



2020

BEAUTY  
REV-  
OLUTION

#humanizingbeauty

**BR  
Media Kit**



# Hello Beautiful 🙌

We are the Beauty Revolution team and we believe that beauty should be a source of pleasure, not pressure. Our impact is to change the conversation around beauty to ensure more inclusivity, diversity, collaboration and kindness. Our platform is not only here to bring our beauty fans the latest in makeup, skincare, hair trends & wellness products, but to also support entrepreneurs, help shape positive conversations around difficult & important topics and inspire creativity.

We call it *#humanizingbeauty*. 💕

After 3 years of learning, understanding and building our community organically, we are now ready to partner with brands and entrepreneurs to create meaningful and relevant communication curated for the Beauty Revolution community.

We would love to work with you on your next campaign or online experience.

## Interested in working with us?

### HERE IS A SNAPSHOT OF OUR ONLINE STATS

BEAUTY REVOLUTION IS A DIGITAL BEAUTY COMMUNITY OF 26K BEAUTY REBELS AND AN ANNUAL 2-DAY BEAUTY FESTIVAL THAT ATTRACTS MORE THAN 6000 BEAUTY FANS FROM ALL OVER SOUTH AFRICA! WITH OVER 100+ BRANDS IN OUR DIRECTORY AND HUNDREDS OF CONTENT CREATOR FRIENDS, WE HAVE CREATED A DIGITAL AND IRL PLAYGROUND FOR BEAUTY JUNKIES OF ALL SHADES AND SHAPES.

#### AUDIENCE :

Predominantly Gen Y & Gen Z

- 94% Female
- 6% Male
- 30% Age 18-34
- 45% Age 25-34
- 16% Age 35-44
- 92% South African

#### AUDIENCE INTERESTS :

- beauty + fashion  
65%
- art + design  
61%
- business + careers  
55%

#### ENGAGEMENT :

1884.43 / Post

- 160 (likes)
- 0.33 (shares)
- 14 (likes)

#### INFLUENCE :

67 / 100



5.8k  
20-25k  
25-30k

Followers  
Monthly Reach  
Monthly Impressions



21k  
120-150k  
180-200k

Followers  
Monthly Reach  
Monthly Impressions



1500  
18.4%  
41.5%

Email subscribers  
Open rate  
Clickthrough rate



3000  
Average monthly  
unique visitors

3000  
Average  
page views

beautyrevolution  
.co.za



## Beauty Revolution Services:

### COLLABORATIVE FEATURE / REVIEW POSTS

Written in our own voice, featured on our website and shared to our social media channels.

R1750 per blogpost.

### CAMPAIGN & PROJECT COLLABORATIONS

Keen to co-run a campaign with us? Chat to our team about your needs!

SQ based on campaign requirements.

### SOCIAL MEDIA GIVEAWAYS

Let's team up for competitions! This includes a BR designed post to feed and IG story.

R2500 per giveaway (limited to one brand).

### SOCIAL MEDIA STORY MENTIONS

Need us to share an event, ad or special? We can promote you in our stories with a swipe up link.

R1200 for a 5 slide story.

### SOCIAL MEDIA AD CAMPAIGNS

Brand partner ad campaigns to increase reach, engagement and web traffic.

SQ based on campaign reqs + ad budgets.

### SOCIAL MEDIA POSTS

Got a new product or service you would like us to share with our audience?

R1900 for one IG & FB post (No giveaways).

### MAILERS

Let's send out a co-branded mailer to help you reach your objectives! This includes copy and design with clickable links.

R1000 per mailer.

### EVENTS & TALKS

Hosting an event and looking for a speaker? Our co-founders are available to speak on your panels.

SQ based on dates + time requirements.

### INFLUENCER CAMPAIGNS

- SQ

R1200 for a 5 slide story.

### ONLINE EXPERIENTIAL EVENTS

Want to create a live or interactive event with us?

SQ based on dates + time requirements.

## Past & Present Collabs :



REVLON®



FOSCHINI

switchbeauty®

MUSE BEAUTY

candi&co



CAVA THE LASHES

ProbiFlora™



DUPE FACTORIE

# Why do social media now?



**DURING TIMES LIKE THESE, IT'S GREAT TO QUESTION WHAT ROLE SOCIAL MEDIA MARKETING PLAYS. LET'S TAKE A LOOK:**

## **Can we still use social media in a time like this?**

People are now re-evaluating the role that social media plays in their lives. What some may have seen as negative screen time is becoming seen as valuable time to stay in touch with friends and family, consume the news, shop online and be entertained!

## **But surely the virus will overtake the conversation...**

In moments of crisis like this, we build in room to give the topic time to breathe. We address it, talking about how disruptive it has become and let our community vent and share frustrations, and then we set it aside and dive into the larger life themes we want to explore.

## **Are you sure people will even want to talk to us?**

Social media is booming, more than ever! Our community is eager to connect. On the one hand, it gives them something else to think about, and they see it as a happy distraction. With more people online, we're connecting with a larger, new audience. The caveat is that we must find ways to make meaningful conversation and build communities not transactions.

## **Three important factors to consider :**



### **BE IN TUNE WITH PEOPLE'S EMOTIONS AND VULNERABILITIES.**

Developing real empathy to be in tune with people is key to be meaningful, we must adapt our tone and role.



### **STAY TRUE TO WHO YOU ARE FOR STRONGER IMPACT.**

Brands have a heritage, a promise, a personality, a purpose they have been pursuing. Building on those will allow us to be genuine in our actions and more impactful.



### **FOCUS ON STRENGTHENING RELATIONSHIPS.**

People do not expect brands to have the magic answer to the crisis. The best role brands can play is to help people find stability to go through those difficult times. Reminders of the connection we made with people and reinforcing the need for being part of our community is a way to be relevant.