

## INIKA brand re-launch



### The brief

Wright Communications were called upon to aid INIKA in re-launching their certified organic make-up brand to the New Zealand market. The INIKA packaging had been recently re-designed and they wanted to publicise the exciting new designs as well as educate the media on the amazing qualities of the brand. INIKA looked to Wright Communications to come up with a strategic launch plan to communicate this product re-launch while also reiterating the brand's ethos and educating the market on this.

### The Wright approach

Wright Communications assisted INIKA in communicating their brand to the New Zealand media by creating an amazing brand re-launch event. A targeted group of beauty media, bloggers and influencers were invited to enjoy a beautiful herbal afternoon tea in a serene environment where they were treated to product demonstrations by one of Auckland's top makeup artists. The INIKA Senior Brand Manager was on hand to provide a very informative presentation about the quality and certified organic heritage of the brand.

### Client satisfaction

The INIKA event was very well received by the New Zealand media and was subsequently featured in an array of women's lifestyle magazines, as well as national and local newspapers. The event gained INIKA coverage across Woman's Day, Women's Weekly, New Zealand Herald Viva, Good Health Choices, The Dominion Post, The Press, Waikato Times, Good, Miss FQ, and Simply You. In addition to this, INIKA was featured across social media platforms such as Belle & Sage, Seb Makeup, 30 vs 30, Beauty Directory, Poppy's Babble, Beauty by Annalise, Makeup Obsessives, Thread, Demelza's Delights and Kate Manihera.