

MEDIA PLAN PROPOSAL

Huxley merupakan suatu produk kecantikan yang berasal dari korea dengan konsep yang simple dan mudah untuk diterapkan. Produk Huxley resmi masuk ke Indonesia, seperti Huxley Oil Light And More, Huxley Essence Grab Water, Huxley Cream Essential Anti-Gravity, Huxley Toner Extract It, dan Huxley Cleansing Gel Be Clean Be Moist. Huxley adalah produk yang menggunakan *prickly pear seed oil*. Produk Huxley mengandung vitamin E dan antioxidant yang tinggi, sehingga dapat mencegah penuaan kulit. Huxley memiliki kemasan minimalist dan simple. Huxley mengusung konsep "*less is more*" karena banyak produk skincare yang menerapkan banyak tahap dalam pemakaian rutin skincare. Dalam mempertahankan konsep tersebut, Huxley melakukan endorsement ke beberapa beauty influencers.

A. SITUATION ANALYSIS

1. SWOT

- Strength: Semua produk Huxley mengandung bahan dasar alami yang jarang digunakan brand kecantikan lain, yaitu *prickly pear seed oil*. Selain itu, step menggunakan produk huxley juga lebih simple dibanding skincare lainnya. Kemasan yang minimalis dan berbahan kaca juga menjadikan produk tampak lebih exclusive. Huxley memiliki 4 varian produk untuk konsumen yang memiliki *concern* tertentu di kulit wajahnya, seperti varian *hydration* untuk menghidrasi kulit agar tetap lembab, *antioxidant* untuk meningkatkan vitalitas kulit, *extra moisture* yang dapat memberikan kelembaban ekstra bagi kulit, dan *brightening* untuk mencerahkan kulit. Huxley hanya membuka 2 *official store* pada e-commerce, yaitu Lazada dan Tokopedia. Tetapi sudah terdapat pula *seller* di Shopee, Zalora, Beauty Haul Indonesia, Female Daily, dan Sociolla, sehingga konsumen dapat dengan mudah menjangkau produk Huxley.
- Weakness: Harga produk huxley yang cukup mahal sehingga target konsumennya menjadi lebih segmented. Promosi yang dilakukan oleh Huxley pun belum dapat menjangkau konsumen.
- Opportunity: Hingga saat ini, brand skincare lainnya belum ada yang mengangkat manfaat dari *prickly pear seed oil*. Sebagian besar brand-brand lain

Media Plan Proposal Pennsylvania State University

Tobias Bleicker



Media Plan Proposal Pennsylvania State University:

Decoding **Media Plan Proposal Pennsylvania State University**: Revealing the Captivating Potential of Verbal Expression

In a time characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Media Plan Proposal Pennsylvania State University**," a mesmerizing literary creation penned by a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring effect on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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