



Frusir⁺nag

Presented by
Allison Ho, Sophia Nguyen, and Lesly Perez



TABLE OF CONTENTS



COMPANY AND
INDUSTRY
ANALYSIS



PROBLEM
STATEMENT



STRATEGIC
ASSESSMENT



MARKET
ANALYSIS



ACTION PLAN AND TIMELINE
OF IMPLEMENTATION



CONTINGENCIES



EXECUTIVE SUMMARY

Executive Summary

The **Taiwan based company Frusir** has decided on the **new product launch** of their new beauty and skincare supplement that includes an exclusive amino complex and immunity blend containing the Must Have antioxidant extract of the **Black Pearl Wax Apple**. It has been proven to dramatically improve gut and skin appearance and will be the next dominating supplement on the market. Entering into an already globally diverse and large Health and Beauty market, the products of Frusir have a competitive advantage of being able to make an impressive market entry and succeed.

In what we refer to as the Frusir brand, we will target a large audience of men and women, ages 18 and up that hold a health, beauty, and wellness lifestyle to a high standard. This is an extremely diverse target segment in the beauty and skincare market and massive reach is imperative. Given the exclusivity of the Black Pearl Wax supplement and the emerging essence of a new ingredient supplement to the Skincare market, Frusir will focus their marketing efforts of Brand awareness, using Cross-Channel marketing to expand and capture the attention of potential Frusir customers and buyers. This successful brand marketing will help to drive consumers to the dedication to buy Frusir products, eventually leading to the success of the supplement in the Skincare market.

COMPANY BACKGROUND

Frusirnag is a **Taiwan-based**, direct-to-consumer online retailer that recently **launched their first product**, the Amino Complex & Immunity Blend supplement.





“To empower people to take **care**
of their **skin and health** with the
most organic, clean ingredients”



PROBLEM STATEMENT

CHALLENGES



Small Social Media Presence

5 followers on Facebook, 33 followers on Instagram, 38 followers on LinkedIn



Low Credibility

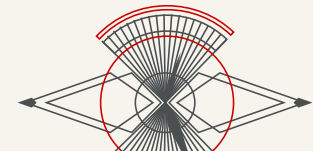
The first batch of the **black pearl wax apples** entered the North American market in **2002**.

It is also not a commonly used ingredient, so there is a lot of **uncertainty** for the customer.



Low Sales

Since it is a recently launched product, there have been little sales.





PROBLEM STATEMENT

We have identified the root cause of these issues to be as a result from no awareness about the brand. Without awareness, consumers are unaware that this product exists which contributes to the lack of trust between the consumer and the brand. As a result, consumers will be skeptical about the effectiveness of the product and be more inclined to buy from a competitor. In order to boost credibility, grow our audience, and build brand salience, we will prioritize brand awareness.



STRATEGIC ASSESSMENT

SWOT ANALYSIS

Strengths

- Unique product with an **innovative ingredient** (Black Pearl Wax Apple)
- Different approach towards skincare – supplement rather than topical skincare

Weaknesses

- **Lack of salience and awareness**
- **Expensive** in comparison to competitors:
 - Our product is \$65, while GNC amino acid supplement **alternatives retail for \$20-40**
- Limited ways to access the brand: can only be purchased through Amazon or company site

Opportunities

- Opportunity to **leverage unfamiliarity** with the ingredient & position it as a **rare and luxurious product**
- Wellness is a **\$4.2 trillion** industry
 - Demand for health and wellness expected to hit nearly \$7 trillion in 2024
- A supplement may be perceived as more **unisex**, so we can target men as well in a historically women-centric industry

Threats

- Black Pearl Wax Apple is an unfamiliar ingredient and has the potential to alienate potential consumers
- Skincare has been a rapidly growing market: 9% vs the cosmetic industry's 1% growth, indicating an oversaturation in the market, we need **better differentiation in order for consumers to have a preference for Frusirrag**

STP

Segmentation

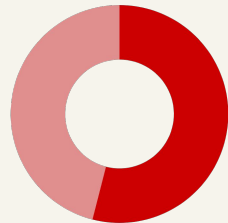
The Beauty, Skincare and Health supplements market consists of both Men and Women globally of all age groups who focus on maintaining their health and physical features.

Targeting

Given the large scale of the Beauty and Skincare Market. Frusir will Target Men and Women ages 18-65+ who value Health and Lifestyle maintenance; essentially looking 'young'

Positioning

Frusir will position its products as a must have luxury supplement with product differentiation of exclusivity that can not be offered by any other competitors.



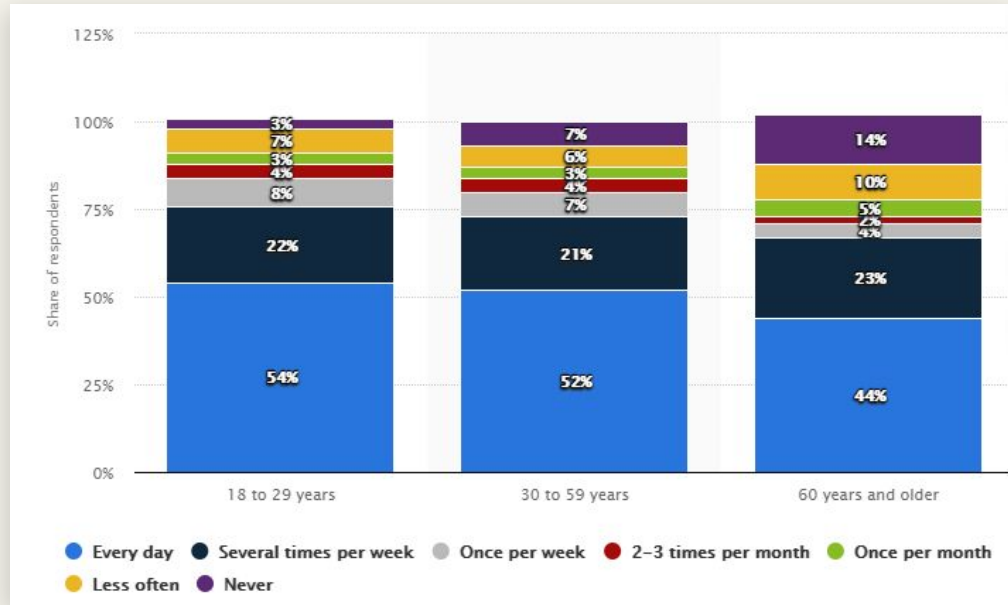
54%



of responding U.S. consumers
aged between 18 and 29 years
reported using skin care
products every day

STP

Targeting



Based on current analysis of the Skin Care product industry, our Target Market includes Daily skin care product users of the appropriate age categories.

Marketing Mix: The 4P's

<p style="text-align: center;"><u>Product</u></p> <p>The Frusir beauty supplement which contains the exclusive Black Pearl Wax Apple will provide a solution to our Targets skincare needs, provided in traditional global vitamin packaging.</p>	<p style="text-align: center;"><u>Price</u></p> <p>Given the exclusivity of the supplement ingredients, the Frusir skincare supplement will be priced within market competition at \$20-50 per bottle or offering an auto-renew subscription service</p>
<p style="text-align: center;"><u>Place</u></p> <p>The Frusir supplement will be distributed using E-Commerce channels with exclusive availability in some luxury skincare salon partners.</p>	<p style="text-align: center;"><u>Promotion</u></p> <p>Given the large audience included in the Target for Frusir, brand marketing will be focused on Social Media platforms for mass reach with influencer partnerships</p>

Market Analysis

A closer look at the industry we want to break into

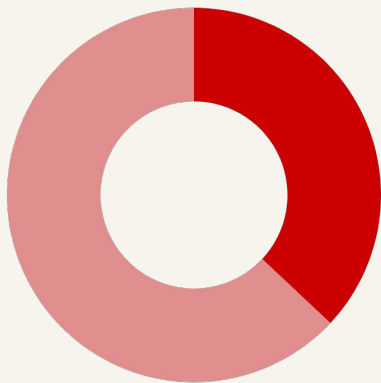





On an average 20-30% of the population in developed countries use such vitamin supplements. Industries involved in their manufacture are reported to be one of the world's fastest growing industries.

- International Journal of
Applied Basic Medical
Research

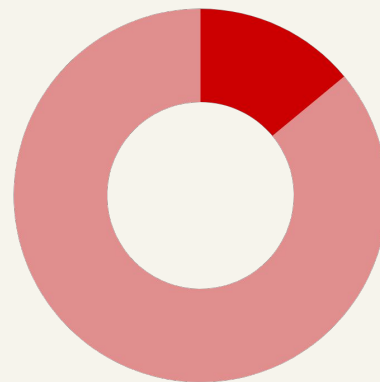
Public Sentiment



37.8%  **4 in 10**
American adults reported having taken/tried any dietary supplements in the past 2 years

Most popular supplements people tried were fish oil or omega-3 supplements

23.9% adults have taken it in the past 2 years



20%  **1 in 7**
reported having taken supplements on a regular basis

Less popular supplements would be herbals or probiotics

12.5% of people have tried herbal supplements

9.9% of people have tried probiotic supplements



Most people are driven to take
supplements by individual perceptions
of efficacy

- Harvard Opinion
Research Program at
the Harvard School of
Public Health,

USP & CVP

Unique Selling Proposition

Black Pearl Apple Wax ingredient proven to have anti-inflammatory and anti-bacterial properties, and is beneficial for skin care and reducing acne.

Consumer Value Proposition

Frusirnag's product is made for anyone with any skin-type. Its ingredients are sourced ethically and sustainably.

- Made for passionate skin and health care enthusiasts.

Competitive Analysis

What our competitors are doing
- and how we can do it better



COMPETITION: Tatcha

- A skincare brand that has its roots in Japanese skincare that has successfully broken into the U.S. skincare industry
- Positions its “secrets from a geisha” as a CVP
- It is stocked in Sephora and their own site
- Different: it’s skincare, not a supplement, but similar in terms of price tag and origin
- *Annual Revenue: US\$10 million - \$50 million*

CONS:

- Previously had scandals regarding cultural appropriation



COMPETITION: Sugarbear Hair

- A company that sells chewy vitamins for healthy hair
- Essentially went viral because of its partnerships with celebrities and influencers like the Kardashians
- Markets itself as “sweet delicious candy” that is a hair multivitamin
- #1 Bestselling hair vitamin online since 2016
- The world’s first gummy vegan hair multivitamin.
- Products range from \$30- \$250 compared to other competitors that are under \$10
- *Annual Revenue: US\$50 Million - US\$100 Million.*

CONS:

- Heavy reliance on influencer marketing, has lost credibility in terms of effectiveness



COMPETITION: Halo Beauty

- Company created by influencer Tati, who has accumulated a large following on Youtube, who promotes her own luxury supplements for skin and hair
- Markets itself as a proprietary patent pending formula, made with highest quality of ingredients, and “made with a lot of love (and none of the bad stuff)”
- Revenue model: Mindful of affordability, \$9.95 for first trials and ranges from \$20 - \$40 per bottle
- Auto-renew subscription service is offered, ranging from \$15 - \$35 per month
- *Annual Revenue: US\$1 Million*

CONS:

- Heavily relies on influencer marketing and brand reputation dependent on Tati, who has faced scandals that has decreased sales



Key Takeaways from Competitive Analysis

- Approach towards communicating with the customer
 - **Instagram friendly brands** like Glossier: utilizes layman's terms, digestible to the average consumer, appealing to a broader consumer base
 - **Luxury focused brands** like Tatcha: utilizes more scientific terminology, eg AHAs and BHAs, which helps w/ the luxury perspective but also has the potential to alienate different audience segments
 - **Storytelling through video content** like Halo Beauty: developing more personal connection through accessible, personable language with engaging video content

WHAT CAN WE DO WITH THESE INSIGHTS?

- What we can do differently is to market different content to different demographics, capitalizing on digital marketing's ability to offer personalized content when targeting consumers
 - e.g. creating social media graphics, with easier to digest information for respective demographics.
 - Emphasis on luxury ingredients in marketing campaigns



RECOMMENDED PLAN OF ACTION

Branding Goals

1. Penetration - Get the word out to as many customers as possible
2. Awareness - Make consumers aware of the brand
3. Consideration - Consumers conduct research and compare Frusirnag to competitors
4. Preference - Consumers develop a positive perception of Frusirnag and become their brand of choice
5. Intent - Consumers buy Frusirnags supplement
6. Create Demand
7. Build brand salience - refresh memory structures

Omnichannel/Cross- Channel Marketing

Our Brand Marketing Recommendations will include a major budget on using multiple Social Media platforms to reach our audience which will:

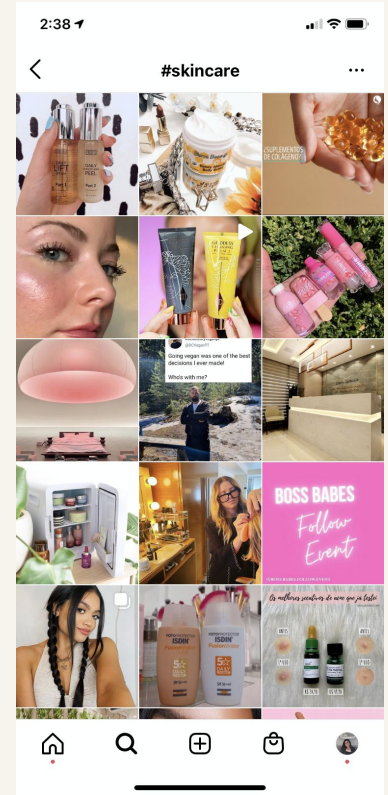
- Cross-promote Frusirnags content, generate buzz, and increase their following across different platform
- Reduce marketing expenses while creating mental availability and increase lead generation
- Provide audience insights based from social media analytics to optimize engagement based on their intent, context, and identity
- Capitalize on features of shareability, use appropriate hashtags, and use a variety of paid and unpaid ads
- “Humanize” the brand to encourage conversions

Social Media

After examining the potential platforms we could use for marketing, we have narrowed down Facebook and Instagram to have the reach and algorithm to help us reach a broader audience.

The powerful Data Analytics and Algorithms involved in many Social Media platforms will give Frusir the capability to reach our Targeted Audience.

- Our Brand budget will include a focus on ads on Instagram and Facebook platforms.
- Features like the “Explore Page” on Instagram and Building the Organizations platform accounts will help drive Targeted Audiences to discover Frusir Products



Social Media

Using the “Hook and Hold” creative edge in our Social Media streaming Ads, Frusir will bring Brand Awareness to a targeted audience with Build up and Suspense of the brand, driving the audience to ‘click’ to find out more about Black Pearl.

- “64% of customers are more likely to buy a product online after watching a video about it.”

Facebook

With Facebook's massive reach and high ad conversion rate of 9.21%, we will utilize these strengths to deliver relevant ads to consumers through:

- Targeting the right consumers by analyzing user data such as demographics, location, etc
- Measuring performance
- Optimizing based on outcomes- focus our resources (\$) on the best performing ads
- CPC ads

Instagram

Since this platform holds the highest engagement rate of all social media platforms, we will utilize this strength to build penetration, generate awareness, and educate the consumer using:

- Paid Ads: story ads, photo ads, video ads, carousel ads, collection ads, ads in explore, influencer marketing
 - **90% of US marketers** name Instagram as the most important social media platform for influencer marketing.
 - The top two most effective content types for influencer marketing are posts (78%) Stories (73%).
- Unpaid Ads: hashtags, locations, igTV, live streaming, building a following organically

Youtube

Since You Tube contains a large audience that is more willing to interact with ads (2 billion active users per month) we will focus on building preference and intent on this platform through:


- Targeting videos by Topic, Category, and Keyword.
- Paid: CPM (non-skippable ads), CPC (skippable in-stream ads), video discovery, non-video),
 - 64% of customers are more likely to buy a product online after watching a video about it:
 - Using the “hook and hold” creative edge in our streaming ads, will also bring brand awareness to a targeted audience with build up and anticipation of the brand, driving the audience to ‘click’ to find out more about Black Pearl.
- Unpaid: Organic search results

Partnerships



Care/Of

WHO



A beauty and health
supplement subscription
service

WHY



They have a well
established social media
presence, available in
stores, and established
relationships with
various lifestyle/health &
fitness influencers

HOW



Develop a partnership
with care/of to include
Frusirnag's supplement
into the personalized
daily vitamin packs that
are included in each
subscription

Rebrand



Rebrand

Since Frusirnag's name is based on multiple self-named components, we suggest an shortened name to make it easier for brand salience. Since the "nag" component is about chemical molecules, we feel that shortening the name to Frusir conveys the same message

Frusir 



frusirnag FRU-SIR-NAG is our code for youth and health preservation...

FRU - derived from Fruikun, is the essence of plant extracts. This gift of nature allows us to find it for you in the herbal world, such as whitening, anti-inflammatory, and other formulas.

SIR - derived from Sirage, is a stem cell-originating from algae in the ocean. It can smooth the imprints of the years and let the skin embrace youth again.

NAG - is the smallest molecule that cells can absorb. It penetrates the dermis of the skin to accelerate the absorption of skincare products.

Simultaneously, it awakens the skin's sleeping moisturizing genes and generates 100% of the skin's moisture retention, such as hyaluronic acid, collagen, and mucopolysaccharides that belong to everyone. The prominent elements make the skin more supple and elastic.

We aim to use distinctive cues to remind our audience about our brand and reinforce how they feel about it.

We want to establish trust and loyalty with our audience, and create an honest and healthy space for them to feel beautiful **inside and out**.

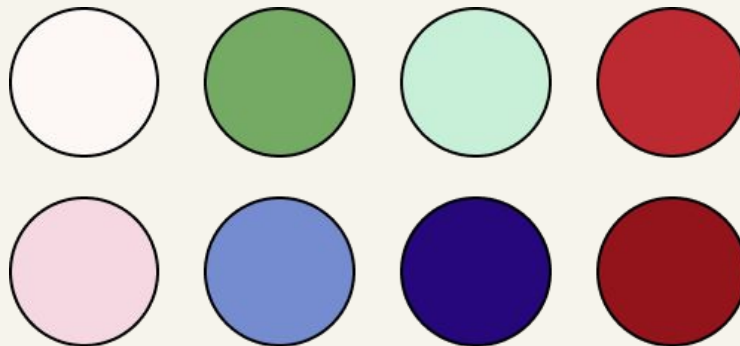
Rebrand: Design Philosophy

Lighter shades of blue are commonly associated with **health and wellness**.

Incorporate **soft green shades** to emphasize Frusir's focus on sustainability and ethical agricultural practices. Green is commonly associated with down to earthness and environmentalism

Use of **warm pinks** to highlight the emotions of nurture and compassion

Touch of **deep purple** to bold **luxury and loyalty**.



Rebrand: Distinctive Cues

Telling Frusir's personal story in meaningful and intentional ways.

Adding more cinematographic aspects and keeping moments short and sharp.

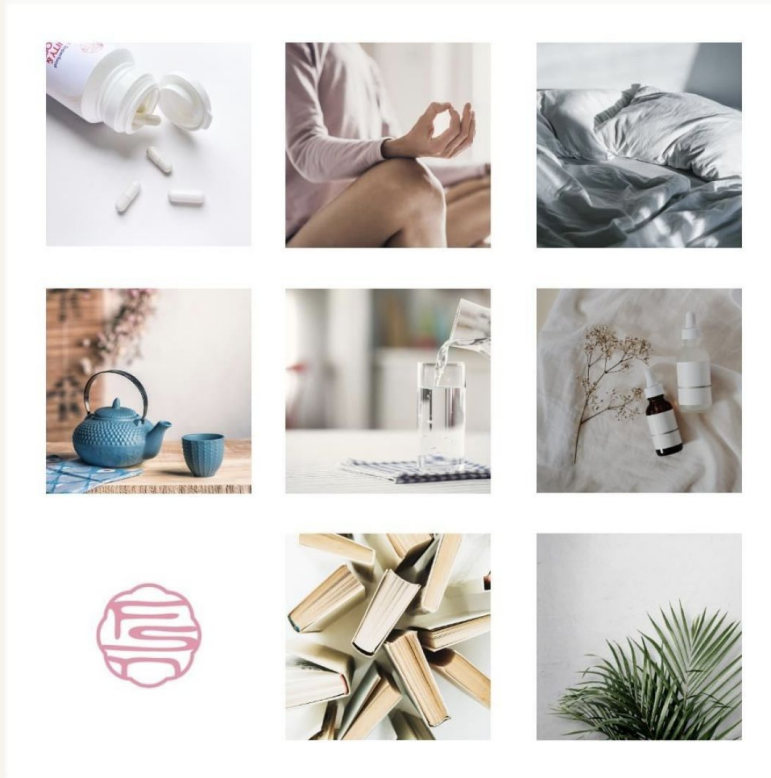
Establish credibility and tell engaging stories surrounding Frusir's mission to empower people to take care of their skin and health with the most organic, clean ingredients.

On the right are mockups created with this new brand identity in mind.



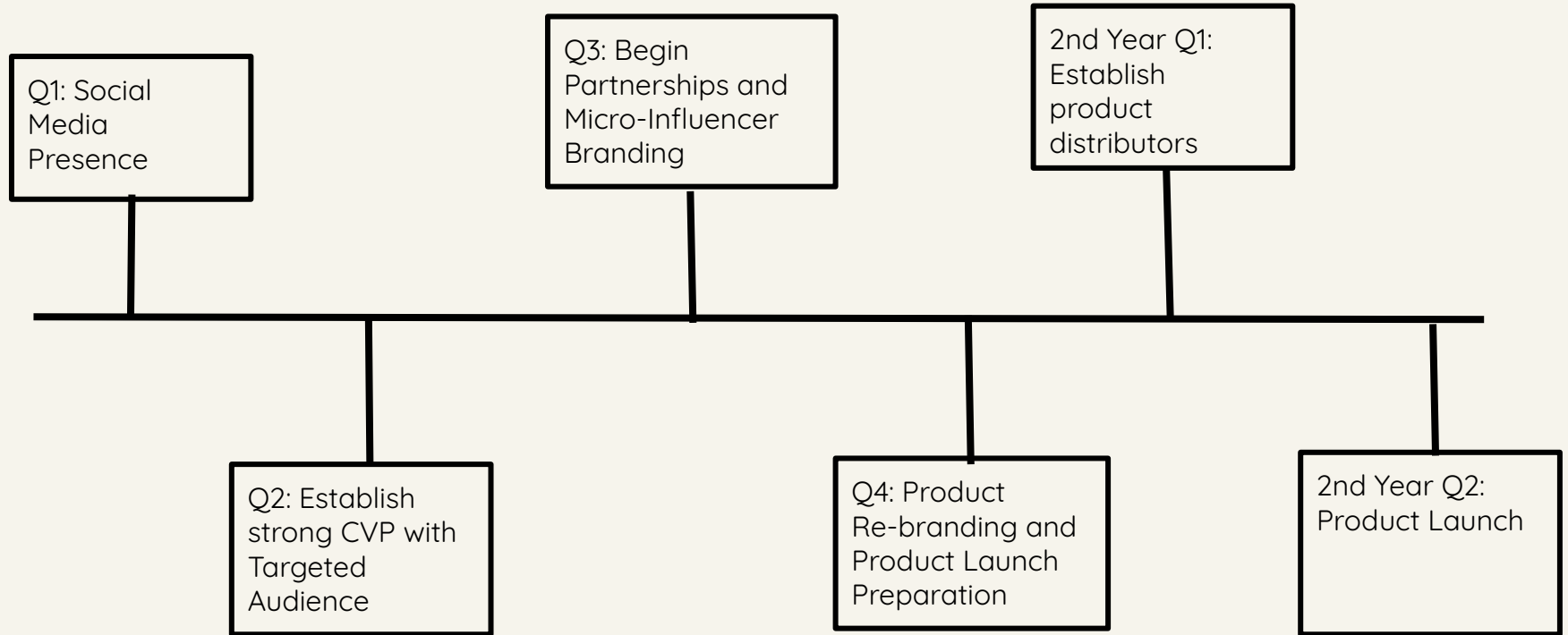


We also suggest rebranding the packaging to match the luxury positioning





TIMELINE OF IMPLEMENTATION



Implementation Plan Q1:

We will Kick Off Our Brand Marketing with Social media presence in the 1st Quarter

- Establishing accounts on all major platforms will be the first step in reaching target audiences and won't require use of the budget
- All further marketing efforts on other digital platforms can be tied back to Social Media accounts for further consumer exploration.
- Social Media platforms drive traffic to websites for product purchase

Implementation Plan Q2:

- With the decision for budget expenses to be on a majority of Social Media and Cross-Channel marketing, 1st quarter social media presence efforts will be combined with the establishment of CVP with the Targeted audience.
- Q2 Marketing efforts will include a roll out of Ads on Instagram, Facebook and Youtube using a “Hook and Hold” captive with Suspense/Build up tactics to drive traffic to primary accounts to learn more about the product.

Implementation Plan Q3:

We expect that Frusir's major Q1 and Q2 brand marketing on Social Media platforms will bring a significant Awareness to the exclusive products

- Given the Insight and Reach data results from our Q1 and Q2 marketing, we will pinpoint high performing Platforms.
- We will partner with Micro-Influencers beginning Q3 based on the high performing platforms giving potential consumers a true glimpse into what Frusir products will do.

Implementation Plan Q4:

With the major Brand Awareness achievements provided from the Micro-Influencer partnerships as well as those with Care/of, Allure, Sephora and Ulta, we will prepare for a product Re-Branding and Product Launch Preparation in the 4th Quarter right before the Holiday Season

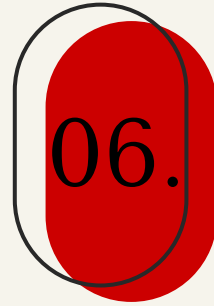
- Holiday season purchase power is heavy and with this Frusir will plan a major pre-Launch preparation in Q4 before the Holiday Season
- This will include powerful Ads as well as product push with Micro-Influencer partnerships.

Implementation Plan 2nd Q1:

- Following the Major product Re-Branding and launch preparation, Frusir will establish strong relationships with E-Commerce distributors like Amazon and Aliexpress as well as other major Retail channels in the beginning of the 2nd year, Q1
- Establishing strong relationships with E-Commerce distributors is imperative for a successful launch
- Once we establish strong 3rd party seller contracts with these distributors, we can begin Performance Marketing strategies for product Launch

Implementation Plan 2nd Q2:

- Finally, we will begin the 2nd year, Q2 with the Frusir Product Launch
- The Launch will occur right before much of the targeted market prepares for Summer beauty and wellness
- Following the dynamic of the Launch suspense, we expect this distribution and sell of Frusir products will hold a strong foundation for a successful market entry



CONTINGENCIES

Attempting to expand in major global markets that have certain supplement or wellness restrictions (not being FDA approval, etc)

- For a market that does not approve of the less essential ingredients, we can alter the ingredients needed for the product
- For a market that does not approve of Black Pearl Wax Apple, we can list approved ingredients and then state at the bottom, “other natural ingredients.”

Hyper-targeting: Labeling as a luxury brand can deter some consumer segments away

- Being perceived as a luxury product will steal consumers away from our brand
- So, Frusirnag needs hook & hold ads
- Using creative in ads will capture the consumers' attention like when we spoke about getting someone who doesn't like horror to watch a horror film

Lack of physical availability- only available online

- Because Frusirrag is based in Taiwan, they need to market so that it makes it seem more valuable that you can only find the Black Pearl Wax Apple ingredient in Taiwan
- So, having lack of physical availability can be used as a strength
- Marketing as a product only available online can be more convenient for consumers

Becoming like SugarBear Hair: a product only known because of its popularity with influencers and does not seem to actually work

- We want to be known as a top-of-mind brand
- First product that comes up when “best skincare product” is searched
- Get credible influencers to test our product and create additional awareness
- Allow customers to test product and allow full refund if it doesn't work for them

Expect low credibility in US Market

- Because Black Pearl Wax Apple is a foreign ingredient to the U.S. Frusirnag needs to make sure they properly brand themselves at least 6 months before they release their product into the U.S.
- Using influencer marketing,, testing, and showing transparency of results will build authenticity and credibility