



SOCIAL MEDIA CASE STUDY

Brand: Personal Touch



PERSONAL TOUCH SKINCARE

ABOUT THE BRAND

PERSONAL TOUCH SKINCARE is a renowned skincare brand committed to elevating personal beauty through meticulous research, contemporary fashion insights, and practical experience.

Our brand ethos revolves around the belief that achieving radiant skin is a significant milestone, representing authenticity, freshness, natural hydration, and profound indulgence.

BRAND OBJECTIVE

At PERSONAL TOUCH SKINCARE, the mission is to craft luxurious yet affordable skincare solutions that cater to the diverse needs of individuals.

We aspire to offer products that seamlessly integrate into daily routines, accompanying our customers through every stage of life.

STRATEGIES INVOLVED

The brand takes a lively and heavily user-generated content (UGC) approach, creating a fun and relatable experience that resonates deeply with its audience.

Moreover, the brand's aesthetic and bold visual style helps it stand out from other brands.

For over the years, Ashish and Megha – The Founders, have been the face of the brand in order to humanise the brand.

CAMPAIGN ACTIVATIONS

#NotJustSnailMucin

After being a major player in the skincare industry, Personal Touch decided to hop on the latest trend and an essential.

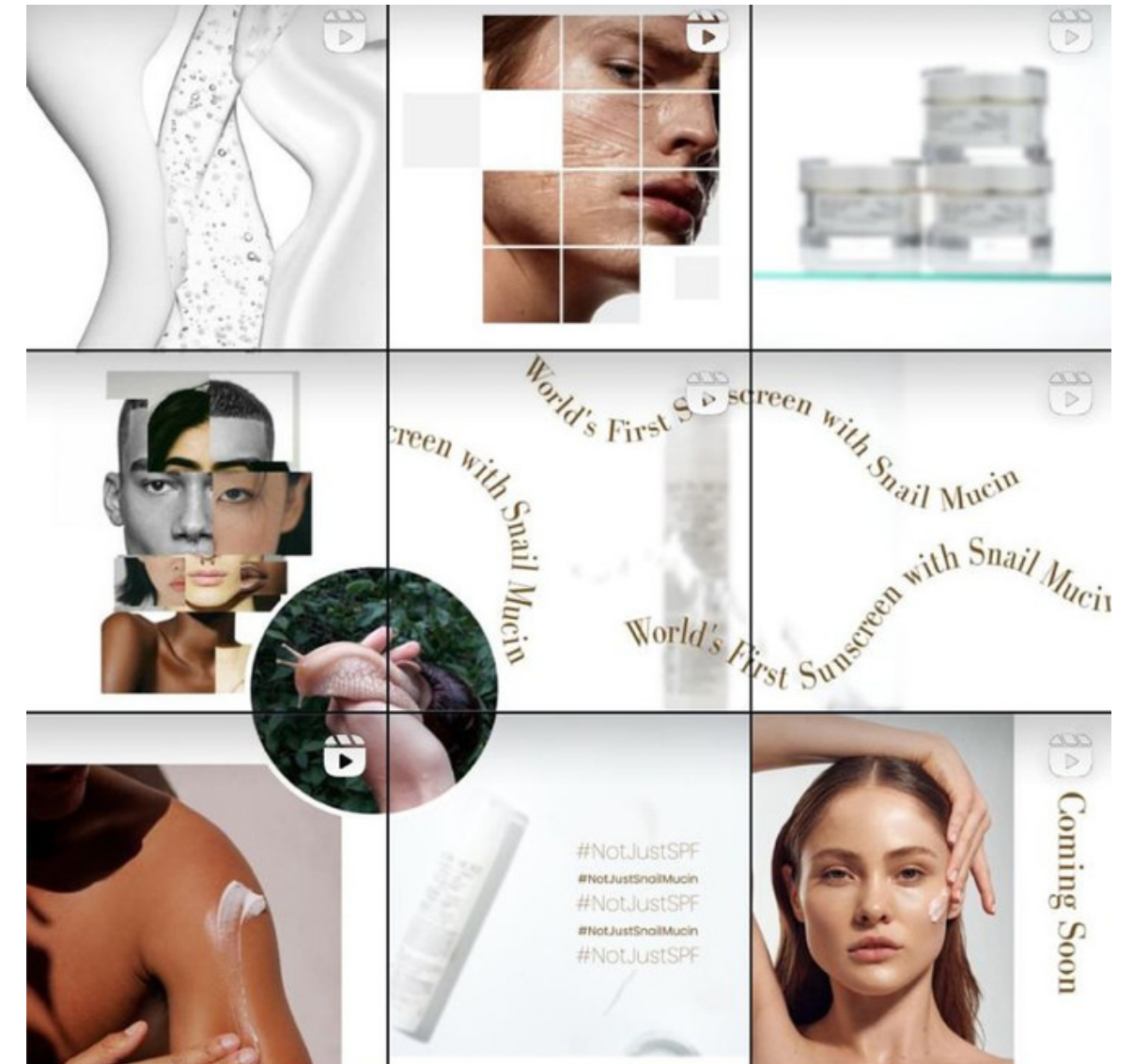
#NotJustSnailMucin was a 2 in 1 product – Sunscreen + Snail Mucin.

Total Post Reach: 263129

Total Content Interactions: 3257

Total Story Reach: 6530

Achievement: This was one of their top selling products.



BEST PERFORMING CONTENT



Reach: 6,954
Interactions: 276



Reach: 35,488
Interactions: 844



Reach: 7515
Interactions: 337

CAMPAIGN ACTIVATIONS

#IntiSafe

After being so successful in the skincare industry, Personal Touch decided to take a crack at the intimate hygiene products as well. This was executed with a launch campaign called #IntiSafe.

Total Post Reach: 167270

Total Content Interactions: 2351

Total Story Reach: 9765

Achievement: Increased page reach and engagements

GRID VIEW



INTIMATE
CLEANSING
WIPES

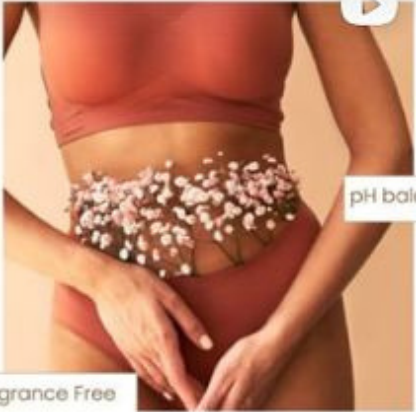
Do you know
the biggest cause of
UTI?

Comment Below



MENTHOL LACTATE
CALENDULA EXTRACT
CHAMOMILE FLOWER EXTRACT





pH balanc

Fragrance Free

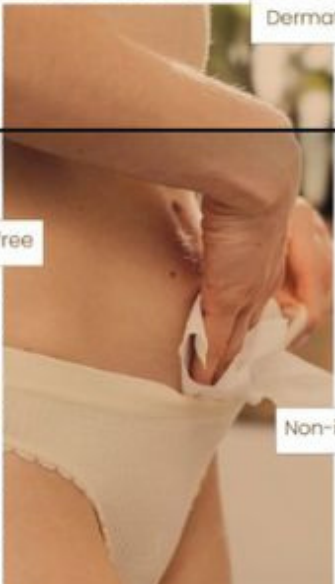


Anti-itch soothing

nced



GENDER



free



Dermatologically Tested

Non-irritant

NEUTRAL

Inti
Safe

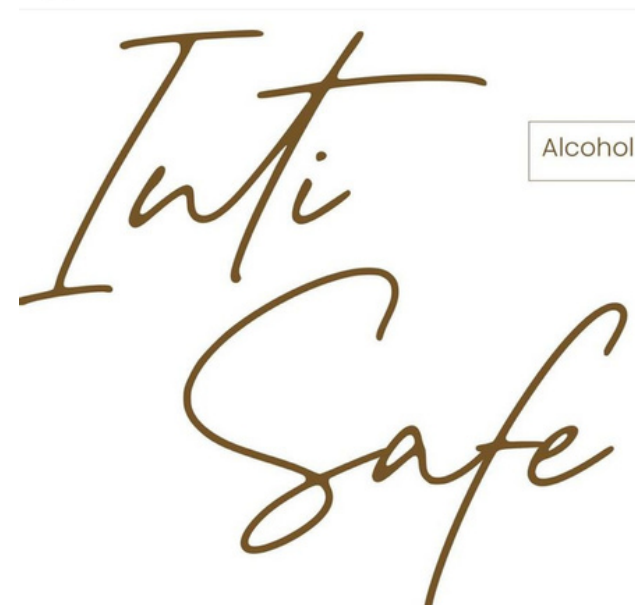
Alcohol



SUNSTALKER
SUNSTALKER
SUNSTALKER



BEST PERFORMING CONTENT



Reach: 10,776
Interactions: 220



Reach: 33800
Interactions: 244



Reach: 32943
Interactions: 251

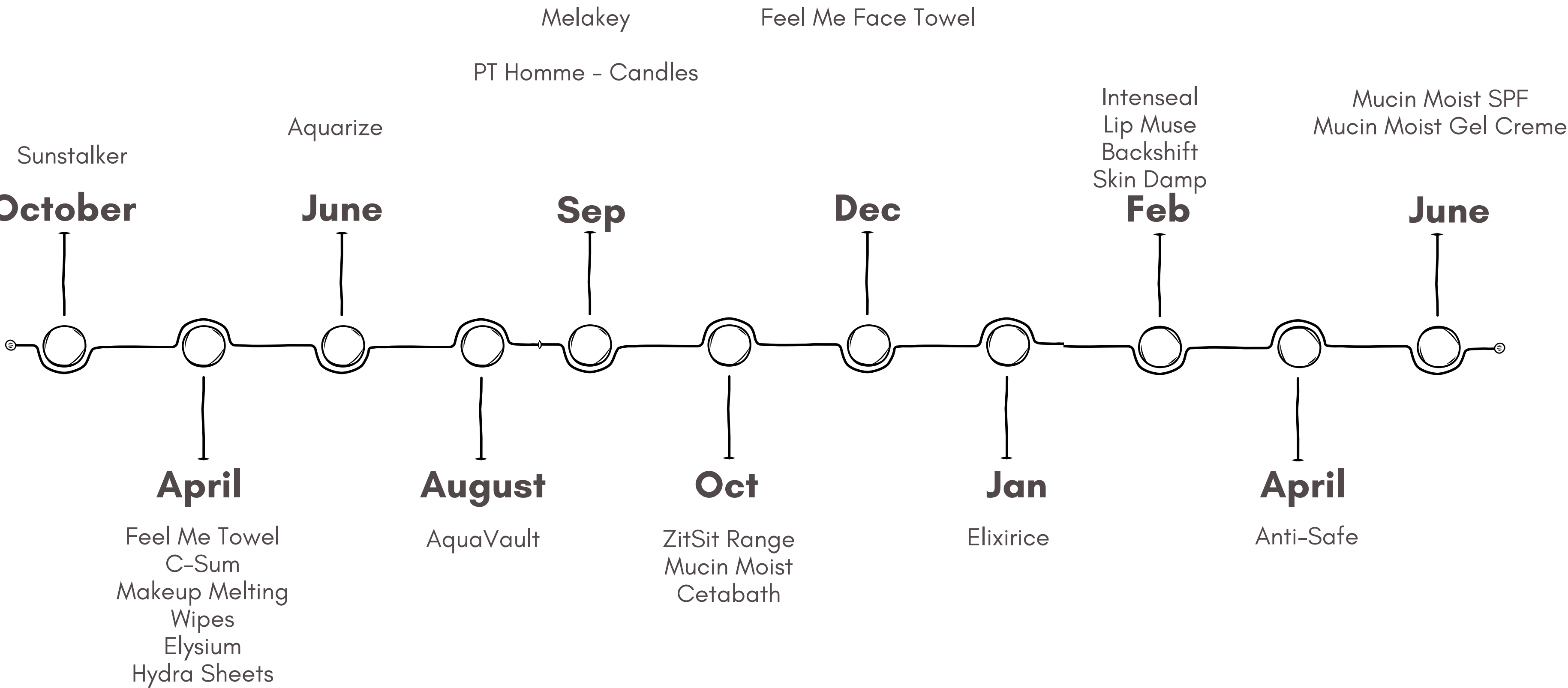
CONTENT STRATEGY

Major focus for social media marketing strategy remains utilising UGC and trending concepts while maintain the aesthetic.



NEW LAUNCHES

(July 2022 - June 2024)





CONTENT CREATION SHOOTS

SHOOTS



SHOOTS



SHOOTS





THANK YOU