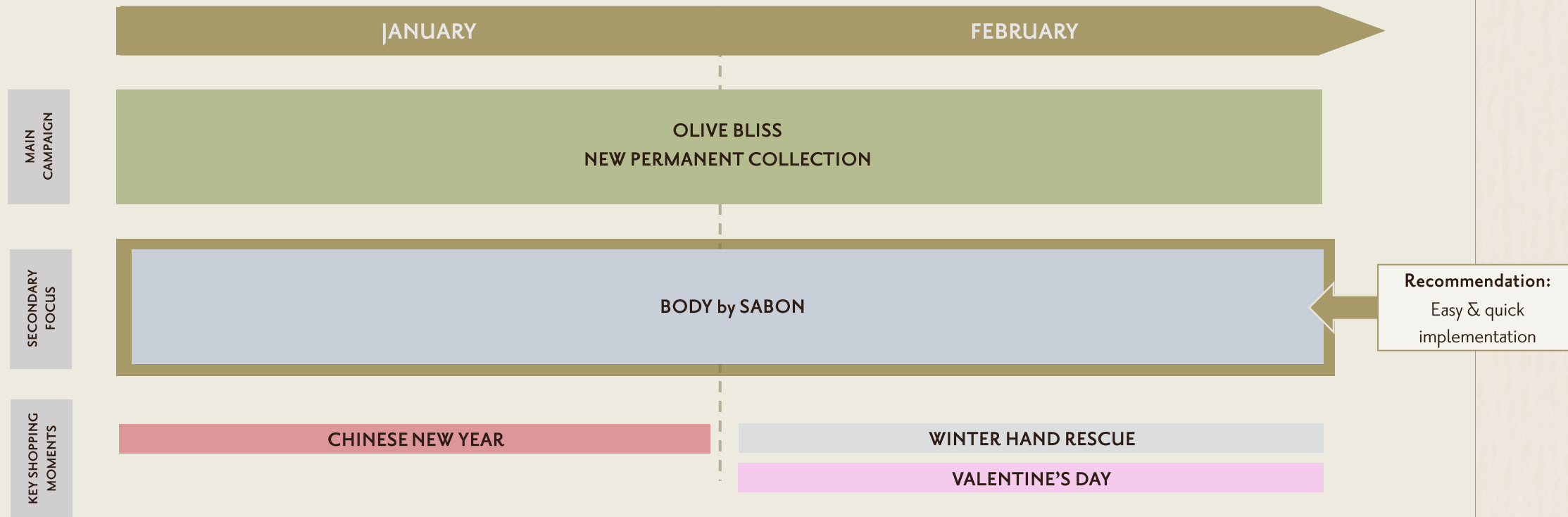




Body by SABON
New Core Catalog

Digital Toolbox Guideline
OCD: January 2025

Road Map - 2 Months Generic Activation



SUMMARY

- 1. Campaign Overview**
- 2. Campaign Outline**
- 3. e- Commerce**
- 4. Organic Media**
- 5. Paid Media**
- 6. Influencer toolkit**
- 7. CRM – newsletters**

1 Campaign Overview



I. WHAT MAKES OUR PRODUCTS UNIQUE?

Each SABON product goes beyond skin effectiveness to offer a luxury experience
& increase positive emotions that improve well-being.

- **We believe that Happiness** can be found in the **simple pleasures of everyday life**
- So we unveil and spread joy in the every day of all
- Through Multi-sensorial beauty products /rituals full of spark moments of wonder

At SABON, SKINCARE IS SELFCARE.

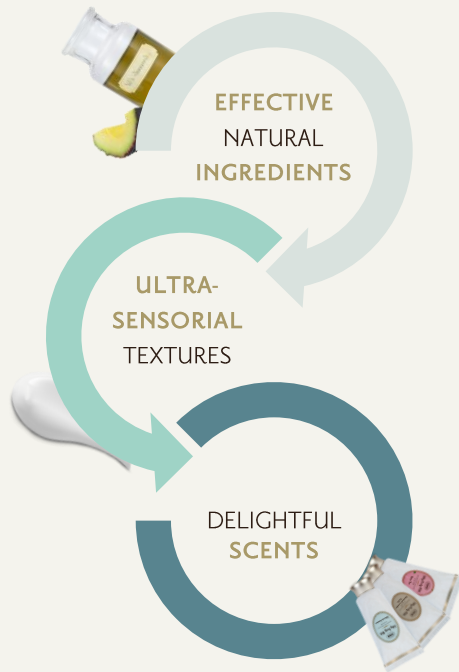
A daily moment of self-love where each experience is an invitation to suspend time,
awaken the senses & experience the wonderful joy of each moment.



2. WHAT MAKES OUR BODY MOISTURIZERS UNIQUE?

*Each body moisturizer is a perfect skin match that will please skin needs & senses,
An invitation to rediscover the wonder of life's simple pleasures.*

1. PERFECT ALCHEMY



2. 1 FORMULA = 1 SKIN BENEFIT

- 1 skin = 1 perfect match
- Personalized & effective skincare
- Unique formulas tailored for each skin type

Product	Skin type	Skin benefit
Silky Body Milk	Normal to Dry Skin	• Nourishing • Immediate silky effect
Body Lotion		Moisturizing
Repair Body Cream	Dry to Very Dry Skin	• Extra-nourishing • Repairing
Body Gelee	Normal to Dry Skin	Moisturizing
CICA cream	Dry to Sensitive Skin	• Reinforce the skin barrier • Nourishing
Cream to Oil	Normal to Dull Skin	• Nourishing • Smoothing effect

3. 1 SENSORIALITY = 1 PERSONAL PREFERENCE

- A Playground for all Senses
- Wellbeing parentheses for body & mind



2. WHAT MAKES OUR BODY MOISTURIZERS UNIQUE?



PRODUCT		MAIN BENEFIT	TEXTURE AND USP	SKIN TYPE	CONSUMER EXPECTATION	MAIN INGREDIENTS	SEASON
Repair body cream		- Extra nourishing - Repairing 7 Scents	- Rich - Non greasy cream	- Dry - Very dry skin	Repair my very dry skin and ultra comfort	- Shea Butter - Rose of Jericho - Canola oil	All year round Highlight in Winter
Body lotion		- Moisturizing 8 Scents	Comfortable milk	- Normal - Dry skin	Daily moisturizer with comfort	- Combination of botanical oils - Avocado, Jojoba, Olive	All year round
Body Gelee		- Moisturizing 8 Scents	- Gel-Cream - Cooling effect	- Normal - Dry skin	Daily moisturizer with a cooling effect	- Aloe - Avocado	Summer
Silky body milk		- Nourishing - Immediate silky effect 8 Scents	- Unique fluid cream - Silky touch	All skin types	Intense daily moisturizer with a unique silky touch on my skin	- Almond oil - Oat milk	All year round
Dead Sea line Cream to Oil		- Nourishing - Smoothing effect - Proven efficiency		Dull skin	Nourish and smooth my skin reducing fine lines	- Dead sea minerals - Olive oil - Shea butter	
Comforting Cica Cream		- Nourishing - Reinforce the skin barrier - Proven efficiency	- Rich - Recomforting cream	- Dry - Sensitive skin prone to irritations	Nourish and deeply protect my skin from external agressions	- Centella asiatica (CICA) - Olive oil	Olive oil Centella asiatica (CICA)

*Welcome to SABON fantasy fair,
Where Joy meets Self-Care
& Skin its perfect match.*

Key Message

Each Product is a perfect match:

- 1 Formula for 1 skin need
- 1 Sensoriality for 1 preference



Secondary Messages

- Silky Body Milk vs. Body Lotion
- Enhance the efficiency with Body Scrub cross-selling
- Enhance the sensorial experience with Shower Oil cross-selling

ASSORTMENT - CORE PRODUCTS



Silky Body Milk
8 Scents



Body Lotion
8 Scents



Repair Body Cream
7 Scents



Body Gelee
8 Scents



CICA Cream
1 Scent



Cream to Oil
1 Scent

SAMPLING & MINIs



SACHET
Body
Lotion



MINI
Silky Body
Milk

KIT VANITIES / PAPER BAG *(Local compo)*



**VANITY
BAGS**
4 sizes



**ENVELOPE
PAPER BAG**
42011000020

DIGITAL



- Home page banners
- LP
- Influencer Toolkit
- SM organic & paid
- Newsletters

COMMUNICATION CONTENT



- Main Movie
- Shorts Movies
- Press Release
- Packshots
- Key Visual

Sabon (2021)
Body Care by SABON
Welcome to SABON's Customer Club.

SABON'S SkinCare
Transforming Your Skin's Natural Beauty (2021)

Our vision of beauty
We are a brand that believes in the power of nature and the beauty of our skin. We are a brand that believes in the power of nature and the beauty of our skin. We are a brand that believes in the power of nature and the beauty of our skin.

360°
Activation

ACTIVATION

- Sampling
- Bundles
- Test station in front of stores.

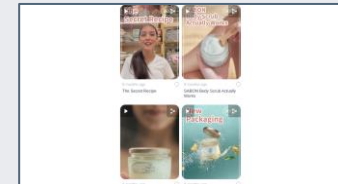


IN-STORE



- Signages
- Dedicated place

CUSTOMER EXPERIENCE

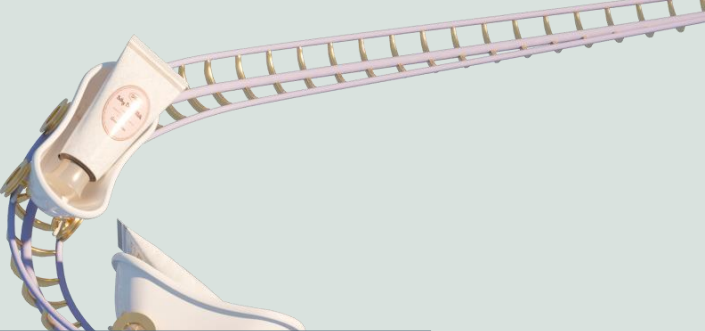


- Full Education TB
- Benefits oriented
- Differentiation of each Body Moisturizer



2 Campaign Outline





CAMPAIGN OBJECTIVES

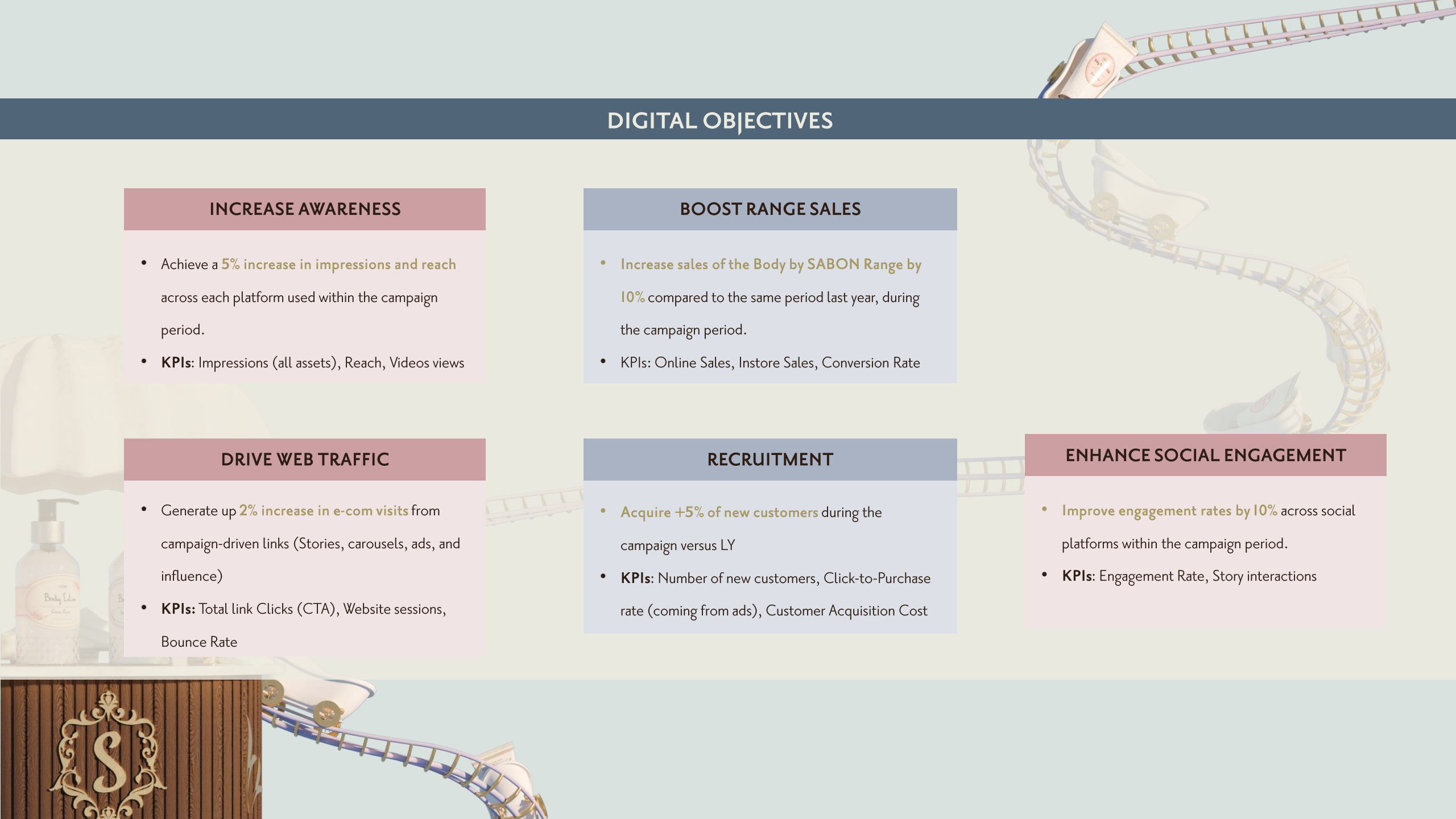
Position SABON as the Go-to Brand for Body Moisturizers

Boost Sales by +XX% of the Body Moisturizers segment (Jan-feb 25)

Reduce Cannibalization between Silky Body Milk & Body Lotion

Strengthen SABON's Self-Love Image





DIGITAL OBJECTIVES

INCREASE AWARENESS

- Achieve a **5% increase in impressions and reach** across each platform used within the campaign period.
- **KPIs:** Impressions (all assets), Reach, Videos views

BOOST RANGE SALES

- **Increase sales of the Body by SABON Range by 10%** compared to the same period last year, during the campaign period.
- **KPIs:** Online Sales, Instore Sales, Conversion Rate

DRIVE WEB TRAFFIC

- Generate up **2% increase in e-com visits** from campaign-driven links (Stories, carousels, ads, and influence)
- **KPIs:** Total link Clicks (CTA), Website sessions, Bounce Rate

RECRUITMENT

- **Acquire +5% of new customers** during the campaign versus LY
- **KPIs:** Number of new customers, Click-to-Purchase rate (coming from ads), Customer Acquisition Cost

ENHANCE SOCIAL ENGAGEMENT

- **Improve engagement rates by 10%** across social platforms within the campaign period.
- **KPIs:** Engagement Rate, Story interactions

AUDIENCE OVERVIEW

PERSONA I

The Self-Care Devotee

1. Who are they?

- Busy professional, balancing work and personal life, & seeking small moments of self-care to unwind.
- Value high-quality products that elevate their daily routines and help them feel pampered.

2. Age: 25–45

3. Gender: Mostly women, but inclusive of man valuing skincare.

4. Lifestyle:

- Active on social media, following beauty, wellness, and lifestyle influencers.
- Prefers routines that combine luxury experience with efficiency.
- Invest in wellness activities such as yoga, meditation, and clean eating.

5. Digital Behavior:

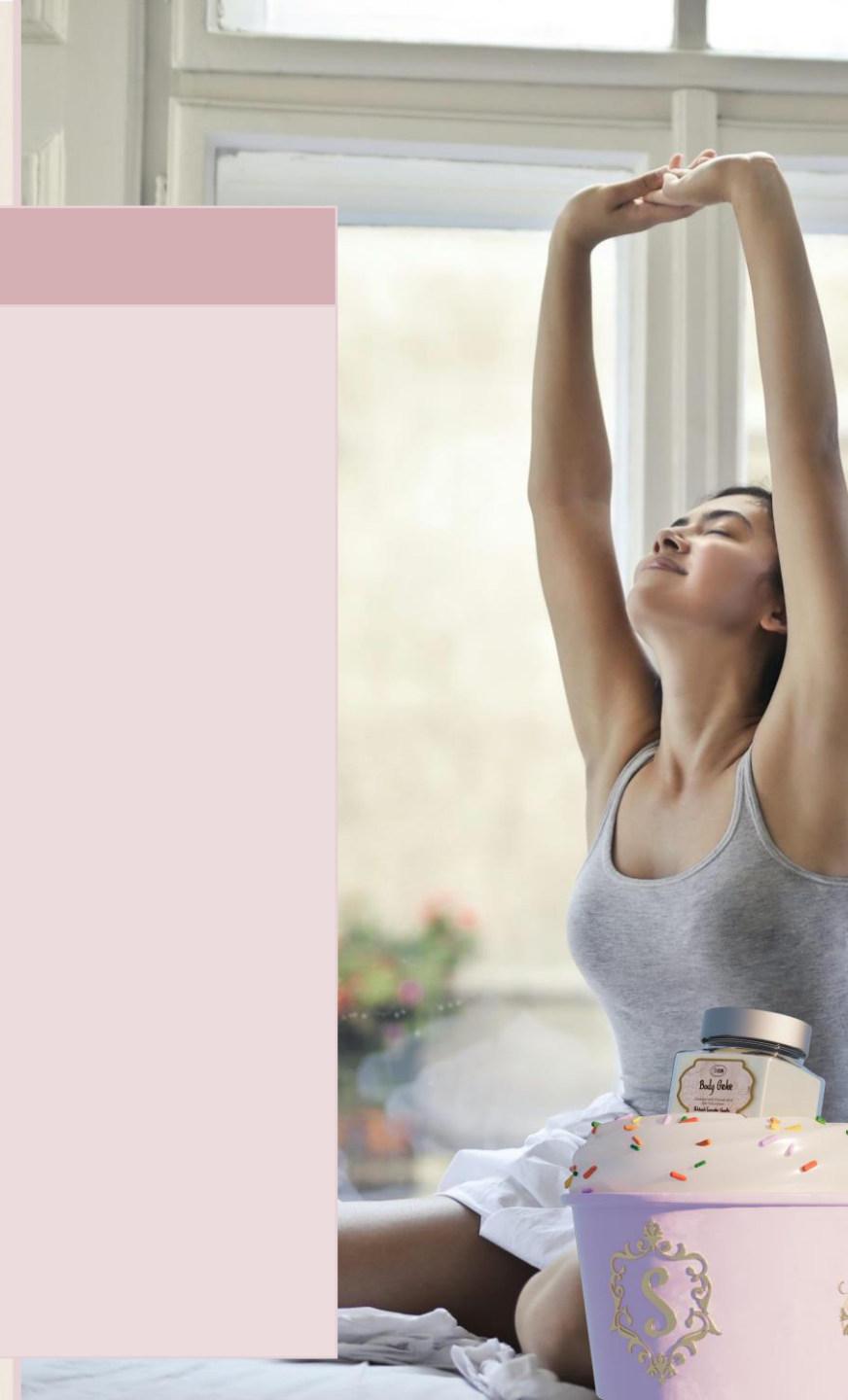
- Frequently searches for skincare advice and reviews online
- Use SM as an inspiration source.
- Shops online for convenience but enjoys in-store experiences.

6. Pain Points:

- Struggles with dryness, sensitivity, or dull skin due to stress or climate.
- Overwhelmed by the abundance of products and seeks guidance for the right choices.

7. Key Motivations:

- Products that promise relaxation and efficiency.
- Natural ingredients and luxurious textures that evoke a spa-like experience.



The Gift-Giver

1. Who are they?

- Thoughtful looking for elegant, high-quality gifts for loved ones.
- Value the emotional impact of their purchase and prefer aesthetically pleasing, luxurious packaging.

2. Age: 30–50

3. Gender: both Women and Men

4. Lifestyle:

- Seeks meaningful and unique gifts for occasions like birthdays, holidays, and self-care moments
- Has disposable income to spend on gifts.
- Appreciates nature-inspired brands that tell a story.

5. Digital Behavior:

- Relies on visually engaging ads to discover products
- Follows brands and influencers for gift ideas & often purchases gift sets during seasonal promotions

6. Pain Points:

- Difficulty finding gifts that feel personal.
- Prefers ready-to-gift solutions to avoid additional effort

7. Key Motivations:

- The ability to customize gifts (scent & texture choices)



AUDIENCE OVERVIEW

EMERGING PERSONA

The Gen-Z

1. Who are they?

- Younger consumer who values simplicity, gamification & efficacy
- Drawn to multifunctional products that fit their fast-paced, on-the-go lifestyle

2. Age: 18–30

3. Gender: Both Woman and Man (With a woman focus).

4. Lifestyle:

- Values quick, no-fuss routines
- Interested in eco-conscious brands
- Enjoys visual aesthetic & gimmick

5. Digital Behavior:

- Engage with educational skincare content on social platforms
- Drawn to short-form video
- Prefers mobile-first experiences

6. Pain Points:

- Skeptical of overly complex or expensive routines.
- Need social proof (online reviews, engaging posts...)

7. Key Motivations:

- Transparency in ingredients and benefits.
- Affordable luxury



DIGITAL ASSETS LANDSCAPE

Ecommerce

- ✧ 2 HP Banners x 4 sizes
(regular and shoplify)
- ✧ Modular LP

Paid Assets

- ✧ Paid Social Media banners
- ✧ 1 Carousel Product images +
1080x1080 +1080x1920

Additional Owned Assets

- ✧ Organic Social Media Reels
- ✧ Organic SM Feed
- ✧ 4 Newsletters

3

e- Commerce



I. LANDING PAGE

1. HERO SECTION

- **Objective:** captivate users & guide them into the collection.
- **Content:** Banner & Tagline
- **Headline:** Campaign Tagline
- **Visuals:** Key Visual

2. STORYTELLING SECTION

- **Objective:** Immerse users in the collection's story.
- **Reco:** Keep the storytelling concise and visually rich.
- **Content:** Option 1: key visual / Option 2: movie
- **Supporting text:** *Welcome to SBAON's Fantasy Fair*

3. PRODUCT SHOWCASE

- **Objective:** Differentiate each product based on their **benefit & skin types target**
- **Content:**
 - ✓ Main Benefit and skin target
 - ✓ Descriptive Line
 - ✓ CTA

4. PRODUCT SHOWCASE

- **Objective:** : Differentiate each product based on their **natural key active ingredients**
- **Content:**
 - ✓ Main Active Ingredient and their respective skin Benefit
 - ✓ Scents (when existing)
 - ✓ Prove benefits (when existing)
 - ✓ CTA

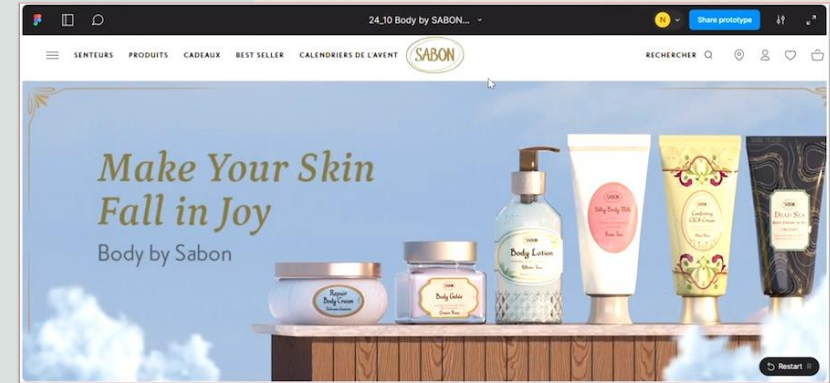
5. PRODUCT REVIEWS

- **Objective:** : Highlight the success of our existing products, create trust and push conversion
- **Content:** Select few reviews from each product

6. FULL MOVIE PLACEHOLDER

Objective: : captivate users into the storytelling

Campaign Mockups



2. BANNERS

MOBILE



REGULAR

DESKTOP



SHOPIFY





Organic Media



List of Organic Assets

Tactical Activation
Body by SABON

MAIN MOVIE

Silky Body Milk / Body Lotion / Repair Body Cream / Body gelee



SHORTS

Silky Body Milk



Body Lotion



Repair Body Cream



Body Gelée



CICA Cream



Cream to Oil



THE ASSETS ARE AVAILABLE IN 2 FORMATS: SQUARE & STORY – EACH SHORT SOUND CAN BE CUSTOMIZED BASED ON COUNTRY TREND & PLATFORM (EXCEPT YOUTUBE)

INSTAGRAM PLAN



I. HERO MOVIE

- Introduce the campaign: Reel
- Key Message: At SABON we have the perfect skin match for all skin needs and sensorial preference
- Recommended description:

'Make Your Skin Fall in Joy with Body by SABON 🌸'

Step into SABON's Fantasy Fair, where skincare meets sensory delight. Each product is tailored to meet your skin's unique needs.

🌿 **Silky Body Milk:** Fast-absorbing hydration, leaving your skin silky-soft

🌸 **Body Lotion:** Moistures with a cocooning, comforting touch.

💧 **Repair Body Cream:** Intense care for dry skin with velvety-rich texture.

🧊 **Body Gelee:** Lightweight moisture with an instant cooling sensation

Transform your daily routine into moments of joyful care. Discover your ultimate body care experience today! 💕'

- To post during high engagement times



INSTAGRAM PLAN



Silky Body Milk



Body Lotion



Repair Body Cream



Body Gelée



CICA Cream



Cream to Oil



2. SHORTS

- Post 1 short per product every 2-3 days: Reels
- Key Message: Product benefits & USP through the Fantasy Fair
- Recommended Description:

✓ Silky Body Milk:

🎢 **A silky ride to hydration.**

👉 Discover our fast-absorbing Silky Body Milk, leaving your skin irresistibly soft with a velvety touch .Take your skincare routine to the next thrill at SABON's Fantasy Fair!’

✓ Body Lotion:

‘ 🌀 **Nourishment on a gentle spin.**

💧 Let our Body Lotion wrap your skin in a cocoon of comfort and care, with a touch as soft as the heart of meringue. Your skin deserves this ride!”

✓ Repair Body Cream:

‘ 💧 **A repairing & velvety embrace for dry skin.**

🌸 Our Repair Body Cream delivers intense hydration with a non-greasy, rich texture. Dreamy as a carousel ride in the clouds, it restores and repairs with every application.’

✓ Body Gelee:

‘ 🍹 **Cool down with a refreshing treat.**

🚢 Lightweight hydration and an instant cooling sensation await with our Body Gelee. Sail through the Fantasy Fair and refresh your skin with every touch of this delightful formula!”

✓ CICA Cream:

‘ 🌿 **Pause for soothing care**

🎢 Our CICA Cream calms and protects sensitive skin with natural Olive and Centella Asiatica extracts. Its thick, creamy texture is as comforting as melting marshmallows in the Fantasy Fair’s ride’

✓ Cream to Oil:

🌊 **A transformative glide to your skin**

👉 Our Cream to Oil melts into a velvety oil to smooth and nourish your skin while reducing fine lines. Experience the dead sea rollercoaster magic !’

INSTAGRAM PLAN



STORIES

I. Key Objectives:

- Engage & educate viewers by immersing them in the Fantasy Fair universe while showcasing product benefits.
- Encourage interaction: Use polls, quizzes, and swipe-ups strategically.
- Push traffic to the website by connecting viewers to the LP, emphasizing benefits and the unique Fantasy Fair concept.
- Drive movie reach by teasing elements through appealing and thematic storytelling.

2. Recommended Story Action Plan:

• Story 1-3: Let's set the Scene



Text: Welcoming to the Fantasy Fair
CTA: "Swipe up to explore the fair!" → LP



Text: First stop: Silky Body Milk
CTA: "Take the Silky Body Milk ride"



Text: No need, already in caption
CTA: "Swipe up to shop"

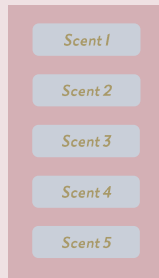
• Story 4-8: Build Curiosity Through Product Features



Text: no need. In caption
CTA: "Swipe up to explore"



Text: Highlight top scents
CTA: "Discover our top Scents"



QUIZ: Which scent will make you fall in love?"



Text: Benefits oriented
CTA: "Discover the magical power of Dead Sea"



Text: Proven Benefits
CTA: "Swipe up to shop now!"

STORIES

• **Push Engagement:**

✓ Story 9-12:



Text: What is your skin's biggest need?

QUIZ with 3D packshots of products



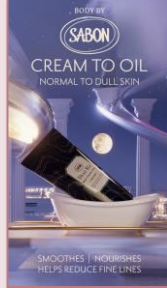
Text: No need, already in caption in the main movie

CTA: "Swipe up to shop"



Text: last arrival

CTA: "Discover the proven benefits!"



Text: last arrival

CTA: "Discover the proven benefits!"

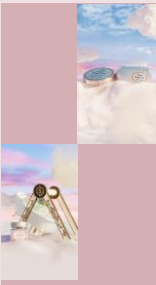
✓ Story 13-16: Duels



Body Lotion Video

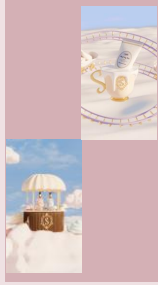
Text: Introducing the Body Lotion

QUIZ which scent would you try first?



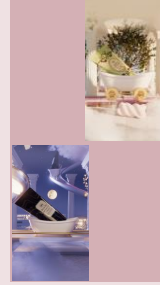
Text: Your Skin match?

QUIZ: "Rich or Refreshing?"



Text: Your Skin match?

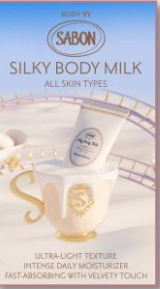
QUIZ: "Silky touch or Cocooning care?"



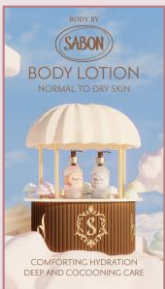
Text: Your Skin match?

QUIZ: "Smoothing or Soothing?"

✓ **Push E-om Traffic: 17-22**



CTA: Choose your favorite scent



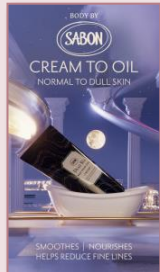
CTA: Choose your favorite scent



CTA: Choose your favorite scent



CTA: Choose your favorite scent



CTA: Discover the proven benefits!



CTA: Discover the proven benefits!

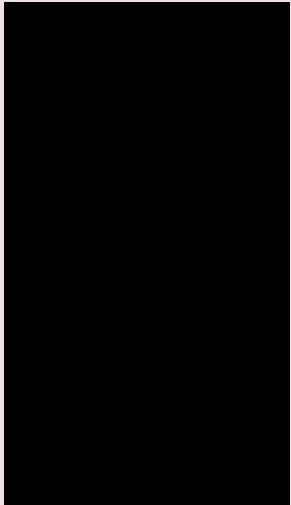
List of Organic Assets

Tactical Activation
Body by SABON

ADDITIONAL REELS

WIP

Body by SABON
"Unpack"



Body by SABON
"Texture differenciaton"



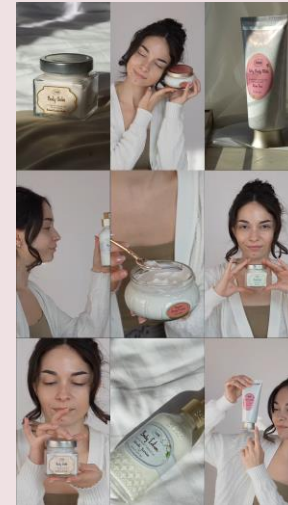
Body by SABON
"SBM vs BL"



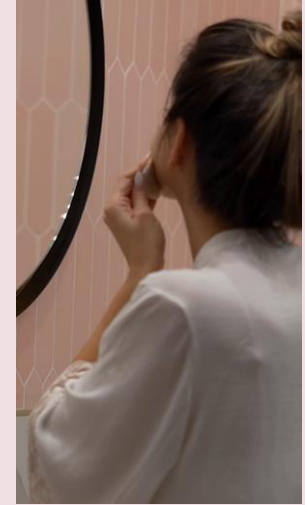
LifeStyle
"Enjoy all little moments"



Body by SABON
"Find your Skin Match"



Body by SABON (feb)
"Green Rose Lover"



List of Organic Assets

Tactical Activation
Body by SABON

FULL PERIOD ADDITIONAL REELS: RECOMMENDED TIMELINE

End of December

Jan: W1-W3

Teaser OB:
"Don't miss the Call!"

Lifestyle OB
"GRWM for NY"

Lifestyle OB
"2025 Resolution"

Collection Launch: **Contest**
"the Lineup, find the missing products"

Lifestyle OB
"Mediterranean Diet"

Lifestyle S.O
"Choose your 2025 Mood"

S.O
"Mood up your days"

Lifestyle
"Enjoy little moments"

Valentin's Day
Olive & Martini is all you Need

Bath Ritual
"Olive Bliss"



Jan: W4

Feb W1-W4

OB
"Natural, almost eatable"

Lifestyle
"A Sunday in bliss"

Body by SABON
"Unpack"

Body by SABON
"Texture differenciaton"

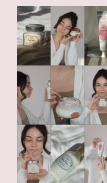
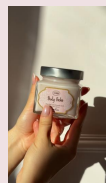
Body by SABON
"SBM vs BL"

LifeStyle
"Enjoy all little moments"

Body by SABON
"Find your Skin Match"

Body by SABON (feb)
"Green Rose Lover"

LifeStyle
Gett Unready with Me



OTHER PLATFORMS

1. YOUTUBE



1. Objectives

- Build storytelling & drive product education
- Encourage longer viewing time to immerse viewers in the campaign.

2. Action plan

- Main Movie as a standalone video: **Group Videos into a dedicated playlist**
- ✓ Title: "Step into SABON's Fantasy Fair | Where Body Care Meets Sensory Delight."
- ✓ Description: Highlight the campaign concept and include links to shop.
- Shorts (YouTube Shorts):
- ✓ Upload Shorts every few days.
- ✓ Focus on single product benefits.
- ✓ Example: "Discover SABON's CICA Cream | Soothing and Nourishing Care."

2. TIKTOK



1. Objectives

- Boost brand visibility through entertaining and shareable content.
- Target younger audiences

2. Action plan

- 6 Shorts + Caption + Trendy audio



- 6 Reels + Caption + Trendy Audio



- 1 Carousel + CTA LP + Caption + Trendy audio



5

Paid Media



I. AWARENESS



THIS ASSET IS AVAILABLE IN MULTIPLE FORMATS

RECOMMENDED COPY

Recommended Emojis

(Based on your targeted audience)



RECOMMENDED CTA



Sabon

Sponsored

Welcome to SABON's Fantasy Fair, where each body moisturizer is a ticket to unexpected joy!

🦄 Transform your daily self-care into an enchanting escape with luxurious textures and delightful fragrances.

🌟 Discover your skin's perfect match today

Step Into the Magic

x

160

60 Comments



I. AWARENESS



Silky Body Milk



Body Lotion



Repair Body Cream



Body Gelee



CICA Cream



Cream to Oil



Recommended CTA: Step Into the Magic

For each market to select which short is the most relevant

THIS ASSET IS AVAILABLE IN MULTIPLE FORMATS: Square & Story

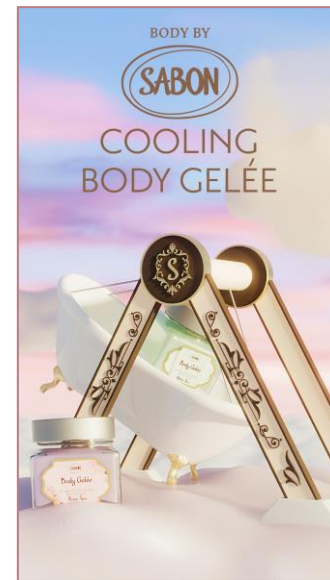
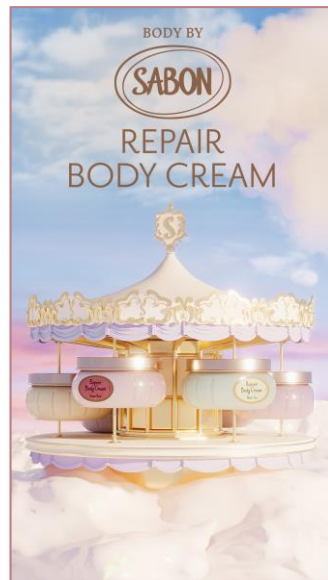
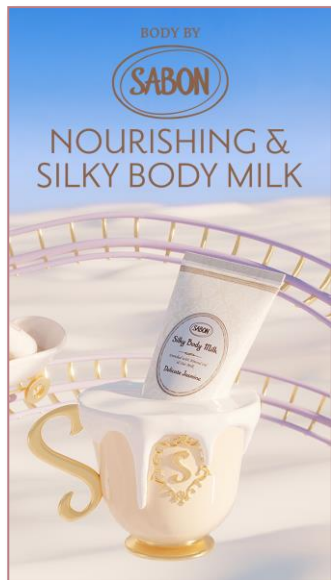
2. CONSIDERATION



Sabon
Sponsored

Dive into the luxury your skin deserves.

✦ At our Fantasy Fair, each product is a unique experience, from deep hydration to soothing skin barrier care.
Find your skin's perfect skin match today!"

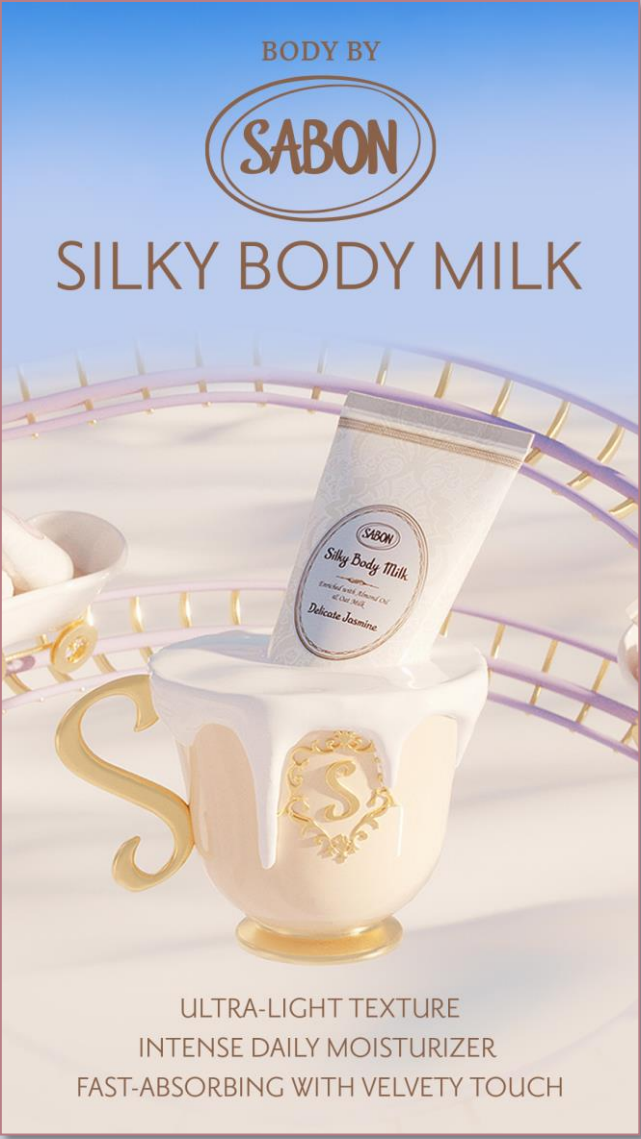


Recommended CTA: Swipe up & shop now

Animate the carousel with a local trendy audio → New Instagram algorithm push

This asset is available in multiple formats: square & story

3. CONVERSION



THIS ASSET IS AVAILABLE IN MULTIPLE FORMATS

RECOMMENDED COPY

Recommended Emojis
(Based on your targeted audience)

🌟 🌸

RECOMMENDED CTA





Sabon
Sponsored

Experience the velvety, fast-absorbing texture of our Nourishing Silky Body Milk.

🌟 Soft, smooth skin awaits , ideal for your daily indulgence.

🌸 Available in 8 sensational fragrances, there's a match for every mood.

Discover Your Fragrance. Shop Now!

160

60 Comments

Like

Comment

Share

3. CONVERSION



Carousel Body Lotion



Experience the gentle embrace of our Comforting Body Lotion.

🌸 Envelop your skin in hydration with its soft, cocooning texture.

🌟 Available in 8 sensational fragrances, it's the perfect touch of joy and comfort for your daily routine.



RECOMMENDED CTA

Discover Your Fragrance.
Shop Now!

Carousel Repair Body Cream



🌟 Wrap your skin in deep hydration and repair

🌿 Repair even the driest skin

🌸 Non-Greasy Hydration

🌿 Extra Nourishing Care

🌸 Velvety Rich Texture

Choose your favorite scent and let your skin experience ultimate comfort 💕



RECOMMENDED CTA

Discover Your Fragrance.
Shop Now!

Carousel Body Gelee



❄️ Feel the chill, love the hydration!

Meet your perfect cooling & hydrating companion.

🌸 Absorbs quickly

🌸 Provides a burst of moisture

🌸 Leaves skin feeling refreshed

Available in 8 delightful fragrances.



RECOMMENDED CTA

Discover Your Fragrance.
Shop Now!

3. CONVERSION



THIS ASSET IS AVAILABLE IN MULTIPLE FORMATS

RECOMMENDED COPY

Recommended Emojis
(Based on your targeted audience)



RECOMMENDED CTA



Sabon
Sponsored

🌟 Discover our NEW Comforting CICA Cream!

🌿 Soothing hydration with Centella Asiatica & Olive extracts for your best skin.

💧 This thick, non-greasy cream offers the perfect solution for dry and sensitive skin.

Protect Your Skin Now!

160

60 Comments

Like

Comment

Share

3. CONVERSION



THIS ASSET IS AVAILABLE IN MULTIPLE FORMATS

RECOMMENDED COPY

Recommended Emojis
(Based on your targeted audience)



RECOMMENDED CTA



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Discover the magic of transformation with our Smoothing Cream to Oil.

💧 This luxurious cream melts into your skin, leaving a velvety, smooth finish.

🌟 Perfect for normal to dull skin, it provides nourishment and reveals a healthy-looking glow.

Protect Your Skin Now! x

160

60 Comments

Like

Comment

Share

3. CONVERSION



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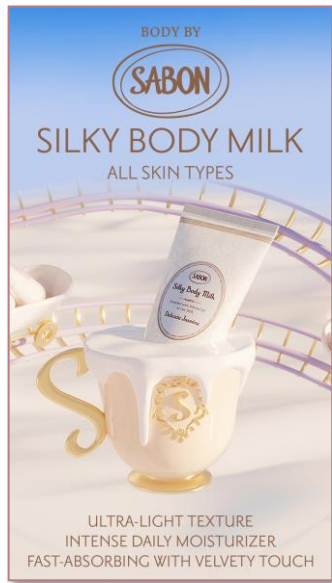
✦ Transform Your Body Care Routine while stepping into our Fantasy Fair!

Dive into a sensory escape and find the perfect match for your skin's needs.

🌿 From fast-absorbing hydration to intense repair

❄️ From lightweight cooling to soothing care

Take your self-care to new heights with sensations as delightful as the magic of fantasy fairs.



Recommended CTA: Shop your skin match today

4. ENGAGEMENT

Carousel Body Lotion



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Two icons, one mission: soft, nourished, and glowing skin.
Which one will you choose?

💧 Silky Body Milk: Ultra-lightweight texture for all skin types with a velvety finish.

🌸 Body Lotion: creamy moisture wrapping your skin in comforting hydration for normal to dry skin.

WIP



RECOMMENDED CTA

Swipe to choose your hero!



Influencer toolkit





This Influencer & UGC Toolkit is designed to equip with:

- Strategic guidelines
 - Operational guidelines
- to maximize the success of the Body by SABON campaign.

INFLUENCER PROFILES TO TARGET



INFLUENCER TOOLKIT

	MICRO INFLUENCE	NICHE INFLUENCERS	MACRO INFLUENCER
Campaign Role	- Highlight how Body by SABON products fits seamlessly into daily routines - Highlight how each product is a skin match for each skin type & sensorial preferences → products as “must-have” - Showcase moments with an emphasis on self-care and joy	- Highlight the joy of shared skincare rituals, promoting products as a bonding experience Highlight each USP to differentiate the range	- Introduce the campaign as a luxurious yet joyful skincare experience. - Focus on storytelling through lifestyle (evening daily rituals).
Influencer Kit	1 Giftbox / Pouch with at least 2 products (based on skin types and benefits) - Must have: ✓ BL or SBM (heros) ✓ Cica Cream (winter period + newness) ✓ +/- Minis / samples of other body moisturizers when existing ✓ +/- 1 home product as gift (candle, fabric mist small format) - SABON presentation card + some marshmallow or candies - Body by SABON explicative card, detailed campaign brief with USP & affiliate guidelines & tips - Custom note - Tracking link + affiliate code +/- QR code for offline promotion	1 Giftbox / Pouch with at least 4 products (2 per person) designed for each skin type / preference. Ex: Cica Cream and Repair cream for dry / sensitive skin versus SBM & Body Gelee for normal skin type - SABON presentation card + some marshmallow or candies - Body by SABON explicative card, detailed campaign brief with USP & affiliate guidelines & tips - Custom note - Tracking link + affiliate code +/- QR code for offline promotion - A game for 2 (<i>More info on Next slide</i>)	- Full Body by SABON range in a giftbox with campaign messaging - SABON presentation card + some marshmallow or candies - Body by SABON explicative card, detailed campaign brief with USP +/- Customized discount code to drive traffic
KPIs	- Engagement rates (polls, swipe-ups...) - Web Traffic - Volume of sales attributed to links or codes - Average order value - Total revenue generated	- Engagement rates - Web Traffic - Total revenue generated	- Reach, impressions, and engagement rates - Swipe-ups or clicks from Stories. +/- web traffic



THE GAME FOR 2

Times Up Game Concept



Objective:

Educate influencers and their followers about the **key benefits and features** of SABON body moisturizers while promoting the campaign.

Create a joyful experience aligned with **SABON's Fantasy Fair concept**.

How It Works

1. Game Setup:

- The kit will include product info cards with:
 - ✓ A brief product description (ex: "This product has a lightweight texture and provides instant cooling").
 - ✓ Key ingredient or (ex: "Enriched with aloe vera").
 - ✓ Target highlight (ex: "Hydration for normal to dry skin").
- Each card corresponds to one of the Body by SABON products (All info can be taken from the LP)
- Other cards can be developed around personal joyful memories they shared together

2. How to Play:

Step 1: One influencer reads the description to their partner (without saying the product name).

Step 2: The partner guesses which product it is (from the products in the kit).

Step 3: If guessed correctly, they move on to the next card. The goal is to guess as many products as possible in a set time (ex: 60 seconds).

3. Variation for Social Media Content:

Influencers can film the game as a TikTok or Instagram Reel/Story challenge with their followers, encouraging them to guess along in the comments.

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@QJ ækbt pibæppop



NEWSLETTERS

STRUCTURE

- **NL1: Introduce, and invite** our customers to SABON's Fantasy Fair, building excitement and setting the stage for the featured products.
- **NL2:** Help customers explore **different product textures & Key benefits + cross with Body Scrub**
- **NL3:** Showcase the key natural ingredients in each body care product + **highlight CICA Cream & Cream to oil**
- **NL4:** Present each product as a **customized solution** for unique skin types and concerns + **highlight winter essentials** (Repair + CICA)



NEWSLETTERS - FIGMA



