BEAUS COMPANY

Beaus Company Partnership Proposal

Designing brands and content, together.

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Beaus company

Beyond Global Marketing

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BEAUS COMPANY BROUND

01 About Beaus Company

Beauty Marketing Agency + Creator MCN

Not just an ad agency — growing alongside brands as a

“Content Incubator”







A beauty marketing specialist built on industry insight

Specializing in beauty brand marketing gives us deep industry insight and proven creator-collaboration expertise

Beauty Insight



Beauty Content



틴트 먹어 본 사람..? 맛 있겠다 vs 우액ㅠ; #화...

청순함이 확! 살아나는 메컵 치트키 10가지! 수...

일본 유행? 너만모름 vs 나도모름

와.. 진작살걸! 알고나면 돈아껴주는 메이크업 ...

Beauty Viral



Beauty Commerce



Research in content structuring and data analytics

BEAUS COMPANY

×

고려대학교 미디어대학 · 미디어대학원
Korea University College of Media & Communication
Graduate School of Media & Communication

- Platform algorithm analysis and content structuring research
- Advancing content distribution strategy
- K-content ecosystem analysis





Backed by 13 years in beauty marketing, with broad experience in insights, speaking, B2G, B2P and more

01



크리에이터 이벤트

02



인사이트 강연

03



서울시 뷰티사업

04



2025 YouTube 어워드

Korea's only beauty agency + MCN hybrid, delivering differentiated B2P partnerships



OLIVE YOUNG ADS PARTNER AGENCY *Collaborative Ads*

As an Olive Young collaborative-ads partner agency,
jointly boosting retail media ad performance
and expertise

YouTube

YouTube Brand Deals
Through the YouTube brand deal program,
creator content marketing

N BRAND CONNECT

Naver Brand Connect
Through Naver's platform,
creator marketing collaboration

EXPORT VOUCHER
수출지원기반활용사업

Korea Export Voucher
With government vouchers, brands targeting China · U.S. · Japan
can access global marketing services

고려대학교 미디어대학 · 미디어대학원
Korea University College of Media & Communication
Graduate School of Media & Communication

Joint research and published papers with Korea University (industry-a
cademia partnership)
Platform algorithm analysis and content structuring research
Advancing content distribution strategy, K-content ecosystem analysi
s, and more

Jiwon



Top Shorts-Views Creator, 800M+ Views

Soohee



15gen Cheongdamatsi, Jung Saem Mool Umma
#2 on JUST MAKEUP

PureD



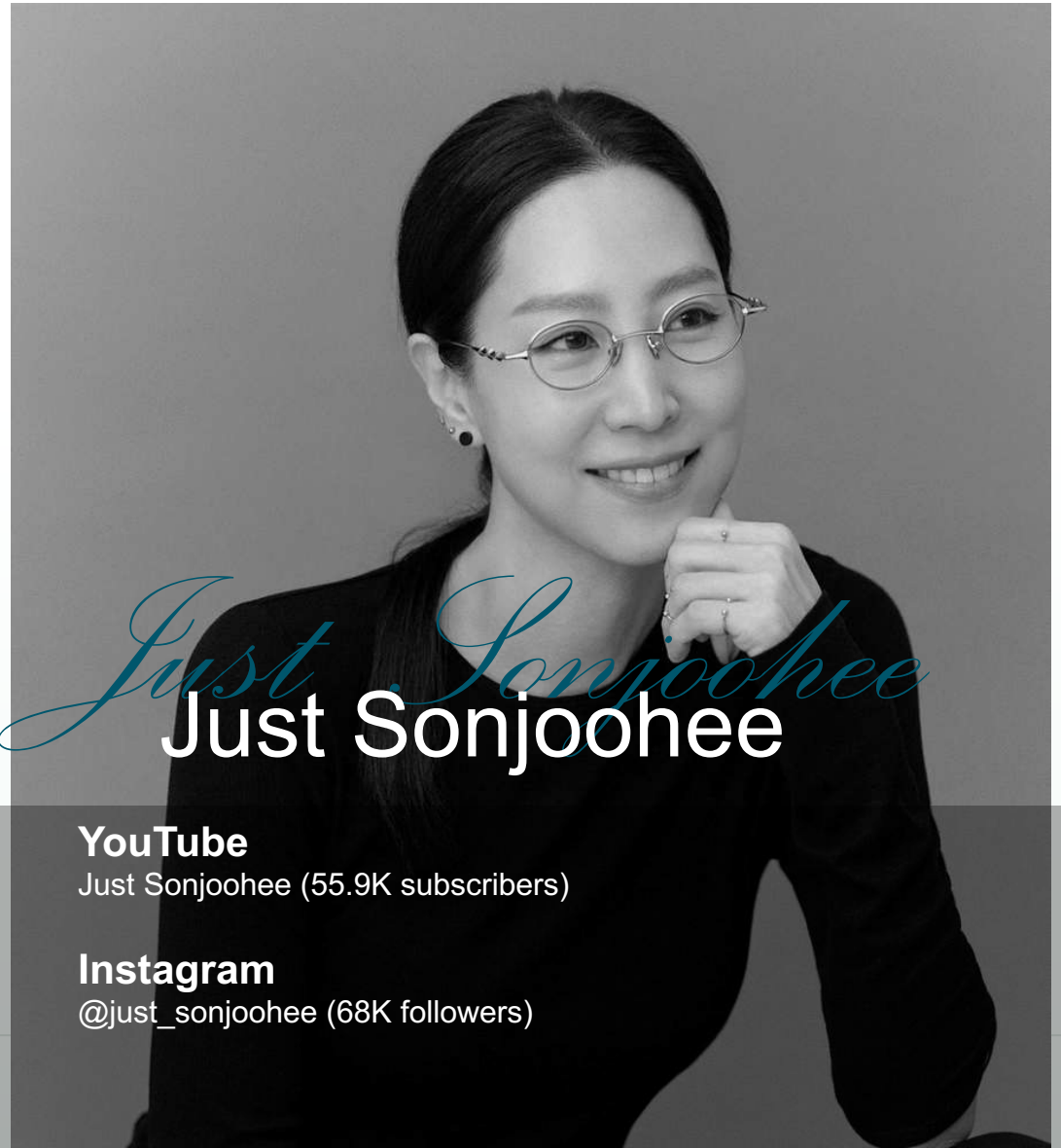
No.1 SFX Makeup Artist
120M+ Views

Jiny Diet



No.1 Diet Channel Creator
270M+ Views

Featured Makeup-Artist Creators



Just Sonjoohee

YouTube
Just Sonjoohee (55.9K subscribers)

Instagram
@just_sonjoohee (68K followers)



Dakyo

YouTube
DAKYO Dakyo (22.2K subscribers)

Instagram
@dakyo_makeup (66K followers)

K-beauty's unrivaled No.1 makeup artist, covering every area

From co-development and advisory to makeup classes and Olive Young Live





Broadcast

- Cast member, JUST MAKEUP Season 1

Keywords

- 1.5-Gen Cheongdam Artist
- Natural Makeup
- Class Specialist

Makeup Classes



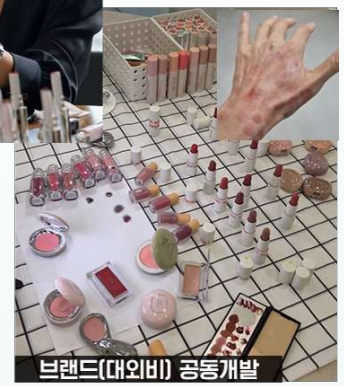






Co-development / Advisory





A creator who captivates viewers online, too

Content powered by Director Son Joo-hee's expertise and know-how, honed over years with countless clients' skin and makeup

Short-form Angle

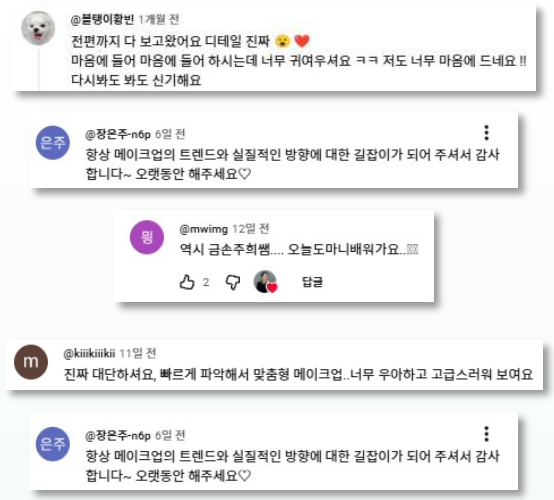
1. Tutorial
2. Product-Focused
3. Makeup Tips







Comment Reactions



Long-form Series Angle

Monthly Vanity



#ArtistPicks #ProductRecs #Trend/Season

Today's Son Joo-hee



#ArtistCollab #Makeover

Fingertip Difference



#MakeupTips #Details #Tutorial

Beauty Nerd Notes



#BeautyCare/Routine #ProductReview #How to

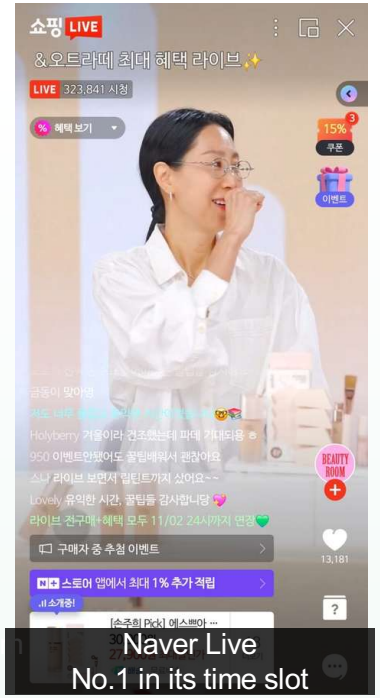
An influencer with real buying power — incl. No.1 beauty live in her time slot

Pre-launch branded content, Story uploads, and launch live





Olive Young Live: moisture crea and toner both ranked No.1



Naver Live
No.1 in its time slot

Real-time Viewers

375K

Based on concurrent viewers at 8 PM

Beauty Live

Ranked No.1

Viewer Engagement Metrics

Likes

17K+

A trend-driven makeup artist bridging online and offline

An artist covering it all: Cheongdam shop academy, shop tie-ins, brand co-development & advisory, and content

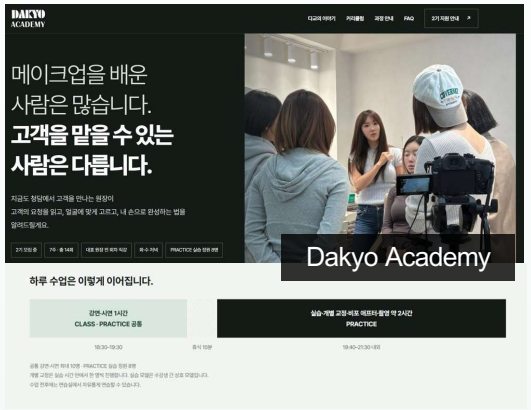


Keywords

- Leading Cheongdam Artist
- Idol Makeup
- Bridal Makeup
- Flight Attendant Makeup

Dakyo Shop / Academy

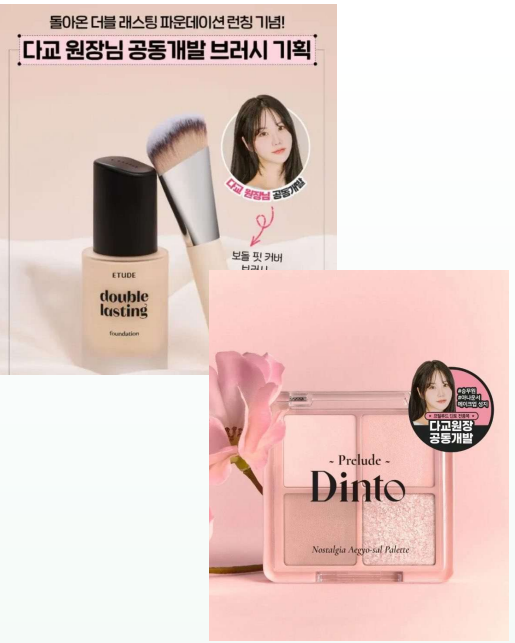




Makeup Classes



Co-development / Advisory



Commerce Success Story _ No.1 on Olive Young Ranking

Jiwon X EDITB Round 2 market hit No.1 in Olive Young's overall ranking

Jiwon X EDITB





3.47M Views

Campaign Period
- Round 1: 26.07.06 (Mon) ~ 07.07 (Tue) / *Ended early (sold out)
- Round 2: 26.11.12 (Tue) ~ 11.15 (Fri)

Details
- Co-developed an ampoule BB
- Total market content views 3.47M / avg. 430K views
- Co-development led to a new product launch and an Olive Young listing



Commerce Success Story _ Co-development

Beaus Company co-development success stories

Jiwon X Suador



5.5M Views

Campaign Period
- Round 1: 26.06.10 (Wed) ~ 06.12 (Fri)
- Round 2: 26.09.28 (Mon) ~ 10.01 (Thu)

Details
- Jiwon took part in lash design
- Total market content views 5.5M / avg. 670K views
- Ended early as market stock sold out,
- led to a successful Round 2 market

Commerce Success Story _ Market

Beaus Company market project success stories

Jinnyu X Coringco



Bingbingi X House of B



Seji X NAMING



Gyeomdami X VIDIVICI

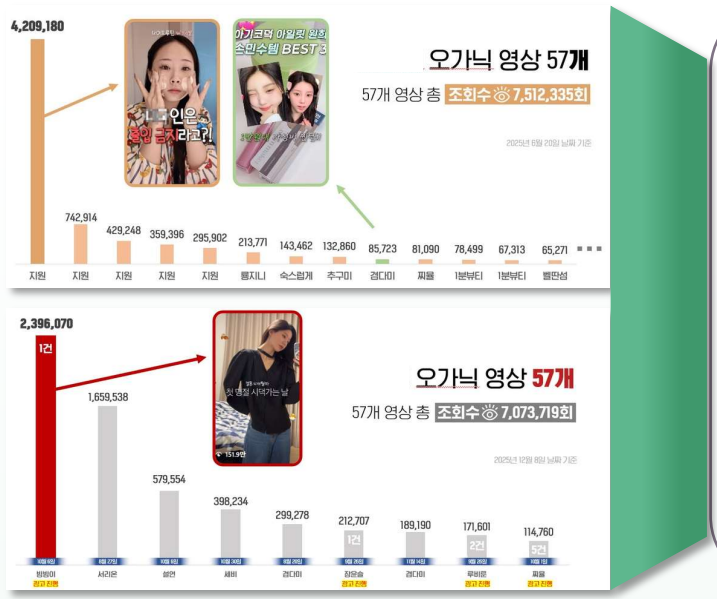


01 Creator Matching	02 Content Planning	03 Content Publishing	04 Market Live
Secure product fit and consumer trust	**Build product interest and purchase anticipation**	**Draw in prospects and secure early sales**	**Expand ongoing branding and sales opportunities**
Match creators to product traits and brand needs	Content planned on target analysis to deliver product USPs effectively	Through creator content, spread product awareness and secure purchase demand	Market operations strengthen brand–creator ties and product e

Beaus Gift Box leveraging our exclusive creator network

A monthly gift box introducing products to Beaus Company's MCN creators for organic content

Campaign Example



Beaus Gift Box
3 rounds run

Organic posts
avg. 30

Organic Content Examples







소소하지만 확실한 관리데이
조회수 68만회



틴트 먹어 본 사람..? 맛있겠다 vs 우엑ㅠ; #화장품...
조회수 305만회

Organic content via Beaus seeding service strengthens RTB and exposure

Naver Brand Connect Service

Blog reviews lift new-product awareness and Naver search keyword strength for top rankings

Blog Review Content Examples



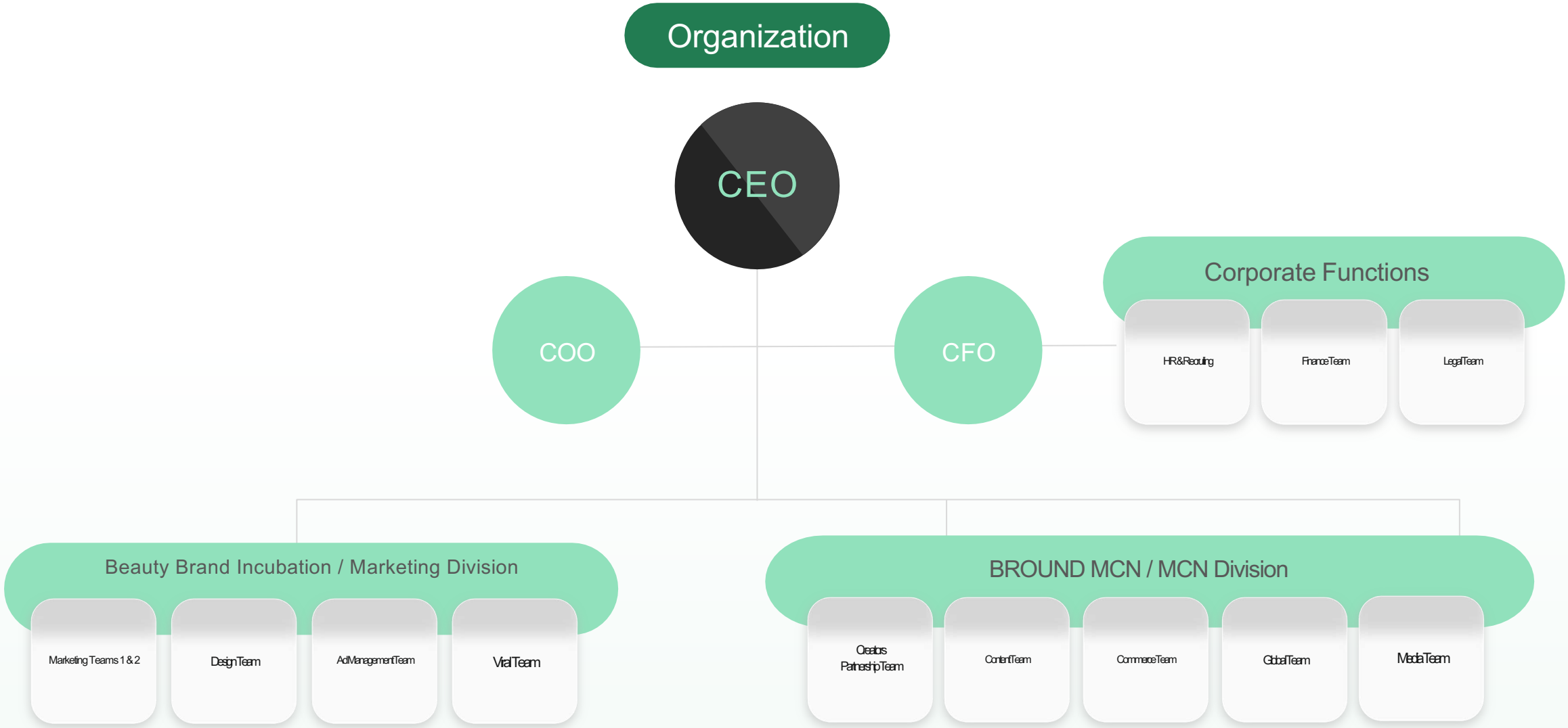


Top Ranking Examples



Monthly Avg. Uploads 20 posts

Based on each creator's tone & manner, follower profile and past collaborations, we partner with creators who fit the brand image


Organization
CEO
COO
CFO
Corporate Functions
HR&Recruiting
FinanceTeam
LegalTeam
Beauty Brand Incubation / Marketing Division
Marketing Teams 1 & 2
DesignTeam
AdManagementTeam
ViralTeam
BROUND MCN / MCN Division
Creators PartnershipTeam
ContentTeam
CommerceTeam
GlobalTeam
MediaTeam

BEAUS COMPANY

02 Case Studies

Our Clients

Brands leading K-beauty and growing globally partner with Beaus.



Idol fandom-driven marketing cases with major brands

Fan Event | Idol Model | Coffee truck | OOH | POP-UP | Gift with Purchase













Anua | FROM LABS | Anua | AMPLE:N | FoRest® | FoRest®

Beyond online: expanding into offline and sports marketing that maximizes customer experience

Street Sampling



Pop-up viral





Sports Sponsorship



Make-up Artist Class



ma:nyo

Laka

Luassencia SEOUL

ESTĒE LAUDER

Laka

Within 3 months of April Olive Young Pick, [top-shelf placement in August Olive Young Pick]

Perfect Twin Lip: May launch through June OY Sale — high views and 80K+ engagements

Restock inquiries flooded in after a month of sellouts from launch



PERFECT TWIN LIP / 12 COLORS

Blur lip, full lip, even a twin lip topped with glow
Style it freely, no rules — 3-WAY STYLING
#TalkOfTheTownHit #NextGenLongwearLip



Campaign focused on spreading buzz & building must-have momentum

Concentrated swatch-focused creator seeding highlighting the key colors and 3-way looks
By focusing on fast-spreading nano creators and Twitter viral,
real-time buzz at launch drove organic viral & brand positioning



Proven viral must-have, consistent boosting

No.1 during Olive Young Sale (all categories)
>> Secured top shelf in August Olive Young Pick
>> Selected for August Olive Young N Seongsu pop-up

Marketing framework for new product launches

Supporters/Connectors & product review campaign recruitment



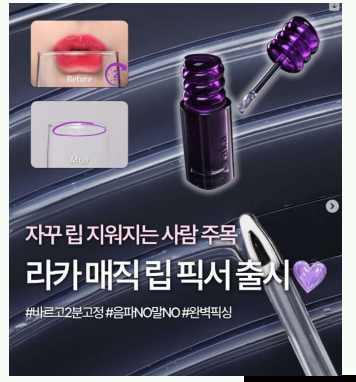




Open Talk Show



Image Curation





Eucerin®

OY Pick viral campaign / influencer commerce tie-in

Integrated campaign: new 'Thiamidol Serum' OY entry and OY Pick push, plus influencer & celebrity commerce tie-ins

High viral views and record live-commerce sales



April OY Showcase & May OY Pick

Viral for newly listed 'Thiamidol Serum' with a global-hit angle
Viral positioning the Epicelline line as a home-care item
#GlobalViralHit #NightCare #HomeCare



September OY Pick / Iriyu Market

Olive Young market with YouTuber Iriyu (300K+ subscribers)
Highlighting OY Pick exclusive perks and discount prices



Song Hae-na Naver Shopping Live

Naver Shopping Live featuring Song Hae-na
Celebrity casting – boosting content planning – on-site broadcast operations

cêpoLAB

Olive Young awareness campaign for a leading home-shopping brand

OY-tailored key messages and an advanced media-mix performance strategy to win Olive Young's core 20s–30s target

20s–30s purchase share reached 22.1% (up 81.1% MoM) | High content views | Entered the top ranks of the OY Sale

Content Layering





Performance Media Mix & Creative Optimization





1-Month Overall Results

Olive Young Entry
New Product Sales Share
68% achieved

EIOM June OY Sale & OY Pick Campaign

Choi Ye-na campaign to boost sales and awareness during OY's big promotion
Peaked at No.2 overall during OY Sale

EIOM x Choi Ye-na Celebrity Marketing



Proposing a celebrity with a brand tie-in

Celebrity proposed from the pitch stage □ Photo shoot & creative planning
□ Celebrity-led viral campaign tie-in

Viral campaign tied to Choi Ye-na



[Content]



[Viral Package]

Campaign centered on Choi Ye-na's celebrity angle

Content & viral package built on Choi Ye-na keywords/angles
Beauty creator & short-form content + multichannel mix incl. celebrity-news channels for under-the-radar spread

No.2 overall in OY Sale rankings



Secured top OY Sale rankings

Peaked at No.2 during OY Sale (all categories)
Top-tier ranking with an avg. top-5 rank among mask packs

66 pieces of content published (81 incl. mirroring): 2.2M+ total views, 240K engagements

Waterbomb booth from planning to build: 10,000+ visitors, 10,000+ samples during the event



Concentrated viral for the Jamsil Lotte Mall · Seongsu pop-up openings

Day-one magazine viral and visiting-creator content for on-site promotion and early buzz

La Bourquet Pop-up Case



✓ Jamsil Pop-up
Mar 2026 / 41 posts

✓ Seongsu Pop-up
Oct 2026 / 28 posts

Jamsil Lotte Mall Pop-up Magazine







Visiting Creators





Seongsu Movieland Pop-up Magazine



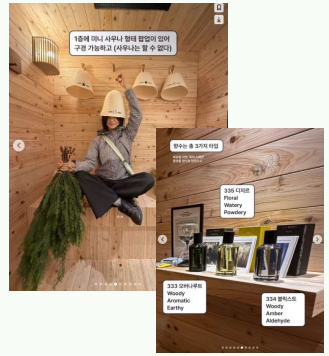






Sauna-Specialist Creators





130 pop-up marketing posts in total

Korean creators 40 / global creators 60 / 30 viral posts incl. magazines

Pop-up Site



130 posts
Total Pop-up Marketing Posts

Korean Creators





40 creators
Korean Creators

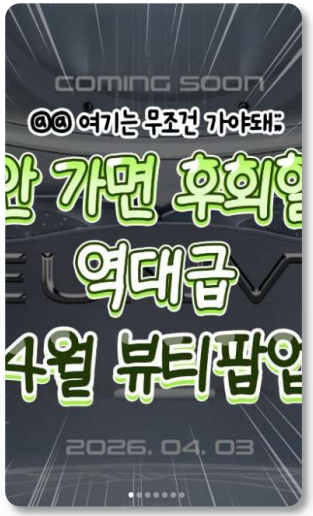
Global Creators

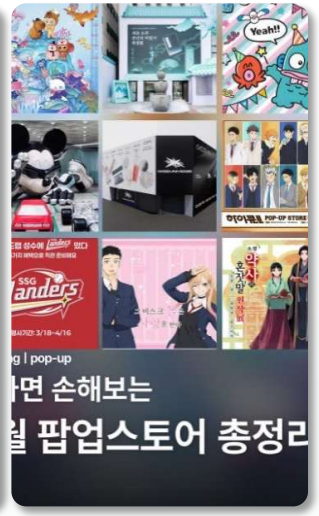




60 creators
Global Creators

Social Viral





30 posts
Magazine & Other Viral Posts

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03 Proposals

Creator Segmentation

Creators segmented by specialty and content style for tailored marketing strategies

Beauty Expert



Senchiri

* Avg. views per ad 33K



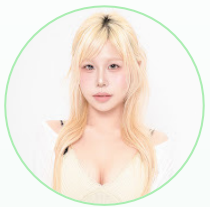
Hanjay

* Avg. views per ad 19K



Cheon Jae-hee

* Avg. views per ad 52K



Tto! Ina

* Avg. views per ad 13K

Entertainer



Jiwon

* Avg. views per ad 451K



Seji

* Avg. views per ad 56K



Jinnyu

* Avg. views per ad 105K



Kkodakwat

* Avg. views per ad 50K

Reviewer



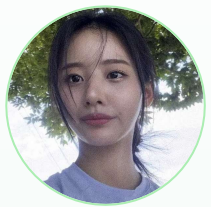
1-Minute Beauty

* Avg. views per ad 31K



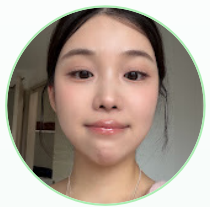
Gyeomdami

* Avg. views per ad 25K



Bingbingi

* Avg. views per ad 68K



Fromjella

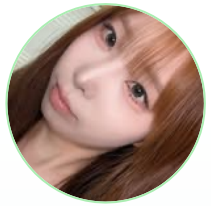
* Avg. views per ad 10K

Trend (Meme)



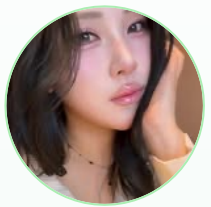
Sasa

* Avg. views per ad 12K



Yutti

* Avg. views per ad 12K



Yudingning

* Avg. views per ad 12K



Serodi

* Avg. views per ad 20K

Top-Performing Tagging Creators

Creators with high purchase conversion built on fandom trust

Makeup Jinnyu

Tagging Performance (Last 28 Days)
Top Conversion



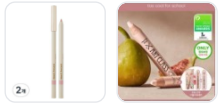


OY Black Friday Makeup Picks
160K views · 4 items tagged
Blush, lip pencil, tint, eye palette

Makeup Hiyoung

Tagging Performance (Last 28 Days)
Top Conversion





Cheongdam salon director's aegyo-sal picks
170K views · 2 items tagged
Gel eyeliner, aegyo-sal pencil

Skincare 1-Minute Beauty

Tagging Performance (Last 28 Days)
Top Conversion





5 signs your skin barrier is breaking down
220K views · 4 items tagged
Mask pack, 2 creams, skin pad

Body Care Meriview

Tagging Performance (Last 28 Days)
Top Conversion





OY Black Friday Top-Tier Picks
6.8K views · 2 items tagged
Shower cream, body cream

Nano PACK

Nano review creator package to claim top OY keyword rankings

Channels Personal channels of faceless nano review creators

Process Planned PPL with no brief needed · posted with ad disclosure

Cost (VAT excluded)

Headcount	Cost
7-10 creators	**Contact us**
16-20 creators	**Contact us**

*Plus 15% operating fee

Key Points

- ✓ High volume of nano creator content optimized for OY's review algorithm
- ✓ Natural review content matched to each creator's existing style
- ✓ **Claim top keyword spots to drive search traffic**

  *Creator lineup cannot be changed

Reference 1



Reference 2



Mark PACK

Product content at a reasonable cost

Channels Micro beauty creator channels (under 10K subscribers)

Process Planned PPL after product testing, no brief needed

Cost (VAT excluded)

Headcount	Content	Cost
10 creators	10 ad contents	**Contact us**

*Plus 15% operating fee

Key Points

- At least 10 pieces of content guaranteed at a reasonable cost
- **1-month free online ad license**
- **1-month Instagram PA for 5 of the creators**

Reference 1



Reference 2



Beaus Owned Channels

12 AI-run channels, 276 videos, 43.8M total views

Owned Channels Kodeok Ttangttang · Queen Deokhee · Albani

Process In-house planning & production → published on owned channels

Cost **Contact us**

Key Points

- ✓ **Owned channels mean fast publishing, no casting needed**
- ✓ One-stop content planning & production
- ✓ Diverse formats by channel: review & AI character

IMC Brands Only **Organic content production available**
Available only to our in-house IMC client brands

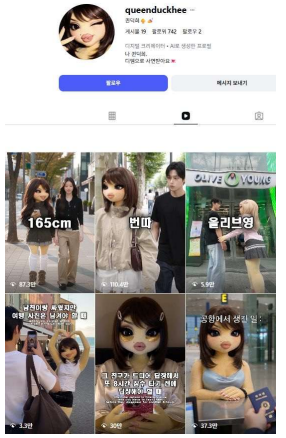
Kodeok Ttangttang

Self-paid "verdict" reviews of hyped ad products



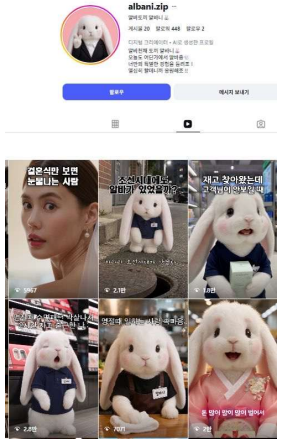
Queen Deokhee

AI character daily-life short-form



Albani

AI part-timer bunny relatable short-form



Instagram Partnership Package

2-channel upload on YouTube & Instagram + 1-month Instagram PA

Channels Exclusive creators' YouTube & Instagram (2 channels)

Process Brief and rough cut delivered after product testing

Cost (VAT excluded)

Headcount & Cost

Varies by number of creators

*Plus 15% operating fee

Key Points

- Up to 40% off standard rates
- **2-channel upload (YouTube + Instagram)**
- 1-month Instagram Partnership Ads (PA)



① 파트너십 광고 표시
The creator's account and brand name appear together.

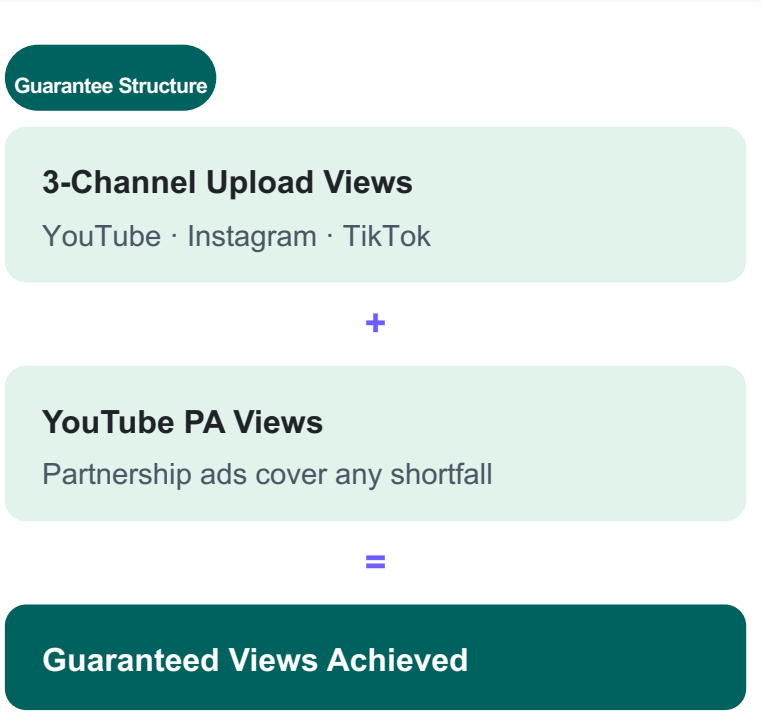
③ 크리에이터 영상 그대로
Creator-posted videos are boosted as ads to increase reach.

② CTA 버튼
Links to brand page or purchase link

View Guarantee Package

3-channel upload on YouTube, Instagram & TikTok plus YouTube PA — views guaranteed by budget

Channels	Exclusive creators' YouTube, Instagram & TikTok (3 channels)
Process	Brief and rough cut delivered after product testing
Cost (VAT excluded)	**3 budget tiers · Contact us** Guaranteed views vary by package (see next page)
Key Points	✓ Up to 1M guaranteed views, scaled to budget ✓ **3-channel upload (YouTube + Instagram + TikTok)** ✓ If short, YouTube PA fills up to the guaranteed views



Package Lineup

Guaranteed views by budget · the bigger the budget, the lower the cost per view

300K-View Package

Guaranteed Views

300K views

Cost	**Contact us**
Creators	About 5 creators
YouTube PA	Included

650K-View Package BEST

Guaranteed Views

650K views

Cost	**Contact us**
Creators	About 12 creators
YouTube PA	Included

1M-View Package

Guaranteed Views

1M views

Cost	**Contact us**
Creators	7~15 creators
YouTube PA	Included

*VAT excluded · All packages include 3-channel upload on YouTube, Instagram & TikTok · 1M-view package can include mega creators

Boost Pack

A package that posts Instagram content within one week, for brands that need a fast response to OY / Today's Special promotions

Package

5 mid-tier beauty creators package

Contact us

5 Instagram posts

Posted within 1 week of confirmation

Only a brief is shared in advance; creators shoot and edit on their own

1 **Fast content**

Target: matching to production and posting within 7 days

2 **Streamlined production**

No product testing or proposal stage

3 **Instagram PA license + Stories, free of charge**

1-month Instagram PA code from every participating creator

Cheongdam salon expertise + 5-creator Makeup-Shop tie-in package

Director Dakyo's product demo × 5 creators' hands-on reviews | an on-site package linking online and offline



Proposed Package

Makeup Artist Branded + 5 Creators (On-site Angle)

Execution Plan

1. Artist Branded	2. Artist Shop Tie-in	3. 5-Creator Simultaneous Spread	4. Product Viral
Live demo by Director Dakyo Delivering brand & product USPs	By skin type · TPO B&A and real reactions	1 Dakyo long-form + 5 creator short-form videos	Featured creators Repurposed into viral short-form

Content Angles

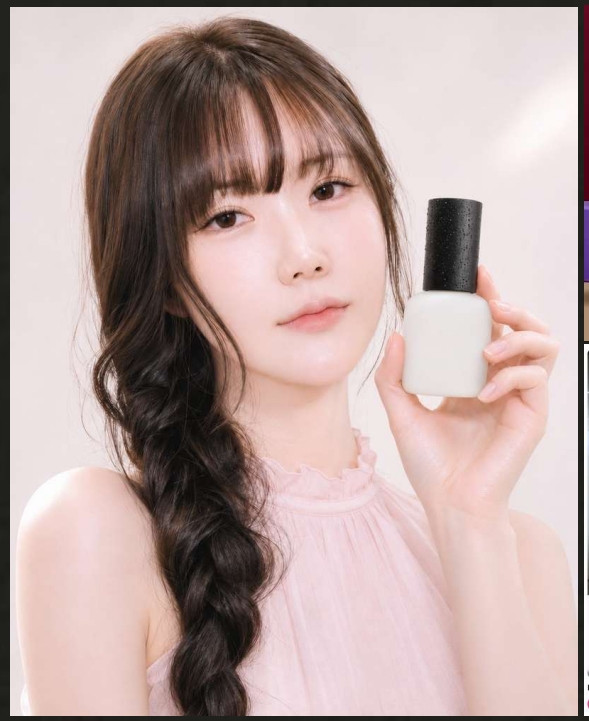
DAKYO SHOP

Expert demo · using brand products

01. Solving Skin Concerns	02. Dramatic Makeover	03. Special-Occasion Makeup	04. Pro Product How-to	05. Wear-Test Vlog
Pores · flakes · base adherence, etc.	Cheongdam salon before & after (B&A)	Interviews · dates · profile shoots	Product how-to, taught by an artist	Skin finish over time

From co-development to sales with Director Dakyo — all in one

From the expert's product planning to content spread and live sales — turning brand messages into conversions









Process

01 DEVELOP
Product Co-development
Makeup artist's Color · texture · usability advice based on real field demand

02 Content
Dakyo Branded
The expert's reasons for using it and real-world makeup reveal

03 Owned Media
Brand Channel Appearance
On the brand's own channel, Director Dakyo's signature USPs & usage tips

04 Commerce
Live Commerce
Live demos & Q&A to drive purchase conversion

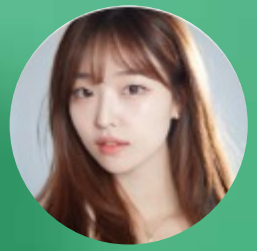
Expected Impact

- Co-development → Dakyo channel branded → brand channel appearance → live commerce, in that order
- A package that co-develops products from needs found in real customer data, driving awareness, branding and sales growth

Built on creators' own experience and stories,

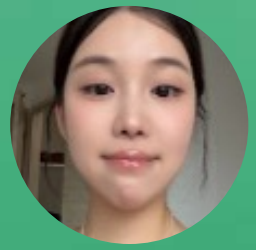
Commerce-ready creators who drive both product sales and branding

Type-matched to maximize brand image & sales



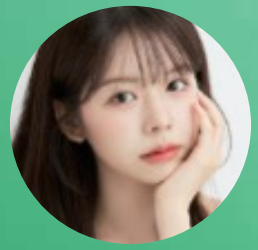
Monolid Dabin

226K 23K 5K



Fromjella

175K 32K



Seji

28K 24K 66K



Jinnyu

72K 50K 20K

Character	Beginner-Friendly	Lifestyle	Beauty Variety	Trendy & Charming
Category	Real-Use Review	Real-use reviews, routines	Product comparison · verification	Storytelling · Charm
Commerce Angle	Makeup finish before & after	Night skincare routine	Product how-to guide	Product story & how-to

Beaus Commerce Process

From design input to co-development and advisory, a sold-out Round 1 market leading to Round 2, through an Olive Young listing

Co-development

Brand- & product-fit Creator Matching

Reflecting the creator's image for product differentiation and trust

Content

Branded content built around product USPs

Product understanding · trust
and purchase anticipation

Viral

Social · community-driven spread and buzz

Wider reach to prospects and awareness of upcoming products

Live

Through real-time interaction, building trust and conversion

Stronger purchase confidence and real-time sales conversion

OR

Market

Through creator channels, promoting and selling products

Fandom buying power drives sales activation and growth

Stronger product trust

Creators' expertise and real-use experience reflected in product development

Differentiated product competitiveness and consumer trust

Maximized marketing synergy

Branded content and viral
linked organically

Wider product exposure and prospect anticipation

Real sales conversion

Channeling accumulated product awareness and purchase interest into live or market sales

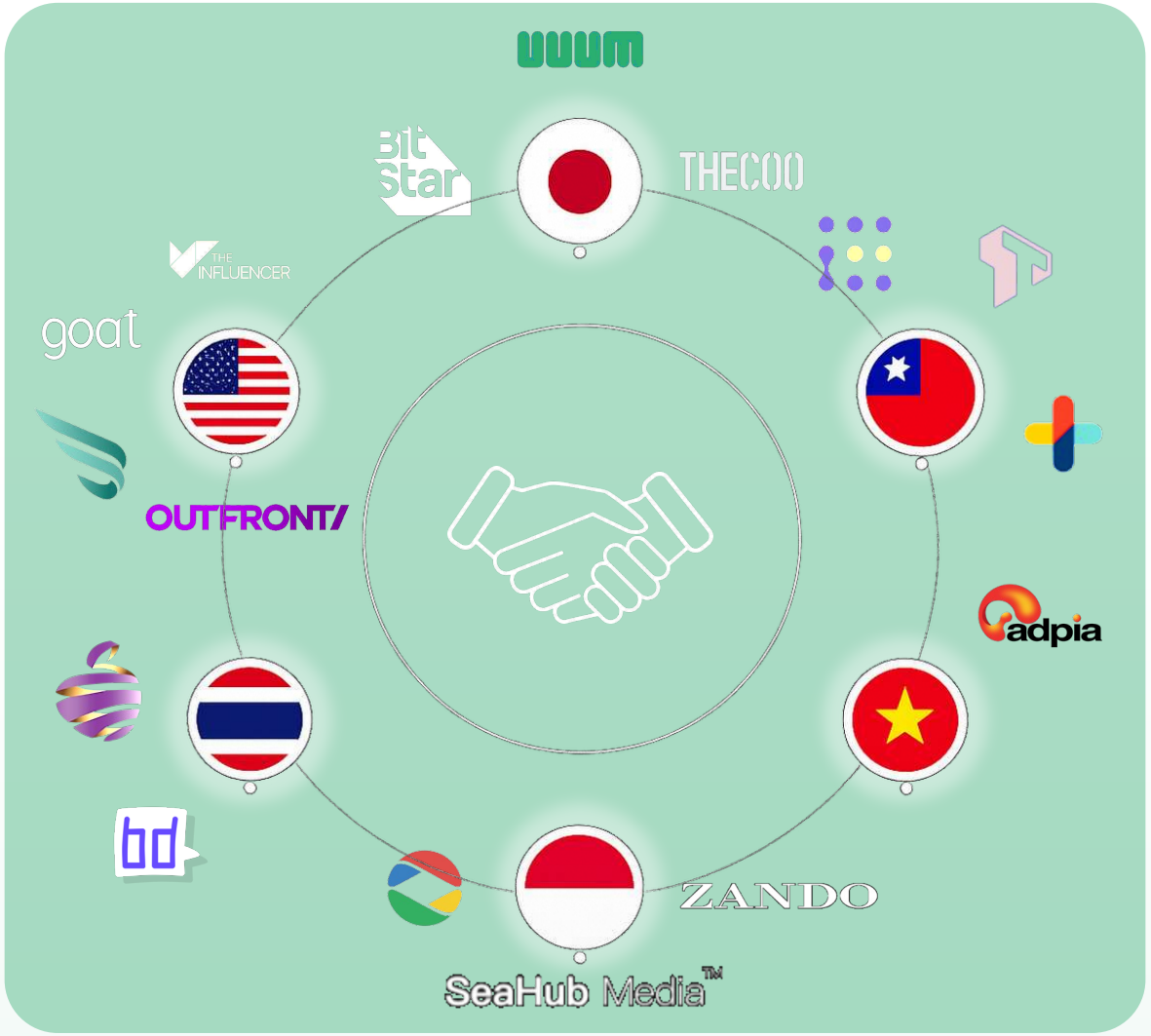
Driving conversion · generating real sales

BEAUS COMPANY

04 Global

- China
- U.S.

Activating platform-specific global marketing with local partners in 7 countries





Source: Beaus Company March LA trip ▲

- 7 Countries
- 8 Business Trips
- 50 Partner Meetings

Activating global platform marketing to drive sales in Korea

15M tourists; foreign shoppers flocking to Olive Young

Platform-based marketing per country creates a trend loop between Korea and the world

Cross-border marketing connecting domestic and overseas touchpoints maximizes sales

1 Marketing to Foreign Residents in Korea

Target **Foreign residents in Korea**

- Building Korea experience · visit · purchase content library
- Travel-experience and shoppable routes provided

2 Local-Reach Marketing by Country

Target **Tourists planning to visit Korea**

- China · U.S. · Japan and other key target-country platforms run
- Sales-driving marketing for local audiences promotion operations

3 Converting inbound tourists and local spread

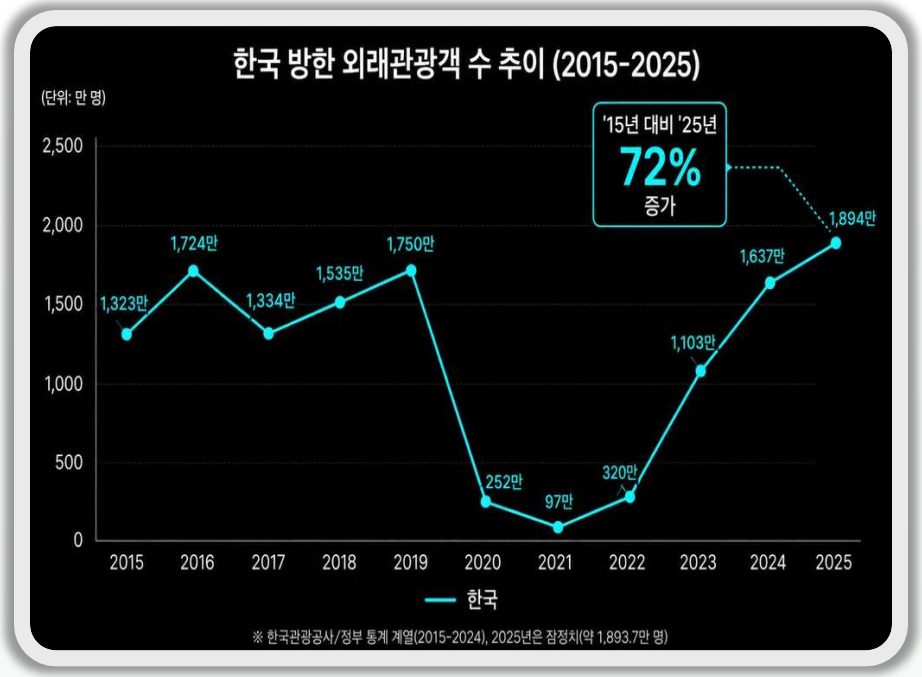
Target **Local consumers abroad**

- Linked to offline sales in Korea
- Additional local viral expansion

Rising inbound tourism makes expanding marketing in Korea essential

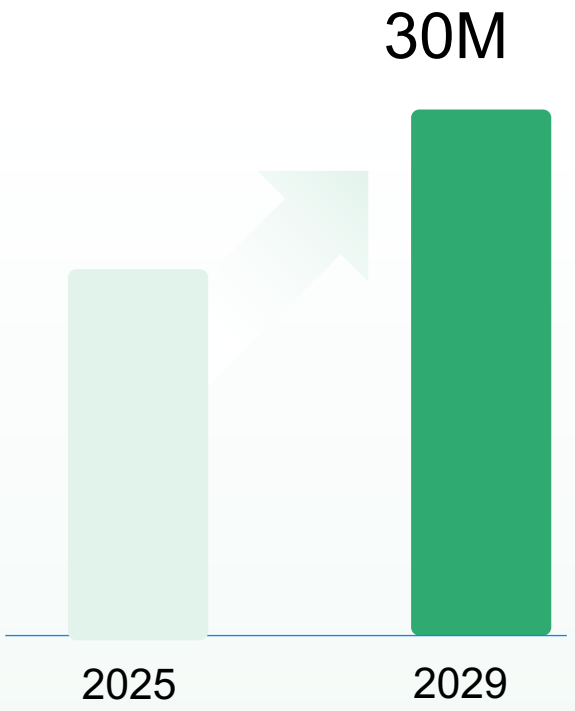
Inbound foreign visitors to Korea (2015~2025)

Source: Korea Tourism Organization / government statistics



Growth in arrivals to Korea

Source: UN Tourism



Olive Young foreign transactions

Source: CJ business report

Based on Jan–Aug 2026 payments

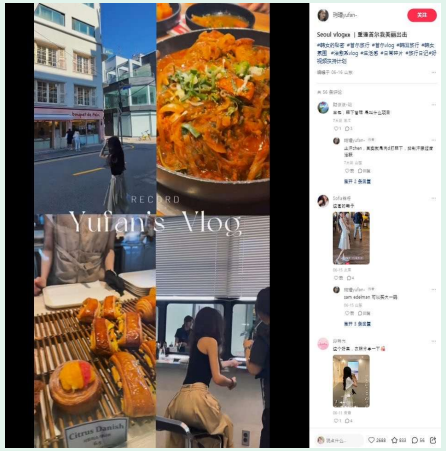
Jan–Aug payments
11.01M transactions (1 every 0.9 se

80% of tourists use Xiaohongshu as a main search channel before and during travel

1. Pre-trip search



2. In-trip content creation



3. Post-trip posts & reviews



Key Insights

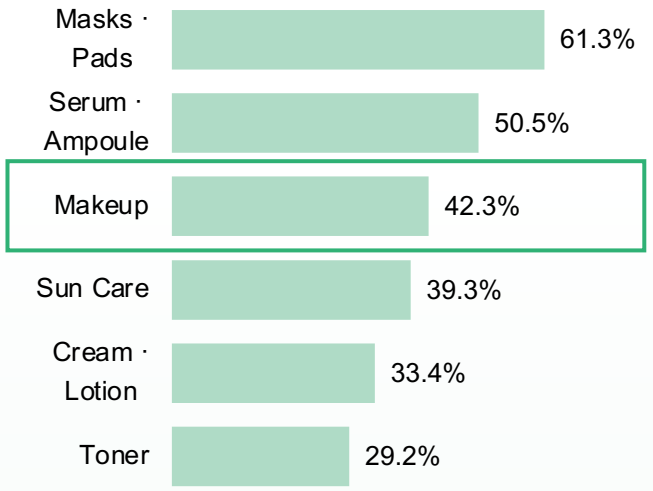
- Chinese consumers search and save on Xiaohongshu, then decide to buy in Korea
- In key shopping areas like Myeongdong and Seongsu, content built on product names and Olive Young keywords drives search traffic
- High trust in real reviews and ingredient-based info content strongly shapes purchase decisions
- Strong interest in K-skincare, with notable needs in combination skin, acne and pore care
- Core target: Chinese women aged 26~35 (high beauty spending and buying power)

Chinese Consumer Purchase Behavior Survey

→ Based on the 2nd survey of 305 inbound tourists

**Beaus Company in-house surveys, April & August*

01 Items Bought in Korea

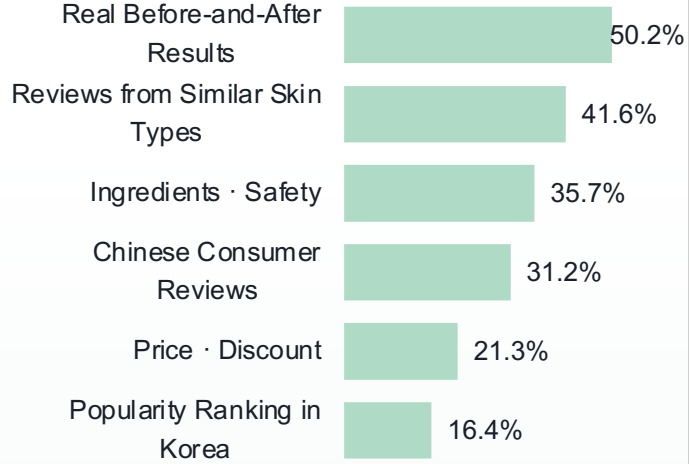


Makeup 42.3%

3rd-largest category after masks & ampoules

Shadow, blush and lipstick are searched under makeup, so run them with makeup-angle keywords

02 Info Checked Before Purchase

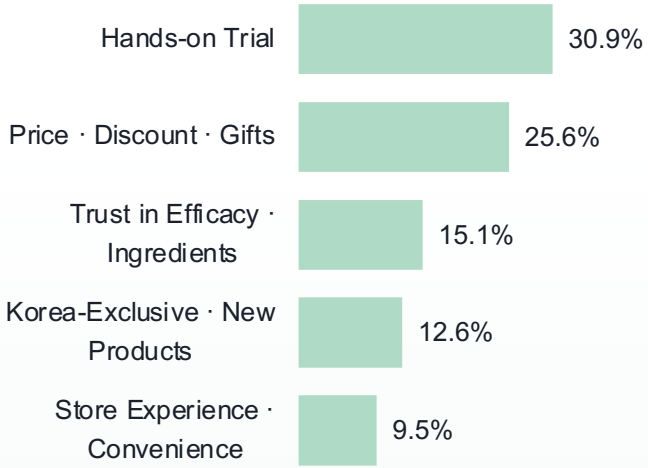


B&A 50.2%

No.1 info checked before purchase

B&A format missing this round; a must for the next

03 Reasons to Buy Offline



Hands-on trial 30.9%

No.1 reason to buy offline

Makeup is checked in person (e.g., color payoff), Content that drives in-store testing works

Global content spread through our exclusive creators

Jinnyu's Xiaohongshu channel

Upload period: 2026.07.21~





Popular content on Xiaohongshu



Informative content focused on beauty tips & styling picks

Running exclusive creators' Xiaohongshu channels

Korean content can be mirrored on Xiaohongshu

Wider China-target exposure for Korean channel collab content

U.S. Channel Strategy by Brand Stage

STAGE 01

Early · Growth Stage

Indie / new-entry brands

Channel Sequence

Amazon + TikTok Shop → Ulta · Sephora

Insight

TikTok results spill over into Amazon, ULTA, Sephora listings/rankings

Beaus Projects

K-Con · Amazon Prime Sale prep

STAGE 02

Awareness-Building Stage

Brands with established sales and offline retail distribution

Target Expansion

Asian K-beauty shoppers → multiethnic Gen Z

Evidence

UCLA interviews · LA creator meetings

Beaus Projects

Suzie K Masterclass · Coachella · LA festivals

Korea – U.S. Virtuous Cycle

Inbound PPL in Korea → **U.S. UGC · Amazon reviews** → **Retail listing · ranking proof**

Campaigns delivering on-site experience & digital viral at once, aligned to North American trends

Live TikTok & Instagram Case Studies



Laura Lssela

vs. the median 73K views of recent product-related content,

about 2.1x.

Campaign Results

103K views / 707 likes / 10 comments

172K views / 2,439 likes / 17 comments

Followers

434K 3M

*Creators who can drive viral reach with Spanish & English subtitles



_hanjustin

About +50% more views than the avg. 150K views of 2 recent McDonald's Sponsored posts

Campaign Results

227K views / 5,460 likes / 18 comments

164K views / 3,797 likes / 28 comments

Followers

1.3M 4M

*Entertainer creators for views & awareness



Josselyn

3 pieces of content with no separate Creator Fee, ~45K views.

Campaign Results

17K views / Likes - / 2 comments

24K views / 1,358 likes / 17 comments

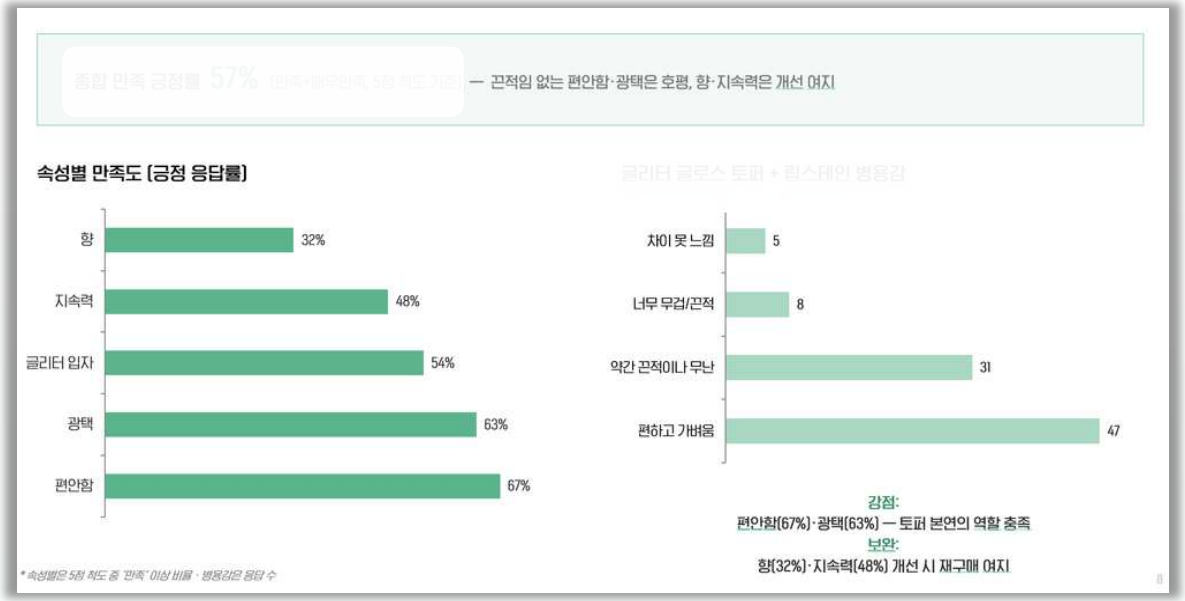
22K views / 1,425 likes / 9 comments

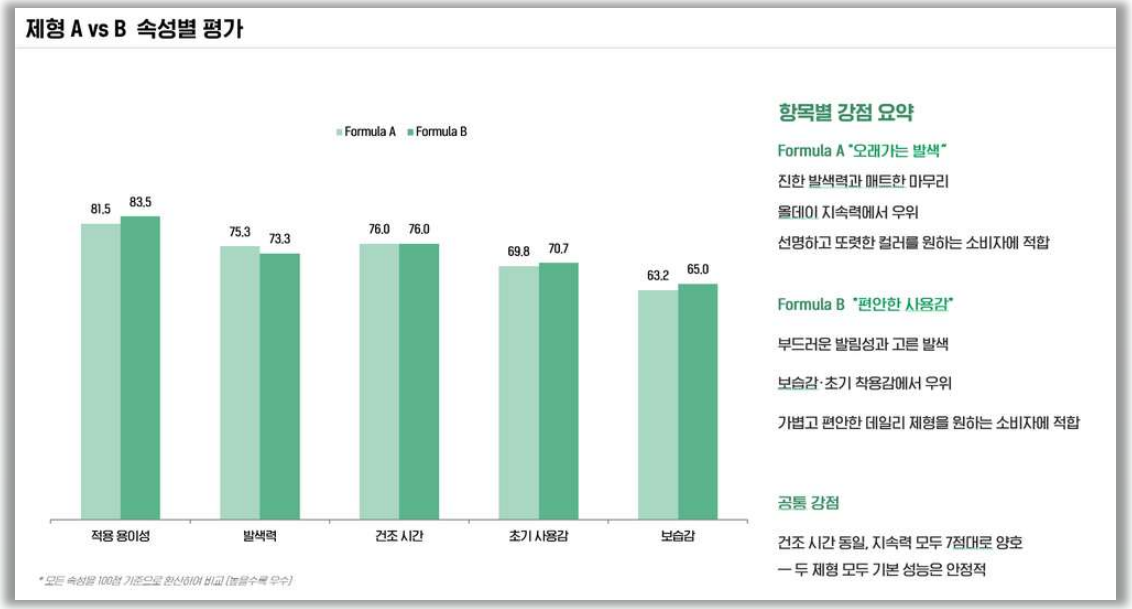
Followers

62K 490K

*Creators for FOC via K-beauty reviews & daily lif

New-product evaluations with U.S. consumers & influencers
A way to raise success rates in the U.S. market





Sponsorship tied to the Suzie K Makeup Masterclass

With an artist who has done makeup for Hollywood actors and celebrities like Youn Yuh-jung and Tiffany Young,
A class introducing K-Beauty and makeup trends with live demos and teaching







18K

suziekbeauty

Event Goal

- Brand awareness within the U.S. beauty-pro network
- Not one-off exposure, but an asset-building collab where experts use and create content with the product
- Organic spread via Suzie K and attendees' channels (UGC-based)

Target Attendees

Mixed group of U.S. pro makeup artists + beauty creators
Expected attendance: 20–30 (small, private) → one brand per category meets 30 attendees 1:1

BEAUS COMPANY

Thank you.

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