

**somi** beauty

*Colored eyeliners in very  
bright colors*

*The Euphoria Effect*

*Red carpet*

**somi**

**THE BRAND**



# THE CONCEPT

*'Be Bold'*



THAT'S SO FIERCE



THAT'S SO BOLD



THAT'S SO ME



somi



# TARGET GROUP

GEN - Z

GIRLS INTERESTED IN  
ARTISTIC MAKE-UP

SOCIAL MEDIA



**somi**

# TOUCH

OUTDOOR CAMPAIGN



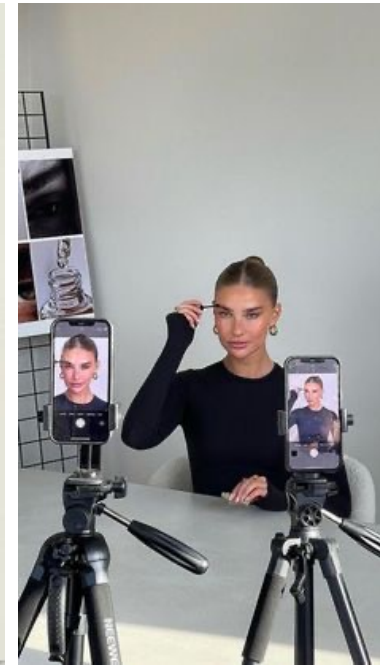


# TELL

*SOCIAL MEDIA VIDEO*

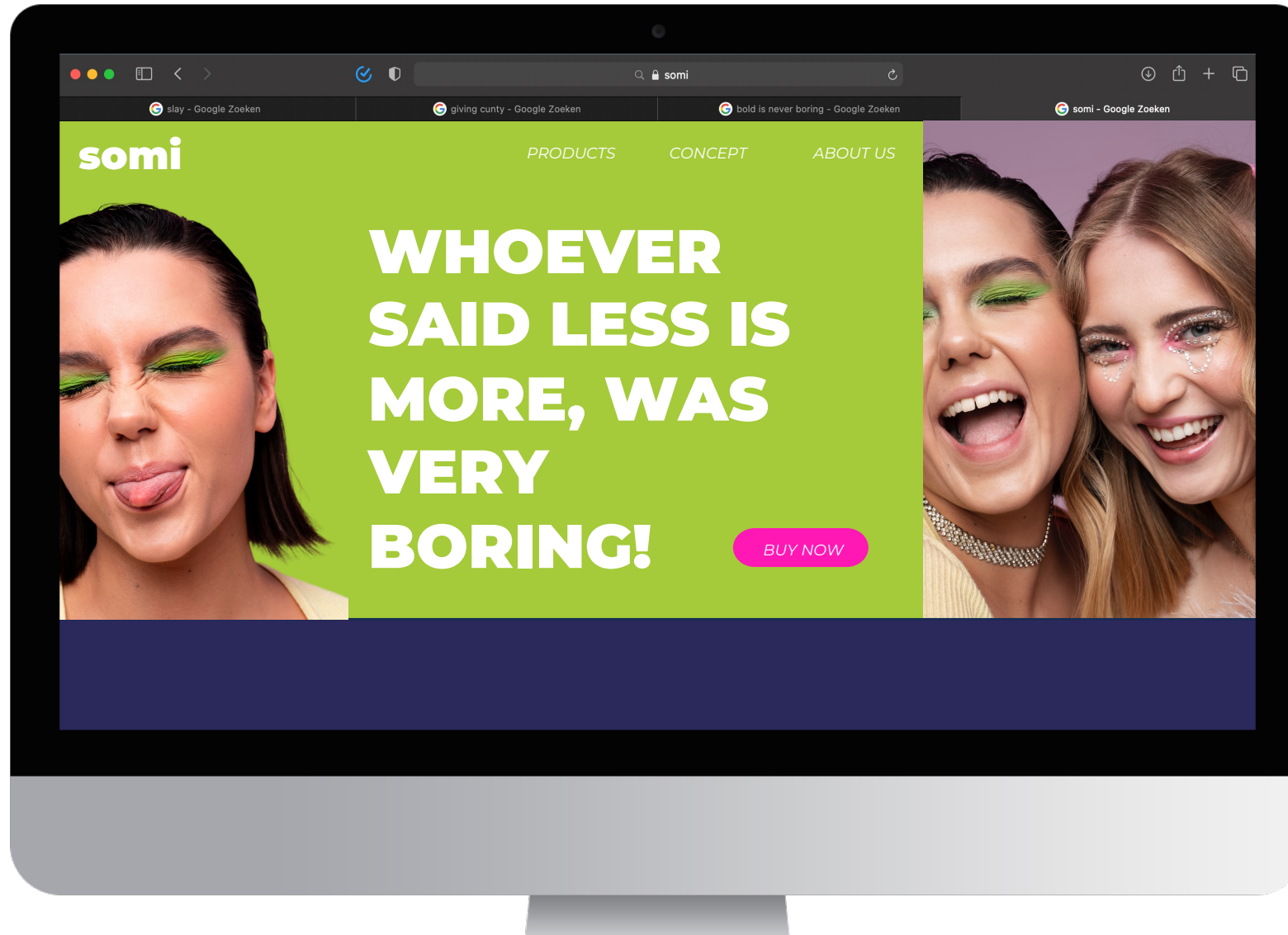
SHOWING GIRLS WHO  
WEAR THE PRODUCT IN  
DIFFERENT SITUATIONS  
THROUGHOUT THE DAY

SHOWING YOU THAT YOU  
CAN BE 'BOLD' IN  
WHATEVER YOU DO BEST



# SELL

WEBSITE



# MEDIA PLAN

## 2024 Calendar – 3 Months

January 2024						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

February 2024						
S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

March 2024						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						



**Friday 05/01/24**

TOUCH sneek peek on Insta



**Monday 08/01/24**

TOUCH launch outdoor campaign



**Monday 29/01/24 – Friday 02/02**

TOUCH Collabs influencers on social media



**05/02/24**

Tell Start TikTok campaign. Invite to make people share. And announce pop up



**14/02/24**

Tell / sell pop up event



**28/02/24**

Extra pop up



**04/03/24**

Launch review for product to purchasers through website