



## Fulfills All Your Wishes

Majolica Majorca is a cosmetics brand from Japan and a subsidiary of Shiseido Group. It is a well-established brand with a long history and is most famous for its eyelash and eyeliner products.

### OBJECTIVE

## Approach Me Tonight

Majolica Majorca aimed to introduce its new product line "Romantic Night" into the market targeting the female audience from age 18-25. This product line helps facial features stand out during nighttime parties or romantic dates. Brand awareness and in store conversion was the second phase of the campaign.

### SOLUTION

## A Night to Remember

Majolica Majorca's campaign started with an event of 60 members recruited on Miss Tiara at a restaurant where we simulated a nighttime party. The event consists of the introduction of "Romantic Night" product line and a full makeup demonstration by Majolica Majorca's own in house artist.

Our in-house editorial team provided article and advertorial coverage while our digital marketing team used social media tools to create brand awareness and recruitment of members.

The second phase of the campaign consists of in store conversion for both attendees of the event and the general public. The Miss Tiara App provided people with digital coupons to be used at all Majolica Majorca shops across Hong Kong, generating both brand awareness and direct sales.

We helped Majolica Majorca increased engagement by 30% across social media platforms and the 200 coupons that Majolica Majorca provided was all redeemed within 3 weeks of launch.



*We ♥ shopping*