



Cultural and Strategic Communications Campaign Final

Seminar in Media Arts & Design: International Advertising

Section 003

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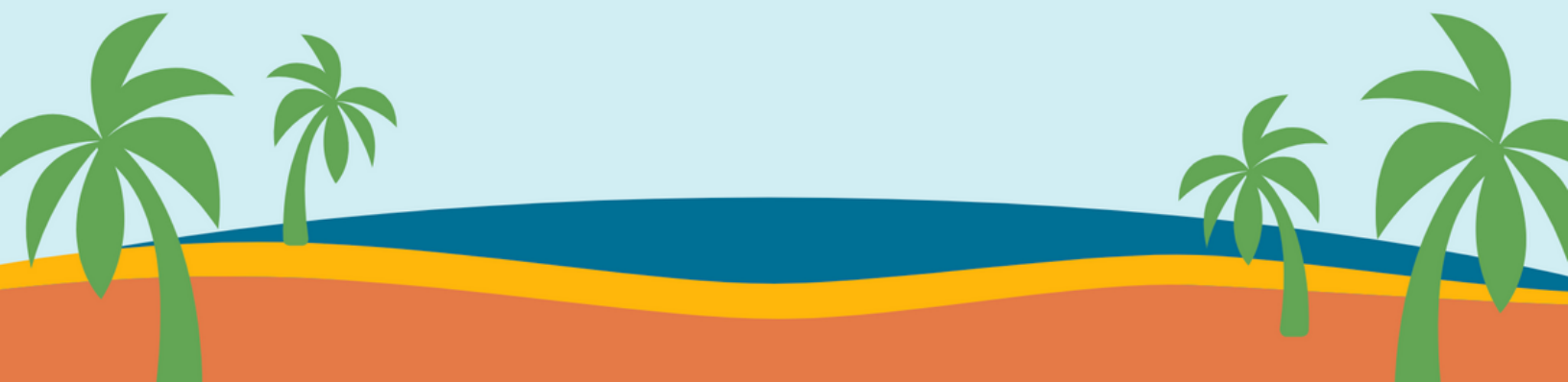


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Introduction

The intention of this campaign is to advertise South Korean sunscreen *Nature Republic California Aloe Waterproof Sun Block* to the primary target of Generation Z, as well as the secondary market of millennials. This demographic will be targeted by featuring environmental benefits, highlighting the importance of sun protection and emphasizing the quality of *Nature Republic* sunscreen. Coral reef preservation and protection is a pressing environmental issue, and Australians value natural ingredients that are safe for the reefs and their health. They also value nature and time outdoors, creating a need for healthful and harmless daily use sunscreen (Group, 2022). Since skin cancer affects approximately 2-in-3 Australians by the time they are seventy (About skin cancer, 2022), this campaign will emphasize the importance of daily sunscreen use in preventing skin cancer. With natural ingredients, antioxidants, and aloe, the target can protect their skin and ocean using *Nature Republic's* product (California Aloe, 2023)! This campaign will strategically place the product as a necessary part of Australians' skincare routines.

Koreans value skincare more than the western world. Historically, the use of natural ingredients and traditional skin care practices date back centuries (World, 2020). This cultural heritage has been passed down through generations and has contributed to the development of modern-day Korean skincare products and techniques (World, 2020). Culturally, Koreans value clear glowing skin as a sign of youth and vitality, so parents educate children about caring for their skin at an early age (How Important, 2022). Korean skincare is currently ranked among the top 10 global beauty markets (NBCUniversal, 2021).

The goal of this campaign is to position *Nature Republic* as an essential part of a healthy skincare routine, emphasizing both short-term and long-term benefits. This will be achieved by

educating the target audience on the high rates of skin cancer in Australia, while still highlighting the unique and environmentally friendly selling points of *Nature Republic* Sunscreen.

In Australia, summer begins in December and ends in late February. The campaign will run from July 1, 2023 to March 1, 2024, capitalizing on the warmest Australian seasons. With this timeline, the sunscreen will be advertised prior to the holiday season, so people have ample time to purchase for summer. The intention is to spread awareness about the brand and product and strategically place *Nature Republic* sunscreen as a key part of the everyday skin routine of Australians before the summer is in full swing.

Situation Analysis

The situation analysis will cover and explain the culture elements of Australia and Korea. This will include their history, geography, economics, politics, lifestyle and the unique cultural dimensions to provide a better understanding of how *Nature Republic* can be implemented in these countries.

Australia

History and Geography

Known for its natural wonders, unique wildlife, beautiful beaches and vibrant cities, Australia is a vast and diverse country located in the southern hemisphere (Nationsonline, n.d). Australia is the sixth largest country in the world in terms of land mass and has a population of 25 million people (Wereldreizigers, 2019). The rich history of Australia stretches back tens of thousands of years before European colonization. With the oldest living cultural history in the world, aboriginal people first arrived at the island continent around 65,000 years ago (A brief, 2023; When Did, 2018). In 1788, British Captain Arthur Phillip arrived with the first fleet of

ships, carrying convicts to the colony of New South Wales (British Settlement, n.d). This was the first of six British colonies formed in Australia. In 1901, the six colonies federated to form the Commonwealth of Australia (The Federation, n.d).

Economics and Politics

Today, Australia is a democratic continent. The country's mixed government system consists of the members of parliament, the constitutional monarchy and federation of states. The government is structured similar to the British Westminster system, with King Charles III being King and Head of State (Australian, 2023). The Australian economy is stable and dependent on trade (Australia, 2019). Grains, livestock, minerals, coal and processed metals play a key role in the economic growth of Australia. The Asian-Pacific is the key market for Australia when exporting goods and the country continues to be a significant donor to global aid programs. Australia contributes \$342.75 billion in oversea aid, going mainly to Papua New Guinea (Australia exports, n.d).

Lifestyle

Home to some of the most unique landscapes in the world, Australians are constantly outdoors. Aussies are described as easy going with a deep love for sport, with a “no worries” attitude on life which creates a friendly, welcoming culture. There is an unspoken truth in Australia that a stranger is just the mate you haven't met yet, which puts an emphasis on friendship in the Australian spirit. This reverence bleeds into the relationship with mother earth, and there is a continuous drive to preserve nature, exercise sustainability and protect wildlife (Australia exports, n.d).

Skin cancer in Australia has been a growing concern for 200 years now. High exposure to ultraviolet rays from close proximity to the equator will cause at least 2-in-3 Australians to be

diagnosed with skin cancer before the age of 70. Keratinocyte skin cancer is the most frequent cancer among Australians; 69% of Australians are estimated to have at least one excision for Keratinocyte in their lifetime (Skin Cancer, n.d). Melanoma is another life threatening cancer in the country, with 17,756 new cases in 2022 alone. Men have a greater risk of being diagnosed with skin cancer. In 2022, 10,374 males were diagnosed with skin cancer, in comparison to 7,382 women (Cancer Australia, 2022). Slip, Slop and Slap is an Australian campaign which was launched by the Cancer Council in 1981. The campaign encourages Australians to protect their skin with three easy steps. 1. Slip on a coverup. 2. Slop on sunscreen. 3. Slap on a hat (Skin cancer in Australia, n.d). Although Australians apply sunscreen, creating a more effective product, method and campaign could be beneficial to raise awareness and lower cases of skin cancer.

Cultural Dimensions

Indulgence versus Restraint

Australia scores a 71 for Indulgence vs. Restraint scale, meaning Australians value acting on desires and indulging oneself (Australia, 2019). They tend to have a positive attitude and often practice optimism (Australia, 2019). Australia is an individualistic country, sitting at a 90 in Individual vs. Collectivism.

Masculinity versus Femininity

Australia is a masculine society, scoring a 61 in the Hofstede cultural dimension. Australians are proud of success and achievements in life. In the business world, employees are expected to be self-reliant and display initiative (Australia, 2019). They have a “winner take all” mindset and strive to be the best they can be in school, work, and play.

Uncertainty Avoidance

The uncertainty avoidance index score is relatively low for Australia, sitting at a 51. This score describes Australians to be comfortable with ambiguity and change compared to many other cultures worldwide. This implies that they may be more comfortable with risk-taking and be more inclined to change (Australia, 2019).

Long versus Short

Finally, on the Long vs. Short Term Orientation Scale, Australia sits at 21. In Australia, there is a focus on strong cultural norms, respecting traditions, and establishing the absolute truth (Australia, 2019).

Korea

History and Geography

Korea is located in East Asia, occupying the southern portion of the Korean peninsula (Encyclopaedia Britannica, inc, 2023). Korea has been divided between North and South for 70 years (Why are North, 2021). The North is bordered by China and Russia while Japan is the closest country to the South. Japan surrendered after the Allied victory in World War II, resulting in the end of a 35 year occupation in Korea. The United States and Soviet Union were granted supervision of Korea, and in 1948, two separate states were established after failed attempts to unify the country (Division of Korea, n.d). Today, North Korea and South Korea are not only geographically and politically separated, but continue to have conflicting civil rights concerns, laws, regulations, economies and reality differences (World Report 2022: Rights trends in North Korea 2022; World Report 2022: Rights trends in South Korea, 2022).

Economics and Politics

The political system in the Republic of Korea is governed by the President, who is head of state and the multi-party system. An election occurs every five years, where the President will serve only one term (Seol, n.d). The country has achieved rapid economic growth through the production and exportation of mobile phones, automobiles, vehicles and steelmaking. These industries resulted in \$761.24 billion worth of exports in 2021 alone (South Korea exports, n.d). South Korea is also 19 out of 191 countries for the Human Development Index. This measures basic dimensions of human development, including a long and healthy life, access to knowledge, and decent standard of living (Nations, U, n.d).

With a population of approximately 51 million people in South Korea, around 50% live in the capital, Seoul (Korea, South, n.d). The capital is known for its sleek skyscrapers, shopping districts, royal palaces and Buddhist temples. The two dominant religions are Christianity and Buddhism. Other religions count for less than 1% of the entire population (Joseph, 2023).

Lifestyle

A unique and vibrant lifestyle reflects Korea's mix of traditional values with modern influences. Korea is known for the fast paced lifestyle, competent workforce and exciting music culture. K-pop music, short for Korean pop, is a genre of music popular in South Korea and has gained global recognition. Koreans are many fans of K-pop groups and also enjoy sporting events, exploring outside and gathering with family members for flavorful Korean dishes. There is an emphasis on sincerity, loyalty and respect that is reflected in many aspects of their culture including greetings, eating, praying and also celebrating. This influence can be seen by Confucianism, which emphasizes the respect to elders, loyalty to family and obedience to authority (South Korea: Partners, 2022).

Cultural Dimensions

Indulgence versus Restraint

South Korea rests at 29 on the Indulgence v. Restraint scale which proves to be a country of restraint. Citizens tend to lean towards cynicism and pessimism (South Korea, 2019). It is unusual for Koreans to practice personal desire in comparison to following social norms. This puts an emphasis on the citizens' discipline.

Masculinity versus Femininity

In regards to the Masculinity vs. Femininity scale, a score of 39 implies a more feminine society where people have to work in order to live (South Korea, 2019). Managers strive for consensus while people value equality, solidarity, and quality in their working lives. The country's focus is on well-being, not status and decision making happens through the involvement of multiple people (South Korea, 2019).

Individualism versus Collectivism

South Korea is a collectivist society, they score an 18 on the Individualism vs. Collectivism scale (South Korea, 2019). To South Koreans, loyalty is of the utmost importance, and it overrides most other societal rules and regulations. Citizens also foster strong relationships where everyone takes responsibility for members of a group.

Long versus Short

Lastly, on the Long vs. Short Term Orientation Scale, South Korea leaps to 100 (South Korea, 2019). South Korea is “one of the most pragmatic, long-term oriented societies.” People are guided by common virtues and practical examples of good behavior. Companies in this country are not just hunting for money every quarter, but also serve shareholders for generations

Uncertainty Avoidance

They earn an 85 on the Uncertainty Avoidance Scale, making them one of the highest scoring countries in the world (South Korea, 2019). Countries with this score maintain strict beliefs and behavior. Unorthodox behavior and ideas are usually unwelcome.

Brand/Product: *Nature Republic California Aloe Waterproof Sun Block*

Product Overview

Nature Republic California Aloe Waterproof Sun Block, which is manufactured in South Korea, is a growing K-Beauty skincare product and brand that is reaching markets worldwide. The product itself is made with aloe vera extract to enhance sun protection, and it is SPF 50+ and PA++++ (Nature Republic - California aloe waterproof sun block, n.d.). Along with the fact that the sun block is SPF 50, the PA++++ rating (Protection Grade of UVA Ray) of this sunscreen is the highest possible PA rating. This indicates very high protection from UVA rays, which penetrate deep into the skin and cause skin cell damage (What does, n.d.). In addition to its high sun protection, the product is designed to be easily reapplied and long lasting on all skin types, for it is formulated to handle outdoor water sports and activities. The *Nature Republic* brand produces a large range of Korean skin care, hair care, and body care, all of which have natural ingredients that are sourced from many different parts of the world. It was founded in South Korea in 2009, and has opened more than 700 stores nationally and internationally since then (Nature Republic - California aloe waterproof sun block, n.d.).

Competition

Even though *Nature Republic* is an international brand that people are definitely buying from, the brand does not dominate market share. There are many other competitors that the

brands compete with, such as *The Face Shop*, *Herborist*, and *Innisfree*. Other top competitors are American, German, and French brands, such as *Johnson & Johnson*, *Henkel*, and *L'Oreal* (Adeline, 2021).

Revenue & User Engagement

Most recent reports show that in the past few years, the brand's revenue ranges from \$15.0M - \$25.0M (Naturerepublic.com Traffic, n.d.), and the company has 236 employees working at its headquarters in Seoul in 2019 (Nature Republic Co., n.d.). The brand attracts the most attention and interest on eCommerce and shopping sites, as well as social media platforms like *Instagram* and *Coupang.com*. The biggest traffic source to *Naturerepublic.com* is Organic Search traffic (Naturerepublic.com Traffic, n.d.). In recent years, in order to increase brand awareness and user engagement, *Nature Republic* has been trying to activate its social media channels more by making viral-videos and advertisements on apps such as *YouTube* (Case study, 2021). It has also used popular K-pop stars, such as boy band EXO, and influencers to generate buzz around the brand (Adeline, 2021).

Target Market & Current Trends

The campaign's target market and most-reached audience are Gen Z who range from 16-23. Gen Z is marked by the internet and their involvement with social media, which is why the campaign will include digital marketing efforts to appeal to this generation. With a limited attention span, the commercial is set for 30-seconds, so they do not lose focus when seeing the advertisement (Corporativa, n.d.). Social consciousness and betterment of themselves is important to Generation Z, and they are seeing the implications of the mistakes made of their elders. Skin cancer is becoming more common amongst the younger generation, and promoting

sunscreen to them in a country that values tanning, is extremely important for the campaign (Petrock, 2021).

The secondary target is catered to millennials who range from 27-40. This generation is used to taking in large amounts of information at a time. The content pushed out through the campaign must be memorable to this generation as they are constantly consuming things all day. Millennials seek advice from others, and through word-of-mouth and social media tactics being initiated throughout this campaign, targeting the millennial generation will provide success in achieving the objectives. Millennials are typically less educated all-around due to their lack of knowledge of all the resources that are available to them. Targeting millennials through the mediums of advertising chosen for this campaign will prove necessary in gaining their attention (The 5, 2020).

Other broad consumer groups include young adults in dry climates, as well as groups who value nature-based products without a high price (Adeline, 2021). Korean beauty and skincare trends are followed in this culture and internationally; current trends are having “baby smooth skin” with the help of anti-aging treatments and using earth-friendly products that use clean ingredients and non-toxic chemicals and packaging that is good for the environment (Schmidt, 2023).

Current Position: SWOT

The SWOT analysis is a method for evaluating the position of a company in the market based on internal and external factors. A SWOT analysis is an important step in the project planning process and helps a campaign strategize, maximize sales, and keep up with competitors. Without one, a company may fail subject to poor business decisions. Launching a product to

another country can be a daunting venture. A SWOT analysis can help consider potential conflicts when advertising the product in both South Korea and Australia (Kenton, 2023).

Strengths

Nature Republic is a well-known and respected Korean skincare brand, with endorsements from some of the top K-Pop performers in the Industry (Manalastas, 2022). The popularity of K-Pop and K-dramas among Australians gives *Nature Republic* a competitive edge against Australian made sunscreen brands (Digital Advertising, 2019). This is a unique selling point for the brand and an opportunity to piggyback off of the rising popularity of Korean culture among Western countries (Digital Advertising, 2019). *Nature Republic* has also been gaining popularity on *TikTok*, with users posting reviews of different products. *Nature Republic* has a strong social media presence, which can be leveraged to reach Australian consumers who are active on platforms like *Instagram* and *TikTok*. Korean skin care is becoming increasingly popular in Australia, with many consumers seeking out products that are natural and effective (People4Ocean, 2021). The natural ingredients and holistic approach to skincare is a unique selling point for the brand.

Weaknesses

Nature Republic may not be well-known among Australian consumers, which could make it difficult to gain market share. Korean beauty products are also often perceived as expensive, which may limit their appeal to budget-conscious Australian consumers (The Rise, 2021). It may also pose concerns when positioning *Nature Republic* sunscreen as an everyday use product in terms of cost-benefit analysis. Finally, ingredients used in *Nature Republic*, such as niacinamide and aloe vera, may not be familiar to the average Australian consumer, which could lead to skepticism about its effectiveness (Intelligence, 2022).

Opportunities

South Korean beauty products have shifted from a local phenomenon to a major player in the global beauty market over the years (Allied Market Research, 2021). Through digital marketing and online sales at massive companies like *Sephora*, smaller brands once only found in Koreatowns can now be purchased from any mobile device (Kim, 2021). This is a huge opportunity for *Nature Republic* to increase sales. Secondly, there is an opportunity for new market growth. By marketing the products to other countries, *Nature Republic* products can reach new consumers. Australians have many outdoor activities that require proper skin care. This will ultimately increase awareness of the brand and expand the market share. Third, another opportunity for *Nature Republic* is the growing interest in and support for natural ingredients. In the past decade, no country has had a greater impact on beauty/skin care products (Hall, 2021). South Korea has changed the way the world thinks about beauty and encouraged it as a practice that puts skin care first (Hall, 2021).

Threats

A threat to *Nature Republic* is that there are lots of options regarding skin care in Australia. There are plenty of sunscreens out there, including popular brands that already have a hold on the market (Loane, n.d.). Customers could be loyal to these brands and unwilling to try something new, regardless of the ingredient list. Another threat is other Korean Beauty brands. K-Beauty is home to 10,000 companies with different stories (Kim, 2021). The last threat is the casual mindset of some Australians in regards to proper skin care. This is evidenced in their high rate of skin cancer (Skin cancer, n.d). Some of the target market may not be receptive to the idea of using sun protection, no matter how much research there is.

Communication Objectives

The four communication objectives that will help reach the campaign's goals are to position the product against competitors, build brand awareness, shift consumer behavior, and boost brand engagement. Collectively, these objectives are strategic for the introduction of sunscreen to Australia.

Objective 1

Increase Sales by 10%

The first objective for this campaign is to position the sunscreen with a product-focused strategy. This includes a benefit-focused emphasis on the product that sets it apart from competitors. The intent of this objective is to increase sales by 10% over the campaign period from July 1, 2023 to March 1, 2024. The positioning of the product in Australia will be essential in the process of expanding the brand's reach, which can potentially contribute to increased profits (Chaffey, 2022). Tracking consumer word-of-mouth and impressions online will help determine the impact. This objective is appropriate for individualistic cultures such as Australia since tracking sales will be necessary for the progress of this objective. Methods like the benefit-focused strategy gives the opportunity to focus on the product's attributes and a description of facts that can help determine if the campaign is successful based on consumer reaction (DeMooij, 2022, p. 403). The campaign will capitalize on the key ingredient, aloe, that is beneficial to users while spending time in the sun.

Objective 2

Increase Brand Awareness by 2028

The second objective for the campaign is to build and sustain brand awareness in Australia. To do so, the *Natural Republic* campaign will engage through customer advocacy and

overall consumer engagement. By July of 2028, five years after the campaign launch, *Nature Republic* hopes to become a household name in Australia. This means after survey results, 50% or more will recognize the product. Repeat purchase and satisfactory reviews online will measure the objective's success (Chaffey, 2022). If purchases continue to happen with growing, loyal *Natural Republic* customers, a satisfied consumer base will be seen (Chaffey, 2022). This will be tracked through sales data and analytics, as well as brand sentiments on social media to track what customers are saying.

Objective 3

Increase Website Clicks by 10% Each Month of the Campaign

The third objective of the campaign is to increase website clicks by 10% each month throughout the duration of the campaign which will run from July 1, 2023 - March 1, 2024. Tracking site traffic and purchases are a qualitative attribute capable of determining impact (Cint, n.d.). Additionally, If *Nature Republic* becomes higher in search rankings, a higher lead generation and increased awareness can occur (Cint, n.d.). With higher click-rates and traction to the website, *Nature Republic* will be pushed through the top through search engines' SEO capabilities. Eventually, with higher sales, by 2025 the goal has been set to be able to afford paid advertising to push the website out on Google search. With the push of paid advertising, there is the hope to achieve a 3-5% click rate through this new method (Robbins, 2022) Purchasing behavior can also help determine the credibility of the product, which is essential to reach a culture that seeks the truth, like Australia. Communication methods and consumer behavior will be accessed for future marketing.

Objective 4

Increase Positive Brand Engagement by 15%

The final objective for the campaign is to increase positive brand engagement by 15% on social media. It is essential to keep information about the product's ingredients up to date and at peak interest, this can lead to engagement. Tracking data such as followers, like counts, comments, shares, and more on social media platforms will give the campaign quantifiable data regarding the ways in which consumers interact with content (Cint, n.d.). The information can be used to improve future campaigns and company performance by seeing an increase in followers which resembles satisfaction.

Message Strategy and Execution

Message Strategy

In order to tackle Objective 1, this campaign uses the word “alone” as a motif throughout the deliverables. The word “aloe” is emphasized visually in the text. This will competitively position *Nature Republic* sunscreen as the most effective sunscreen for long term daily use by highlighting the unique selling point of aloe vera as a primary and multi-beneficial ingredient. The bright colors of the Australian landscape are what draw in the viewer and help achieve Objective 2. By using these familiar and comforting landscapes to advertise a foreign sunscreen brand to Australians, the campaign is using visuals to highlight comparisons between the brand values of *Nature Republic* and the values of Australians. Some of these values include a respect for nature, which *Nature Republic* honors in its vow to protect not only skin but the coral reefs as well. Another value is the love for outdoors.

Nature Republic solves a crisis of sun exposure and skin cancer by providing a healthful way to safely explore and enjoy the great outdoors. Objective 3 is to increase website clicks by 10% each month the campaign runs. To achieve this, the social media marketing will provide direct links to the *Nature Republic* website with the click of a button. The OOH, TV Spot, and Print will also contain a QR code that also links directly to the site. The transit will be placed geographically in beach towns and coastal cities where access to *Nature Republic* sunscreen in local stores is high. To achieve Objective 4 and increase positive brand engagement by 15% on social media, the campaign will run on *Facebook*, the most popular social media platform in Australia (Guzman, 2023).

Motifs

The phrase: “Alone”

The word “alone” will appear across all activations. This highlights the idea of ubiquity; *Nature Republic* is always there to protect and shelter you, reinforcing the subconscious message that *Nature Republic* is for daily use.

Symbol: Aloe Vera

Visually, the word “aloe” will be emphasized in the word “alone” through visual resemblance of aloe gel. The text will also be surrounded by refreshing images of aloe plants. This aspect of the motif highlights a unique selling point of the product, that aloe vera is a primary ingredient.

Elements

Blue Text

Each tagline will be in bright blue text to highlight the color palette of the products. This helps with brand awareness and recall.

Media Strategy

The five media types selected were magazine print advertisement, television spot, transit advertisement, *Facebook* post, and a billboard. The combination of traditional, digital, and non-traditional media allows for an increase in brand awareness. By leveraging this media mix, the goals like introducing a new product are more likely to be met. Each media type has its own advantages to pair with each activation so as to maximize the impact on the Australian market.

Traditional Media

Magazine Print Ad

The first selection of traditional media in the campaign is a magazine print ad. Print advertising remains an effective format in the market worldwide (found in Appendix I). According to *5 Star Marketing & Distribution*, print ads provide a potential increase in ROI by a near 240 percent (5 Star, 2021). In a saturated market of many sunscreen products, it's important to be distinctive. Print ads deliver stronger recall and retention from the consumer (5 Star, 2021). 70% of Australians read magazines and catalogs reach over 19.6 million Australians weekly (APA, 2018).

Another valuable component to a magazine advertisement is its endless shelf life. A magazine can last a lifetime and reach several readers over time. In contrast to digital advertising that has a high potential for lost content, a print ad remains in the physical world (5 Star, 2021).

The experience of magazine engagement promotes an emotional force. These impressions enhance a readers' experience and create an association between a brand and the reader (5 Star, 2021). For a new product, emotional connection is a powerful tool in driving purchase decisions. The magazine advertisement will run in *Better Home and Gardens*

magazine, which according to traffic data, is Australia's most widely read paid magazine with a print readership of 1,627,000 (Mediaweek, 2023).

Television Ad

The second format of traditional media to be used is a television advertisement (found in Appendix V). In 2018 and 2019, Australian companies spent over \$4 billion on television advertising. The free TV present in Australia allows for a 92% population reach. According to Free TV Australia, TV is the number 1 entertainment activity for Australians. In addition, television is a very effective medium worldwide (Power of TV, 2019).

Tv advertising is a realm of trust and influence. Television spots are one of the best ways to create impact. In fact, a TV advertisement registers with consumers' memories longer than any other digital form of advertising. For a new international product introduction, recall is essential (Power of TV, 2019).

The television ad will air in Australia on *Channel 9*. *Channel 9* is considered to be "The leader of the pack" among commercial Australian TV (Smith, 2020). The network has several top rated programs and touches many genres of entertainment like broadcast news, investigative series, and reality shows. The spot will air during one of the channel's top reality shows such as *Married at First Site* or during *The Breakfast Show*, *Today* (Smith, 2020).

Transit Poster

The final traditional media form to be used in a transit poster (found in Appendix II). Australia is home to prominent cities, like Brisbane and Sydney. The main mode of transport in these locations are buses (How to get around, 2022). These routes reach iconic city landmarks, like *Darling Harbour* and *The Sydney Opera House*, and connect all areas of the city (How to get

around, 2022). There is tremendous potential for reach with a transit advertisement in Australian cities.

In Australia, transit advertising is considered an “always-on” platform (Why transit, 2022). Benefits of transit advertising include memory recall, a strengthened brand connection, and garnishes attention. In fact, transit advertising has a 20% higher effectiveness when it comes to memory encoding. Bus advertising is an opportunity for the product to stand out without the clutter. The transit ad will be on Brisbane bus services under one central hub that includes the City Loop, Spring Hill Loop, and South Brisbane Loop. These services are free and offer high frequency transportation (Why transit, 2023).

Digital Media

Facebook

The digital component of the campaign will be a *Facebook* post advertisement (found in Appendix III). *Facebook* is the most popular social platform in Australia. Facebook has 18 million monthly users and reaches 14.9 million people through advertising. A strong Facebook advertisement, if positioned correctly, can engage over half of the Australian population as a whole. The digital advertisement will be on the social media platform *Facebook* and will take the campaign to the “next level” because 96.2% of Australians are internet users (Guzman, 2023).

Non Traditional Media

Billboard

The form of non-traditional media in the campaign will be a billboard OOH advertisement (found in Appendix IV). Billboards are an effective campaign tool that demands consumer attention (Billboards Australia, n.d.). Australians spend ample amounts of time outdoors, making billboards increasingly impactful (Billboards Australia, n.d.). According to

OMA, 88% of Australians recall that brands with billboard ads stand out more in comparison to other formats (Jones, 2021).

Billboards are a valuable addition to the other media formats in the campaign. For example, billboards are an expansive resource to audience reach (Billboards Australia, n.d.). Billboards offer messages that connect to consumers “with their senses heightened” because humans become 2.5 times more alert in the outdoors (Jones, 2021). Financially, billboards reap the benefit of high return on investment (Jones, 2021).

To yield maximum campaign results, the billboard will be in a high volume traffic area of Sydney, Australia, the country’s most iconic location. An OOH ad’s placement is critical to gain maximum exposure.

Budget

Budgeting for *Nature Republic California Aloe Waterproof Sun Block* is something the agency initially found difficult to create. Since *Nature Republic* does not have any public revenue available, the information necessary to begin this process was hard to come by. After extensive research and understanding of the advertising industry, the advertising budget has been solidified.

Retail advertising, *Nature Republic*’s sector of advertising, had a 1,155.1 million US dollar spend in 2022. In regard to outdoor advertising, there was a 13.87 million US dollar spend, as well as a 58.03 million US dollar spend in digital display (*Digital advertising in Australia*, 2023). *Nature Republic California Aloe Waterproof Sun Block*, being a part of a mid-sized Korean company (Nature Republic, 2022), is expected to spend 7 to 8% of revenue on marketing and advertising (Forsey, 2022). The goal for the advertising initiative is to appeal to surrounding local areas of Brisbane that much of Gen Z inhabits (Nally, 2022).

With the availability of social media advertising, *Nature Republic* does not need to have a production budget for most mediums, only a distribution budget. Almost all production will be done in house. With a 5,000 budget, filming for the TV ad must be done by the in-house team as well. This is intentional due to the attention to detail an in-house agency can provide, as shown through the advertisements. The proposed budget is mocked up below.

Media Type	Production Budget	Distribution Budget
Magazine	N/A	\$1,000 / month for 8 months (<i>The cost</i> , 2012)
Television	\$5,000	\$5,500 / week for 4 individual weeks (Russo, 2021)
Transit Poster	N/A	\$2,000 / month for 8 months (<i>Is billboard</i> , 2021)
Facebook	N/A	\$1,500 / month for 4 months (<i>Facebook ads cost Australia</i> , n.d.)
Billboard	N/A	\$4,000 / 2 month local billboard outside of Brisbane (Giordano, 2022)

Total Budget: ~ \$65,000

Appendix VI.

Magazine Rationale

Magazine, while still very prevalent according to its endless shelf life, is a medium that deserves a smaller advertising budget for the purposes of this campaign. With a proposed budget for \$1,000 a month in popular Brisbane / Australian magazines such as *Better Homes and Gardens*, this will keep the content relevant by being in the monthly issues.

TV Rationale

Being a medium sized-company, the TV advertising budget has to remain smaller than *Nature Republic* would aim for. With this in mind, there is only an allotted budget for 4

individual weeks throughout the campaign timeline. These ads will be placed in local advertising spheres and will not be pushed out to large masses to keep the budgeting smaller.

Transit Rationale

Within transit, there are a few different options of placements. The back of the bus advertising as well as transit bus stop poster advertising tend to go for similar rates. The budget is set at \$2,000/month for all eight months of the campaign. Since bus usage is prominent in cities such as Brisbane, the advertising must be relevant here throughout all months of July-March.

Facebook Rationale

Digital advertising is not as popular in Australia as other countries. Therefore, the platform chosen to advertise on is Facebook. On Facebook, for four months, there will be an advertisement that will be displayed to local Australian audiences. A smaller portion of the advertising budget will be allocated to social media.

Billboard Rationale

Lastly, billboard advertising will be the most prominent and expensive advertising in this campaign. Since the target market is very apparent in Brisbane and the surrounding areas, the goal is to have the sunscreen advertised on local surrounding areas outside of the city so commuters and urban neighborhoods can also be targeted.

Statement of Benefits

Benefits for *Nature Republic's* Sunscreen

For the brand, launching *Nature Republic's* sunscreen in Australia is beneficial for many reasons. By targeting specific consumers in Australia who are more likely to purchase their

product will require less marketing collateral. The product will be in a higher demand than other countries which increases the overall likeliness of consumers purchasing. This means that there will be less money invested into marketing while continuing to increase sales (Contributors, 2023). Moreover, *Nature Republic* will gain an increase in consumer engagement. This product has the potential to resonate with many of the desired target audience through the advertisements which will create a stronger connection with consumers. As the target audience is very narrow in Australia, this allows the brand to gather data and trends to how their campaigns are performing and what their customers' behaviors and preferences are (The benefits, n.d) Gaining knowledge on their customers' insights can provide Natures Republic to produce a better fitting campaign that could lead to an increase in brand loyalty if consumers believe they understand their wants and needs.

Benefits for Australia

Cancer is a major cause of illness and death In Australia, and it is estimated that there will be 50,000 deaths due to cancer in 2022 alone (Cancer Australia, 2019). Australia experiences some of the highest UV radiations in the world (Cancer Australia, 2019) which highlights the importance of promoting a product to protect individuals from that light. Introducing *Nature Republic* to the Australian market presents an opportunity to improve public health and reduce incidences of cancer. This, in turn, can benefit the healthcare system by reducing the cancer treatment costs that were estimated at \$10.1 billion during 2015-16 (Health system, n.d). By encouraging individuals to use *Nature Republic* through the campaign could bring awareness to better skincare routines that can create more opportunities for the skincare industry to grow, providing more job opportunities and stimulating economic growth.

Plan for Evaluation

In striving to ensure that *Nature Republic* has a successful campaign amongst the Australian market, expectations and goals must be set, and these goals should then be evaluated in different ways according to each communication strategy. In order to measure if the communication objectives were met, specific campaign goals must be set in the first place, and pre and post surveys will also be issued. Other elements of the campaign will be evaluated based on revenue and sales data, website visits, and online click-through rates.

Define Campaign Goals

To give direction and create a purpose for the campaign, it is important to define campaign goals. The main goals are to spread awareness about the brand and product, to inform the public about the importance of protecting the skin and wearing sunscreen daily, and to educate the audience about the high rates of skin care in Australia. Another important goal is to increase sales of the product, especially before the summer season, and to incorporate the sunscreen into consumers' daily skincare regimens. In setting these objectives, intentional planning can be done, and the success of the campaign can be more easily measured with different tools.

Pre and Post Survey

Conducting a survey both before and after the campaign is essential in evaluating whether the campaign was informative and if consumers like the brand and product. The intention of a pre-survey will establish baseline data of the consumers behaviors, attitudes and knowledge on the product, as well as collect demographic information about the respondents and data regarding the consumers' knowledge about Australia's skin cancer rates. The survey will

ask questions about this, as well as questions regarding the importance of wearing sunscreen daily. The survey will be both open-ended and multiple choice in order to get detailed data, and it will be reachable by the Internet via the brand's website and from *Nature Republic's* social media accounts. After the advertisements are released to the public, the same survey respondents will be asked to complete the post-survey in March 2024. The post-survey will ask questions about if the respondents were exposed to the advertisements, what their perceptions were, if they purchased the product, and other questions of the like. It will also reassess to see if any of the respondents' answers differed from the first survey, especially in regards to knowledge about sunscreen importance and skin cancer.

Tracking Product Sales and Revenue

Another element of the campaign goals is to generate more sales and revenue for *Nature Republic*. To track this, it will be necessary to know what baseline sales are prior to the advertisements being released, and tracking those sales while the communication strategies are in effect. Comparing the amount of orders and reorders to the baseline data will also help determine if sales have increased and at what rate. Comparing revenue from the period in which the campaigns were in effect to the period before will help assure whether the advertisements were successful and if goals were met.

Website Visits and Click-Through Rates

Another way of determining if there is an increase in brand and product awareness will be tracking the amount of website visits, social media visits, and the click-through rate of certain advertisements while the campaign is in effect. Website and social media visits do not necessarily correlate to increased sales, but it still shows how many people were exposed to the product or advertisements. Online data can also determine who is staying on the website, for how

long, and what channels are leading them to the website or advertisements. Increased traffic to these outlets can help measure the effectiveness of the campaign with the intended audience.

Conclusion

With every aspect of this campaign, research and cultural dimensions were taken into account. In order to create advertisements that are relatable and relevant to the people of Australia, Hofstede dimensions were heavily taken into account. Understanding that generally speaking Australia is not a country that tends to think about their decisions, as proven through their uncertainty avoidance score. Australians are more willing to risk-take and not think about the repercussions, which is why this campaign is being targeted towards this country.

The end goal is to raise awareness for the brand as well as increase understanding of the skin cancer statistics in Australia. When appealing to the generations in which this campaign advertises to, the advertisements themselves have to be visually appealing to set the campaign apart from other content. Generation Z and Millennials are the two generations that get fed and obtain information the most. In hopes to stand out amongst competitors, the campaign utilizes bright colors as well as an attention to detail through word counts and simplicity. These generations do not like to hunt for their information, therefore leading the campaign to be simplistic and straight to the point.

The word “Alone” in the advertisements is to represent the key ingredient in the sunscreen: aloe. The play on words such as, “Don’t go out ALONE”, “No victory is done ALONE”, and “You can’t save the reefs ALONE”, all make reference to the key ingredient, as well as assure the customer that the sunscreen will always be a reliable item for them.

The TV advertisement is meant to be more aesthetic and minimalist. Commercials that are overloaded with information would not appeal to the target audience of this campaign.

Therefore, this TV advertisement is focused on showcasing travel and experience rather than the product benefits and highlights.

By positioning the product as a necessary contribution to the customers' lives, the campaign's success will be measured through the campaign objectives. In addition, the product will be pushed out through advertising as a sunscreen that is adaptable through any situation the consumer may be in for those who do not enjoy the typical "beach day" that is generally advertised in sunscreen commercials. With well-rounded scenery in the advertisements, the customer is bound to find a setting relatable to them in which they can utilize this sunscreen.

Executive Summary

Introduction: This campaign intends to advertise the South Korean sunscreen *Nature Republic California Aloe Waterproof Sun Block* to primary target Generation Z and secondary market millennials. The target country is Australia, whose citizens value natural ingredients that are safe for the reefs and their health (Group, 2022). Skin cancer affects approximately 2-in-3 Australians by the time they are 70 (About skin cancer, 2022). With antioxidants and natural ingredients like aloe, consumers can protect their skin and ocean (California Aloe, 2023). This campaign will place the product as a necessary part of Australians' skincare routines.

Situation Analysis: Korea is known for the fast paced lifestyle, competent workforce and exciting music culture. In the past decade, no country has had a greater impact on beauty/skin care products (Hall, 2021). Australia is the sixth largest country in the world (Wereldreizigers, 2019). Australians are constantly outdoors (Australia exports, n.d). However, 69% of Australians are estimated to have at least one excision for Keratinocyte skin cancer in their lifetime (Skin cancer, n.d). Although Australians apply sunscreen, creating a more effective product, method and campaign could be beneficial to raise awareness and lower cases of skin cancer.

Product Overview: The product is made with aloe vera extract to enhance sun protection (Nature Republic - California aloe waterproof sun block, n.d.). It has an SPF of 50 and a PA++++ rating. The product is designed to be easily reapplied and long lasting on all skin types because it is formulated to handle outdoor water sports and activities (Nature Republic - California aloe waterproof sun block, n.d.).

Current Position: SWOT: *Nature Republic's* main strengths are its positive reputation and the popularity of K-Pop and K-dramas among Australians (Statista, 2022). The main weaknesses for *Nature Republic* are Australian citizens not knowing who the company is and the ingredients unfamiliar to the Australians. (Intelligence, 2022). Two major opportunities for *Nature Republic* are the rising popularity of K-Beauty products in the global market (Allied Market Research, 2021) and the growing interest in natural ingredients (Hall, 2021). *Nature Republic's* main threat is the other sunscreen options in Australia (Loane, n.d.).

Communication Objectives: To (1) increase sales by 10% over the campaign period from July 1, 2023 to March 1, 2024. To (2) build and sustain brand awareness in Australia by 2028. To (3) increase website clicks by 10% each month of the campaign. Finally, to (4) increase positive brand engagement by 15% on social media.

Message Strategy and Execution: The five media types selected were magazine print advertisement, television spot, transit advertisement, *Facebook* post, and a billboard. The motifs this campaign uses throughout the deliverables are the word “alone” and aloe vera as a symbol.

Budget: *Nature Republic California Aloe Waterproof Sun Block*, being a part of a mid-sized Korean company (Nature Republic, 2022), is expected to spend 7 to 8% of revenue on marketing and advertising (Forsey, 2022). The total budget for the campaign is about \$65,000.

Statement of Benefits: The main benefits for *Nature Republic* include an increase in sales, an increase in consumer engagement, and potential brand loyalty. Australia's main benefits include improving public health, reducing cancer rates, and economic growth in the skincare industry.

Plan for Evaluation: In order to determine the effectiveness of the campaign, *Nature Republic* will define campaign goals, conduct pre and post surveys, track product sales and revenue, and track website visits and click-through rates.

Appendices

Appendix I: Print Ad

You Can't Save The Reefs
Along

- ✓ Reef Safe
- ✓ Water Proof
- ✓ Long wear

NATURE REPUBLIC
SUN BLOCK
50 SPF
california aloe
waterproof
sun block

Check us out online

NATURE REPUBLIC



Appendix II: Transit Ad

Skin cancer is the leading cancer diagnosis in Australia.

Don't Go Out Alone



A man with long hair is shown from the chest up, applying white sunscreen to his left shoulder. He is outdoors, with a blurred background of trees and foliage. The lighting is warm, suggesting late afternoon or early morning.

SUN BLOCK 50 SPF
NATURE REPUBLIC
california aloe
waterproof
sun block

SUN BLOCK 50 SPF
NATURE REPUBLIC
california aloe
waterproof
sun block

- ✓ Long wear
- ✓ Reef Safe
- ✓ Water Proof

Check us out online 

NATURE REPUBLIC



Appendix III: Social Media Ad

Victory is not done
Alone



Long wear
Reef Safe
Water Proof

Check us out online 

NATURE REPUBLIC

NATURE
REPUBLIC

Victory is not done Alone



- ✓ Long wear
- ✓ Reef Safe
- ✓ Water Proof

Check us out online



NATURE REPUBLIC

Appendix IV: Billboard Ad



Appendix V: TV Ad Mockup



Appendix VI: Budget Chart

Media Type	Production Budget	Distribution Budget
Magazine	N/A	\$1,000 / month for 8 months (<i>The cost</i> , 2012)
Television	\$5,000	\$5,500 / week for 4 individual weeks (Russo, 2021)
Transit Poster	N/A	\$2,000 / month for 8 months (<i>Is billboard</i> , 2021)
Facebook	N/A	\$1,500 / month for 4 months (<i>Facebook ads cost Australia</i> , n.d.)
Billboard	N/A	\$4,000 / 2 month local billboard outside of Brisbane (Giordano, 2022)

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