SELECTED WORK / CURÉL GERMANY

05

Curél

J-Beauty in focus

Introducing Japanese skincare to German audiences through a year-round creator strategy / 2026.



THE CREATIVE TASK

Make expertise feel approachable



Build a presence through people

Curél had limited local awareness and no German social channels of its own. I built a creator strategy that connected **Japanese skincare rituals** with **ingredient expertise** and everyday skin needs.

MY CONTRIBUTION

Creator strategy and final selection
Briefs and content review
Client collaboration
Reporting and recommendations

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The right voices *for a trustable debut*

I selected creators for their ability to make skincare expertise relevant, then wrote briefs that connected their perspective with Curél's identity.



TALENT SHOT | TEXTURE AND APPLICATION

Start with a real skin need

Sensitive skin, travel-sized hydration, simpler routines: each brief gave the product a clear role in an everyday situation.

Expertise, made relatable

Skincare knowledge and lived experience, in the same story.



TALENT CAROUSEL

Build familiarity

Reels and carousels introduced the product. Stories added more personal moments within each creator's community.

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One brand.
Distinct perspectives.

My briefs gave each creator a clear role without prescribing one voice.
Content review kept the interpretations consistent with the brand.



Greta / The sensory ritual

Texture and application do the talking.
Greta's close-ups and deliberate gestures make the ritual easy to follow, across languages.

Watch the ritual



Mary Bella / Daily life

Skincare within a personal routine.
Mary's lifestyle details give the products a familiar setting; a simple application sequence makes the spray easy to grasp.

Watch the routine

Selected examples show two complementary ways into the brand.

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Organic visibility.
A reason to return.

April–June 2026 / Q2: 6 creators, 12 deliverables.
All distribution was organic, with no paid amplification in the first 2 weeks.
Product focus: Hydration Spray and Mini Spray.

204,428

ORGANIC IMPRESSIONS

157,081

47,347

≈ 4,000

ENGAGEMENTS

2% overall engagement rate

4 of 6 creators beat forecast

UPLIFT VS INDIVIDUAL FORECAST

Carola	+163%
Ella	+95%
Ann Johann	+93%
Greta	+46.2%

5.2%

ENGAGEMENT RATE

2,444 engagements on 47,347 views

62,853

STORIES IMPRESSIONS

Stories added regular, personal product touchpoints within the creators' communities.

2027

The client requested a continuation into 2027.