



DOT & KEY

**Dot & Key**

# About Dot & Key

- The brand was launched to take care of “unattended problems” of skin and hair.
- The idea was to reach out to people facing skin and hair problems which go unnoticed or unattended by them as they're caught up in the frenzy of daily life.
- These issues may be unattended due to lack of familiarity of their existence, as a result of which people are unable to make the effort of caring for their entire body. This ignorance or unconsciousness causes people to neglect caring for specific areas of their body the way they do for their face.
- As a brand they wanted to reach out to people and tell them that they are there to take care of this "unattended" problems”.



# Objectives for **Dot & Key**

- To effectively launch the brand Dot & Key and its products.
- To drive its superior benefits that how it focuses on "small and unattended problems" of skin and hair and solves it.
- To place the brand as one of the premium skincare brands in the market and make a name in the skincare domain.
- To leverage that how unique products like hair sunscreen, hair chlorine protection spray and pigmentation products for unattended areas like underarms, elbows, ankles, chin, etc. are developed to take care of skin and hair.



# Strategy for **Dot & Key**

- The brand and its product were launched across social media platforms by influencers on the same day and at the same time.
- Showcased the superiority and uniqueness of the products that aim to provide solutions to real challenges faced by people – like frizzy hair post swimming and after stepping out in sun, pigmentation in unattended area like elbows and knees, and so on.
- Educated the consumers on why it is important to take care of the “unattended” part of the skin and hair which needs equal protection like the rest of the body for overall radiance and health.
- Drove product trials via reviews, ratings and credible testimonials from influencers and beauty media.



## Results for **Dot & Key**

- Dot & Key products were talked about by different beauty and lifestyle influencers thereby creating a brand presence.
- Influencers used our hashtags and the Instagram page handle that helped us to increase our search results and online presence.
- Instagram Shoutouts wherein the influencers reposted and shared the Dot & Key hamper pictures.
- Influencers had carried UTM links for a week on their social media page for free. This resulted in people actually clicking on the link and buying the product.
- The products went out of stock within a week's time.





## PR Results

# Media coverage worth

ACTIVITY	TOTAL PAGE VIEWS / REACH
Influencer Marketing Engagement	96,282