



# **LOOKFANTASTIC**

WHITE FRIDAY  
COMMUNICATIONS PLAN

A close-up photograph of two young women with dark hair, smiling warmly. The woman on the left is looking slightly to the right, while the woman on the right is looking directly at the camera. They are positioned against a soft, warm-toned background. A semi-transparent pink banner is overlaid at the bottom of the image, containing the text 'COMMUNICATIONS PLAN' in white, bold, uppercase letters.

# COMMUNICATIONS PLAN

# OVERVIEW

The Qode recommends taking a 360 communications plan by targeting different approaches to reach a wider audience through multiple media outlets. The strategy includes:

**MEDIA ALERT:** The Qode to dispatch a media alert, announcing the start of sale season whilst also highlighting the most in-demand products online, supported by campaign imagery and product shots of bestsellers to announce the launch and boost news & product placement opportunities

**PAID MEDIA:** Work with one or two key lifestyle publications on branded content to be published online and promoted via social media. Possibility to also work with selected publications on a social media competition around the White Friday sale

**INFLUENCER COLLABORATIONS:** Partner with 2-3 key regional influencers on a commercial collaboration to promote the launch of lookfantastic in the region as well as to highlight the white Friday sale.

**INFLUENCER SEEDING:** Lookfantastic to leverage on the moment with an influencer seeding opportunity to promote key products that fall under the White Friday sale, as well as offer an exclusive code to influencers, that would offer them and their followers an additional discount over the sale. This will encourage the influencers to post about the sale on Instagram and share with followers.



# PAID MEDIA

## HIA

Hia is an Arabic monthly magazine which has established itself as the number one choice of the affluent Arab woman. Beautifully designed and printed, the magazine addresses subjects that are of interest to women of style and wealth.

Link: <https://www.hiamag.com/>

UVPM : 161,133

1 x Branded content article with a swipe-up link: minimum 10k views

1 x IG story (with swipe-up to article)

**Total Cost: \$3,400**



# PAID MEDIA

## SAYIDATY

Sayidaty is a pan-Arab magazine dedicated to the Arab family, and covers beauty, social issues, education, travel, interiors, health and fashion.

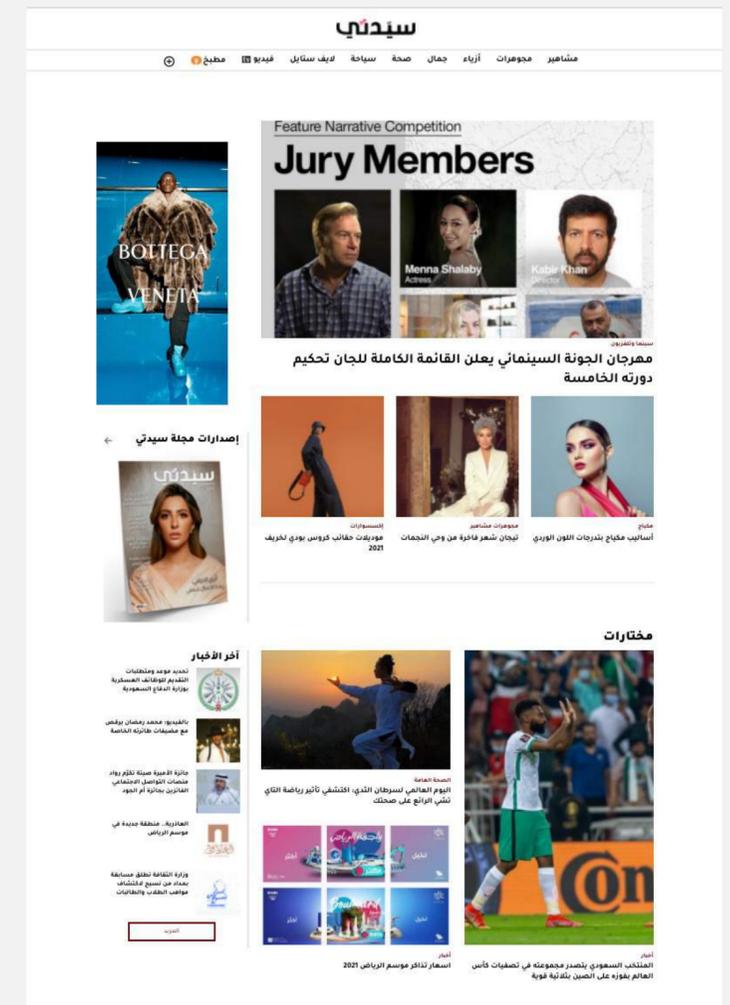
Link: <https://www.sayidaty.net/>

UVPM : 6,265,273

1 x Branded content article with a swipe-up link: minimum 10k views

1 x IG story (with swipe-up to article)

**Total Cost: \$ 3,500**



# PAID MEDIA

## NAWA3EM.COM

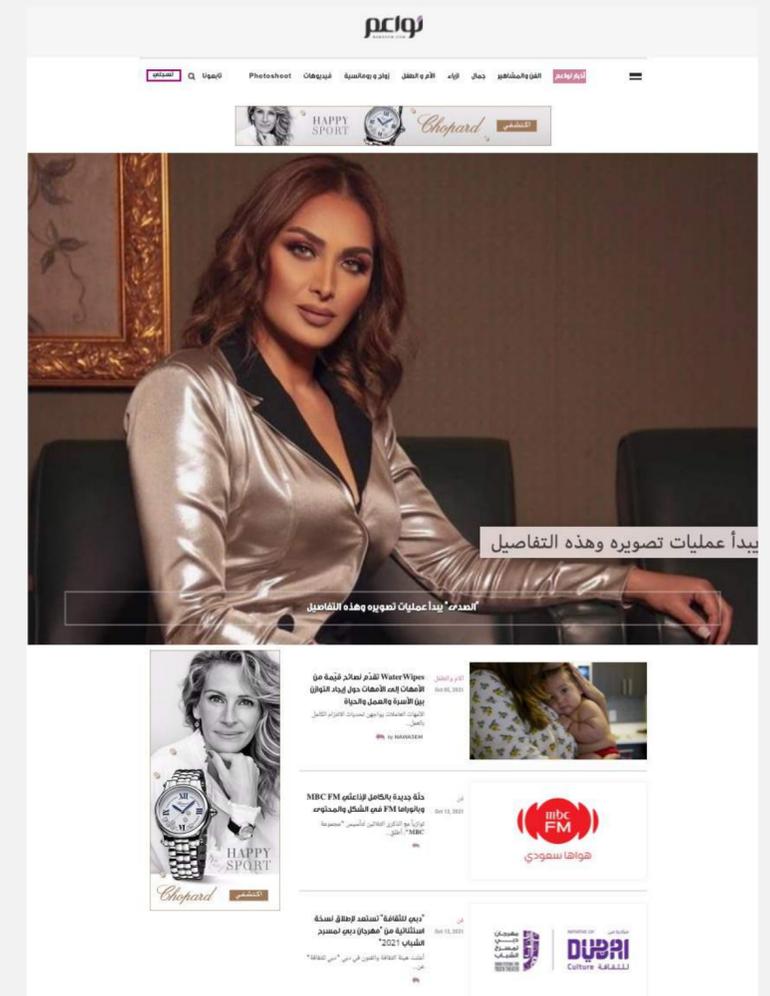
Nawa3em.com is an online fashion, beauty & lifestyle website dedicated to the Arab woman's passion and interests. The website was launched in 2011.

Link: <https://www.nawa3em.com/>

UVPM : 641,639

- 1 x Branded content article with a swipe-up link: minimum 10k views
- 1 x IG story (with swipe-up to article)

**Total Cost: \$ 3,000**





PAID MEDIA

## LOVIN DUBAI

Lovin Dubai is an online guide for visitors and locals like to discover where to eat, what to see and where to stay in the city. It captures the essence of this unique city: from things to see & do, to things to eat & explore in the city. Building a conversation around community & presenting a positive view of the city.

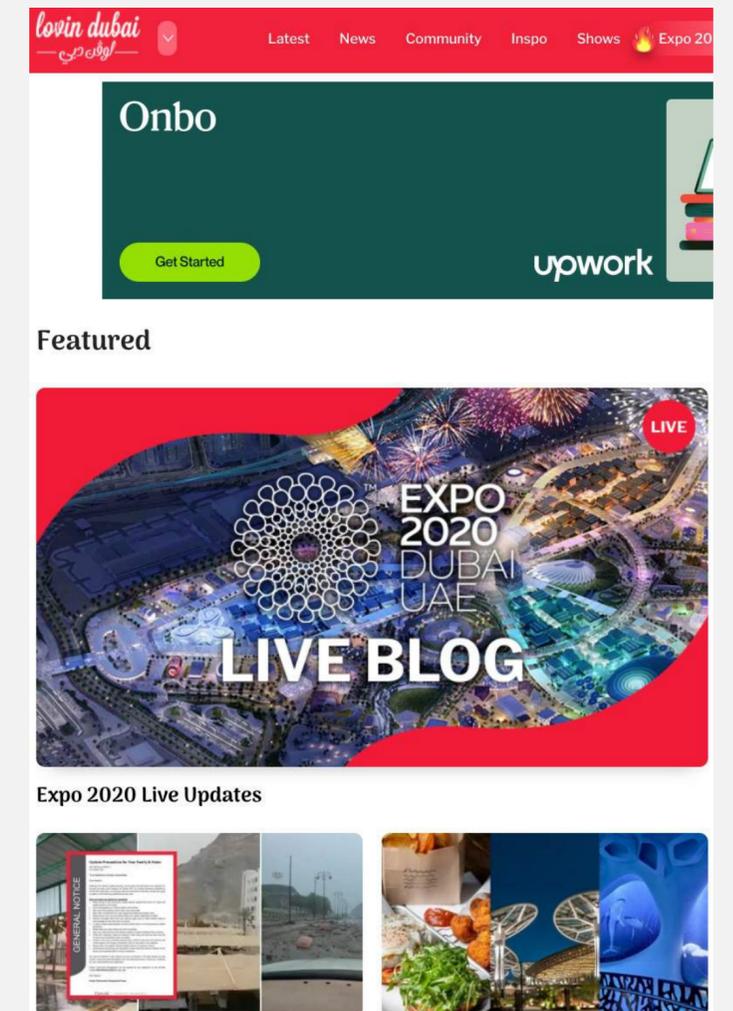
1 x Branded content article with a swipe-up link: minimum 10k views

1 x IG story (with swipe-up to article)

**Total Cost: \$ 3,200**

Link: <https://lovin.co/dubai/en/>

UVPM : 144,712



# PAID MEDIA

## LOVIN KSA

Lovin KSA is an online guide for visitors and locals alike to discover where to eat, what to see and where to stay in the country. It captures the essence of KSA: from things to see & do, to things to eat & explore in the region. Building a conversation around community & presenting a positive view of the place

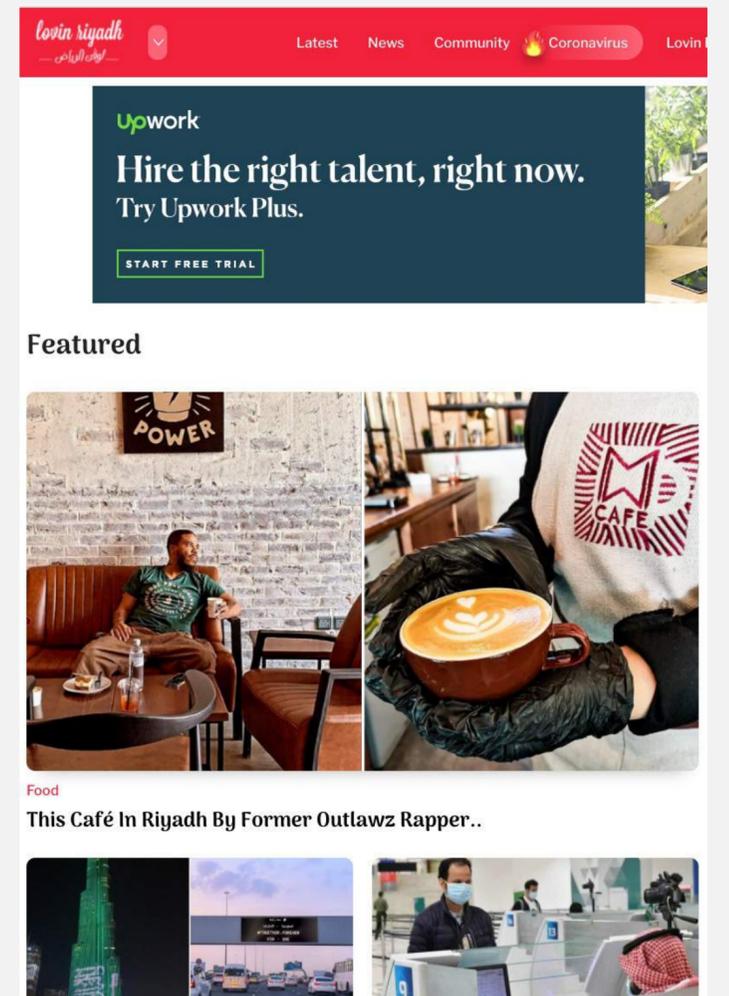
1 x Branded content article with a swipe-up link: minimum 10k views

1 x IG story (with swipe-up to article)

**Total Cost: \$ 3,200**

Link: <https://lovin.co/saudi/en/>

UVPM : 144,712



# INFLUENCER SEEDING

## OPTION 1: POP TO SHOP

The Qode recommends creating a fun and instagramable gifting moment tying in the idea of the White Friday sale by putting together a gift set that includes a branded balloon filled with peach confetti, feathers and glitter as well as a coupon of AED500, that the influencer can use to order items of their choice from the website, highlighting the site-wide sale as well as the selection of products available on lookfantastic.

The balloon will be accompanied by a gift card that would instruct the influencer to pop the balloon to access their voucher and will encourage them to capture and share their 'pop' moment through which they will receive a voucher. The voucher could be a simple QR code that leads to the website and has an exclusive code that the influencer can use to shop items worth AED500.



# INFLUENCER SEEDING

## OPTION 2: A FORTUNE FLAVOURED NOVEMBER

To create an oversized customized fortune cookie for each influencer and place their printed code or voucher between/ inside the cookie (like a fortune note). Influencers to break the cookie to reveal their “fortune” which would be a voucher code/ QR code that leads to the website and reveals their personalized code to shop items worth AED500 on lookfantastic.

As with the balloon pop, the voucher placed within the cookie would help create an interactive moment that could be shared on Instagram stories, and it would help highlight the site-wide sale.

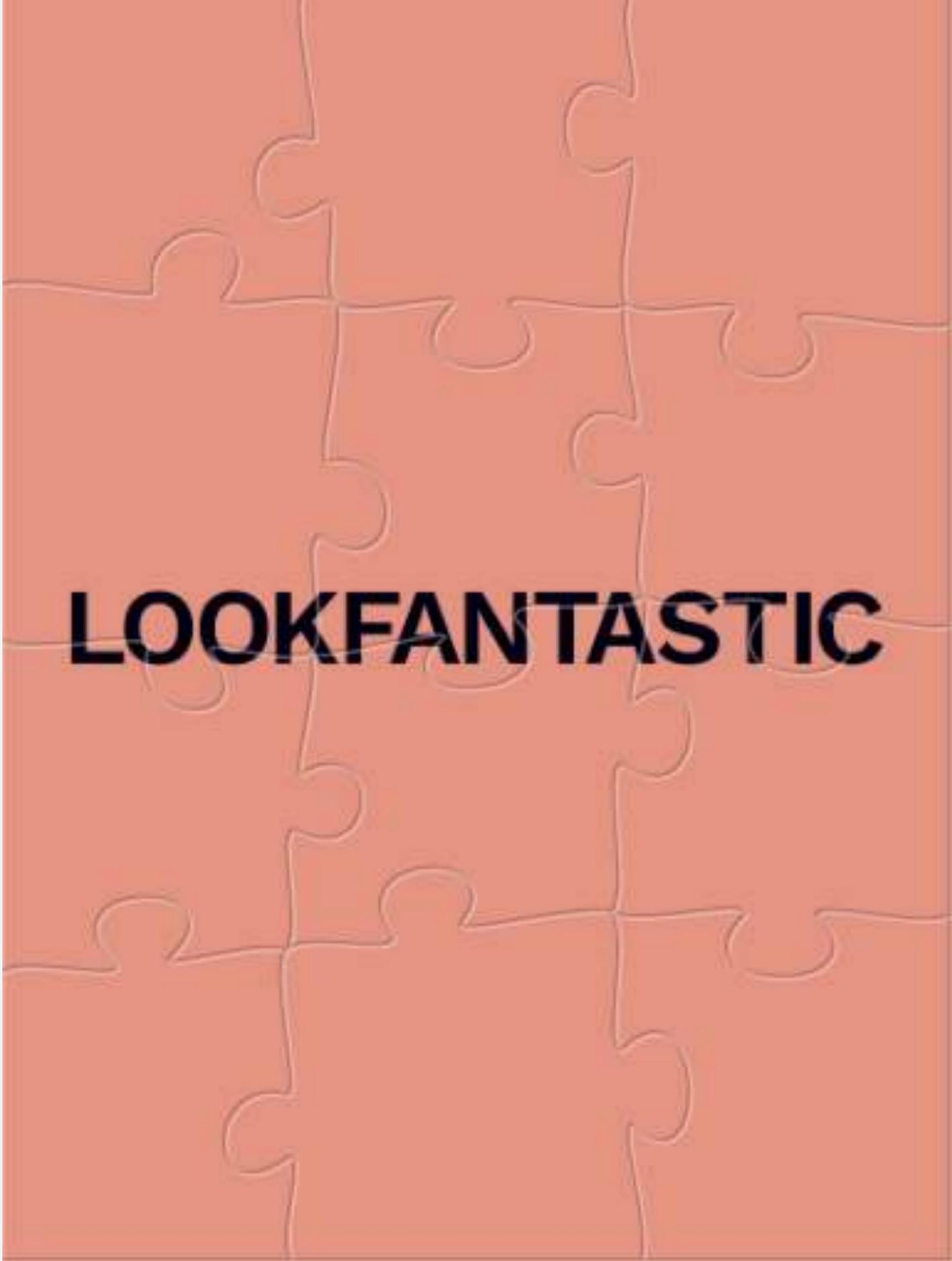


# INFLUENCER SEEDING

## THE MISSING PIECE TO YOUR BEAUTY FIX

lookfantastic to gift influencers a customized 6–8-piece puzzle box that would be filled with peach confetti and large puzzle pieces . Each puzzle, once put together will reveal a unique QR code that the influencer will scan to redeem, upon completing the puzzle.

This interactive concept encourages influencers to engage with the brand, creating a fun, instagramable moment whilst also highlighting the white Friday sale. This would help influencers organically plug-in information about the sale whilst also browsing and using the service themselves.



**LOOKFANTASTIC**

# INFLUENCER COLLABORATIONS



[MTHAYEL ALI](#)



[RAWAN](#)



[LAMA ALAKEEL](#)

# MTHAYEL ALI

- 779K FOLLOWERS
- 0.47% ENGAGEMENT
- 79% WOMEN | 21% MEN
- 42% UAE | 18% KSA

## Costs

- 1 x IG story session (3 frames, 1 frame to include swipe up announcing the White Friday sale) - **AED 14,000**
- 1 x IG static post ( announcing the White Friday sale) - **AED 25,000**
- **Total** - AED 39,000 + 5% VAT



# RAWAN

- 5.9M FOLLOWERS
- 2.24% ENGAGEMENT
- 61% WOMEN | 39% MEN
- 20% WOMEN | 6% MEN

## Costs

- 1 x IG story session (3 frames, 1 frame to include swipe up announcing the White Friday sale) - **\$4,500**
- 1 x IG static post ( announcing the White Friday sale) **\$8,00**
- **Total - \$12,500 - 20% = \$10,000**



# LAMA ALAKEEL

- 611K FOLLOWERS
- 0.87% ENGAGEMENT
- 85% WOMEN | 15% MEN
- 48% KSA | 11% UAE

## Costs

- 1 x IG story session (3 frames, 1 frame to include swipe up announcing the White Friday sale) –
- 1 x IG static post ( announcing the White Friday sale)
- **Total – 50,000 SAR**



THANK YOU!

*THE QODE FZ LLC*

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