

innisFree x WAYMO

Moving Island

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Michelle Kim

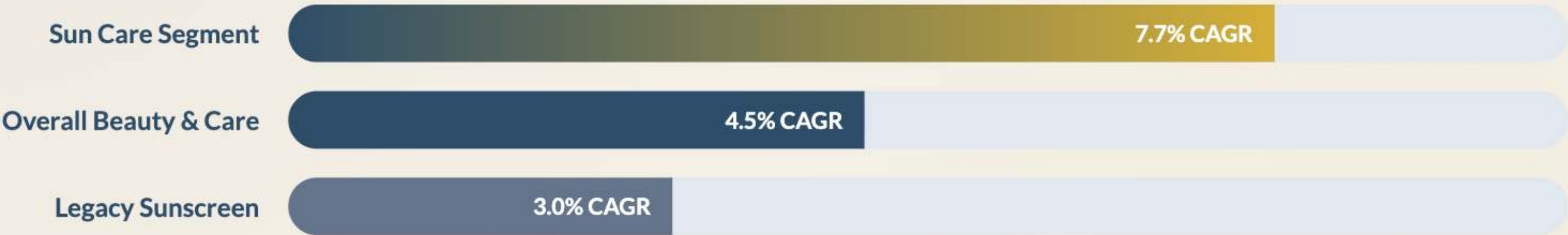


Helen Kwon



Ivy Kim

Market Analysis & Opportunity



The sun care category is significantly outperforming the broader beauty market, driven by the "Skinification" of SPF and premiumization trends.

Market Size

Global sun care market projected to reach \$16.12B by 2026

Consumers favor high SPF hybrids that offer moisturization, fundamental skin health, anti-aging, and environmental protection

Brand performance

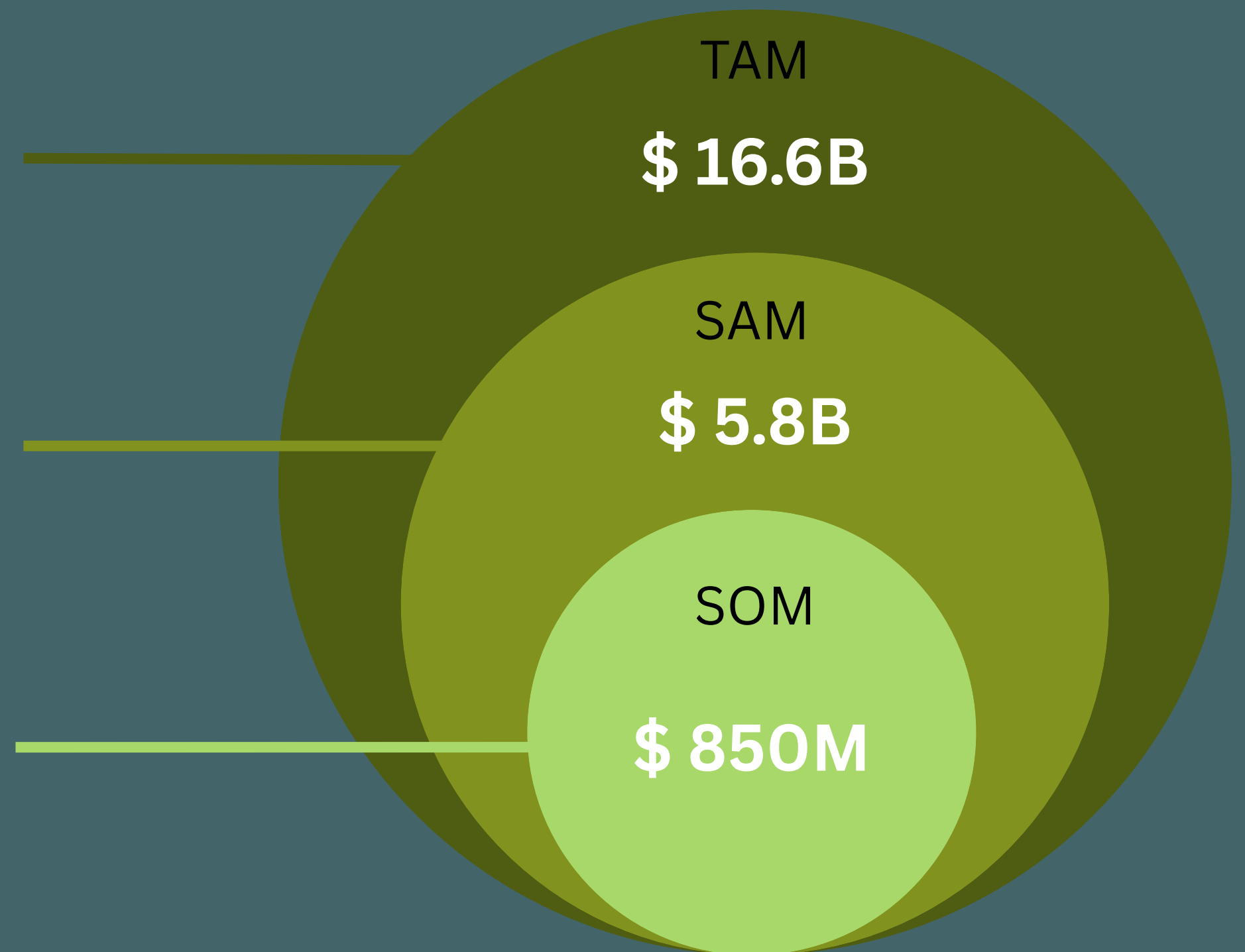
Region/Segment	2024 Surge	Key Reason
Overseas Revenue (total)	+20.6%	Acquisition Led Jump
U.S. Revenue	+83.0%	COSRX Integration

Target Audience & Market Sizing

Total global valuation of the sun care market hitting its 2026 peak

18-25 Gen Z demographics specifically seeking skincare, low-irritation daily sun protection, value convenience, tech

Projected revenue for the Innisfree Sun line captured through “Moving Island”



Competitive Advantage



Brand	Perception	Innisfree’s Difference
Supergoop	Focus on “cool & invisible” application	Offer scientific skincare heritage High tech, (Jeju Green Tea + Hyaluronic Acid)
Neutrogena	“Legacy & pharmaceutical” brand focused on basic utility	Reframes suncare as “wellness escape” rather than just a medical necessity
Beauty of Joseon	“Viral trend” heavily relies on static social media ads and influencers to gain trust	Rather than digital only consumption, moves into physical experiential marketing

Why Waymo?

Gen Z doesn't separate transportation, content, and lifestyle anymore.
Their **Uber ride** = **scroll time, selfie time, content time.**

Behavioral Fit

- Gen Z urban users rely heavily on ride services
- Many don't own cars, yet rides are daily
- Gives Innisfree high-frequency exposure

Sustainability Alignment

- Waymo vehicles are electric and eco-friendly
- Innisfree is known for:
 - Eco-conscious packaging
 - Natural sourcing from Jeju

Tech Alignment

Waymo Represents:

Innovation AI-driven future
Premium, Novel Experience

- Aligns with Innisfree's Innovation + Science Positioning

Cultural Insight

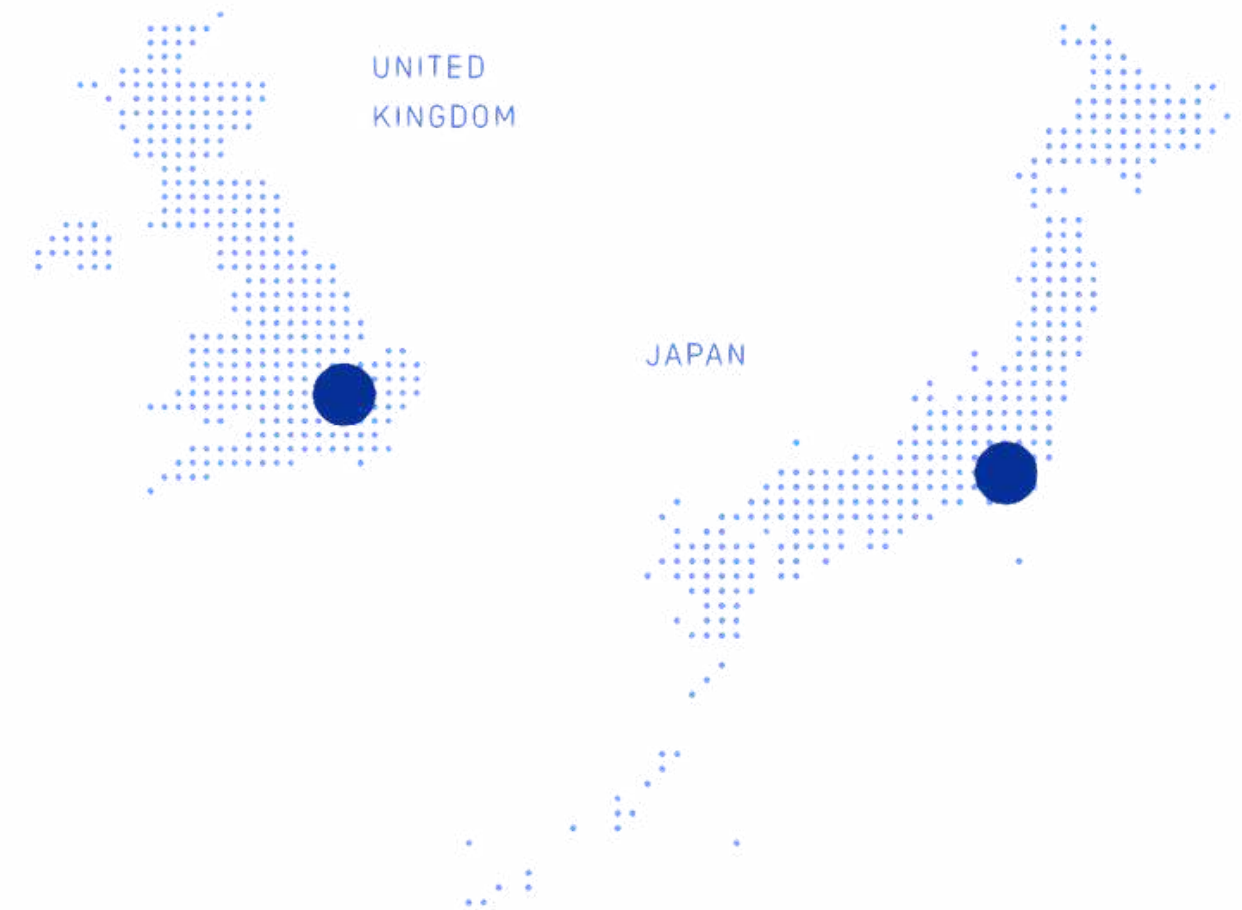
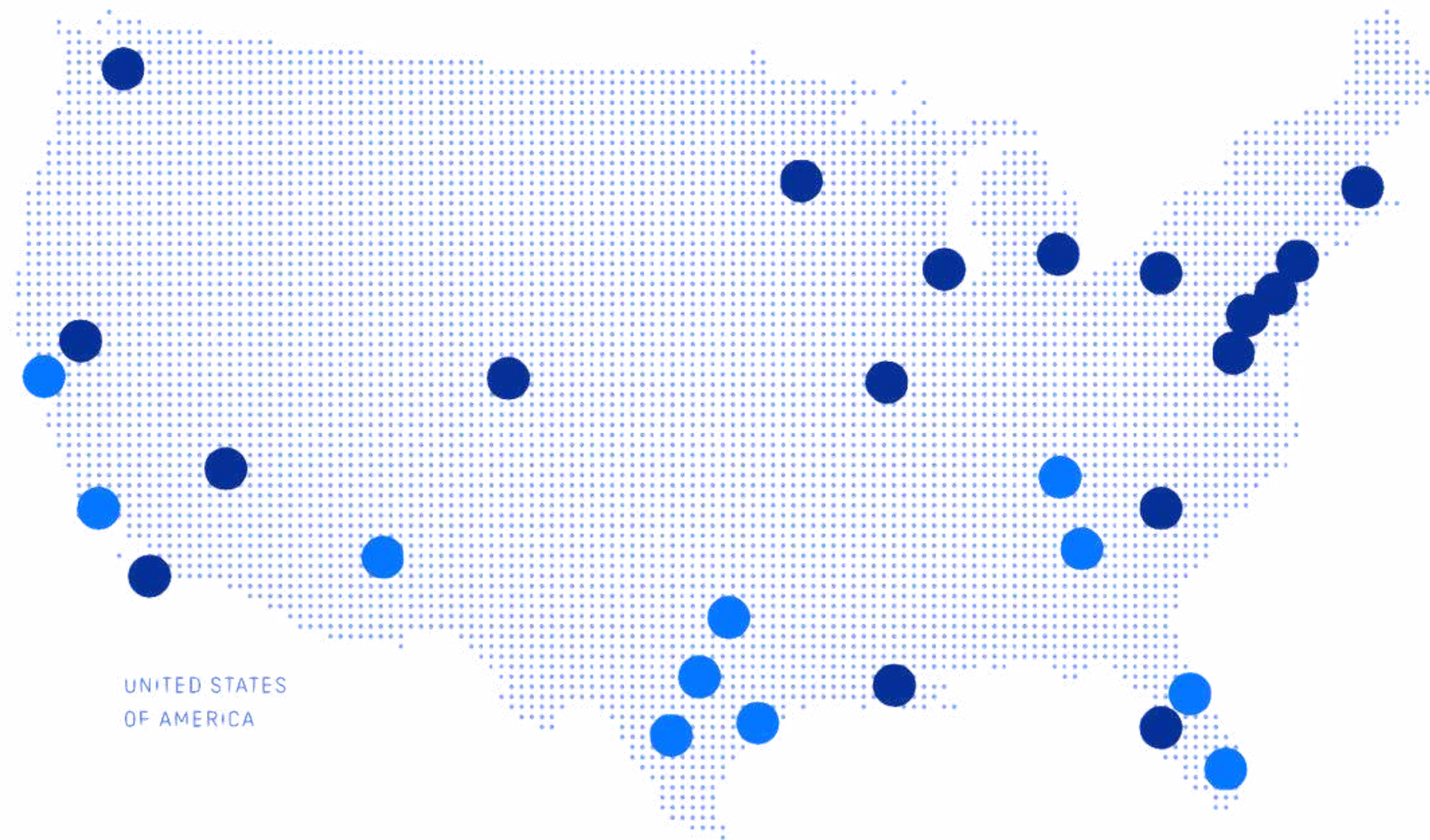
- Our Target Audience Values:
 - Experiences over products
 - Brands that feel like environments
- Traditional SPF = Obligation
- Moving Island = Escape + Self-care Moment



Why Waymo?

Scarcity = Social Currency

Not everyone has ridden in a Waymo, and this will create “**I have to try this**” energy.



Innisfree can **reach global audiences through Waymo's expansion**

- Connects Jeju-inspired scents to a tech-forward Gen Z audience
- Transforms a ride into a branded sensory experience
- Scales immersive storytelling across cities worldwide

Moving Island

The Connection Model: The Third Space Strategy

The Experience : Scent

Scent is the most powerful trigger for long-term memory.

By introducing **Innisfree's Jeju aromas** into the Waymo cabin, we transform a routine commute into a branded sensory experience.

Innis (Island) + Free

Signature blend of Jeju green tea, orange, canola, and citrus is not just aroma; sensory story

Sensory Alignment

Beyond scent, it is immediate connection to fresh, nature that defines Innisfree identity



The Experience : Sound

While scent grabs attention immediately, sound is what keeps the passenger in the "Innisfree state of mind" for the duration of the ride.

Layered
Soundscapes:

Nature Sounds

Lo-fi Beats

K-pop
Elements

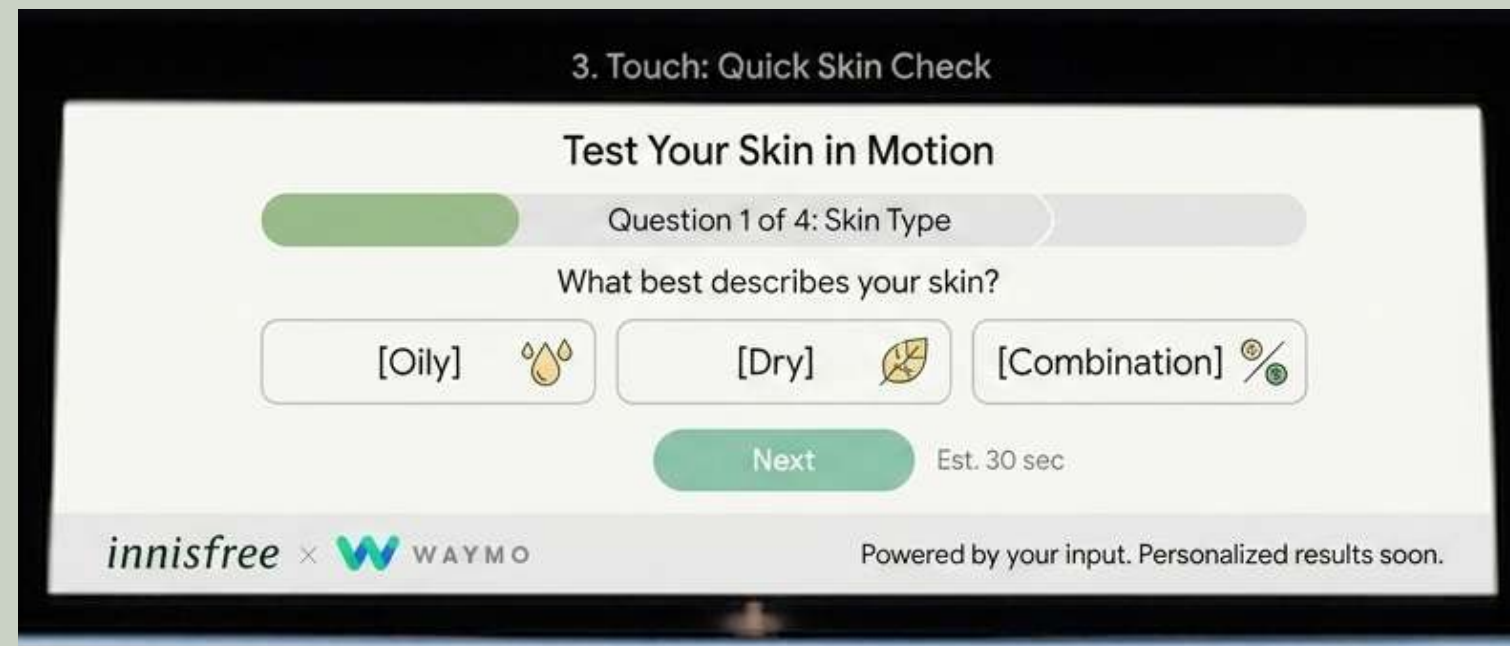


The audio is not background noise but a deliberate tool to **transition the passenger from the stress of the outside world into the "Innisfree vibe."**

The calming atmosphere encourages the user to actually use the skincare products provided in the vehicle rather than just rushing to their destination.

The Experience : Touch

The Interactive Core: “Test Your Skin in Motion”



A quick step interactive "Sensory Diagnostic" designed specifically for the Waymo backseat tablet. Instead of a boring form, it uses high-definition visuals and haptic touch to **identify the user's skin concerns** and **match them with a specific Innisfree UV protector**.

(e.g. “Double-squeezed Green Tea extract for 24-hour hydration”)

By offering the self-diagnostic quiz to every passenger, Innisfree achieves omnipresent brand awareness.

We are moving the brand from the shelf to the 'third space' of the passenger's commute, ensuring that every ride, regardless of the destination, is an opportunity for suncare education and customer acquisition.

Content Ecosystem



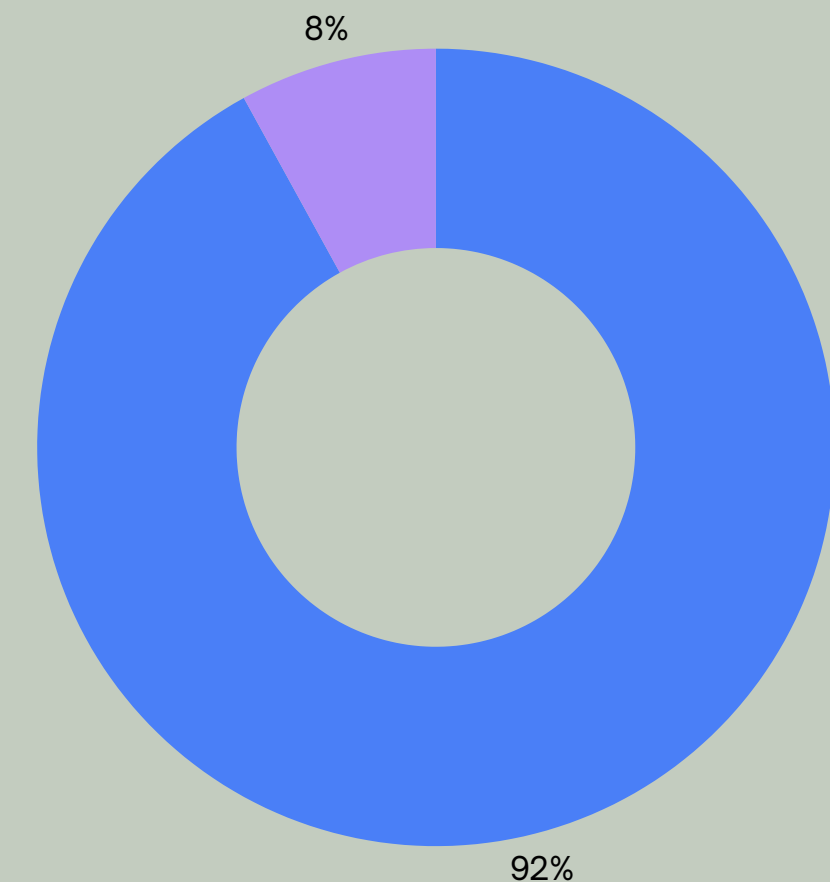
92% trust User-Generated.
Content

GRWM Waymo Trend

- Real-time beauty routines
- Highlights lightweight, daily SPF use
- Turns riders into creators
- Waymo Exclusive QR code → 15% discount

61% of Gen Z prefer real consumers in beauty campaigns

- Live reviews build **credibility**



User Generated Content

Measuring Success (KPI)

How we track the impact of the “*Moving Island*”



Key Metrics

Engagement (in-car experience)

- QR scan rate per ride
- Quiz completion rate
- Time spent interacting with Waymo interface

Social Participation

- Number of posts using hashtag
- Number of GRWM videos created
- Engagement rate: likes, shares, comments, saves, etc.

Product Trial

- Sample redemption rate (after QR scan)
- Click-through rate to product page
- % of riders claiming incentives

Conversion & Sales Impact

- Purchase rate after ride
- Sales lift of Innisfree in target cities
- Conversion rate from sample to purchase

Future Roadmap

The Vision of the “*Moving Island*”

Phase 1 – Pilot

- Launch in high Waymo usage cities (LA, SF)
- Validate engagement + UGC creation

Phase 2– Optimize

- Refine QR experience, quiz, and incentives
- Identify top-performing product

Phase 3 – Scale

- Expand to additional cities/ globally
- Adapt to regional skincare preferences

Phase 4 – Expansion

- Build long-term Gen Z community and brand fandom
- Integrate with different activations

Content
Example:



Thank You

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