

Sulwhasoo: *the root of beauty*

PR 524 – Multimedia content creation I

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Company Background: Sulwhasoo

- Korean skincare brand founded in 1932
- Mission: "inspire people to explore their heritage and create their own version of beauty"
- The first skincare brand to incorporate *ginseng*
- Apr 2018: Sulwha Danjang Flagship Store
- Oct 2022: Rosé of BlackPink became Global Ambassador





The Root of Beauty Campaign

- Celebrate Multicultural Diversity Day (Oct. 16, 2023)
- Promoting the beauty of heritage and helping people find beauty in oneself
- Target Audience:
 1. Women between the ages of 23-35
 2. Live in the United States
 3. (Ethnicity) American

The Root of Beauty Campaign Pt. 2

- Instagram Project: #diversitywithsulwhasoo
 1. Post a photo/reel in your heritage's traditional clothing/accessories
 2. Admission period: 10/1/23-10/16/23
- Selected participants for Sulwha Danjang Hanbok Experience Program
 1. People can try on different types of hanbok
 2. Get a makeover (traditional hair styles, accessories, makeup)
 3. Eat traditional Korean food and snacks
- Los Angeles, NYC, Atlanta, and Chicago





WHY?

- Introduce the brand to a new audience
 1. Currently, its mostly Korean users who know the brand
 2. Those that are not Korean would be interested
- Reinforcing mission statement of embracing heritage



Paid: Billboard

- Billboard advertisements: in metropolitan cities such as NYC and LA
 1. Focus on areas with a lot of ethnic diversity
 2. Big hubs of Asian Americans and K-pop fans

Paid: Bus Shelter

- Bus shelter advertisements
 - Very concentrated in busy cities such as D.C., LA, NYC, Chicago, Atlanta
 - Also scatter through other states including Texas and Florida

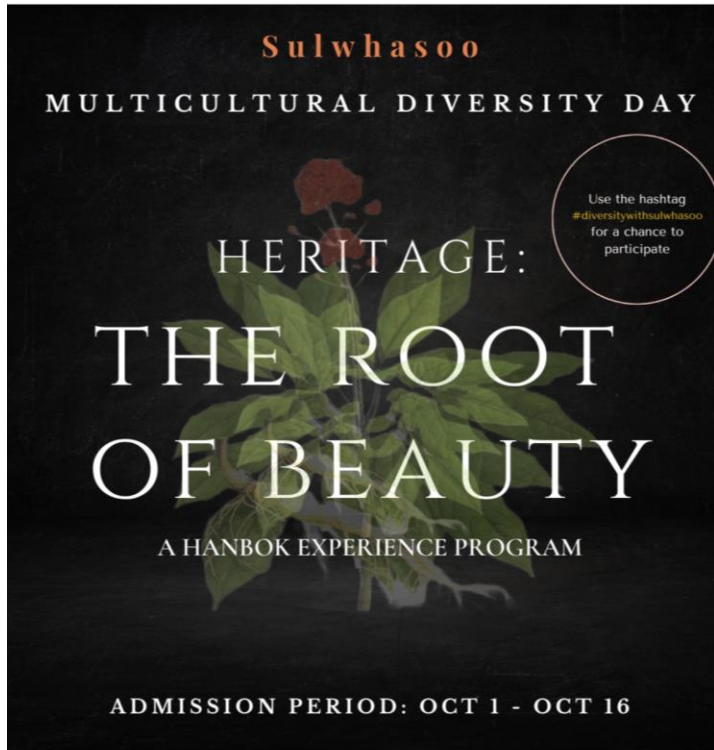




PESO: Earned Tactics

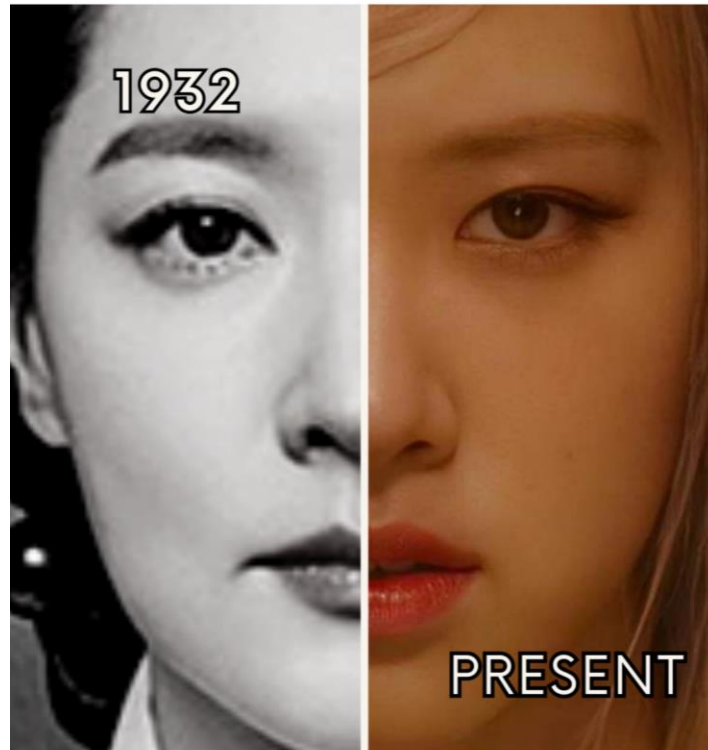
- Invite press to the two-day, in-person flagship store Hanbok Experience Program
- Hint the appearance of Rosé at the event as a global ambassador

Sulwhasoo.us



sulwhasoo.us Embrace your culture with a post [#diversitywithsulwhasoo](#) for a chance to participate!

Sulwhasoo.us



sulwhasoo.us From 1932 to today, Sulwhasoo continues to embrace Korean heritage because beauty is **timeless**.

Shared:
Instagram
Post

Traditional Hanbok

Modern Hanbok



EMBRACING
OUR HERITAGE



sulwhasoo.us The modern hanbok is a perfect example of embracing heritage in the modern day. Who else needs one now? ☐☐



PERSPECTIVE:
KOREAN SKINCARE

Perfect skin is not only an aesthetic but also an extension of one's physical health

@sulwhasoo.us



sulwhasoo.us What is a skincare tip that is unique to your culture? Comment down below ☐

Shared:
Instagram
Post (pt. 2)

Multicultural Diversity Day

10 | 16 | 23

EMBRACING
HERITAGE
IS THE ROOT
OF BEAUTY

BEING
MYSELF
NEVER
FELT SO
BEAUTIFUL

HANBOK
EXPERIENCE
PROGRAM

Use the hashtag
#diversitywithsulwhasoo
for a chance to
participate

Sulwhasoo
www.us.sulwhasoo.com

Flyer/Poster

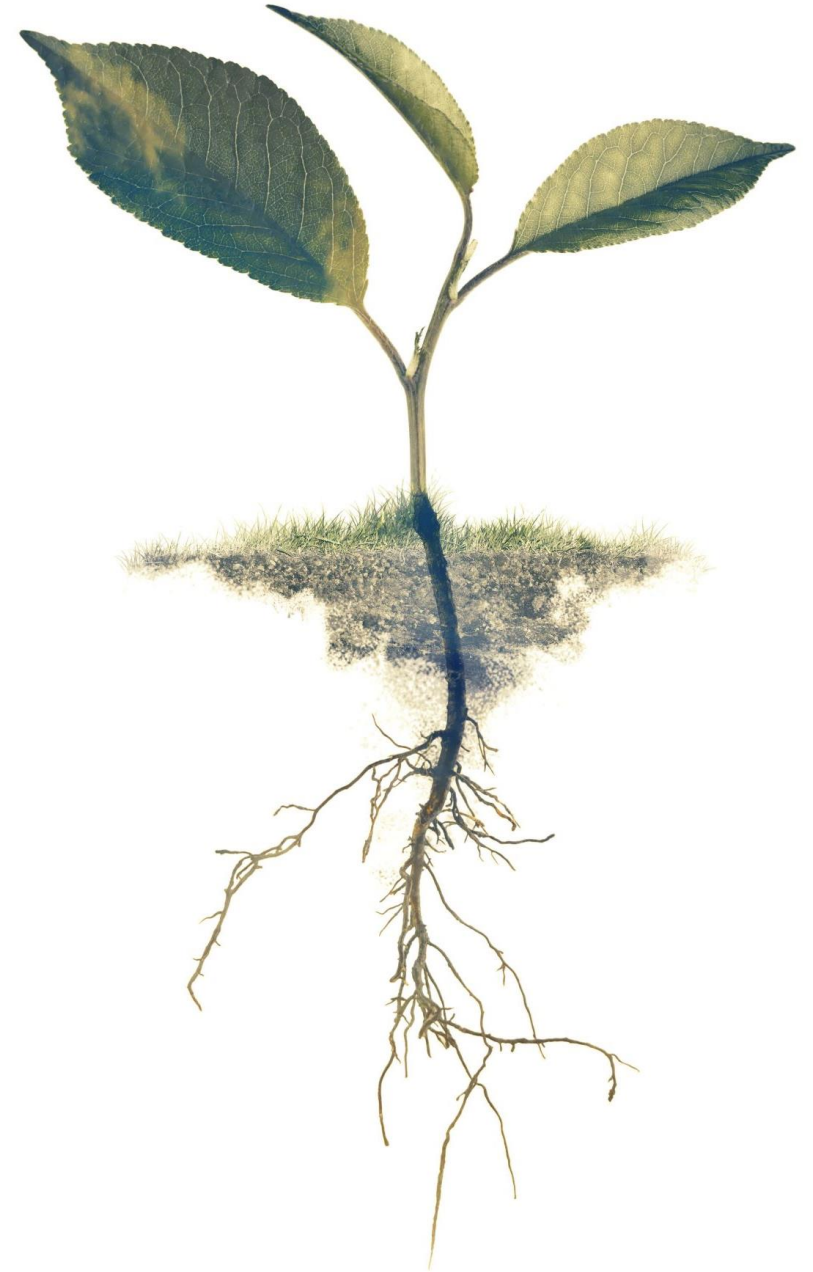
- Posted in Korean-owned small businesses or hot spots
- On the wall or windows
- EX. Paris Baguette, CGV

PESO: Owned Tactics

- [Blog post](#): "Understanding Korean Heritage: *Hanbok*"
- The two-day, in-person *Hanbok* Experience Program
- Create a video summarizing the event



The *Root* of
Beauty



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Thank You!

