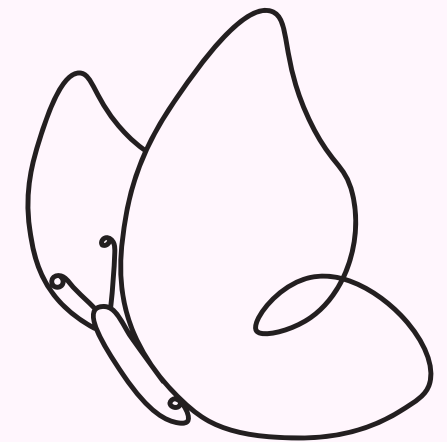
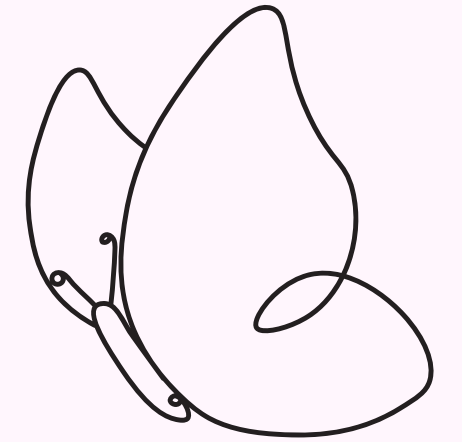
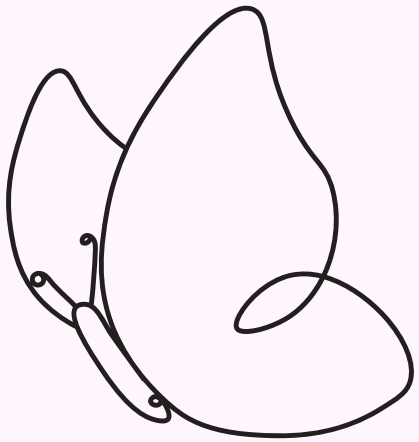


NATURA & CO.

K A T E W I L S O N

BRAND OVERVIEW

- Natura & Co. is a global beauty company focused on sustainability, ethical sourcing, and inclusive beauty.
- Key competitors include Milk Makeup, Rare Beauty, ILIA Beauty, and RSM Makeup.
- The brand appeals to younger consumers who value sustainability and social responsibility.



CAMPAIGN OBJECTIVE

Increase brand awareness for Natura & Co. among multicultural Gen Z and millennial consumers (ages 20–30) in Dallas and Austin through digital ads, influencer partnerships, and experiential events over three months.



TARGET MARKET

- Multicultural Gen Z & Millennials (20–30)
- Highly active on TikTok, Instagram, and YouTube
- Interested in sustainability, diversity, and ethical brands
- Frequently discover beauty products through influencers.

MEDIA STRATEGY

Paid

TikTok ads
Instagram ads
YouTube tutorials
digital banners

Owned

Brand social media
website
email newsletters

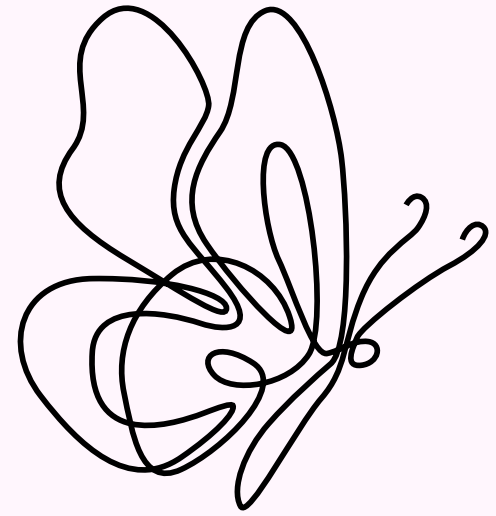
Earned

Influencer posts
user-generated
content
reviews

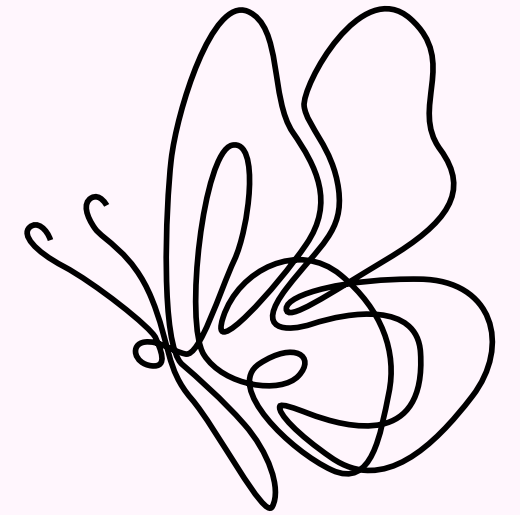
INFLUENCER PARTNERSHIPS

These influencers help reach diverse audiences and build credibility.





CAMPAIGN TIMELINE



Month 1: Awareness (ads launch + influencer teasers)

Month 2: Engagement (tutorials, reviews, giveaways)

Month 3: Conversion (events, promotions, recap content)

EVENT MARKETING

Event 1

UNT Campus Beauty
Pop-Up
Free samples,
influencer meet and
greet, social media
booth

Event 2

Austin Sustainability
Beauty Event
Makeup demos,
sustainability
discussions, product
sampling

SUCCESS METRICS

- Reach: 60% of millennials in Dallas & Austin exposed 3+ times
 - Engagement: 20% social media engagement rate
 - Brand Mentions: Increase by 15%
- Additional metrics: event attendance, website traffic

CONCLUSION

Combining digital advertising, influencer partnerships, and experiential events will increase awareness and engagement with Natura among socially conscious young consumers.

