

Beauty For All



Creative Theme:

“You define your own Beauty!”

Company Name:

BEAUTY FOR ALL

Slogan:

“Beauty Comes In Innumerable Shades”



Team Members

Account Executive- Ratha Alborati

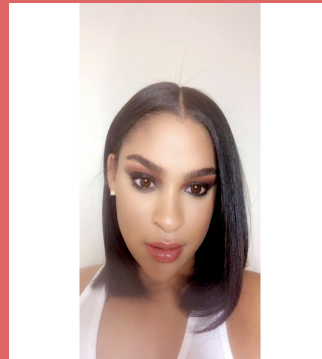
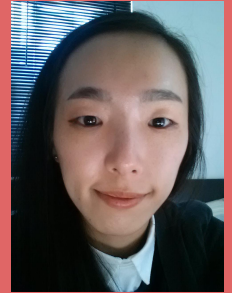
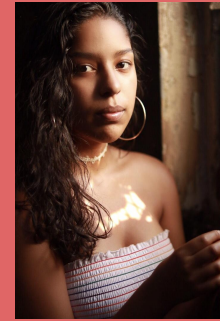
Graphic artist- Kaila Cruz

Market Researcher- Minji Kim

Media planner-Liana Rodriguez

Copywriter- Anika Baldeo

Production - Musarat Merchant



Situation analysis

- Advertising is meant to spread a message and get your product out to the public
- Ads are used to sell a product or service
- 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 particular audience
- Fenty Beauty has more of a diversity in consumers than any other brands
- Fenty Beauty drew out the African-American and Hispanic group knowing they'll most likely will buy the company's product

Fenty Beauty Company



Fenty Foundation Colors

- Range of 40 shades
- Soft Matte
- Longwear
- Medium-Full Coverage
- Instantly Smooth
- Pore-diffused
- Shine-free



Advertising Objectives

- To inform consumers about this product
- Includes consumers who have never even heard about the brand Fenty Beauty
- Help communicate the background and basic information of the product at hand
- We are going to use factors like product quality, price, environmental friendliness and diversity to reach our viewers
- We will come up with new, creative ways to emphasize the qualities of our product even if consumers already know about it

Competitor

- Kylie's Cosmetics is one Fenty Beauty biggest competitor.
- Velvet Lip Kit for \$27
- Lipstick for \$17



Research Foundation

- Between the ages of 12 to 20 is when most of our target market began to wear makeup
- About 5% started wearing makeup before the age of 12 and about 3 percent started wearing makeup at the age of 21 or over
- Half of our market only wears makeup on special occasions while the other half wears it at least 2 times a week
- 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%
- YouTube, advice from friends and family, and social media are the largest used sources to learn about makeup
- Our target market picked Fenty Beauty as their most liked makeup brand

Target Audience

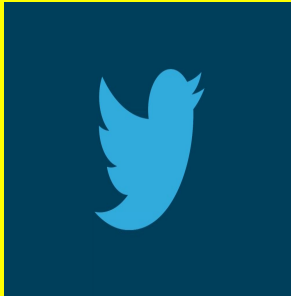
- Our target market: 97% of women and 3% of men
- Our age group: from 20's to 30's (mostly workers) and 5% are the age group of 45-54
- Middle income (the average is between \$42,000 and \$125,000)
- Most of our target: African-American, Hispanic/Latino, and the rest are Asian
- Half of our respondents are single/divorced and the other half is married
- Single/divorced: - a studio or an apartment in a pretty safety area in the central or in big cities
 - Enjoy going shopping, joining clubs & parties, and sports
- Marital: - one or two - storey houses in a safety area in the central and in big cities
 - Going museums, going on a trip

Ad Campaign Budget

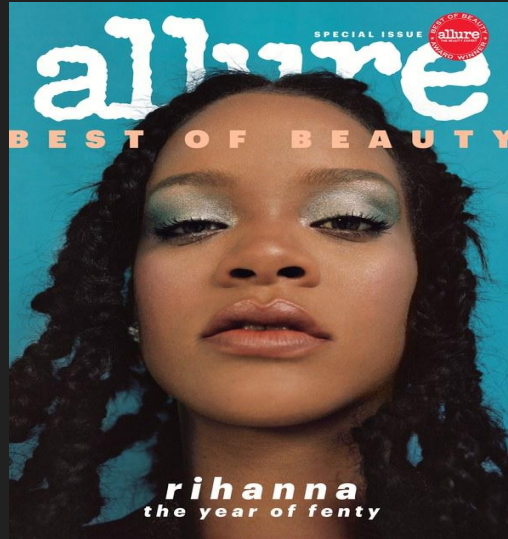
Television Expenditure (MTV, American Idol, Saturday Night Live)	\$ 14,688,284.00
Social Media Expenditure (Twitter, Instagram, Facebook)	\$ 24,657,733.00
Magazine Expenditure (Allure, Elle, Glamour, Vogue)	\$ 14,795,167.00
Billboard	\$ 11,450,000.00
Production Cost (15%)	\$ 9,838,677.60
<u>Total Media Expense</u>	<u>\$ 75,429,861.60</u>
Total Talent (Winnie Harlow, Slick Woods, Bella Hadid)	\$ 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>

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



Ads For Fenty Beauty



Storyboard Time



Question Time

