

AQUALOGICA®



AC



MEET OUR TEAM



SHREYA



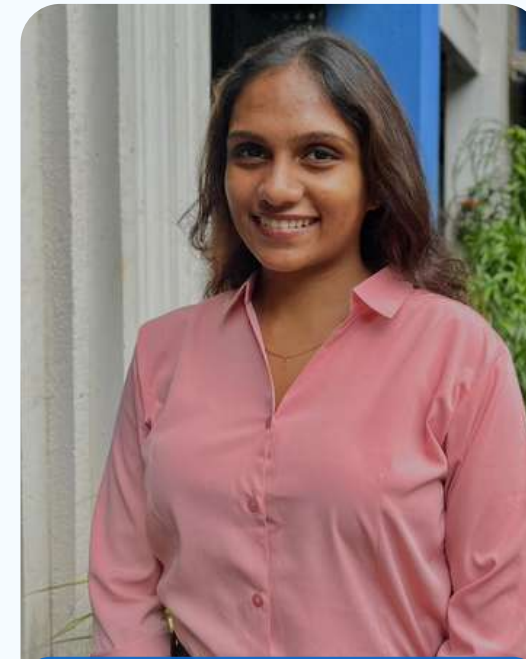
DRASHTI



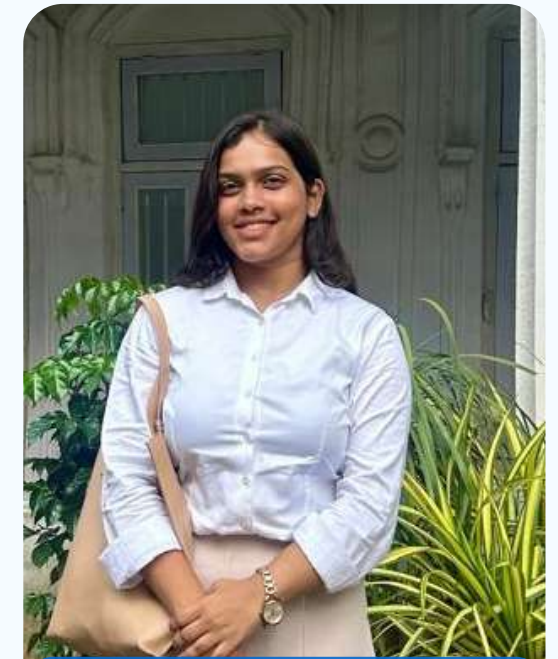
STUTI



TRICIA



ANASTASIA



DALREEN



AGENDA

-  **1. *Introduction***

-  **2. *Current Standings***


-  **3. *Competitor Analysis***


-  **4. *Audience Targeting & Buyer Persona***


-  **5. *Current Trends***

-  **6. *TOFU***

-  **7. *MOFU***

-  **8. *BOFU***

-  **9. *Budgeting***

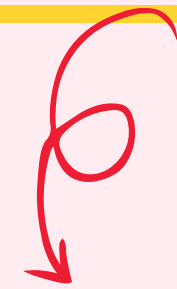
-  **10. *Media Plan***

////// BRAND OVERVIEW

Fresh Start To Glowing Skin



Founded In



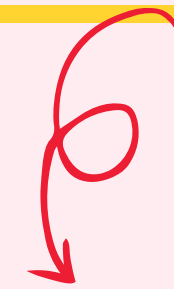
2021

Founded By



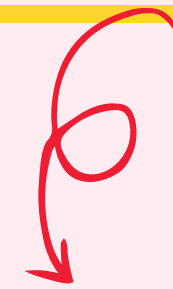
Ghazal Alagh &
Varun Alagh

Parent Company



Honasa Consumer
Limited

Turnover



150 Cr

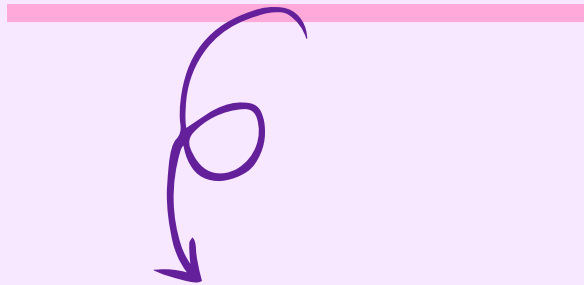




BRAND IDENTITY



Brand Tone



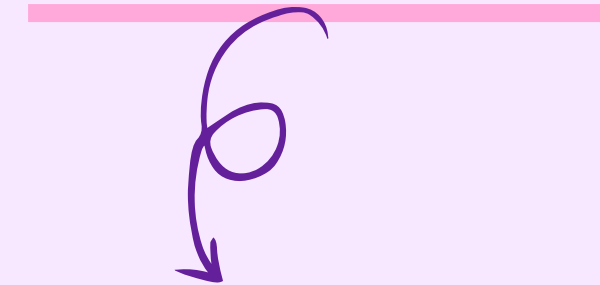
Youthful and Fun
Educational yet Approachable
Trendy yet Transparent

Brand Font



Open Sans
Custom

Brand Color



-  #0066CC
-  #00478F
-  # F04438



////// SUN PROTECTION RANGE

Glow + Dewy Sunscreen

Detan Dewy Sunscreen

Radiance+ Dewy Sunscreen

Illuminate Dewy Sunscreen

Hydrate+ Dewy Sunscreen

Barrier+ Repair Sunscreen

Glow+ Infused Tinted Sunscreen

Glow+ Infused Water Sunscreen





FEATURES



*SPF 50+ & PA++++
Protection*



*Suitable for All Skin
Types*



*Non-Sticky & No White
Cast*



Lightweight



Fragrance-Free



*Dermatologically
Tested*



BENEFITS





- Innovative Product Range
- Clean Ingredients
- Unique Water-lock Technology

S

- Moderate Brand Awareness
- Competitive Positioning
- Limited Offline Presence

W

- Growing demand for Sun-Protection
- Focus on Sustainability
- Potential for Offline Expansion

O

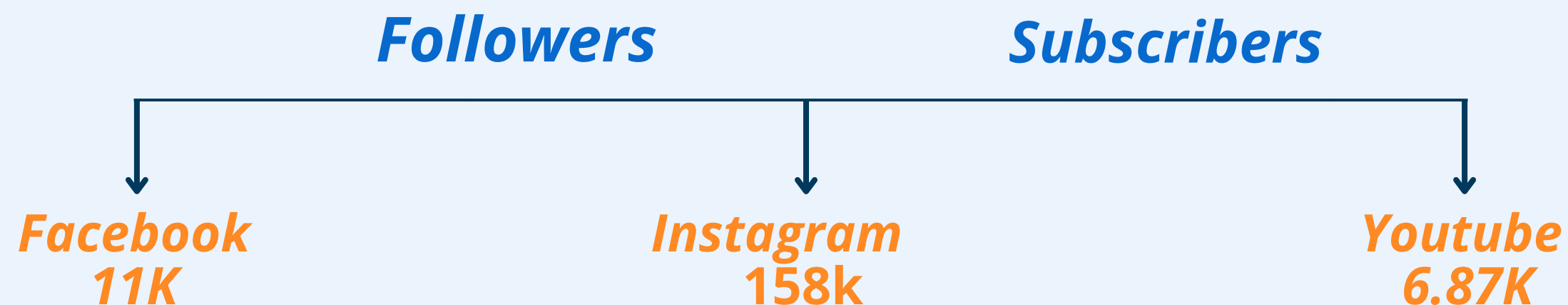
T

- Intense Market Competition
- Shifting Consumer Trends
- Overcrowded Market





CURRENT ADS ANALYSIS



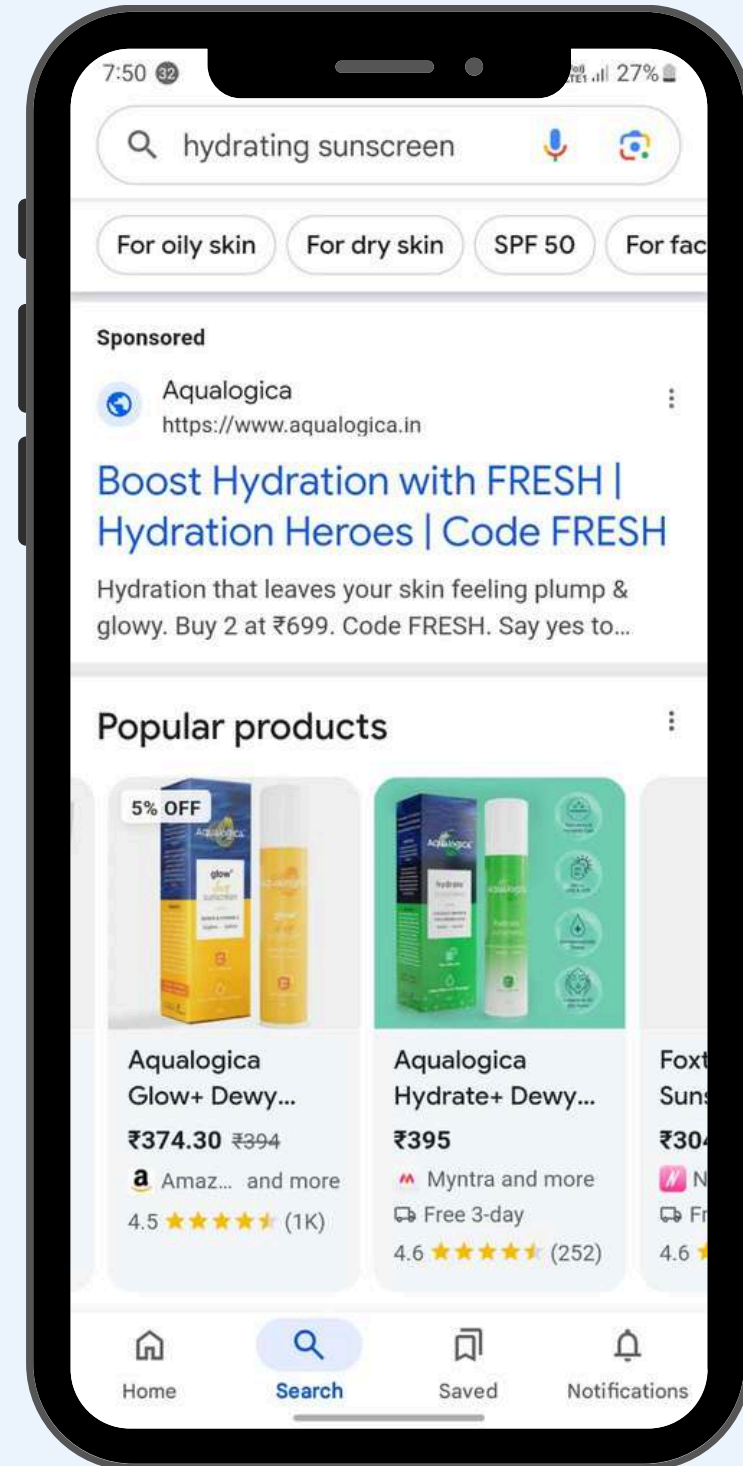
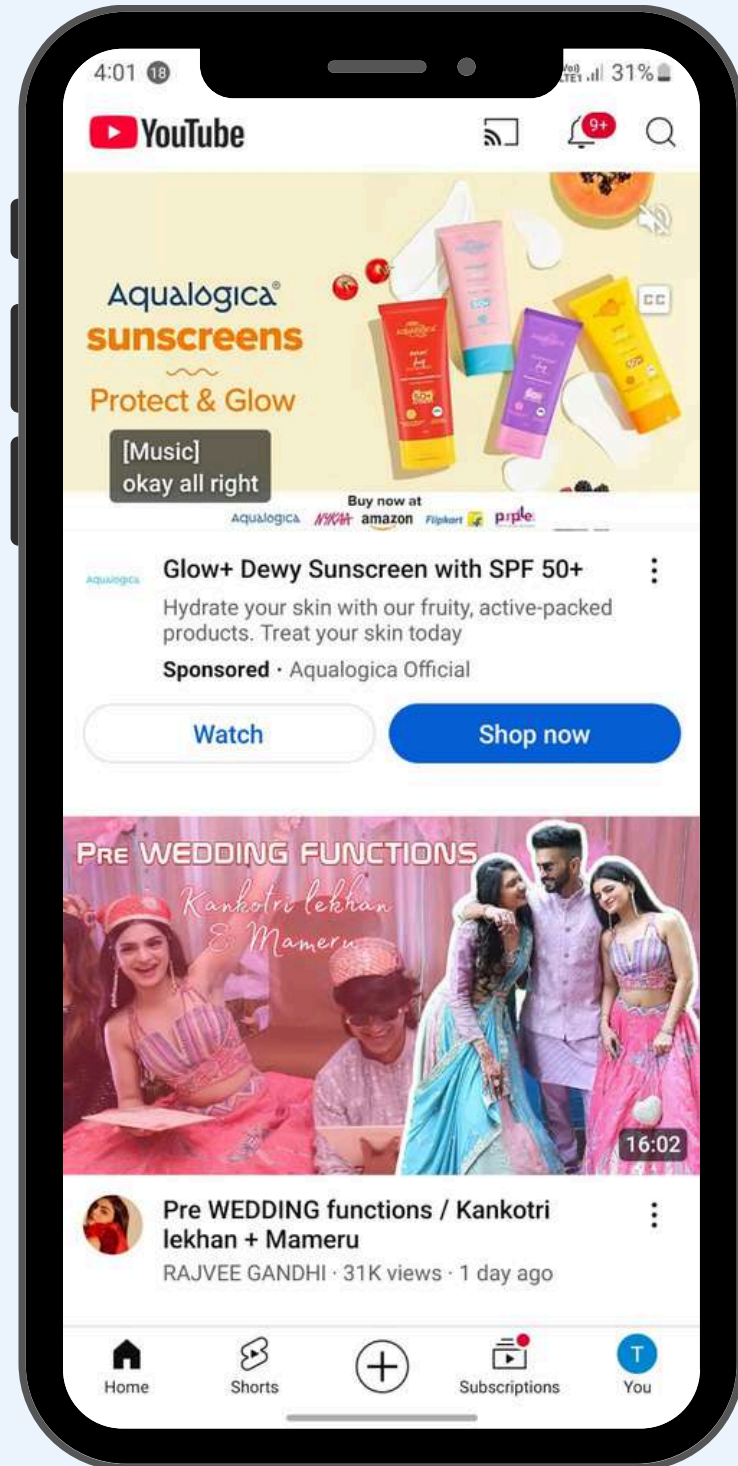
- *Google Search Ads: Text-based ads highlighting limited-time discounts, product benefits, and hydration-focused messaging for intent-driven searches.*
- *Google Shopping Ads: Product visuals with pricing and offers to encourage quick purchase decisions.*
- *YouTube Ads: Engaging videos showcasing product application and results to build awareness.*



- *Instagram Ads: Vibrant reels and lifestyle imagery targeting a young, trend-focused audience with SPF and glow messaging.*
- *Facebook Ads: Static images and carousels with clear CTAs, blending engagement and conversions for a broader audience.*



CURRENT PAID ADS STRATEGY





COMPETITIVE ANALYSIS



	Aqualogica A Honasa Consumer Brand	DOT & KEY SKINCARE	foxtale
Core Focus	Water - based skincare	Science-backed solutions	Minimalist skincare solutions
Differentiation	Broad hydration focus with clean ingredients	Specialized skincare solutions, clinical efficacy	Simple, effective. barrier focused formulations
Target Audience	Gen Z & Millennial, hydration seekers	Skincare enthusiasts with targeted concerns	Sensitive skin, barrier repair seekers
Price Range	Mid - range	Mid - range to Premium	Mid - range to Premium



- Targeted skin solutions
- Science-backed formulations
- Strong brand recognition

S

- Premium pricing
- Limited product range
- Limited offline presence

W

- Global expansion
- Product diversification
- Demand for sustainability

O

- Intense competition
- Market saturation
- Price sensitivity

T



- *Minimalist, effective skincare*
- *Clean, eco-friendly products*
- *Strong brand identity*

S

- *Limited product range*
- *Premium pricing*
- *Narrow market appeal*

W

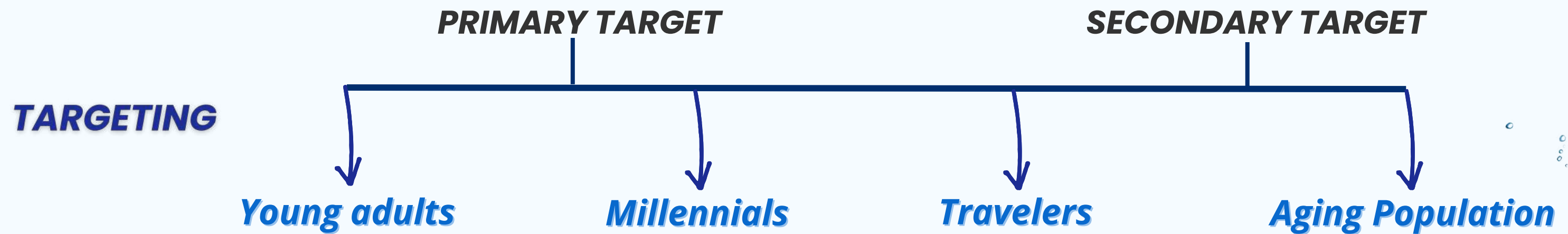
- *Product line expansion*
- *Demand for sustainability*
- *Global market reach*

O

- *Rising competition from established players*
- *Crowded minimalist skincare market*
- *Economic challenges*

T

SEGMENTATION & TARGETING





NAME: **Radhika Singh**

AGE: **32**

LOCATION: **Bangalore**

OCCUPATION: **HR Manager**

INCOME: **Mid-to-high level**

TRIGGERS

- Quick absorbing sunscreen for her family and herself
- SPF with added skin benefits
- Discounts and Combo offers
- Mom groups and Colleague recommendation

INTERESTS

- Minimalist Skincare Routine
- Health and Wellness
- Online shopping
- Loves Eco-friendly and multi-purpose products

BARRIERS

- Limited Skincare awareness
- Concerns over skin sensitivity and breakouts
- Limited awareness of features
- Price Sensitive

MEDIA CONSUMPTION

- Social Media: Instagram, Facebook
- Online Content: YouTube
- Messaging Apps: WhatsApp
- Shopping browser: Nykka, Amazon, Zepto



NAME: Lara Dsouza

AGE: 21

LOCATION: Mumbai

OCCUPATION: Graduate + Content Creator

INCOME: Brand Collaboration

TRIGGERS

- Fear of tanning, hyperpigmentation, and breakouts
- Social media trends
- Discounts and Combo offers
- Influencer and celebrity endorsements

INTERESTS

- Skincare routines and makeup trends
- Travel and Explore
- Content Creation
- Fashion-forward, photogenic

BARRIERS

- Skeptical of overhyped products
- Concerns over skin sensitivity and breakouts
- Cruelty-free, vegan, clean beauty products
- Price Sensitive

MEDIA CONSUMPTION

- Social Media: Instagram, Facebook snapchat
- Online Content: YouTube
- Messaging Apps: WhatsApp
- E-commerce: Nykka, Amazon, Zepto



CURRENT TRENDS IN SUNSCREEN MARKET

***Sunscreens with
Added Skincare Benefits***

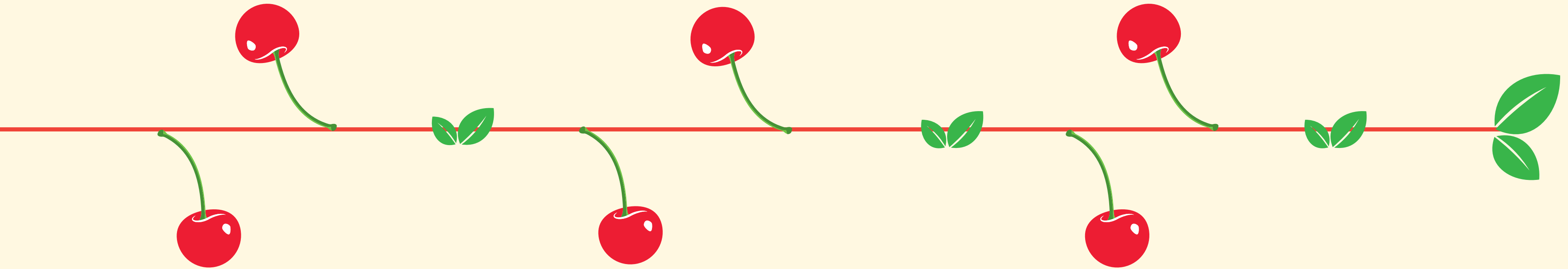
***Powder and Spray
Sunscreens***

***Water-Based and
Gel Sunscreens***

***Mineral-Based or
"Clean" Sunscreens***

***Higher SPF and Broad-
Spectrum Products***

***Tinted Sunscreens
for All Skin Tones***





TOP OF THE FUNNEL – TOFU



Objective

Increase brand awareness and reach among potential new audiences



Duration

1 Month - 1st March 2025 - 31st March 2025 (4 weeks)



Budget



Metrics

Reach / CTR
Engagement





META ADS STRATEGY



Objective

Increase brand visibility and awareness among a broad audience



Duration

1 Month - 1st March 2025 - 31st March 2025 (4 weeks)



Budget

8 lakhs



Targeting

A broad audience by demographics, interests, and behaviors to build brand awareness and reach new customers



Strategy

Use short video ads to introduce the brand and static ads to highlight its values



Metrics

*Reach | Frequency
Video view rate*



META ADS CREATIVES





YOUTUBE ADS STRATEGY



Objective

Capture initial attention and build brand recognition through brief, impactful ad placements



Duration

1 Month - 1st March 2025 - 31st March 2025 (4 weeks)



Budget

5 lakhs



Targeting

Targeting a broad audience based on demographics, interests, and behaviors to create brand awareness and reach new potential customers



Strategy

Use 15-second non-skippable ads for concise, impactful storytelling and Bumper Ads (6 seconds) for quick, brand-focused messages. Target audience interests, in-market segments, and custom intent keywords focused on skincare to engage high-intent viewers effectively



Metrics

Impressions | Video View Rate



YOUTUBE ADS CREATIVES





GOOGLE ADS STRATEGY



Objective

Increase brand visibility on relevant search terms to generate curiosity and drive initial brand awareness



Duration

1 Month - 1st March 2025 - 31st March 2025 (4 weeks)



Budget

7 lakhs



Targeting

Broad, contextually relevant keywords and audience targeting to reach users interested in skincare and beauty



Strategy

Use responsive search ads to match relevant skincare and hydration-related searches, focusing on broad and beauty-specific keywords. Highlight unique product features in concise headlines and descriptions to build brand visibility and pique interest



Metrics

Impressions | CTR



GOOGLE ADS CREATIVES

Sponsored



Aqualogica
www.aqualogica.in/sunscreen

Aqualogica Sunscreen range - Upto
20% off | Code: GLOW20

Say no to Sun & Blue Light damage. Stay outdoors with
SPF 50 & PA+++ Aqualogica Sunscreen. Protect &
Glow with Fragrance-free & Color-free Aqualogica
Sunscreen ...

Sponsored



Aqualogica
www.aqualogica.in/

Aqualogica Dewy Sunscreen

White Cast is a thing of the past with Aqualogica
Sunscreens: lightweight & fast-absorbing

Sponsored



Aqualogica
www.aqualogica.in/

Sunscreen for All Skin Types

Shield your skin from Sun damage & tan. Try our
hydrating & soothing sunscreens. Shop now

Sponsored



Aqualogica
www.aqualogica.in/

Best Sunscreen for Summers

White Cast is a thing of the past with Aqualogica
Sunscreens: lightweight & fast-absorbing



MIDDLE OF THE FUNNEL – MOFU



Objective

Drive website traffic and encourage deeper product exploration



Duration

1 Month- 15th March 2025 - 29th March 2025 (2 weeks)

2 Month- 1st April 2025 - 22nd April 2025 (3 weeks)

3 Month- 1st May 2025 - 15th May 2025 (2 weeks)



Budget



Metrics

Reach | Clicks
Engagement





META AD STRATEGY



Objective

Drive traffic and build trust by showcasing product benefits



Duration

2 Month- 1st April 2025 - 22nd April 2025 (3 weeks)



Budget

10 lakhs



Targeting

Users with similar behaviors to those who engaged with our brand in TOFU



Strategy

Partner with influencers to drive interest through sponsored posts by influencers and carousel ads highlighting product benefits



Metrics

CTR | Engagement Rate



META AD CREATIVES



Aqualogica

Deep & Intense Hydration

Radiance+ Dewy Sunscreen

- Makes Skin Radiant & Dewy
- Lightweight & Non-sticky
- SPF 50+ & No White Cast

Upto **20% Off** | Code: **GLOW20**

WINTER CHILL
WON'T STOP THE SUN,
**WEAR SPF,
EVERYDAY**

AQUALOGICA

glow+
SPF 50+
SUNSCREEN

BEST SUNSCREEN

This is the best sunscreen one can have, it is affordable, non-greasy, doesn't make skin dry, no white cast and moisturizes too. I have bought this several times.

Pooja
Verified Buyer, Nykaa

AQUALOGICA

radiance+
SPF 50+
SUNSCREEN

ABSOLUTE BEST !!

I could never be hooked on one sunscreen because either it used to be too heavy or leave white cast. But this one is my absolute favorite. It leaves no white cast, perfect consistency, light on skin and gives skin glow and protection!

Miral Maradiya
Verified Buyer, Nykaa



GOOGLE AD STRATEGY



Objective

Capture users actively searching for relevant skincare products and drive them to explore specific offerings



Duration

1 Month- 15th March 2025- 29th March 2025 (2 weeks)



Budget

15 lakhs



Targeting

Keyword targeting with a mix of branded and non-branded terms, focused on intent-driven searches



Strategy

Use Responsive Search Ads with high-intent keywords such as “hydrating sunscreen” and “non-greasy sunscreen” to capture targeted searches. Complement with Product Listing Ads showing product visuals, pricing, and ratings directly in search results




Metrics

CTR | Conversion Rate




GOOGLE AD CREATIVES

Sponsored

 Aqualogica
www.aqualogica.in/aqualogica/sunscreen


Limited time offer. Shop now - Shop now. Use code GLOW20

Shield your skin from Sun damage & tan. Try our hydrating & soothing sunscreens. Shop now Make white cast a thing of the past. Try our non-sticky sunscreens with zero white...



[Sunscreen](#) [Glow+ Dewy Sunscreen](#) [Detan+](#)

Sponsored

 Aqualogica
www.aqualogica.in/sunscreen

Upto 20% off | Code: GLOW20 - Apply Code GLOW20 to Shop Now

Say no to Sun & Blue Light damage. Stay outdoors with SPF 50 & PA+++ Aqualogica Sunscreen. Protect & Glow with Fragrance-free & Color-free Aqualogica Sunscreen | Papaya & Vitamin C. We Are Made In India. Toxin-Free Hydration. Free Shipping. COD...
[Radiance+ Dewy Sunscreen](#) · [All Products](#) · [Sunscreen](#)



BOTTOM OF THE FUNNEL – BOFU



Objective

Maximize conversions by targeting high-intent audiences ready to purchase



Duration

2 month- 1st April 2025 - 30th April 2025 (4 weeks)
3 month - 1st May 2025 to 15th May 2025 (3 weeks)



Budget



Metrics

ROAS | CPA
Conversions





GOOGLE ADS STRATEGY



Objective

Convert users by showing specific product details, such as pricing and reviews, directly in Google search results for high-intent search terms



Duration

2 month- 1st April 2025 - 30th April 2025 (4 weeks)



Budget

15 lakhs



Targeting

High-intent keywords related to sunscreen purchase terms, and remarketing lists for search ads (RLSA) to target users who visited the site



Strategy

Use Google Shopping Ads to target high-intent skincare shoppers by showcasing Aqualogica's product variety, pricing, and free delivery offers. Focus on relevant keywords, automated bidding for conversions, and optimized product feeds to drive purchase-ready traffic



Metrics

Conversion | ROAS



GOOGLE ADS CREATIVES

Sponsored · Shop aqualogica sunscreen :



Aqualogica Glow+
Dewy Sunscreen
with Papaya &...

₹449.00

Aqualogica

Free delivery



Aqualogica Glow+
Dewy Sunscreen
with Papaya &...

₹599.00

Aqualogica

Free delivery



Aqualogica Glow+
Sun Shield &
Hydration Combo...

₹720.00

Aqualogica

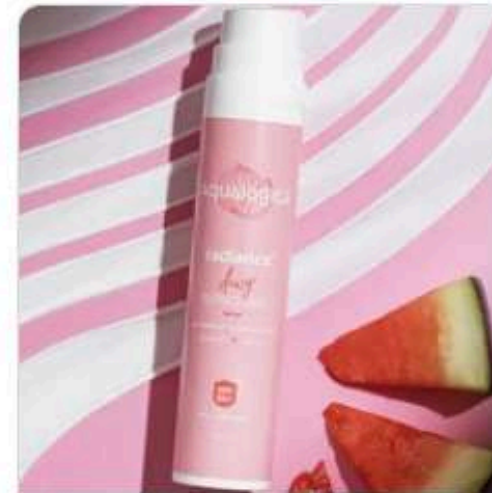
Free delivery



Illuminate+ Dewy
Sunscreen SPF 50+
PA++++ with Wild...

₹299.00

Aqualogica



Aqualogica
Radiance+ Dewy
Sunscreen with...

₹449.00

Aqualogica

Free delivery



Aqualogica Detail
Dewy Sunscreen
with Cherry Tomat...

₹449.00

Aqualogica

Free delivery



AMAZON ADS STRATEGY



Objective

Reach each high-intent customers on Amazon who are actively looking for sunscreen products, driving them to complete purchases



Duration

3 month - 1st May 2025 to 15th May 2025 (3 weeks)



Budget

10 lakhs



Targeting

Product-targeted ads based on competitive keywords, especially those specific to the product's features (e.g., "hydrating sunscreen")



Strategy

Feature Sponsored Product Ads to showcase products in prominent positions with clear visuals, competitive pricing, and exciting offers like discounts or bundles. Optimize product detail pages for seamless conversions



Metrics

Conversion | ROAS



AMAZON ADS CREATIVES

Check each product page for other buying options.



Aqualogica Glow+ Dewy Sunscreen SPF 50 PA++++ | UVA/B & Blue Light Protection...

★★★★☆ 14,629

9K+ bought in past month

Limited time deal

₹394 (₹788/100 g) M.R.P: ₹449 (12% off)

Buy any 7, save 5%

Save 5% more with Subscribe & Save

Get it by **Tomorrow, 15 November** FREE Delivery by Amazon

Add to cart



Aqualogica Dewy Sunscreen SPF 50 With Watermelon For All Skin & Niacinamide 50.0 Gm Bottle, ...

★★★★☆ 7,951

3K+ bought in past month

Limited time deal

₹394 (₹788/100 g) M.R.P: ₹449 (12% off)

Buy any 7, save 5%

Save 5% more with Subscribe & Save

Get it by **Tomorrow, 15 November** FREE Delivery by Amazon

Add to cart



Aqualogica Detan+ Dewy Lightweight Sunscreen with SPF 50+ & PA++++ for UVA/B & Blue Light Protection...

★★★★☆ 3,096

2K+ bought in past month

₹350 (₹700/100 g) M.R.P: ₹399 (12% off)

Buy any 7, save 5%

Save 5% more with Subscribe & Save

Get it by **Tomorrow, 15 November** FREE Delivery by Amazon

Add to cart



Aqualogica 5 Barrier+ Repair Sunscreen With Avocado & 5 Essential Ceramides-50 G|Spf 50

★★★★☆ 110

800+ bought in past month

₹390 (₹780/100 g) M.R.P: ₹449 (13% off)

Buy any 7, save 5%

Get it by **Tomorrow, 15 November** FREE Delivery by Amazon

Add to cart





META ADS STRATEGY



Objective

Drive conversions by targeting high-intent shoppers actively searching for sunscreen and skincare products



Duration

2 Month - 1st April 2025 - 30th April 2025 (4 weeks)



Budget

15 lakhs



Targeting

Targeting users who've interacted with our brand to drive conversions



Strategy

Leverage offers like 'Buy 2 for ₹699' to drive conversions, using optimized Meta placements to maximize results



Metrics

CTR | Impressions



META AD CREATIVES

 **Aqualogica**
Sponsored

Protect, hydrate, glow! 🌞 ✨ Shield your skin from the Sun and blue light with SPF 50+ Sunscreens. 🛒 Hurry, Buy 2 @699 Sale is live. 🎁 Code: FRESH



SALE IS LIVE

Buy 2 for ₹699

Use Code: **FRESH**

₹699
~~₹1198~~


SPF 50+ & PA++++

Your Fave Sunscreens @ ~~₹1198~~ ₹699 🛒
Buy 2 @699 Sale is Live

[Shop Now](#)

 **Aqualogica**
Sponsored

You'll go WOAAH when you read this. Shop 2 Glow+ Dewy Sunscreens at ~~1198~~ for only 699. Unbelievable, right? Use Code: FRESH



Sale Is Live

Buy 2 for ₹699

Use Code: **FRESH**

₹699
~~₹1198~~

SHOP NOW

AQUALOGICA.IN
Your Fave Sunscreens @ ~~₹1198~~ ₹699 🛒
Buy any 2 at Rs. 699

[Shop now](#)

FUNNEL	BUDGET
TOP OF THE FUNNEL - TOFU	23 LAKHS
<i>Meta Ads</i>	<i>8 lakhs</i>
<i>YouTube Ads</i>	<i>5 lakhs</i>
<i>Google Ads</i>	<i>7 lakhs</i>
Retargeting	3 lakhs
MIDDLE OF THE FUNNEL -- MOFU	28 LAKHS
<i>Google Ads</i>	<i>15 lakhs</i>
<i>Meta Ads</i>	<i>10 lakhs</i>
Retargeting	3 lakh
BOTTOM OF THE FUNNEL - BOFU	40 LAKHS
<i>Google Ads</i>	<i>15 lakhs</i>
<i>Amazon Ads</i>	<i>10 lakhs</i>
<i>Meta Ads</i>	<i>10 lakhs</i>
Retargeting	5 lakhs
Contingency	9 Lakh
TOTAL	1 CR



MEDIA PLANNER

Funnel	Campaign Objective	Platform	Ad Format	Duration	Budget	Percentage Allocation
Top Funnel (Awareness)		Meta Ads	Video + Static	1 Month- 4 Weeks	₹800,000	8.0%
	Video Views	Youtube	Non- Skippable	1 Month- 4 Weeks	₹500,000	5.0%
	Awareness	Google Ads	Responsive Ads	1 Month- 4 Weeks	₹700,000	7.0%
		Remarketing	-	1 Month- 4 Weeks	₹300,000	3.0%
Middle Funnel (Consideration)	Traffic	Google Ads	Responsive search+ PLA's	1 Month- 2 week 2 Month- 3 weeks 3 Month- 2 weeks	₹1,500,000	15.0%
		Meta ads	Carousel + Influencer		₹1,000,000	10.0%
		Remarketing	-		₹300,000	3.0%
Bottom Funnel (Conversion)	Conversion	Google	Shopping	2 month- 1 week	₹1,500,000	15.0%
		Amazon	Sponsered Product		₹1,000,000	10.0%

An aerial photograph of ocean waves crashing onto a sandy beach. The water is a vibrant turquoise color, and the foam is white and frothy. The sand is a warm, golden-brown color. The text "Thank You!" is overlaid in the center of the image.

Thank You!