

Traditional Chinese Medicine

X

LUSH

CHINA FW26 CAMPAIGN



**“ WARM THE BODY
BOOST THE INNER FLOW ”**

CHINA FW26 CAMPAIGN

#TCM LAB NARRATIVE

Wēn Shēn Huó Xuè

温身活血

- Modern wellness rituals
- Herbal, ethical, handmade ethos
- Chinese heritage of TCM (Traditional Chinese Medicine) warmth therapy.
- Designed specifically for the modern Gen Z and millennials lifestyle.



THE GAP

Why traditional wellness habits don't fit the modern Gen Z and millennials reality.

01



MESSY & COMPLICATED

Traditional TCM warmth therapy relies on boiling raw herbs. It involves lengthy preparation, leaves messy residue, and stains towels, a hassle for fast paced lives.

"I want the wellness but i don't want the cleanup"

02



RISKY

Existing containment issues in the market but lack of a safety guarantee policy. No specific well-known brand in this area.

"I am afraid of the contaminated TCM package"

03



LIMITED SPACE

Our target audience (students & urban renters) often live in dorms or shared apartments with limited showers.

"I live in a dorm. I have no place for a full bath"

THE SOLUTION: FOOT BATH BOMB

Introducing a simple, sensory, and culturally grounded self-care option that matches the fast-paced lifestyle.



Functional Benefit

- Accelerates metabolism
- Relieves stress
- Warms the body quickly without the mess of massive TCM.



Emotional Benefit

- A "Handy Wellness" ritual.
- LUSH FBB kit provides a Private sanctuary in a shared space
- Gentle Dopamine hits



Cultural Connection

Reinterprets Chinese heritage through a modern lens.

"Old habits, new aesthetics."

Value proposition

"Old habits, new aesthetics: bringing the warmth of TCM into a clean, simple ritual made for modern living."

SMART GOAL

S

SPECIFIC

Make **"#TCM LAB"** a defined Gen Z and millennials winter ritual.

M

MEASURABLE

50K

TOTAL CONVERSIONS

6M

#Hashtag goal

20K

Foot Bath Bomb Sales

A

ACHIEVABLE

Based on **existing Gen Z and millennials** warm-care habits. Proven traction on **Douyin & RedNote.**

R

RELEVANT

First LUSH's sensory & handmade ethos.

A modern, **aesthetic take on TCM** warmth care.

T

TIME-BOUND

8-Week Cycle Winter campaign window

#TCM LAB R&D

WĒN
温



Warmth

Mugwort
Ginger
Safflower
Cinnamon

HUÓ
活



Circulation

Dried Tangerine Peel
Chinese Pearl Barley
Sichuan Pepper
Poria

ĀN
安



Calm

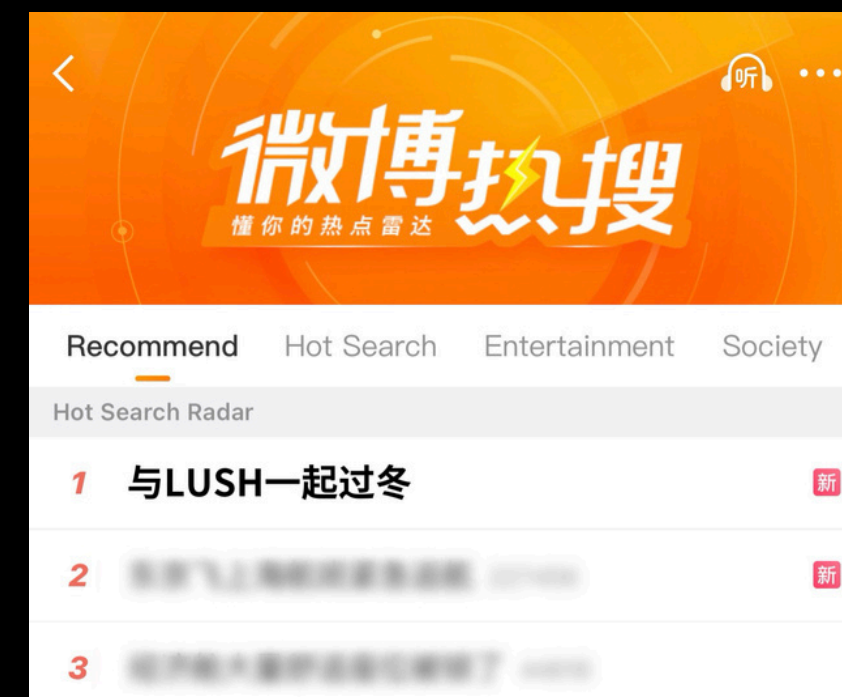
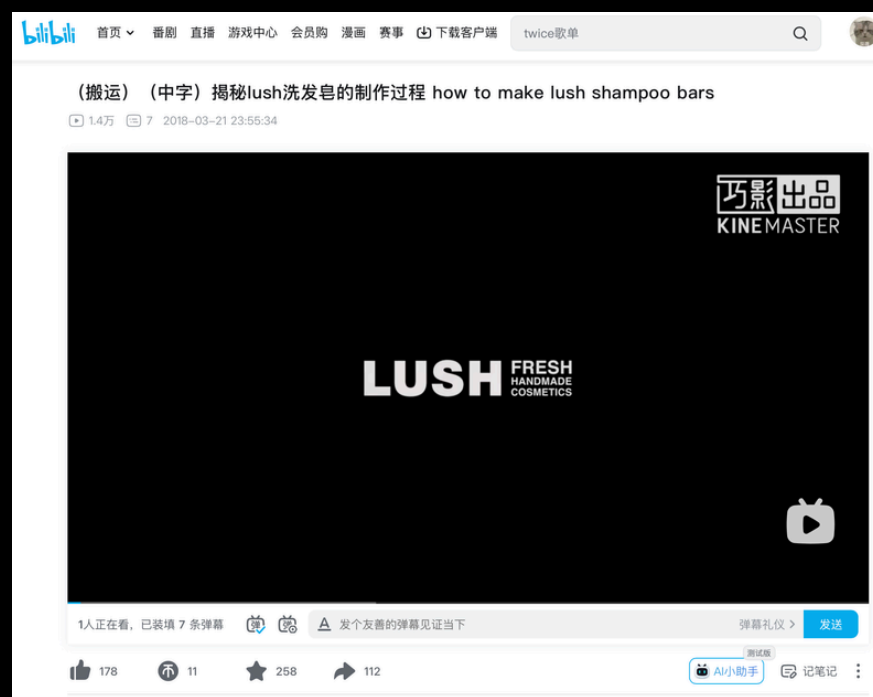
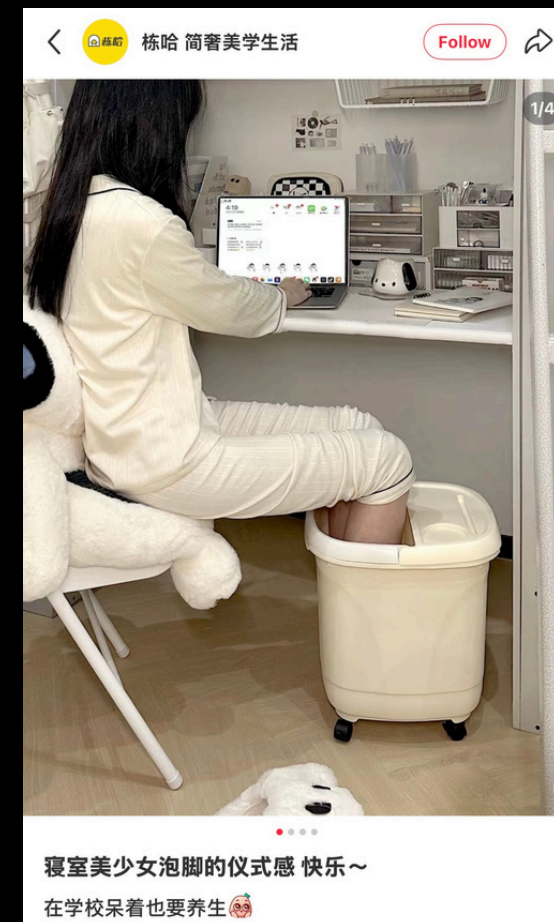
Sour Jujube Seed
Cypress Seed
Rose
Lavender

LUÒ
落



Relief

Chinese Angelica
Cinammon Twig
Chuan Xiong
(Plant in Carrot Family)





THE SOLUTION

A complete journey from touch to scent.

Avoid elaborate commercial packaging, returning to the inherent warmth of the material itself.

"Old habits, new aesthetics."



Eco Packaging – Xuan Paper with Calligraphy



Gift Box imitating TCM shops with drawers



TCM Foot Bath Bomb and Bath Bomb



#TCM Lab Bucket for FBB

CINNAMON BARK



FENNEL SEEDS



CLOVES



FRESH GINGER



STAR ANISE



GREEN CARDAMOM



ASSAM TEA



BLACK PEPPERCORNS

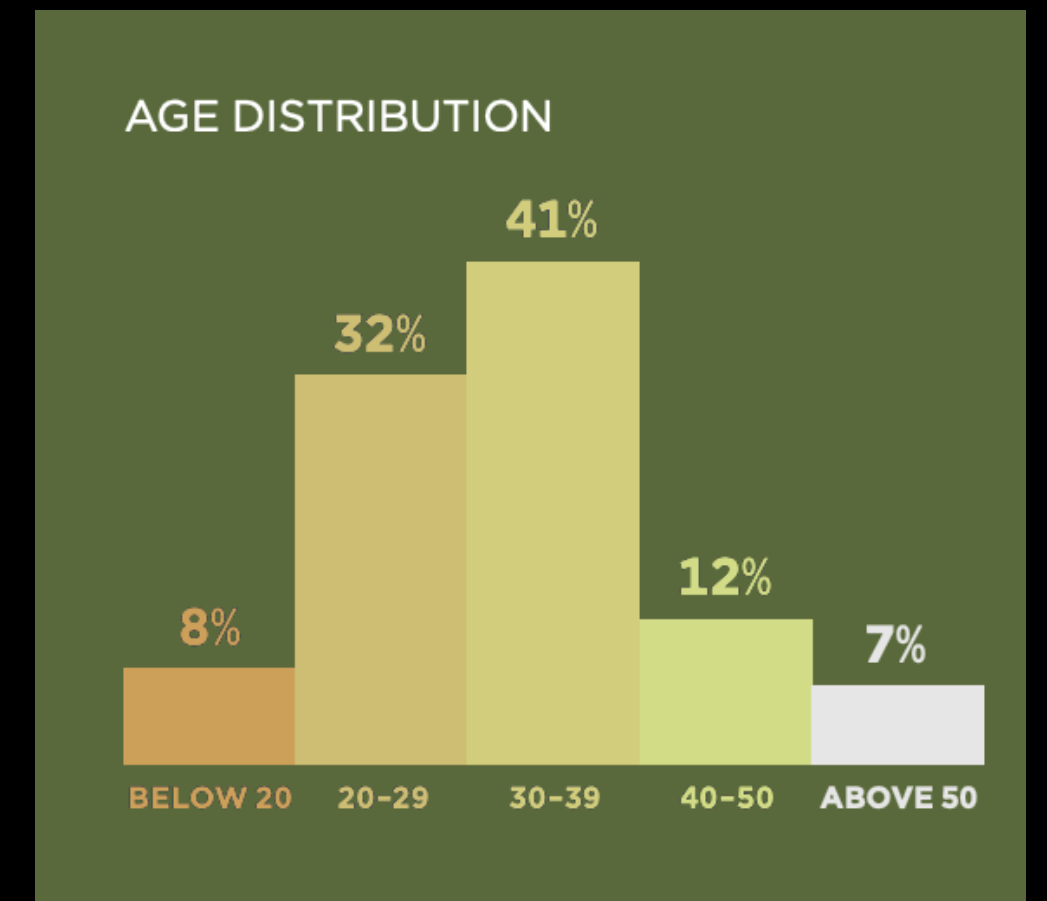
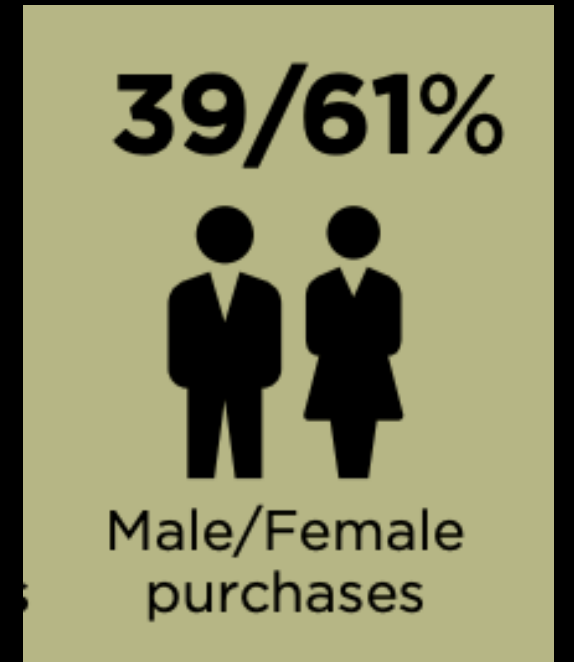


MOODBOARD

TARGET SEGMENT



Female Skewed Urban Gen Z and Millennials from 18-44 years old in Tier 1 & New Tier 1 Cities in China



PRIMARY SEGMENT



Demographics

- 18–34, female skewed
- Middle to upper income
- Tier 1 & New Tier 1 cities



Psychographics

- Lazy wellness mindset
- Modernized TCM acceptance
- Aesthetic selfcare routines
- Values clean, ethical brands



Behavior

- Users of RedNote & Douyin
- Validates via UGC/KOL
- Online and offline purchase

PERSONA 1



Name: Lin Na

Gender: Female

Age: 21

Occupation: Second Year

College Student

Location: Chengdu, China

Background

- Study late
- Living in a shared dorm without bathtub

Motivation

- Seeking warmth & comfort
- Tackling wellness problems

Pain Points

- Feels stressed during exam periods

Buying Trigger

- fits dorm life
- Quick warming

- heavy Douyin/RedNote usage

- Dorm-friendly self care

- Menstrual discomfort (gong han)

- Looks aesthetic
- KOL/peers recommended

SECONDARY SEGMENT



Demographics

- 30–44 Millennials
- All genders, wellness focused
- Middle to upper income
- Live in Tier 1 & New Tier 1 cities



Psychographics

- Seek practical stress relief
- Value sleep quality & physical recovery
- less price sensitive



Behavior

- Use both bath and foot bombs (more space at home)
- Participate in wellness trends
- Seeks nightly warm rituals

PERSONA 2



Name: Yu Yue

Gender: Female

Age: 34

**Occupation: Product manager
in a internet company**

Location: Shanghai, China

Background

- Long work hours
- Living in an apartment with bathtub

Motivation

- Clean, premium ingredients
- Wants to feel “reset” after work

Pain Points

- Stress and digital overload
- Muscle tension

Buying Trigger

- Functional effects that work
- An evening decompress ritual

- Weekend light exercise
- Cares about circulation, sleep quality, and stress management

- Wants functional, targeted wellness effects

- Humid winters, “heavy” body

- Muscle relaxation after work
- Clean ingredient

COMPETITORS

REVER
SPA

A Chinese personal care brand

Aēsop[®]

A luxury cosmetic brand on bodycare

COMPETTOR 1: REVER SPA

Strengths

- Herbal + oil bath bomb and foot bath bomb
- Strong TCM cultural resonance
- A strong fit for the Chinese market

Limitation

- Lack of brand personality: limited global recognition and storytelling
- Herb and oil formulas limit both ingredients and efficacy



COMPETITOR 2: AESOP

Strengths

- High brand awareness in Tier 1 cities
- Premium, plant based formulations
- Very appealing aesthetics: Minimalist luxury aesthetic
- Strong in cosmetic retail and fragrance categories

Limitations

- Weak cultural relevance to TCM
- Closed first China boutique
 - Difficulty adapting to local market
- No product/treatment for bathtub or footbath



FEATURE COMPARISON

Features	LUSH TCM Lab	Rever	Aesop
Bath Bomb + Foot Bath Bomb	✓✓	✓✓	-
TCM Integration	✓✓	✓	-
Functional Wellness Benefits	✓✓	✓	✓
Sensorial Impact/visual appeal	✓✓	✓✓	✓✓
Digital & Social Presence	✓✓	✓	✓✓
Cultural Fit (China Market)	✓✓	✓✓	-
Price & Value	✓✓	✓✓	✓
Brand Strength & Trust	✓✓	✓	✓✓

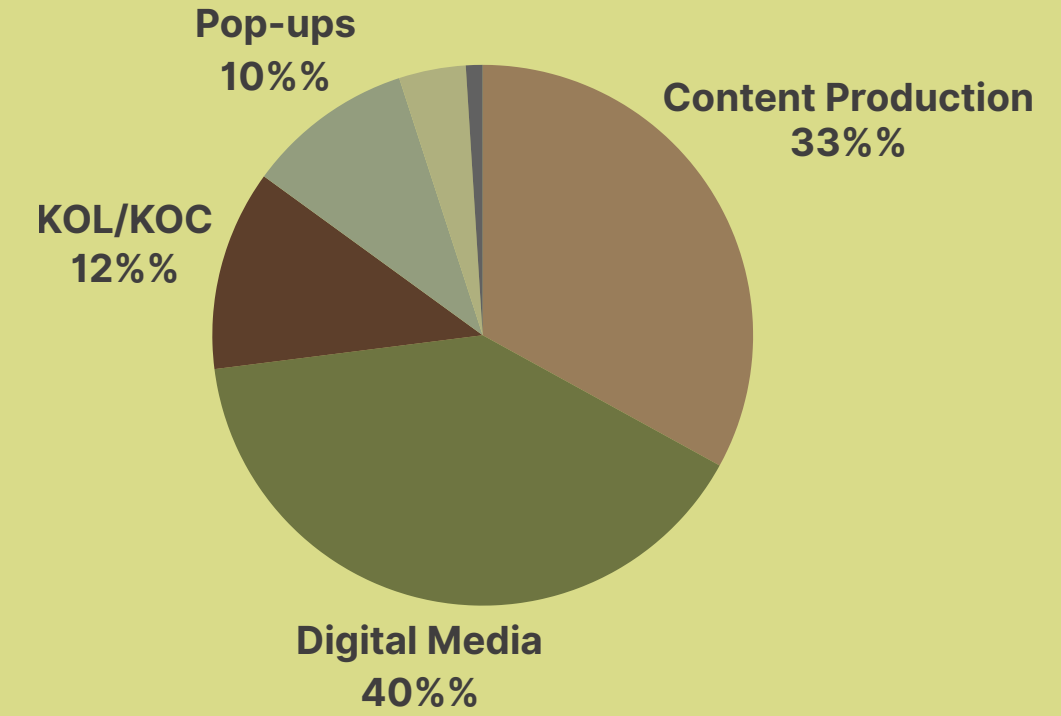
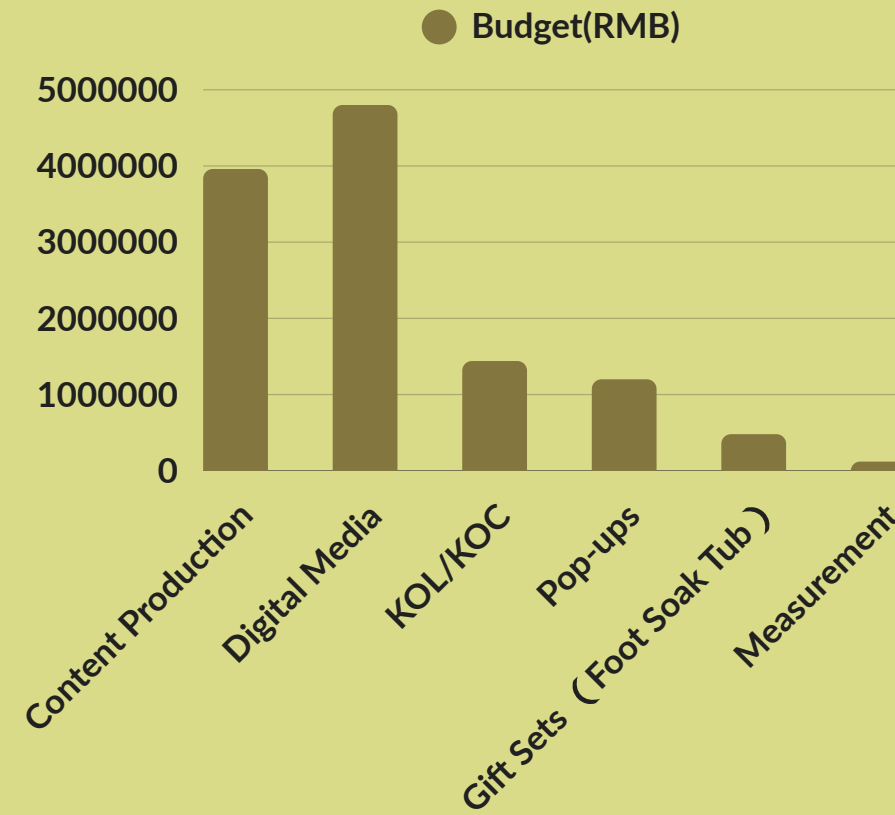
TIMELINE & BUDGET

Total Budget : ¥12,000,000

Media : ¥6,240,000

Content : ¥4,560,000

Activation : ¥1,200,000



September

AUTUMN EQUINOX
秋分

- Release hero visuals & main campaign film
- Multi-Channel Product Launch (red/ douyin/ Wechat)

November

START OF WINTER
立冬

- Night Ritual Content Series (Calming Focus)
- “立冬安心时刻” (Foot Bath Bomb) Mini Gift Sets



October

COLD BLEW
寒露

- “Warm Start” tutorial series
- Ginger & Mugwort Herbal Spotlight Content



December

WINTER SOLSTICE
冬至

- Full Ritual Lab Bundle Set Launch
- Seasonal Short Film: “The Deepest Winter”

KEY METRICS DASHBOARD

Total Reach
20M+

Total UGC Ritual Videos:
1,500+

Engagement Rate
RED: 8-12%)
Douyin: ≥4%)

Brand KPI

INSIGHT

- Strengthened recognition of the Solar Term Ritual positioning
- Increased brand recall through multi-platform presence
- Consistent follower growth across seasonal content peaks

FORECAST

- Generate 5,000+ positive mentions around Solar Term × Ritual
- Grow 30K-80K new followers throughout the campaign cycle
- Maintain consistent brand visibility across all four seasonal touchpoints



Content KPI

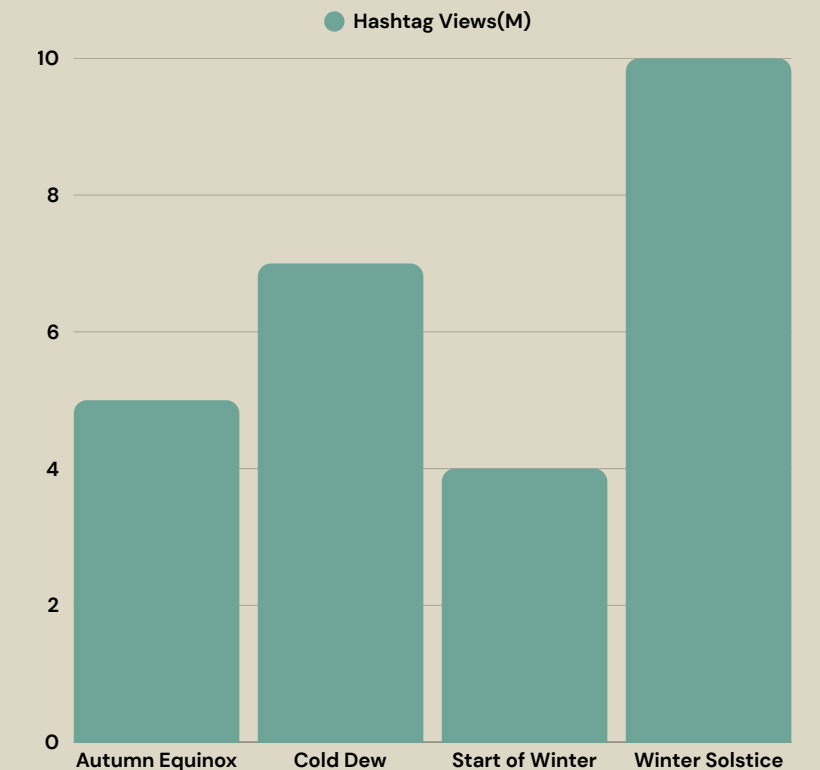
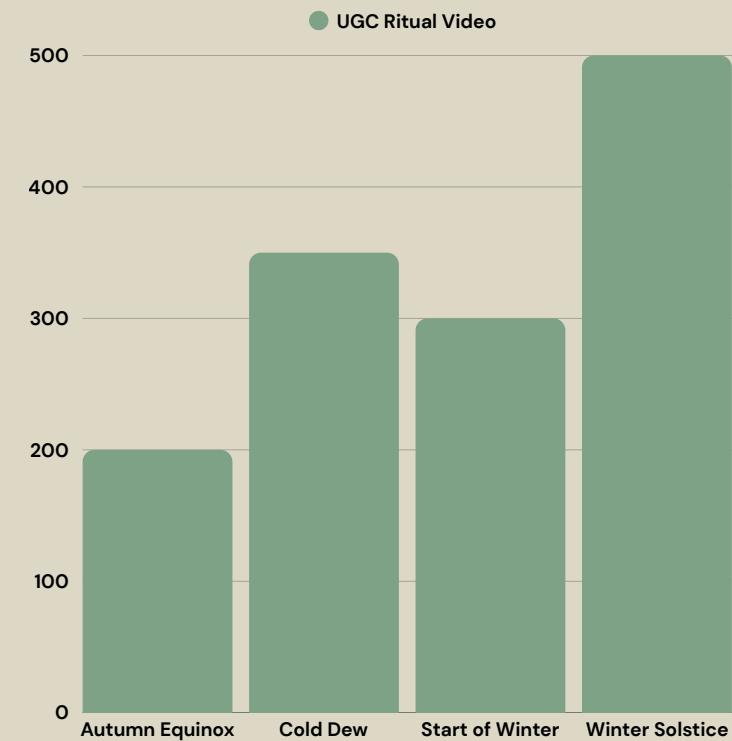
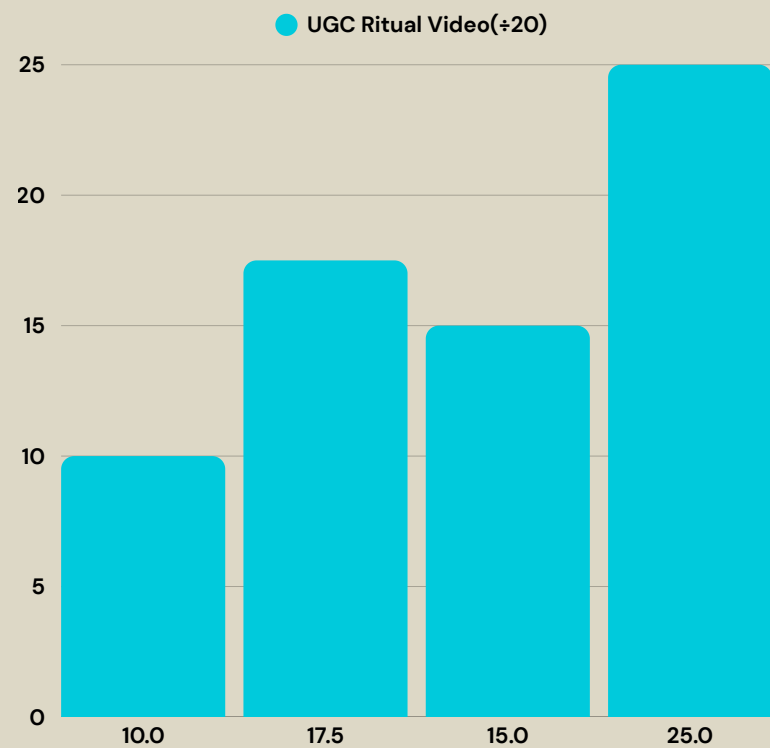


Brand KPI



Convert KPI

Content KPI



Convert KPI



4,000–7,500 Converted (8–15%)

A portion of samplers transition into paying customers.

150,000 Winter Solstice Bundle Peak

Winter Solstice becomes the strongest sales peak of the entire campaign.

50,000 Sampling Kits Distributed

Introduces the product to a large group of first-time users.

500,000+ Total Product Sales

Products continue selling steadily throughout the campaign.

10–20% Return Users

Satisfied customers come back for repeat purchases.

EXPECTED IMPACT

SUMMARY

- Solar Term performance is expected to influence well and boost brand visibility and cultural significance.
- Enhanced audience and user participation enhances the ritualized narrative and brand loyalty.
- The Winter Solstice peak should see considerable conversions from targeted advertising and integrated content sequencing.



TEAM TAKEAWAY

- We developed a digital strategy based on user behavior, seasonal insights, and natural platform content.
- Decisions based on data improved content timing, resource allocation, and channel KPIs.
- Responsible AI use improved our workflow from inspiration to asset development while emphasizing the significance of human judgment in accuracy, cultural sensitivity, and integrity of brands.

DIGITAL CAMPAIGN STRATEGY

LUSH X TCM

PRE HEAT

Goal: Build early awareness and warm up users for our winter wellness campaign.



LUSH's Official Account Setup

Launch LUSH accounts on social media with the campaign tag **#TCMLAB**



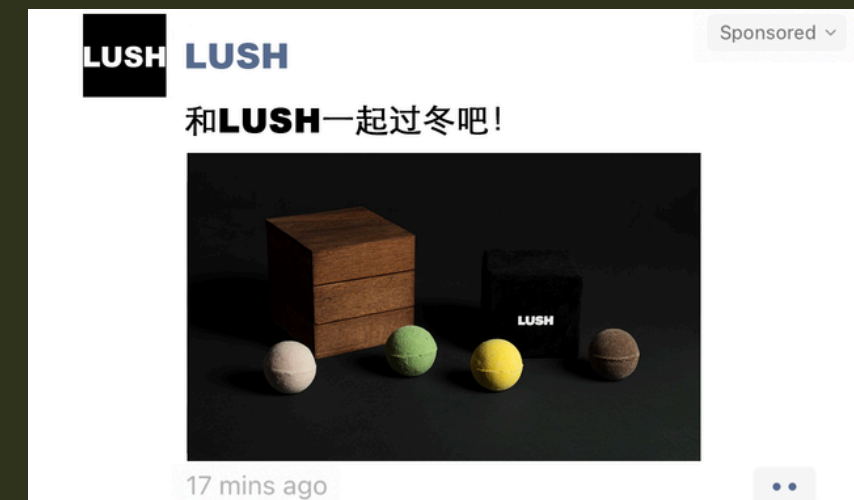
Ad Boards

High traffic locations in first tier and new first tier cities to build early visibility.



Douyin & RedNote Unboxing Videos

Creators release the unboxing content.



WeChat Moments Ads

Delivered through Tencent's data targeting system based on age, location, and interests.

ON PLATFORM STRATEGY

Douyin, RedNote, Bilibili and **Weibo** are the four platforms that Chinese female Gen Z and millennials use the most for entertainment, self care ideas, and product discovery.

On Platform Focus

- Highlight the unique role of **TCM** in this campaign to strengthen cultural relevance
- Build fast reach with short videos and photo posts
- Share real routines and trusted reviews
- Guide through long form content
- Drive public discussion through social hashtags
- Publish product content and event updates through official accounts



抖音



rednote



bilibili



Weibo

ON PLATFORM STRATEGY

Douyin & RedNote



Douyin

- Short videos with strong hooks to capture attention and spark interest
- Share simple TCM care ideas
- Aesthetic videos of bath bombs and foot bath bombs
- Clear CTA that guide viewers to join the pop up or shop online

Goal: fast reach, strong social proof, and clear action pathways

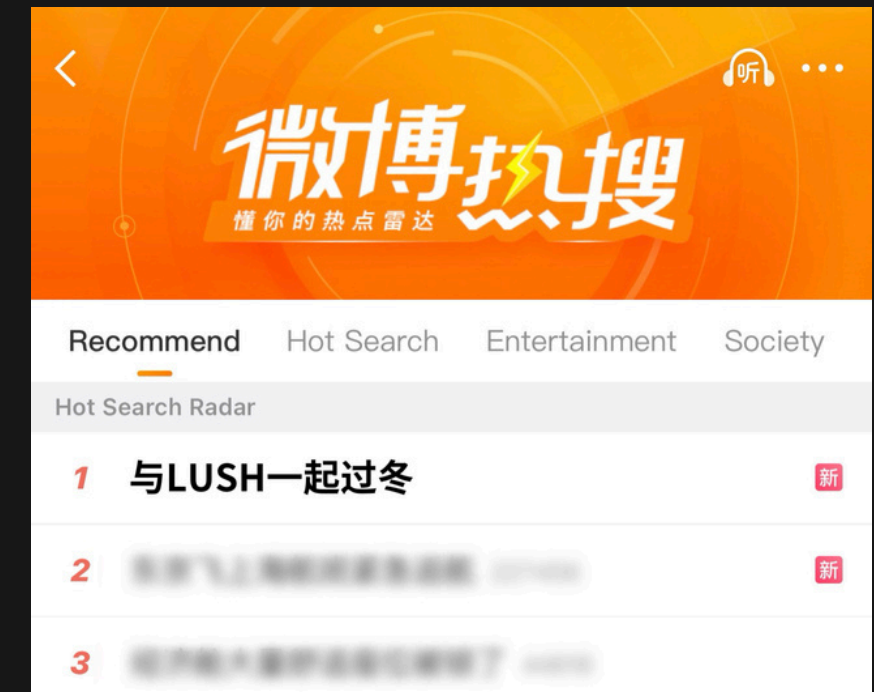
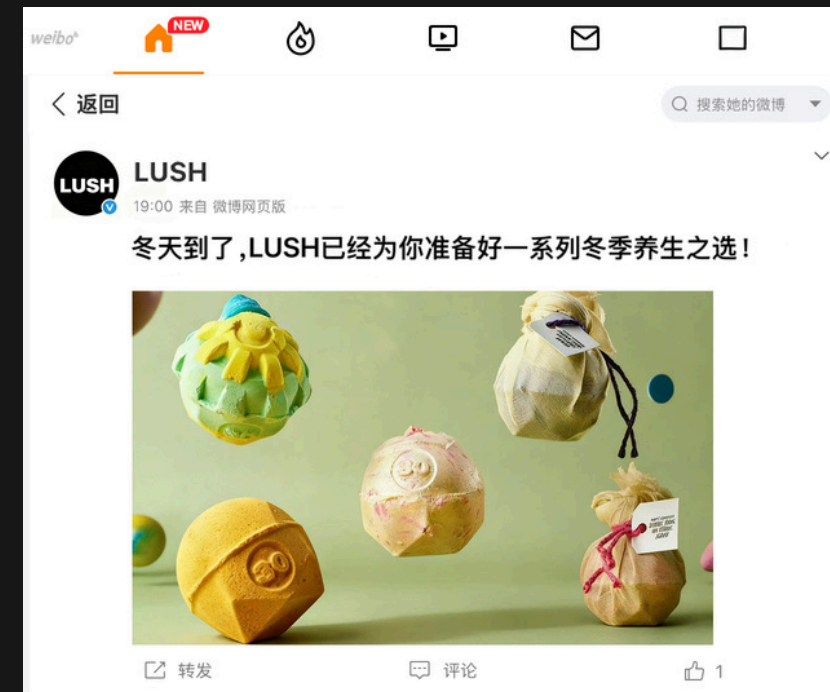
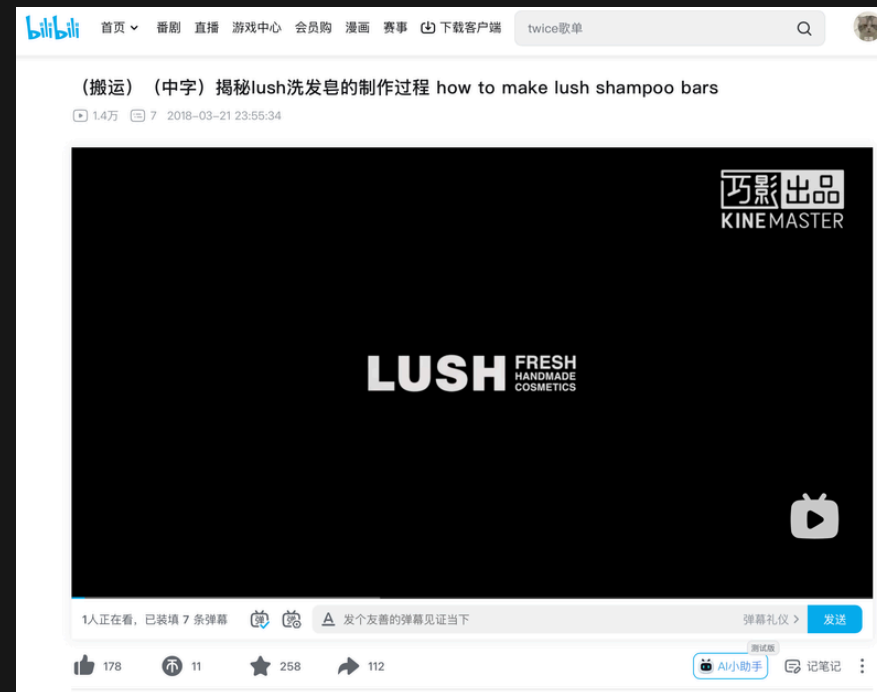
RedNote

- Detailed photo reviews and trusted notes
- Hooks that highlight real user experiences
- Influencer reviews for both bath bombs and foot bath bombs
- Campus influencers show how easy it is to use foot bath bombs in dorms

Goal: credibility building, deeper understanding, and stronger intent to purchase

ON PLATFORM STRATEGY

Bilibili & Weibo



Bilibili

- China's most popular long video platform with a strong Gen Z user base
- Long form content explaining LUSH's brand story and campaign purpose
- TCM wellness ideas linked to bath bombs and foot bath bombs
- Expert interviews that build credibility and strengthen trust

Goal: deepen understanding, strengthen brand trust, and increase campaign's credibility

Weibo

- China's largest open social platform
- Announce the pop up event and key campaign updates
- Encourage users to join the conversation through campaign tags
- Increase visibility through Weibo Trending Topics

Goal: broaden awareness, bring more users, and pull the audience closer to LUSH

OFFLINE CAMPAIGN STRATEGY

LUSH X TCM

OFF PLATFORM STRATEGY

PR Strategy

- Partner with lifestyle, beauty, and wellness media
- Hold event and salons for #TCM Lab winter self care tips

Goal: build credibility beyond social platforms & higher audience reach

Send PR boxes to influencers for unboxing videos

- Lifestyle
- Wellness
- Career
- Campus

Goal: Show authentic review and drive purchase intent

Community Management (WeChat)

We localize community messaging with WeChat rather than email and newsletter, which is the biggest communication platform in China. Through official WeChat accounts & groupchat management, we will send simple winter self care tips, event news, and pop up reminders.



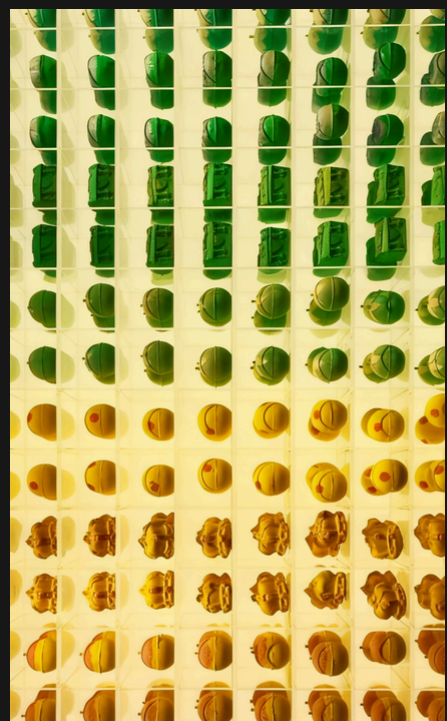
OFFPLATFORM STRATEGY: POP UP

What You'll Experience...

- Warm sensory space with herbal scents
- Product display wall
- Hand soak station for real product experience
- Smell each product on site and select items
- Enjoy offers like a buy one get one free and so on

Purpose

- Exposure for brand awareness
- Brand Storytelling for community building
- Social Media Buss, UGC and Boosting sales



AI TOOLS

ChatGPT

- Audience insights
- Messaging
- Refinement of copy and ideas

DeepSeek

- TCM research
- Winter wellness knowledge
- Local cultural references

Midjourney, Gemini & Doubao

- Mockup visuals
- Product visuals
- Pop up sketches

Effectiveness

- Fast idea generation
- Clear structure building

Limitations

- Information check and proofread needed
- Visuals not fully precise



510 CAMPAIGN PROJECT
#TCM LAB

THANK YOU

PRESENTED BY: GROUP 2

LORY LIN

REAKY CHEN

RACHEL WANG

DANY CHEN

CARINA LOU

Q & A

We welcome your questions regarding to this campaign
