

Say it Bright!
Say it Together!



GARNIER BRIGHT NATION

October 2025

BUILDING BRAND ADVOCACY THROUGH COMMUNITY



Establish a foundational network of Garnier enthusiasts and content creators.



Generate authentic user-generated content through product seeding.



Drive meaningful engagement and foster early community interactions.



Amplify brand visibility and foster a sense of local belonging around Garnier





GARNIER BRIGHT NATION: CREATING A CULTURAL MOVEMENT BIGGEST SEEDING IN SSA



25 950 PRODUCTS DELIVERED



REGAINING #1 SOI AT 12%

MOVING NIVEA BACK TO #2



34% RESPONSE RATE

ON AN EXSITING PRODUCT



FROM SCREENS TO STREETS

O+O BRIGHTNESS: CONSUMERS ON BILLBOARDS



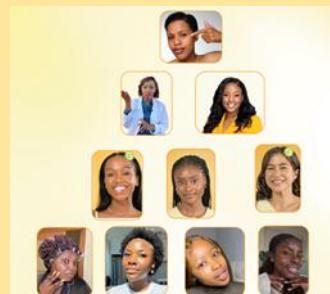
IGNITING THE BRIGHT NATION

BRIGHT START PILATES, REWARDING TOP CREATORS



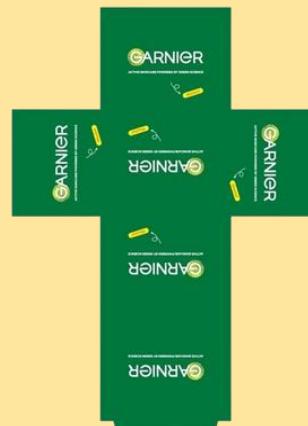
IGNITING THE BRIGHT NATION

AWARENESS



E&B tribe with a CTA to join Bright Nation & digital media

THE PACKAGE



SEEDING



A MOMENT TO SHARE



TIKTOK EFFECT



UGC ON BILLBOARDS



Packages sent to 5000 creators
Creators share the other 5 serums with friends

A Garnier effect emphasizing the affirmations

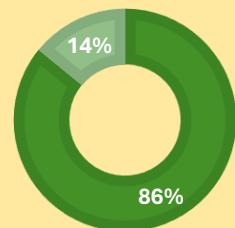
Transforming digital buzz into powerful real-world presence

OVERWHELMINGLY POSITIVE CAMPAIGN

SENTIMENT

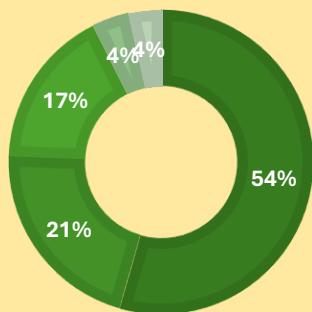
SENTIMENT - TIKTOK VIDEO MENTIONS

■ POSITIVE ■ NEUTRAL



MEDIA TYPE

■ TikTok ■ Instagram ■ X ■ YouTube ■ Facebook



*Talkwalker

tshegofatso_mabetwa
tshegofatso_ma... • © Video Menti...
This is my story. Garnier came through for now I feel unstoppable. 🌟💡 @Garnier_SA
#brightnation #garnierskin #garnierza #fyi

A Augustina 🌟💡 switching to garnier
9-5 Reply 🌟💡
MaSokhela · Creator
Clock it ❤️❤️
9-5 Reply

B bevsebs
bevsebs • © Video Mention
I am enough 🌟💡 In a world that tries to dim you, learn to shine brighter 🌟💡 #sayitbright
#garnierskin #brightnation #garnierza
@Garnier_SA @Humanz Africa

C Growing with Amu the glow ❤️
8-2 Reply
survivecreates_ · Creator
Right!??!! 😱
8-6 Reply

D karabo_..._kim
karabo_..._kim • 8-28
Every drop is a reminder to love myself a little more 💖💖💖
@Garnier_SA
#garnierza #BrightSelf #garnierskin #garnierskincare
#garnierbrightnationbelf

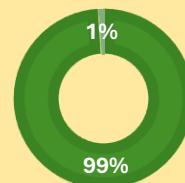
E Katlego Marumule 🌟💡
can't wait to see the glow!! 🌟💡
8-17 Reply 🌟💡

F Keabetsoe · Creator
Eeeek it's cominggg! Just wait, your skin's about to eat 🌟💡
8-17 Reply

G pink.shawtyy
yessssss ❤️ let's gooooo
8-3 Reply 🌟💡
Mr Q · Creator
🔥🔥🔥

SENTIMENT - TIKTOK VIDEO MENTIONS

■ POSITIVE ■ NEUTRAL



Volume of video mentions on TIKTOK using #garnierza increased by **66%** MoM (July and Sept)

VOL. VIDEO MENTIONS #garnierza



Total earned conversation volume (@mention) on Instagram has shown good growth (July-Sept)

*Sprinklr



NB

We cannot report on TIKTOK mentions – Limitation on Sprinklr, however, I was able to create a TIKTOK dashboard enabling us to respond to posts

Users are not conforming to campaign tags on IG which impacts volume of messages when using keyword searches. Examples – user are posting with #affirmations, #britenation, etc.*Sprinklr

C1 - Internal use

GENERATING ENORMOUS UGC CONTENT IN SHORT PERIOD

SOUTH AFRICA VS BRAZIL POSTING RATE



25 950

UNITS RECEIVED

58%

POSTING RATE

+14 993

POST'S

#1 SOI

34% RESPONSE RATE

VS



93.124

UNITS RECEIVED

21%

POSTING RATE

+19.439

POST'S

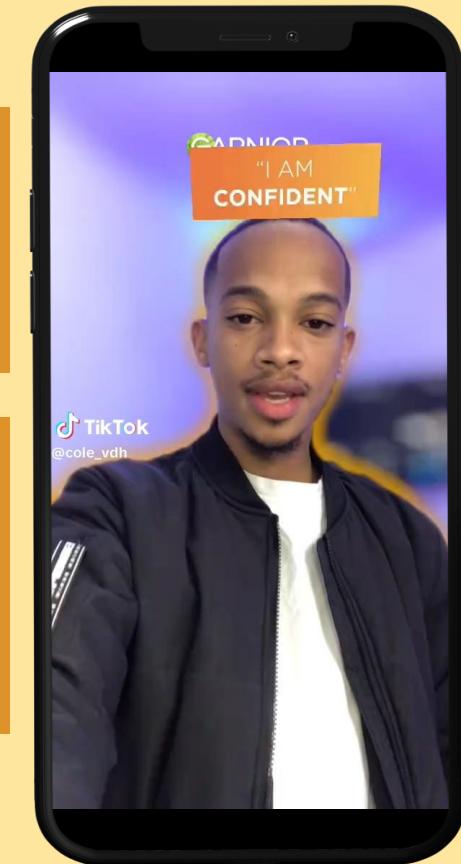
SOURCE: INSTAGRAM+TIKTOK 25/03/25

TIKTOK FIRST FOR SA

83 M

VIDEO VIEWS

**6151 VIDEOS
USING THE
BRIGHT NATION
FILTER**



BUILDING THE LOCAL GARNIER COMMUNITY



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