

# Project Report: Branding for a Sustainable Skincare Startup

## Project Overview

This project focused on the branding and content strategy for a sustainable skincare startup launching online.

The goal was to create an impactful and humanized brand identity that would resonate with a conscious consumer audience.

The brand achieved impressive results, gaining 3,000 followers pre-launch and generating 400+ signups for early access through organic campaigns.

## Branding Strategy Breakdown

### 1. **Brand Identity Creation**:

- Developed the brand voice and tagline to reflect sustainability, quality, and transparency.
- Crafted a consistent Instagram identity focusing on natural beauty and clean ingredients.

### 2. **Campaign Strategy**:

- Created and launched pre-launch campaigns that attracted a following of 3,000 users organically.

- Developed engaging formats for daily social media posts, including polls, routines, and testimonials.

### 3. **Influencer Collaboration**:

- Strategized collaborations with micro-influencers to amplify brand reach and build community trust.

### 4. **Content Strategy**:

- Focused on storytelling around ingredients, values, and routines, making the brand relatable and human.

## **Results & Impact**

- Gained 3,000 followers pre-launch, establishing a strong presence on Instagram.
- Generated 400+ signups for early access through organic campaigns, proving strong audience interest.
- Successfully positioned the brand as a relatable, sustainable skincare brand, aligning with consumer values.

## **Branding Visual Identity**

The branding strategy was further supported by a visually appealing Instagram identity and a compelling story through each post.

The use of natural colors, clean design, and product-centric imagery helped convey the brand's sustainable ethos.