

Perfume Sample Proposal

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"A Chiqio Summer"



Arrangement & Process:

- Marketing interns and ambassadors submit any form of content – videos or photos of the perfume as a summer essential
- It can be shown at the beach, in a cafe, by the pool, etc. – refreshing concept
- The best ones can be featured on Chiqio's Instagram and Twitter

Goal:

To aesthetically position the perfume in audience's minds through UGC and pique their interest.

“A Day in My Life”



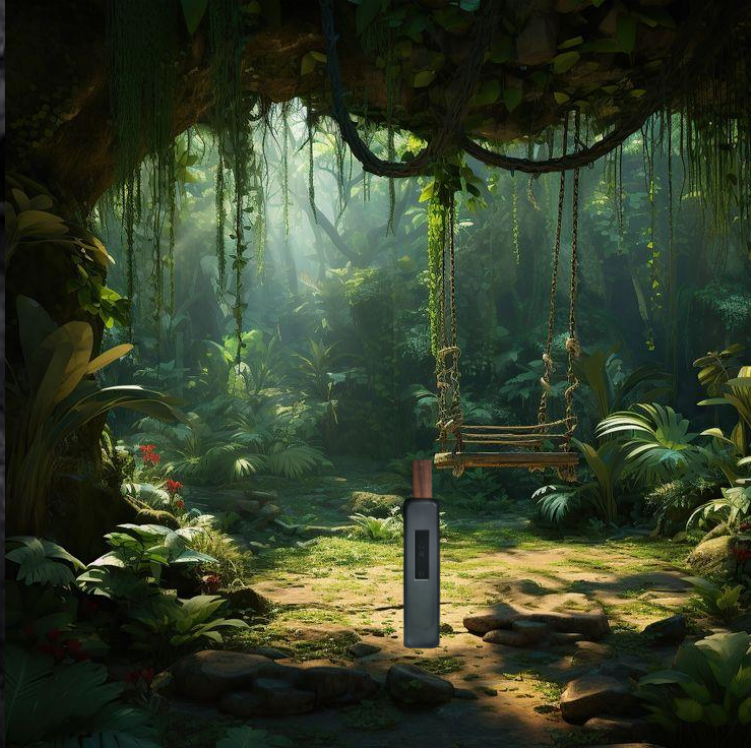
Arrangement & Process:

- Interns, ambassadors, and influencers create short-form “A Day in My Life” videos
- Show the perfume being used to start the day, throughout the day, or at the end as well
- Chiqio's perfume enables individuals to be their best selves

Goal:

To communicate that the Chiqio perfume is for everyone to use and feel confident in.

Interactive Online Experience



Arrangement & Process:

- Create a virtual story or world for audiences to explore
- This world can be a mystical forest or hidden temple path, where the perfume lies
- Can be presented as an immersive picture book or interactive space

Goal:

To let audiences virtually experience Chiqio's world and intrigue them.

Perfume Workshop



Arrangement & Process:

- Host a workshop to teach audiences regarding Chiqio's perfume
- Discuss Chiqio's history, brand philosophy and how the perfume came about
- Provide samples of the perfume for attendees to try

Goal:

To provide a hands-on experience to educate audiences – a brand initiative.

Timeline

1. Announce "A Chiqio Summer" Instructions to interns and brand ambassadors.
2. Interns and ambassadors create and submit the content for Chiqio's review and possible upload to its Instagram & Twitter.
3. Reach out to influencers with a small-medium following (10k-100k) for "A Day in My Life" as a gifted collaboration with Chiqio and provide instructions to interns/ambassadors.
4. Influencers who approve alongside interns/ambassadors create and upload the content to their Instagram & Tiktok.
5. Plan for Interactive Online Experience (story/world) & test run with interns/ambassadors.
6. Announce experience event on all Chiqio social media handles, require bookings for a small group of people to attend at once, so system does not crash. Event can run for a month.
7. Create perfume samples, book venue for Perfume Workshop, and announce the workshop on all Chiqio social media handles. There can be one to two sessions per day lasting for two weeks.
8. Post photos and videos as workshop event reflections across Chiqio social media handles.