fresh-face



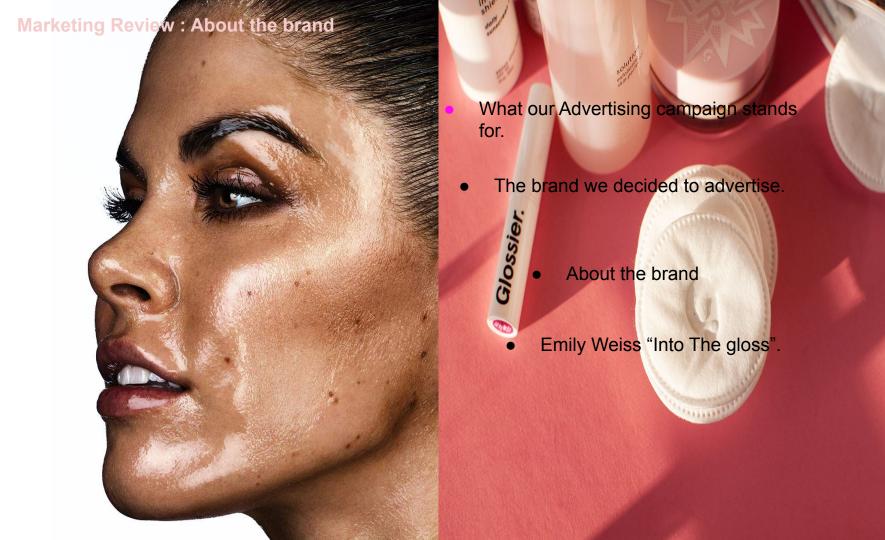


advertising







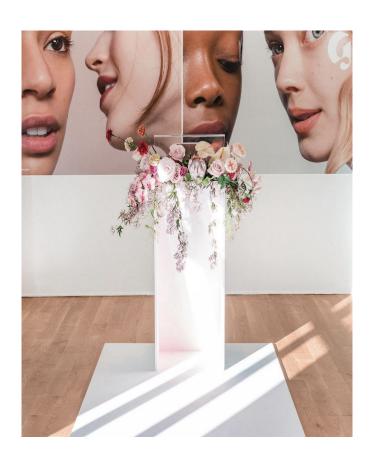


Larget Customers

Glossier's target customers usually share one or more of the following attributes:

- Millennials
- Female
- Socially Conscious
- Disposable Income
- Online Shoppers
- High Volume Social Media Users





SWOT Analysis

Strengths:

- · Very strong social media presence on Instagram, 1M followers
- · Strong branding and aesthetics
- · Affordable quality products
- · Cruelty free
- · Celebrity endorsements/ Partnerships
- · Lots of sustained hype
- · Fun and original packaging & merchandise

Weaknesses:

- · Lack of physical stores—no ability to sample or see the products in person
- · Limited to their current operating region (North America and UK)
- · Failure to capitalize on the global market thus far

Opportunities:

- · High demand to become a global brand
- · Creation of permanent physical stores
- · Can explore a wide range of further cosmetics/skin care
- · Huge untapped market they can reach if they became stocked in global beauty giants like Sephora/Mecca

Threat

- · Due to their regional nature, they risk losing customers to other global brands
- · Reviews can discourage customers who only have testimonials to rely on
- $\cdot \ Being \ lost in the very \ crowded \ marketplace \ of \ beauty, and \ lacking \ long evity \ and \ reputation \ against \ long \ standing \ brands$

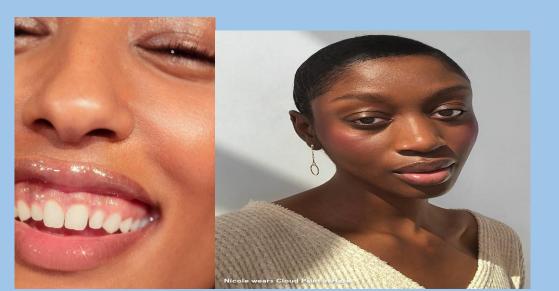
Research Foundation:

- We decided that it was important to interview two notable sources to get a background of the brand and the skin industry:
 - Natasha, a licensed esthetician
 - Emily Weiss, CEO and founder of company
- Emily Weiss, started off as an intern at Teen Vogue and later became the creator of beauty blog, Into the Gloss.
- Created in 2014, Emily Weiss had only one goal in mind with Glossier: to share her love for simplistic beauty and skin products.

Advertising Objectives

showcase the beauty and simplicity of Glossier.

display new meanings for beauty and skincare,







Retail: \$14

Cloud Paint: Size: 0.33 fl oz / 10 ml

Retail \$18

https://www.youtube.com/watch?v=EY9kb0eGFqk

Cruelty Free



Its pH-balanced with creamy gel formula that's made with a blend of five skin conditioners so your face is left feeling healthy and soft.

Full size: \$18 6 fl oz / 177 ml

Mini: 2 fl oz / 60 ml \$9





Fresh-faced Advertising's Talent: Sza

 Sza has worn glossier.
 Emily's Into the gloss Gathers detail on red Carpet look.

Media Plan

3 Products Advertised

Streaming Media
Digital Publications
Magazine Ad
Social Media
MTA promo



Media Vehicles: Television

Black Tok Crew





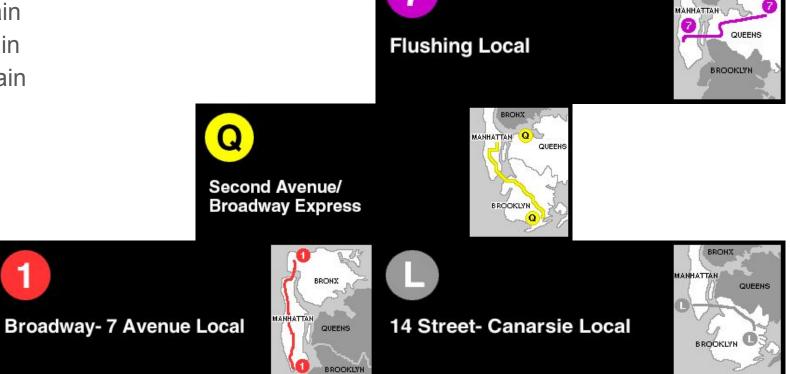


Media Vehicles: Billboards

- Time Square, New York City
- Soho, New York City
- Los Angeles, California
- Downtown Miami, Florida
- Collins Ave, Miami

Media Vehicles: Subway

- 7 Train
- 1 Train
- L Train
- Q Train



Beauty Influencers

Sales Promotion: \$8,879,044





Creative Rationale

Theme- "Beauty on the go"

Slogan- "Enhance your inner Beauty"

