

Wardāh
Micro-Peeling Serum

New Product Pods Activation



BRAND PLAN

Wardah Micro-Peeling Serum Emergency Creative Sea Challenge at Campus

Objective: Create engagement for wardah micro peeling serum launch campaign through an engaging experience in Vspace pods

Campaign Narrative: Wardah R&D team is coming with new serum, but our team isn't prepared for immediate launch! We need creative minds to collaborate with us and give some creative launching ideas!



Kapan lagi bikin video ide di pods langsung bisa collab sama wardah?

Ikutan challenge tapi hadiahnya dilamar kerja?!

Activity		
Mechanism	Flow	Pods Take-Over
- Go to selected vispace pods at selected university - Try Wardah newest serum and see the instant transformation! scan barcode for product info - Make your creative ideation video - Submit your ideation through designated form. Selected candidates will get the chance to present their ideas at Paragoncorp Head Office - Hadihnya headphone + product /voucher + experiencing at wardah special project 3 orang	Flow: - Audience will be asked to enter pods (emergency creative room) to try Wardah micro peeling serum and make their creative ideation video. - After they finish their journey in the pods, they can touch up their make up	Wardah will be providing these following items: - Branding stickers & lighted logo - Serum & makeup samples - Lighted mirror - 1 tab - Glorifier for micro peeling serum - 1 SPG to control crowd's flow - QR code to product knowledge & submission form

BRAND PLAN

Wardah Micro-Peeling Serum Creative Search Challenge

Target:

1000++ participants
Trialist at binus: 100 perhari
1M Impressions

Schedule : 24 Februari - 13 March 2025

Location : Binus Alam Sutera

Prize for the winner :

Week 1: 5 Corkcircle
Week 2: 5 Smartwatch
Week 3: 5 Fuguku Bag
Week 4: 5 JBL

Requirements :

- Participants for submission
- KOL before event
- KOL on event

Please feedback :

1. How many content can be provided?
2. How many Impressions/Views from total content delivered?
3. How many participant to submit challenge?

Wardah Amplification Support

Social Media Contents

Main 3 videos with different angles to cover the event:

1. *Pre-campaign:* Wardah Serum Emergency Creative Search Challenge is coming soon!
2. Proof your creative minds and be the next Wardah Team!
3. Our R&D team can't wait anymore! Join serum emergency creative search challenge and work with us!

Contents will be uploaded on Wardah IG & Tiktok social media



Community

- **community visit** to pods and create contents about the challenge & gimmick that they have join creative search challenge
- **Digital Retargeting:** Use retargeting strategies to target audience (under 30) who shows interest on Skincare Ingredients, activity.

Total 50+ community members* to visit the site
Konten by community:





HOOK IDEAS

CONTEXT: Kita mengadakan **challenge** dengan hadiah utama: **kesempatan join project Wardah**. Selain itu, ada hadiah menarik lainnya seperti **headphone**, **produk wardah**, & **office tour ke Paragon HQ!**

Gunakan hook seperti:

"Bisa kerja di Paragon modal ikut challenge doang!"

"Temenin aku daftar kerja, tapi daftarnya lewat challenge seru!"

"Lagi rame soal Paragon, bisa daftar jalur ordal? Eits, bukan ordal sih... tapi emang gampang banget, cukup ikut challenge!"

"Ikutan challenge tapi hadiahnya direkrut kerja?!"

Boleh diganti kata-katanya sesuai kreativitas masing-masing & elaborate dari poster/include poster

THINGS TO HIGHLIGHT



- Challenge
- Booth Activity → photobooth, exclusive promo, pods
- Product (Micro Peeling Serum)

- [LINK POSTER CHALLENGE](#)
- [LINK PROMO](#)

KOL PLAN

Wardah Micro-Peeling Serum Emergency Creative Sea Challenge at Campus

Type	Social Experiment	Visit Content	Non Visit promotional content with review product
Ideation	 Campus experiment 1 Campus experiment 2 Campus experiment 3 Campus experiment 4	 Visit Kampus 1  Visit Kampus 2  Visit Kampus 3  Visit Kampus 4	 Contoh konten review
Desc	KOL social experiment video interviews with college students on campus, where they are asked thought-provoking questions to capture their spontaneous and genuine reactions about Wardah challenge.	KOL posts on Reels about visiting campus and shows the entire activity Wardah and try to join the challenge - Highlight activity at booth (pods, photobooth) - Add poster challenge LINK POSTER CHALLENGE - Mention exclusive promo at binus LINK PROMO	KOL posts review product Exfo Serum with hook in the beginning of promotional challenge Wardah at Binus. - Add poster challenge LINK POSTER CHALLENGE - Mention exclusive promo at binus LINK PROMO

PODS DESIGN (Work In Progress) & Photobooth



KOL MANDATORY

DO & DONT'S NOT VISIT

Do :

- Mentioning about Micro Peeling Serum and also the strength of the products
- Serum yang berfokus untuk mengeksfoliasi kulit tanpa membuat kulit iritasi sehingga kulit dapat cerah dan mulus (dan lihat slide product knowledge di bawah)
- Strength dari product mungkin boleh ditambahin dari team brand ya supaya ga salah
- Send storyline before produce the content
- Color shirts :
- Mandatory Tag IG : @wardahbeauty @binus_alsut
- Mandatory Tag TikTok : @wardahofficial @binus_alsut
- Mandatory Hashtag :
- #PeelingGakHarusTingling
#SerumViralTiktok #PeelingSerum
#WardahSerum #WardahPeelingSerum
#WardahPeelingViral
#MicropeelingSerum
#MicropeelingWardah #GentlePeeling
#SerumWardah #Exfoliating

Dont's

- Tidak menggunakan kata-kata sensitif terkait SARA
- Tidak menggunakan kata-kata kasar
- Bekerjasama dengan brand di bidang dan jenis yang sama selama periode campaign.
- Semua aset Wardah adalah milik Wardah mohon tidak menggunakannya untuk aktivitas lain yang bukan dari Wardah.
- Menyebutkan, memakai dan memamerkan branding pribadi (termasuk channel pribadi) dan produk/brand selain Wardah dalam content yang terkait dengan campaign ini.
- Tidak menciptakan opini negatif atau konflik mengenai serial, merek, dan kolaborasi.

KOL MANDATORY

DO & DONT'S VISIT

Do :

- Visit Binus Alsut start from 9.30am - max 4.30 pm
- Exploring all booth and corner of the event activations
- Mentioning about Micro Peeling Serum and also the strength of the products
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WARDROBE MANDATORY

WARDROBE GUIDELINE

Approved Wardrobe



Wardrobe berwarna:

Maroon with a hint of white / white tp WAJIB ada maroon, modern and stylish look

Thank you for not using black/too much pattern

Not Approved Wardrobe



Wardrobe berwarna gelap, dengan motif ukuran besar

Thank you for not wearing a crop top and avoiding overly tight clothing

If you wear a hijab → wear a clean hijab
(not a messy/turban style hijab)

WARDROBE MANDATORY

DO'S & DON'TS

Do's	Don'ts
Wardrobe yang sopan: Menutupi dada, punggung, bahu, perut, ketiak, dan paha	Wardrobe terbuka, ketat, menerawang
Wardrobe berwarna cerah/pastel:: Maroon and white	Wardrobe berwarna gelap, dengan motif ukuran besar
Jika menggunakan hijab: Look clean menutupi telinga, rambut, leher	Jika menggunakan hijab: Look hijab yang memperlihatkan telinga, rambut, leher
Lighting terang secara merata dan minim akan bayangan / shadow	Lighting gelap dan ada bayangan / shadow
Background terang & clean	Background gelap, berantakan, atau terlalu banyak distraksi
Detail step by step dan penggunaan produk terlihat jelas (produk tidak terbalik, terpotong, dsb)	Step by step terlalu cepat dan penggunaan produk tidak terlihat jelas
Tidak menggunakan, menunjukkan, atau membandingkan dengan produk kompetitor	Menggunakan menunjukkan, atau membandingkan dengan produk kompetitor
Menggunakan musik yang sopan, tidak ada unsur SARA	Musik yang terlalu keras (sehingga VO tidak terdengar jelas) atau musik yang tidak sopan
Menggunakan opening hook yang menarik dalam video: Berupa teks atau visual yang menarik dengan voice over	Tidak menggunakan opening hook yang menarik

PRODUCT KNOWLEDGE

Wardāh

**PRODUCT KNOWLEDGE
& PRODUCT STORY**

Micro Peeling Serum



CONSUMER MAPPING

Consumer Insight

WHO THEY ARE?

Seseorang dengan kulit kusam dan cenderung berminyak dan/atau post acne

AGE

B.E. 18-25 y.o., SES AB

IMPORTANT HABIT

Orang yang sudah mulai mengerti pentingnya eksfoliasi secara rutin

WHAT THEY WANT?

Serum yang berfokus untuk mengeksfoliasi kulit **tanpa membuat kulit iritasi** sehingga kulit dapat cerah dan mulus.



TRIGGER

Sel-sel kulit mati yang menumpuk di permukaan kulit bisa menyebabkan kulit kusam, pori-pori tersumbat, tekstur yang kasar, dan penggunaan skincare yang tidak optimal.

PAIN

- Produk eksfoliasi rumahan yang ada di market saat ini banyak yang **membuat iritasi** dan/atau tidak menghasilkan efek jangka panjang.
- Tidak jelasnya instruksi penggunaan sehingga membuat orang sering menjadi **over-exfoliate atau iritasi** karena masalah penggunaan (contoh: pembersihan yang tidak bersih/penggunaan dalam jangka yang terlalu lama)

INSIGHT

- Orang yang cocok menggunakan serum peeling biasanya mengikuti instruksi dan tidak over-exfoliate.
- Masih banyak orang yang tidak paham jenis kandungan eksfoliasi, sehingga seringkali secara tidak sadar melakukan over-exfoliate.
- Peeling serum dinilai pantas untuk dihargai sebagai jenis serum yang paling mahal yang dikeluarkan dari sebuah brand.

This consumer is very active on social media, especially TikTok, where she **constantly looks for new skincare trends**. She's either trying out new products or follows a routine influenced by viral content. She focuses on improving her skin, values peer reviews, and wants **quick, visible results** to share online.

FOBO (Fear of Better Options):

She's eager to try popular products, especially those that target textured skin, dullness, or acne scars. Viral peeling serums catch her attention because they promise smooth, glowing skin ("*Kinclong Mulus*"). She values products backed by science and enjoys the clinical, at-home treatment experience that these products offer.

Challenges with Viral Peeling Serums:

While appealing, she has **experienced tingling sensation, dryness, and breakouts (purging)** from these products. She now prioritizes safer options with clear instructions. **Many users don't wash off peeling products properly or over-exfoliate**, leading to future skin problems. She prefers simple, easy-to-use routines that fit smoothly into her skincare regimen

Vigilant

Beauty Hipster

Value Aspirant



Wardāh

MICRO PEELING SERUM

Glow Your Way: Rinse It or Leave It for Smoother Glass Skin.

5% Glycolic Acid

3% Maltobionic Acid

2% Succinic Acid

SKIN CONCERN



Rough Skin Texture



Dull & Uneven Skin



Visibly Large Pores

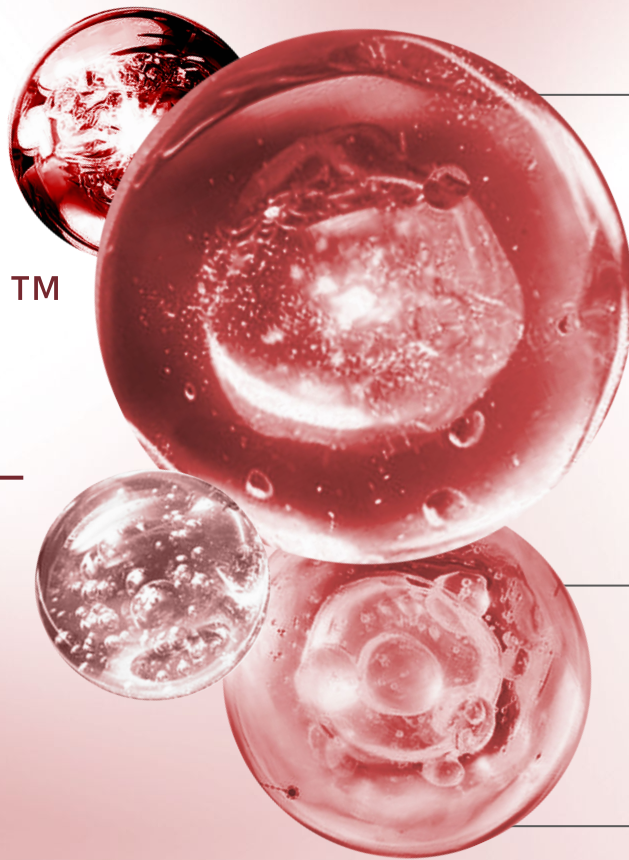
Smooth Starts Here,
Breakouts End Here!

What's Good Inside?

CELL-POWERTM

TECHNOLOGY

Bekerja di sel target untuk
Mengangkat Sel Kulit Mati
& Mencegah Timbulnya
Jerawat



5% GLYCOLIC ACID

Provides deep exfoliation to promotes skin renewal for smooth & even-toned skin

3% MALTOBIONIC ACID

Gently exfoliates and increase skin hydration

2% SUCCINIC ACID + ADENOSILANE

Help regulates skin sebum production to reduce blackheads & pore appearance

VITAMIN B12

Help to soothe skin redness & stinging sensation

CLINICALLY PROVEN

Journey Skin Improvement



DAY 1



DAY 7



DAY 14

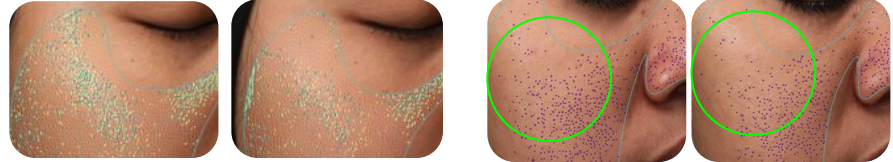
Instantly dewy,
visibly glowing skin

Noticeably smoother
texture

A brighter complexion, stops
acne before it starts



+10.98 Brighten Skin In 2 Weeks



+26.09%

Improve Texture
In 2 Week**

-10.29%

Reduce Pores
In 2 Weeks**

*Based on Clinical Test Result after 1 Day of usage on 39 women UE-WES-2

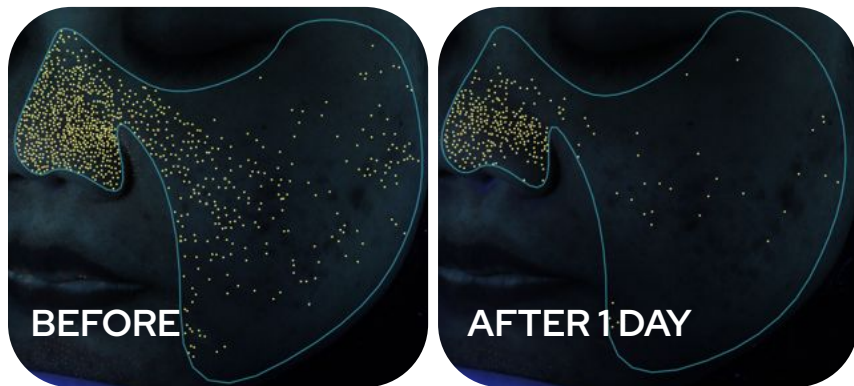
**Based on Dermatological Assessment after 2 weeks of usage on 39 women

CLINICALLY PROVEN |

Get rid of Invisible Acne, Prevent Future Breakouts!

-20.78%*

Porphyrin Reduction in **One Night**



*Based on Clinical Test Result after 1 Day of usage on 39 women UE-WES-2

Do you know about Invisible Acne?

Porphyrins are bacterial excretions that clog the pores on your skin which can lead to acne and irritation.

How Peeling can Prevent Future Breakouts?

- Clarify pores
- Get rid of excess sebum
- Reduce bacteria P. Acnes

SERUM RECOMMENDATION

SKIN CYCLING

Day 1
Exfoliation



Wardāh

10% VITAMIN C
FERULIC ACID
RADIANT CHARGE
SERUM



Wardāh

5% GLYCOLIC ACID
3% MALOBIONIC ACID
7% SUCCINIC ACID
MICRO PEELING
SERUM



Day 2
Retinol



Wardāh

10% VITAMIN C
FERULIC ACID
RADIANT CHARGE
SERUM



Wardāh
RENEW YOU

1% RETINOL
MICROCAPSULE
CERAMIDE
CELL RENEWAL
SERUM



Day 3
Recovery



Wardāh

10% VITAMIN C
FERULIC ACID
RADIANT CHARGE
SERUM



Wardāh
HYDRA ROSE

14X HYALURON
PENTAVITIN
DEEP BARRIER
REPAIR SERUM



Day 4
Recovery



Wardāh

10% VITAMIN C
FERULIC ACID
RADIANT CHARGE
SERUM



Wardāh
HYDRA ROSE

14X HYALURON
PENTAVITIN
DEEP BARRIER
REPAIR SERUM



Wardāh

LET'S
COLLABORATE

