

# Lolane Goes Grand

## #FeeltheConfidenceWithiYou

### Problem Statement

“ Thai women have lack of resources and exposure to content that can help them to become more confident, causing them to have low self-confidence as a consequence of the society's beauty standard. ”



### What is #LolaneGoesGrand?

In collaboration with Lolane and Miss Grand Thailand, #LolaneGoesGrand is a 1.5 months communication campaign that aims to empower women to be confident about their appearance alongside with promoting Lolane's products.

## Goals & Objectives

To educate women about the use of Lolane hair products effectively.

To promote Lolane hair products through intergrated marketing PR strategies.

To increase exposure of the #LolaneGoesGrand campaign and Lolane product through the Miss Grand Thailand pageant.

To empower women to be self-confident about their appearance.

## Insights

- 87% of all respondents stated that the condition of their hair and how they appear affect their confidence level..
- Level of confidence affects the well-being of relationship.
- 90% of women say they follow at least one social media account that makes them feel less beautiful.
- Majority of Thai brands have not addressed this issue relating to promoting self-esteem yet.

## Methodology

### Primary Research



### Secondary Research



- To identify target audience concern on their confidence level.
- To identify factors that influences confidence level.
- To see past campaigns procedures and adjust to our campaign.

## Target Audience

- Demographics:**
- Women, 20-35 years old
  - Low-middle income

- Geographic:**
- All provinces in Thailand
  - All religion

- Psychographics:**
- Practice self-care
  - Low self-confident
  - Miss Grand Thailand fans

## Solution

- Using the beauty pageants to increase an exposure and raise awareness on the campaign.
- Create empowering contents through Lolane's official Twitter account.
- Create a microsite as an all-in-one hair education website.



# Communication Strategies

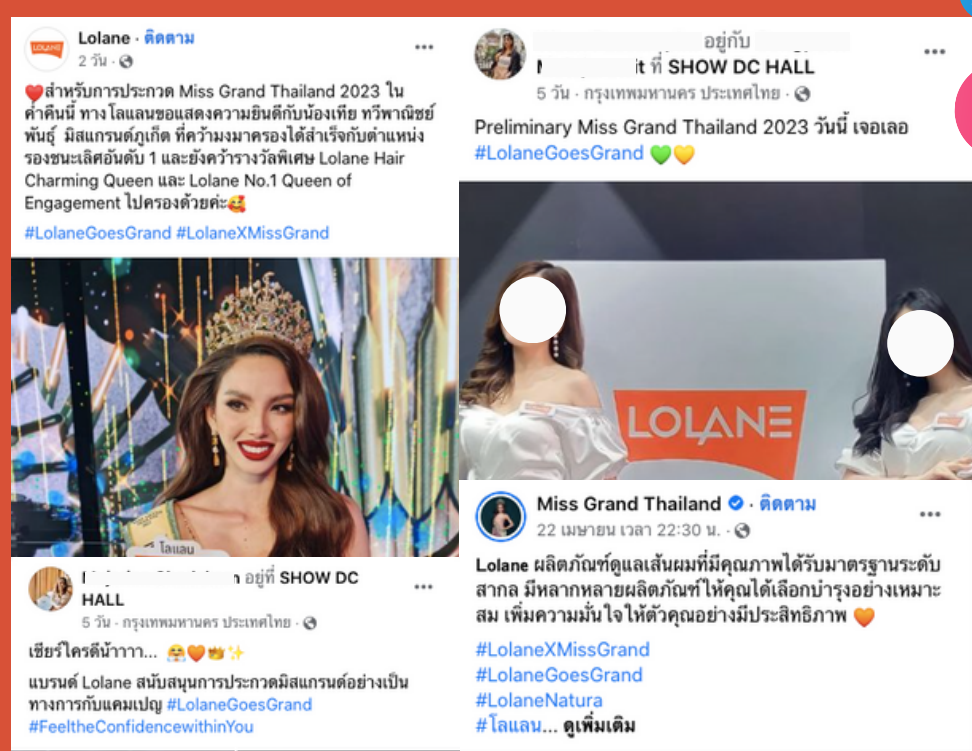
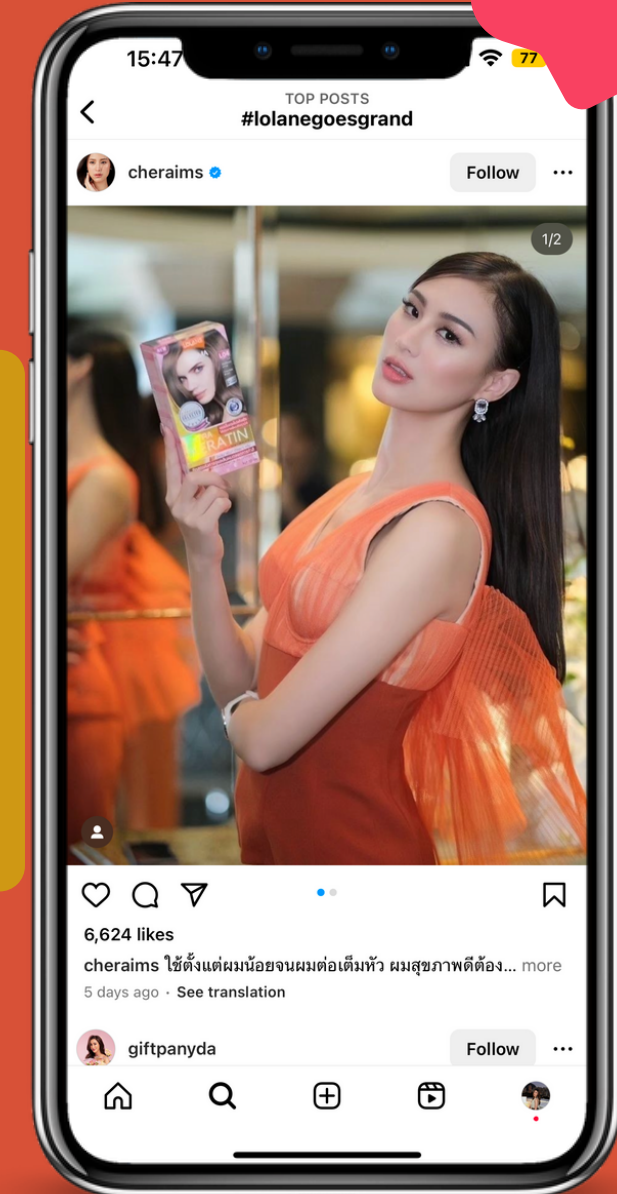


Total: 7 Contents

Twitter is the primary platform we utilized to share all the contents we made for the websites and promote the campaign.



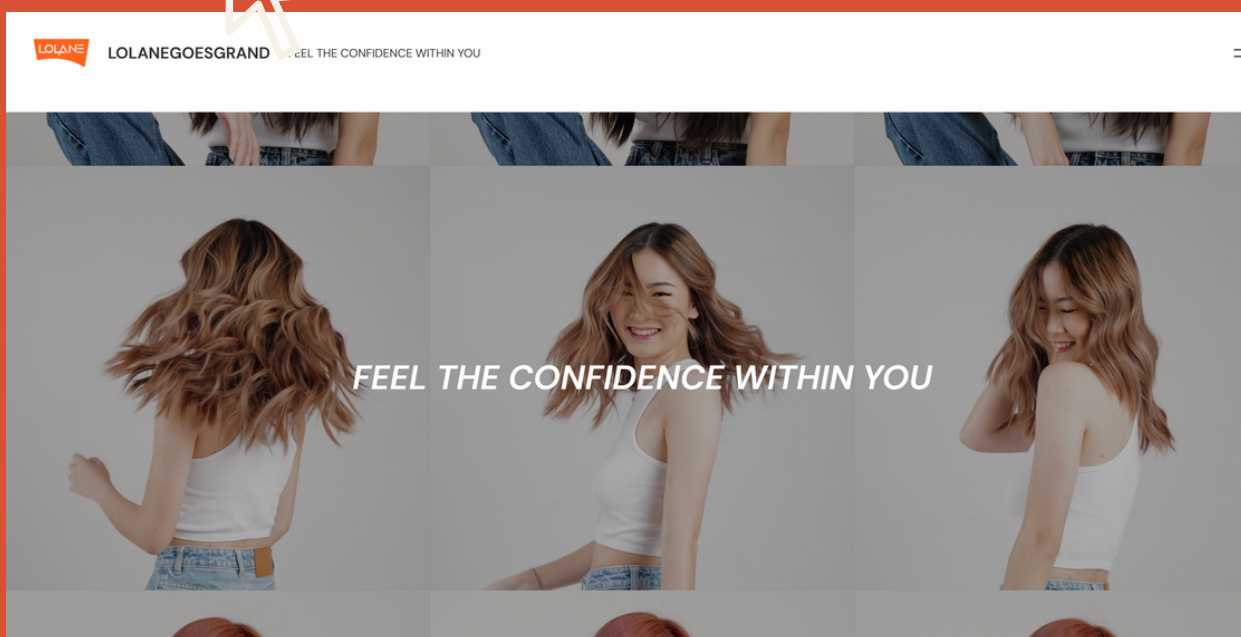
Instagram is the platform that is most used by the beauty pageants in sharing the pictures of them using Lolane product with the campaign hashtgs in the cap product with the campaign hashtgs in the caption.



Through the hashtag #LolaneGoesGrand on various platforms, including Facebook, the campaign successfully foster the community.

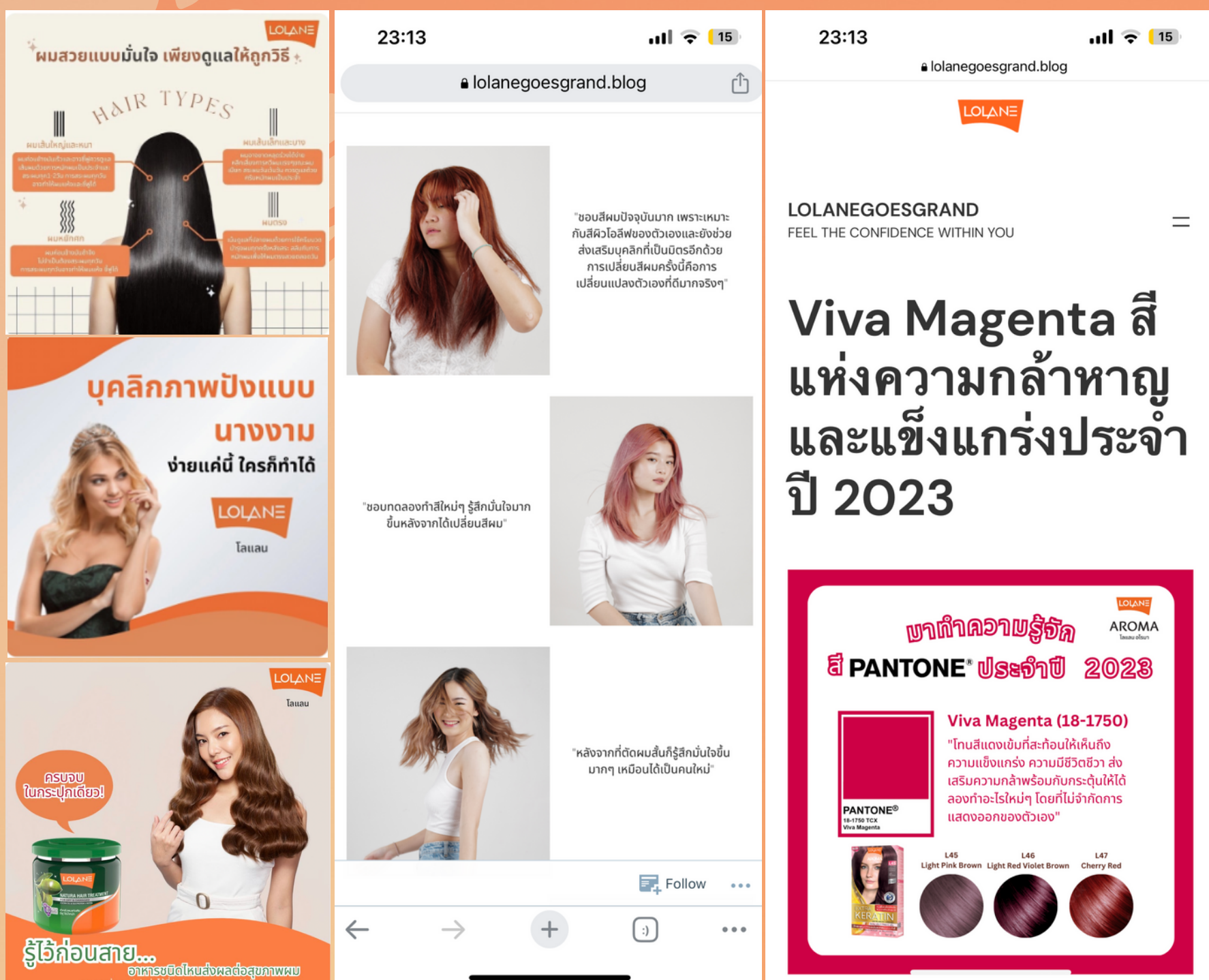


<http://www.lolanegoessgrand.blog>

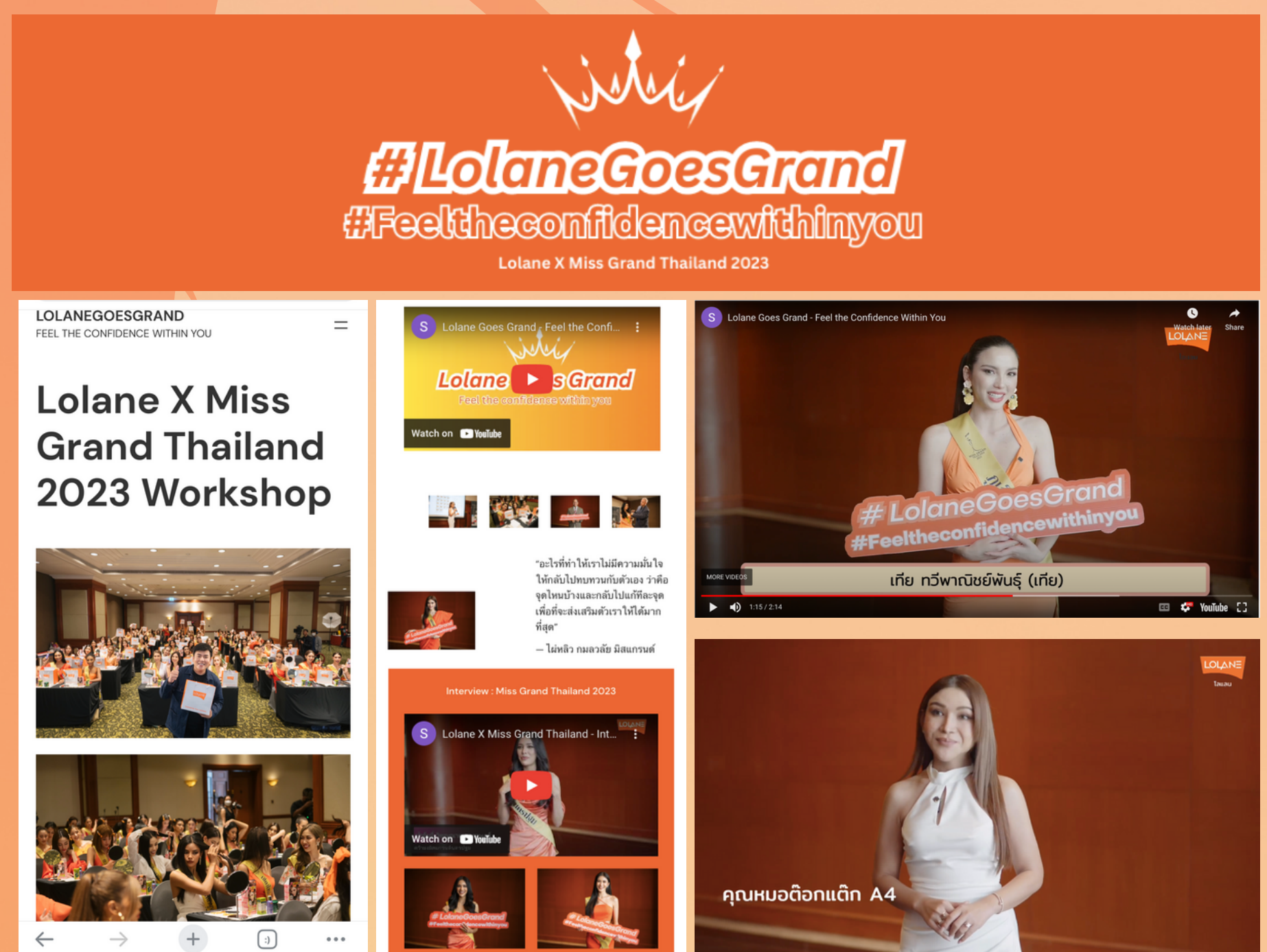


To gain more attention towards the campaign and help people to find more information there is vdo interview with Miss Grand contestant published on our websites.

## Example of Contents



## Lolane x Miss Grand Thailand Workshop



## Evaluation

**7** Contents  
Total **52,000+**

**1,000+** Posts  
**20,000+** Likes

**50+** Miss Grand Thailand's posts  
**#LolaneGoesGrand**  
**#FeeltheConfidenceWithiYou**

**~1,200** Visits