

SOCIAL MEDIA CAMPAIGN



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MC5306
JEAN-BAPTISTE BONVARLET



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Situational Analysis

Client History and Background

Founded in the early 80s in Nantes, France, I.N France was initially an import-export company specializing in spare parts for large ships operating in Thailand and Malaysia. Following a period of inactivity, the company was revived by a new generation of leadership with a different vision: the import and distribution of premium Tahitian cosmetics. I.N France now operates three distribution brands — MyTattooCare, OhanaTattoo (in France), and Tahiti Glow, its newest venture designed specifically for the U.S. market. Tahiti Glow serves as a curated bridge between authentic Tahitian producers and American consumers seeking high-quality, exotic beauty products.

Service, Product, and Current State

Tahiti Glow does not manufacture its own products. Instead, it partners directly with trusted Tahitian cosmetic brands — such as Reva de Tahiti — to import and distribute authentic goods. The brand offers a range of exotic skincare products made with iconic ingredients like Tahitian Monoï oil. Tahiti Glow is launching as a micro-brand in the United States, focusing on digital direct-to-consumer sales through its website and social media platforms.

Crisis and Challenge

Tahiti Glow is not facing a reputational crisis but rather the inherent challenges associated with launching a brand-new distribution brand in a highly competitive U.S. cosmetic market. The key issue is visibility: as a new entrant with no prior presence or established customer base in the U.S., Tahiti Glow risks being overlooked by target consumers. The brand is launching with a very limited marketing budget, relying heavily on strategic organic social media efforts to build initial awareness and attract its first customer base.



Public Reaction

Currently, there has been no significant public engagement, whether positive or negative. The lack of public reaction itself presents the most critical challenge — without strategic communication efforts, the brand risks launching into a vacuum without gaining traction among U.S. consumers.

Competitive Evaluation

The U.S. beauty market is highly saturated with exotic, natural, and luxury cosmetic brands. Competitors include both major players (such as L'Occitane, NARS Monoi Collection, or niche luxury island brands) and independent natural beauty companies. What differentiates Tahiti Glow is its direct link to authentic Tahitian producers, offering real Polynesian beauty products without intermediaries. However, competitors often benefit from strong brand recognition, celebrity endorsements, and larger marketing budgets.

Secondary Research

Research into American consumer trends shows a growing interest in natural, ethical, and exotic cosmetic products, particularly among millennial and Gen Z women. According to a 2024 Allied Market Research report, the global natural cosmetics market is projected to reach \$54.5 billion by 2027, with U.S. consumers driving much of this growth. Consumers increasingly seek transparency, authenticity, and exotic experiences — factors that Tahiti Glow is well-positioned to capitalize on if it can communicate its value proposition effectively.



Swot Analysis

Strengths:

- Unique selling proposition with authentic Tahitian-sourced products curated directly from local producers.
- Access to professional-quality product photography and brand assets developed in France.
- Proven operational experience and credibility from sister brands (Ohana Tattoo and My Tattoo Care) in the French market.
- Small, agile team allowing for flexible and fast decision-making.

Weaknesses:

- No existing customer base or brand recognition in the U.S. market.
- Very limited marketing budget (approximately \$3000) for launch activities.
- Lack of previous social proof (no U.S. testimonials, reviews, or influencer partnerships at the start).
- Dependence on organic and low-cost social media growth strategies.



Opportunities:

- Growing U.S. demand for natural, authentic, and ethically sourced beauty products.
- Rising consumer interest in travel, exotic experiences, and niche premium brands post-COVID.
- Ability to leverage proven micro-influencer and gifting strategies to penetrate niche markets effectively.
- Potential to create a strong "authentic Polynesian experience" brand story that differentiates from generic tropical-themed products.

Threats:

- Strong competition from well-established beauty brands offering natural or exotic products (e.g., Nuxe, L'Occitane, Sol de Janeiro).
- Difficulty in achieving fast trust-building without heavy advertising investment.
- Risk of cultural appropriation criticism if the brand messaging is not respectful and authentic.
- Dependence on a very small team (2 people), leading to operational risks if workload increases quickly.

Target Public 1

Exotic Cosmetic Enthusiasts

Description:

Individuals aged 25–44 who are active on social media and seek unique beauty products. They are highly interested in natural, high-quality ingredients and appreciate products with authentic, exotic stories behind them.

Self-Interests:

They desire skincare that is both innovative and authentic. They are attracted to products that differentiate them and align with a lifestyle of quality, uniqueness, and self-expression.

Opinion Leaders:

This group follows beauty influencers and skincare experts, particularly those who recommend niche, natural, and ethically sourced cosmetic products.

Preferred Channels:

Instagram for visually striking brand imagery and product showcases; Facebook for more detailed product storytelling and educational content.

Primary Message:

"Discover Tahitian beauty with natural, exotic ingredients that make your skincare routine extraordinary."



Target Public 2

Cultural Explorers and Travelers

Description:

Individuals primarily aged 45–64, with extension up to 74, who value authentic cultural experiences and exotic travels. Many have higher incomes and appreciate premium products that remind them of meaningful journeys.

Self-Interests:

They seek products that evoke the memories and spirit of travel, offering them an authentic connection to global cultures, especially Polynesian traditions.

Opinion Leaders:

This group is influenced by travel bloggers, cultural writers, and lifestyle experts who emphasize real, immersive experiences.

Preferred Channels:

Facebook for deeper storytelling, user testimonials, and community engagement; Instagram for travel-inspired imagery and emotional brand connection.

Primary Message:

"Bring the charm of Tahiti to your life—experience exotic beauty and authentic culture every day."



Goals and Objectives

Goal

The primary goal of the Tahiti Glow campaign is to reach and attract the brand's first base of potential U.S. customers through targeted social media marketing and advertising by October 31, 2025.

Objectives

Informational Objective:

To gain at least 500 Instagram followers by October 31, 2025.

Behavioral Objective:

To generate 100 website conversions (defined as purchases) from social media advertising campaigns by October 31, 2025.

Attitudinal Objective:

To achieve a minimum engagement rate of 5-7% on Tahiti Glow's Instagram posts by October 31, 2025.

Note on Target Numbers:

- 500 Instagram followers is considered a minimum threshold for establishing brand credibility and attracting organic growth (*Shopify, 2023; Later.com, 2023*).
- 100 website conversions (newsletter sign-ups or purchases) are critical for building a sustainable email list and validating product interest (*HubSpot, 2023; Privy, 2023*).
- 5–7% Instagram engagement rate reflects normal performance for accounts with fewer than 10,000 followers (*Socialinsider Benchmark Report, 2024; Later.com, 2023*).



The Big idea

Transform everyday skincare into a genuine escape to Tahiti through authentic, natural products crafted with real island ingredients. Every routine becomes an opportunity to reconnect with the purity, beauty, and spirit of Polynesia. Tahiti Glow offers not just skincare, but a true sensory journey — a moment of real tropical indulgence rooted in authenticity and natural elegance.

Use vibrant yet refined imagery: untouched beaches, lush greenery, the glow of the sun on natural skin, and traditional Tahitian elements like tiare flowers and coconut palms. Visuals should evoke authenticity, purity, and serene luxury, connecting directly to the real origins of the products rather than relying on generic tropical clichés.

"The Beauty of Tahiti, Directly on Your Skin."

#GlowWithTahiti or #TahitiOnYourSkin

Social Media Calendar

Week	Focus	Actions
August 1–7	Launch Week	<ul style="list-style-type: none"> - Open Instagram + Facebook - 2 brand story posts - 1 premium product photo post
August 8–14	Authentic Ingredient Focus	<ul style="list-style-type: none"> - Post: "Why Tahiti?" story - Product Reel (Monoï glow) - Launch DM gifting campaign (10 nano-influencers)
August 15–21	Product Highlight	<ul style="list-style-type: none"> - Post: How to use shimmering oil - Instagram Story series: "How it's made"
August 22–31	First Customer Proof	<ul style="list-style-type: none"> - Post: Reviews, testimonials - 1 Story Ad driving to website
September 1–7	Travel Vibes Push	<ul style="list-style-type: none"> - Post: "Bring Tahiti to your daily beauty" - Simple Reel: Before/After glow
September 8–14	Ingredient Education	<ul style="list-style-type: none"> - Post: monoi oil deep dive - Mini quiz story
September 15–21	Influencer Content Starts	<ul style="list-style-type: none"> - Repost influencer stories (if received) - New Reel with user-generated content
September 22–30	Mini Promotion	<ul style="list-style-type: none"> - Ad for "Discover Tahiti Glow" special offer - Post: "Limited stock available"
October 1–7	Seasonal Glow	<ul style="list-style-type: none"> - "Fall glow" story post - Ingredient story: how Monoï protects Summer Tan against Fall & Winter
October 8–14	Social Proof Week	<ul style="list-style-type: none"> - Compilation of 5 best customer feedbacks - Thank you Story
October 15–21	Holiday Prep Soft Start	<ul style="list-style-type: none"> - Post: "The perfect gift: Tahiti Glow" teaser - Story: Sneak peek holiday packaging
October 22–31	Final Growth Push	<ul style="list-style-type: none"> - post for holiday season - Reel: Why Tahiti Glow is a unique gift

Coordinating with holidays & national events

National Relaxation Day – August 15

a. Boosting Awareness: This occasion is a perfect opportunity to highlight self-care, exotic escapes, and skincare routines inspired by Tahitian relaxation rituals.

Campaign Goal Alignment:

b. Supports the behavioral objective of growing Tahiti Glow’s Instagram following and building engagement by associating the brand with self-care values.

National Self-Care Awareness Month – September (entire month)

Highlighting Daily Rituals: Throughout September, Tahiti Glow can run educational posts about integrating exotic, natural products into everyday self-care routines.

Campaign Goal Alignment:

b. Directly supports the informational and attitudinal objectives by reinforcing Tahiti Glow’s position as a natural, authentic self-care brand.

World Tourism Day – September 27

a. Connecting to Exotic Discovery: World Tourism Day provides a chance to tie the exotic beauty of Tahiti into broader themes of travel, exploration, and authentic cultural appreciation.

Campaign Goal Alignment:

b. Supports the attitudinal objective by associating Tahiti Glow with real cultural experiences and emotional storytelling, increasing trust and connection.



Communication Confirmation Table

Key Public: Exotic Cosmetic Enthusiasts (ages 25–44)

Objectives:

Informational Objective: Grow Tahiti Glow's Instagram following to at least 500 followers by October 31, 2025.

Behavioral Objective: Achieve at least 100 website conversions (purchases) from social media activities by October 31, 2025.

Attitudinal Objective: Maintain an average engagement rate of 5–7% on Instagram posts by October 31, 2025.

Self-Interests:

This group is highly interested in natural, authentic, and premium skincare with a real story behind it. They seek unique products that enhance their lifestyle and self-image.

Primary Message:

"Discover Tahitian beauty with authentic, exotic ingredients that transform your skincare into an extraordinary experience."

Opinion Leaders:

Beauty influencers specializing in niche, natural skincare, particularly those who promote authentic and eco-conscious brands.

Strategies and Tactics:

The campaign will focus on highlighting authenticity on Instagram by showing the real sourcing and traditions behind the products. Tactics will include creating visually rich Reels and Stories that share behind-the-scenes content from Tahiti. A micro-influencer gifting program will be launched to build early product reviews and social proof. Influencers will be encouraged to share their genuine experiences through simple product demonstrations and natural storytelling. Hashtag use will focus on #GlowWithTahiti to encourage user-generated content.

Key Public: Cultural Explorers and Travelers (ages 25–74)

Objectives:

Informational Objective: Grow Tahiti Glow's Instagram following to at least 500 followers by October 31, 2025.

Behavioral Objective: Achieve at least 100 website conversions (newsletter sign-ups or purchases) from social media activities by October 31, 2025.

Attitudinal Objective: Maintain an average engagement rate of 5–7% on Instagram posts by October 31, 2025.

Self-Interests:

This group enjoys products that remind them of travel, discovery, and cultural authenticity. They value premium experiences that connect them to global traditions.

Primary Message:

"Bring the charm of Tahiti to your life—experience exotic beauty and authentic culture every day."

Opinion Leaders:

Travel bloggers and lifestyle influencers who share immersive cultural experiences and value authenticity.

Strategies and Tactics:

The campaign will create travel-inspired storytelling by posting visuals and short narratives highlighting Tahitian beauty traditions and landscapes. Content will encourage followers to experience a "mini-vacation" through their skincare routine. A small collaboration program with travel bloggers will invite them to organically integrate Tahiti Glow into their exotic lifestyle storytelling. Content will be shared through Instagram and Facebook posts to reach both younger and older explorer audiences.

Budget

Category	Quantity	Cost
Static Posts (brand, storytelling, product)	10 posts	\$40 each → \$400
Reels (product glow, user content, holiday gift, etc.)	6 Reels	\$40 each → \$240
Stories (Ingredient Stories, Thank You, Quizzes)	6 Stories	\$20 each → \$120
Boosted posts (Launch boosts, promotions)	5 boosts	\$50 each → \$250
Influencer gifting (nano-influencers 10 gifts)	10 gifts	\$30 each → \$300
2 Instagram Lives thank-you bonus	2 Lives	\$100 each → \$200
Micro-boost influencer reposts	3 boosts	\$50 each → \$150
Total	42 contents	\$1660

Tactics Description

Strategy One: Build brand awareness by showcasing the authenticity of Tahiti Glow’s products and ingredients.

Communications Channel:

Instagram and Facebook

Tactics:

Create Instagram Reels and Stories featuring the sourcing and production of authentic Tahitian ingredients, emphasizing the natural and cultural richness behind each product.

Develop static posts and short videos explaining key ingredients like Monoï oil and Tamanu oil, linking them to traditional Tahitian beauty practices.

Share customer testimonials and early user-generated content (UGC) on Stories and Reels to reinforce brand trust.

Boost selected posts and stories with small paid promotions targeted at U.S. women aged 25–44 interested in exotic beauty and skincare.

Strategy Two: Generate authentic credibility by collaborating with nano-influencers in beauty and travel niches.

Communications Channel:

Instagram (organic and boosted content)

Tactics:

Send curated product gift packages to 10 selected nano-influencers specializing in beauty or travel storytelling.

Encourage influencers to organically share their experiences using Tahiti Glow through personal posts, Stories, and Reels.

Host two simple Instagram Live Q&A sessions featuring influencers sharing skincare routines and first impressions of Tahiti Glow.

Repost influencer content on Tahiti Glow’s own channels, lightly boosting the best-performing collaborations.

Strategy Three: Create an emotional connection through travel-inspired storytelling that links Tahiti Glow to the dream of Polynesian beauty.

Communications Channel:

Facebook and Instagram

Tactics:

Develop a series of travel-inspired posts and Reels showcasing Tahitian landscapes, traditional beauty rituals, and the spirit of Polynesian life.

Tie key holidays like World Tourism Day (September 27) and Self-Care Awareness Month (September) into thematic posts about bringing the “Tahitian escape” into daily life.

Highlight the story of Tahiti Glow’s direct connections with local producers through curated educational posts.

Strategy Four: Maximize conversions and holiday gifting opportunities through targeted ad campaigns and seasonal promotions.

Communications Channel:

Instagram and Facebook Paid Ads

Tactics:

Launch small, highly targeted Story Ad campaigns during key retail periods (Labor Day, Black Friday, Cyber Monday) promoting limited-time offers.

Create a Holiday Gift Guide featuring Tahiti Glow products as perfect premium gifts, promoted through boosted posts and Stories in November and early December.

Use retargeting ads to reach visitors who engaged with earlier Tahiti Glow posts or visited the website, encouraging final conversions.

Sample Post

Key Public 1: Exotic Cosmetic Enthusiasts

Content 1 – "Island Glow" (Instagram Reel)

Primary Message: Discover Tahitian beauty with authentic exotic ingredients.

Strategy: Use eye-catching Reels to highlight the glow effect of the oil.

Storyboard:

Close-up: Pour shimmering oil into hand.

Application: Rub into shoulder/collarbone.

Final shot: Glow in sunlight, natural smile, text overlay "Glow with the Beauty of Tahiti."

Caption:

✨ From island to glow. Pure Monoï magic on your skin — hydration, softness, radiance.

#GlowWithTahiti #IslandBeauty #NaturalSkincare #CleanBeauty #GlowingSkin



Content 2 – "Ingredients that Tell a Story" (Instagram Carousel Post)

Primary Message: Authenticity matters — real Polynesian sourcing.

Slides:

- "What makes Tahiti Glow different?"
- The Monoï oil origin story.
- The tradition of Tiare flowers.
- Why authentic sourcing matters.

Caption:

🌿 True beauty comes from tradition. Discover how each Tahiti Glow ingredient carries the spirit of Polynesia.

#BehindTheGlow #AuthenticBeauty #MonoideTahiti #CulturalSkincare



Content 3 – "5-Minute Glow-Up" (Instagram Reel)

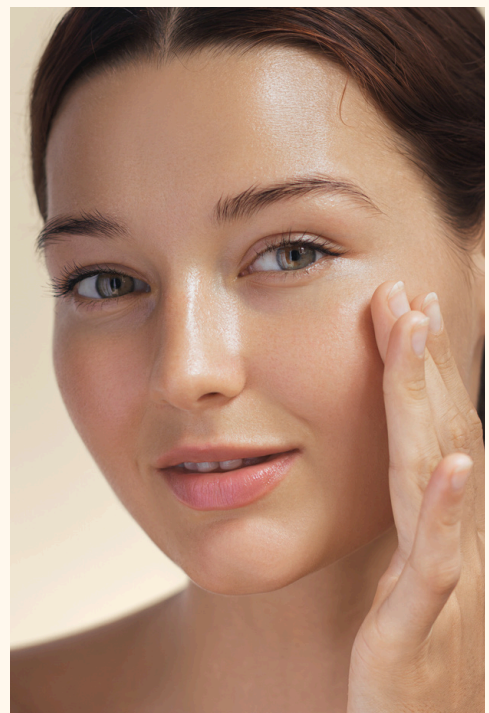
Storyboard:

- Skincare spritz → shimmer oil application.
- Add accessories → instant polished look.
- Before/after glow transition.

Caption:

🕒 Quick routine, powerful results. Your daily glow boost in under 5 minutes.

#QuickGlow #NaturalLuxury #GlowWithTahiti #MinimalSkincare



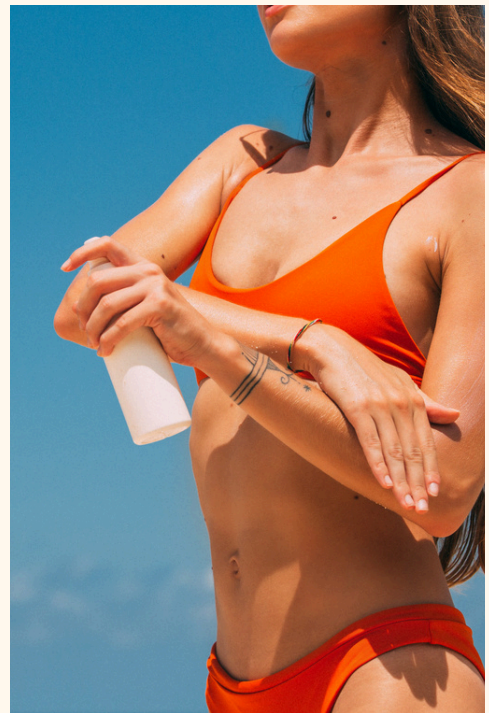
Content 4 – "Summer Essentials Flatlay" (Instagram Post)

Visual: Product next to summer accessories (hat, bag, sunglasses on sand).

Caption:

☀ Essentials only. Hydrate, protect, and glow with Tahiti Glow.

#SummerGlow #BeachSkincare #VacationReady #IslandEssentials



Content 5 – "Real Skin Testimonial" (Instagram Reel/TikTok Collab)

Storyboard:

- Influencer opens gifted product.
- First impressions: smell, texture.
- Application glow reveal.
- Final line: "Wow, this is the glow I needed!"

Caption:

Real skin. Real glow. Real Monoï from Tahiti. 🌺

#TahitianTested #RealGlow #BeautyUnfiltered #UGCBeauty



Content 6 – "Self-Love Reminder" (Instagram Story Series)

Visuals:

- "Take a break. Your skin deserves it."
- Close-up application shot.
- "5 minutes for yourself today."

Hashtags:

#SelfCareGlow #BeautyPause #GlowMoment



Content 7 – "Pick Your Glow" (Instagram Story Poll)

Poll Question:

"What glow are you feeling today?"

- Option 1: Hydrated & Happy
- Option 2: Golden & Glowy
- Option 3: Soft & Shimmering

Hashtags:

#PickYourGlow #IslandMood



Content 8 – "Launch Post" (Instagram Post)

Visual: Woman glowing in front of Tahitian lagoon.

Caption:

🌴 A new glow has arrived. Beauty from the heart of Tahiti — now for your skin.

#GlowWithTahiti #NaturalLuxury #ExoticSkincare #CleanBeautyLaunch



Key Public 2: Cultural Explorers & Travelers

Content 9 – "Tahitian Beauty Rituals" (Facebook Post)

Visual: Historic or cultural image.

Caption:

Before skincare trends, Tahitian women mastered the glow. We honor their timeless tradition through Tahiti Glow. 🌸

#TahitianBeauty #GlowFromHistory #CulturalSkincare



Content 10 – "Founder's Story" (Instagram Reel or Facebook Live)

Visual: Founder video near tropical background.

Caption:

Where tradition meets passion. Discover why Tahiti Glow was born. 🌴

CTA: Join us Friday, 7PM EST.

#MeetTheMaker #BehindTheBrand #GlowStory



Content 11 – "Mini Vacation in a Bottle" (Instagram Reel)

Storyboard:

- Close-up of oil → serene beach → application → happy sigh.

Caption:

Not just a product — a destination in every drop. 🌺

#MiniEscape #FeelTheIsland #TahitianDream



Content 12 – "Island to Bottle Journey" (Instagram/Facebook Carousel)

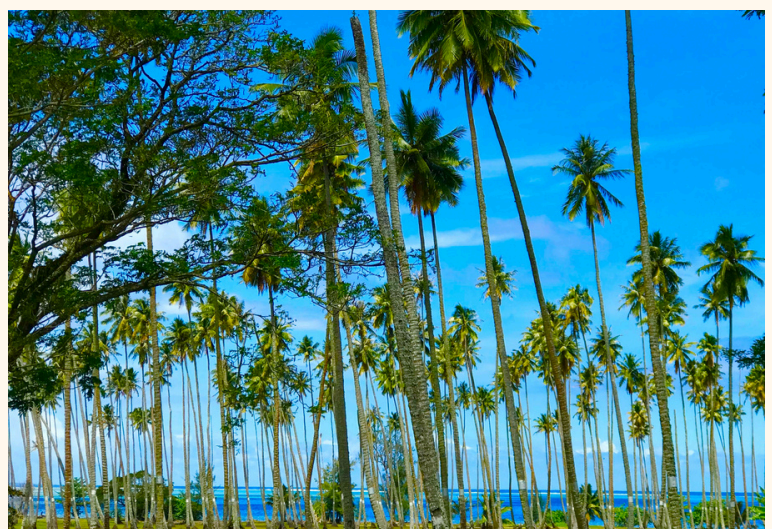
Slides:

- Map of Tahiti.
- Harvesting Tiare flowers.
- Oil production.
- Final bottled product.

Caption:

Every drop carries a story — from island to bottle. 🌿

#IslandToBottle #CulturalBeauty #AuthenticRoots



Content 13 – "Travel Tips + Skincare Pairing" (Facebook Carousel)

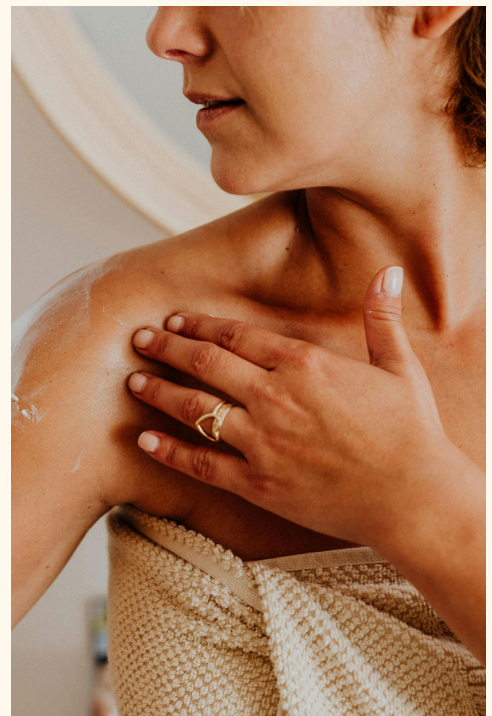
Slides:

- Dream destinations Bora Bora / Moorea.
- How to pair Tahiti Glow for humid weather.

Caption:

Bring the magic of Tahiti to your everyday ritual — even if you're not traveling (yet).

#TravelWithGlow #BeautyEscape



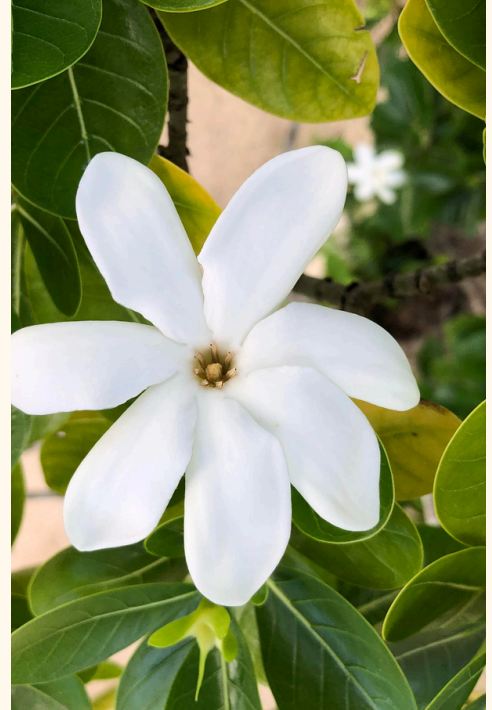
Content 14 – "Cultural Gifting for Holidays" (Facebook Post)

Visual: Gift box + Tiare flower.

Caption:

Gift a piece of paradise. Tahiti Glow — for those who deserve natural beauty and rich tradition.

#GiftGlow #HolidayGifting #ExoticBeautyGifts



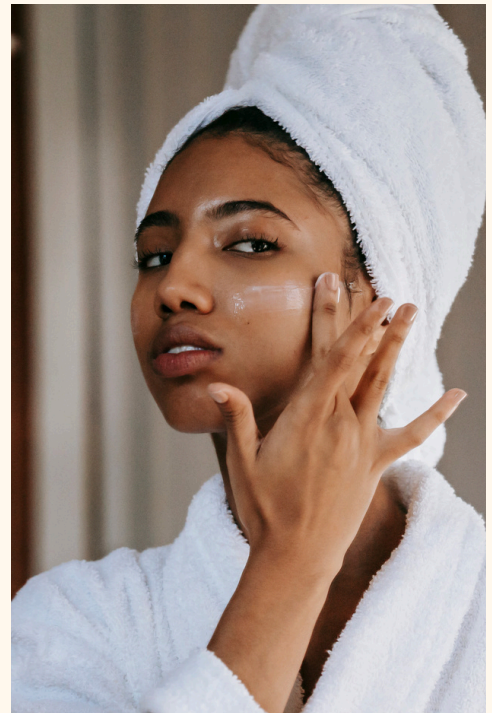
Content 15 – "Cultural Fact Friday" (Instagram or Facebook Story Series)

Visual: Tiare flower + fun fact.

Caption:

🌸 Cultural Fact Friday: In Tahiti, the Tiare flower welcomes loved ones — and nourishes your skin through Monoï.

#LearnAndGlow #CulturalBeauty #GlowWithTradition



Measurement and Evaluation

Key Publics:

- Exotic Cosmetic Enthusiasts
- Cultural Explorers & Travelers

SMART Objective Measurement

Informational Objective:

Grow Tahiti Glow's Instagram following to at least 500 followers by October 31, 2025.

Measurement:

- Track Instagram follower count weekly using Instagram Insights from August 1 to October 31.
- Use Google Analytics to monitor total website visitors and track visitor demographics (especially U.S. users aged 25–74).
- Monitor Story and Post reach to ensure consistent exposure to target audiences.

Behavioral Objective:

Achieve at least 100 website conversions (email newsletter sign-ups or product purchases) from social media activities by October 31, 2025.

Measurement:

- Use Shopify/Website Analytics to track the number of completed email sign-ups and purchases.
- Set up UTM tracking links for Instagram and Facebook posts to monitor which content drives the most website traffic and conversions.
- Measure Instagram and Facebook ad click-through rates (CTR) and cost-per-conversion (CPC) to evaluate ad efficiency.

Attitudinal Objective:

Maintain an average Instagram engagement rate of 5–7% throughout the campaign period ending October 31, 2025.

Measurement:

- Use Instagram Insights to monitor post engagement rates (likes + comments + saves / reach).
- Track the number of positive comments mentioning glow, authenticity, exotic feel, or Tahiti using keyword analysis.
- Analyze Story Poll results, emoji reactions, and quiz answers to measure brand affinity and user connection with Tahiti Glow's messaging.

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