

## 3-POST CAMPAIGN

### *Launch of a New Product: “HydraMist Toner”*

#### Campaign Goal:

Drive awareness and first-week sales for the new **HydraMist Toner**  
Campaign runs for 3 days across Instagram & Stories

#### **Post 1 – Teaser Reel**

**Visual:** Slow-motion spritz, ASMR-style water droplets

**Caption:**

✨ Something cool, calm, and ultra-hydrating is landing soon...

Can you guess what it is?

#GlowRitualTease #SkinInspo #ComingSoon

**CTA:** “Turn on post notifications — you don’t want to miss this!”

#### **Post 2 – Launch Day Carousel**

**Slide 1:** “Say hello to your skin’s new favorite drink 💧”

**Slide 2:** Product photo

**Slide 3:** Key ingredients

**Slide 4:** “How to use”


**Slide 5:** Early reviews (from testers or influencers)

**Caption:**

Introducing the **HydraMist Toner** — your daily dose of calm, cool hydration.

Infused with rose water, niacinamide, and green tea 🌿

Gentle enough for daily use, powerful enough to make a difference.

 **Launch Offer:** 10% off for the first 100 customers.

#GlowRitualLaunch #HydraMistGlow #SkinCareRoutine

### **Post 3 – Results Testimonial Reel**

**Visual:** Split screen of before/after skin shots from a tester or influencer

**VO/On-screen text:**


“2 weeks with HydraMist and my skin feels alive again.”

– Zara, student + skincare enthusiast

**Caption:**

Real results. Real skin. Real glow.

HydraMist Toner is already changing routines — and we’re just getting started.

 Try it now. Link in bio.

#GlowTested #GlowRitualResults