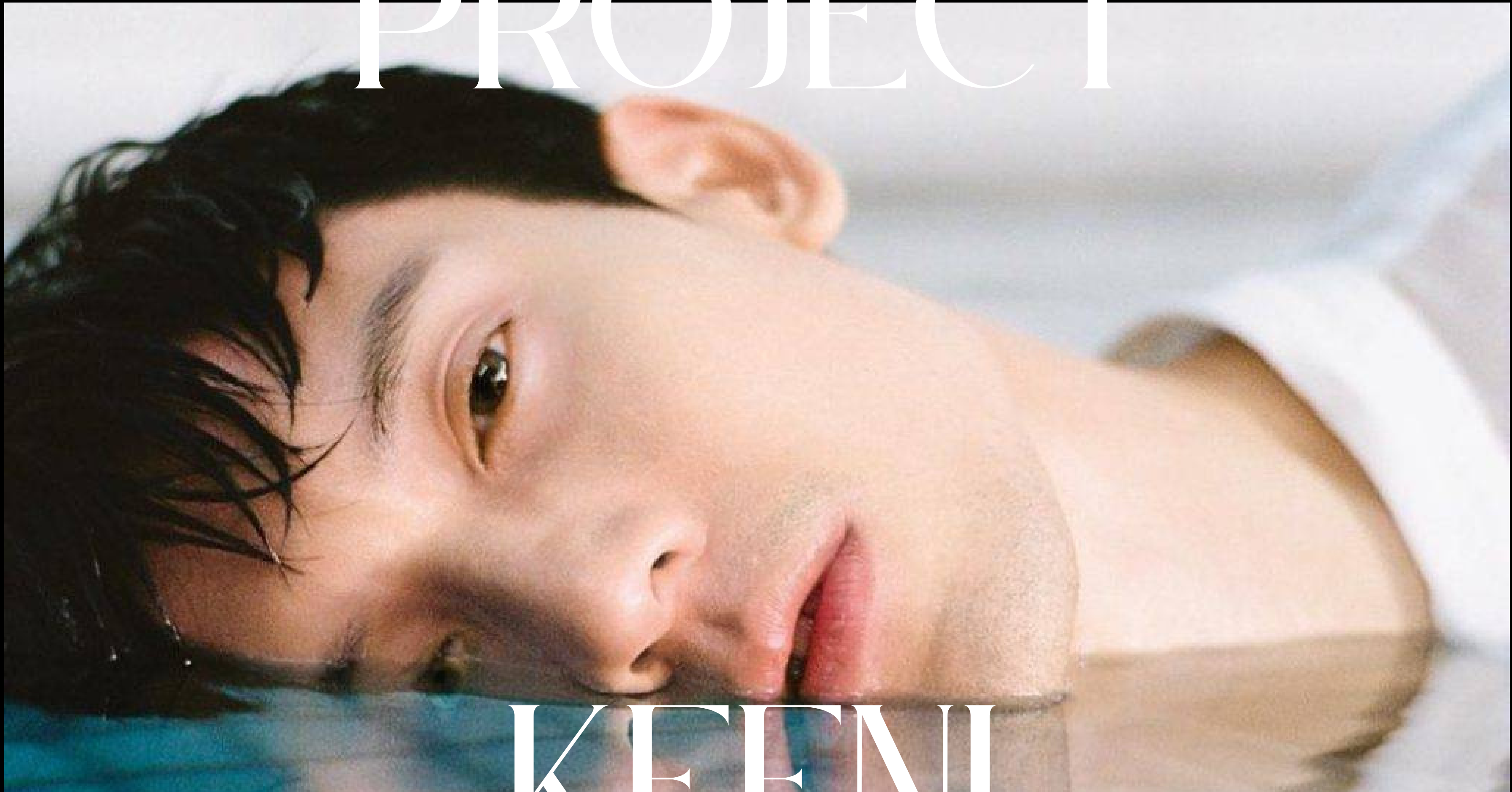


PROJECT

KEENI





WHAT DO THEY THINK?

# WHAT DO THEY THINK?



@miharu\_ds 10 days ago

點解KENNY可以咁多年個樣都無變過一樣係咁靚仔...



7 Reply



@pp-yt6ue 9 days ago

關智斌你真的好靚仔, 關智斌你真的好靚仔, 關智斌你真的好靚仔... ❤️❤️❤️

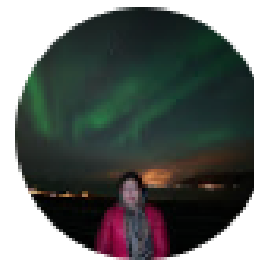


1 Reply



@jasminechiao 10 days ago

素顏都靚仔到爆燈 😊關智斌你好勁 💪



@hoiniensun8904 10 days ago

Kenny無化妝都一樣咁靚仔 😍😍😍



@user-pz2wk7xh9n 10 days ago

真係keep得好好



@user-kk1qi8bn7p 10 days ago

素顏都好靚仔啊 ❤️



# PROJECT KEENI

# PROJECT TIMELINE

YouTube Phase I  
(New Content Pillar - Beauty)

YouTube Phase II  
(Fans & Celeb Collaboration)

Brand Launch  
(Event Activation)

**JAN - MAR**

**MAY**

**DEC**



**APR**

Beauty Bazaar  
(w/ Local Brands)

**AUG**

Pop-up Event  
(Lotion-making workshop)



R&D

Branding  
Strategy

Product  
Development

Supply Chain  
Management

Product  
Development

Brand  
Launch



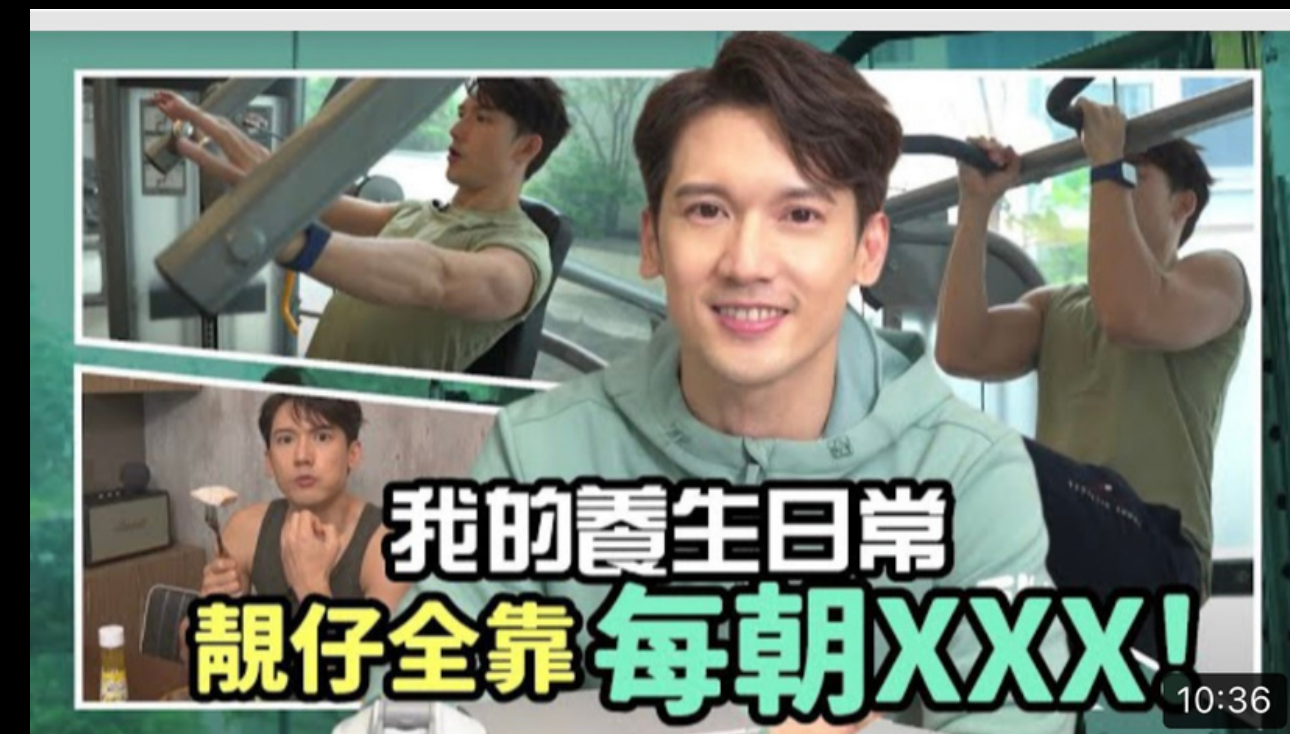
Phase 1

# YOUTUBE + SOCIAL MEDIA



# CURRENT SITUATION

1. Lack of a specific position that stands out
2. Kenny's personality and abilities cannot be shown
3. Mostly fan-oriented



# FROM STYLE KENNY TO BEAUTY KEENI

Share Skincare, makeup and hairstyle tips for man  
Simplicity - simple Tutorial for Beginners

Aim:

Set a clear position for Kenny's YouTube channel  
Build the path as a local male beauty "trendsetter"

Style Kenny

--> mainly about hairstyle and comedy style



關智斌 Kenny Kwan - 聖誕 Party 男生狂野髮型教學 [STYLE KENNY EP2] :  
關智斌 Kenny Kwan · 37K views · 4 years ago



關智斌 Kenny Kwan - 聖誕 Party 捲髮文青造型教學 [STYLE KENNY EP1] :  
關智斌 Kenny Kwan · 71K views · 4 years ago



# BEAUTY KEENI

**男性肌膚保養**  
5大重點請注意!  
認真看哦~  
7:44

男性必看！男性該如何作肌膚保養？皮膚專科醫師告訴你！  
美上美皮膚科診所-醫學美容 · 31K views · 6 months ago

星級化妝師 Annie G. Chen  
新手必學!!  
基本化妝入門  
10:56

【星級化妝師教學】如何正確使用粉底液？  
男士化妝簡易入門【新手必學】基...  
Mountain Yam 任朗呈 · 13K views · 1 year ago

2023必買保養品  
這款一定要回購!  
18:41

2023春季必買保養品，超高CP近期神好用，這款一定要回購！【77老大】  
77老大 · 246K views · 1 month ago

油肌想抗老?  
這樣做  
抗老食品 + 補充品  
7:55

分享我都吃些什麼保養肌膚~油肌、痘肌怎麼抗老?  
Dr. Ivan 6 · 83K views · 2 years ago

RICKYKAZAF  
性價比超高!!  
平價護膚品  
6:33

性價比超高!! | 輕輕鬆鬆就能買到價廉物美的護膚品?! | RickyKAZAF  
RickyKAZAF · 92K views · 3 years ago

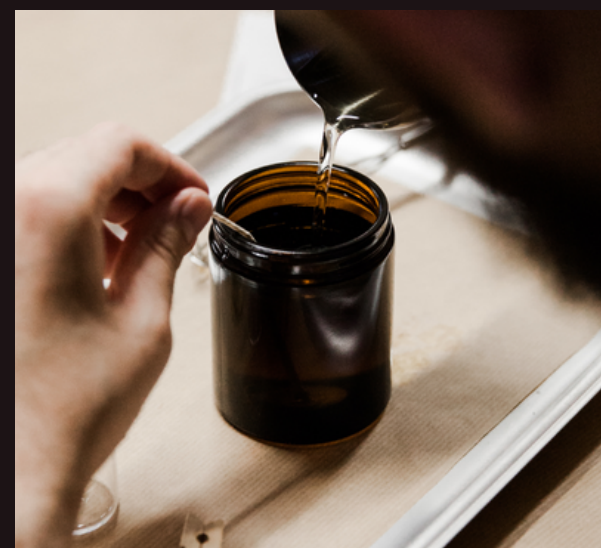
Suggested Topics:  
Favourite skincare  
Meals for acne-prone skin  
Easy skincare routine  
10 steps to help your boyfriend do his makeup  
Collabration with dermatologists, makeup artists

Phase 2

# BEAUTY BAZAAR

APRIL

# FROM PHASE 1 TO PHASE 2



1. Invite local beauty brands to join Keeni project
2. Film vlogs about preparing the bazaar (for YouTube Phase II)
3. Launch a YouTube video about "favourite local skincare"
4. Establish the beauty bazaar



# BEAUTY BAZAAR OBJECTIVES

1. Strengthen linkage between Kenny and the local beauty industry
2. Conduct research on local beauty brands' marketing approaches

# DETAILS ON BEAUTY BAZAAR

Time: Easter (April 2023)

- Relaxing and chill atmosphere
- Holiday ensures traffic

Venue: Gold Coast Piazza

- Experienced in PR events
- Huge customer pool

Theme: Change your skincare for the season with Clean Beauty

- Seasonality is one key reason to choose skincare products





## 1. SKINCARE BOOTH

Invites different local  
skincare brands

## 2. LIFESTYLE WORKSHOP

Skincare product, soap,  
Aromatherapy oil, perfume



# COMPOSITION OF BEAUTY BAZAAR

### List of local skincare brands

- 羊咩咩工作坊
- Tammy's handmade
- 采田目見
- Rohaseed | 籽日
- Fresh Co
- formula beauty
- coconut matter
- Bathe to Basics
- get glamorous lab
- Miya's work
- Serenia
- factiv

# TIER 1 BEAUTY BRANDS

## Benefits for Kenny

- Rich experiences in starting a beauty business
  - Website
  - Social media promotion
  - Loyalty programme
- Stable customer pool
- Comprehensive R&D on skincare products

## For Mature Businesses

- Increase brand preference (Kenny effect)





# TIER 2 BEAUTY BRANDS

## Benefits for Kenny

- Rich diversity of product lines
- Customer relationship management and brand building

## Attractiveness for Small and Medium Enterprises

- Increase brand awareness

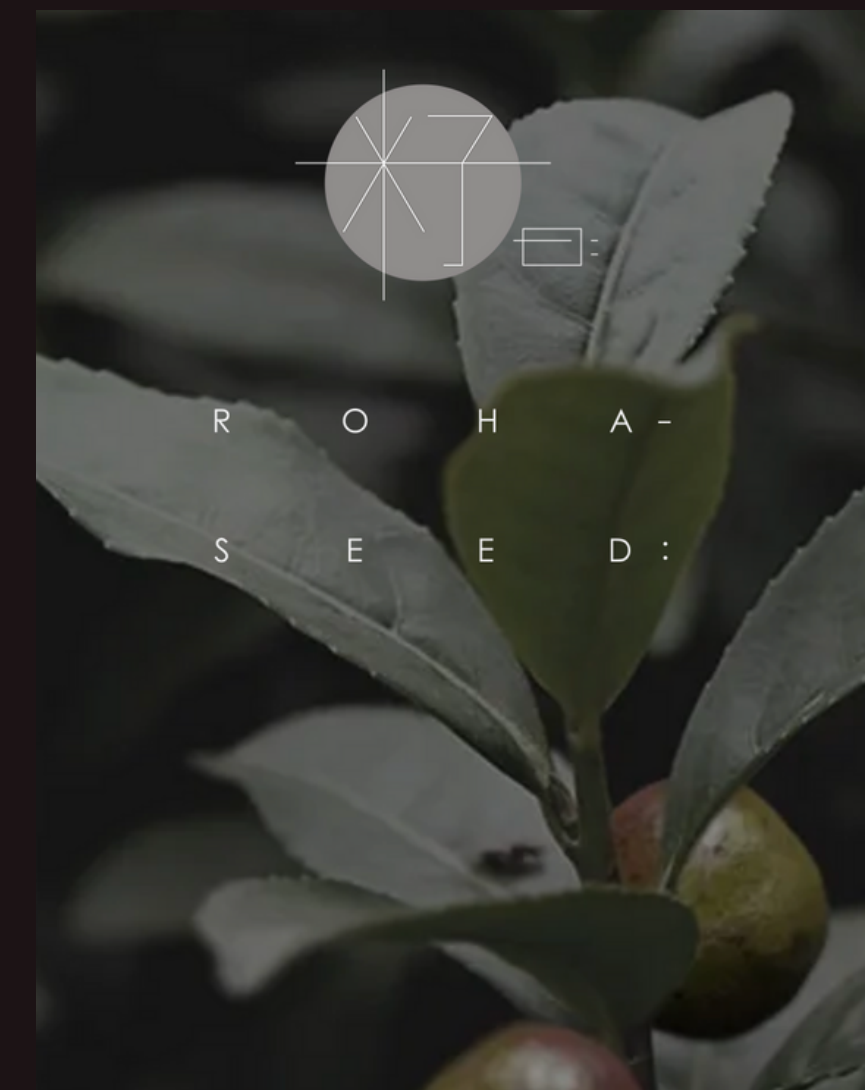
# TIER 3 BEAUTY BRANDS

## Benefits for Kenny

- Impression
- Resource allocation and utilisation

## Attractiveness For Mom and pop stores

- Increase market exposure







Phase 3

# YOUTUBE II

## OBJECTIVES

**Consolidate Kenny's Image**

**Raise popularity**

# BEHIND THE SCENES BAZAAR

## KENNY'S ATTITUDE

- A day with Kenny
- Solidify Kenny's Image





Invite Celebrities/Fans to YouTube  
Videos  
Project Re-make: Grad-din GRWM

# PROJECT KEENI

Phase 4

# POP UP EVENT

AUGUST

# POP-UP EVENT

AUGUST

Suggested Duration : 10 days (spans over 2 weekends)

Suggested Venue: Times Square 5/F Shop 517-519

1. Exclusive and limited product launch
2. Increase media exposure on beauty / lifestyle columns
3. Collect insight and feedback for future products





# DAY 1: PRIVATE TOUR FOR CELEBRITIES, KOLS AND MEDIA

Suggested Venue: Times Square VIC Lounge

- Customised lotion making workshop
- Photo booth for guests to increase interaction and social media exposure
- Leave a note with words of encouragement / beauty tips
- Sample Products wrapped in gift sets exclusively for guests

「明日 若我成為先知」我想跟你說...



# DAY 2 - 10 / ENGAGING ACTIVITIES

OPEN FOR PUBLIC



YOUR COLOUR  
YOUR ATTITUDE

PERSONAL COLOR

TEST TRIAL

THE WORLD AS  
I MATCH IT

- Collaborate with My:shopper
- Use of Colour Test AR Software and Vending Machines
- Capture public attention, enhance facial features through colour coordination







THE  
WORLD  
AS I  
STYLE IT

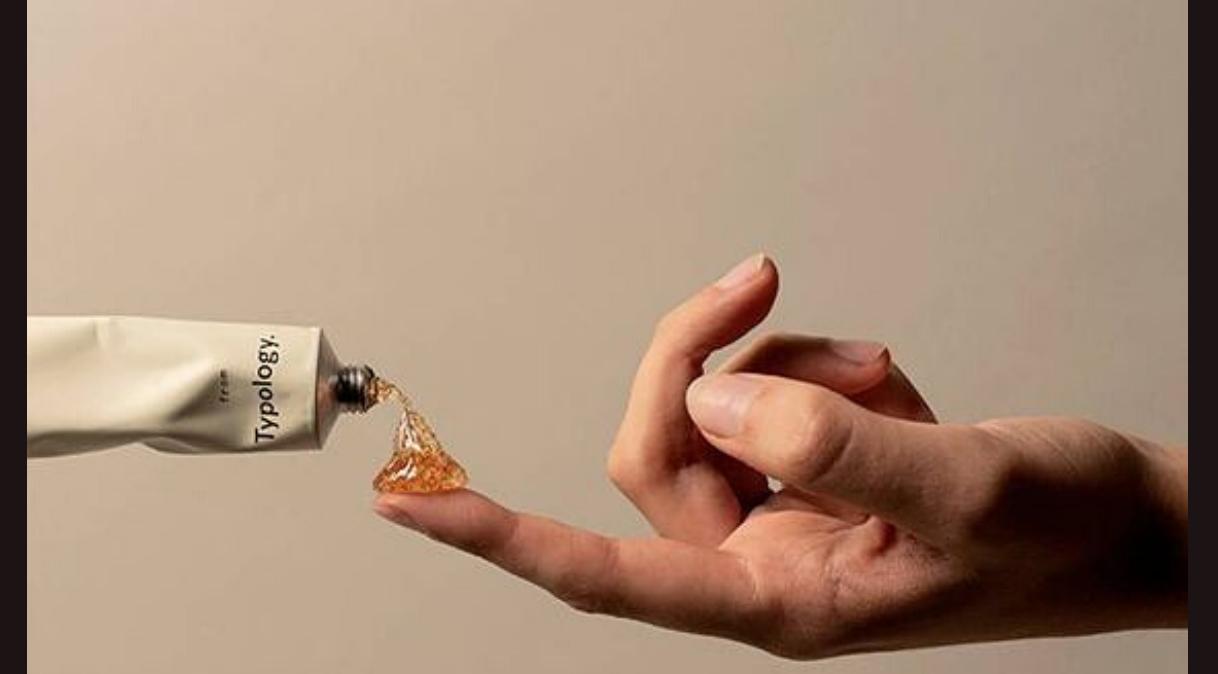
HAIRSTYLING BY KENNY  
AND HAIR STYLISTS

Styled by Kenny during random time slots  
Pre-registration required


- Target: Male
- Invite participants for hair makeovers
- Increase media exposure with Kenny's presence

# LOTION MAKING WORKSHOP

- Preview of exclusive products
- Participants get to create a lotion with customised fragrance of their preference
- Collect insights for development and improvement of future skincare products
- Scent as a memory trigger to emphasise on uniqueness



THE WORLD  
AS I SMELL  
AND FEEL IT



「明日 若我成為先知」我想跟你說...

KEENI

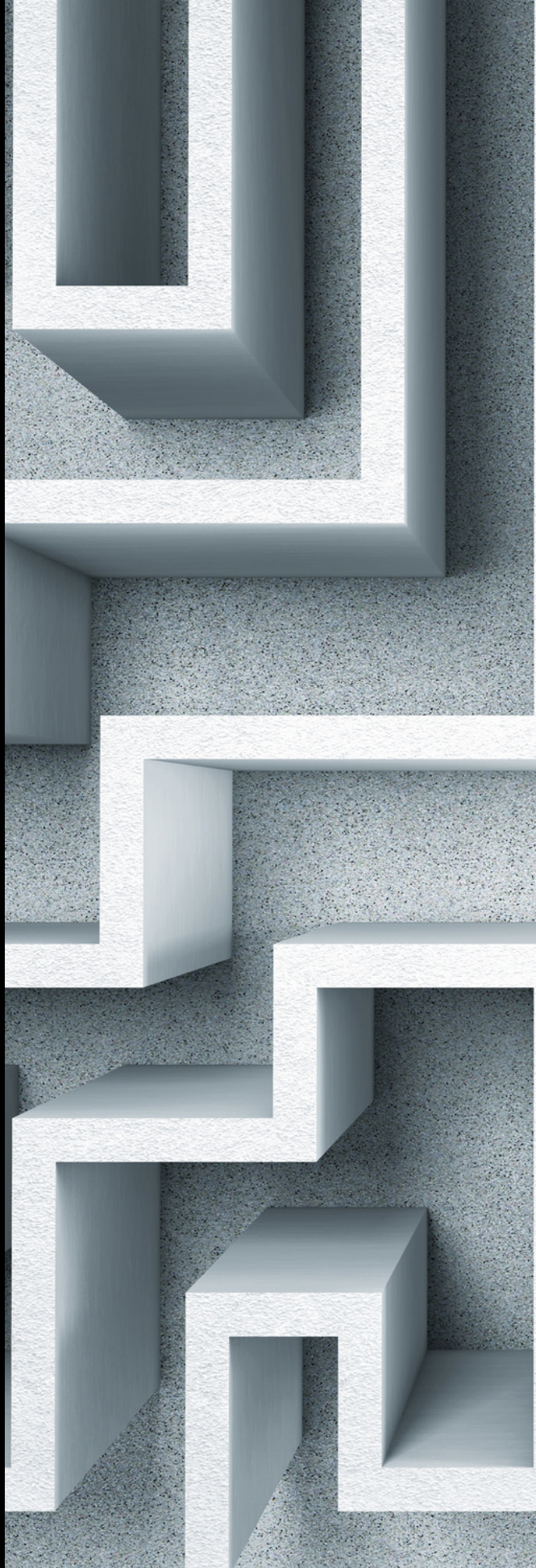
- Backdrop installation: wall of envelopes
- Words / notes written by guests will be photocopied and placed in envelopes
- Participants can pick and get a random envelope

PICK A NOTE FROM  
CELEBRITIES OR KOLS

Phase 5

# EVENT ACTIVATION

DECEMBER



# OBJECTIVES

**1**

Promote the upcoming brand launch and product launch

**2**

Resonate with event-goers with Kenny's personal experience

COMING SOON

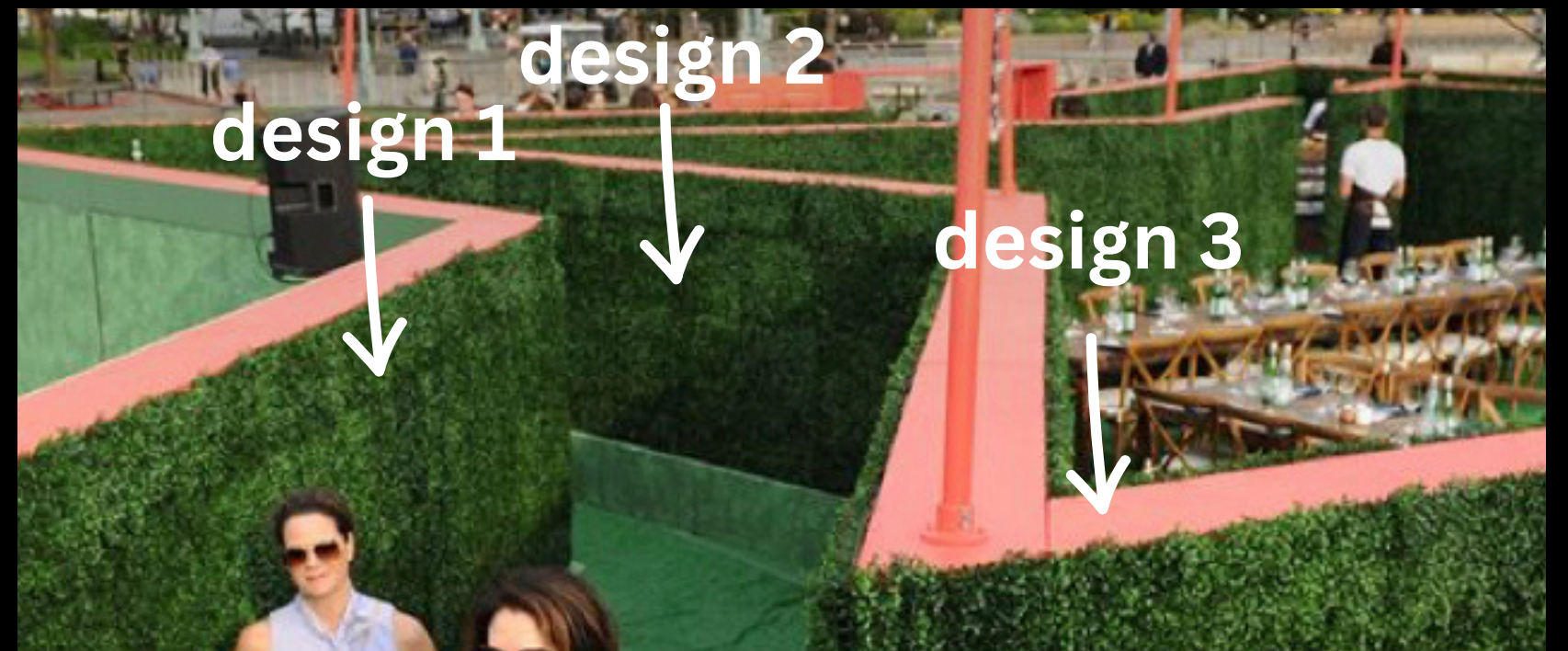
# EVENT ACTIVATION

*PMQ*



*MAZE*

-Project KEENI-



## DESIGN 1

Sunshine boy  
energetic



## DESIGN 2

Dream catcher  
Ambitious and passionate



## DESIGN 3

Going through  
a career slump







# THE FINAL SPOT



THE BEST  
FOR YOUR AGE



# PROJECT KEENI