

Beauty for All Agency

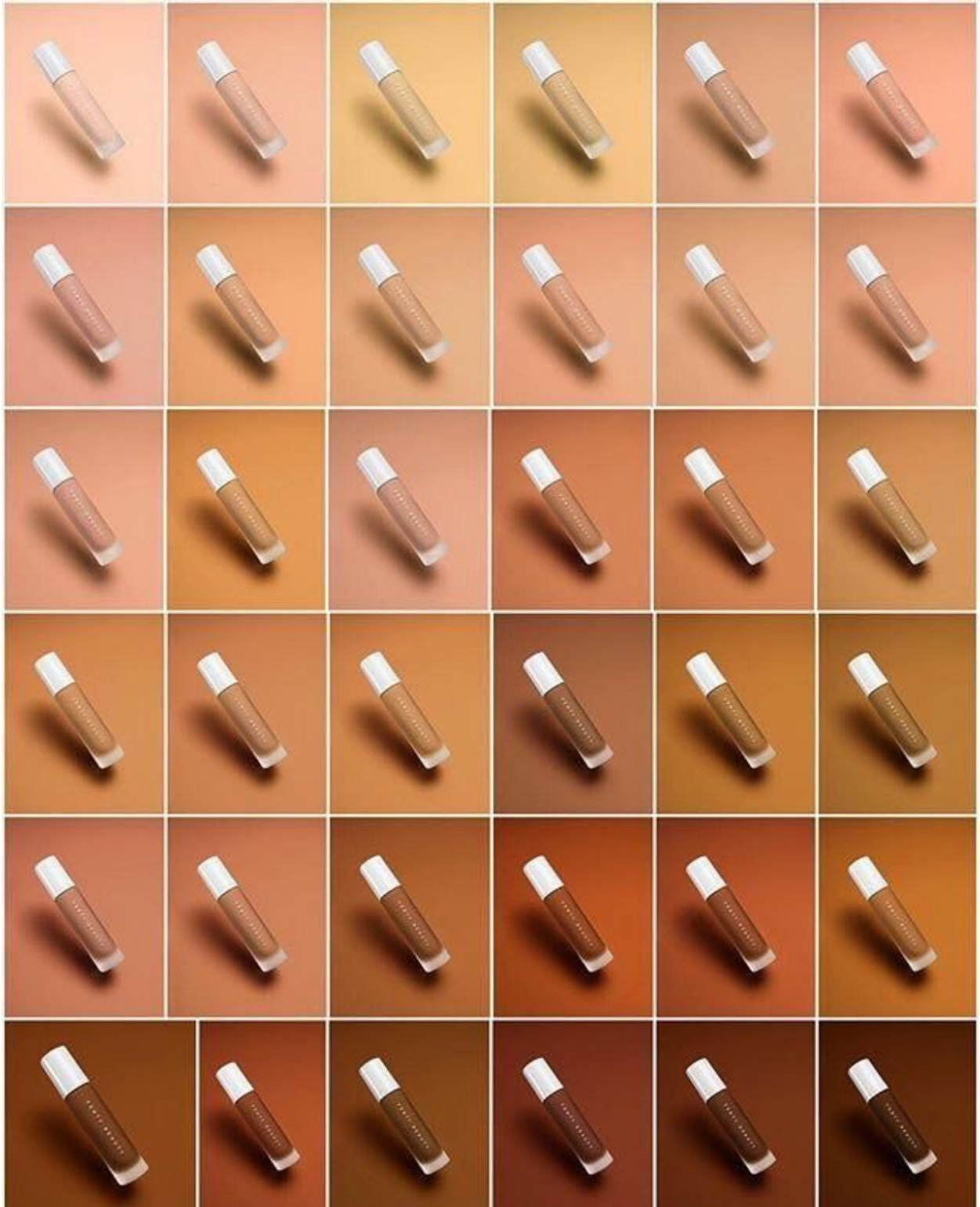


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Team



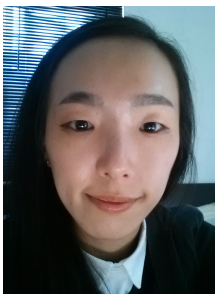
Account Executive- Ratha Alborati

Ratha is majoring in marketing management and sales. She has been attending New York City College of Technology for about three years. She will be graduating with a bachelor degree from City Tech then applying to a different school for her masters. As an Account Executive my responsibility is to make sure of the overall management of the advertising campaign and completion of the project.



Graphic artist- Kaila Cruz

Kaila is majoring in fashion marketing at New York City College of Technology. She will be graduating with her bachelors degree then transferring to FIT. She has been attending New York City College for about 2 years. As a graphic artist Kaila is responsible for creating all of technology such as storyboards, layouts, sales promotional pieces and etc.



Market Researcher- Minji Kim

Kim is majoring in Business and Skills of Fashion at New York City College of Technology. After graduating from City Tech in 2019, she will keep studying for a master degree. As a market researcher, she was responsible for selecting the target market and analyzing the market. She also searched information for budget plan.



Media Planner-Liana Rodriguez.

Rodriguez is a Student At NYC College of Technology studying Business and Technology of Fashion. She will graduate with a bachelor's degree in 2021. She will intern at a fashion house, to build her career of styling.



Copywriter- Anika Baldeo

Anika is currently majoring in the Business and Technology of Fashion. She will be graduating in 2019 with an associate's degree and then transferring to FIT to go on as a double major in Graphic Design and Fashion Business Management. As the copywriter, Anika is responsible for writing all the copy for the campaign, including the words for all magazine, outdoor, newspaper, television and radio advertisements.



Production - Musarat Merchant

Musarat is majoring in the Business and Technology of Fashion (A.S.) at the New York City College of Technology (NYCCT) and is expected to graduate in Spring 2019. After her graduation she is planning on transferring to the Fashion Institute of Technology (FIT).

As a producer she was responsible for quality of the projects, apart from schedule and budget. She has a background in both creative/design and development. She was capable of communicating with creatives, designers and developers and she knew what they were supposed to do. In addition, she had a wide network of freelancers that she hired for our project/ad campaign.

Marketing Review

Fenty Beauty is a makeup brand owned By Rihanna who's a famous singer and businesswoman. Fenty Beauty is known to target women of all colors. Their focus is to capture every skin color and make it available for everyone. Furthermore, it does not matter where you come from or what is your gender at the end of the day you are beautiful in your own way, which is why the brand Fenty Beauty is a good representation for everyone. Fenty Beauty's Slogan, "Beauty for All" means a diverse representation of all shapes, colors, and sizes. Fenty is known to have over 40 Shades of Foundation. Rihanna's brand, Fenty Beauty, launched in Fall 2017 during New York Fashion Week. Also, it has earned over \$75 million; on their first month. In fact, Fenty Beauty has a page on Instagram, Twitter, Facebook, Youtube which are really good platforms in advertising its products.

Rihanna is known to have over 40 shades of foundation to fit every single customers. For this reason her Pro Filt'R Soft Matte Longwear Foundation is one of the best sellers in Sephora. Also, Rihanna Pro Filt'R Soft Matte Longwear Foundation gives skin an instantly smooth, pore-diffused, shine-free finish that easily builds to medium to full coverage. Fenty Beauty is 100% cruelty free. Rihanna states "Foundation is one of those areas in the beauty industry that has a big void for women at extreme ends of the shade spectrum. There is this middle ground that is covered really, really well. But then if you are very pale or if you are very dark, there are not a lot of options. And so, I wanted to make sure that women of all skin tones were covered so they could be included in what I created."Therefore, Rihanna started her company and expanded her foundation line. Rihanna foundations wanted to include darker skin tones, which are often excluded from makeup lines, reportedly, sold out quickly in Sephora stores across the

U.S. Furthermore, Rihanna's Pro Filt'R Soft Matte Longwear Foundation cost \$34. Which is a good price for good quality foundations that most people can afford.

Lastly, Fenty Beauty has 40 different foundation shades and uses ad campaigns featuring models of varieties sizes and ethnicities. That allows everyone to feel like they are apart of something. Unlike other brands that say they target all audiences, but only shows one complexion and size. When advertising a product it is important to satisfy all consumers needs.

Situation Analysis

Advertising is meant to spread a message and get your product out to the public. Also, ads are used to sell a product or service. The first newspaper advertisement was published in the Boston News Letter. Advertising is paid, nonpersonal communication through various media by business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

Fenty Beauty has more of a diversity in consumers than any other brand. While other brands target one type of consumer meanwhile, Fenty Beauty drew out the African-American and Hispanic group knowing they will most likely buy the company's product. Their brand's biggest competitor is Kylie's Cosmetics. Kylie Cosmetics' lipstick costs \$17 dollars and a lip kit cost \$29 dollars which provides a lipstick and a lip liner. Furthermore, Kylie's cosmetics are only sold in Ulta Beauty while Fenty is sold in Ulta Beauty and Sephora. Ulta Beauty might be more affordable than Sephora but when returning products back to Ulta they do not wash the product off right they just resell it to their customers which can cause irritation to the customers' skin and eyes. Rihanna became so big in the makeup industry because she was focused on the consumers needs such as providing more foundation shades. Before she launched her makeup line, women were mixing two different types of shades to get their skin color. Kylie Jenner was promoting her makeup line because it applied to her instead of appealing to her customers' needs. Her makeup line, Matte lip kits, blew up since her lips were the center of attention on all types of media. When Fenty Beauty came to the beauty industry it caused competitors to come up with products

unique to their consumers. Kylie Cosmetics introduced more foundation colors to suit every complexaion.

In conclusion, Fenty Beauty is a brand you want to go to because they satisfied every customer's needs unlike Kylie Cosmetics. The Majority of the consumers would have to mix two different types of foundations in order to get their skin tone. Fenty excelled in delivering the needs of the consumers by distributing different types of shades in their foundation's products. Rihanna changed the makeup industry because she thought about everybody's needs.

Survey

1. Are you a woman between the ages of 18-25?
 - a. Yes
 - b. No

2. At what age did you start wearing makeup?
 - a. Before 12
 - b. 12-14
 - c. 15-17
 - d. 19-20
 - e. 21+

3. How often do you wear makeup?
 - a. Everyday
 - b. 4-5 times a week
 - c. 2-3 times a week
 - d. Only on special occasions
 - e. I do not wear makeup

4. Which of the following makeup products do you use the less once a week?
(Please choose all that apply)
 - False eyelashes
 - Foundation
 - Bronzer
 - Face Powder
 - Eye Shadow

5. Which of the following makeup product do you use the most a week?
(Please choose all that apply)
 - False eyelashes
 - Foundation
 - Bronzer

Face Powder

Eye Shadow

6. What is your favorite makeup brand? (Please choose only one)
- Dior
 - NYX
 - L'Oreal
 - Maybelline
 - Fenty Beauty
 - Other (please specify) _____
7. What is your primary reason for wearing makeup? (Please choose only one)
- Work
 - Going on dates
 - School
 - Hanging out with friends
 - For significant others
 - Other (please specify) _____
8. Where do you buy your makeup from the most? (Please choose only one)
- Sephora
 - Ulta Beauty
 - Drug Store
 - The internet
 - Department store
 - Other (please specify) _____
9. How much are you willing to spend on foundation?
- \$10.00- \$14.99
 - \$15.00- \$19.99
 - \$20.00- \$24.99
 - \$25.00-\$29.99
 - \$30.00-\$35.00
 - \$36.00 or more
10. What do you look for specifically in a makeup product? (Please choose all that apply)
- Quality
 - Packaging
 - Variety

- d. Natural Ingredients
- e. Price
- f. Other (please specify) _____

11. Are you familiar with Fenty Beauty?

- a. Yes
- b. No

12. Which of the following product lines are you familiar with? (Please choose all that apply.)

- PRO FILT'R Soft Matte Longwear Foundation
- MATCH STIX
- KILLAWATT
- INVISIMATTE
- FLYLINER
- GLOSS BOMB
- MATTEMOISELLE
- STUNNA LIP PAINT

13. When you wear makeup, what look are you going for?

- a. Natural Beauty
- b. Modern classic
- c. Glamour
- d. Diva
- e. Artistic
- f. Other (please specify) _____

14. Which makeup foundation you prefer?

- a. Liquid
- b. Powder
- c. Cream
- d. Waterproof
- e. Mac
- f. Other (please specify) _____

15. If you could use only one makeup product, which would you choose?

(Please choose only one)

- a. Eye shadow
- b. Lipstick
- c. Foundation

- d. Eyeliner
- e. Concealer
- f. Other (please specify) _____

16. How willing are you to try different makeup products?

- a. Very willing
- b. Moderately Willing
- c. Slightly willing
- d. Not at all willing

17. On a regular day, how much time would you spend applying your makeup?

- a. 0-10 minutes
- b. 11-20 minutes
- c. 21-30 minutes
- d. 31-40 minutes
- e. 41-50 minutes
- f. 51-60 minutes
- g. 60+ minutes

18. Which of the following sources do you use to learn about makeup products?

(Please choose all that apply.)

- Youtube (Beauty Guru)
- Family
- Friends
- Makeup Artist
- Social Media
- Television

The following questions are of a personal nature and will be used for statistical purpose only.

Your answers will be kept strictly confidential.

19. What is your Gender?

- Male Female

20. What is your Age?

- Under 18 45-54
 18-24 55-64
 25-34 65 & older
 35-44

21. What is the highest level of education that you have completed?

- Some High School or less
 High School Graduate
 Some College
 College Graduate
 Some Graduate School
 Completed Graduate

22. What is your Ethnic Background? (Please choose only one)

- African-American
 Caucasian
 Hispanic/Latino
 Asian
 Other (Please Specify) _____

23. What is your current Marital Status?

- Single
 Married
 Divorced
 Seperated
 Widowed

24. How many people live in your household?

- 1 2 3 4 5 6 or more

25. What is your total annual income?

- | | |
|--|--|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$30,000 - \$34,999 |
| <input type="checkbox"/> \$10,000 - \$14,999 | <input type="checkbox"/> \$35,000 - \$39,999 |
| <input type="checkbox"/> \$15,000 - \$19,999 | <input type="checkbox"/> \$40,000 - \$44,999 |
| <input type="checkbox"/> \$20,000 - \$24,999 | <input type="checkbox"/> \$45,000 - \$49,999 |
| <input type="checkbox"/> \$25,000 - \$29,999 | <input type="checkbox"/> \$50,000 or more |

Research Foundation

After surveying about 40 people in our target audience, we came to conclusions based on our results. Between the ages of 12 to 20 is when most of our target market began to wear makeup. Only about 5% started wearing makeup before the age of 12 and about 3 percent started wearing makeup at the age of 21 or over. Almost half of our market only wears makeup on special occasions while the other half wears it at least 2 times a week to everyday. Having to pick between 5 basic choices of makeup, 50% of these people said the product they used the most was mascara. Lipstick was the second highest picked with 20%. Concealer was picked third with about 13%. The product used least by people are eyeshadow and foundation. Three quarters of the people said quality is the number one thing they look for in makeup while the remaining quarter said they look at price and the use of natural ingredients. YouTube, advice from friends and family, and social media are the most used sources to learn about makeup. Only a quarter of our target market picked Fenty Beauty as their most liked makeup brand. We have also gathered demographic data from our survey. Our target market is made up 97% of women and 3% of men. Our age group is from under 18 to 24 years old. Only about 5% of the respondents were in the age group of 45-54. A little more than half of the people are currently in college while almost a quarter of the market are high school graduates. The remaining participants are college graduates and people who have some high school or less as their highest level of education. Half of our target market are Hispanic/Latino. A quarter of the people are Asian. The rest of the people were mixed. Most of our respondents are single but the other 20% are married. Almost 50% of people

who took this survey are full-time students. There are 10% who are part-time students and 30% who are part-time employees. The remaining 10% are unemployed.

Proposed Target Consumers

Our company “Beauty For All” provides foundation shades for all skin tones, equally everybody is welcome to use our beauty products, regardless of their age, gender, income, skin tones, and nationality. Therefore, our brand “Fenty Beauty” targets all ages, both genders, different skin tones and every nationality. However, everybody is available to use our foundation, and we particularly seek customers who are between the ages of twenties and thirties. Also, we want to engage African-Americans, Hispanics, and Asians because their skin tones matter too. The beauty market loves to have a lot of lighter foundations than helping the needs of the dark skinned girls such as providing them with darker foundations. Dark colored foundations for other females with darker complexions are limited. For our advertising, we used models with diverse skin tones, and less white skin toned models. Most ads have a bunch of lighter toned models and only one darker toned model. Our ads contain more diverse models in them. The agency also prefers their customers from the middle class, but all can purchase our products.

In general, our company “Beauty For All” provides foundation for \$34, so we mostly target workers categorized as middle income. The average middle income in the United States per year is between \$42,000 and \$125,000 for a household of three (Elkins, 2018). Because they are mostly workers and they are ages between their twenties and thirties, they can be a single, have a family including kids, or are divorced. Most of our target audience resides in central or

big cities like New York, Washington DC, Boston, Chicago, Seattle, San Diego, San Francisco, Los Angeles, Miami, and Detroit in the U.S. Half of them live in one or two-storey houses and have cars and are married and have a family. The other half live in a studio or an apartment in a pretty safe area with a nice neighborhood and transportation and are single or divorced. Because they live in a pretty nice place, they eat and drink good food too; they seek to go to nice restaurants having enough space for parking, toy rooms for kids, offering good service, food and drink with better quality than fast food or junk food restaurants like McDonalds. They also purchase their living goods and food from retail stores or departments like Stop and Shop, Target, Walmart, Wholefoods, Trader Joe's, Home Depot, BestBuy, and Ikea. Since they seek to have a better life, they prefer enjoying their diverse, but healthy hobbies too.

In general, their hobbies are going to a movie or going shopping, but they prefer to go hiking for their exercise from time to time. For the case of singles, they enjoy sports, joining clubs, and going on trips alone or with friends, whereas customers who have to care take of their families prefer hobbies that they can enjoy with their families. They, for instance, go to museums, festivals, zoos, amusement parks for kids, and go on trips. Although our target audiences comprised of singles or divorced, and married customers who have different hobbies, both groups seek to have hobbies for a better life because they still have enough money to enjoy their lives after purchasing our beauty products.

Advertising Objectives

Our company has three main objectives for advertising. First, we want to inform consumers about this product. Before you can convince a customer that you have what is in their best interest, they need to know about your product and what it has to offer them. Our target market includes consumers who have never even heard about the brand Fenty Beauty, let alone their foundation. If you do not know anything about a product, you would not care to pay attention to any advertisements about it. We are here to help communicate the background and basic information about the product at hand. Our company has given a brief history of the founder of the company, Rihanna, and her brand. We continued to inform our audience of her Pro Filt'R Soft Matte Longwear Foundation and its many qualities. This will help consumers make a decision on picking this product over competing foundations.

Beauty For All is primarily here to persuade our target market. We want consumers to know what our product has to offer. After customers have a basic understanding of the brand and the product, we can now show them why this product is more fitting for their lives rather than similar products. There will always be different companies in competition with your product. Our job as an advertising agency is to use a variety of approaches to show customers that our product is the better choice. Specifically for this foundation, we are going to use factors like

product quality, price, environmental friendliness and diversity to reach our viewers. This foundation comes in over 40 shades to fit every skin tone and gives your skin an instantly smooth and shine-free finish. It is 100% cruelty free and can be found for the reasonable price of \$34 a bottle. Just knowing that the brand is owned by the celebrity Rihanna can have an influence on people's decision to use this foundation.

We are also trying to remind consumers of our product's valuable elements. We are not only targeting new consumers, but also people who already know Fenty Beauty and have their products as well. Advertisements can be used to reinforce a brand's message that they are trying to relay. The idea is to maintain awareness and protect against competing brands. We will come up with new, creative ways to emphasize the qualities of our product even if consumers already know about it. This keeps the brand and product in the front of consumers' minds.

Creative Rationale

Creative Theme: ***“You define your own Beauty!”***

Advertising Agency Name: BEAUTY FOR ALL

Slogan: *“Beauty Comes In Innumerable Shades”*

Beauty is in every woman and girl, no matter what their nationality is! But throughout the past years a majority of cosmetic brand companies have failed to understand this simple fact. Cosmetic companies like L’Oréal, Revlon and Neutrogena have a wide range of light / fair skinned foundations and a very small range of dark skin foundations. Unfortunately, women of color (I’m including Asian and Latino women, along with African-American women) experience the practice of “colorism” at cosmetic counters or any place they attempt to purchase foundations in their shades. Makeup companies are creating foundation shades for women of color like fraternities, discriminating against what they will let in and -- even more frustrating -- what they will drop. To raise awareness about this sensitive issue is the reason why our creative theme is, “You define your own Beauty!”

Our client “FENTY Beauty – by Rihanna” on the other hand, clearly understood this sensitive issue thus recently launched its *“Pro Filt’R Soft Matte Longwear Foundation range”*. This foundation offers a wide range of skin shades from lightest to darkest to choose from, which goes hand in hand with our slogan: “Beauty Comes In Innumerable Shades”. Before this revolutionary foundation came into the market many women of color had to buy two foundation shades and mix them to get their desired skin shade. (Women from our target market reported this problem). Rihanna mentioned “I never could have

anticipated the emotional connection that women are having with the products and the brand as a whole. Some are finding their shade of foundation for the first time, getting emotional at the counter. That's something I will never get over."

Ad Campaign Budget

Television Expenditure	\$ 14,688,284.00
Social Media Expenditure	\$ 24,657,733.00
Magazine Expenditure	\$ 14,795,167.00
Billboard	\$ 11,450,000.00
Production Cost (15%)	\$ 9,838,677.60
<u>Total Media Expense</u>	<u>\$ 75,429,861.60</u>
Total Talent	\$ 1,250,000.00
Sales Promotion	\$ 22,300,138.40
Contingency Fund	\$ 790,000.00
<u>Total Ad Expenditures</u>	<u>\$ 100,000,000.00</u>

Media Schedule
Television Expenditure

TELEVISION	<u>Commercial</u>	<u>Time</u>	<u>cpm</u>	<u>Total</u>
MTV	Foundation Application	3 Minutes 6x / 2 days	\$ 246,000	\$ 8,856,000
Saturday Night Live (NBC)	Commercial Ads	30 seconds 5x/ a day a week	\$ 183,730	\$ 3,674,600
American Idol (ABC)	National commercial	30 seconds 3x/ a day a week	\$ 179,807	\$ 2,157,684
TOTAL				<u>\$ 14,688,284</u>

Social Media Expenditure

<u>Social Media</u>	<u>AD</u>	<u>Time</u>	<u>Frequency</u>	<u>Total</u>
TWITTER	Sponsored Ad	2 min Sponsored Ad	6x/day 7 days	\$ 4,762,168
INSTAGRAM	Story takeover Influencer shops in Sephora for Fenty products	2 minutes Video	12x/ day 2 months	\$ 9,700,020
FACEBOOK	5 Min makeup Tutorial Ad	2min minute Video	12x/day 2 months	\$ 10,195,545
TOTAL				\$ 24,657,733

Print Media-Magazine Expenditure

<u>Magazine</u>	<u>Size</u>	<u>Frequency</u>	<u>Cost/Time</u>	<u>CPM</u>	<u>Total</u>
<u>Allure</u>	1pg/4 color	<u>6x</u>	\$ 202,222	\$ 177.40	\$ 1,213,332
<u>Allure</u>	4 color/2c	12x	\$160,030	\$ 79.15	\$ 1,902,360
<u>Elle</u>	4 color/ 4rth cover	10x	\$ 233,150	\$ 198.26	\$ 2,231,500
<u>Elle</u>	1pg/ 4 color	9x	\$ 171,645	\$ 152.50	\$ 1,544,805
<u>Glamour</u>	1pg / 4 color	12x	\$ 224,228	\$ 96.71	\$ 2,690,736
<u>Glamour</u>	4 color/ 2nd cover	<u>9x</u>	\$ 278,169	\$ 111.97	\$ 2,503,521
<u>Vogue</u>	1pg/ 4 color	9x	\$ 174,697	\$ 139.02	\$ 1,572, 273
<u>Vogue</u>	4 color/ 3rd cover	6x	\$ 189,440	\$ 150.75	\$ 1,136,640
TOTAL					\$ 14,795,167

Billboards

<u>Location</u>	<u>Amount/Times of Display</u>	<u>Cost/4 Week Period</u>	<u>Periods</u>	<u>Total Cost</u>
Times Square, NY	3 Large Billboards/ 50 Bus exterior/ 50 Taxi Tops	\$200,000/ \$50,000	10x	\$2,000,000
Boston, Massachusett	3 Large Billboards/ 50 Bus exterior/ 50 Taxi Tops	\$200,000/ \$50,000	10x	\$2,000,000
Miami, Florida	3 Large Billboards/ 50 Bus exterior/ 50 Taxi Tops	\$200,000/ \$50,000	10x	\$2,000,000
Los Angeles, California	3 Large Billboards/ 50 Bus exterior/ 50 Taxi Tops	\$200,000/ \$50,000	10x	\$2,000,000
San Francisco, California	6 Large Billboards/ 50 Bus Exterior/ 100 2 sheet transit/ 2 Airports	\$345,000/ \$86,250	12x	\$3,450,000
<u>Total</u>				<u>\$11,450,000</u>

Talent

<u>Models</u>	<u>Total Cost</u>
Winnie Harlow	\$ 300,000.00
Slick Woods	\$ 430,000.00
Bella Hadid	\$ 520,000.00
Total	\$ 1,250,000.00

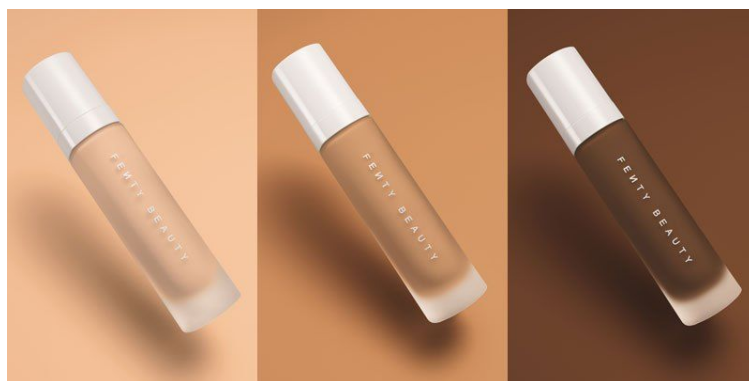
Sales Promotion

For Sales Promotion, our company Beauty For All uses coupons below:

With Any Fenty Beauty Purchase,
Get A Free Makeover + Free Travel Size Product!
Redeem At Any Sephora
Valid 12/10 - 12/17



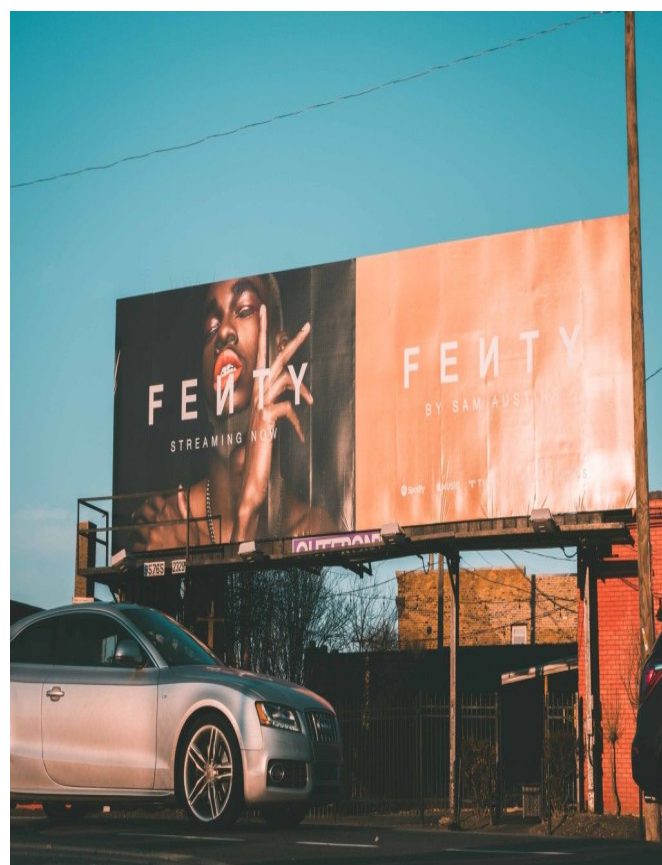
Ads







Billboards



Magazine



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