



LANEIGE

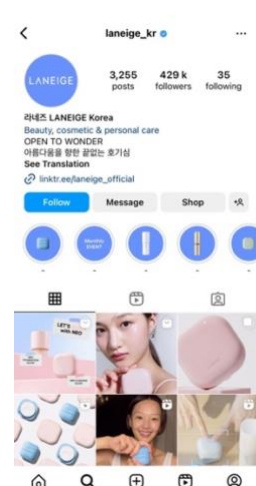
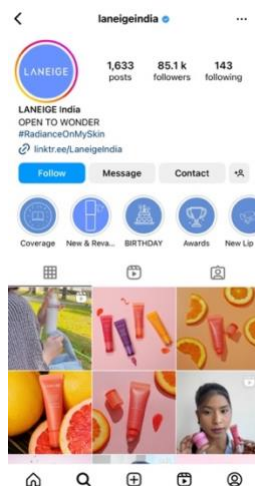
In the plethora of retail brands available, especially the ones that cater to beauty and cosmetology the brand that stood out to me is Laniege which is owned by AmorePacific Group who also holds the ownership rights for 30 various brands.

So now to answer the question What is Laniege?

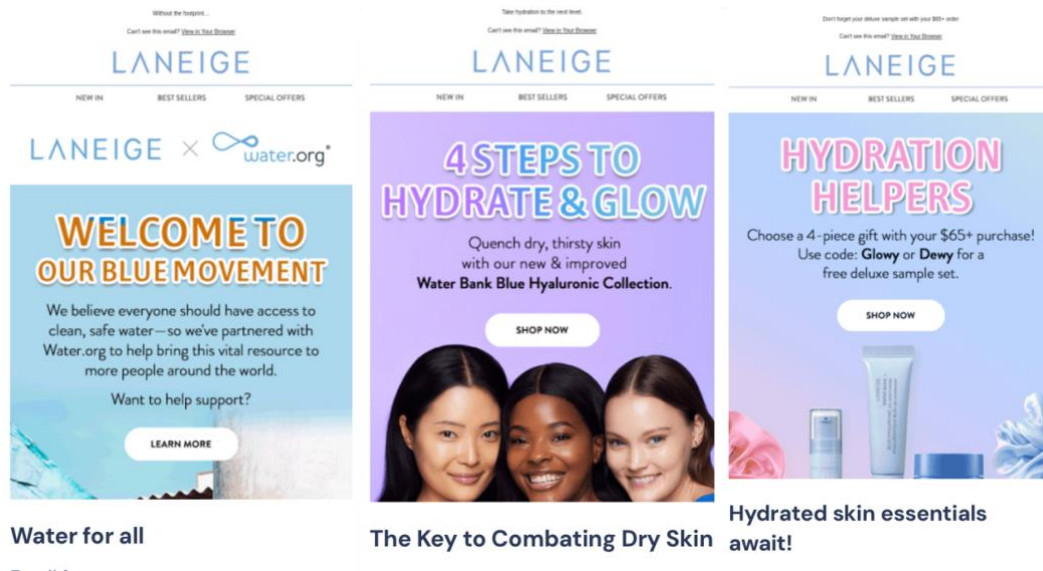
Laniege which means 'Snow' in French is one of the highest rated Korean Makeup and Skincare brand and mainly concentrates on Scientific research on water to provide their target group with moisturised skin. The tagline of the brand is 'FEEL the GLOW, LANEIGE'. The brand comprises of 5 main products which can be a part of a person's lifestyle namely -

1. The full repair moisturizer- water bank hyaluronic
2. Radian- C cream
3. Perfect Renew anti-aging kit
4. Sleeping masks
5. Neo cushion base makeup

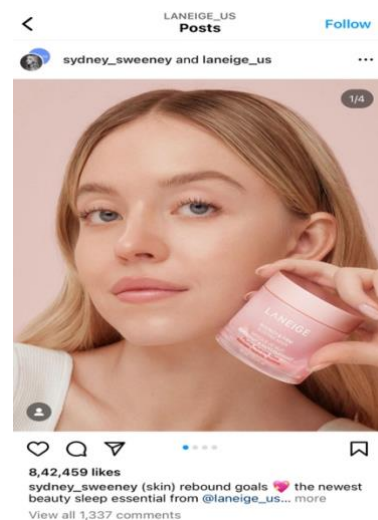
The brands digital marketing strategies consists of- Email marketing, Search Engine Optimisation, Paid Ads and a strong presence on Instagram, Facebook, TikTok as well as YouTube. They have a finely planned visual aesthetic with a pastel colour palette which leads to the connotation of their products being gentle. In line with consumer expectations their social media handles also give their audience insights on skincare and reaffirms the quality of their ingredients.



Although not a part of Social Media Strategy Laniege's Email Marketing strategy deserves a call out given it appeals to the audience as their emails have newsletters that are contextual, personalized and 20.16% subject lines have emojis leading to decently high open rates and these emails have a good spam score of -1.9



In terms of Instagram pages, Laniege has local Instagram handles for each country where they have outlets- Laniege USA having the highest number of followers (940K), followed by Korea (429K). Talking about their US Instagram handle, their Brand Influencer who also happens to be their global ambassador is the Euphoria famed actress Sydney Sweeney who collabs through her Instagram page which has 18.2M followers which drastically increases Laniege's social media engagement.



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Laniege India also has a brand face- Athiya Shetty who is known to have a close-knit bond with her followers. Mini Sood Banerjee the assistant director and head of marketing and training at AmorePacific Group stated, "At Laniege, we believe that beauty should be accessible to everyone, and we are excited to have Athiya join us on this journey towards making beauty more inclusive, inspiring and empowering". This further increases inclusivity and attracts a wider audience.



An interesting campaign by Laniege India is their concept of Giveaways with other local luxury brands selling products different from skincare such as chocolates (entisi), Fragrances (Savour and Aura), as well as accessories (Mint and Oak).

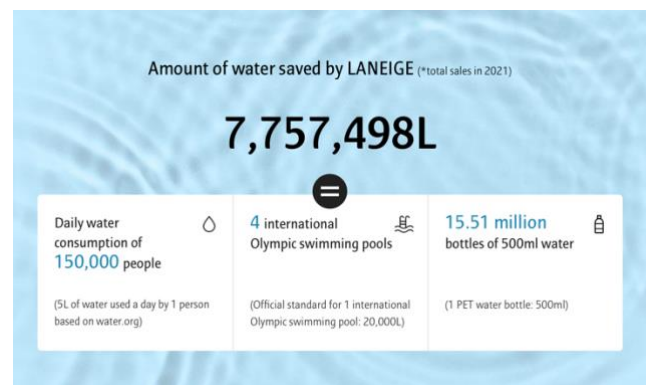
A comparatively newer platform for social media marketing is Reddit. Laniege tapped into the reddit audiences by getting promoted under Subreddits such as r/skincareaddiction with 2.2M members and r/AsianBeauty with 1.9M members. This move was made by Laniege's marketing geniuses to promote their Water Bank hyaluronic moisturiser and create brand awareness amongst a large ranged target group. This was a success as, not only was the click-through rate more than 50% as compared to the benchmark of other Reddit beauty posts but also the video completion rate was 42% more than other Reddit videos.

Laniege's YouTube presence has been quite resourceful for the brand as well in order to achieve brand goals. One specific such objective was the brands need to raise awareness about their Water Bank hyaluronic moisturiser among young women in Hong Kong. Hence, they took the decision of collaborating with two beauty influencers Mira and Liz, as they predicted their content to resonate more with their target group. Laniege's estimation turned out to be accurate and the YouTube videos gained over 554,00+ views and 2.2M+ impressions and encouraged the audience to use the promocodes the influencers provided in their videos which led to an incline in the product sales.

Another indirect Brand Promotion strategy that Laniege used on YouTube was when their products were used and talked about by influencers on the most esteemed makeup and skincare secrets pages namely allure and vogue.



Laniece as a brand has also taken many sustainability initiatives and promoted them on their social media pages their most prominent one being HUG for UNIVERSAL GOODNESS. This initiative is relevant to their brand image as well as most of the products are based on Water Science and this campaign is about saving water and embracing the fluidity in different aspersions of the people in their global community. This brilliant concept is executed by a three-step process.



The first being the use of Sustainable products to reduce water-footprint.

The brand has taken efforts in order to achieve the Water-footprint certification which implies that their product manufacturing saves water throughout the phases of their lifecycle. This initiative also involves a reduction in plastic usage as most microplastics are dumped in the ocean. The brand uses recycled plastics for their products for examples the water sleeping mask has 21g of plastic saved from being packaged with each container.

The second step of this campaign is -Saving the Oceans where Laniece sets up drives with local communities in Korea, China, and Thailand to conserve the water through an ocean clean-up program certified by the World Wide Fund for nature.

The third step is the brands initiative to embrace diversities as they have a Globally acclaimed brand and to embrace sustainability in different regions of the world Laniece is conducting activities for a sustainable environment in the 36 countries they do business in.



Another considerable effort by Laniece is their newly started refill program for their Water Bank hyaluronic moisturizer. They now sell refills with less amounts of plastic used that could be fitted inside the product container which can be changed without the need of buying a whole new container. All these measures increase the brand loyalty as the customers can have a guilt-free experience as well as actively contribute to protecting the environment.



The brand in the US has also created an immersive digital experience that is their Virtual Store which they heavily promote through their social media page. This store comprises of their entire range of products available and categorically displays and gamifies each product line. This gives the understanding of the advancement of tech inculcated by the brand.

Although Laniege is excelling in their social media game, my recommendation for more effective social media engagement would be to target a vast age group of people. Some of the products offered by them are directed to a demographic with older people. They provide an anti-aging kit that would be used particularly by a comparatively older woman. But their social media marketing is mostly catering to a target group of a younger generation and there is less awareness about the brand with women who are above the age of 35. This involves the use of language, and the brand faces they use. To captivate the interest of a specific community Laniege is required to use strategies that will draw that specific target group.

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Instagram Handles

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Laniege India-

[https://www.instagram.com/laneigeindia/#:~:text=LANEIGE%20India%20\(%40laneigeindia\)%20%20Instagram%20photos%20and%20videos](https://www.instagram.com/laneigeindia/#:~:text=LANEIGE%20India%20(%40laneigeindia)%20%20Instagram%20photos%20and%20videos)

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