



Promote an Organisation (Florasis)

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Florasis: Eastern Aesthetics, Crafted with Care

Florasis, founded in 2017, is a high-end Chinese cosmetics brand dedicated to merging traditional Eastern aesthetics with modern makeup trends. Its mission is to showcase the artistry and cultural richness of China through innovative beauty products, positioning itself as a premium choice for discerning consumers. With a strong focus on craftsmanship, natural ingredients, and intricate designs, Florasis has become synonymous with elegance and quality. This promotion plan aims to introduce Florasis to the UK market, targeting high-end consumers in major cities like London and Manchester.A

Target Audience and Core Strategy

Target Audience

Florasis appeals to individuals who appreciate Eastern culture, value premium product quality, and seek unique artistic elements in their cosmetics. The primary target audience comprises affluent professionals and enthusiasts of cultural experiences, particularly those drawn to the artistry of traditional Chinese aesthetics. This audience segment aligns with the brand's sophisticated positioning and commitment to delivering a luxurious experience.

Core Strategy

The core strategy focuses on leveraging Florasis's "Eastern aesthetics" as the entry point to build a high-end, artistic brand image that resonates with UK consumers interested in Eastern culture. The campaign's key objective is to establish Florasis as the go-to brand for luxurious Chinese-style makeup, increasing brand awareness and sales among the target audience.



Communication Goals and Key Messages

Enhance Brand Awareness

Establish Florasis as a high-end Chinese cosmetics brand in the UK market.

Attract Cultural Enthusiasts

Appeal to consumers with an interest in Eastern culture and art.

Central Message

"Eastern Aesthetics, Crafted with Care" - This message highlights Florasis's dedication to artistry, cultural heritage, and premium quality. It will be woven throughout all promotional activities, ensuring consistency and clarity.

Promotion Channels and Tools



Social Media

Utilize Instagram and TikTok for visually rich content showcasing brand artistry. Post high-quality videos highlighting intricate product designs and behind-the-scenes glimpses of craftsmanship. Target: 10 posts per month per platform.



KOL Collaborations

Partner with UK beauty influencers focusing on cultural appreciation. Invite influencers with 100,000+ followers to create content featuring Florasis products, sharing experiences and encouraging audience engagement.



Offline Events

Host pop-up stores and art exhibitions themed around Eastern aesthetics. Partner with local museums or art galleries to enhance cultural appeal and reach high-end customers.



Media Partnerships

Collaborate with high-end fashion magazines like *Vogue UK* and *Harper's Bazaar*. Feature exclusive interviews, product reviews, and stories showcasing brand artistry and heritage.

Budget Allocation



Estimated Total budget: £100,000

Social Media and KOL Strategy

Social Media Advertising

Allocated to Instagram and TikTok ads targeting high-end consumers. These ads will emphasize Florasis's "Eastern aesthetics" with visually stunning visuals and storytelling.

Goal: Achieve 5 million impressions and a 2% click-through rate over three months.

KOL Collaborations

Collaborations with UK-based beauty influencers who focus on cultural appreciation and premium beauty products. Influencers will create authentic content featuring Florasis products, from makeup tutorials to cultural discussions.

Goal: Partner with 15 influencers who collectively have a reach of over 1 million followers, generating 200,000 engagements.

Offline Events and Media Partnerships

1

Offline Events

Pop-up stores in high-traffic areas like Covent Garden and collaboration events with art galleries or museums featuring traditional Chinese themes.

Goal: Host two pop-up events, each attracting 500+ attendees.

2

Media Partnerships

Partnerships with high-end magazines like *Vogue UK* and *Harper's Bazaar* for exclusive features, interviews, and product placements.

Goal: Secure coverage in five premium publications.





Evaluation Metrics

Metric	Target	Timeline
Brand Awareness	20% increase in Google search volume, 1 million social media mentions	Three months
Social Media Engagement	50,000 new followers, 5% engagement rate	Ongoing
Offline Event Success	£5,000 in event-driven sales per pop-up	Per event
Sales Performance	15% increase in e-commerce sales	Three months