Heka care _ campaigns

CAMPAIGN 01

BEAUTY HAS NO AGE

Campaign Objective

- Increase Brand Awareness.
- Drive Product Sales.
- Position **HEKA CARES** as a natural skincare brand suitable for every generation.
- Build an emotional connection between Gen Z and women +40 through shared skincare moments.

Campaign Duration

From 2:3 weeks

- Week 1: Awareness
- Week 2,3: Awareness ,sales

Target Audience

Women aged 20–50

Whether they’re just starting their skincare journey or have been following one for years.

Insight

Healthy skin doesn’t belong to a specific age.

Every generation has different skincare needs, but everyone deserves healthy, glowing skin.

Big Idea

Beauty has no age. Healthy skin has no generation.

Tone of Voice

- Authentic
- Warm
- Natural
- Community-driven

Visual Direction

- Natural lighting
- Soft neutral colors
- Minimal makeup
- Real skin texture
- Lifestyle photography
- Mother & Daughter chemistry
- Three or four generations

CONTENT ECOSYSTEM

HERO REEL

Glow Has No Age

Women from different age groups appear one after another.

The audience first notices their glowing, healthy skin.

Only at the end does each woman’s age appear proudly.

22

36

45

58

All women gather in the final shot.

Ending Copy

Beauty has no age.

Healthy skin speaks for itself.

HEKA CARES

REEL 02

Like Mother, Like Daughter

A daughter starts applying her HEKA skincare routine.

Her mother walks in, smiles, and takes the product to continue her own routine.

Later, the daughter borrows another product from her mother.

A warm, natural moment showing that skincare can connect generations.

Ending Copy

Different generations.

One skincare ritual.

REEL 03

The Mirror Never Lies

A woman stands in front of the mirror before consistently taking care of her skin.

Simple, rushed routine.

No real care.

The video transitions to the same woman weeks later after using HEKA regularly.

Her skin looks healthier.

She feels more confident.

The transformation isn’t about changing her face.

It’s about finally caring for it.

Ending Copy

When you care for your skin… It

shows.

REEL 04

Pass It On

A grandmother starts her skincare routine using a HEKA product.

She gently passes it to her daughter.

The daughter finishes her routine, smiles, then passes the product to her own daughter.

Three generations.

One skincare ritual.

The reel ends with all three women standing together.

Ending Copy

Some routines deserve to be passed on.

Daily POSTS

Post 01

Split Beauty

A Gen Z girl and a woman +40 standing side by side.

Same confidence.

Same glow.

Same HEKA products.

Headline

Different Ages.

Same Glow.



Post 02

Care Comes Full Circle

A daughter gently applies skincare to her mother’s face.

A simple emotional moment.

Headline

The first person who cared for you…

Now it’s your turn.



Post 03

Different Ages. Same Choice.

Two women from different generations shopping inside HEKA.

Each chooses products that suit her skin.

Headline Different routines. One trusted

brand.



CAROUSEL 01

Beauty Through Every Age

Slide 1

Beauty in Your 20s

Discover your skin.

Slide 2

Beauty in Your 30s *Build*

your routine.

Slide 3

Beauty in Your 40s

Confidence becomes your best beauty secret.

Slide 4

Beauty in Your 50+

Glow with experience.

Final Slide

Beauty doesn’t age.

It evolves.

HEKA CARES

CAROUSEL 02

One Routine. Two Generations

A curated skincare bundle featuring products that both mothers and daughters can enjoy together.

Each slide introduces one product and explains how it fits both skincare routines.

Final Slide One

Bundle.

Two Generations.

Endless Care.

UGC CONTENT

UGC 01

With My Mom

Creators appear with their mothers in a fun challenge.

The video ends with both sharing their favorite HEKA products.

UGC 02

My First Skincare Teacher

Creators share who first introduced them to skincare.
Their mother.
Their grandmother.
Their sister.
Or a friend.
Ending with:
Tag the person who taught you to care for yourself.

UGC 03

Gen Z girl speaks about skincare and She started to love him from her mother and grandmother who were interested in skin care and talked a little about our products.

STORIES

- Guess the Age Poll
- Morning vs. Night Routine • What's Your Skin Concern?
- Ask Dr. Amira
- This or That

GIVEAWAY

Mother & Daughter Glow Box if we go with it

Tag your mom, daughter, or someone you'd love to share your skincare routine with.

Win a copone for HEKA skincare bundle.

Campaign KPIs

- Increase Brand Awareness.
- Drive Engagement through relatable, age-inclusive storytelling.
- Increase UGC participation.
- Boost Mother & Daughter Bundle sales.
- Expand Gen Z reach while maintaining loyalty among existing customers.
- Reinforce HEKA CARES as a trusted Egyptian natural skincare brand.

CAMPAIGN 02

YOUR SKIN HAS RED FLAGS TOO

Campaign Objective

- Increase brand awareness through relatable, trend-driven content.
- Educate the audience about unhealthy skincare habits.
- Position **HEKA CARES** as a trusted skincare brand that promotes healthy habits.
- Drive product consideration by replacing bad habits with better skincare choices.

Campaign Duration

2 Weeks

- Week 1: Spot the Red Flags.
- Week 2: Turn Them Green.

Target Audience

Women aged 18–40

From skincare beginners to skincare enthusiasts.

Insight

Everyone talks about relationship red flags.

But every day, our skin sends us red flags that we choose to ignore.

Big Idea

Your skin speaks before it breaks out.

The signs are always there.

The question is…

Are you paying attention?

Tone of Voice

- Trend-driven
- Relatable
- Educational
- Fun
- Honest
- Community-first

Visual Direction

- Bold red accents
- Clean white backgrounds
- Minimal product shots
- Lifestyle photography
- Social-first graphics
- Premium yet playful and funny

CONTENT ECOSYSTEM

HERO REEL

Your Skin Has Red Flags Too

Fast-paced montage of everyday skincare mistakes.

- Sleeping with makeup.
- Skipping sunscreen.
- Trying every viral skincare trend.
- Touching your face constantly.
- Never moisturizing.

Each mistake is immediately followed by a red flag appearing on screen.

The reel ends with Dr. Amira saying:

“Your skin has been trying to tell you something.” بشرتك عمالة تشتيكيلك عن حاجات

Ending Copy

Stop ignoring the signs...كفاية عدم اهتمام و اسمعيها

REEL 02 (viral oneee)

POV: Your Skin Is Judging You

A funny POV where the viewer is the person making bad skincare decisions.

Every bad habit gets a sarcastic reaction from “their skin.” Examples:

“Another night with makeup?” ليلة كمان هنامها بال ميك اب؟؟؟

“We’re really skipping sunscreen… again?”؟؟عملتي سكيب للصن سكرين تاني

“TikTok told you to put WHAT on me?” ا قولتيلي التيكتوك قالك تحطي أي علي

Ending with:

Your skin deserves better.م كفاية ريد فلاج زر بشرتك عايزة شوية اهتما

Daily POSTS

Red Flag #1

Sleeping with Makeup

One night becomes a habit.

Your skin remembers every one of them.

Red Flag #2

Skipping Sunscreen

Your skin doesn’t know you’re inside.

UV rays don’t take a day off.

Red Flag #3

Trying Every Skincare Trend

Trending doesn’t always mean trusted.

Red Flag #4

Changing Products Every Week

Consistency beats trends.

Every time.

Red Flag #5

Ignoring Moisturizer

Hydration isn’t optional.

Red Flag #6

Picking Pimples

Your future skin is begging you to stop.

CAROUSEL 01

How Many Red Flags Do You Have?

Slide 1

Let’s be honest…

Slide 2

Sleeping with makeup.

Slide 3

Skipping sunscreen.

Slide 4

Trying random skincare hacks.

Slide 5

Changing products too often.

Final Slide

How many red flags did you count?

CAROUSEL 02

Turn Your Red Flags Green

Each slide replaces one bad habit with a healthier skincare habit.

- Gentle cleansing.
- Daily hydration.
- Sunscreen.
- Consistency.
- Natural ingredients.

Final Slide Small

habits.

Healthy skin.

UGC CONTENT

UGC 01

Pro creator in cosmetics field

Speaks about red flags and their solutions by using our products

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UGC 02

My Biggest Green Flag

Creators share one skincare habit they’re proud of.

Ending with:

What’s your biggest green flag?

STORIES

- Which skincare red flag are you guilty of?
- Red Flag or Green Flag?
- Myth or Fact?
- Ask Dr. Amira.
- Confession Box.

Campaign KPIs

- Increase Brand Awareness.
- Increase Saves & Shares.
- Generate UGC.
- Educate the Community.
- Increase Product Consideration.
- Position HEKA CARES as a trusted skincare expert.
- Deal with Gen Z as well

CAMPAIGN 03

THE POWER OF HEKA

Campaign Objective

- Strengthen Brand Identity.
- Increase Brand Awareness.
- Position HEKA as a premium Egyptian natural skincare brand.
- Educate customers about the power of natural ingredients.

Duration

3 Weeks

Target Audience

Women 18–45

Gen Z + Millennials + Women 40+

Insight

People usually buy skincare because of trends or no knowledge.

Very few actually know **what they're putting on their skin.**

Big Idea

Every HEKA product begins with a natural ingredient.

Every ingredient has a purpose.

Tone of Voice

- Premium quality in local brand
- Natural
- Confident
- Educational

Visual Direction

- Natural Elements.
- Stone.
- Water.
- Leaves.
- Wood.
- Glass.
- Close-up textures.
- Premium Lighting.
- No AI look.
- Real ingredients.

CONTENT ECOSYSTEM

HERO REEL

Every Drop Has A Story

The reel starts with nature.

A leaf moving.

Water flowing.

A vitamin C fruit.

Natural oils.

Cut to the ingredient becoming a HEKA product.

Dr. Amira appears.

We don’t create nature.

We simply know how to use it.

Ending

The Power of HEKA.

REEL 02

What’s Inside Matters

Fast cinematic shots.

Every scene introduces one ingredient.

Vitamin C.

Hyaluronic Acid.

Retinol.

Natural Oils.

Instead of saying benefits…

The screen asks

“What does your skin actually need?”

The answer appears.

REEL 03

One Ingredient. One Hero.

Every episode focuses on one product.

One minute.

One ingredient.

One skin concern.

Simple.

Educational.

Premium.

Daily POSTS

POST 01

The Meaning Behind HEKA

Concept

A premium, minimal design inspired by Ancient Egyptian aesthetics.

The HEKA product is placed at the center, with subtle Egyptian-inspired elements in the background.

Headline

More Than A Name.

Body Copy

Inspired by the ancient Egyptian concept of **HEKA** — a symbol of power, healing, and harmony.

Today, that same philosophy lives in every formula we create.

Natural ingredients.

Thoughtful formulations.

Healthy skin. (any copies in that way)

Ending

The Power of Nature. The Spirit of HEKA.

POST 02

Premium Isn’t a Location.

Concept

A clean, premium product shot featuring a HEKA product with a subtle **Made in Egypt** label integrated into the design.

The visual focuses on confidence rather than nationality, reinforcing that premium quality isn’t defined by where it’s made.

Headline

Premium Isn’t a Location.

Body Copy

For years, people believed the best skincare had to come from somewhere else.

We never did.

HEKA was created in Egypt with one goal:

To create skincare that’s good enough to stand beside any global brand.

No compromises.

No shortcuts.

Just products your skin can trust. (any copies in that way)

Ending

Born in Egypt.

Chosen by Your Skin.

POST 03

Inside Every Bottle

Concept

A clean flat-lay composition featuring a HEKA product surrounded by its key natural ingredients and textures.

Headline

Every Ingredient Has a Purpose.

Body Copy

Every ingredient is carefully selected for a reason.

No unnecessary additives.

No shortcuts.

Just effective formulas designed to give your skin exactly what it needs.

(any copies in that way)

Ending

Thoughtfully Formulated. Naturally Effective.

POST 04

Nature Gives. We Perfect.

Concept

A split visual.

One side showcases the natural ingredient.

The other side features the final HEKA product.

Highlighting the journey from nature to skincare.

Headline

Nature Gives. We Perfect.

Body Copy

Every HEKA formula begins with carefully selected natural ingredients.

Science doesn’t replace nature.

It simply helps it perform at its best. (any copies in that way)

Ending

Powered by Nature. Perfected by HEKA.

POST 05

Why This Product?

One product.

Three skin concerns it solves.

Simple.

Clean.

Premium.

CAROUSEL 01

Which HEKA Product Is Your Skin Asking For?

Slide 1

Dry Skin?

↓

Slide 2

Dull Skin?

↓

Slide 3

Acne?

↓

Slide 4

Fine Lines?

↓

Final Slide

Meet your HEKA routine.

CAROUSEL 02

From Nature To Your Skin

Ingredient

↓

Extraction

↓

Formula

↓

Bottle

↓

Your Routine

UGC CONTENT

-What's On My Shelf?

Creators show HEKA products.

Explain

Why this one?

When do I use it?

What changed?

Campaign KPIs

- Increase Product Awareness.
- Increase Product Knowledge.
- Build Trust.
- Increase Saves.
- Increase Website Visits.
- Increase Product Sales.
- Strengthen HEKA's identity as a premium Egyptian natural skincare brand.

Thank you