

SOCIØAR

ABOUT SOCIOAR



A Digital Marketing and Creative agency in New Delhi that provides turnkey marketing solutions. Aimed at enhancing brands' online presence, Socioar provides Branding, UX/UI Design and Development, Digital Marketing, Social Media Marketing, Content Marketing, Influencer Marketing and PR solutions.

Socioar focuses at providing your brand a much wider reach towards a much more engaging audience. Socioar believes in providing complete design and digital marketing solutions for brands to successfully achieve all their digital goals.

Up and running successfully for 5 years, Socioar has provided design and marketing solutions to over 150 brands that include both offline and digital marketing solutions to clients in India and outside India. While catering to varied industries, Socioar has serviced luxury home decor brands, luxury / bridge to luxury fashion brands, food festivals, cold brew coffee, food delivery setups, makeup artists, a jewellery brand, NGOs and many more.



OUR CLIENTS





TYPSY BEAUTY

ABOUT TYPSTY

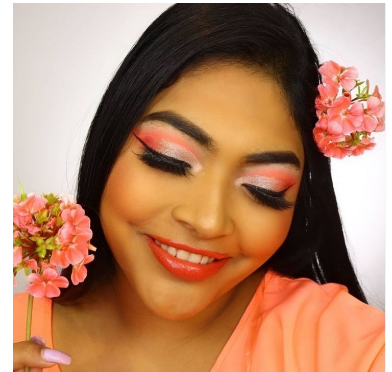
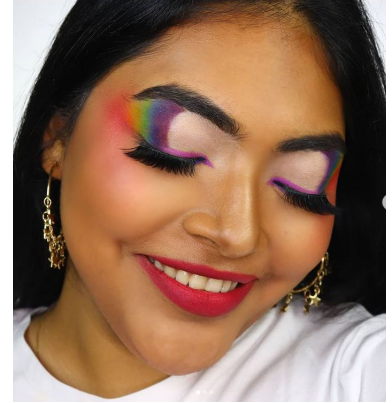
Founded by **Kairavi Bharat Ram** — **Typsy Beauty** is a **new-age conceptual beauty brand** that is here to slay the day!

As an avid makeup enthusiast for the past 5 years, Kairavi decided to translate her love for makeup into her very own beauty brand!

"Typsy" is a state that lets you **unleash your fun side**. It's not when you're drunk and it's not when you're sober, but it's the perfect time when you **feel at your most confident self**.

Similarly, the brand aspires to set itself apart from its competitors by unveiling **high-quality globally sourced products**, that are **Indian at heart**.

The brand emotes a feeling of **inclusivity**, a space for **honest expression** and a **tribe** without stereotypes or judgement.



TARGET AUDIENCE

- **Gender:** Inclusive & Diverse
 - **Our target audience is divided in terms of a twofold approach:**
- *Primary Audience Age Group: 16 - 35 years*
- *Secondary Audience Age Group: 36 - 70 years*
- Our audience is quite all-encompassing.
 - By meeting the needs of a mass audience (which includes pretty much every makeup lover), Typsy Beauty aspires to appeal to a very wide range of consumers.
 - Our audience likes to view branded content in a playful and authentic manner.

They are:

- Teenagers | Millennials | Working Women | Home Makers | Makeup Aesthetes
- MIDDLE CLASS | UPPER MIDDLE CLASS | UPPER CLASS
- Reside in urban cities.
- Living solo or in nuclear families with disposable income.
- Students | Employed | Freelancers | Entrepreneurs | Beauty Gurus | Lifestyle Influencers | Makeup Specialists | Makeup Lovers | Trend Followers | Impulsive Buyers | Online Shoppers | Social Media Savvy



COMPETITION ANALYSIS

KAY BEAUTY

Social Media:

- Instagram: 506K Followers
- Facebook: 21,869 Followers

Tonality & Marketing Strategy:

- Story: yes
- Highlights: yes
- Product Specific Content
- Launch Reels
- How-to videos
- Collaborations
- Giveaways
- Body Positivity
- Katrina's Life,
- **Content Tonality:** Quirky & Conversational.



MORPHE

Social Media:

- Instagram: 10.7Million Followers
- Facebook: 12,13,081 Followers

Tonality & Marketing Strategy:

- Story: yes
- Highlights: yes
- Product Centric Posts
- Collaborations
- In-store photos & videos
- IGTV (collaborations, live, how-to)
- Make-up videos
- **Content Tonality:** Quirky, Conversational, Product Descriptions.



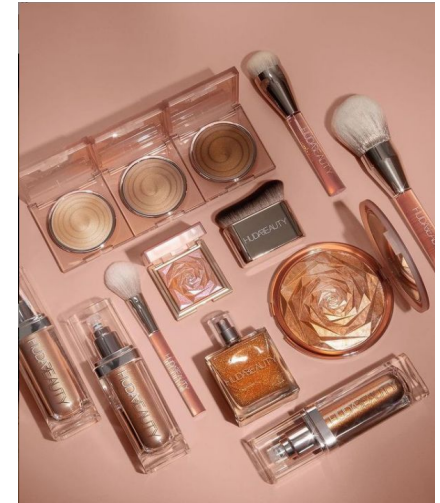
HUDA BEAUTY

Social Media:

- Instagram: 49 Million Followers
- Facebook: 80,95,885 Followers

Tonality & Marketing Strategy:

- Story: yes
- Highlights: yes
- Product Centric Posts
- Product break-up & use
- Collaborations
- Product unveiling, before & after.
- IGTV, reels, make-up videos.
- **Content Tonality:** Quirky, Conversational, Product Descriptions.



MAKEUP ARTIST & BEAUTY INFLUENCER OWNED BRANDS

PAT MCGRATH

Social Media:

- Instagram: 3.7 Million Followers
- Facebook: 4.9 Lakh Followers

Inception & Rise:

- Defiantly decadent makeup created by the world's most celebrated editorial and runway makeup artist, Pat McGrath.
- Guiding Principles of her Eponymous Brand - **Obsession. Inspiration. Addiction.**
- McGrath draws inspiration from many sources, using materials such as feathers, gold leaf, and leather.
- Her inspiration started with her mother, particularly her love for fashion, film and costumes.
- McGrath says, *"Flawless, luminous skin has always been a constant in my work. For years I've been using a custom mix of products to achieve different levels of luminosity from fresh baby skin to a supercharged power-glow."*



JEFFREE STAR COSMETICS

Social Media:

- Instagram: 6.5 Million Followers
- Facebook: 30,25,780 Followers

Inception & Rise:

- Musician-turned-beauty & lifestyle influencer Jeffree Star started his eponymous makeup label in 2013.
- The brand produces lipsticks, concealers, setting powders, highlighters, lip products, jackets, and mirrors. The company randomly sells mystery boxes on their website, including a mini box, premium box, and deluxe box.
- Most popular collections include – the "Androgyny" palette, the "Magic Star" setting powder and concealer, the "Velour Liquid Lipstick", the "Thirsty" palette, the "Liquid Frost" highlighter, and the "Blood Sugar" palette.
- All products sold by the brand are vegan and cruelty-free.



KVD BEAUTY BY KAT VON D

Social Media:

- Instagram: 5.7 Million Followers
- Facebook: 8,30,120 Followers

Inception & Rise:

- Founded in 2008 by American tattoo artist & model Katherine Von Drachenberg, KVD Beauty has grown into such a big brand that it's easy to lose count of the shade range now!
- It was a game-changer in the realm of liquid matte lipsticks and has been on the #1 charts of the bestseller across Sephora worldwide.
- The artwork on its packaging is hand-sketched by Kat Von D herself, as an expression to her good-old days of tattooing.



CAMPAIGN HASHTAG

#IamTYPsy

In an era of makeup collections with 40 foundation colors and more spokesmodels of color than ever before, diversity at the beauty counter would seem to be accepted, even celebrated.

With **Typsy Beauty** we want to leverage the power of **inclusivity & individualism** to the next level! We want to **break down boundaries** by regularly including **racial diversity and gender fluidity** in our communication in the most **unconventional & bold manner!**

Furthermore, we aspire to **embrace the effervescent spirit** of the brand's founder Kairavi within the hashtag.

With the hashtag **#IAMTypsy** we want to create a personalised chain of communication that makes the consumer resonate with the brand. We lay forward the notion that *"Anyone has the right to be beautiful in their own way. The standard is that there is no standard. And this is only the beginning."*

This can mean different things to different people, but at the heart of it all, it signifies the spirit of a brand that promotes its consumers to **embrace their strengths, personality & expressions** rather than hiding them. Today when we are bound by screen-to-screen communication, it's time that we unleash our **bold and playful side** like never before. It's time for us to be **"Be Bold. Be Free. Be Typsy"**.

In entirety we want to underline the brand's essence to **make cosmetics accessible for everyone**. It also showcases the brands attempt to break and disrupt all the traditional marketing rules and **carve a new path** for itself and its consumers that is **bold, fun, and goes with their vibe!**



What is #IamTYPsy?

Typsy is not just a feeling or state, it's a **fearless expression**. With **#IamTYPsy**, we want to break the monotony of the beauty panorama, and **lead forward a movement** that is a lot more than what the society wants us to be constrained within.

Typsy is for people who want to pave a way forward with their **unconventional notions**, resulting in a movement that is **more inclusive, more inspiring, and less singular in what "beautiful" constitutes**.

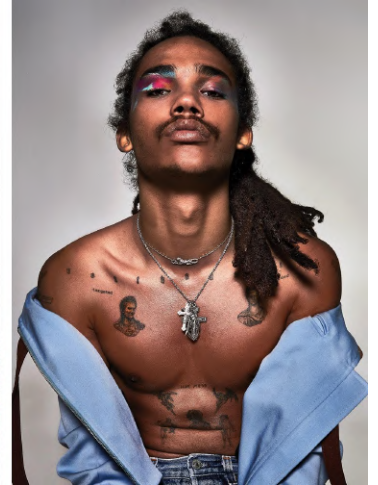
What does the community #IamTYPsy believe in?

- They feel empowered to express their personality and preferences regardless of age, gender or guidelines.
- They celebrate unique personalities and individuality.
- They cringe at the beauty "norm" that society dictates.
- They believe in being a part of a community that celebrates groundbreaking culture.
- They believe in unleashing their own individual beauty and freeing themselves from narrow beauty ideals.
- They embrace all genders, races, ethnicities, socioeconomic status, ages, religions, and sexual orientations.
- They believe in harnessing change and breaking-free from the stereotypical shackles.
- They respect individual choices and channel an embracing culture of acceptance.

CONTENT UNDER
#Iam**TYPSY**

DIVERSE & INCLUSIVE

Inclusivity is humanity. It represents our differences while celebrating culture and identity. Today, it is important to listen and cater to a diverse clientele & foster inclusivity by creating meaningful cosmetics that build global excitement.



BREAKING STEREOTYPES

Finally, genderless beauty is on the rise. Although the beauty industry has been largely dominated by women, everyone has the right to embrace makeup. Here we can collaborate with macro-beauty influencers who are changing the social paradigm with their distinct makeup looks! Furthermore, we would be establishing Typsy Beauty as a brand that supports universal inclusivity.



 **shantanuu**
Mumbai, Maharashtra

 **shantanuu** Mandala inspired makeup. I posted a reel on this yesterday if you haven't seen it already 😊❤️

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#creativemakeup #avantgardemakeup #uniquemakeup #muasupport #runwaymakeup #shantanuu #dazedbeauty #desimakeup #malemua #brownmua #desimakeup #indianmua #greenmakeup #razmakup #nuislamakeup

❤️ 💬 🗑️ 📌

👤 Liked by santu.misra and 3,221 others

7 DAYS AGO

😊 Add a comment... Post



 **justdeepdrama**

 **justdeepdrama** I was CRAVING for sugar today 🔍

#throwback to one of my absolute favorite looks of this year!! This look was a product of over caffeinated, anxiety induced shaky hands 🤔👎 BUT TOTALLY WORTH IT 🥰🥰🥰

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#justdeepdrama #bridelook #bridemakeup #insart #insartwork

❤️ 💬 🗑️ 📌

👤 Liked by sherryshroff and 1,248 others

2 DAYS AGO

😊 Add a comment... Post

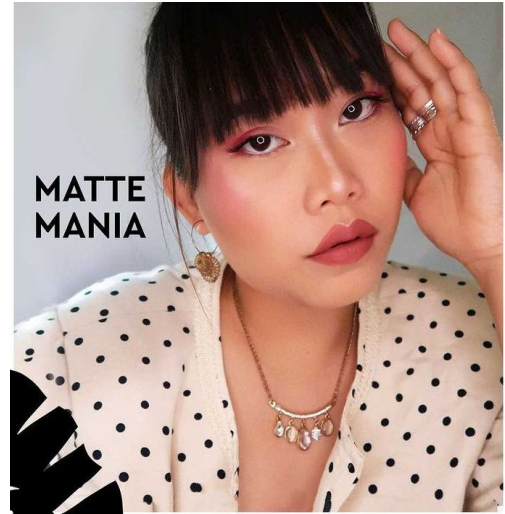
ENGAGEMENT IDEAS

Cosmetics is undergoing massive disruption and as technology evolves, there are new challenges, opportunities, risks and rewards opening for brands and marketers. Beauty brands have quickly moved from a product-based model to an experience-based model. Here, we can leverage the power of digital makeup challenges to garner eyeballs
(Ex: Best-Friend / Sister Makeup Swap, Blind-Fold makeup challenge, Festive Makeup Challenge etc...)



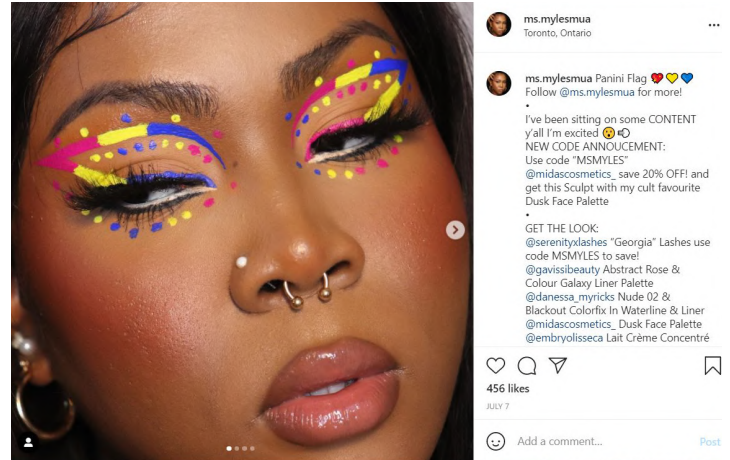
PRODUCT & COLLECTION LAUNCH

Here we can create buzz or curiosity about a new launch or new product by establishing a quirky conversation in the form of GIF/static/reels/video or carousel post. Such engagement building posts will establish us as a brand that stays abreast of the newest trends.



INFLUENCER COLLABORATIONS

Influencers, thanks to their huge reach, have the ability to extend brand exposure and raise brand awareness. As an influencer suggests or promotes your brand, their followers will probably take notice. Besides, suggestions from a popular influencer are often perceived as more authentic. Working with influencers will enable Typsy Beauty to cut through the noise and drive their followers to itself. It increases more visibility for our brand and helps build meaningful online conversations about it.



HALF & HALF

The cosmetics industry has become much more focused on inclusivity with new products catering for every demographic, and marketing campaigns showing consumers of all sizes and ages. Here we can showcase one side of the face featuring ordinary/common make-up (without revealing the brand) and on the other side we can feature an airbrushed, effortless makeup look using Topsy Beauty products, highlight makeup do's & don'ts.



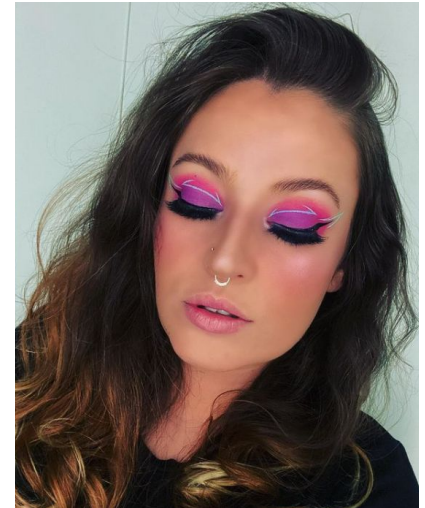
MAKEUP GUIDE 101

Most of us have mastered the basics when it comes to makeup — stuff like how to remove waterproof mascara, where to apply blush, and how to cover up a zit with the right concealer. But even if you've been wearing eyeshadow and foundation for decades, there are some next-level tricks out there that will leave you asking yourself, "How did I not know this?!" Here we can talk about — Makeup for beginners, must-have products, importance & uses, gifting, hacks & tips.



USER GENERATED CONTENT

UGC enables beauty brands to better understand their target audience and their communities better. It helps to build trust. It increases engagement and time spent on our site or social media platform. It keeps our stakeholders happy and makes them feel like they're an important part of the conversation.



GIVEAWAYS & CONTESTS

A successful giveaway can help Topsy Beauty increase its social media presence, boost engagement metrics and even align it with brands that it wants to be seen with. In a digital environment that's getting more saturated by the day with different brands trying to promote themselves, contests & giveaways are a fresh and creative way to interact with audiences and stand out from the crowd.



BLOOPERS & BEHIND-THE-SCENES

People don't spend their time watching boring monotonous videos—they want something interesting. Brands love to connect with consumers online, and we want our audiences to feel something towards us. This way we would let Typsy Beauty's audience join us in the little jokes & engage them by being our true self! Sometimes though, the mistakes can be better than the finished product.




BEAUTY VOCABULARY

What comes first, the trend or the product? It could go either way, but here's what is almost always certain: a buzzword is involved. Here we could decode various names & meanings, makeup techniques, essentials (ingredients to look for & to avoid), to act as an engaging knowledge partner to our consumers.

BEAUTY GLOSSARY
@popsofbeauty

Micellar Water:
Made up of tiny round molecules called micelles, micellar water is used to cleanse your skin, absorb oil and remove makeup



BEAUTY VOCAB
MINERAL SUNSCREEN

BEAUTY | VOCAB



DOUBLE CLEANSING



SAMPLE POSTS

#Iam
TYPSE

CONFIDENCE LEVEL:

No Filter Selfie

STATIC POST

Post Copy:

Looking to achieve the ultimate boss lady look? 😎

Put on your power lipstick that also doubles up as a great eyeshadow! What's more? It feels super lightweight and creamy. 💄

Shop your favourite products from the link in bio and ace that selfie!

#IamTYPSE #TypsyBeauty



STATIC POST

Post Copy:

Life is short, your lashes shouldn't be! 🙄

Our waterproof Bendable Mascara is the perfect monsoon beauty essential for on-the-go glam. 🧴

Its jet black, long-wearing formula lengthens, curls, volumizes, lifts & separates lashes with precision to give you fuller looking lashes! 🙄

Shop now from the link in bio.

#IamTYPSE #TypsyBeauty

#Iam
TYPSE

THE ONLY DRAMA
I ENJOY IS IN MY

lashes!





CAROUSEL

Post Copy:

Non-drying, long-lasting and lightweight matte lipsticks that feel like second skin! What's more? They're free of toxins and parabens to keep your lips healthy. 🗨️

Which Typsy Lip shade have you been rocking this season? 🗨️

Shop now from the link in bio.

#IamTYPSTY #TypsyBeauty



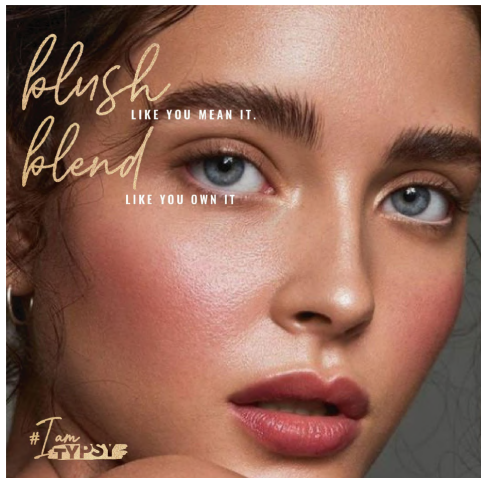


STAY
nourished. moisturised
& hydrated ALL DAY LONG!



100% Vegan
&
Cruelty Free

SHOP ONLINE ON
WWW.TYPSYBEAUTY.COM



CAROUSEL

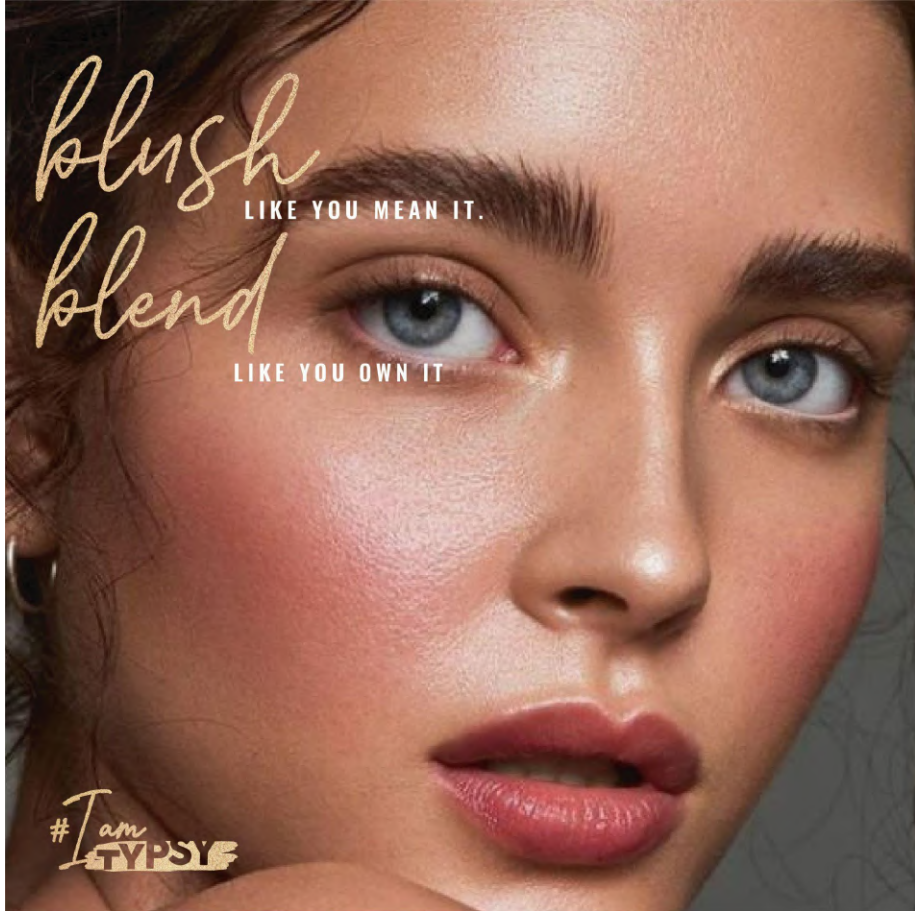
Post Copy:

No one will be able to resist those rosy cheeks 🌹

This lightweight but buildable, putty to powder blush, blends seamlessly into your skin. Infused with argan oil and vitamin E, this silky smooth, buildable formula will give you an effortless glow, on the go ✨

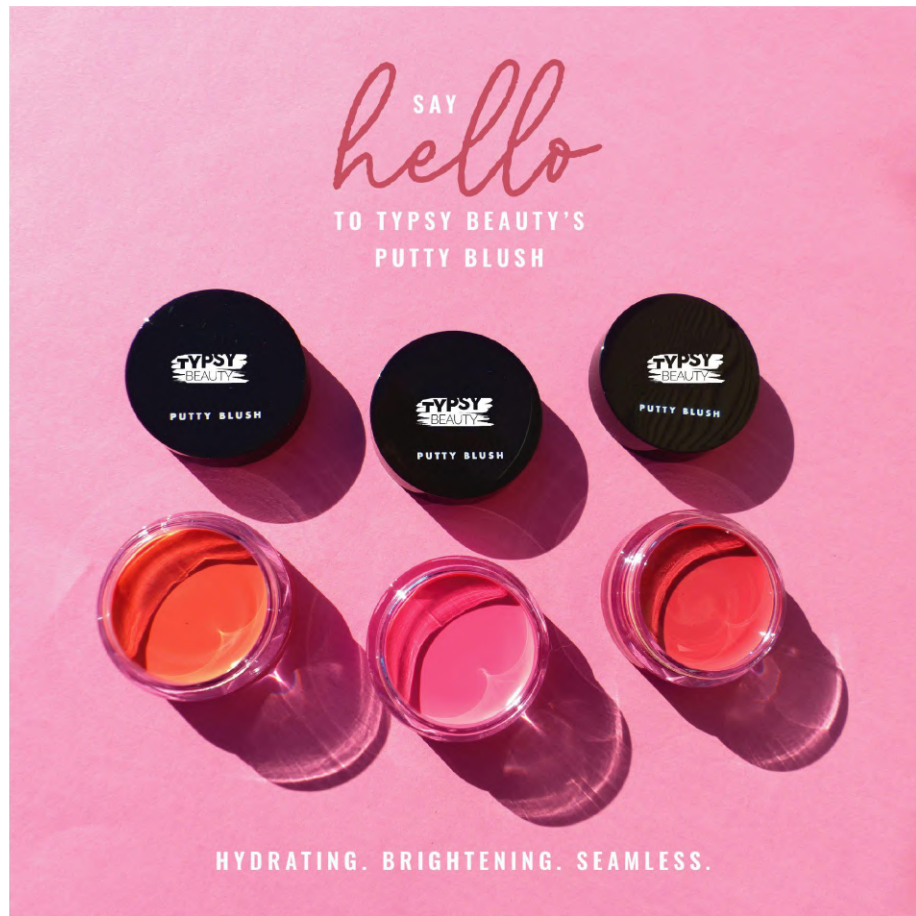
Shop now from the link in bio.

#IamTYPsy #TypsyBeauty





WEIGHTLESS FORMULA. FEATHERY LIGHT. SUPER BLENDABLE



SAY
hello
TO TYPSTY BEAUTY'S
PUTTY BLUSH

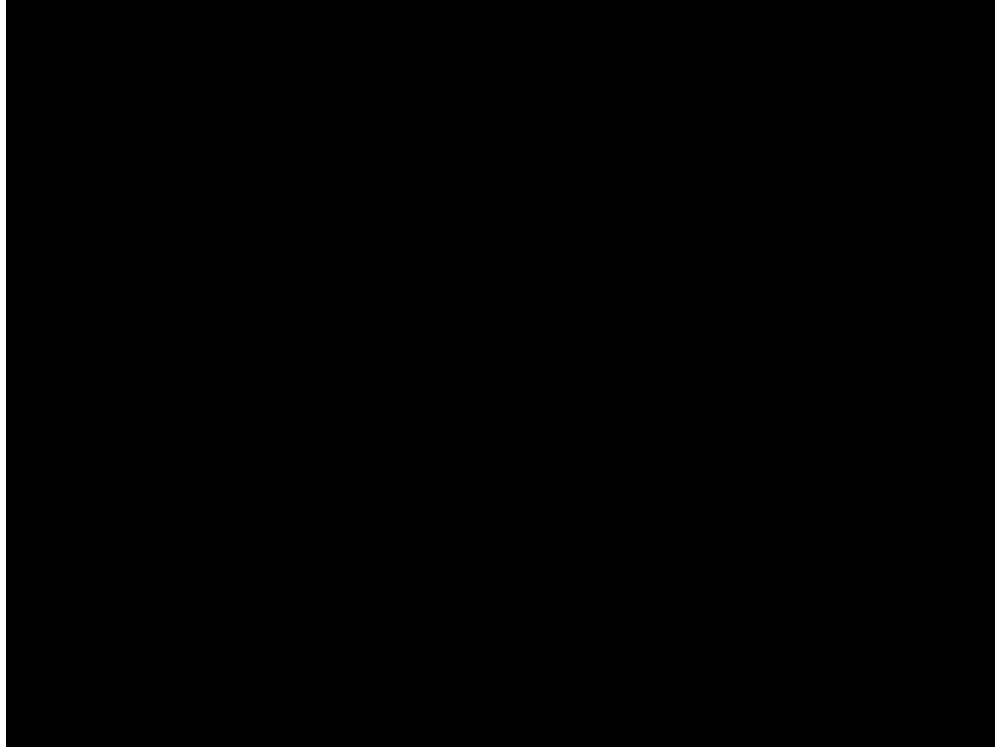
HYDRATING. BRIGHTENING. SEAMLESS.



Long Lasting
&
Non Transferable

SHOP ONLINE ON
WWW.TYPSYBEAUTY.COM

REEL VIDEO



FEED VIDEO



Post Copy:

Are you ready to get Tysy? 😊

The beauty revolution you've been waiting for is finally here!

Our bouncy, creamy formulas leave a weightless veil across your skin, allowing it to breathe. 🔥

Shop now from the link in bio.

#IamTYPsy #TysyBeauty

ON-GROUND ACTIVATION

ACRYLIC CUT LETTERS

- To be placed at popular locations such as /Cyber Hub malls for photo-op opportunity, people can post pictures on Instagram using the #IamTypsy
- The cut-out can also have a QR scan code placed next to it which will take people to a landing page and entitle them to a % discount on punching basic contact information. This way, we will be able to build a good database of consumers
- There is also an option to put up a small kiosk right next to the cut-out or in the close vicinity, the idea is to give the consumers an immediate feel of the product and promote conversions.



I am TYPSEY

I am TYPSEY

INFLUENCER MARKETING



PLAN OF ACTION WITH INFLUENCERS:

Idea: To collaborate with influencers and content creators from diverse backgrounds to help increase awareness on our suggested campaign and build a community under our hashtag: **#IamTYPsy**

Execution: The content creators will be gifted with a TYPsy BEAUTY branded press kit. With the logo placed on top of the box, it would entail a personalised handwritten letter from Kairavi to the respective influencer, introducing them to the brand and decoding the story behind **#IamTYPsy** — on how it is a movement that focuses on bringing together like-minded individuals who are here to make a change. Inside the box would be products from Typsy Beauty that are being introduced for the first time in the Indian market by a brand that is *Indian at heart yet international in quality & spirit*; (Ex: Putty Blushes, Lipsticks, Bendable Mascara etc...)

Example:

- The influencer will begin with creating an unboxing video of the press kit and will upload it on their handle.
- The video will be in the form of an Instagram Reel x 60 seconds, where the video begins with the box being opened, and the individual products being showcased with quick swatches (if any). At the end of the video the influencer will reveal a makeup look created using products from Typsy Beauty.

The content that would be uploaded in the form of an Instagram Reel & Story will have Typsy Beauty tagged in it, along with the hashtag **#IamTYPsy**.

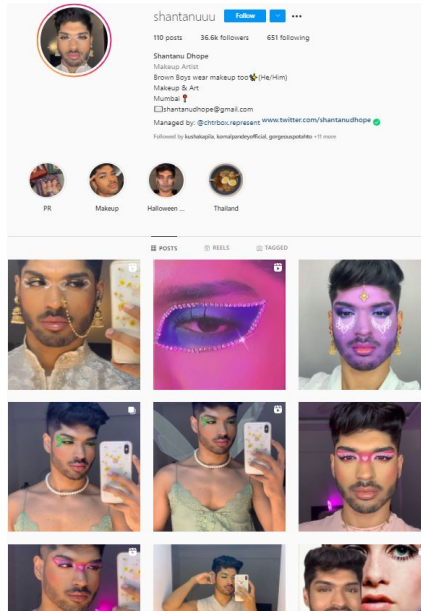


The following would be the most effective types of influencer collaborations Typsy Beauty can leverage:

- Sponsored Social Media Content
- Personalised Gifting & Unboxing Posts & Videos
- Sponsored Blog/Vlog/Reels Posts
- Q&A Sessions
- Makeup Look Videos (Ex: How to create the perfect cut-crease etc...)
- Makeup Challenges with Kairavi!
- Account Takeovers
- First Reactions/ Tried & Tested Youtube Videos
- Brand Ambassador Programs



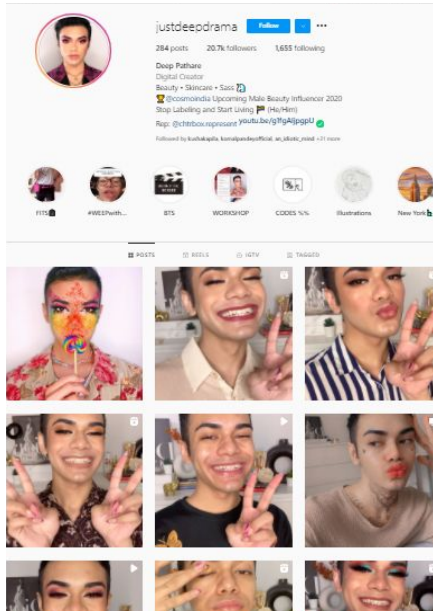
SUGGESTED INFLUENCERS



Shantanu Dhope
36.6K Followers

Profile Link:

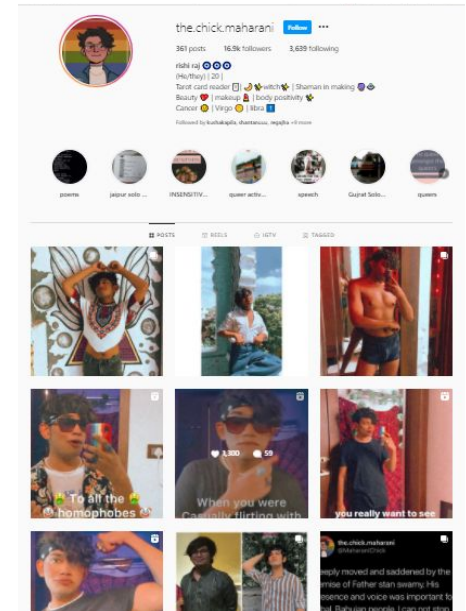
[\(https://www.instagram.com/shantanuu/\)](https://www.instagram.com/shantanuu/)



Deep Pathare
20.7K Followers

Profile Link:

[\(https://www.instagram.com/justdeepdrama/\)](https://www.instagram.com/justdeepdrama/)

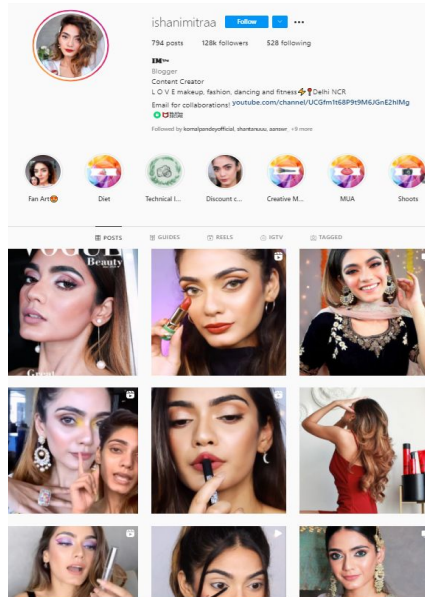


Rishi Raj
16.9K Followers

Profile Link:

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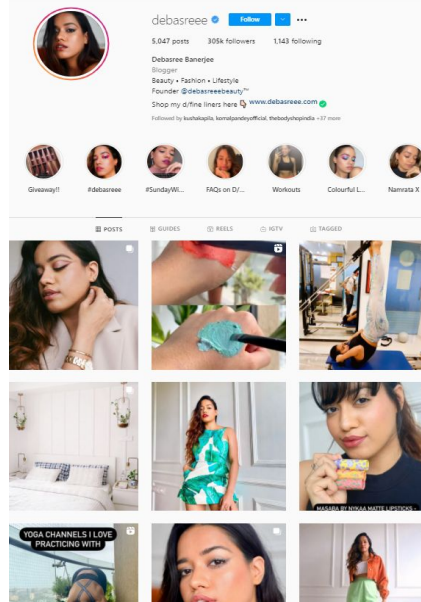
SUGGESTED INFLUENCERS



Ishani Mitraa
128K Followers

Profile Link:

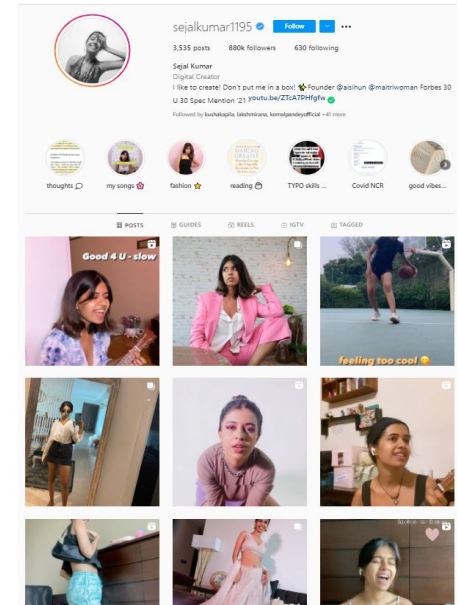
<https://www.instagram.com/ishanimitraa/>



Debasree Banerjee
305K Followers

Profile Link:

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

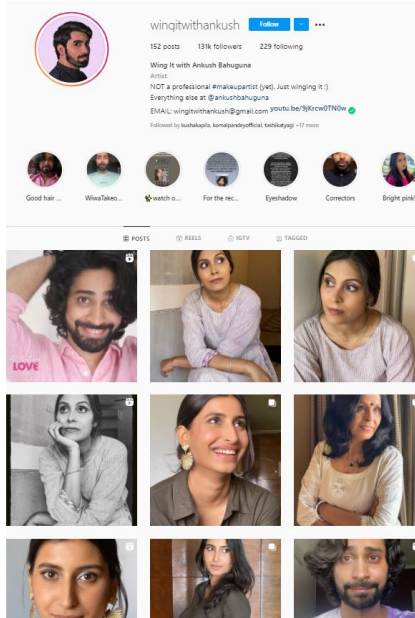


Sejal Kumar
880K Followers

Profile Link:

<https://www.instagram.com/sejalkumar1195/>

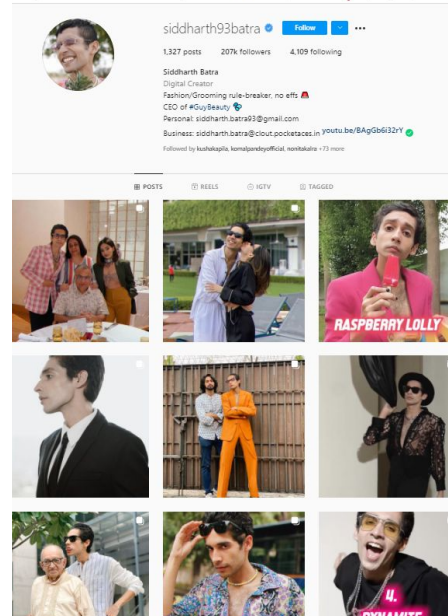
SUGGESTED INFLUENCERS



Ankush Bahuguna
131K Followers

Profile Link:

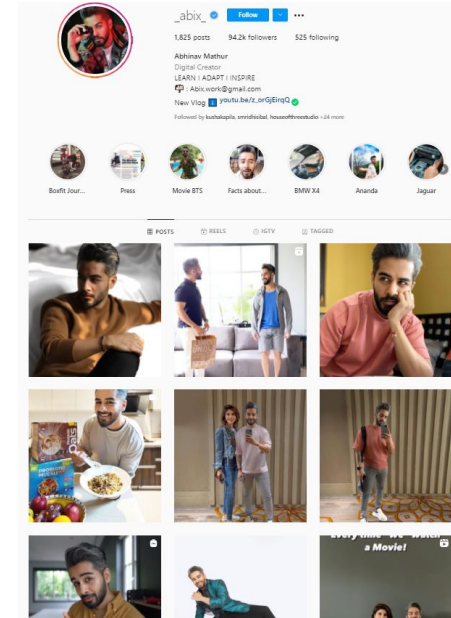
[\(https://www.instagram.com/wingitwithankush/\)](https://www.instagram.com/wingitwithankush/)



Sissharth Batra
207K Followers

Profile Link:

[\(https://www.instagram.com/siddharth93batra/\)](https://www.instagram.com/siddharth93batra/)

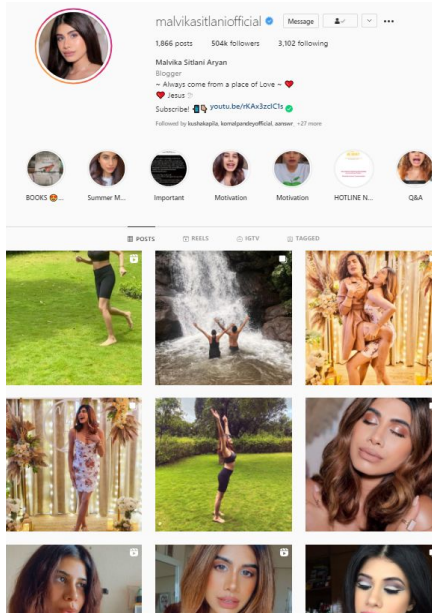


Abhinav Mathur
94.2K Followers

Profile Link:

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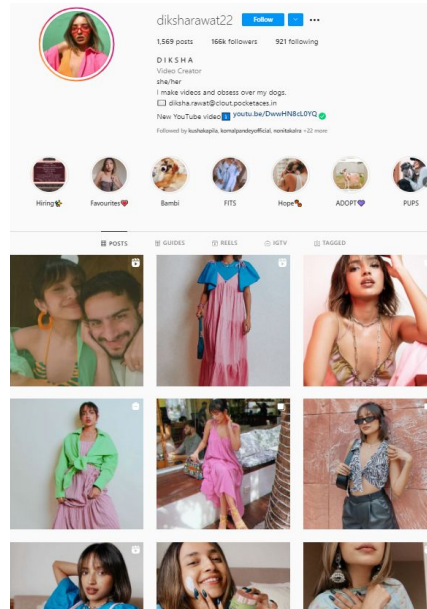
SUGGESTED INFLUENCERS



Malvika Sitlani Aryan
504K Followers

Profile Link:

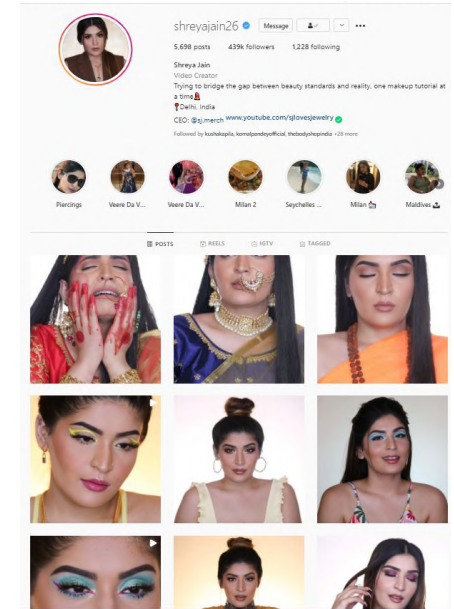
<https://www.instagram.com/malvikasitlaniofficial/>



Diksha Rawat
166K Followers

Profile Link:

<https://www.instagram.com/diksharawat22/>

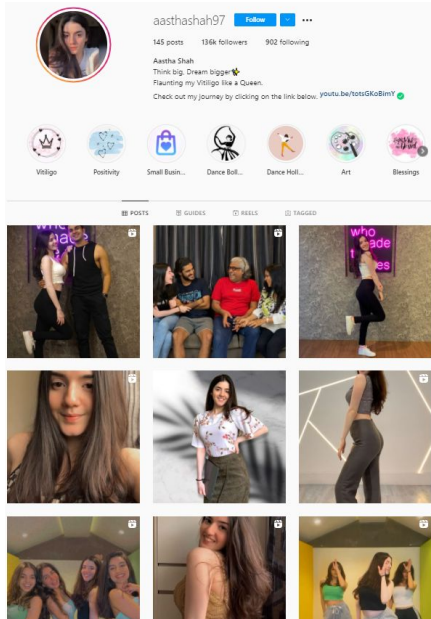


Shreya Jain
439K Followers

Profile Link:

<https://www.instagram.com/shreyajain26/>

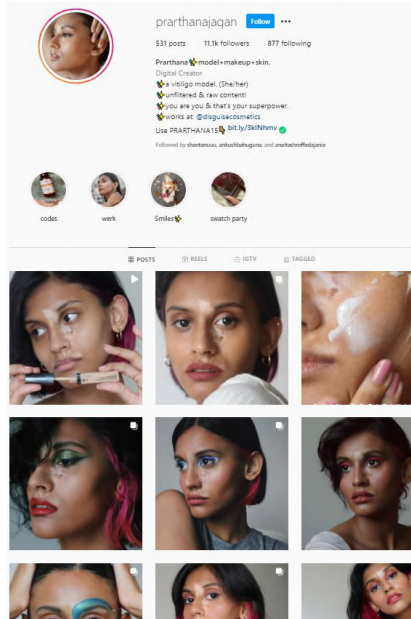
SUGGESTED INFLUENCERS



Astha Shah
136K Followers

Profile Link:

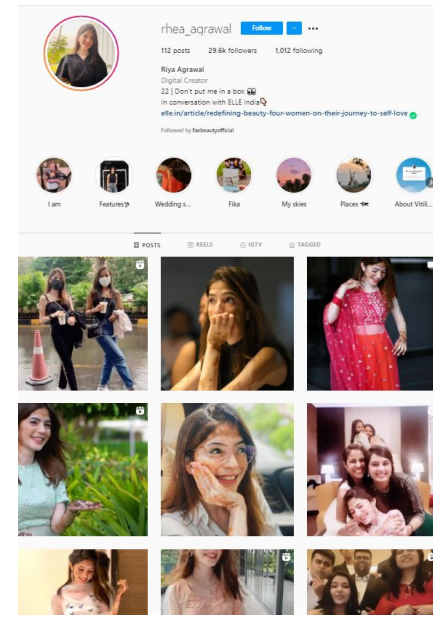
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Prarthana Jagan
11.1K Followers

Profile Link:

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

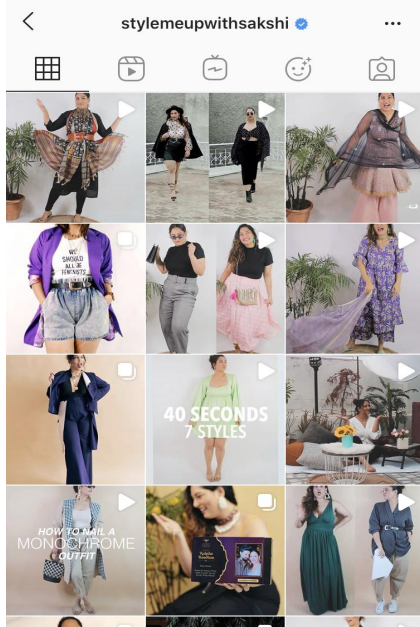


Riya Aggarwal
29.6K Followers

Profile Link:

https://www.instagram.com/rhea_agrawal/

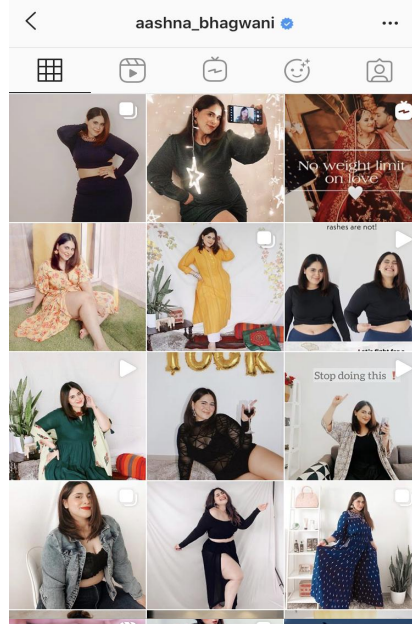
SUGGESTED INFLUENCERS



Sakshi Sindwani
242K Followers

Profile Link :

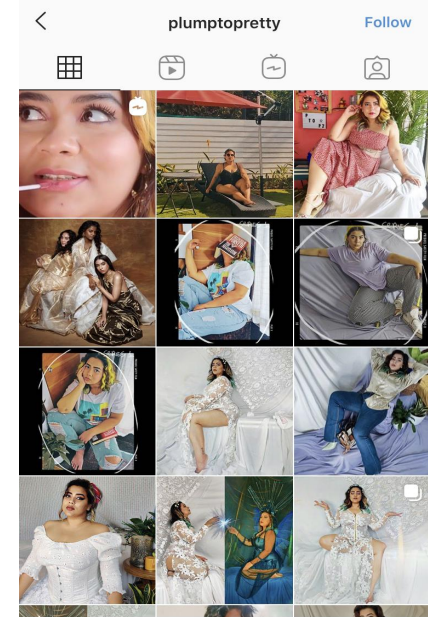
[\(https://www.instagram.com/stylemeupwithsakshi/\)](https://www.instagram.com/stylemeupwithsakshi/)



Aashna Bhagwani
102K Followers

Profile Link :

[\(https://www.instagram.com/aashna_bhagwani/\)](https://www.instagram.com/aashna_bhagwani/)

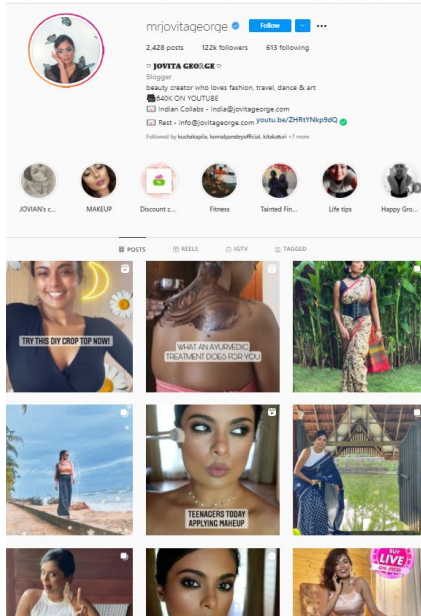


Neelakshi
16.6K Followers

Profile Link :

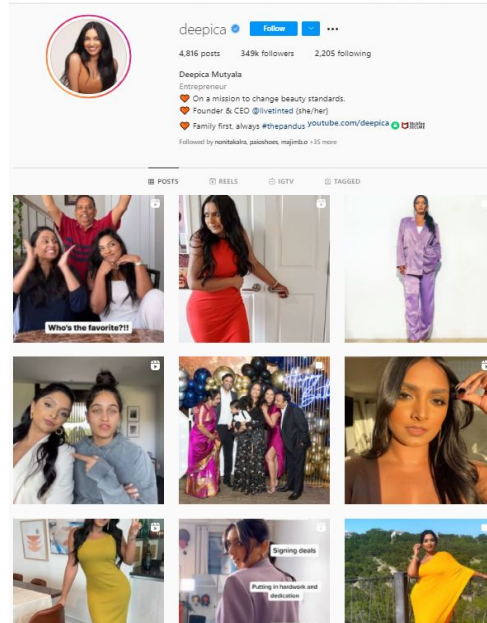
[\(https://www.instagram.com/plumtopretty/\)](https://www.instagram.com/plumtopretty/)

SUGGESTED INFLUENCERS



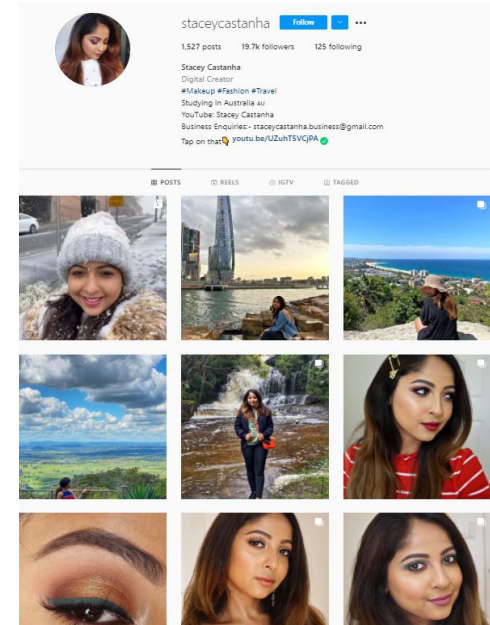
Jovita George
122K Followers

Profile Link :
<https://bit.ly/3rTHWKx>



Deepica Mutyala
349K Followers

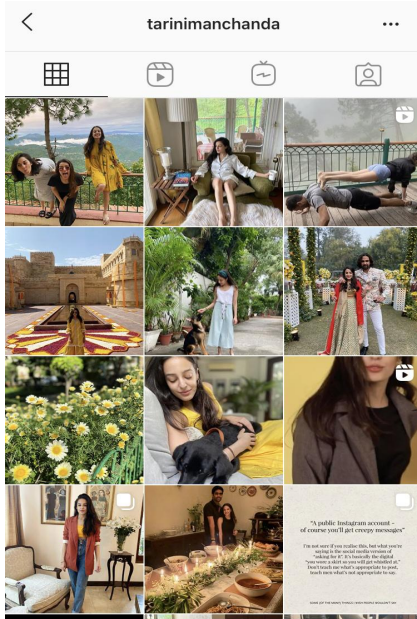
Profile Link :
<https://www.instagram.com/deepica/>



Stacey Castanha
19.7K Followers

Profile Link :
<https://bit.ly/37iKTuN>

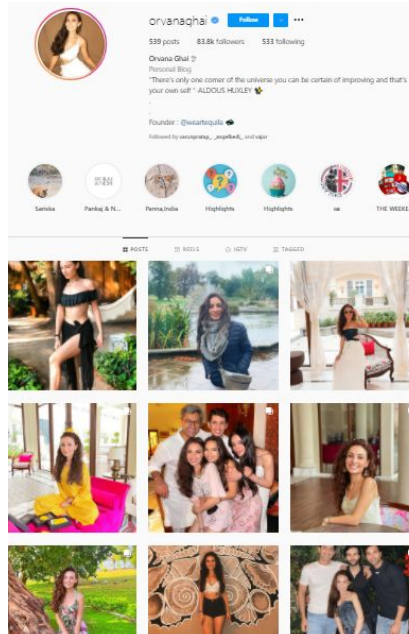
SUGGESTED INFLUENCERS



Tarini Manchanda
30K Followers

Profile Link :

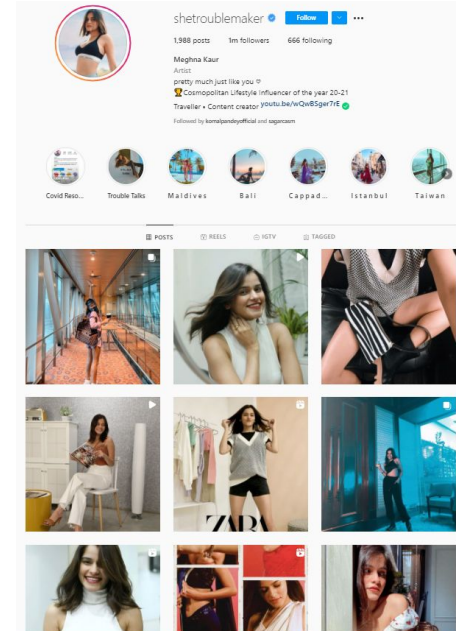
[\(https://www.instagram.com/tarinimanchanda/\)](https://www.instagram.com/tarinimanchanda/)



Orvana Ghai
83.8K Followers

Profile Link :

[\(https://www.instagram.com/orvanaghai/\)](https://www.instagram.com/orvanaghai/)



Meghna Kaur
1 Million Followers

Profile Link :

[\(https://www.instagram.com/shetroublemaker/\)](https://www.instagram.com/shetroublemaker/)

THANK YOU!

