

fresh-face



advertising



Glossier.



## Marketing Review : About the brand



- What our Advertising campaign stands for.
- The brand we decided to advertise.
- About the brand
- Emily Weiss “Into The gloss”.



# Target 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

## Threats:

- Due to their regional nature, they risk losing customers to other global brands
- Reviews can discourage customers who only have testimonials to rely on
- Being lost in the very crowded marketplace of beauty, and lacking longevity 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,



Nicole wears Cloud Paint in Haze







Gloss: Size: 0.14 fl oz / 4.2 ml  
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





# 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

7

Flushing Local



Q

Second Avenue/  
Broadway Express



1

Broadway- 7 Avenue Local



L

14 Street- Canarsie Local



# Beauty Influencers

Sales Promotion: \$8,879,044





# Creative Rationale

Theme- “ Beauty on the go”

Slogan- “Enhance your inner Beauty”

