



mooncat

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BRAND INTRODUCTION

Founded in 2021, Mooncat is a woman-owned indie nail polish brand known for their commitment to inclusivity and artistic expression. The brand transforms nail care into "wearable art" with their range of cruelty-free nail lacquers, featuring holographic, glitter, and multi-chrome magnetic finishes. Mooncat empowers individuals to express their uniqueness, offering a diverse palette for bold, creative self-expression.

Unlike traditional nail polish brands that focus on everyday shades, Mooncat is a challenger brand dedicated to creating unique and bold finishes that are often not offered by mainstream competitors.

The logo for Mooncat is written in a dark blue, handwritten-style font. The word "mooncat" is in lowercase, with a long, thin vertical line extending from the bottom of the 't'.

KEYWORDS AND TOP TWO COMPETITORS

1. Nail Polish
2. Nail Polish Set
3. Vegan Nail Polish
4. Cruelty Free Nail Polish
5. Holographic Nail Polish
6. Vegan Nail Lacquer
7. Natural Nail Polish
8. Non Toxic Nail Polish
9. Thermal Nail Polish
10. Magnetic Nail Polish

ILNP♥

**OLIVE &
JUNE**

COMPETITOR AUDIT AND ANALYSIS

[View Full Audit](#)

COMPETITIVE KEYWORDS (WEB)		Your Rank 12th	1st Rank Organic	2nd Rank Organic	3rd Rank Organic	1st Rank Paid	2nd Rank	Paid
1	Nail Polish	19th	Olive & June	Ella + Milla	ILNP Boutique Nail Polish	Olive & June	Manucurist	
2	Nail Polish Set	Not Ranked (over 25 brands ahead)	Olive & June	OPI	Essie	Londontown	Manucurist	
3	Vegan Nail Polish	Not Ranked (over 25 brands ahead)	Dazzle Dry	Habit Cosmetics	Manucurist	Manucurist	Londontown	
4	Cruelty Free Nail Polish	7th	Habit Cosmetics	Dazzle Dry	Sienna Byron Bay	Ella + Milla	Karma Organic	
5	Holographic Nail Polish	17th	ILNP Boutique Nail Polish	F.U.N Lacquer	Cirque Colors	Holo Taco	ILNP Boutique Nail Polish	
6	Vegan Nail Lacquer	Not Ranked (over 25 brands ahead)	Dazzle Dry	Butter London	Huella Beauty	Orly	Nailtopia	
7	Natural Nail Polish	Not Ranked (over 25 brands ahead)	Kapa Nui Nails	Dear Sundays	Zoya	Zoya	Karma Organic	
8	Non Toxic Nail Polish	6th	Dear Sundays	Dazzle Dry	Kapa Nui Nails	Zoya	Olive & June	
9	Thermal Nail Polish	5th	Cirque Colors	Death Valley Nails	Emily De Molly	Cirque Colors	Drunk Fairy Polish	
10	Magnetic Nail Polish		Cirque Colors	ILNP Boutique Nail Polish	Holo Taco	Mooncat	KBShimmer	
Check who appears in social searches for the keywords listed above. The keyword column should remain the same list of 10 in each section.								
COMPETITIVE KEYWORDS (FACEBOOK)		Your Rank Not Ranked (over 25 brands ahead)	1st Rank Mod	2nd Rank	3rd Rank			
1	Nail Polish	brands ahead)	Lacquer	Orly	China Glaze			
2	Nail Polish Set	Not Ranked (over 25 brands ahead)	Godiva Gel Polish	V-Color Nail Show	Nails.Inc			
3	Vegan Nail Polish	Not Ranked (over 25 brands ahead)	Safia Boutique	Earth Kandy Nail Polish	ILNP Boutique Nail Polish			
4	Cruelty Free Nail Polish	Not Ranked (over 25 brands ahead)	Dazzle Dry	Pixy Polish	Londontown			
5	Holographic Nail Polish	Not Ranked (over 25 brands ahead)	Mod Lacquer	ILNP Boutique Nail Polish	I Scream Nails			
6	Vegan Nail Lacquer	Not Ranked (over 25 brands ahead)	Pear Nova	Color Bar	Azure Beauty			
7	Natural Nail Polish	Not Ranked (over 25 brands ahead)	Alloya Nail Polish	Piggy Paint	Technic Cosmetics			
8	Non Toxic Nail Polish	Not Ranked (over 25 brands ahead)	Alloya Nail Polish	Dazzle Dry	Otis Batterbee			
9	Thermal Nail Polish	No Results	No Results	No Results	No Results			
10	Magnetic Nail Polish	1st	Mooncat	What's Up Nails	ILNP Boutique Nail Polish			
COMPETITIVE KEYWORDS (X)		Your Rank	1st Rank ILNP Boutique	2nd Rank Holo	3rd Rank			
1	Nail Polish	Not Ranked	Nail Polish	Taco	Sunnies Face			
2	Nail Polish Set	Not Ranked	Salsa Cosmetic	Wet n Wild Beauty	Beetles Gel Polish			
3	Vegan Nail Polish	Not Ranked	Nails INC.	Zoya	Deborah Lippmann			
4	Cruelty Free Nail Polish	Not Ranked	Nails INC.	Smith & Cult	Ava Dean Beauty			
5	Holographic Nail Polish	Not Ranked	No Rankings	No Rankings	No Rankings			
6	Vegan Nail Lacquer	Not Ranked	Gucci	Adesse NY	Nail Aid			
7	Natural Nail Polish	Not Ranked	Zoya	Live Love Polish	Ella + Milla			
8	Non Toxic Nail Polish	Not Ranked	Honey Nail Glam	Mischo Beauty	Holo Taco			
9	Thermal Nail Polish	Not Ranked	Holo Taco	Live Love Polish	Whats Up Nails			
10	Magnetic Nail Polish	Not Ranked	Holo Taco	Live Love Polish	Sally Hansen			
COMPETITIVE KEYWORDS (INSTAGRAM)		Your Rank	1st Rank	2nd Rank Opi	3rd Rank			
1	Nail Polish	Not Ranked (over 25 brands ahead)	Lights Lacquer	Neo Nail Deutschland	L.A. Colors Cosmetics			
2	Nail Polish Set	Not Ranked (over 25 brands ahead)	Nails Inc.	786 Cosmetics	Deborah Lippmann			
3	Vegan Nail Polish	Not Ranked (over 25 brands ahead)	Opi	Vibrantz Cosmetics	PJR Care			
4	Cruelty Free Nail Polish	Not Ranked (over 25 brands ahead)	Pacifica Beauty	Miss Nails Cosmetics	Olive Ave Polish			
5	Holographic Nail Polish	Not Ranked (over 25 brands ahead)	I Scream Nails	ILNP Boutique Nail Polish	Opi			
6	Vegan Nail Lacquer	24th Rank	Opi	Ten Over Ten	Pear Nova			
7	Natural Nail Polish	Not Ranked (over 25 brands ahead)	Sienna (Byron Bay)	Sienna (Byron Bay)	Black Girl Nail Polish			
8	Non Toxic Nail Polish	Not Ranked (over 25 brands ahead)	Duri Cosmetics		Love by Luna			
9	Thermal Nail Polish	1st Rank	Moon Cat	Swamp Gloss Polish	Sassy Sauce Polish			
10	Magnetic Nail Polish	6th Rank	I Scream Nails	Lights Lacquer	Phoenix Indie Polish			
COMPETITIVE KEYWORDS (TIKTOK)		Your Rank	1st Rank	2nd Rank	3rd Rank			
1	Nail Polish	11th Rank	Born Pretty	Londontown	DND Gel			



SWOT ANALYSIS

S

- Mooncat has approximately 11X more followers than Olive and June and 3X more followers than ILNP on Facebook
- Mooncat has approximately 5X more followers than ILNP and 1.3X more followers than Olive and June on Instagram
- Mooncat is ranking **#1** paid web for “Magnetic Nail Polish”
- Mooncat is ranking **#1** on Facebook for “Magnetic Nail Polish”
- Mooncat is ranking **#1** on Instagram for “Thermal Nail Polish”

O

- Mooncat has approximately 11x more followers than Olive & June and 3x more followers than ILNP on Facebook. However, with an engagement rate of 0.038%, there is an opportunity to improve engagement by experimenting with content types such Q&A, reels, behind-the-scenes
- With a TikTok following of 87.5K and an engagement rate of 0.45%, there is an opportunity to improve engagement by utilizing trending audio, challenges, and contests
- Mooncat’s share of voice on Facebook and Instagram is 2–3%, presenting an opportunity to increase brand visibility through unexpected brand collaborations and limited-edition giveaways to increase share of voice.
- Mooncat currently ranks 5th for "magnetic nail polish" and 6th for "thermal nail polish" on the web, giving them an opportunity to increase their searchability by optimizing their website and product pages for SEO
- Mooncat currently ranks 5th for "nail polish set" on Tiktok and 6th for "magnetic nail polish" on Instagram and TikTok, this presents an opportunity for Mooncat to increase their rank and visibility by incorporating this keyword more frequently in captions, hashtags, and their bio
- Mooncat currently ranks either 5th or 6th for the keywords "Nail polish," "nail polish set," "magnetic nail polish," and "thermal nail polish" on TikTok, Instagram, and Pinterest, this provides Mooncat with an opportunity to increase their ranking and discoverability by creating high-quality content based on these keywords further supported by optimized captions and hashtags, and incorproating them within their platform bios.
- In the past 30 days, Olive & June and ILNP leveraged influencers 11 and 6 times, respectively, achieving over 2x and 3x Mooncat's engagement on TikTok. This indicates an opportunity for Mooncat to boost its 0.45% engagement rate by collaborating with nano, micro, or macro-influencers.
- Compared to the follower growth rate of Olive & June (6.14%) and ILNP (3.05%), Mooncat has the opportunity to increase brand awareness through utilizing branded hashtags and highly-searched keywords on TikTok
- Based on the top-performing content across their social media platforms, Mooncat has the opportunity to lean into content topics such as nail tutorials and content around unique product launches to increase engagement

W

- Olive & June and ILNP have over 12X and 11X times more share of voice than Mooncat, respectively
- ILNP & Olive & June have over 3X and 2X more engagement than Mooncat on TikTok, respectively
- Olive & June has approximately 13X more share of voice than Mooncat on Instagram, approximately 1X more followers than Mooncat on Instagram and 7X more share of voice than Mooncat on Facebook
- ILNP has approximately 20X more share of voice than Mooncat on Instagram and 26X more share of voice than Mooncat on Facebook.
- Olive & June is ranking **#1** organically and paid on web for “Nail Polish” and **#1** organically for “Nail Polish Set” (while Mooncat ranks 12th and 19th, respectively)
- ILNP is ranking **#1** organically and **#2** paid on web for “Holographic Nail Polish” (while Mooncat ranks 7th), ranking **#2** for “Magnetic Nail Polish” (while Mooncat ranks 5th organically)
- ILNP is ranking **#2** for “Vegan Nail Lacquer” on Instagram (while Mooncat ranks 24th)
- Olive & June is outranking Mooncat on 6 keywords on TikTok
- ILNP is outranking Mooncat on 2 keywords on Pinterest

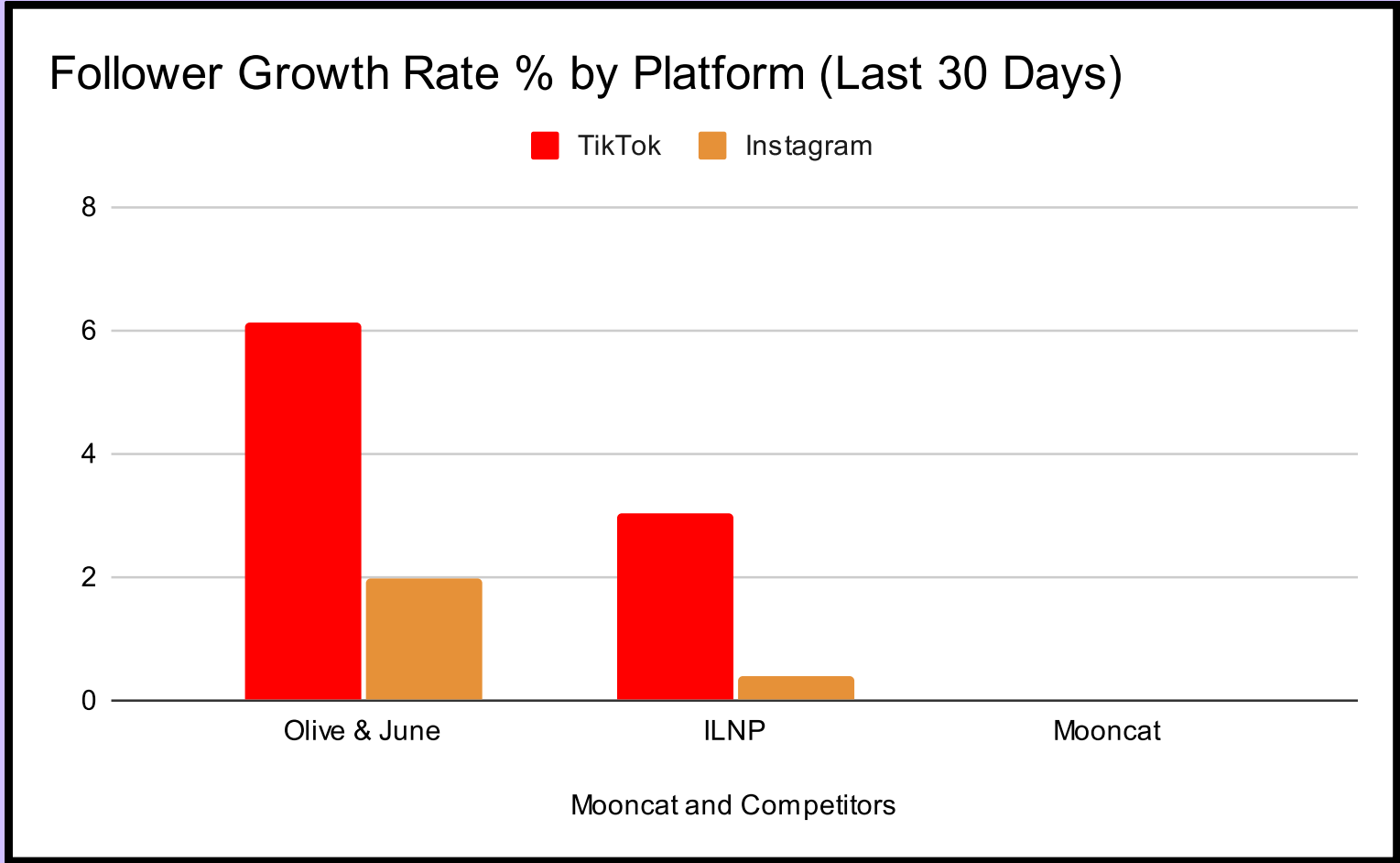
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- Olive & June and ILNP have high follower growth rates of 6.14% and 3.05%, respectively, on Tiktok
- Declining competitive share of voice on key platforms such as Facebook and Instagram



RECOMMENDATION ONE

To increase brand awareness on TikTok and Instagram, Mooncat should focus on leveraging competitive keywords such as: “vegan nail lacquer,” “vegan nail polish,” “thermal nail polish,” and “non toxic nail polish“

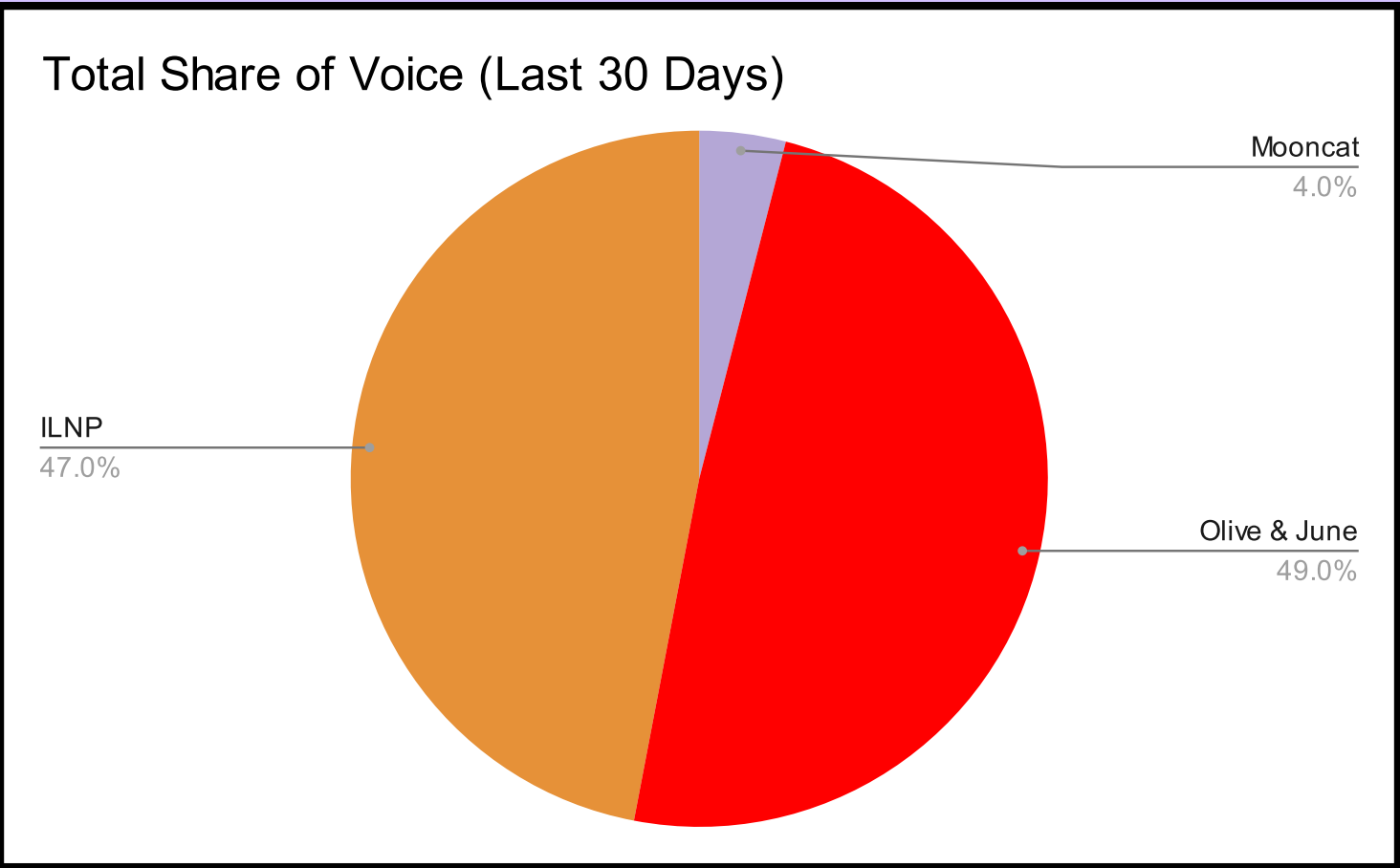


COMPETITIVE RESEARCH SCORECARD (LAST 30 DAYS)				
BRAND	Instagram Rank - "Vegan Nail Lacquer"	TikTok Rank - Various Keywords	Instagram - Follower Growth Rate	TikTok - Follower Growth Rate
Mooncat	24th	Ranges 7th-19th	0%	0%
Competitor 1: ILNP	2nd	-	0.38%	3.05%
Competitor 2: Olive & June	-	1st on 6 keywords	1.97%	6.14%
Recommendation: Based on data from the last 30 days, key competitors ILNP and Olive & June are outranking Mooncat on several keywords on Instagram and TikTok. In addition, Olive & June is growing 6140X faster, and ILNP is growing 3050X times faster than Mooncat on TikTok. And Olive & June is growing 1970X faster, and ILNP is growing 380X faster than Mooncat on Instagram. <u>Mooncat should utilize highly searched keywords to increase brand awareness on TikTok and Instagram.</u>				



RECOMMENDATION TWO

To increase share of voice across platforms, Mooncat should collaborate with author Sarah J. Maas on a giveaway inspired by her book series *A Court of Thorns and Roses* or *Throne of Glass* series, and utilize a branded hashtag. This giveaway could include the exclusive curated Mooncat x Sarah J. Maas nail polish set and signed book copies.

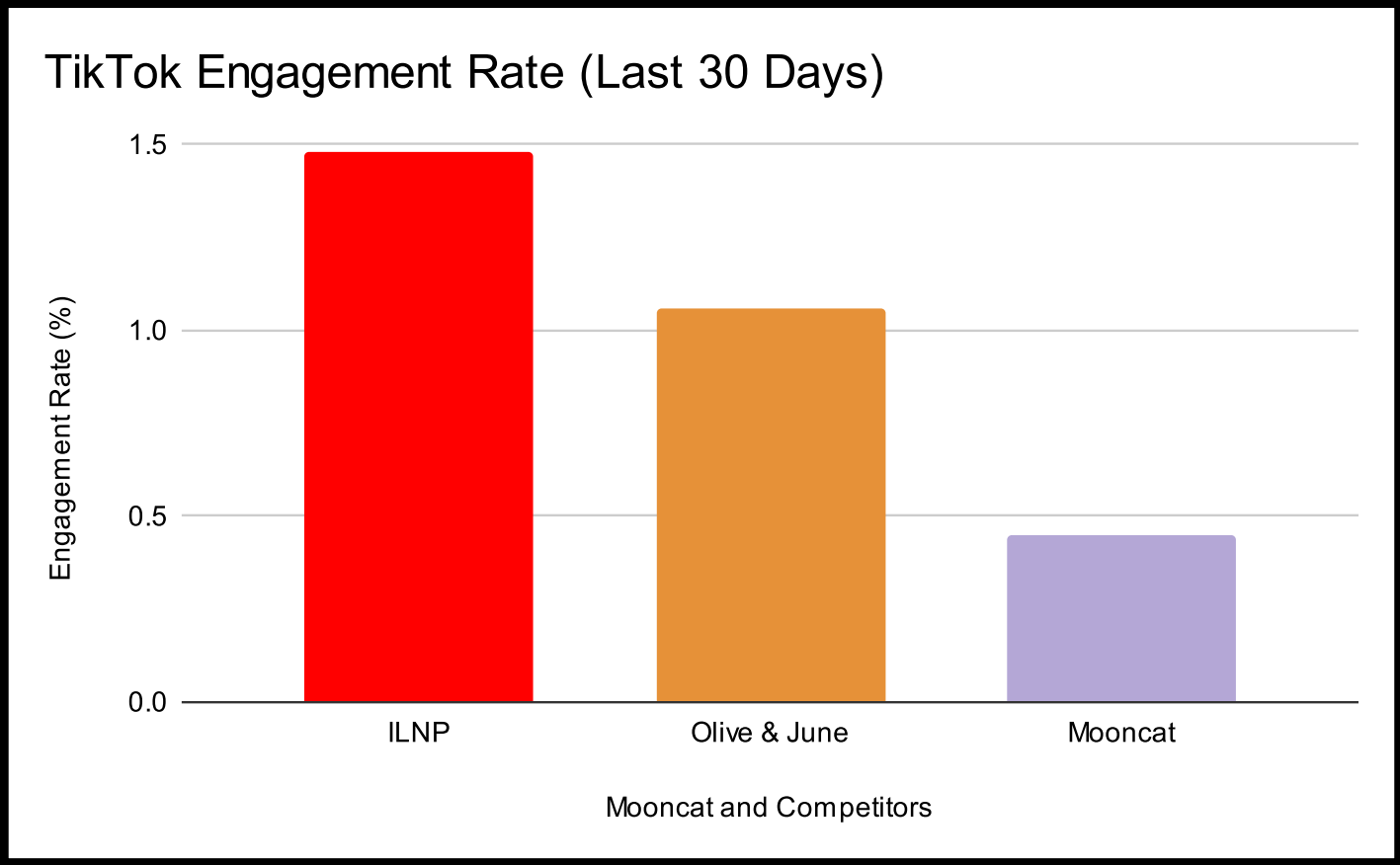


Competitive Research Scorecard (Last 30 Days)					
Brand	Top-Performing Instagram Content	Top-Performing TikTok Content	Top-Performing Facebook Content	Branded Hashtags	Total Share of Voice
Mooncat	Giveaway Reel	New Product Launch	New Product Launch	0% of Posts	4%
Competitor 1: ILNP	Giveaway Reel	New Product Launch	New Product Launch	100% of Posts Across Platforms	47%
Competitor 2: Olive & June	New Product Launch	New Product Launch	Nail Art Reel	98% of Posts on TikTok	49%
Recommendation: Based on data from the last 30 days, all three brands’ top-performing posts across Instagram, Facebook, and TikTok are giveaways or new product launches. Additionally, key competitors ILNP and Olive & June utilized branded hashtags in over 98% of their posts, whereas, Mooncat utilized none. With competitors having over 11X more share of voice, <u>Mooncat should collaborate on an exclusive giveaway and utilize a branded hashtag to increase share of voice.</u>					



RECOMMENDATION THREE

To boost community engagement on TikTok, Mooncat should partner with influencers like @abe.nailbabe, @thegraytergood, @heygreatnails, and @kellimarissa, who have highly engaged communities to create 11–20 second videos featuring nail tutorials and product launches.



Competitive Research Scorecard (Last 30 Days)				
Brand	Top-Performing Tiktok Content Subject	Number of Influencer Posts	Average Engagements Per Influencer Post	TikTok Engagement Rate
Mooncat	Nail Swatches/ Tutorial of New Product	4	323	0.45%
Competitor 1: ILNP	Nail Swatches/ Tutorial of New Product	6	162	1.48%
Competitor 2: Olive & June	2nd Top Post: Brand Collab Giveaway Ad by Macro Influencer	18	479	1.06%
Recommendation: Based on data from the last 30 days, key competitors ILNP & Olive & June have over 3X and 2X more engagement than Mooncat on TikTok, respectively. Olive & June’s second top-performing post in engagements utilized an influencer collaboration, and they utilized 18 influencer posts over the last 30 days with an average engagement of 479 per post. Additionally, ILNP and Mooncat’s top performing content was nail swatches/tutorials and product launches. <u>Mooncat should partner with influencers with highly engaged communities on nail tutorial/swatches and product launches to increase community engagement on TikTok.</u>				



SOCIAL MEDIA CAMPAIGN

The “Enchanted Courts” TikTok giveaway campaign will spotlight the exciting collaboration between Mooncat and bestselling author Sarah J. Maas. This curated collection will showcase five of Mooncat’s most magical shades, each inspired by the enchanting world of the *A Court of Thorns and Roses* series, bringing its magic and romance to life in every bottle.



CAMPAIGN KEY MESSAGE AND GOAL

KEY MESSAGE

With Mooncat's "Enchanted Courts" collection, consumers will discover a line of vegan nail polishes that offers both artistry and fantasy. This collaboration will fulfill the desire for unique products that connect them to the mystical worlds they adore, setting Mooncat apart as the go-to brand for one-of-a-kind, imaginative beauty experiences.

CAMPAIGN GOAL

Our goal is to increase brand awareness among fantasy-loving readers and beauty enthusiasts ages 18–35 on TikTok. This goal will help establish Mooncat as the ultimate choice for unique vegan nail polishes. The collaboration with Sarah J. Maas brings the magical worlds of *A Court of Thorns and Roses* to life through high-quality shades, inviting fans to immerse themselves in a captivating experience that celebrates their love of fantasy and self-expression.



CAMPAIGN TACTICS

Tactic One: TikTok Carousel – Giveaway Teaser

Tactic Two: TikTok Carousel – Giveaway Announcement

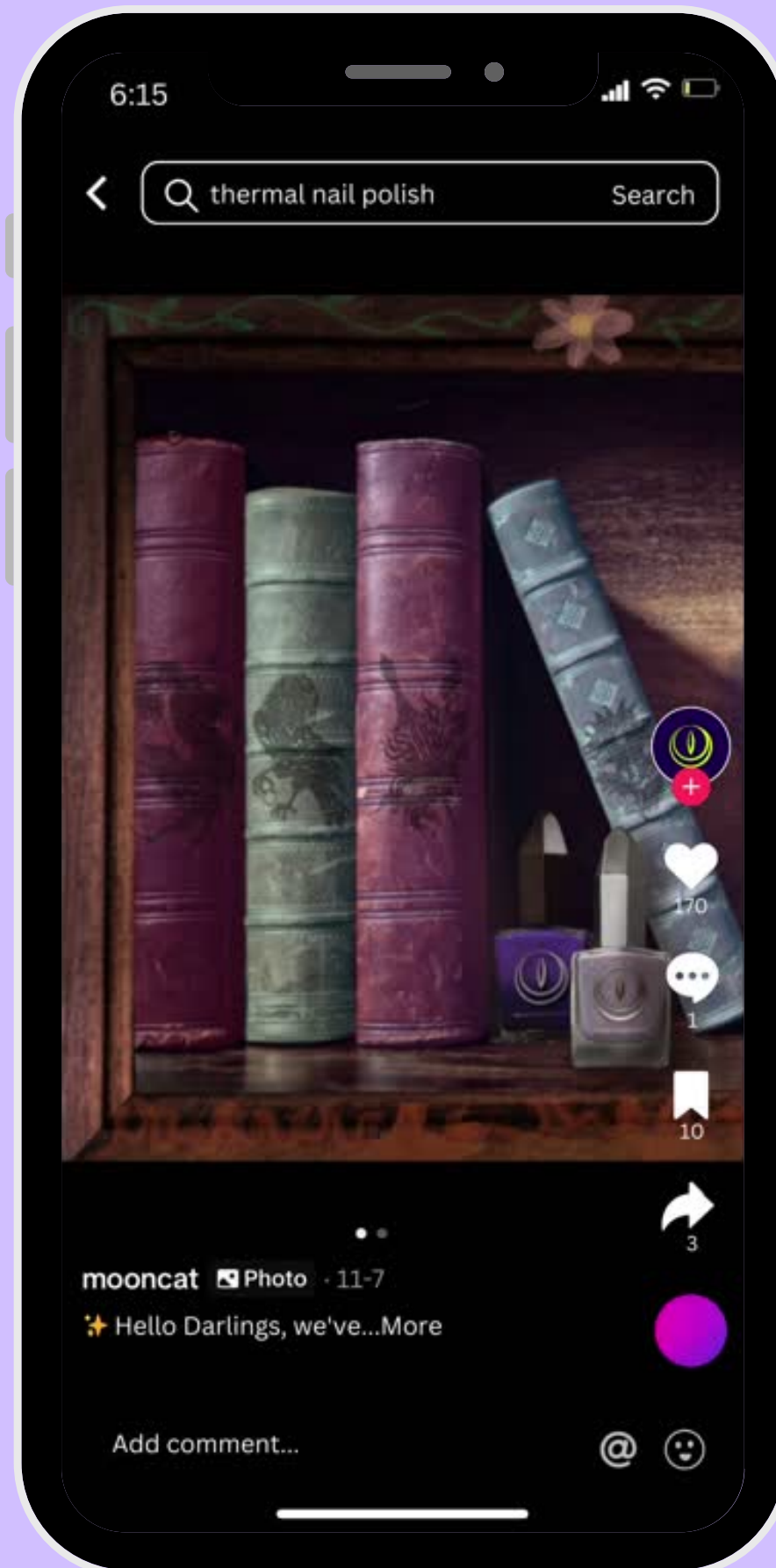
Tactic Three: TikTok Video – Sponsored Micro Influencer Collaboration

Tactic Four: TikTok Video – Collection Swatches

Tactic Five: TikTok Video – Book Character Nail Tutorial



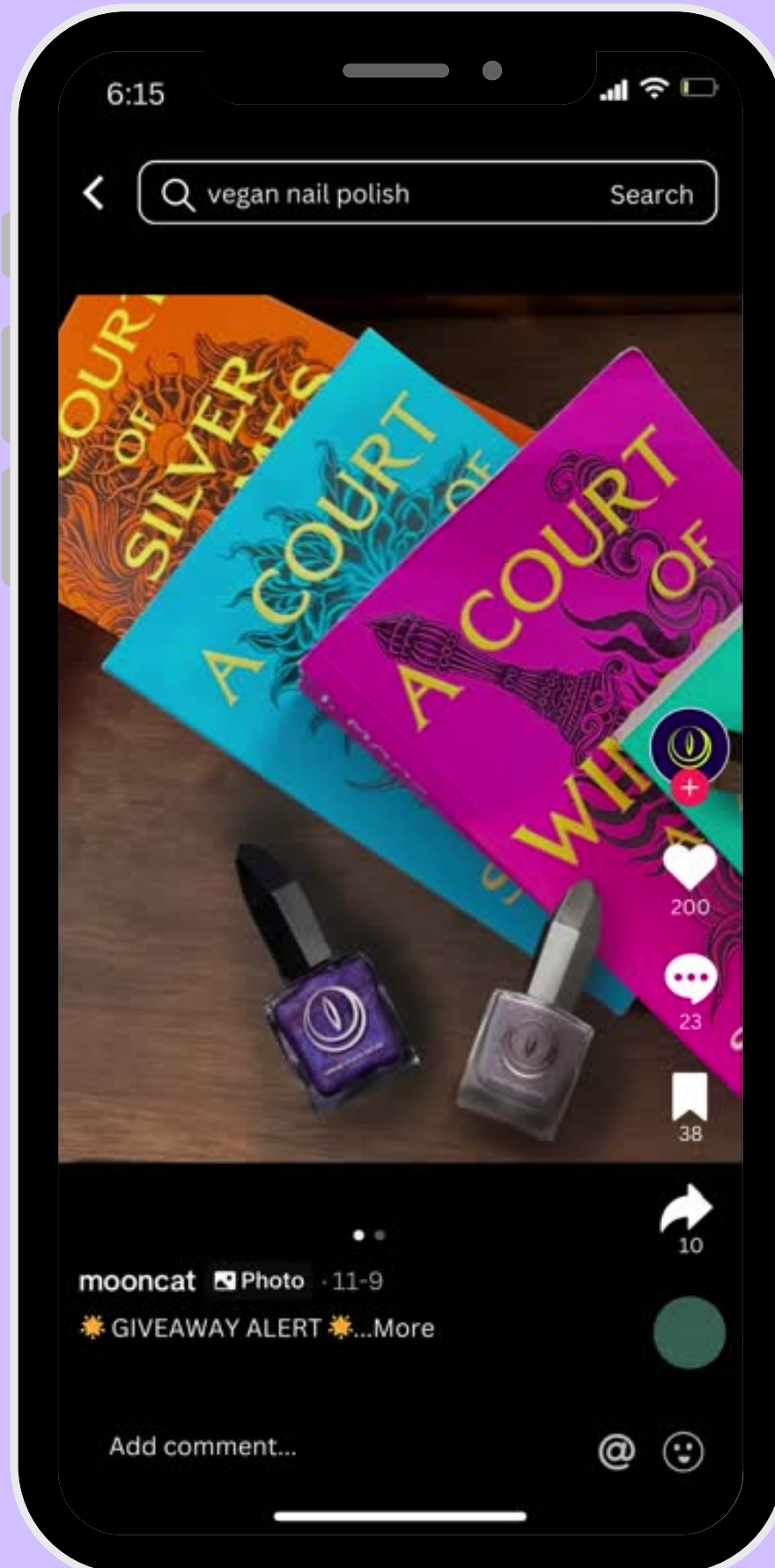
TACTIC ONE



Caption

✨ Hello Darlings, we've been waiting for you... ✨
And something enchanted is coming your way. Are
you ready to let your nails tell a story?
#mooncat #vegannailacquer #vegannailpolish
#thermalnailpolish #magneticnailpolish
#nontoxicnailpolish #booktok

TACTIC TWO



Caption

🌟 GIVEAWAY ALERT 🌟

We're thrilled to present the Enchanted Courts collection, a magical collaboration between Mooncat and Sarah J. Maas. Enter for your chance to win 5 of our most court-worthy vegan nail lacquers inspired by the A Court of Thorns and Roses series AND signed copies of each book! 📚🎨 (5 winners will be selected)

Here's how to enter:

Follow @mooncat

Like this post

Tag your fellow ACOTAR lovers in the comments!

Hurry, the giveaway ends December 11th!

Enter now and let the magic unfold. 🌙

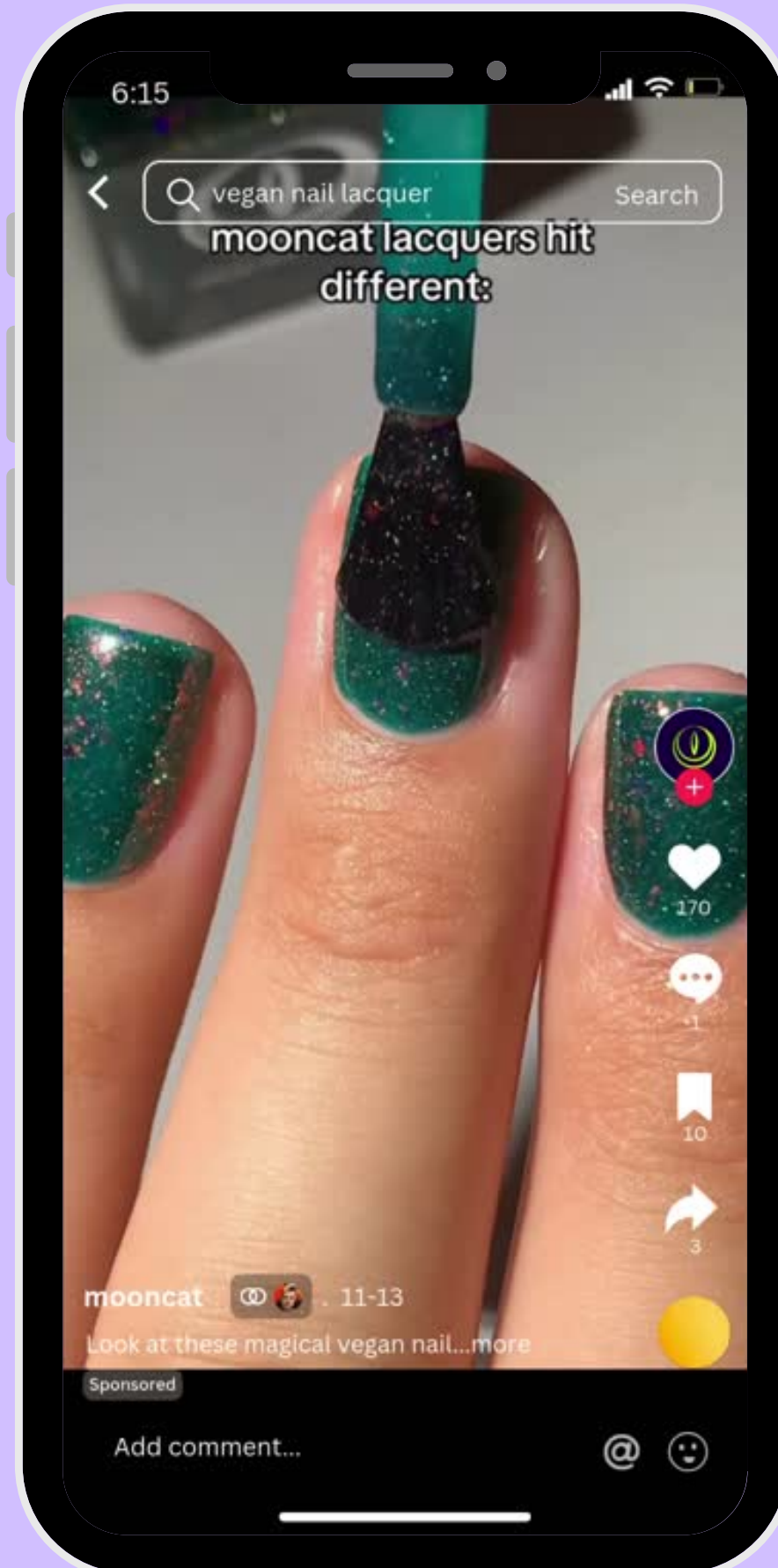
(This giveaway is not sponsored, endorsed, or administered by TikTok. The 5 winners will be selected at random and announced on December 12th. No purchase necessary to enter or win)

#mooncatxsarahjmaas #mooncatenchantedcourts

#vegannailpolish #thermalnailpolish #magneticnailpolish

#nontoxicnailpolish

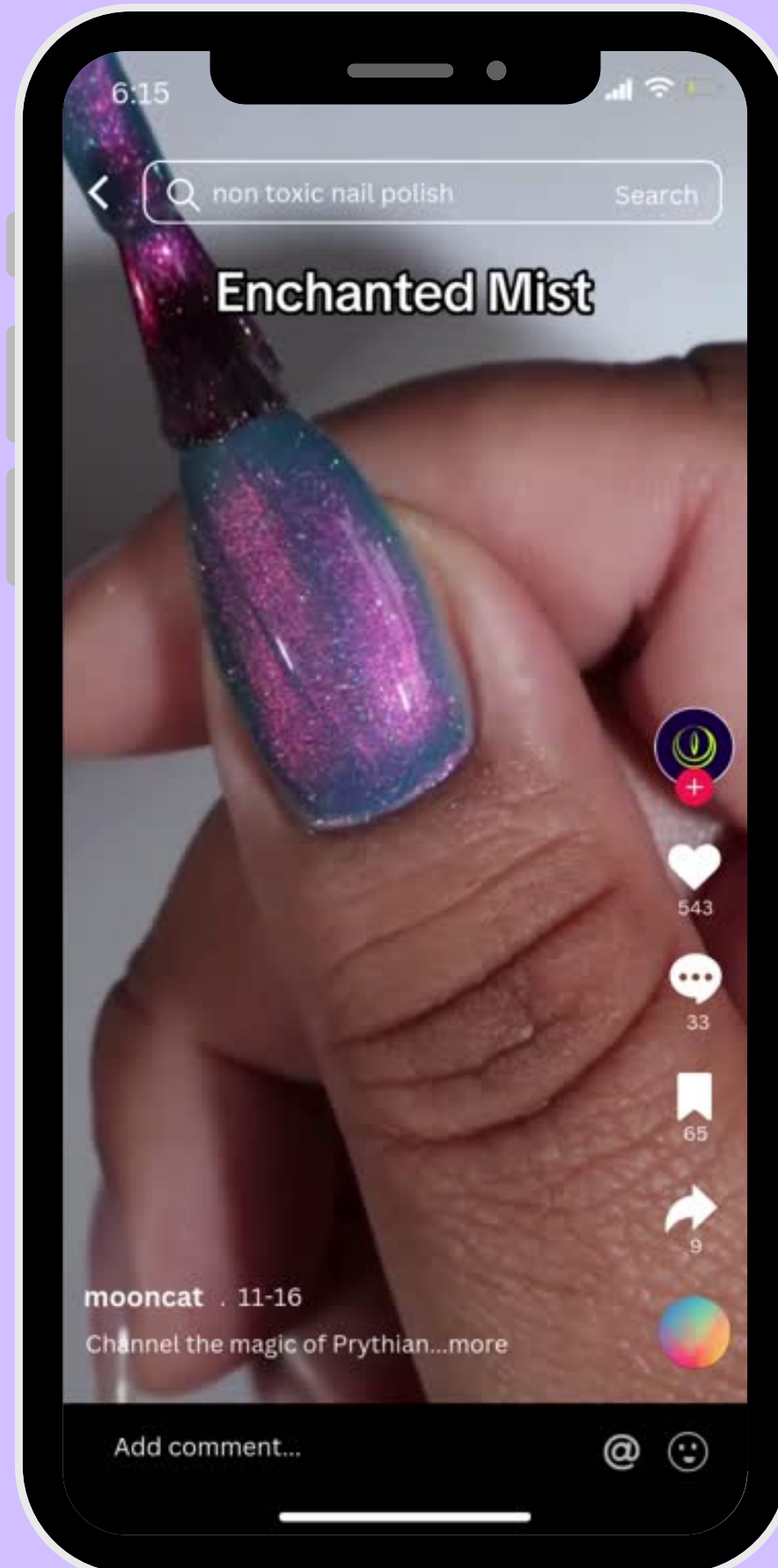
TACTIC THREE



Caption

Look at these magical vegan nail lacquers swatched by **@AbetheNailBabe** 🎨 Step into your fantasy world with the Enchanted Courts collection giveaway 🌙✨ View the top pinned post on **@mooncat** to enter! Win the new collection and signed book copies of the A Court of Thorns and Roses series! **#vegannailpolish** **#mooncatenchantedcourts** **#thermalnailpolish** **#nontoxicnailpolish** **#mooncatxsarahjmaas**

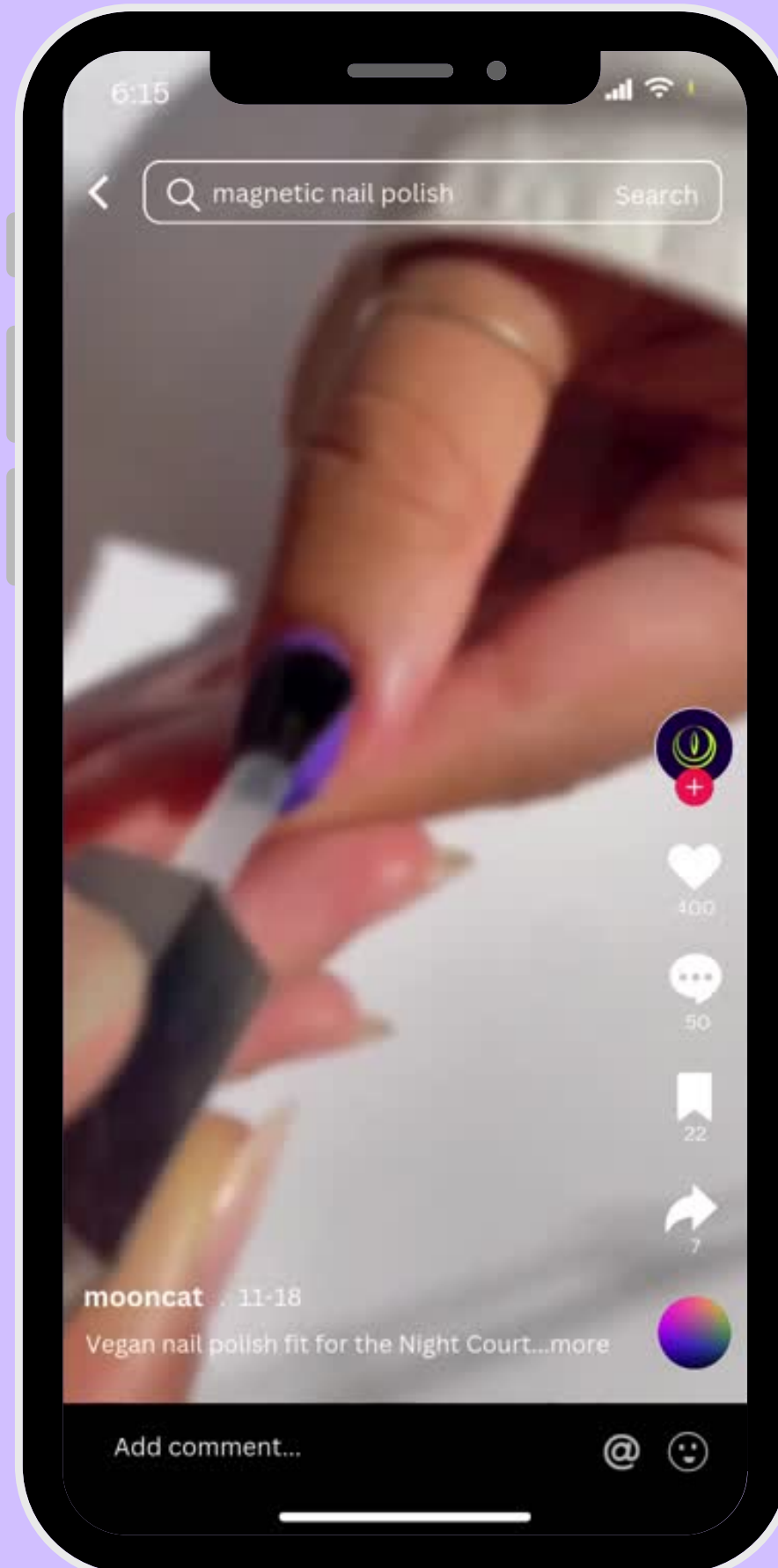
TACTIC FOUR



Caption

Channel the magic of Prythian with every brushstroke of the Enchanted Courts Collection shades: Antifragile, Drown My Demons, Lovebomb, Twilight Sonata, Enchanted Mist
Vegan, non-toxic, and full of fantasy. 🌙✨
Which shade makes you feel like the High Lady of your own story? **#mooncatxsarahjmaas**
#mooncatenchantedcourts **#vegannaillacquer**
#vegannailpolish **#thermalnailpolish**
#nontoxicnailpolish

TACTIC FIVE



Caption

Vegan nail polish fit for the Night Court! 🧙‍♀️ Bring some beauty and mystery to your nails with this tutorial inspired by Rhysand from A Court of Thorns and Roses. Tag your book-loving bestie below! 📖

#vegannailacquer #thermalnailpolish
#magneticnailpolish #nontoxicnailpolish
#mooncatxsarahjmaas
#mooncatenchantedcourts

KPIS

- **Average Post Reach/Impressions**
 - Track the total number of times Mooncat's posts are displayed.
- **Follower Growth Rate**
 - Track the total growth rate to see how many new users followed Mooncat's TikTok account during the campaign.
- **Brand Mentions/Tags**
 - Track any brand mentions or tags to see if Mooncat is being mentioned or discussed.

THANK YOU