

# Media Plan & Launch Brief — Luminous C 15% Serum

DTC launch · Case #MKT-3309

**Product:** Luminous C 15% Serum · \$38 MSRP · 30ml

**Launch window:** October 28 – December 31, 2025

**Owner:** Jordan Ellis, Head of Growth

## Objectives & KPIs

| Metric          | Target                   | Budget cap          |
|-----------------|--------------------------|---------------------|
| Blended ROAS    | "e2.0x                   | —                   |
| Prospecting CAC | "d\$29                   | \$45K/mo total paid |
| Primary channel | Meta (FB/IG) prospecting | 70% of spend        |
| Secondary       | Retargeting (site + ATC) | 30% of spend        |

## Channel mix

| Channel          | Monthly budget | Expected ROAS | Role                     |
|------------------|----------------|---------------|--------------------------|
| Meta prospecting | \$31,500       | 1.8x at scale | New customer acquisition |
| Meta retargeting | \$9,000        | 2.5x          | ATC + site visitors 7d   |
| Google branded   | \$4,500        | 4.0x          | Brand defense            |

## Positioning & creative

Hero angle: "Dermatologist-tested glow in 14 days." Primary persona: women 28–40, skincare enthusiasts, prior serum buyers.

Do not scale prospecting until ROAS "e1.5x for 5 consecutive days per Growth SOP.

