CAMPAIGN PROPOSAL

Mar 18, 2026

Q2 Launch Campaign

Sundream Skincare × Folkwave Studio

Prepared by Folkwave Studio · Account Lead: Marisol Ortega · Window: Apr 6 – Jun 28, 2026

01 / GOALS

What success looks like

REACH

4.2M impressions

Net new exposure across paid social, influencer, and PR placements during the 12-week window.

SIGNUPS

18,000 new emails

First-party opt-ins captured via landing page, sampler quiz, and creator referral codes.

SALES

$480K incremental rev

Direct attributed revenue tracked in Shopify with last-click + 7-day view-through windows.

02 / AUDIENCE

Who we are speaking to

The Q2 launch is built around the Sundream Daily SPF Veil — a barrier-friendly mineral sunscreen positioned for the post-acid-toner generation. Our core target is women aged 24–38 in coastal U.S. metros (LA, Miami, NYC, San Diego) who already invest in skincare but distrust legacy SPF brands due to texture, white cast, or fragrance concerns.

We will reach this group through a layered approach: warm-up via long-form creator content in late March, broad paid social activation throughout April–May, and a sampler-led PR push in early June timed to peak UV index coverage. Secondary lookalike audiences will skew toward outdoor/wellness clusters identified in last quarter's Klaviyo segments.

PERSONA SHORTLIST

- Coastal Commuter (32, LA) — outdoor yoga + ocean weekends, prioritizes texture and reef-safe ingredients.
- The Reformulator (28, Brooklyn) — ex-chemical-SPF user burned by greasy formulas, reads INCI lists.
- New Mom Minimalist (35, Miami) — wants 5-step routine collapsed into 2; values fragrance-free claims.
- The Acid Graduate (26, San Diego) — finished a 6-month tretinoin protocol; daytime SPF non-negotiable.

03 / CHANNELS

How the budget gets spent

Paid Social — 42%

$8.40
TARGET CPM

Meta + TikTok in-feed video and Reels. Three creative concepts A/B-tested in week 1; scaled winners in weeks 2–10.

Email & SMS — 14%

31.8%
OPEN RATE

Klaviyo flows for warm list, sampler request automation, and post-purchase replenishment trigger at week 6.

Influencer — 30%

5.2%
AVG. ENG. RATE

Roster of 24 mid-tier creators (50K–300K followers) plus 2 anchor partnerships. Mix of paid posts + affiliate codes.

PR & Earned — 14%

12+
TARGET PLACEMENTS

Coverage push targeting Allure, Byrdie, Cosmopolitan, and The Cut. Sampler mailer to 80 beauty editors.

04 / TIMELINE

First four weeks of the launch

WEEK	ACTIVITY	OWNER	DELIVERABLE
W1	Creative kick-off, asset production, paid social pixel QA	Folkwave Studio	12 video cuts, 8 static frames, tracking checklist
W2	Sampler quiz launch + creator content drop (wave 1: 12 talents)	Sundream + Folkwave	Landing page live, 12 creator posts, sampler list ≥ 6,000
W3	Paid social scaling + email flow activation, mid-tier influencer wave 2	Folkwave Studio	Daily spend reports, flow performance review
W4	PR mailer drop + editorial outreach + cart abandonment optimization	Sundream PR + Folkwave	Editor mailer (80 boxes), 12+ placement leads, weekly recap deck

05 / BUDGET

Where the $185K goes

CATEGORY	AMOUNT	% OF TOTAL
Paid social media buys (Meta + TikTok)	**$77,700**	42.0%

CATEGORY	AMOUNT	% OF TOTAL
Influencer fees & affiliate payouts	**$55,500**	30.0%
Creative production (video, photo, copy)	**$22,200**	12.0%
Email & SMS platform + automation	**$11,100**	6.0%
PR mailer, sampler kits, postage	**$9,250**	5.0%
Landing page + tracking infrastructure	**$5,550**	3.0%
Contingency & A/B test reserve	**$3,700**	2.0%
Total Investment	**$185,000**	**100.0%**

06 / FORECAST

Expected return on investment

Based on Folkwave's last four DTC skincare launches (avg. ROAS 2.6× in the 12-week window), we forecast $480K in directly attributed revenue plus an additional $100K in halo lift across the existing Sundream catalog — driven primarily by sampler quiz cross-sells and the email re-engagement flow. Modeling assumes a 3.4% landing page conversion, $46 average order value, and a 22% returning-customer rate by week 10.

Beyond the topline number, the campaign builds a durable first-party email list of ~18K verified opt-ins. At Sundream's historical $58 12-month LTV per subscriber, that audience represents roughly $1.04M in projected lifetime value — making the campaign accretive even on a strict last-click attribution lens.

FORECAST

Total return

$580K

Direct + halo, 12-week window

NET ROAS **3.13×**