



# **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

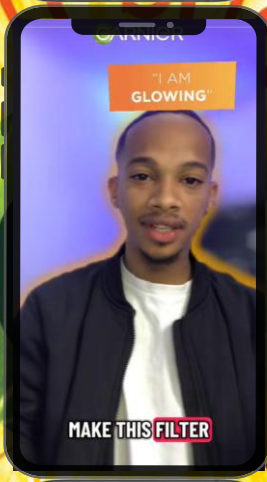
O+O BRIGHTNESS: CONSUMERS ON BILLBOARDS



## IGNITING THE BRIGHT NATION

BRIGHT START PILATES, REWARDING TOP CREATORS

C1 - Internal use



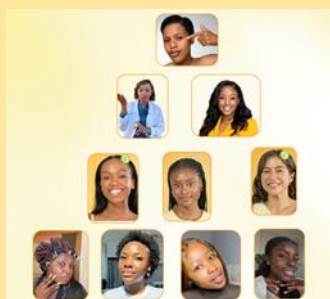
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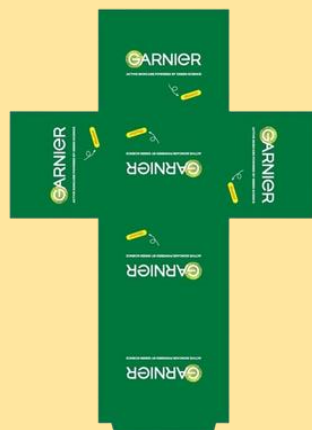
# IGNITING THE BRIGHT NATION

## AWARENESS



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

## THE PACKAGE



6 Even & Bright serums with affirmations in the box

## SEEDING



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

## A MOMENT TO SHARE



## TIKTOK EFFECT



A Garnier effect emphasizing the affirmations

## UGC ON BILLBOARDS

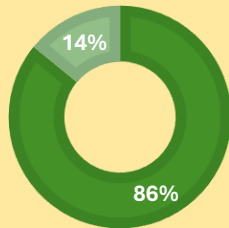


Transforming digital buzz into powerful real-world presence

# OVERWHELMINGLY POSITIVE CAMPAIGN SENTIMENT

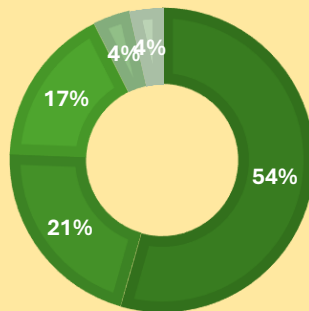
## SENTIMENT - TIKTOK VIDEO MENTIONS

■ POSITIVE ■ NEUTRAL

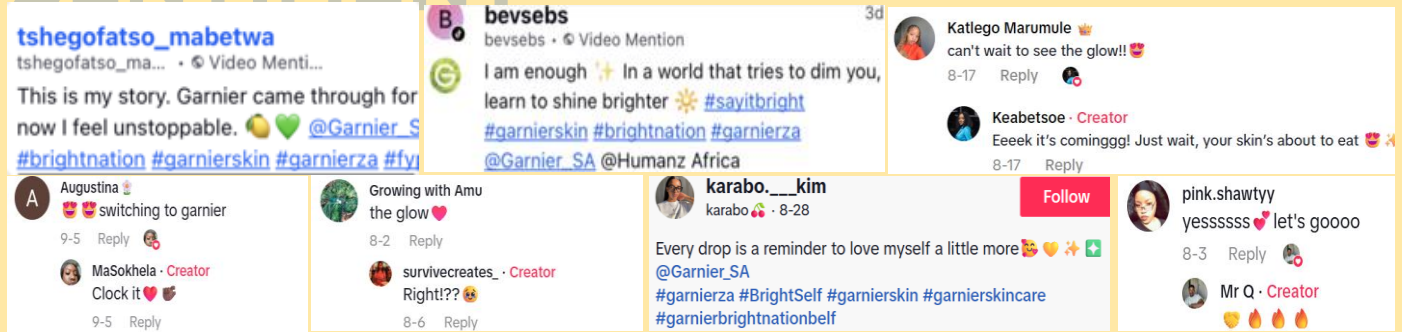


## MEDIA TYPE

■ TikTok ■ Instagram ■ X ■ YouTube ■ Facebook

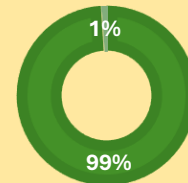


\*Talkwalker



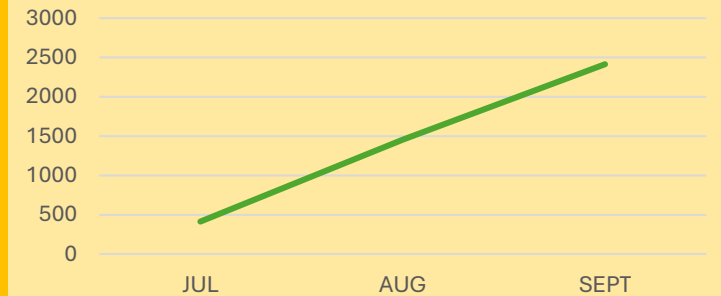
## SENTIMENT - TIKTOK VIDEO MENTIONS

■ 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, #briteration, 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**

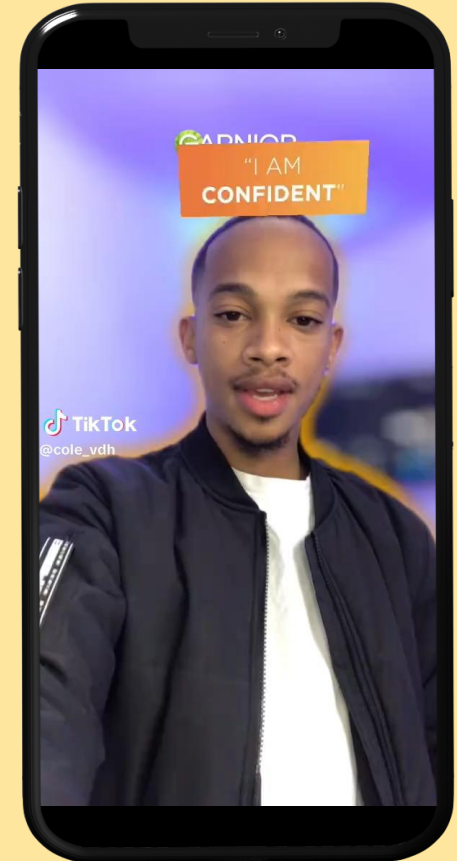
POSTS

SOURCE: INSTAGRAM+TIKTOK 25/03/25

## TIKTOK FIRST FOR SA

**83 M**  
VIDEO VIEWS

**6151 VIDEOS**  
USING THE  
BRIGHT NATION  
FILTER



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*Say it Brightly*  
*Say it Together!*



**THANK YOU**