

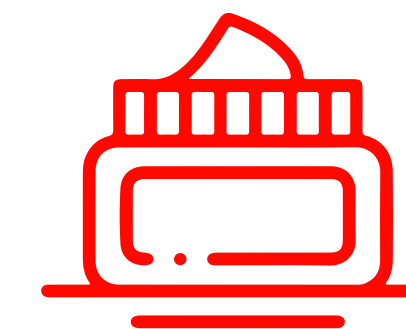


RED

MARKETING

CASE STUDY

BEAUTY PR AND INFLUENCER CAMPAIGNS



THE CLIENT

At Beauty Bag, our story is one of passion and excitement. We embarked on this journey with a mission to bring the world of international beauty to South Africa, making it accessible to all beauty lovers like you. We wanted to break down barriers and open doors to coveted brands that were previously hard to find.

We take pride in being the exclusive distributor for these prestigious international brands. Our commitment goes beyond simply delivering products; we strive to build genuine relationships with both our brands and our beloved Beauty Babes.

We only sell legitimate and authenticated products. Your trust and satisfaction are our top priorities, so you can shop with confidence, knowing that each product is the real deal. Welcome to our world of beauty, where dreams become reality, and where every Beauty Babe is cherished. Together, let's embrace the power of beauty and celebrate the uniqueness that sets us apart.



BEAUTY BAG
INTERNATIONAL

THE RESULTS

By strategically implementing our methods, the following achievements came to fruition:

ONE MONTH OF PR RESULTED IN FEATURES IN THE FOLLOWING PUBLICATIONS:

PR FEATURES: PRINT AND ONLINE:

Glamour
Fairlady
Your Pregnancy
A2
Pharmaceutical & Cosmetic Review
Gauteng Lifestyle
Forbes
Yclad

INFLUENCER CAMPAIGNS:

2 successful influencer campaigns for the Hairtamin and Bybi product launches with a reach of over 40,000 people through micro influencers.

FEATURES

Patch Brand

TOTAL AVE:

R460 000

ROI:
1:15



YOUR Pregnancy & Baby

GLAMOUR

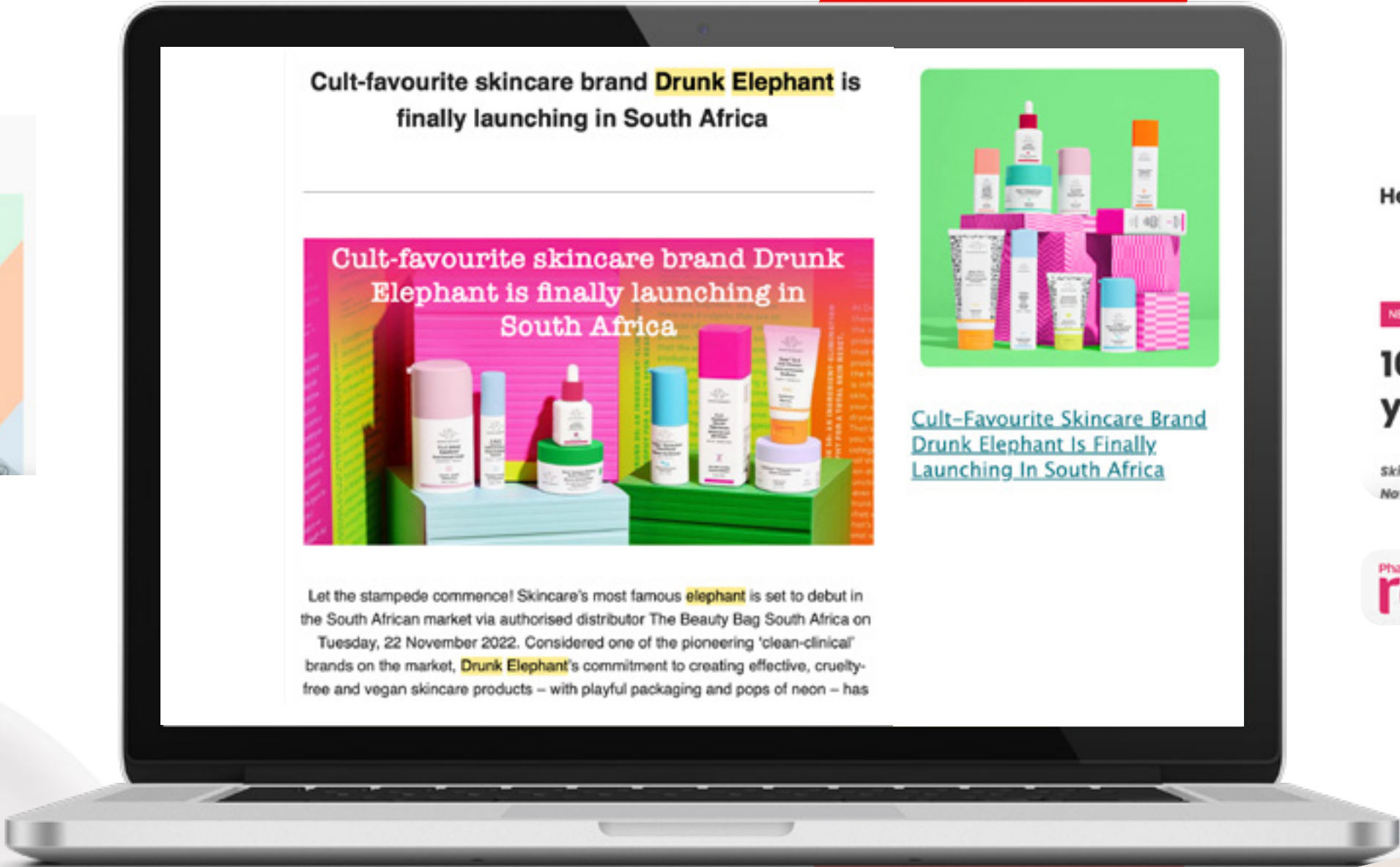
FEATURES

Yclad



FEATURES

Drunk Elephant



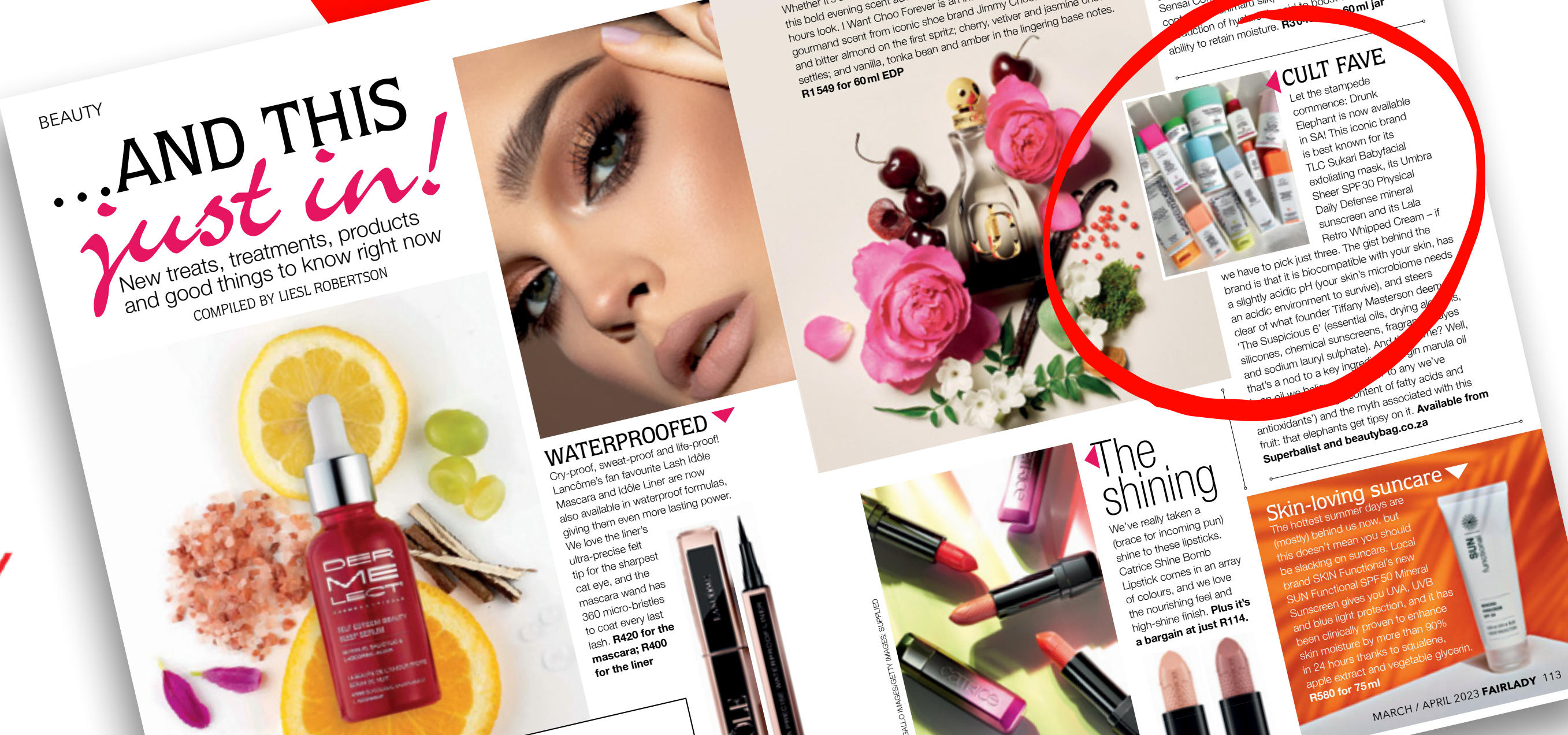
Hero products in the range

NEW-TO-MARKET 29 NOV 2022 SCAN QR CODE

10 Drunk Elephant products worthy of your skin care routine

Skin care's most famous elephant, Drunk Elephant was launched on the South African market in November, via an authorised distributor The Beauty Bag South Africa.

Pharmaceutical Cosmetic review



FAIRLADY

FEATURES
Forbes

Forbes

Shaking Up Beauty:
The Journey Of A CEO Redefining The Industry

From the depths of the mining industry to the glamorous world of cosmetics, Riashin Pillay has navigated a remarkable career shift as the CEO of Link International Brands and co-founder of The Beauty Bag. We delve into the untold stories of the beauty business, uncovering the hottest trends that are captivating the industry. Discover how this visionary entrepreneur proves that beauty truly thrives in the most unexpected places.



From mining to beauty, what motivated the industry transition?
At just 16 years old, Pillay took the plunge and started his own business. Fast forward to age 21, and he'd already achieved the feat of selling that venture to a listed Fortune 500 company. However, that was only the beginning of his extraordinary journey. Pillay yearned for a new challenge; an opportunity to conquer uncharted territories.

What drove Pillay to start The Beauty Bag and Link International Brands?
It all started with his wife Carmen Pillay, when the co-founder of The Beauty Bag, when she began searching for solutions to tackle hair loss. Local options fell short, so she got her hands on the renowned SugarBear Hair Gummies. The results blew her away, and that's when it hit him – why not bring these amazing products to the market? That's how The Beauty Bag, their go-to online retail outlet, came to be.

With the concept of 'celebrity beauty' in mind, Pillay's wife aimed to bring a curated selection of international beauty brands to South Africans. However, Pillay saw a greater opportunity – these brands deserved global recognition. That's when holding company Link International Brands was born, spreading across South Africa, the United Kingdom and Europe. In his journey, Pillay has had the privilege of co-founding two incredible ventures: The Patch Brand's vitamin-infused patches and luxurious makeup remover, STRIP.

Provide the scoop on what The Beauty Bag is all about
The Beauty Bag has achieved household name status, earning the trust of millions worldwide. With a vast network of 30 million consumers, it's become the premier authorized distributor of coveted international beauty brands. The Beauty Bag's extensive range covers skincare, haircare, makeup and supplements, catering to all beauty needs. Operating in over 400 retail stores, including prominent listings on the Johannesburg Stock Exchange, it brings the finest products from the United States, United Kingdom, Europe, Asia, Australia, Africa and beyond. Its distribution includes renowned brands such as SugarBear, HAIRtamin, The Patch Brand, Charlotte Tilbury, Drunk Elephant, Naked Sundays and Sol de Janeiro. Pillay has set his sights on expanding into exciting territories like the Asia-Pacific and Europe, the Middle East and the rest of Africa.

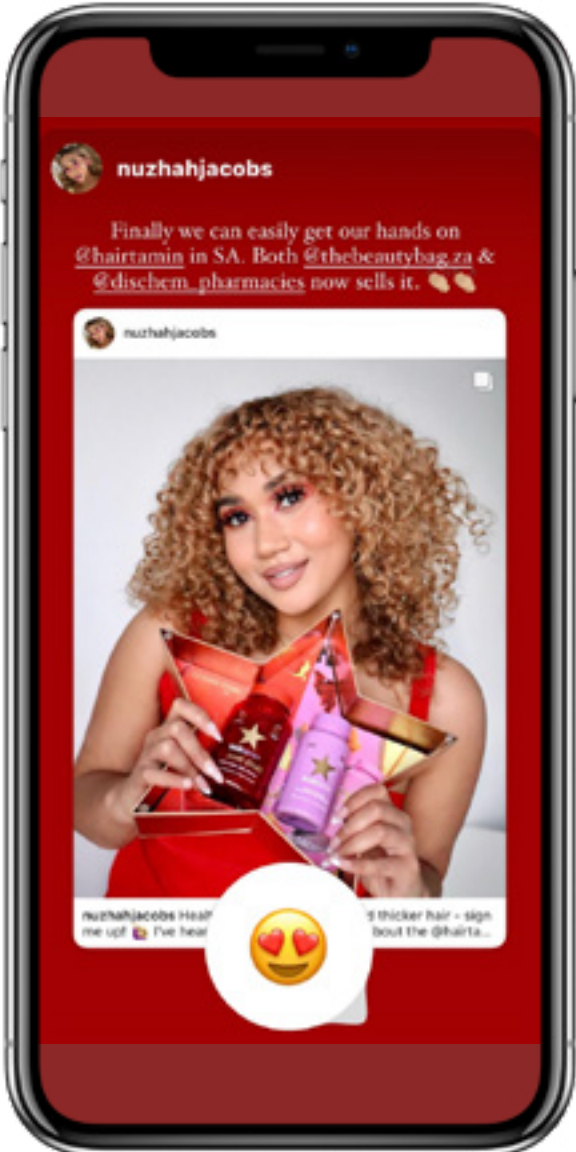
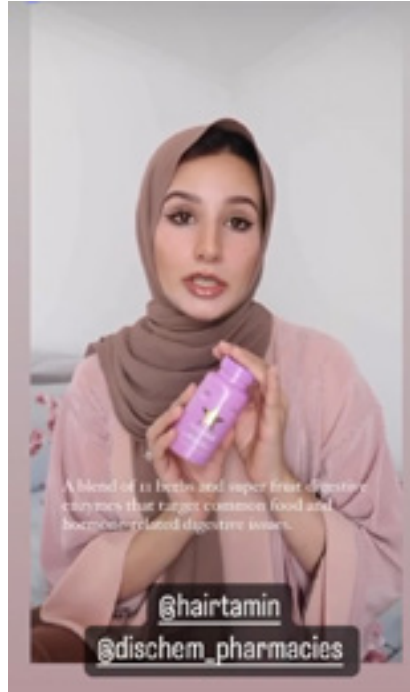
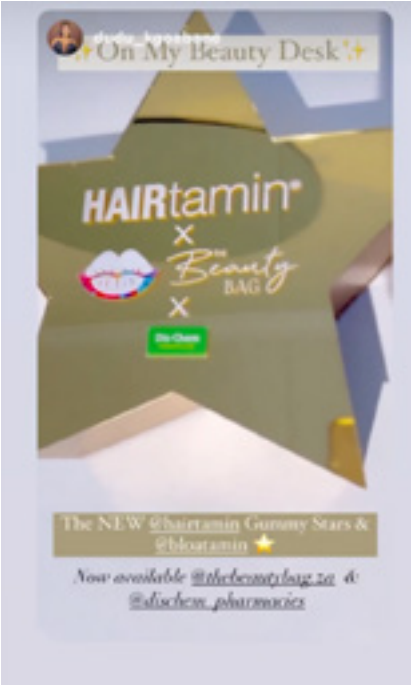
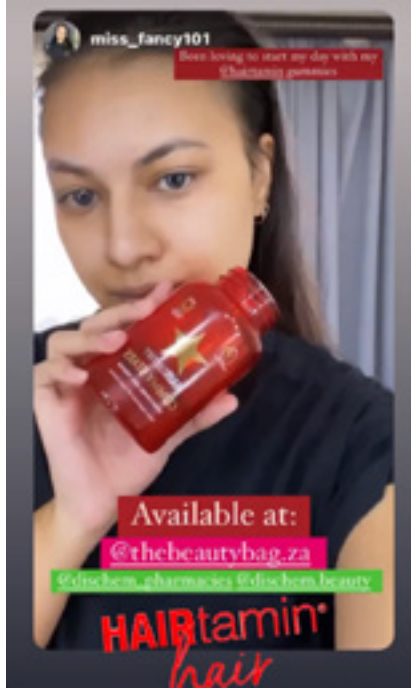
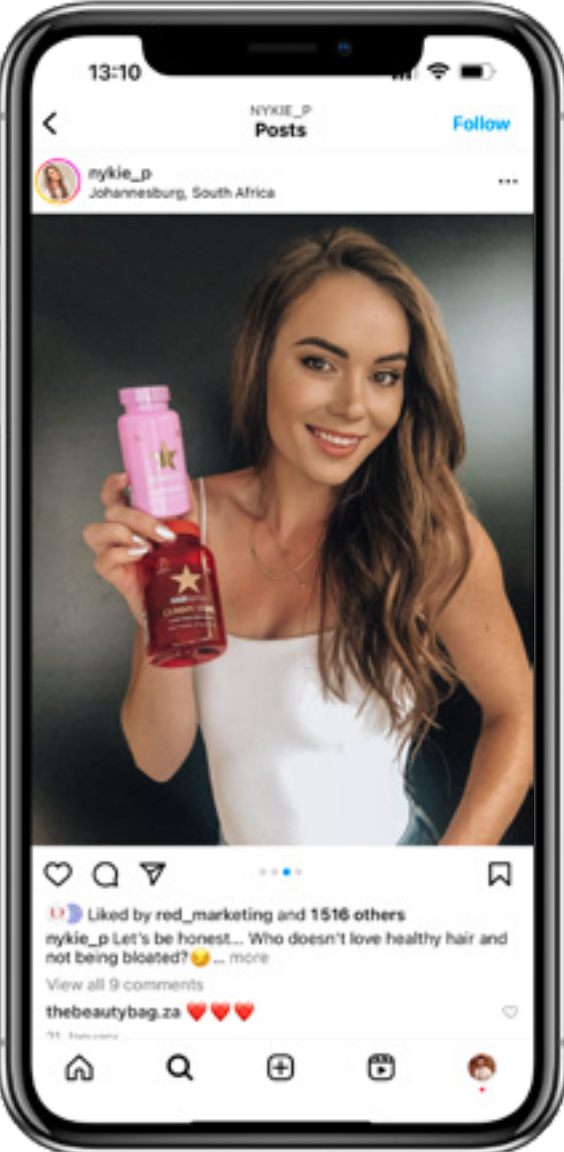
Three products Pillay has launched since the start that he's proudest of?
Sugarbear Hair's iconic blue bear hair vitamin gummy; Sol de Janeiro's luxury, sum-mer-scented skin and body care products; and

Charlotte Tilbury's range of confidence-boosting makeup, including better-than-skin foundations and pigmented lipsticks and glosses.

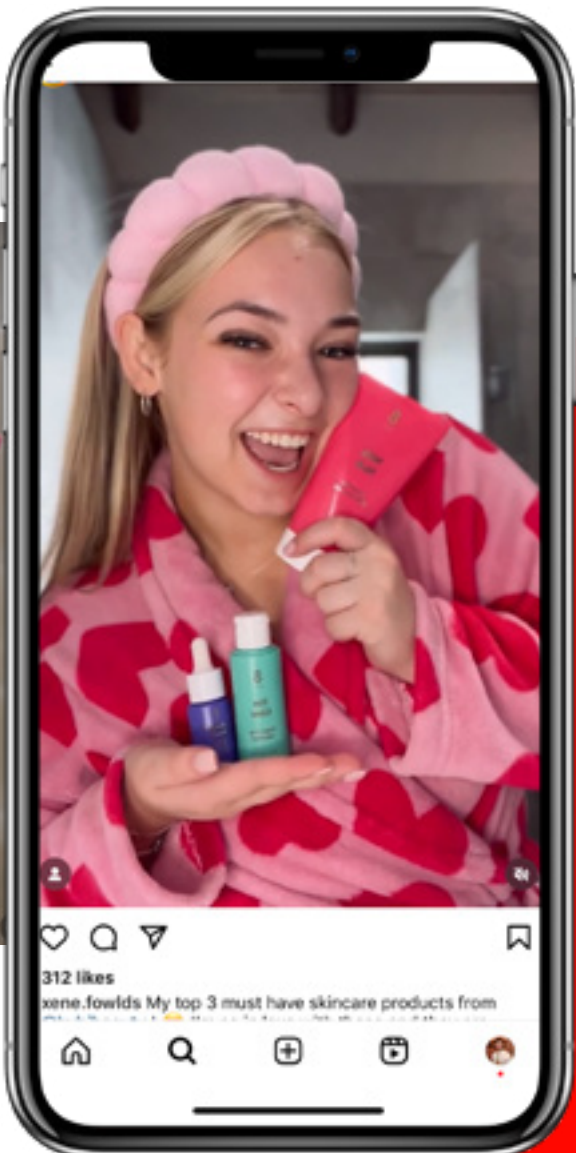
What's been the biggest accomplishment in his beauty career so far?
Revolutionizing the way people get their daily vitamins, Pillay's innovative approach brings forth a farewell to mundane tablets. Instead, customers can now indulge in delicious gummy vitamins. Going beyond traditional methods, he's also introduced The Patch Brand's patches, effortlessly elevating the health game with their convenient application.

Where does he look for inspiration for what's next on The Beauty Bag?
Pillay's wife possesses an incredible knack for discovering the latest and greatest brands that are making waves. She has a keen eye for finding game-changers that not only transform the industry, but also empower people to feel their absolute best.

What exciting adventures lie ahead for Pillay and The Beauty Bag?
Pillay is thrilled to share that he's joining forces with the co-founder of SugarBear to introduce Vote Beauty. This brand is dedicated to delivering high-performance, clinically proven healthcare and haircare products that individuals can truly believe in.



INFLUENCER MARKETING



INFLUENCER MARKETING





MARKETING

Whether you're aiming to climb search engine rankings or establish a formidable online presence, **RED Marketing** has the tools and expertise to make it happen.

Ready to take your online presence to the next level?

Contact us at:
info@redmarketing.co.za for SA clients or
info@redmarketing.biz for UK clients.



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THANK YOU