



LUNA GLOW

LET BEAUTY GROW

Media Plan for Organic Series Variant

#GLOWWITHLUNACAMPAIGN

Campaign Duration: Aug to Oct

Your #No1
Organic Body
Scrub



Let Beauty
Grow

Navigation Page

- 1 [Brand Overview & Customer Persona](#)
- 2 [Campaign Objective](#)
- 3 [Media Landscape](#)
- 4 [Digital Marketing Platform Priority](#)
- 5 [Media Plan and Budget Allocation](#)
- 6 [Key KPI and Timeline of Campaigns](#)
- 7 [Sample Facebook Media Plan](#)
- 8 [Creative Direction \(Sample\)](#)

This media plan was developed as a personal portfolio project for an imaginary skincare brand.
All strategic planning and content were independently created by me.
Visual assets were designed using Canva and are fully self-owned.

Brand Overview & Customer persona

BRAND OVERVIEW

- Industry: Skin care and beauty
- New Variant: Certified Organic Skincare
- Campaign Timeline: August to October
- Product Focus: Clean, Cruelty -free
- Product Made with: 100 % certified Organic ingredients
- Target Audience: Eco-Conscious, women aged 25-40
- Key Message: "Pure Ingredients. True Glow."

Customer Persona

Name: Chloe

Age: 32

Location: Singapore

Profession: UX Designer

Habits: Prefers clean beauty brands, checks ingredients, values sustainability

Pain Point: Hard to find trustworthy natural products that work

What She Wants: Efficacy and ethics scrub

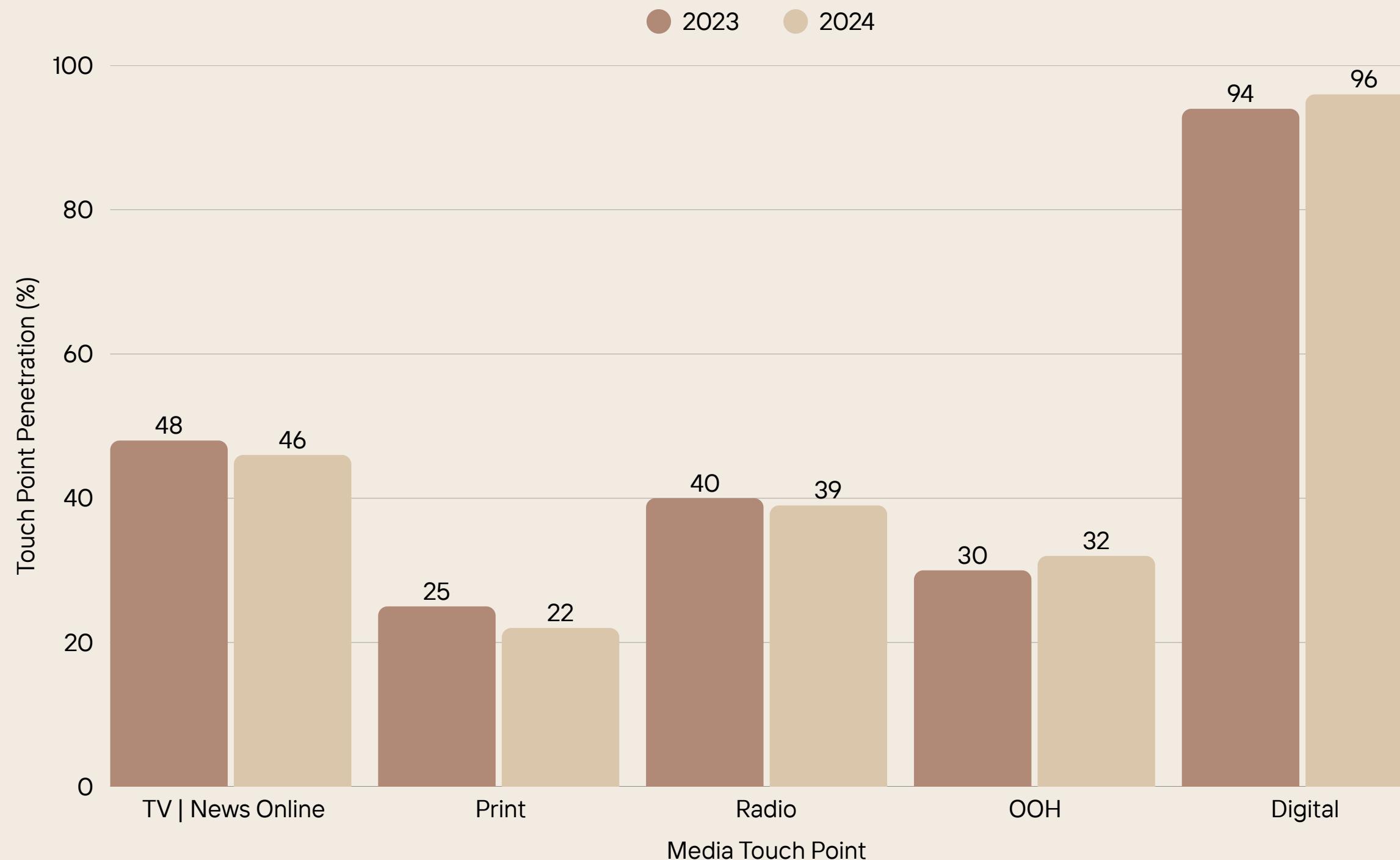
Campaign Objective

- Campaign Name: #OrganicGlow Launch Campaign
- Campaign Period: August – October 2025



Media Landscape of Singapore 2023 and 2024

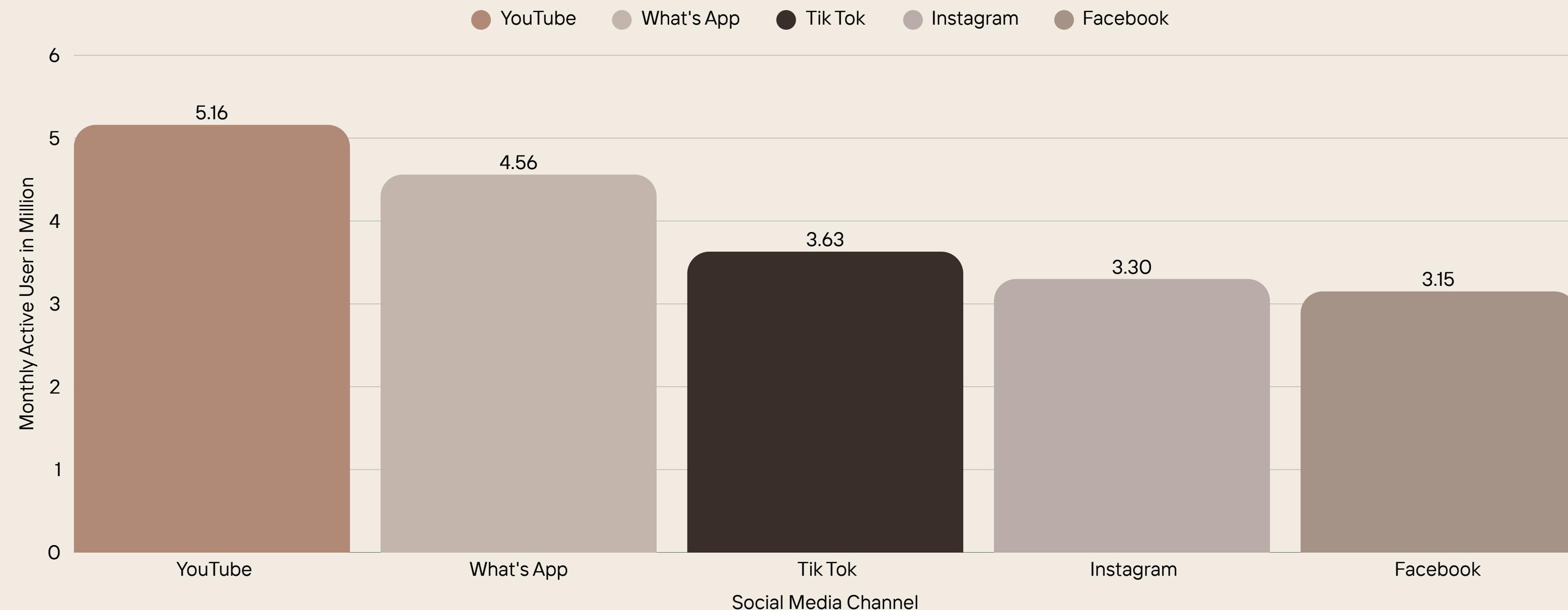
- Digital and TV continue to lead in reach across Singapore, making them go-to platforms, while OOH is a smart add-on to amplify brand exposure



- Touch Point Penetration means % of total population exposed to or using the media channel at least once during a defined period (Here is comparison of 2023 and 2024).
 - For example: 96% penetration for Digital in 2024 means 96% of Singaporeans accessed the internet or social media platforms during the time frame.

Digital Marketing Platform Priority

- Youtube and Meta are prioritized on digital ad spend due to its large audience size and cost-efficiency
- Google Search and programmatic data aren't shown here, but they remain key for intent targeting and efficient reach.



Media Plan and Budget Allocation

- The media budget will primarily go to digital platforms like YouTube, Meta, TikTok, and Google ads, followed by TV, radio, PR, and others for broader awareness. *Based on data from previous slides

Channel	Tactic	Budget (SGD)	Objective
Meta	Sustainable lifestyle content + Ads	5,000	Awareness + Credibility
TikTok	"Organic Switch" Challenge	3,000	UGC + Engagement
Google	Display and Search	3,000	Awareness
YouTube	Product review partnerships	2,000	Education + Visibility
Influencers	Eco-influencer collab (organic focus)	2,000	Advocacy + Reach
PR/Blogs	Organic launch press + blog content	1,000	SEO + Authority
Sampling Campaign	Eco-packaged sample kits	1,000	Product Trial
TV	Daypart ads on lifestyle cable & local channels	2,000	Mass awareness
Radio	Morning & drive-time segments on urban stations	1,000	Awareness + Recall
Total		20,000	

Key KPI and Timeline of Campaigns

- Launch Reach: 1M Impressions in 3 months
- CTR: >1.5% for all campaigns
- Website Traffic: 40,000 unique visits for all campaigns
- Product Trial Samples Distributed: 10,000 for all campaigns

Channel	Sept	Oct	Nov
Meta Ads	✓	✓	✓
TikTok Challenge		✓	✓
Google Search Ads		✓	✓
You Tube Ads	✓	✓	
Influencer Content	✓	✓	
PR & Blogs	✓		
Sampling Campaign		✓	✓
TV & Radio			✓

KPI	Tools	Frequency
Organic Engagement	IG, TikTok Metrics	Weekly
Click-Through Rate	Meta, Google Ads	Weekly
Site Traffic	Google Analytics	Weekly
Sentiment (Eco Topics)	Brandwatch / Surveys	Monthly
Trial Conversion	Sampling Tracker + POS	Monthly
Organic Engagement	IG, TikTok Metrics	Weekly
Click-Through Rate	Meta, Google Ads	Weekly
Site Traffic	Google Analytics	Weekly

Sample Facebook Digital Media Buying Plan for Aug to Oct

Campaign Name	#OrganicGlow Teaser	#OrganicGlow Discovery	#OrganicGlow Action
Timeline	1 – 10 Aug 2025	11 Aug – 10 Sep 2025	11 Sep – 10 Oct 2025
Campaign Type	Awareness	Awareness + Traffic	Engagement + Traffic
Target Audience	Broad women 25–40	<ul style="list-style-type: none"> • Lookalikes: Organic interest audiences • Beauty enthusiasts & clean skincare fans 	<ul style="list-style-type: none"> • Retargeting site/video viewers • CRM Custom + Add to Cart users
Reach	60%	60%	60%
Placement	All Placement	All Placement	All Placement
Creative Format & Duration	Video / 6s	Video Carousel / 10s	Reels, Instant Experience / 15s
Landing Page	Chatbot Messenger	Product Pages	Rewards Page / UGC Collection Bot
Tool	Yes (Shopalyst)	Yes (Shopalyst)	Yes (Shopalyst)
TV Support	No	Yes (running in parallel)	Yes (closing phase burst)
Consumer Journey	Watch & recall brand	Explore product benefits and offers	Participate in UGC challenge or shop now

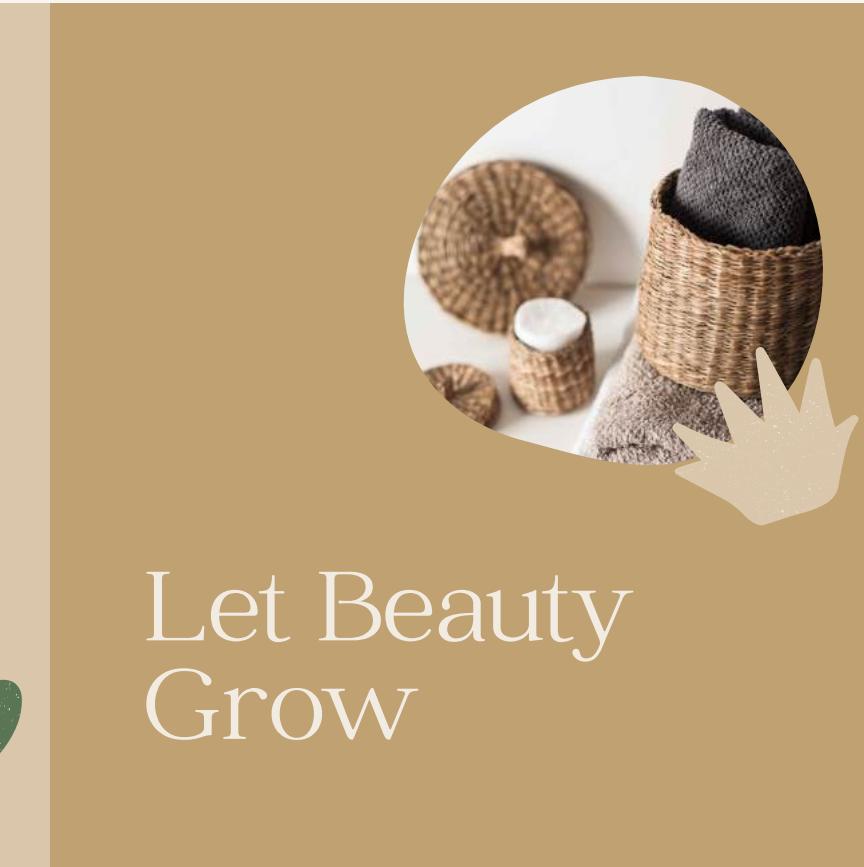
Creative Direction (Sample Idea)

- Visual Style: Earthy, raw, soft lighting, nature-infused
- UGC Theme: "Why I switched to organic skincare" videos
- Sampling CTA: "Get your free trial kit & feel the organic difference"



Print & Digital Mockups





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