

PURE AATMAN

Launch Campaign: Pre Buzz,
Launch, Post Buzz

Presented by



CELEBFIE

About Us

World's First FX (Fan-Experience) Platforms that enables Brands & Fans to connect with their favorite celebrities directly, seamlessly and cost-effectively.

Why Celebfie?

- › An impressive roster of nationally and regionally known faces. (1000+)
- › An in-house marketing and content team to help you plan and strategize your campaigns. You will be provided with plug-n-play content ready for digital publishing.
- › A go-to social app for any brand to make sure their digital footprint gets them bigger reach, global fan following and a higher brand value.

Our Services:

- › 360° Celebrity Marketing Plan.
- › Social Media Promotions (product unboxing, review videos, live sessions).
- › Personalized Celebrity Video Messages/Celebfies.
- › Event Appearance and Performance Bookings.
- › Celebfie Live (virtual workshops, live masterclasses with product and brand collaborations)
- › Brand Promotion Shoots, Endorsement Deals, Collaboration Requests, TVC and Web Series Sponsorships.



The Brand!

Pure Aatman

- All Natural, from ingredients to nourishing the customers soul and helping them realise the purpose of a pure aatman.
- Fixing the bias against the natural skin treatment and making the people believe in the natural *them*.

Target Audience



WOMEN

18 to 45 Age Group



MEN

18 to 45 Age Group



INCOME ZONE

Upper Middle Class

Major Consumer Wants

That Pure Aatman satisfies

Women

International look & feel, fragrance that allures, classy product



Men

Rich look, Pocket-friendly, Fragrance that does not distract



To stand out in peers, yet fit in with trend, pocket friendly yet luxury feel

Working Class



Fit in with Trend, Pocket friendly, equal opportunities as peers

Non-Working Class



Suggestive Marketing Lines & Stories

Capturing the audience with what
they can connect with.

As you rightly say:

We are clear. We are clear about creating safe and effective products for you and *ourselves*. Products that make you feel beautiful and in turn transform into 'Pure Aatman.

Storylines to Justify:

1. **Nani ke nushkhein yaad hain?**

- Connecting it to childhood remedies of grannys or the households.

2. **Everyone deserves the right skin-care, all natural.**

- Since its a Unisex product, its best to tell everyone straight that everyone is equal in the eyes of nature and every type of skin deserves to feel pure.

BIG CONCEPT

A space-themed illustration featuring a blue planet with rings, a pink rocket, and several yellow stars. The background is dark blue with colorful geometric shapes on the left and right sides.

Let's combine the two storylines, keep the *Second* as the main idea and the *First* as a supporter to build the base. Wait till we show you how!

★ Brand Ambassador

★ 2 Mega Influencers

Use of storylines:

Nani ke Nuskhein

(Childhood stories appeal)

Precisely to build the pre-buzz and establish the real idea behind the brand simultaneously building the path for Phase 2.

Everyone deserves Natural

(The Unisex Brand Appeal)

Hint in Pre-Buzz (Phase 2), revealed from curtains properly during Launch & focusedly marketed during Post Buzz.

The Three Phases:

Pre-Buzz

- Influencer & celebrity marketing (Giveaway)
- Nani ke Nuskhein & how the fragrances make it bearable.
- A scripted Live session with A-List Youtuber & Brand Ambassador

Launch

A big Launch Event:

- Brand Ambassador
- Influencers & Celebrities
- 2 of our Scripted vloggers
- Walk-in skincare haul

Post-Buzz

- A jingle made from the scripted live session
- Influencers: Professionals & Media field, all unrelated to beauty.
- Contest: Star in our Ad with Celeb



Influencers that will create an **Impact**

Pre-Buzz: People who talk skincare, beauty, makeup, lifestyle.

Special Activity: 2 Comedians

Post Buzz: Skincare, Beauty, Makeup, Media, Marketing, HR professionals while reviewing the jingle.

Suggestive timelines:

Pre-Buzz:
5th May, 2022

Launch:
20th-25th May,
2022

**Post Launch
duration:**
2 Weeks from
Launch

Let's Talk Reach

	Pre-Buzz	Launch	Post-Buzz
Instagram	500 Nano 10 Micro	20 Micro, 1 Mega, 300 Nano	500 Nano, 10 Micro, 1 Mega
Youtube	50 Nano, 1 Mega	20 Micro, 1 Mega	50 Nano, 1 Mega
Twitter	3 Hours Trending X3	3 hours Trending	3 Hours Trending X3
Brand Ambassador	X3 Posts 1 Live	Presence + Live + 2Post	X3 Posts

500,000,000

Whoa! That's a big number, aren't you excited?

INR00,00,000/-

Overall estimate

Budget to be discussed

And a lot of users

100%

Total success!

Roadmap for Brand Ambassador

Subtle Introduction of product during Insta live

1

Insta Post before Launch event & Live from Launch

3

Use of a special line from Interview for Instagram Marketing

5

2

Reel endorsing the product

4

Interview Post Event With Celebfie Media on Why Pure Aatman (PR)

6

1 Post each month sharing skincare with the products

MRUNAL THAKUR

Brand Ambassador

Movies: Dhamaka, Jersey, Love Sonia, Batla House & more.

Why Mrunal?

Fans are going crazy after her all-natural policy where she embraces her body as it is and tries to stay true to it naturally.

Instagram: 4.5M Followers

<https://www.instagram.com/mrunalthakur/?hl=en>

Charges:



RAKUL PREET SINGH

Brand Ambassador

Movies: Attack Pt. 1, Marjavaan, yaariyaan, De De Pyaar De & more

Why Rakul?

She has an approachable personality and is generally very appealing to fans making her a stand-out option to promote an all-natural brand.

Instagram: 20.7M followers

<https://www.instagram.com/rakulpreet/?hl=en>

Charges:



VANI KAPOOR

Brand Ambassador

Movies: fan, Bell Bottom, War, Shamshera & more

Why Vani?

Vani has a country girl charm yet international feel to her persona which can help fans in understanding the brand better.

Instagram: 5.5M followers

https://www.instagram.com/_vaanikapoor_/

Charges:



SURBHI JYOTI

Brand Ambassador

TV Shows: Qubool hai, Naagin, Koi Laut Ke Aaya hai & more

Why Surbhi?

A very prominent face on Indian television who has an amazing impact on fans for her bold & natural appeal.

Instagram: 8.6M followers

<https://www.instagram.com/surbhijyoti/>

Charges:



TEJASSWI PRAKASH

Brand Ambassador

TV Shows: Swaragini, Naagin (currently on-air), Bigg Boss (winner) & more

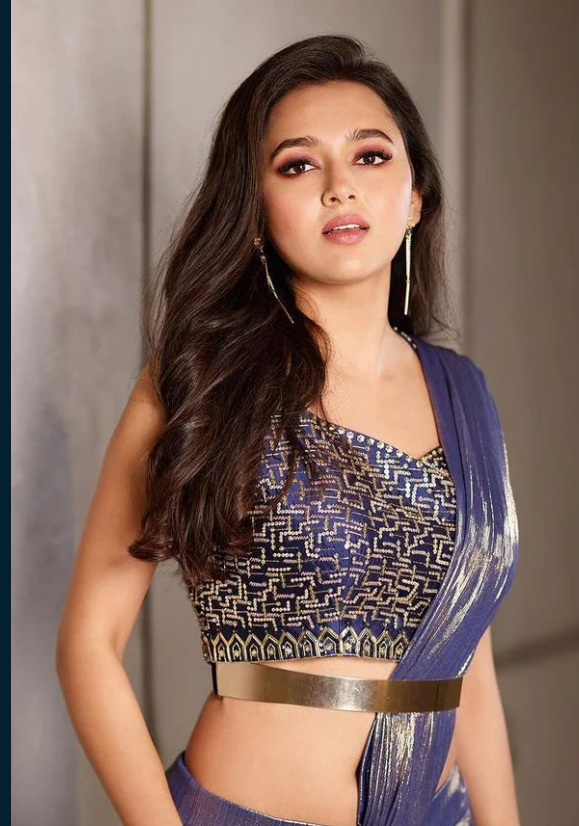
Why Tejaswi?

The Indian market is smitten by her because of her recent win & current show. Her fans are super active in promoting her brands & shows.

Instagram: 5.6M followers

<https://www.instagram.com/tejasswiprakash/>

Charges:



FLOW for 2 Mega Influencers

Scripted Live Session with youtuber mentioning a special line.

Youtuber to Vlog from Launch ft. brand ambassador & Mega Insta Influencer

Mega Insta Influencer making the Jingle from Pre-Buzz Live with Brand accessories + Insta Pages + meme Marketing



Nishchay Malhan

Youtube: 15.8M subscribers

<https://www.youtube.com/c/TriggeredInsaan>

Charges:

X



Yashraj Mukhate

Instagram: 2.3M followers

<https://www.instagram.com/yashrajmukhate/>

Charges:

Supportive Celebrity & Influencer Campaign

Pre Buzz:

- **1 Collaborative Reel with Review + giveaway.**
- **1 Post for results**

Launch:

Walk-In Makeup & Skin Care Hall alert post + live from the event

Post Buzz:

- **1 post per Professionals trying & reviewing**
- **Aggressive giveaways on beauty & celebrity pages like Pre Buzz**

PR Plan: Effective Post Buzz

Celebfi Media

Our Media Publication will interview various celebs, BA, Mega Influencers & push the interview to bigger platforms

Brand Equity

MOM, Official Social Samosa, Marketing Minds & more will feature the launch journey

Instagram Media

Bollywood pages would feature BA's statement for the brand.

Twitter Trending

The brand will trend on twitter to get sight of all the working professionals and increase audience retention

Meme Marketing

The 2 Influencers duo from YT & Insta will make waves with their jingle all over meme pages

PR Outline

Unisex Natural Skincare brand makes waves

Thank you!



Creating Unforgettable Memories



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