

PROPOSED INTEGRATED MARKETING COMMUNICATION STRATEGY OF BEATIFIC BRAND TO EMBRACE GENERATION Z

Yulia Rama Putri
Asnan Furinto

ABSTRACT

Beauty products is becoming a necessity for women throughout the world. The perception towards beauty products also enlarges with the immergence of skin care, hair care, fragrances and personal care. Beatific is one of beauty product player from France has the competitive advantage of maintaining its natural ingredients and prohibit the extensive use of chemical into their products. However, the sales data shows that Beatific sales has been stagnant in 2021 despite the recovery of beauty industry since the pandemic in 2020. In fact, they understand that their customer growth is the main factor that hinder them to recover and it is time for Beatific to target younger target market that has high chance to establish new customer loyalty, which is Generation Z. This research is designed to address Beatific issues by analyzing company's SWOT and current competition using Porter's 5 Forces. To propose new marketing solutions for Beatific in targeting Gen-Z, this research also use primary data collection using questionnaire and secondary by analyzing Integrated Marketing Communication (IMC) and later Lastly, to fulfil this paper's objective, this paper would construct an in-depth analysis on the suitable new marketing communication strategy using RACE Planning Framework. As a result, Gen-Z seeks a more personalized and accentuated communication values- which in fact is opposite of Beatific's current marketing communication. Therefore, Beatific shall change its brand communication to be more friendly, personal, approachable and interesting for Gen-Z by not only utilizing Instagram, but also TikTok- a widely used social media by Gen-Z. Social media advertisement and KOL management are some of the tools that Beatific could take advantage of to expand their social media reach, and later, this marketing communication strategy would be converted to sales.

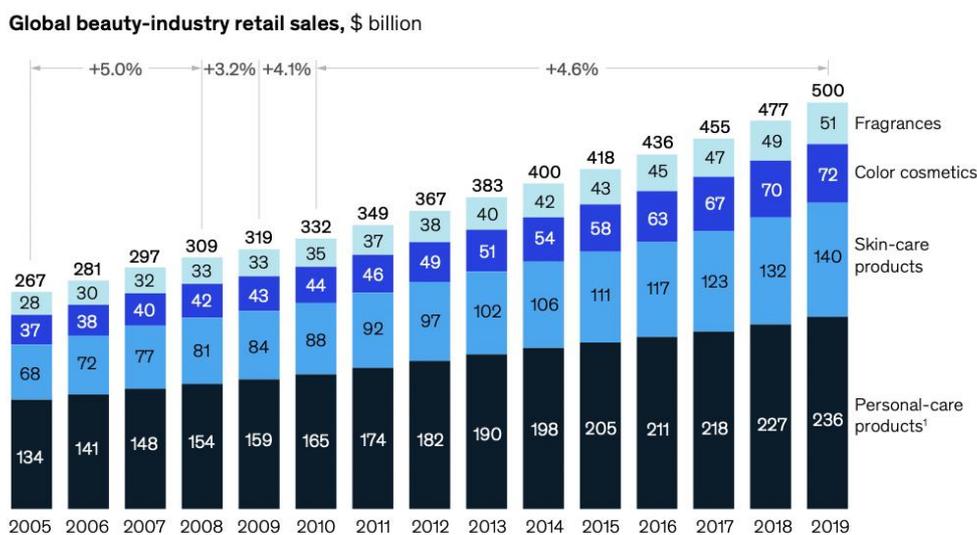
Keywords: Beauty Product, Generation Z, Digital Marketing, RACE Planning Framework

INTRODUCTION

Beauty products have become a necessity for women in the last decades (Figure 1.). The industry has become attractive as it not only offers cosmetics, but the enhancement of skin care, hair care, fragrances and personal care contributes as much to the growth of beauty product's success. The increase of beauty treatment awareness also indirectly creates customer brand loyalty through generations (Gerstell, et al., 2020).

Covid-19 pandemic has played a big part in the decline of the beauty industry where at least 30% of beauty industry players had shut their business indefinitely or postponed their operations for approximately a year. Swift response and agile change are required to survive the pandemic that affects almost all industry sectors internationally, and there are also some changes in beauty producers in response to the recession. Some beauty products shift their manufacture to hand sanitizers and cleaning agents, even it is not unusual to see hand sanitizers sold in beauty product retails (Gerstell, et al.,2020).

Figure 1: Global Beauty Industry Growth



Note: Figures may not sum to listed totals, because of rounding.

¹Includes bath, hair-care, men's shaving, oral-care, shower, and adults' sun-care products; deodorants; and depilatories.

Source: Euromonitor

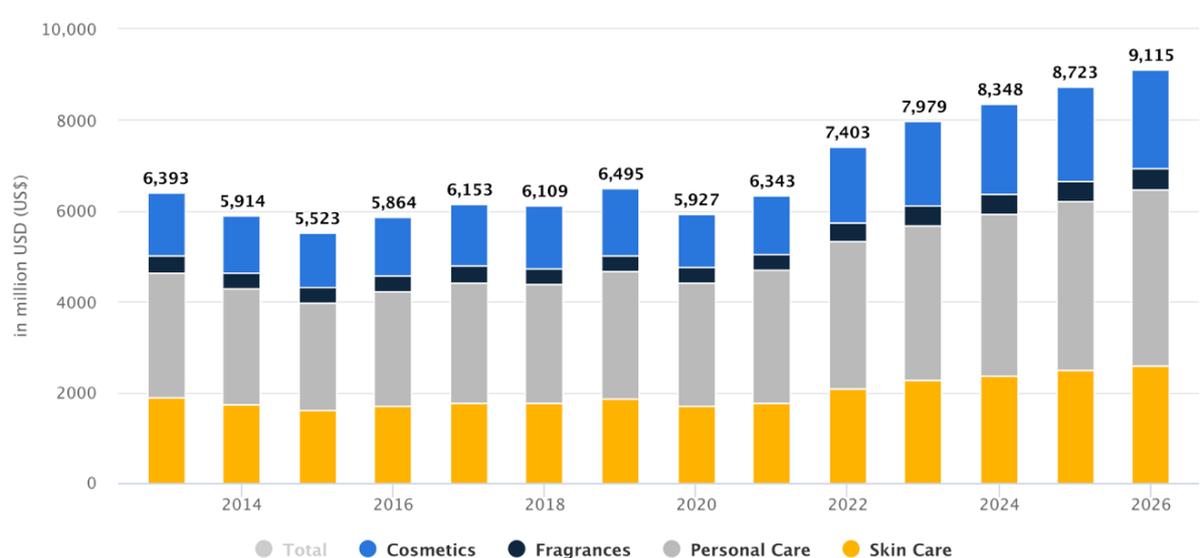
On the contrary, customer’s behavior toward beauty products also experience alteration. McKinsey has surveyed that 85% of beauty product customers prefer to shop the products offline or in-store prior to the pandemic, including 60% contribution from tech-savvy millennials and Gen-Zs. Although the majority of customers prefer to go in store to purchase or browse for suitable brands, it is highly likely to see a rapid advancement of online sales of beauty products through online websites or through e-commerce (Gerstell, et al.,2020). Analyzing the purchasing behaviour of Indonesian customer, the research by Deloitte shows that there are approximately 11% of the population regularly allocate their expenditure on personal and household care (e.g.: household cleaning products, personal hygiene products, and cosmetics and beauty care products) (Deloitte, 2019).

LITERATURE REVIEW

1. Beauty Product Industry in Indonesia

Beauty and personal care industry is gently recovering after the pandemic, with the total of revenue increasing by 16.7% in 2022 and expected to raise annually by 5.34% throughout 2022- 2026. The following graph shows an overall growth of the beauty industry, which encompasses cosmetics, fragrances, personal care and skin care. Despite the intense lockdown and social distancing effort in 2020, surprisingly the revenue of beauty industry does not as low as 2015, still it is the lowest compared to the previous 3 years. Currently, the Indonesian beauty industry is slowly recovering due to several factors, including new and younger entrants of beauty consumers and shift in digital behavior such as social media consumption and e-commerce- which contribute up to 15.8% of total revenue (Statista, n.d.).

Figure 2: Beauty and Personal Care Revenue 2021



According to Deloitte, there are few stages of Gen-Z customer journey and its perception of beauty products. Firstly, Gen-Z would focus on the product’s benefit for their skin problems, such as anti-aging, moisturizing and stabilizing effect to get their interest. Gen-Z are mostly exposed to screen time and late-night sleep that would affect their skin condition. The second stage is the ingredients, cost effectiveness, references and endorsements are built to make Gen-Z ‘long’ for the products. They would be more conscious of the essence of a product’s raw material and start favoring a certain ingredient best suited for their skin (Zhang et al, 2021).

As quoted from CNBC, Gen-Z are desiring sustainable products and survey by First Insight shows that 73% of Gen-Z are willing to pay more money for a sustainable product. This number is significantly higher than other generations. In 2021, studies show that this environmentally conscious products influence Gen-Z and millennials purchasing decision (Jahns, 2021).

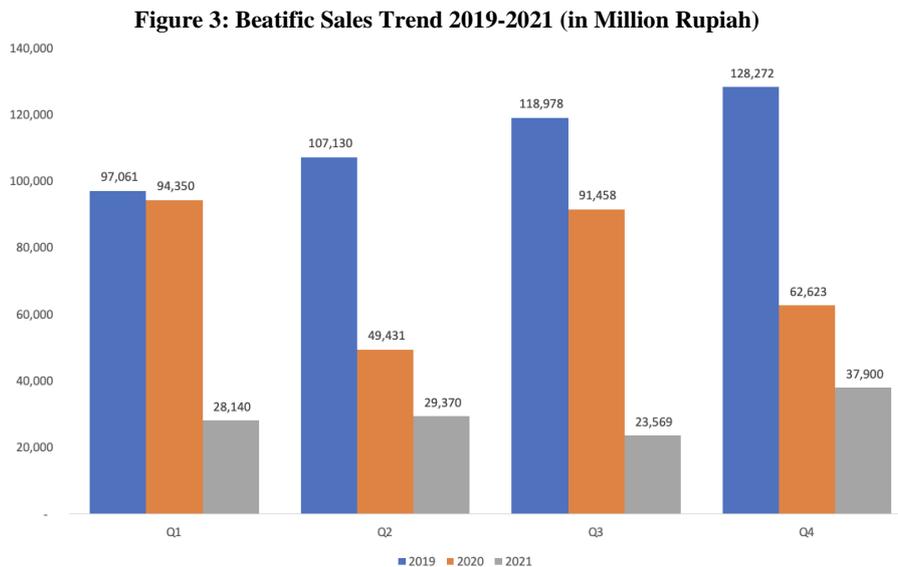
2. Company Profile

Beatific (disguised name) is a beauty brand founded in France around the 70s. The brand initially sold locally in Southern France with natural ingredients formulated by the its founder. With the love to natural ingredient products, Beatific founder later started his production from only essential oil to soap and cream with the hopes to bring natural beauty worldwide. The company upholds 4 pillars that support its value of sustainability, namely Traceability (keeping their distribution channel as small as possible), Sustainability (strictly no endangered species or exploitation to human and avoid extensive amount of chemical usage), Fairness (fair treatment for all parties), and Quality (sticking to their production process according to the guideline).

The company later expands to Indonesia in early 2000 under the name of PT. Beatific Indonesia and currently available in big cities across Indonesian regions, official website and e-commerces. Unfortunately, according the regulation of Beatific in France who does not share their license to develop a product according to their target market needs, Beatific Indonesia only acts as a distributor of the products.

3. Business Issues

The following figure shows the Beatific sales trend in the last 3 years from 2019 to 2021. It could be seen that 2019 has the highest sales in comparison to 2020 and 2021. The highest sales were in between October to December 2019 that reached up to IDR 128 trillion and in fact it increased 8% compared to the previous quarter. Then, due to Covid-19 surge in 2020, Q2 2020 sales that only generated IDR 49 billion and it declined up to 48% compared to its sales in the first quarter.



Abraham (disguised name), a Marketing Program at Beatific Indonesia stated that the company has had a great challenge in increasing their sales in recent years. According to Figure 3, Beatific only generated IDR 119 trillion- lesser than Q4 2019 sales alone- and pandemic is no longer a primary factor for the company sales decline. Abraham also mentioned that most of Beatific customers are from 37- 42 years old. “We believe that the scarcity of new customers contributes to the company's slow down. Beatific needs to think of a new target market to increase sales”, said Abraham. Additionally, the awareness from Gen-Z is still below 5%- which makes it difficult for Beatific to penetrate the market. Generation Z (Gen-Z) are 18-24 years old and they only contribute approximately 4% of total sales in 2021.

Table 1: Age Contribution on Sales in 2021

Age	% of Sales Contribution in 2021	# of Unique User
< 18	1%	243
19 - 24	3%	1.162
25 - 30	11%	5.257
31 - 36	12%	5.922
37 - 42	22%	10.567
43 - 48	17%	9.248
49 - 54	13%	6.224
55 - 60	12%	5.273
>60	7%	2.271

According to Beatific's internal data, out of approximately 15 main products available, only 2 of them that contributes up to 50% of total sales in 2021. There are few factors that become the fundamental of sales inequality, which are:

- Magnifique and Anabelle (disguised product names) products are customer's top of mind,
- Customers unwillingness to try different product variant, thus the customers only repurchase the same product,
- Based on customer profile on Table 1, mature customers in the late 30s are focusing on anti-aging treatments and Magnifique has the ingredients to cater those.

Through the issues highlighted above, Beatific shall develop a new strategy to increase their sales. As mentioned by Abraham, Beatific needs to think a new target market to increase sales- and in this case Abraham implies that there is a big chance for Beatific to target Gen-Z. Hence, this paper would focus on developing a new integrated marketing communication strategy for Beatific to increase brand awareness to Generation Z. This way, the objective of this research would identify a new integrated marketing tools and brand communication and give suggestions on what marketing strategy Beatific could use to attract Gen-Z's attention.

This report has been designed to be applicable for all beauty industry players in Indonesia who plans to target Gen-Z. As mentioned by Abraham that the current target for Beatific are mature customers- therefore they would shift to younger customer target to build a new potential loyal customer.

METHODOLOGY

This paper uses both quantitative and qualitative methods. Qualitative data collection would be used as a secondary research- primarily data from previous journal studies, books, and related articles. This method is also used to examine the company's external analysis. The primary data collected for this research is heavily conducted through Questionnaire as the author would like to see how many of Gen-Z are aware of beauty products and Beatific product, analyze their behavior and preferences to beauty products to produce the right marketing strategy proposal, and align the data collected with secondary research. Online questionnaire has been distributed to specifically target Gen-Z respondents using Google Form, and has gathered 174 respondents- where 60.7% (105 respondents) are Gen Z. The criteria of respondent desired for this research are as follow:

1. Male/ Female,
2. Gen-Z (born between 1997 and 2012),
3. Beauty product user.

There are 3 research objectives identified based on the business issues:

- Analyze Beatific's current market segmentation, operation and opportunities in the market. This objective could be addressed by Segmenting, Targeting and Positioning (STP) and SWOT analysis framework.
- Identify Beatific position in the market compared to its competitors, which would be observed through Porter's 5 Forces Framework.
- Provide suggestions on new marketing tools that are suitable for Beatific in targeting Gen-Z and to be able to provide a feasible solution for the company, this paper would adopt Integrated Marketing Channel (IMC) framework to create a digital marketing campaign in accordance to Gen-Z habit and preference.

Lastly, the solution to answer all business objectives, this paper would utilize RACE Planning Framework to compile all research result and convert it to a new marketing strategy implementation plan.

Research and Finding

1. SWOT Analysis

This framework consists of 4 components, which are Strength, Weakness, Opportunity and Threat. It is commonly used as it measures the marketing environment both externally (Opportunity and Threat) and internally (Strength and Weakness). An effective external analysis could product marketing opportunity for a company where it can identify customer needs and interests so a company could address those and generate profit. On the other hand, internal analysis diagnoses a company's strength and weakness to evolve them to be an opportunity (Kotler et al, 2017). Here are Beatific SWOT analysis according to author's observation:

Strength

- Beatific products are natural based and paraben free products,
- High quality products with detailed production process,
- No excessive use of chemical and no usage of endangered plants.

Weakness

- High price,
- Products are directly imported from France with no development and adjustment to local skin problems,
- Slow product expansion due to long research and communication with France team.

Opportunity

- Consumer awareness towards environment sustainability,
- Customer preference on natural based ingredient products,
- Increasing beauty products trend over the year,
- Younger generation (e.g.: Gen-Z) as a new potential customer

Threat

- Mature loyal customers that shift to organic products,
- Customer reluctance to try other Beatific products,
- Gen-Z low awareness toward Beatific,
- Competitors with natural based product campaign with more affordable price.

Based on the analysis above, Beatific is has a potential and promising growth within the industry. For instance, Beatific is a natural based products who strictly prohibit the use of extensive dangerous chemical usage and prioritize the purity of its product. It is proven from their production process where they believe the growing, harvesting, drying and storing condition would affect the quality of its raw material and strictly follow the guideline to provide the highest quality products to customers- as well as be responsible for the raw material habitat and commits to never exploit endangered plants. As previously quoted from CNBC (2021), Gen-Z are more mindful of the products they use and willing to spend more on products that are accentuate on environmentally friendly products- which would later become an opportunity for Beatific to target this customer segment.

On the other hand, the strength of Beatific also comes with weaknesses. The cost of maintaining a high-quality product would lead to high price imposed in the market. Beatific products are categorized as a high-end product as they deliver the quality and safety of a products. To maintain the quality, Beatific does not allow productions to be conducted outside of France- which would be hard as the products cannot be adjusted according to the market's skin problem. Lastly, shall the company would like to expand and fulfil a new skin problem, it would take a long process as the research and communication shall be done with France team.

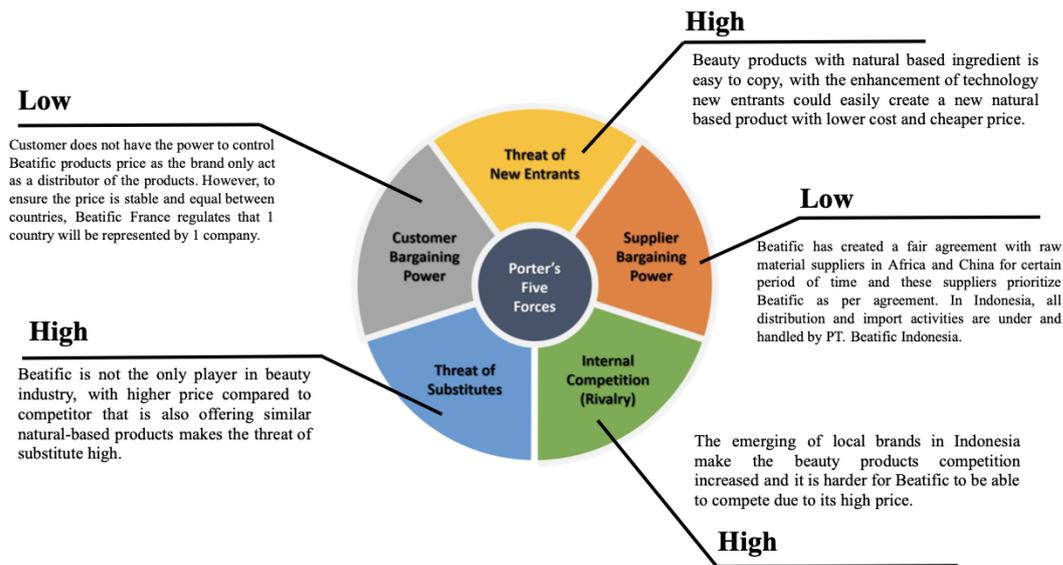
According to Figure 1 and Figure 2, there has been a significant growth on beauty industry and customer spending. This could be a potential or opportunity for Beatific to increase their sales and strengthen its position in the market. Nowadays, customers are aware of environmental sustainability by the implementation and reduction of plastic usage and dangerous chemical products- therefore Beatific could emphasize this point to customers. Additionally, customers are also realized that their skin have enough of extensive chemical usage and slowly shifting to natural based ingredients beauty products. The biggest opportunity that aligns with Beatific's new goal is the potential of younger generation as a new potential customer and this category mainly addressed to Generation Z.

To expand its business, Beatific should take a precaution on threat exist in the market. Current Beatific customers are shifting to organic products- which is not the same as natural products that still undergo chemical processes. Also, customers are still focused on Magnifique and Anabelle products and still have little interest to try on other product lines that gives a significant gap in company's revenue contribution. Despite the expansion to new target market, the research has shown that Gen-Z still have low awareness towards Beatific (which would be explained further in this report) and Gen-Z unwillingness to spend compelling amount of money for high-end products such as Beatific. This cause Gen-Z preference towards products that has lower price with the same ingredients.

2. Porter's 5 Forces

Determining a company's position in the market is very crucial, starting from analyzing and identifying a company's strength and weakness through 5 forces introduced by Michael Porter (1979). Porter's five forces highlight 5 keys of strengths and weaknesses, where a company could pinpoint areas to improve due to its drawback and which areas are their potential opportunity. The 5 forces of this model are threat of new entrants, bargaining power of customers, threat of substitute product or services, bargaining power of supplier and rivalry among existing competitors (Porter, 1979). To appropriately design and analyze the position of Beatific in the Indonesian market, the Porter 5 Forces is developed based on author's research and observation in accordance to the current trend and market condition.

Figure 4: Beatific Porter's 5 Forces



3. Integrated Marketing Channel (IMC)

Creating an interactive and personalized communication to a massive customer is the essential gain of using Integrated Marketing Communication (IMC) strategy. It allows a brand to share product information with targeted customers by addressing their interests, needs, wants and lifestyle. The objective of this communication strategy is to target at least one consumer to establish a long-term relationship and cultivate a brand-loyal customer to re-purchase the brand without involving further advertisement. To successfully deliver brand message to targeted audience, a brand could create a promotional mix- which allows marketer to combine most favorable and convenient media channel based on the awareness level of customer towards the brand, some of the commonly used media strategies are: Public Relation, Advertisement (television commercial, magazine, radio, etc.), Online advertisement (social media), Direct Marketing, Sales Promotion, Personal Selling, etc. (Blakeman, 2018).

Beatific currently accentuated its promotion heavily on social media, website and in-store promotion. This strategy is in line with questionnaire results that most Gen-Z get new information about beauty products through social media, both through official social media accounts or through influencers review.

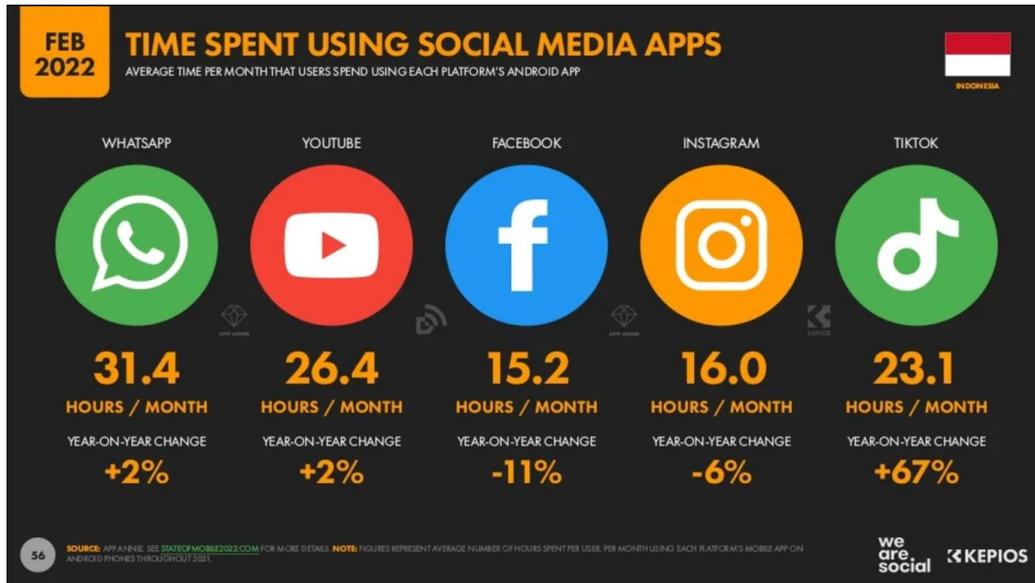
Figure 5: Questionnaire Response: Beauty Product Media Information Preference



Based on the survey, 92 respondents said that they are using Instagram as their most used social media, and 52 people used TikTok. Unusually, with global consumers spending their time on YouTube for almost 24 hours (according to We Are Social Digital Report in 2022), only 36 respondents choose YouTube as their most used social media. Beatific also used the practice of promotional mix for their marketing channel, where they combined social media advertisement with direct marketing. Beatific in-store beauty advisors are advised to recommend customers with Beatific products to upsurge the brand's product selling. This strategy is also applicable for the company as based on the questionnaire, 76% Gen-Z still purchase Beatific products directly at offline stores- despite the emerging trend and convenience of e-commerce which is only favored by 21% of respondents.

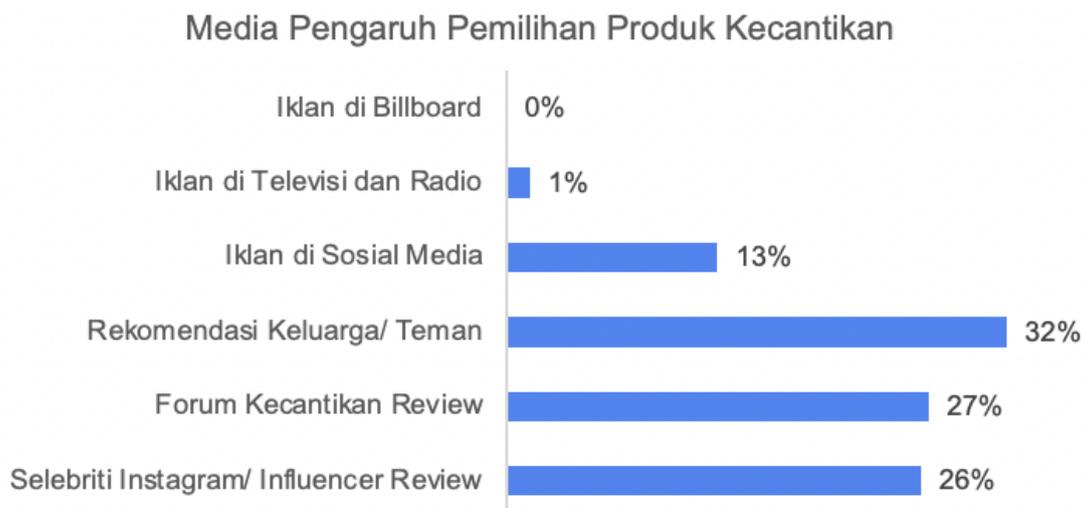
We Are Social, a social media agency, has issued a report in regards to Indonesia’s digital overview in 2022. The report recorded 68.9% of the Indonesian population are active on social media, which based on Figure 6, the most-used social media platforms are: WhatsApp, Instagram, Facebook, TikTok and Telegram. WhatsApp indisputably has the highest time spent by Indonesians. It is one of most convenient platforms of communication, especially during the pandemic era where people are restricted to see face-to-face and forced to communicate virtually. One platform that should be highlighted is TikTok as it has been aggressively escalating in the past 12 months, noting a 67% increase. The number of hours spent in TikTok reaches 23.1 hours per month, exceeding Instagram and Facebook.

Figure 6: Time Spent Using Social Media According to We Are Social



Additionally, the report shows that 37.4% of internet users are watching product review videos and it could also be aligned with the following figure, where based on the questionnaire distributed to Gen-Z, reviews are one of the most persuasive platforms that influence them to try on a certain beauty product.

Figure 7: Questionnaire Result: Media that Influence Beauty Product Selection



We Are Social has noted that Indonesia has 277.7 million population as of January 2022 in which 11.6% of them are 18-24 years old and this population age has the highest reach for advertisement placed in META (Facebook, Instagram and Messenger). Therefore, this could be concluded that Gen-Z has been exposed to digital platforms and has a high social-media consumption that could help Beatific to develop a more adequate marketing channel communication targeted to Gen-Z based on Indonesian social media analysis.

4. RACE Planning Framework

Dr Dave Chaffey- a co-founder and Content Director of digital marketing advice site called Smart Insight developed a new digital marketing strategy planning framework that is widely known as RACE. RACE is the abbreviation of Reach, Act, Convert and Engage has the idea to simplify the process of digital marketing and omnichannel communications method, tackle the challenges of engaging online audiences and finally, convert it to online or offline sales and generate repeat buying customers (Chaffey and Ellis- Chadwick, 2019).

The objective of this research is to identify a suitable marketing and communication strategy for Beatific in order to increase sales and awareness from Generation Z. The research and questionnaire survey proved that Gen-Z are highly influenced by social media and spent a significant amount of time watching beauty product reviews. Hence, by adopting RACE Marketing Planning Framework the author aims to provide a marketing solution for Beatific and to address the objective of this research. According to Forbes, not only adjusting in terms of social media platforms but also considering ways to deliver the message to the customer-which Gen-Z wishes to have a meaningful interaction instead of practical interaction. For instance, understanding the value embraced by Gen-Z and aligning their present need to the value. That way, the communication developed with the potential customer would be more personal (Dagostino, 2021).

The initial step prior to implementing the RACE framework includes the planning stage. This stage is vital as it allows Beatific to stand out in the midst of intense online marketing competition. Based on the survey to Gen-Z, 78% of them are aware of Beatific products and aside from the pricing stereotype, at least 26% of respondents said that they are not getting sufficient product information. Abraham also mentioned that Beatific was accustomed to use a formal language for both Beatific's own social media content and for KOL contents on social media- in fact, Beatific is very strict on using this formal approach.

Table 2: RACE Planning Framework for Beatific Indonesia

No.	Marketing Strategy	Description
REACH		
Owned Media		
1	Social Media Content Improvement	<ol style="list-style-type: none"> 1. Create TikTok account and share an informative content related to Beatific product benefit, ingredients and application instruction 2. Create an insightful TikTok content that give a glimpse of Beatific company such as company value, environmentally conscious and use high-quality raw materials 3. Improve Instagram content that not only selling the product but also content such as lifestyle content, brand activation content and promotion content with a more approachable and friendly language that is more suitable for Gen-Z
Paid Media		
2	KOL Management	<ol style="list-style-type: none"> 1. Appoint KOL that is well-known by Gen-Z such as Jovi Adhiguna, Titan Tyra and Tasya Farasya who has more personal approach, using slangs that are widely used by Gen-Z, and have higher engagement rate 2. KOL review through Instagram and YouTube
3	Social Media Advertising	<ol style="list-style-type: none"> 1. Utilizing Facebook and Google Ads for Instagram and YouTube Advertisement and target users who recently researched or enjoyed beauty product content 2. Subscribe to TikTok Ads for wider reach
4	Brand/ Product Placement in Movies	Product placement through movies/ series that still aligns with Beatific brand value and DNA- which is a high-end product
5	E-Commerce Exposure	Utilizing e-commerce home banner and paid-advertisement to be able to be featured through e-commerce functions (especially on discount day such as 5.5., 6.6., etc) to gain bigger e-commerce exposure
ACT		
6	Beatific Product Sample Giveaway	<ol style="list-style-type: none"> 1. Have Beatific best seller product samples given away to customer more frequently to allow customer to experience Beatific benefit and skin improvement 2. Encourage customer review on Beatific official website
7	Increase Beatific Website Traffic	<ol style="list-style-type: none"> 1. Enhance Website UI/UX for website shopping and create a comprehensive product information of Beatific products and promotions 2. Enclose Beatific website URL on Beatific's Instagram Story

		3. Appeal promotion for review written on website 4. Subscribe and utilize social media ads that links toward Beatific official website page
CONVERT		
8	Product Remarketing on Social Media	Engage customer through Social Media Ads as a remarketing strategy based on customer search history and cookies
9	Database Leads for Email Blast Promotion	Use Beatific <i>Raffle</i> pop-up banner on their official website to gain customer's information such as email to be included to Beatific newsletter and promotion
ENGAGE		
10	After Sales Email Blast	1. Share a Thank You email to customer who recently purchased Beatific products and encourage them to share review and experience upon using Beatific products 2. Create a personalized email such as Year-End recap that gives a glimpse of customer's purchase history throughout the year
11	Empty Bottle Return Campaign	To emphasize Beatific's value of environmentally conscious, the brand could encourage customer to return the empty bottle of products they have purchased and convert it to member point reward or discount on their next purchase
12	Beatific Membership Program	Create a membership program to increase customer loyalty

CONCLUSION

Beatific is a beauty product based in France and become one of high-end beauty product brand in Indonesia. Emphasizing on its natural based ingredients, Beatific has a high capability to be a major player in Indonesian beauty Industry. Yet, Beatific sales data has proved otherwise. Its sales performance in the last 3 years (2019- 2021) has declined and it is no longer considered as an impact from Covid-19 pandemic. Abraham (a Marketing Program at Beatific) explained the probable cause of Beatific's underperformance, which is their current target market that needs to be re-addressed. Currently, Beatific's customer ranged between 30-40 years old and considered as a mature customer that has a low possibility to grow. Hence, Abraham quoted that Beatific needs to target a new customer and Generation Z has the potential.

The research shows that Gen-Z who seek a more personalized and accentuated communication values, which in fact is opposite of Beatific's current marketing communication that is deemed to be formal and rigid. To be able to acquire new customer and increase company's sales Beatific have to adjust its communication strategy in accordance to Gen-Z's social media preference and habit in social media. The first step that Beatific needs to do prior to implementing the new integrated marketing channel is to change its brand communication to be more friendly, personal, approachable and interesting for Gen-Z. Next, Beatific could adapt the RACE framework to increase customer's awareness.

Firstly, Beatific should be able to gain Gen-Z's attention by reaching out to wider customer by improving the brand's presence through social media. For example, the brand could expand their marketing campaign strategy to TikTok- a social media that currently loved by Gen-Z. At the same time, Beatific could also enhance its social media presence by improving their Instagram content both on Beatific official account and appointing new KOL that has a more personal approach to targeted audience. Speaking of reach to targeted audience, Beatific could lastly utilize social media advertising and e-commerce home banner exposure designed specifically to target beauty product consumers or enthusiasts.

Secondly, it is the most crucial stage for Beatific once they are successfully attracting younger generation interest and attention-converting all new marketing communication effort to sales. Some approaches Beatific could adapt are social media remarketing by utilizing social media advertisement and remarketing through email blast promotion. Hence, it is to be expected by reminding of customer's latest purchase and search history on Beatific products it would help customer's decision-making process and led them to purchase Beatific's product. The last stage of Beatific new marketing communication campaign is building customer long-term engagement. The strategies include:

- Personalized email blast and year-end sales recap based on customer's purchase history
- Membership campaign and loyalty program, and
- Bring back empty bottle promotional campaign, which aims to trigger customer to return to Beatific offline store and help them feel Beatific offline store ambiance. Other than that, it would also help to offer customer special discount and later would be converted to sales.

In summary, this research would be able to be implemented by beauty industry players in Indonesia who would shift its current target market to Generation Z. This paper has touched on Gen-Z's behavior and social media preferences based on quantitative study targeted to Gen-Z (aged 18- 24 years old) and integrates the result with secondary studies (from related articles and journals) to design a new marketing communication plan suitable for Generation Z.

IMPLEMENTATION PLAN

No.	Activity	2022						2023				
		Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Owned Media												
1	Social Media: Regular Content	[Continuous bar from Jun 2022 to Mei 2023]										
2	Website: UI UX Development	[Bar from Jun 2022 to Dec 2022]										
3	Ecommerce Exposure	[Continuous bar from Jun 2022 to Mei 2023]										
4	Email Newsletter Blast	[Continuous bar from Jun 2022 to Mei 2023]										
Paid Media												
1	FB Network Advertisement	[Continuous bar from Jun 2022 to Mei 2023]										
2	Google Network Advertisement	[Continuous bar from Jun 2022 to Mei 2023]										
3	Tiktok Advertisement	[Continuous bar from Jun 2022 to Mei 2023]										
4	Ecommerce Promotion	Reg	Reg	Reg	Reg	Reg	Reg	Reg	Reg	Reg	Reg	Reg
5	Social Media Activation: Product Sample Giveaway						End Year			Ramadhan		
6	Social Media Advertisement Remarketing Promotion											
7	Ecommerce Remarketing Promotion											
8	Brand / Product Placement in Movies											
Tactical Campaign: Bring Back Empty Bottles												
1	Social Media Exposure											
2	Website Exposure											
3	FB Network Advertisement											
4	Google Network Advertisement											
5	Tiktok Advertisement											
6	KOL Exposure											
7	Offline Activation: Bring Back Empty Bottles Campaign											

Figure 8: Beatific Implementation Plan

Based on the implementation plan listed above, all owned media campaigns are treated as regular campaigns for Beatific that are going to be running for the whole year- assuming the campaign starts in June 2022. However, for UI/ UX development for Beatific website it is expected to run for 6 months and customers are expected to be able to feel the new website experience starting December 2022.

As for Beatific paid media, social media advertisement would also be implemented regularly throughout June 2022- May 2023, yet for e-commerce promotion and samples giveaway would be heavy every 2 months, and marketplace promotion would target high season such as Year-End promotions and Ramadhan month. These 2 marketing channels would be followed by remarketing strategies both on social media and e-commerce in the following month after the campaign. One of Beatific strategies is by placing product/ brand promotion through movies and based on the implementation plan it would be on March 2023- following the International Women’s Day on March 8, 2023.

Lastly, there is an implementation timeline for Beatific Tactical Campaign- which is to bring back Beatific empty bottles. There are 2 phases for this campaign, the first one is online activation where Beatific is building awareness for the campaign through social media advertisement, then the second phase is the offline activation campaign by creating a special promotion for bottles brought back to offline stores around September 2022.

REFERENCES

Blakeman, R. (2018). Integrated Marketing Communication: Creative Strategy from Idea to Implementation 3rd edition. Rowman& Littlefield

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: strategy, implementation & practice. Pearson UK.

Dagostino, A., (2021). Here Is How Gen Z Is Changing The Way We Communicate. Forbes. Retrieved from: <https://www.forbes.com/sites/forbescommunicationscouncil/2021/08/09/here-is-how-gen-z-is-changing-the-way-we-communicate/?sh=478ac4dc1350>

Deloitte Indonesia Perspectives. (2019). Have Indonesians’ Shopping Patterns Shifted Towards Digital? (First Edition). Retrieved from: <https://www2.deloitte.com/content/dam/Deloitte/id/Documents/about-deloitte/id-about-dip-edition-1-chapter-5-en-sep2019.pdf>

Gerstell, E., Marchessou, S., Schmidt, J., Spagnuolo E. (2020). How COVID-19 is changing the world of beauty. McKinsey & Company.

Jahns, K., (2021). The environment is Gen Z’s No. 1 concern – and some companies are taking advantage of that. CNBC. Retrieved from: <https://www.cnbc.com/2021/08/10/the-environment-is-gen-zs-no-1-concern-but-beware-of-greenwashing.html>

Kemp, S. (2022). Digital 2022: Indonesia. We Are Social. Retrieved from: <https://datareportal.com/reports/digital-2022-indonesia>

- Kotler, Philip, Keller, Kevin Lane, Ang, Swee Hoon, Leong, Siew Meng, Tan, Chin Tiong. (2018). *Marketing management: an asian perspective* 7th ed. (7th). Harlow: Pearson.
- Porter, M. E. (n.d.). "How Competitive Forces Shape Strategy." *Harvard Business Review* 57, no. 2 (March–April 1979): 137–145.
- Statista, (n.d). *Beauty & Personal Care*. Statista. Retrieved from: <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia>
- Zhang T., Ling G., Chen L., (2021). *Gen Z Skincare Report: Brand CXPower in the Now Consumer Era*. Deloitte. Retrieved from: <https://www2.deloitte.com/content/dam/Deloitte/cn/Documents/consumer-business/deloitte-cn-cb-brand-customer-experience-in-now-consumer-en-210927.pdf>

Yulia Rama Putri
Sekolah Bisnis dan Manajemen
Institut Teknologi Bandung, Jakarta, Indonesia
Email: yulia_putri@sbm-itb.ac.id

Asnan Furinto
Binus Business School
Bina Nusantara University, Jakarta, Indonesia
Email: afurinto@binus.edu