded hashtag #DreamWithFlowerKnows.
- Target: Achieve 1,000 UGC posts, with 10% of them receiving over 100 engagements each.

Social Media Engagement:

- Metrics: Achieve a 10% engagement rate on TikTok and Instagram posts (likes, comments, shares).
- Target: Generate 1 million total interactions over three months.