

# bliss®



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## melissa vasami

Melissa Vasami is currently finishing her last semester at the University of Florida, pursuing a bachelor's degree in public relations. She is the Account Executive (AE) for this project, serving as the organized leader of the group. Her leadership and management experience will be vital to the team's success. She is in charge of overall campaign supervision and leadership with creative and effective solutions.



## nicholas johnson

Nicholas Johnson is a fourth-year at the University of Florida, pursuing a bachelor's in public relations. For this project, he will serve as the Research Director (RD). His experience in previous projects that revolved around quantitative data will be valuable to the team. He is in charge of gathering research and working with the CD to analyze data.



## carson young

Carson Young is currently finishing her last semester at the University of Florida, pursuing a degree in public relations. Carson is the Copyright Director (CD) for this project as she is skilled in writing for effective communication. She is in charge developing a creative and strategic copy through professional writing and editing skills.



## abbigail danielson

Abbigail Danielson is a senior at the University of Florida set to graduate with her bachelors of science in public relations with a minor in Innovation. Abbigail is the Director of Creative Services for this project. Her previous experience in digital design will be crucial to the success of this campaign. She is in charge of designing a consistent overall look for the campaign and ensuring that the campaign book is aesthetically pleasing and cohesive.





The skin care industry has exploded in the last year. The COVID-19 pandemic emphasized the value of self-care and reminded people of the importance of taking time for themselves. Men and women both reported a shared interest in self-care, and 83% of survey participants ranked skin care as a vital part of their self-care routine.

Bliss has all the qualities needed to be a respected skin care brand in the beauty industry. Its spa origins and esthetician founder add credibility to the brand.

The brand's commitment to sustainability and status as a B-corp organization gives it all the tools to appeal to Generation Z, a generation that prioritizes social responsibility among big brands.

Bliss possesses all the features needed to be a successful skin care brand. A campaign focused on the following will make Bliss a household name in skincare:

1. Increase positive user engagement on social media by the end of 2022
2. Increase awareness for the Bright Idea Vitamin C collection by year's end

This campaign will focus on increasing general awareness of the Bliss Bright Idea Vitamin C collection through increased engagement rates on Instagram and TikTok, paid partnerships with influencers and a Bliss ambassador program at universities across the country.

Campaign evaluation will be done by tracking social media metrics and conducting social listening after implementation.

The current climate surrounding self-care on social media gives Bliss the perfect opportunity to shine in this market. By increasing consumer awareness of Bliss' products and its corporate social responsibility practices, we believe Bliss will dominate the market and become a trusted name in skin care.



## skin care industry overview

Although many consider it a modern practice, skin care has been prevalent since ancient times. The first archeological evidence of a skin care routine was discovered in ancient Egypt, dating back to 6000 B.C. (The Webster, 2022). Back then, skin care was viewed as a practice for both health and beauty—much like it is today. Certain beauty ideals have come and gone throughout the years, but what remains relatively consistent is the love for youthful, clear and supple skin (Smithsonian, n.d.).

Since their introduction, skin care products have accounted for a large portion of the American cosmetics and hygiene industry (Smithsonian, n.d.). In 2020, the skin care industry's worldwide revenue was \$128.7 billion, which is 27% of the beauty industry's market (Shaulova & Biagi, 2021). Skin care is growing faster than most sectors of the beauty industry, even with beauty sales falling in 2020 (McKinsey, 2020). The industry tends to focus the most on facial skin care, but it includes all cosmetic products related to body care, sun protection, baby care and child care (Shaulova & Biagi, 2021).

As of 2020, 71% of skin care revenue in the U.S. comes from the sale of facial products (Lüdemann, 2021). Twenty percent of the industry's revenue is from body care products, 6% are meant for sun protection and 3% are baby and child care products. On a global scale, Japanese and South Korean consumers spent the most on skin care in 2020, while Americans spent the tenth most (Shaulova & Biagi, 2021). The leading skin care products in the U.S. during 2020 included facial cleansers, facial anti-aging, facial moisturizers, acne treatments, hair removal, bleach and body anti-aging (Lüdemann, 2021). Facial cleansers generated \$1.59 billion in sales and body anti-aging products generated \$2.78 million (Statista Research Department, 2022).

It is important to note that an emerging segment of the industry—natural skin care—is rising in developing and developed countries around the globe (Shaulova & Biagi, 2021). Natural skin care uses ingredients found in nature. Between celebrity endorsements and growing environmental concerns, the natural skin care industry is projected to experience rapid growth over the next five years. Its market is valued at \$10.53 billion and is expected to grow by roughly half, \$5.53 billion, by 2027 (Grand View Research, 2020).





Consumer interest in skin care has also been on the rise and for almost a decade. The COVID-19 pandemic significantly contributed to this boost in interest (Tabor, 2020). In 2020, 96% of consumers preferred buying skin care instead of makeup. However, buying and understanding skin care requires more than a basic understanding of coverage or color shades. Consumers often need more help understanding the ingredients, percentages and chemical reactions in the products they buy. Because the skin care industry is so competitive, consumers can easily get lost when trying to decide what to purchase. Enter the skinfluencer: the primary go-to source for consumers looking to learn more about products before purchasing them.

With expertise and high-authority on the topic of dermocosmetics, skinfluencers use their platforms to explain the chemistry of products, what ingredients can do wonders for your skin and what ingredients consumers should avoid (Tabor, 2020). Often a combination of dermatologists, estheticians and skin care aficionados, consumers are more inclined to trust their recommendations and buy products based on their suggestion. These creators provide real-time tutorials to consumers, which comes across as more relatable and trustworthy compared to branded content. Influencer content about skin care rose by 39% in 2020, and audience engagement increased by more than 160% (Quock, 2021). This interest and engagement did not slow down in 2021, and it's expected to continue through 2022. Companies have seen massive brand awareness and increased sales because of these creators, a trend that will likely stick around for years to come. Learning how to forge partnerships with skinfluencers and use social media platforms like TikTok are crucial to a skin care company's success.



Consumer interest in anti-aging products and artificial intelligence (AI) in personalizing consumers' skin care experience is also on the rise (Shaulova & Biagi, 2021). Additionally, companies have seen significant increases in online retail for beauty and personal care. Online sales reached a record high of 21.7% of the share in 2020, and it is projected to surpass 30% by 2025 (Shaulova & Biagi, 2021).

Leaders in the skin care industry include L'Oreal, Olay, Aveeno, Neutrogena, Proctor and Gamble and Estée Lauder. L'Oreal is the most profitable skin care brand in the world with an annual revenue of \$33.93 billion. Proctor and Gamble and Estée Lauder are the second and third most profitable skin care brands with respectively \$19.41 billion and \$14.29 billion in revenue (Boskamp, 2021). A 2021 study asked women 16 years and older who use face care products at least once a month which facial care brands they had purchased in the last 12 months. The most commonly used brand was Olay with 30% of respondents purchasing its products. Aveeno (27%), Neutrogena (26%) and Cerave (19%) were the next three most common products. The study also questioned respondents about their awareness of facial care brands. Most respondents were aware of Aveeno (64%), followed by Olay (63%), Neutrogena (60%), Garnier (49%), Nivea (48%) and CeraVe (47%) (GCS, 2021).

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## history of bliss

Inspired by her struggle with preteen acne, Canadian entrepreneur Marcia Kilgore founded Bliss. After attending esthetician school at Columbia University, and before finishing her studies at New York University, Kilgore began giving facials to friends in her New York City apartment. The casual facials soon evolved into a SoHo office mini spa called 'Let's Face It!' in 1991 (O'Hara, 2000). Kilgore gained attention after carrying celebrity clients from her previous job as a personal trainer into her spa. As her business developed, Kilgore rebranded Let's Face It! to Bliss Spa in 1996 (Bliss, n.d.).

At the time, the day spa business model was growing in popularity largely due to the self-care trend, something that had previously been perceived as available on special occasions or for the wealthy. As it gained the attention of celebrity clients such as Oprah and Madonna, the spa became a skin care hot spot and booked out up to 18 months in advance. Bliss Spa eventually gained the attention of Moët Hennessy Louis Vuitton (LVMH), leading the conglomerate to acquire a stake in Bliss Spa in March 1999 for a reported \$30 million. LVMH's involvement





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propelled Bliss Spa to open a second NYC location and a London location two years later. Over time, Bliss Spa expanded to San Francisco, Chicago, Los Angeles, Dallas, Atlanta, Scottsdale, Hong Kong, Doha, Hoboken, Ft. Lauderdale and St. Petersburg. As popularity increased, the appointments did as well (Zippia, n.d.).

After the brand's expansion, Kilgore launched a skin care product line for clients to take home a little bit of "bliss" to experience outside the spa. The first products included a shower gel, a product for leg cooling and firming and the Lemon & Sage Body Butter, one of the brand's best sellers. As its product line grew, Bliss began a monthly catalog called Bliss Out in which customers could order spa-adjacent products to use at home. However, the catalog became defunct when the internet took over, shifting all products to the Blissworld website (Zippia, n.d.).

In January 2004, Starwood Hotels & Resorts Worldwide group acquired Bliss spa from LVMH for \$25 million. The next year, Kilgore left Bliss in 2005 and went on to found the brands Soap & Glory, FitFlop and Beauty Pie (Moorhouse, 2018). Under Starwood, Bliss spas and products were incorporated into its W Hotels. Several years later, Steiner Leisure Limited, a company that provided spa services to cruise ships and resorts, acquired the business in 2010 for \$100 million. In 2015, both Steiner Leisure Limited and Bliss were acquired by L Catterton, a private equity firm that owns restaurant chains, fitness chains and beauty brands. Bliss currently operates under Steiner Leisure Limited (Steiner Leisure Limited, 2010).

After years of being operated by different companies, Bliss struggled with its identity. The brand launched a series of new products and partnerships with fitness brands Crunch and Flywheel, as well as retailers like Kohl's but did not obtain the success it previously achieved. According to Bliss' current CEO, Meri Baregamian, Bliss received complaints regarding its high prices (Rao, 2019).

The brand then reduced prices by almost 50% across the board, though certain products were discounted more than others. In recent years, Bliss relaunched with almost a 60% new product assortment. New items included gel overnight masks and fresh variations of its famous body butter, such as grapefruit and aloe. The 40% of classic products that remain in the line-up have been reformulated to 100% cruelty-free and no longer contain harmful chemicals such as parabens, sulfates and phthalates. Some were even renamed to fix problematic titles, such as changing "Fatgirl Slim" to "Fabgirl Firm" (Zippia, n.d.). Previous Bliss packaging featured the "Bliss girl," a young cartoon girl; however, in the relaunch, Bliss Girl is now a series of real humans, depicted via photography and GIFs, and "she's anybody she needs to be." After the revamp, Bliss hopes to find "a new audience in a new generation" (Wischhover, 2018).





According to PR Newswire, Bliss' mission is **"Taking care of ourselves, each other and the environment in order to achieve a higher state of happy"** (Bliss, 2021).

Bliss is a clean, cruelty-free, spa-powered skin care brand (Bliss, n.d.). With a true belief that inner happiness unlocks outer beauty, Bliss offers products that are 100% cruelty-free and blissfully free from parabens, phthalates, sodium lauryl sulfate (SLS), sodium laureth sulfate (SLES) and other harmful chemicals. Bliss believes happiness looks beautiful on everyone.

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## values

Bliss prides itself on the three values that encompass what the company stands for: clean, cruelty-free and spa-powered (Bliss, n.d.).

### clean

Bliss is happy to be a clean brand, where products are thoughtfully formulated to be safe and free from over 1,300 harmful substances (Bliss, n.d.). Bliss partners with the most responsible ingredient suppliers and follows the strict European Union standards—the highest in the world for skin care safety.

### cruelty-free

Bliss prioritizes being a clean and cruelty-free brand (Bliss, n.d.). Bliss products are PETA-certified and the ingredients are never tested on animals. In addition, 90% of Bliss products are vegan, and the company is working toward making all its facial care products 100% vegan.

### spa-powered

Founded in 1996 in Soho, Bliss ignited the modern spa revolution and championed skin care as self-care before it was a trend (Bliss, n.d.). Now, more than two decades later, Bliss leverages its unique spa experience, along with the newest ingredients and skin care innovations, to make products that are both affordable and effective.





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## purpose

Bliss shows dedication to sustainability by taking action to reduce the amount of plastic in the ocean (Bliss, n.d.). The company has partnered with TerraCycle to implement an easy and innovative customer-shipping recycling program that recycles Bliss packaging into new, useful items.

In June 2021, Bliss announced its certification with B Corp—making it the first-ever mass skin care brand to achieve the certification (Bliss, 2021). This certification confirms that Bliss meets the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose.

Additionally, Bliss stands in support of equality and justice (Bliss, n.d.). The brand is committed to diversity and inclusion in its offices, marketing, collaborators and partnerships.



## the trevor project

In 2020, Bliss began an ongoing partnership with The Trevor Project, the world's largest suicide prevention and crisis intervention organization for LGBTQ+ youth (Bliss, n.d.). The brand has pledged \$150,000 to this life-saving organization. In celebration of Pride month 2021, Bliss donated 100% of net proceeds (up to \$40,000) from the joint sales of Limited Edition Pride Makeup Melt™ Wipes as well as classic Makeup Melt™ Wipes to support The Trevor Project's efforts.

## the antiracist research & policy center

The Antiracist Research & Policy Center is completing critical work to understand, explain and solve problems of racial inequity and injustice. Because Bliss is passionate about solving these societal issues, the brand has donated approximately \$40,000 to the center (Bliss, n.d.).



## strengths

- Philanthropy and sustainability are important values for the Generation Z target audience, and Bliss upholds those values through partnerships with The Trevor Project, The Antiracist Research & Policy Center and the recycling program with TerraCycle.
- Bliss uses clean and 100% cruelty-free ingredients, and 90% of its products are vegan.
- Bliss has a strong sense of social media brand strategy with eye-catching feed colors and interactive stories.
- Strong earned media presence with beauty-focused publications such as PopSugar, Allure and Vogue reviewing products.
- Collections and the ability to shop by concern (such as discoloration and dryness) allows consumers to tailor their shopping experience to their individual needs.
- Diverse models on the Bliss website.
- Bliss was the first Certified B Corp skin care brand sold at mass. Bliss is also PETA certified.
- There is an abundance of product reviews on its website, most of which are positive in sentiment.
- The ingredients glossary is easily accessible and understandable on the website.
- “Happy Skin Crew” influencer network allows for quick mobilization for consumer-to-consumer marketing campaigns.

## weaknesses

- There is an abundance of products similar to Bliss in the skin care market, and Bliss is not a market leader.
- Bliss is not an established go-to brand for skin care.
- There is no “face” of the brand to attract a younger audience.
- Bliss customers are not repeating purchases.
- Too many products and lines under one brand makes it difficult to market.
- No clear intended audience has been established.
- Website is not 100% accurate and updated (Ex: Still have limited Pride collection linked on website, but it is not available anymore. Also, the brand stated it wanted to be 100% vegan by 2021, but it is now 2022.).







## opportunities

- To be the leading brand in affordable skin care.
- Create products for niche consumers.
- Expand within the beauty industry by creating new, varied types of products.
- Self-care became more important during the pandemic, and this phenomenon has translated to post-pandemic life. People are starting to go out more and therefore use more skin care.
- Clean ingredients/eco-friendly skin care is becoming more important to consumers.
- Rebrand to better target a specific audience/demographic.
- Return to the spa-focused '90s roots of the original Bliss brand.
- Educating target audience on skin types and Bliss products that best fit them using AI.
- Further promote and add to its current sustainability initiatives.

## threats

- Bliss has many competitors in the affordable skin care market.
- The pandemic has had a negative impact on production and consumption.
- Consumer preferences change frequently.
- Teen audiences do not have a steady income to purchase Bliss products.
- Personalized skin care brands are gaining popularity over “one-size-fits-all” skin care products.
- Negative product reviews mostly regard the scents of products.
- Products do not typically appeal to people of color. The brand is most popular among white women.
- Social media handles are not all the same, which makes some of them hard to find (Ex: @blissworld versus @bliss).



(Statistics as of Feb. 10, 2022)

### Instagram: @bliss | Followers: 363K

- Feed aesthetic is pastel blue with pops of true orange, violet purple, bright yellow, pale green, bubblegum pink and deep teal.
- Features a variety of products and highlights the company's minimalist packaging.
- Showcases paid partnerships and curated content with young women using or recommending its products.
- Instagram stories and highlight reels feature text graphics that explain how to use Bliss products.
- Reels are used exclusively for curated content, including skin care education and product demonstrations.
- Bliss typically posts one-to-two times a day.

### TikTok: @bliss | Followers: 360.8K | 2.7M Likes

- Posts include product promotions, how-to videos, short clips of current trends, Q&A videos, ASMR videos and curated content.
- Bliss pays a variety of influencers to promote its products, including @dixiedamelio with 57M followers, @k0uver with 13.6M followers and micro influencers.
- Products featured typically match what products the brand talks about on Instagram.
- Brand is quick to respond to both positive and negative feedback and answers questions with insightful answers.
- Typically posts every four to seven days.

### Facebook: @blissworld | Likes: 93.6K | Followers: 96.6K

- Posts similar content on its Instagram; Other content includes graphics that match the company's brand kit, customer reviews and holiday themed posts.
- Content centers around product descriptions, brand deals, ways to save money and national holidays.
- Bliss' voice on Facebook is passionate and its captions are bubbly, energetic and engaging. However, the brand is struggling to see engagement on this platform.
- Bliss averages about 15 likes per post, with only a few comments and shares.
- Brand typically posts every one-to-two days.





### Twitter: @blissworld | Followers: 29.4K

- Bliss uses a conversational tone on Twitter and runs a significant portion of its customer service on the platform.
- The brand highlights positive customer feedback and takes negative conversations out of the public eye by reaching out via direct message.
- Like Facebook, Bliss' tweets struggle to gain traction, which may be because the brand is posting the same content on multiple platforms.
- Uses Twitter to start a conversation with its audience about its values such as sustainability.
- Bliss does not retweet other users often, saving the majority of its curated content for Instagram and TikTok.
- Bliss typically tweets three-to-four times per day.

### LinkedIn: Bliss | 482 Employees on LinkedIn | Followers: 19.6K

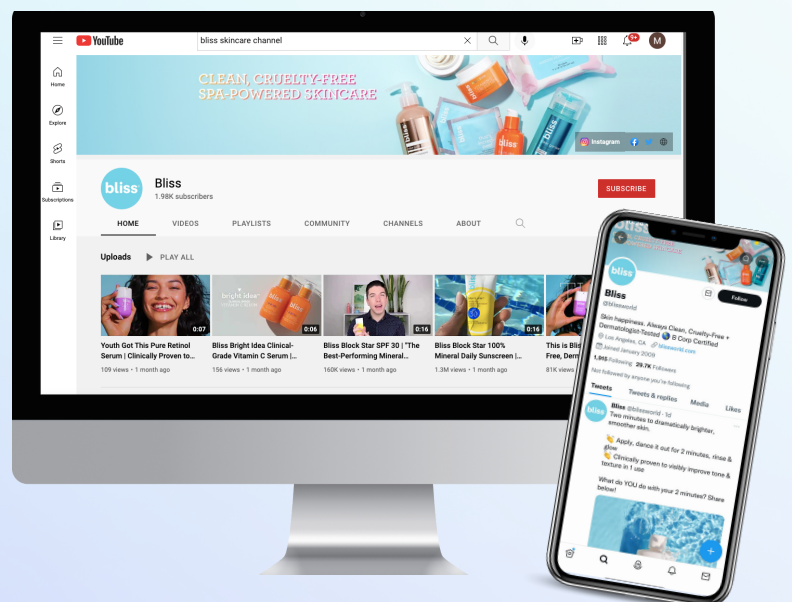
- Posts are mainly about job postings, influencer mentions, brand awards and certifications and recognition from other brands.
- Featured in People magazine, increasing the brand's reach and introducing new audiences.
- Bliss plays with a variety of content types, including pictures, videos, gifs and direct links to articles.
- Places emphasis on sustainable packaging and encourages its consumers to recycle.
- Bliss typically posts two to three times per month.

### Pinterest: @blissworld | Followers: 5.1K | 49.1K monthly views

- Bliss has no saved or created pins yet.

### YouTube: Bliss | Subscribers: 1.94K

- Most videos are between five and 30 seconds in length.
- Posts include how-to videos, new product promotions and product demonstrations.
- Over 5M views with 57 videos posted over the past three years.
- Video views range from around 100 views to 1.7M.
- Often only five to 50 likes on videos.
- Very few dislikes.
- Little to no comments on the channel as a whole.



Bliss' 2016 rebrand shifted its target audience to what it is today: millennials and Gen Z. Born between 1981 and 1996, millennials are the largest living adult generation as of 2019 (Fry, 2020). Generation Z has no set chronological endpoint yet, but it includes all those born in 1997 and onwards (Dimock, 2019). As the two most diverse adult generations in U.S. history, Gen Z and millennial consumers have dealt with formative events like 9/11, the rapid evolution of technology, the 2008 economic recession and the youth vote that helped elect the first Black U.S. President. Gen Z is different from any other generation because technology - and using it to communicate and interact - has been a part of their lives since childhood.

In addition to these generations experiencing things no other generations have, millennial and Gen Z consumers are more active in social and political issues like climate change (Tyson, et. al, 2021). These individuals are highly engaged in both online and offline causes that they care about. Because of this, brand neutrality on social issues is no longer an option (Fromm, 2021).

In terms of marketing, 71% of adults aged 18 to 29 are on Instagram, and 48% of those aged 30 to 49 use the platform (Statista, 2022). This is significantly more than any other age group. Studies show that Gen Z often multi-tasks across five platforms numerous times a day (Saettler, n.d.). Due to this, their attention span is lower, and they communicate best with bite sized information. Their brains can process more information at faster speeds, and they are more nimble and able to handle bigger mental challenges. However, gaining and retaining a Gen Z consumer's attention can be challenging.







In order to best reach Gen Z, it is important to communicate with symbols and images, lean into their fear of missing out, ensure positive brand reputation and share digestible information (Saettler, n.d.). In addition, these consumers demand transparency from brands (Fromm, 2021). Because Gen Z is so well-versed digitally, they are resourceful and able to “train” their algorithms to get more of the content they do and don’t want online, and they are easily able to verify information they find online. Because of this, transparency is not only something important for brands but rather something absolutely vital if they want to see long-term success.

Millennials and Gen Z have a lot in common, but they also function differently. Millennials check their emails more, are bigger Facebook fans and enjoy seeing “real people” in ad content (Dilday, 2021). Gen Z uses TikTok more than any other generation, prefers authentic content over branded content and makes twice as many mobile purchases as millennials.

In terms of similarity, Millennials and Gen Z prefer to interact via digital channels, have similar online shopping habits and are heavily influenced by social media, especially in terms of purchase habits (Dilday, 2021). Both of these generations love video content, and they are also fans of brand loyalty programs, deeming those brands to be “more special,” (Dilday, 2021).

Additionally, this demographic demonstrates a rising demand for natural and organic products. The millennial and Gen Z concern for naturally derived products stems from a heightened awareness of the harmful side effects of synthetic and chemical-based products. Gen Z has specifically spent anywhere from \$10 to \$50 on skin care in 2021 (Statista, 2021). About 50% of Gen Z consumers say they would not buy from a brand that wasn’t certified as “cruelty-free,” and 40% say that diversity and inclusion is the most important brand value when shopping for skin care and beauty products (Allen, 2021). Over 70% of Gen Z consumers consider themselves “beauty enthusiasts” that are searching for the next big beauty products and brands (Allen, 2021).



The global skin care market has been increasing steadily in billions of USD since 2012 (Statista, 2021). In 2021, the market was worth \$155.8 billion and has increased to \$163.5 billion in one year. This growth can be attributed to a shift in demand from older consumers to younger consumers. Millennial and Gen Z consumers are looking to prevent skin issues before they surface, which has created a reliable market for the future (Statista, 2021).

Because both of these generations' purchase decisions are heavily influenced by social media, brands must have a strong presence on all platforms. It is crucial that brands reflect both Gen Z and millennial values and preferences as they continue to grow in prominence and wealth.



## covid-19 and the impact on the skin care industry

The COVID-19 pandemic has had both positive and negative impacts on the skin care industry. Sales for beauty products fell in 2020, and there were widespread store closures (McKinsey, 2020). Skin care sales moved primarily online and the online market has remained vital to cosmetic sales. Although online sales have increased, they are not reaching the brick-and-mortar sale levels pre-pandemic. Cosmetic brands that are available in mass-market stores, grocery stores and drugstores are recovering, but foot traffic to these stores has decreased as well. Skin care sales decreased by 1.12% since 2020, even with an increase in sales in the past few years (McKinsey, 2020).

According to a study by McKinsey and Company, American consumers intend to spend about 36% less on skin care products every two weeks because of the COVID-19 pandemic (McKinsey, 2020). However, skin care sales worldwide were responsible for 27% of the beauty industry's overall 2020 revenue, and it is growing faster than most sectors in the industry. Skin care companies were in a better position during the pandemic than others because these products are seen as a daily necessity. Brands could easily pivot to manufacturing and distributing pandemic essentials (McKinsey, 2020). For example, Bliss competitor Glossier created hand lotions to combat the effects of excessive hand washing and sanitizing (Trakoshis, 2020). The brand also created masks for sensitive skin and distributed many of its hand creams and other products to support health care workers during the pandemic.

The pandemic also created incredible growth for some brands, many of which saw a drastic increase in sales on specific products. Because of lockdowns, people shifted their focus from primarily makeup brands to skin care brands. Bliss competitors CeraVe and L'Oreal reported an 18.9% increase in sales during 2020 on their skin care products (MMI Analytics, 2021). Searches for blue-light-blocking skin care increased by 46% with sales in blue-light skin care on Amazon doubling every week for a month (MMI Analytics, 2021). Skin care subscription brands reported 70% more subscribers in 2020 and an increased interest in health-oriented skin care in the subscription boxes (Deals on Health, 2020). Because of the increase in social media consumption during the multiple lockdowns in 2020, brands like The Ordinary saw a 426% increase in sales for its acne serums that went viral on TikTok and Instagram (MMI Analytics, 2021).

In the first quarter of 2022, skin care brands seem to be back on the rise. Skin care purchases make up 42% of the total purchases in the beauty industry (Cision, 2021). The pandemic changed the way skin care is sold and marketed, but the industry has shown resilience. The market is projected to grow by 5.9% and reach \$150 billion by 2023 (Cision, 2021).



## paid media

In 2019, Bliss skin care used a quiz to help boost social engagement and email open rate (Sandler, 2019). Bliss launched a five-question skin care quiz to customers in order to gather key information such as skin type, age and location. This quiz was shared across paid social ads, the brand's Instagram story, emails and was embedded into the website navigation bar. The information gathered from this quiz allowed Bliss to better understand its customers as well as steer product development to its customers' needs.

One of Bliss' key paid media methods is through paid posts on Facebook and Instagram (Bliss x Facebook, n.d.). From April 1, 2019, to May 17, 2019, the company bought mobile video ads and placements across Facebook's family of apps in order to increase purchase intent. The media was targeted to those interested in beauty retailers and products who live near stores that sell Bliss products. Bliss' strategy was successful, leading to a 50% increase in purchase intent and a 45% increase in reach.

From June 15, 2019, to Sept. 1, 2019, Bliss followed its purchase intent campaign with an awareness campaign that focused on brand messaging and in-store sales (Bliss x Facebook 2, n.d.). It featured a variety of ad formats such as photos, videos, influencer content and brand partner content. The ads themselves included product benefits, reviews and in-store retailer promotions. The brand has been looking for ways to measure the impact on in-store sales resulting from online ads, which was one of the intents of the awareness campaign. From the campaign, Bliss experienced an overall positive increase in ad recall, purchase intent and in-store sales.

Bliss has had various other campaigns intended to increase brand awareness and product sales with the launch of new products and lines. In 2020, Bliss featured a campaign that was intended to help launch the Clear Genius line and boost awareness of the collection (Shortyawards, 2020). The campaign featured digital ads, online videos, billboards and animations. Over the course of the first 60 days of the ad campaign, Blue Wheel helped Bliss reach 7,956,711 people on Facebook, drove 547,993 clicks and had over a 0.75% click-through-rate (CTR) for retail campaigns. Bliss' campaign was highly successful and drove 6,794 clicks to the site, resulted in 1,007 purchases and had a campaign return on ad spend (ROAS) of 2.87. After the release of this campaign, the Clear Genius became the second-best-selling skin care line in Walmart and Target.



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## earned media

Meri Baregamian took over as CEO for Bliss in July 2016 (Rao, 2019). Upon gaining this position, Baregamian had a mission to give the brand a makeover to reach its target audience of millennials and Gen Z. This rebrand included lowering prices, updating packaging to be Instagram friendly and expanding Bliss' retailers to include Ulta and Target. The brand is focused on being relevant to its consumers, which led to the current branding to be modern and fresh in order to represent the customer values of Gen Z and millennials.

In regard to earned media, Bliss receives a heavy amount of recognition across skin care and beauty magazines, including Allure, Popsugar, Vogue and Glamour. It also receives earned media from non-beauty centered sources such as Entertainment Tonight, The Today Show and NBC. Many articles give a breakdown of the best products for specific subsets such as the best gifts, the best beauty products on Amazon and the best brands for teens. Bliss receives overwhelmingly positive earned media that positions the brand as reliable and affordable.

Allure has published various articles on the brand including reviews and special deals about the products. Two of the most recent articles are "Amazon Has Some of the Best Cyber Monday Beauty Deals on the Entire Internet" (Robin, 2021) and "The Only Non-Irritating Retinol Serum & Moisturizer Duo This Dermatologist Recommends" (Caruso, 2021). Both of these articles shed a positive light on the brand. The brand is also revered as a beauty editor approved gift set, which can be seen in an article published by Popsugar titled "18 Editor-Approved Beauty Gift Sets You Can Buy at Target" (Reddy, 2021).

Bliss also earned media through Hiram Yarbrow, a skin care TikTok user with a high following. In an article published by USAToday, Yarbrow shared his favorite beauty staples (TodayShow, 2021). In this review, he recommended Bliss Block Star Invisible Daily Sunscreen. Hiram has worked with Bliss as a partner in the past.





## shared media

The brand's shared media is lacking compared to its earned and paid media. Across Facebook and Twitter, Bliss receives little interaction between its content and its users in regard to likes and comments. Across both platforms, Bliss typically receives less than 20 likes per post, and less than five shares or comments. Some tweets feature no interaction. This results in the brand having little shared media on these platforms due to low engagement on its content.

Bliss receives a decent number of shared media on Instagram. Its tagged posts feature reviews from both sponsored gift baskets and consumers. The posts on Bliss' feed receive more interaction than on other platforms with a high amount of likes and user comments. The hashtag #ThisIsBliss features 39,000 posts with reviews of different Bliss products. In reality, this number is much lower in regard to purchaser content as Bliss frequently uses the hashtag on its posts.

In regard to shared media on TikTok, the brand has thrived. The hashtag #blisskincare has 33 million views with various influencers, micro influencers and normal users posting content about the brand. One of its TikTok videos has been shared 187 times, and a majority of its others have been shared around nine times. Various influencers, such as @skincarebhyram, @dermdoctor and @victorialyn, have shared their positive reviews on Bliss products.



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## owned media

Bliss operates various social media channels including Facebook, Instagram, Twitter, LinkedIn and TikTok. By covering multiple social media channels, Bliss has a larger digital footprint that provides the potential to reach more customers. Of these channels, Bliss uses Facebook and Instagram most often. Bliss communicates through these channels on almost a daily basis, which provides the opportunity for Bliss to connect with consumers and gain traction for potential earned media.

Bliss also operates its company website, which does not feature a blog, but does include three different interactive quizzes to test an individual's skin care type (Bliss Skin Quiz, n.d.). The three quizzes are Clear Skin 101, Ingredients Quiz and Find My Routine. By including these quizzes on its website, Bliss is able to provide a fun way for potential consumers to understand which Bliss products will best fit their needs and connect them to new products. These owned media channels can help Bliss generate earned media and reach a wider consumer base.





# Glossier.

Founded in 2014, Glossier, Inc. sells skin care, makeup, body care and fragrances online in all 50 states, Puerto Rico, Canada, the UK, the Republic of Ireland, Sweden, Denmark and France (Glossier, n.d.). Glossier prides itself on “building the future beauty company” where everything it produces begins with consumers (About Glossier, n.d.).

Glossier’s website provides a plethora of company information for consumers, including product details and a skin care quiz to match customers with products (Build a Routine, n.d.). The company is cruelty-free, meaning it does not test on animals at any stage of product development and only works with vendors who uphold the same standards (Glossier, n.d.). The company also launched a grant program, the Glossier Grantees, for Black-Owned Beauty Businesses (Grant Recipients, n.d.). The 10 founders and brands in the 2021 program receive \$50,000 in funding and six months of mentorship and business programming.

As far as its social media presence, Glossier is on all major platforms and has a large following on each site.

## Instagram

- 2.6M followers
- Verified account
- 4,249 posts
- High like counts, low comments
- Tagged in user-generated content (UGC) more than 10 times per day
- The majority of comments are positive or neutral in sentiment
- Posts at least once a day
- Content includes flat lays, aesthetically pleasing product shots, makeup looks using company products and other promotional posts

## Pinterest

- 110.8K followers
- Verified account
- Content includes inspiration and product boards, photos of makeup looks with the products featured and other promotional posts.

## **Facebook**

- 379,383 likes
- 395,886 followers
- Low engagement, but consistent. Averages 400 likes and a handful of comments and likes
- Most content is almost identical to what is posted on Instagram
- Receives positive and neutral comments
- Posts about five times per week

### Twitter

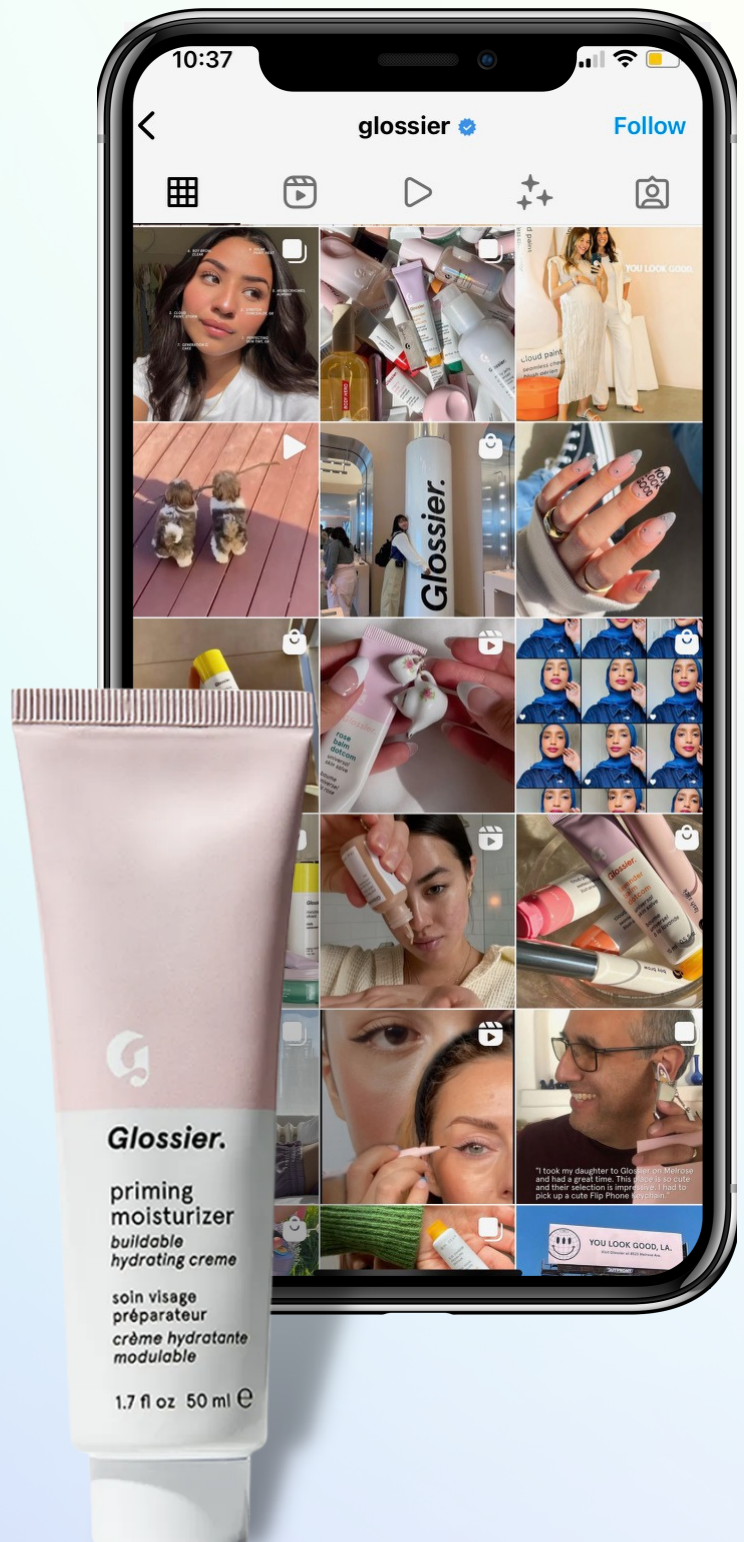
- 106.7K followers
- Does not post often; has not posted since 2021
- Low engagement
- The account is youthful and lively, and it uses humor in its posts and replies
- Primarily uses Twitter for customer service; frequently monitors and replies to Tweets

### YouTube

- 150K subscribers
- Averages 75,000 views per video
- Videos range from 15 seconds to 10 minutes long
- Averages 1,000 likes
- Most content is either promoting new products or demonstrating how to use products

### TikTok

- 171K followers
- 4.4M likes
- Averages 50K+ on videos
- Averages 5,000 likes and 100 comments per video
- Most content follows current trends, showcases new products or highlights how to use products







# BURT'S BEES®

Since its creation in the 1980s, Burt's Bees has been rooted in natural processes and environmental sustainability (Burt's Bees, n.d.). The company sells makeup, lip care, skin care, body and hair care, baby products, maternity products and pet products. The brand is owned by Clorox, a public entity that experienced 9% sales growth as a total company in 2021 (Clorox, 2021). Burt's Bees' NYSE listing was valued at \$143.44 per share as of Feb. 15 (Yahoo!, 2022). Burt's Bees' website provides information about its brand, values and products, including a foundation matching tool, a lip shade finder and a skin care adviser (Burt's Bees, n.d.).

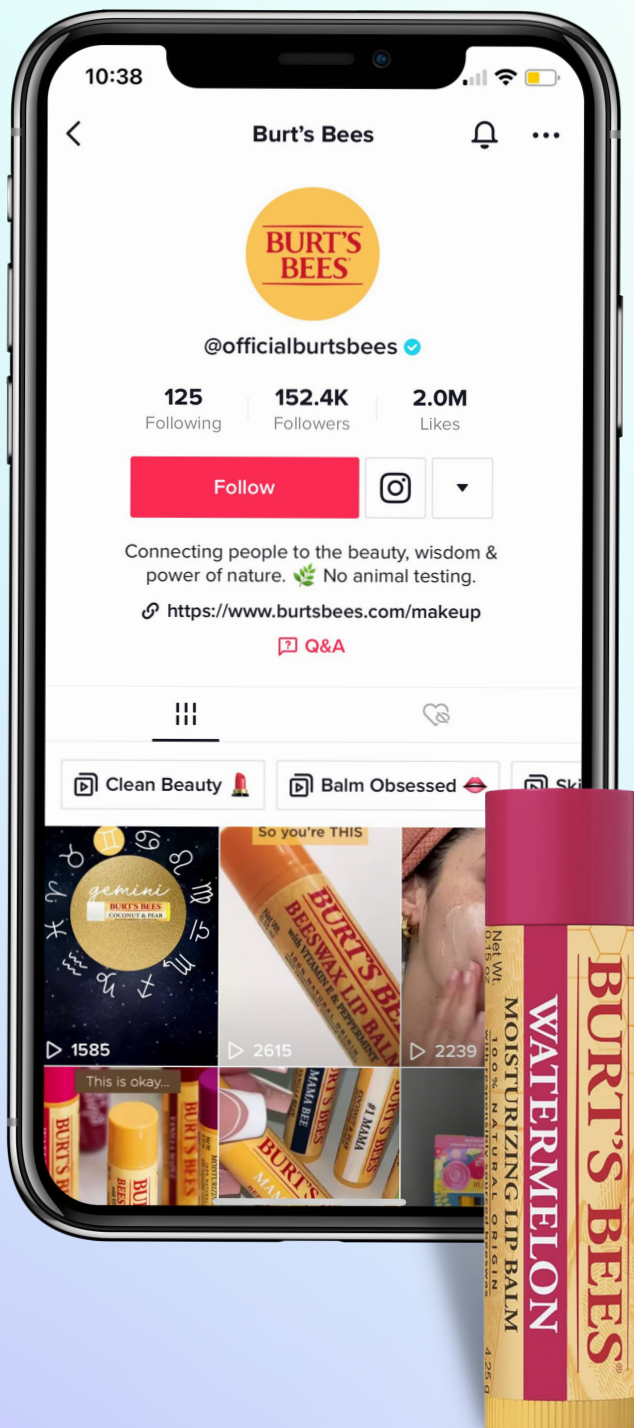
In its respect for nature, Burt's Bees uses natural ingredients, practices responsible sourcing and uses recyclable packaging (About Burt's Bees, n.d.). All of Burt's Bees' products are Leaping Bunny Certified, meaning the brand does not test on animals or ask anyone else to conduct animal testing its behalf. The company is committed to supporting the communities where its ingredients are sourced. It invests in communities that support its supply chain to ensure access to clean water, supports women's and children's empowerment and promotes the community's overall health, safety and biodiversity. The company also uses packaging that is recyclable curbside or through its partnership with TerraCycle, a recycling company. Burt's Bees avoids over-packaging and uses materials that are readily recyclable. Burt's Bees also uses landfill-free operations, is carbon neutral certified and offsets its water consumption through watershed restoration projects. In addition, Burt's Bees has given more than \$3.5 million in grants to support honeybee health and biodiversity, and its employees have volunteered more than 2,500 hours annually to support its community partners (About Burt's Bees, n.d.).

The brand is present on all major social media channels and has a sizable following online.

## **Social Media**

### **Instagram**

- 575K followers
- Verified account
- Averages 500 likes and 10 or less comments
- Most content is product photos and flat lays; reels content is typically showing the products in use
- Posts three to five times per week on average
- Tagged in user-generated content a few times per week



### Facebook

- 3,339,681 likes
- 2,243,656 followers
- Content is predominantly identical to what is posted on Instagram, but without the video content
- Averages 50-100 likes and two comments
- Mostly positive sentiment in the comments
- Posts three to five times per week on average

### TikTok

- 148.5K followers
- 2m likes
- Average 2K views
- Likes around 500 and comments around 50 on average
- Content typically uses current trends to promote products
- Posts about twice a week on average

### YouTube

- 26.6K subscribers
- Around 1K views on average
- Most content advertises new products through flay lays or how to videos
- Posts about once a month

### Twitter

- 110.3K followers
- Content is predominantly identical to what is posted on Facebook and Instagram, but without the video content
- Posts about three to five times per week
- Averages 15 likes and three retweets
- Often uses Twitter for customer service; frequently monitors and replies to Tweets

### Pinterest

- 47K followers
- 10M+ monthly views
- Content includes lots of product listings and ads for skin types/products, less creative and more advertisement focused





Founded in 1947, Cetaphil is a brand dedicated to sensitive skin care and sells within the categories of cleansers, facial and body moisturizers, facial serums, eye creams, sunscreens and baby skin care. Cetaphil is the number one recommended sensitive skin care brand by dermatologists (Cetaphil, n.d.). On Cetaphil's website, the brand states, "We believe you should not have to compromise when it comes to skin care, which is why we've formulated our products to defend against 5 signs of skin sensitivity and improve the resilience of your sensitive skin," (Cetaphil, n.d.). Cetaphil's website boasts tips for taking care of different skin types and finding products that align with those various skin types.

Cetaphil has a major focus on the environment and sustainability when creating its products and packaging. Some of the brand's green initiatives include "reducing environmental impact, formulating with cleaner ingredients and using smarter packaging" (Cetaphil, n.d.). In addition, the brand has a goal of "transforming factories to achieve 100% renewable electricity by 2022 and carbon neutrality in current production facilities" (Cetaphil, n.d.).

Furthermore, Cetaphil had 5.4% of dollar sales of the leading facial cleansers brands in 2019 (Statista Research Development, n.d.). Cetaphil is under Galderma Laboratories, which owns 13 other brands, such as Proactiv and Differin (Galderma, n.d.). Products of Cetaphil can be purchased at a wide variety of stores, including Amazon, Walmart, Target, CVS and Walgreens (Cetaphil, n.d.). The brand is available in 70 countries (Cetaphil, n.d.).

The social media presence of Cetaphil is lower compared to similar brands.

#### **Instagram**

- 106K followers
- 225 following
- 402 posts
- 150-900 likes per post
- Less than 30 comments per post
- Posts curated and created videos, Instagram reels, and photos

#### **Facebook**

- 3.6M likes
- 20-40 likes per post
- Up to 30 comments per post
- Posts curated and created videos and photos

#### **Twitter and Pinterest**

- No official account

#### **TikTok**

- 35.2K followers
- 382.1K likes
- Up to 740K views per video

#### **YouTube**

- 5.74K subscribers
- 69 videos
- Starting four years ago, less than one minute videos
- Between seven and five years ago, videos were one minute to five and a half minutes long
- Highest view: 4.9M views
- Lowest views: 419 views





Founded in 1952, the beauty brand Olay has become one of the leading names in its industry. As of Feb. 9, Olay has a share price of \$159.60 (Allbrands Markets, 2022) and as of 2020 had a “6% share of the global skin care market” (Cheng, 2020).

Olay sells a variety of fragrance-free moisturizers, serums, treatments, SPF, cleansers, toners and wipes for both the face and body. The brand also has multiple gift sets and kits available for purchase on its website. There are eight collections the brand categorizes its products into: Power Couples, Retinol 24, Red Jar, Sun, Serums, Eyes, Collagen Peptide 24 and Vitamin C (Olay, n.d.). The brand’s products have no parabens, phthalates, mineral oil or synthetic dyes. Furthermore, the brand focuses on three responsible beauty initiatives for its products: clean ingredients, recyclable cartons and dermatologist testing (Olay, n.d.). Olay is also cruelty-free and is “calling for an end to animal testing in skin care and the beauty industry” (Olay, n.d.). As a brand under Procter & Gamble, “Olay and P&G have started by committing \$5 million to #TakeOnRace, a fund supporting organizations fighting systemic bias and inequality, including the NAACP Legal Defense & Education Fund” (Olay, n.d.).

The social media presence of Olay is strong regarding its follower count, and the brand receives a high number of views and interactions per post.

## **Social Media**

### **Instagram**

- 325K followers
- 642 following
- 1,920 posts
- 150-700 likes per post
- Under 20 comments per post
- Posts curated and created videos, Instagram reels, and photos

### **Facebook**

- 8M page likes
- 30-200 likes per post
- Around 10-20 comments per post
- 4,000-7,000 views per video
- Posts curated and created videos and photos

### **Twitter**

- 149.1K followers
- 580 following
- 16.3K tweets
- Less than 30 likes per post
- 1-5 retweets per post
- 19.5K likes
- Posts curated and created videos and photos





### TikTok

- 16.4 followers
- 155K likes
- 200-700 views per video
- Less 30 likes per video
- Posts curated and created videos and photos

### YouTube

- 85.4K subscribers
- Less than four minute videos
- 26 videos
- Lowest views: 277 views
- Highest views: 5.8M views
- Mixture of videos focused diversity and the products

### Pinterest

- 23.3K followers
- 19 following
- 375.9K monthly views
- A lot of products listed under “shop” category
- Under the “created” category, there are aesthetically pleasing graphics about the products and brand



# Aveeno®

Aveeno is an international skin, hair and baby care brand founded in 1945. It became part of the Johnson & Johnson's Consumer Health segment in 1999 (Johnson & Johnson, 1999). Its products, which are not cruelty-free and not 100% vegan, include the seventh leading moisturizer in the United States in 2019 (Statista, 2019). Along with moisturizer, the brand carries body scrubs, body washes, sunscreen, shaving cream, facial cleansers, facial masks and makeup remover as well as solutions for cracked skin, dark spots, dull skin, eczema, redness and more (Aveeno, n.d.).

Aveeno's branding has a natural, eco-friendly feeling to it as many of its products are made with clinical study-based colloidal oatmeal, proteins, lipids and saponins (Oat, n.d.). The brand is committed to skin health equity and advancing eczema awareness. Aveeno largely appeals to women, and Jennifer Aniston has been the face of the brand since 2013.

Aveeno has around 700 employees and its estimated annual revenue is \$540 million (Owler, n.d.). The brand recalled some of its aerosol sunscreens in 2021 due to remnants of carcinogenic benzene found in its bottles (Jimenez, 2021). Despite the recall, Aveeno has a generally positive reputation.

## Instagram

- 197K followers
- Videos get around 2,000 views
- Photos get around 600 likes
- Posts are infrequent; 416 posts total
- Educational, self-love #SkinVisibility

## Facebook

- 1.7M likes
- 20-250 reactions per post
- 15-45 comments per post
- Account responds directly to comments
- Around 4K views per video

## Twitter

- N/A

## TikTok

- 1,180 followers, five videos
- Around 300 views
- Around 10 likes per video
- 82 likes total
- All influencer content

## YouTube

- 22.4K subscribers
- Highest views on Tips and tricks and Aveeno Baby, lowest on Jennifer Aniston videos
- Around 20K-40K views per video; most are 4-6 years old

## Pinterest

- N/A





# Neutrogena®

Neutrogena is an international skin care brand a part of Johnson & Johnson's Consumer Health segment. Founded in 1930 under the name Natone and acquired in 1994, it is now available in 70 countries (Johnson & Johnson, n.d.). The brand has a notable reputation as dermatologist recommended and science based. As of 2019, Neutrogena is the No. 1 acne treatment brand in the U.S., possibly due to its heavy influencer usage during and before that time (Statista, 2019). Its product categories include skin care, makeup, hair care, solutions, devices and skin advice. The brand does not test on animals (Johnson & Johnson, n.d.). With 352 employees, the company accrues an estimated \$4 billion in revenue (Zippia, 2021).

In 2021, the brand recalled some of its aerosol sunscreens due to remnants of carcinogenic benzene found in its bottles (Jimenez, 2021). The brand has most recently collaborated with Kerry Washington to create Neutrogena Studios, which has produced three inspiring, award-winning short films that tell relevant stories about skin and beauty (Hoffman, 2021).

## Instagram

- 897K followers
- Can get up to 3,000 likes and 5,000 views
- Educational content from scientists and male and female influencers
- Almost daily posts; 1,800 total posts

## Facebook

- 5.3M likes
- Shop is very prominent
- 60-200 likes per post
- 800-5K views per video

## Twitter

- 48.8K followers
- 433 following
- 18.8K tweets
- Around 20-60 likes per post
- 4-40 retweets
- Influencer posts can reach 2,000 likes

## TikTok

- 56.4K followers
- 815.9K likes total
- 100-7,000 likes per post
- Funny, helpful, relaxing content

## YouTube

- 43.8K subscribers
- Most viewed are films, beauty tips & tricks and Kerry Washington videos
- Least viewed are Sun Smart Advice & Tips, make up remover and Neutrogena TV videos

## Pinterest

- 11.5K followers
- 4 following
- 10M+ monthly views
- Verified account and merchant
- A lot of products listed under “shop” category
- Under the “created” category, there are graphics about the products and brand





Founded in 2005, CeraVe offers the only line of skin care products that contains a unique blend of three essential ceramides and patented delivery technology (CeraVe, n.d.). It is the No. 1 dermatologist recommended moisturizer brand in the U.S. and has been widely endorsed by skin care organizations around the globe. It has received more Seal of Acceptance awards from the National Eczema Association than any other brand. Some of CeraVe's products include facial cleansers, moisturizers, acne control products and sunscreens. CeraVe was acquired by L'Oréal in 2017.

CeraVe has been wildly successful on TikTok, and many of its products are frequently mentioned by beauty influencers and consumers on the platform (Besser, 2021). Dubbed "TikTok's favorite skin care brand" by Nylon, #CeraVe has 1.5 billion views on TikTok, with related hashtags consistently having over 1 million uses each (Rearick, 2021). In addition to earned media from influencers and consumers, CeraVe partners with influencers, beauty community members and licensed physicians or dermatologists on TikTok and YouTube to promote its products.

The brand's popularity on TikTok in early 2020 caused sales to skyrocket and certain products to sell out in markets around the world (Weil, 2020). In the first half of 2021, CeraVe doubled in size, and its parent company saw overall company growth (L'Oréal, 2021). As of Feb. 10, its NYSE value is \$364 per share (Yahoo!, 2022). CeraVe does not claim to be a sustainable brand, but it does claim to not test on animals and to provide low-cost and high-quality skin care to its consumers (CeraVe, n.d.).

Revenue: \$600 million (Weil, 2020)

### **TikTok**

- 292.1K followers
- Almost 1M likes on one video

### **Instagram**

- 587K followers
- 771 posts
- Content varies between photos of the product in aesthetic backgrounds or influencers using the product. CeraVe also attempts to use popular social media trends in its posts (most recent was Wordle)
- CeraVe uses longer captions on this platform.
- Brand gets more engagement on its own content posted on Instagram than any other platform



## Facebook

- 752,891 likes and 765,630 followers
- Content is identical to Instagram.

## Twitter

- 42.1K followers; 12.3K tweets
- Photos are similar/identical to those used on Instagram and Facebook. Captions tend to be shortened versions but carry a similar message to the other platforms.
- Captions do not often encourage the audience to respond or share the tweets





Founded in 2004, e.l.f. is a makeup and cosmetics company that sells products including mineral-based makeup, professional tools, eyeliners, lipstick, glosses, blushes, bronzers, brushes and mascara (e.l.f., n.d.). All of the company's products are 100% vegan and cruelty-free, and it prides itself on making quality products at affordable prices. Listing at \$26.93 per share as of Feb. 14 (Yahoo!, 2022), e.l.f. is a public company that made \$381 million in 2020 revenue (Companies Market Cap, n.d.).

In an effort to appeal to its consumers, e.l.f. took to TikTok in 2019 with the "Eyes Lips Face" challenge in which the brand created a song for the platform (Bach, 2020). People soon started searching for it on Spotify, and the team extended it into a full song with a music video. This campaign garnered one billion views in only six days, the fastest to ever do so on TikTok. This was also the first piece of branded content to ever hit No. 1 in TikTok's organic trends, and it currently has more than 6 billion views and 5 million user-generated videos. Celebrities and influencers took part in the challenge too, which provided unsolicited support to the campaign.

Revenue: \$370M (e.l.f., 2021)

### **Social Media**

#### **TikTok**

- 388.1K followers; 9.6M likes
- Content is exclusively made by brand influencers

#### **Instagram**

- 5.9M followers
- Content heavily features influencers using the products and products photographed with aesthetic backgrounds or in nice locations

#### **Facebook**

- 2.3M likes
- Content is identical to Instagram

#### **Twitter**

- 545.2K followers; 46.7K tweets
- Content is mostly the same as other social platforms. e.l.f. often retweets its own influencers; tweets or articles positively talking about the brand





# L'ORÉAL

The L'Oréal Group is an international cosmetics and beauty company that began in 1909 by a young chemist, Eugène Schueller (L'Oréal, 2020). The L'Oréal Group features 40 brands, one of which is Garnier, the No. 1 natural drugstore natural brand (L'Oréal, n.d.). The company was present in 150 countries as of 2019 and has a set of six values that include passion, innovation, entrepreneurial spirit, open-mindedness, quest for excellence and responsibility (L'Oréal, n.d.). It holds a commitment statement that declares, "Our commitments focus on three key areas – planet, the people, our products – with multiple initiatives and day-to-day actions that achieve our goals. Because we committed to do everything in our power to be exemplary," (L'Oréal, n.d.).

Revenue: \$32,026,717,800 (L'Oréal Finance, 2020)

## Instagram

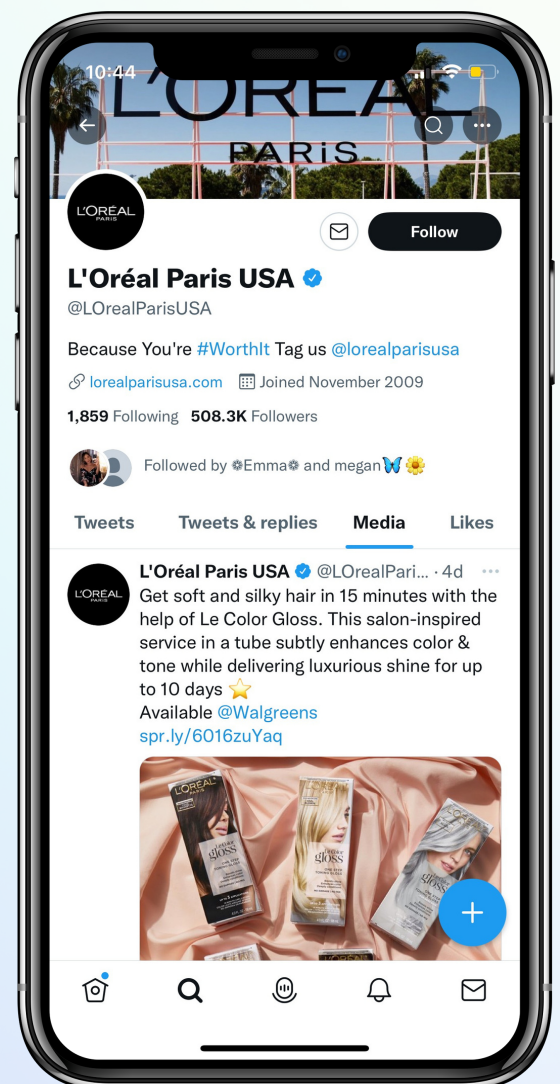
- 1,213 posts (as of Feb. 1, 2022)
- 323K followers
- Message of "we create the #beauty that moves the world"
- Various close-up images and short videos of products and people. No specific color scheme, yet appeals to an older demographic. Platform has a mix of color and black and white.

## Twitter

- Followers: 131.8K
- Focuses on social causes, promoting international and national awareness days/holidays, and newsworthy initiatives and product launches.

## Facebook

- Followers: 2,764,788
- No apparent theme, yet focuses on newsworthy partnerships, campaigns, product launches, promoting social justice and awareness days.





Clean & Clear, a brand that prioritizes the various delicate skin types of consumers, was founded by Revlon in 1956 (Brandyuva, 2019). Revlon sold the brand to Johnson & Johnson in 1991. Clean & Clear's first product was a skin cleanser.

The brand targets young professionals and college students (Clean & Clear, n.d.). Clean & Clear wants its consumers to focus on having healthy skin. It sells a diverse line of skin care products, including moisturizers and face washes as well as scrubs focused on oil removal, oil control, blackhead removal, moisturizing, pimple removal and pimple prevention.

The brand's pricing goal is to sell excellent quality items at a sensible cost. Clean & Clear's yearly revenue is \$18.4 M and has 82 employees (Owler, n.d.).

### **Instagram**

- 612 posts (as of Feb. 2022)
- Verified account
- 144K followers
- 125-170 likes per post
- Starting in August 2021, the account rebranded to cartoon graphics with blues and greens
- Focus on relaxation through a soothing skin care routine
- #CleanandClear has 62K posts
- Mix of positive and negative reviews

### **Twitter**

- Verified account
- 95.4K followers
- 15-80 likes per tweet
- Advocates for fighting for a change while taking care of your skin

### **TikTok**

- No account
- #CleanandClear (234m views) has primarily negative reviews due to the ingredients (such as alcohol) used in products

### **Facebook**

- Likes: 4.4M
- Posts range from 2-500 reactions
- No posts since June 2021
- Appeals to Gen Z through zines





# Bioré®

Biore is a skin care brand from Tokyo, Japan, that was founded in 1887 (Kao, 2022). Biore made its way to the United States in 1997. With a slogan of “free your pores,” the company’s products emphasize cleansing pores with products such as deep pore charcoal cleansers and pore clarifying toners (Kao, 2022). Biore is connected to its Japanese roots and focuses on Japanese skin care techniques. The brand is centered around affordability and functionality. Additionally, it is owned by Kao Corporation. Biore has a revenue of \$11 million (Zoominfo, 2022).

Biore is a partner of the National Council for Mental Wellbeing and Mental Health First Aid USA with the goal to improve mental health for college students (Kao, 2022). Biore is cruelty-free and uses sustainable materials in its products (Kao, 2022).

Revenue: \$11 million (Zoominfo, 2022)

Products: Deep pore charcoal cleansers, pore strips and pore clarifying toners (Kao, 2022).

Employees: 59 (Zoominfo, 2022)

## Instagram

- 1,844 posts
- Verified account
- 166K followers
- Focuses on bright neon colors that showcase products

## Twitter

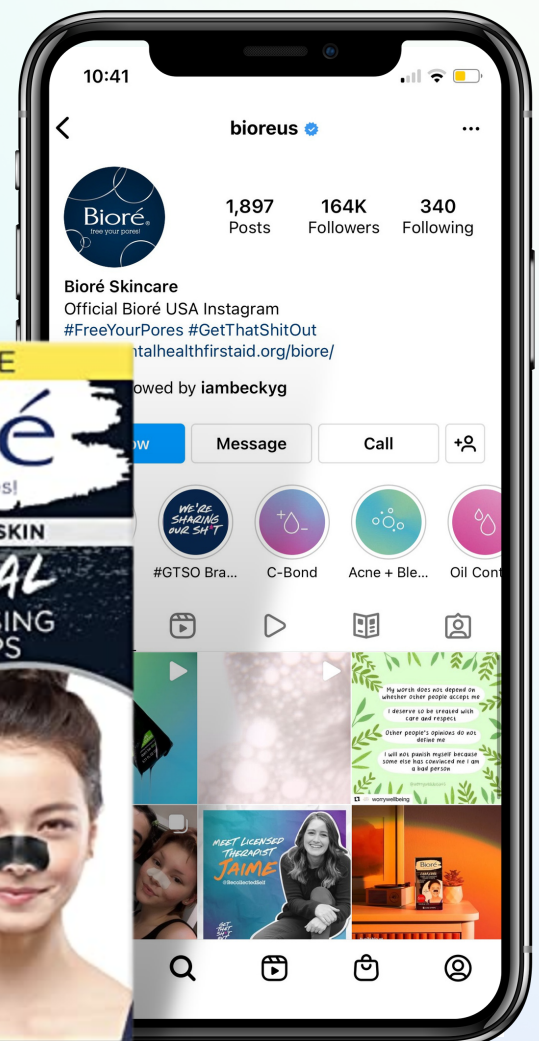
- 1,240 Tweets
- Verified account
- 8,042 followers
- Partnerships with influencers

## Facebook

- 1.3M likes
- Posts every day
- Posts relatable memes

## TikTok

- 4,308 followers
- Verified account
- 692.5K likes
- No posts since Jan. 11, 2022





Garnier was established in 1904 in France and is owned by L'Oreal (Garnier, 2022). The brand focuses on both skin care and hair care. Garnier is famous for hair color creme, products infused with fruit protein and makeup removing micellar water (Garnier, 2022). Garnier is cruelty-free certified under the Leaping Bunny program, which ensures that all raw and international materials do not involve animal testing (Garnier, 2022). Garnier is also dedicated to sustainable, eco-friendly products. Garnier has a revenue of \$175 million.

Revenue: \$175 million (Zoominfo, 2022).

Products: Hair color creme, makeup removing micellar water, shampoo, conditioner and moisturizers (Garnier, 2022).

Employees: 373 (Zoominfo, 2022)

Garnier has social media accounts for each country it operates in. The following audit is for the United States Garnier social media.

### **Instagram**

- 4,726 posts (as of Feb. 15)
- 524K followers
- Pictures of products on feed are color-coordinated
- Mid-level engagement; 200-300 likes and 30-50 comments

### **Twitter**

- 27.5K tweets (as of Feb. 15)
- 35.1K followers
- Does not seem to be super active on Twitter. Activity is mostly retweets and quote tweets from other accounts, and Garnier has not tweeted since October 2021.
- Low engagement; 5-10 retweets and 2-5 replies

### **Facebook**

- 1.8M likes
- 1,753,736 followers
- Actively posts 2-3 times a day. Similar content to Instagram with mostly pictures of products with bright colors
- Large follower base but do not seem to be active; 5-10 likes per post and 7-10 comments
- Garnier is responsive to commenters

### **TikTok**

- 65.1K followers
- 802.7K likes
- Majority of posts are influencers using Garnier products.
- High engagement; on average 3K views on videos, 100-200 likes and 20-30 comments





Yes To, Inc. was founded in 2006 and creates skin care products with a natural base of fruit and vegetables (About Us, 2022). The brand is committed to its four brand pillars: nature, quality, solutions and partnership. It uses 95% natural ingredients and high quality standards when formulating its products (About Us, 2022). The brand creates solutions for people by designing skin care lines that include products for every step of a complete skin care routine. Its bestselling Yes To Tomatoes skin care line was created for blemish-prone skin. Some of its other skin care lines include Yes To Charcoal, Yes To Avocado and Yes To Watermelon, all with bases of natural ingredients. These collections include facial cleansers, masks, moisturizers and other facial products. Each of the five skin care lines appeals to different skin types, such as variations of blemish-prone, dry and sensitive skin. The brand also has one hair care line called Yes To Tea Tree.

Yes To, Inc. has accounts on all the major social media platforms but has not created new content on any account since 2021.

#### **Instagram**

- 120K followers (Feb. 2022)
- Verified account
- 2,975 posts
- Averages around 180 likes per post and four comments on posts that are not giveaways
- Giveaway posts average over 1,000 likes and over 300 comments
- Has not posted since December 2021
- Content includes mainly photos of its products and some user-generated content

#### **Twitter**

- 15.6K followers (Feb. 2022)
- Low engagement with around one like per tweet
- Has not posted since October 2021
- Content includes the same content from its Instagram with few retweets of other accounts that mention its products

#### **TikTok**

- 826 followers (Feb. 2022)
- 859 likes
- Has not posted since October 2021
- Averages between 12-14 likes on videos with one or two comments
- Averages around 300 views per video with most watched video having 2,606 views
- Content is product based with videos showing its products with background music

#### **Pinterest**

- 6.2K followers (Feb. 2022)
- Verified merchant
- 45.4K monthly views
- Uses Pinterest as a way to sell products as a shop; has only created two pins that are videos

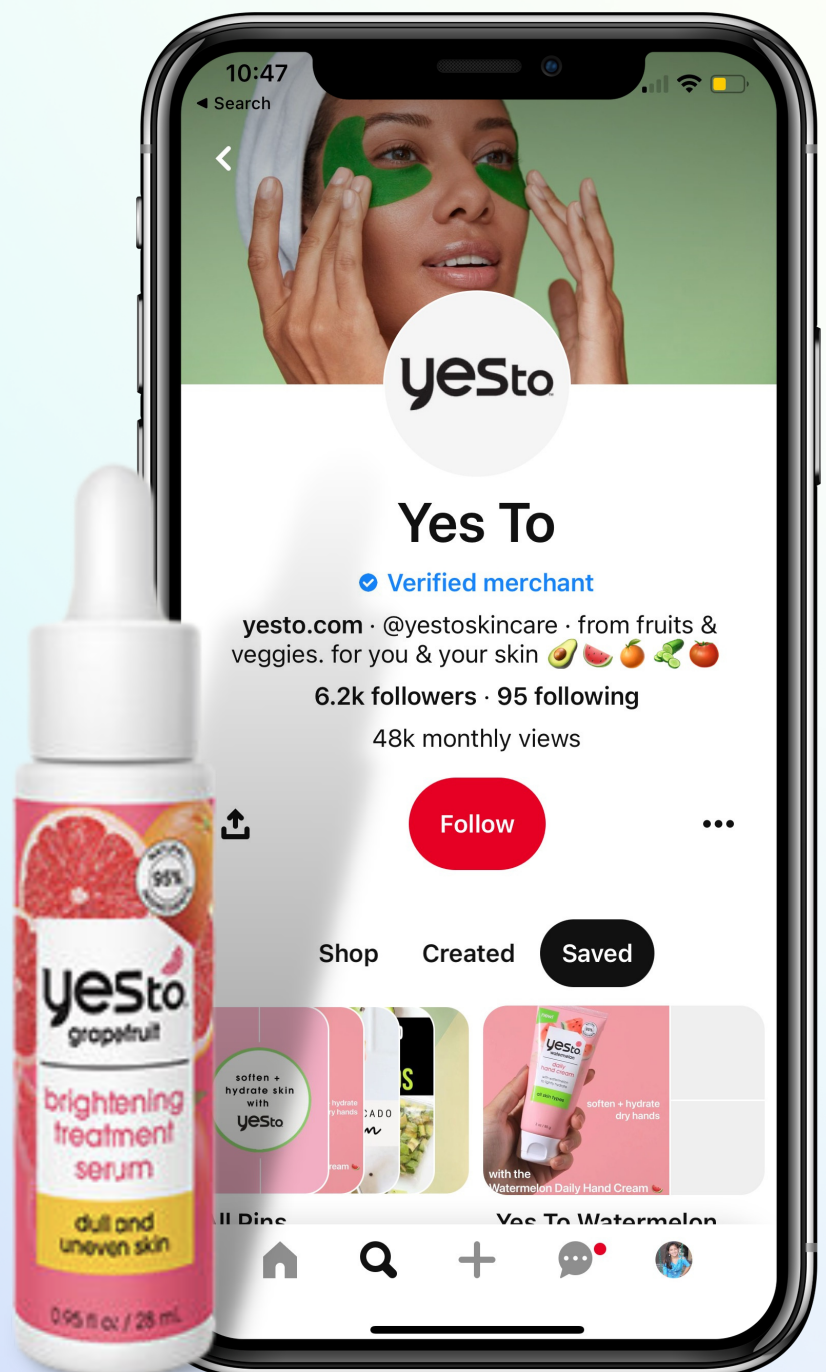


### Facebook

- 481,426 likes (Feb. 2022)
- 456,846 followers
- Has not posted since October 2021
- Posts range from 2-70 reactions
- Content includes same product posts and giveaways as Instagram and Twitter

### YouTube

- 2.4K subscribers (Feb 2022)
- Averages about six videos a year, starting three years ago
- Videos range from 20 seconds to 13 minutes, with the majority of them around one minute
- Has not posted since August 2021





Thayers Natural Remedies, originally Henry Thayer & Co., was founded in 1847 by Henry Thayer, a doctor with a strong interest in chemistry (Since 1847, 2021). Thayer opened a drug store in Cambridge, Massachusetts, where he focused on preparing extracts in concentrated forms around 1850 (Since 1847, 2021). Thayer worked on producing herbal extracts over the years and used witch hazel extract within his products. Now, Thayers Natural Remedies is best known for its witch hazel facial toners and astringents, but the brand also has facial cleaners, serums, balms, lotions, deodorants and other body care products. The brand considers witch hazel to be its “hero ingredient” (Since 1847, 2021). The company’s headquarters contains its very own witch hazel farm that produces the ingredients used in the brand’s products (Since 1847, 2021). Thayers’ products are cruelty-free and made with natural ingredients that are minimally processed. The brand was acquired by L’Oreal in 2020, after previously being owned by Henry Thayer Company (L’Oreal, 2020).

Thayers Natural Remedies is active on all major social media platforms and posts product photos and videos to connect with consumers.

### **Instagram**

- 116K followers (Feb. 2022)
- Verified account
- 2,222 posts
- Posts almost every day consistently
- Averages around 175 likes per post
- Number of comments range from zero on a product posts to 1,915 on a giveaway post
- Content includes the use of Instagram reels, photos and user-generated content to show its products

### **Twitter**

- 1,847 followers (Feb. 2022)
- Averages around six likes per post
- Posts at least once a week
- Content includes product photos, videos and graphics

### **TikTok**

- 15.4K followers (Feb. 2022)
- 419.8K likes
- Verified account
- Most viewed and liked video has 26.2M views and 101K likes with no comments
- Most videos have close to 20 likes, while some have likes in the thousands
- Posts about every other day
- Video content includes skin care routines, people using the products and the Thayers farm

### **Pinterest**

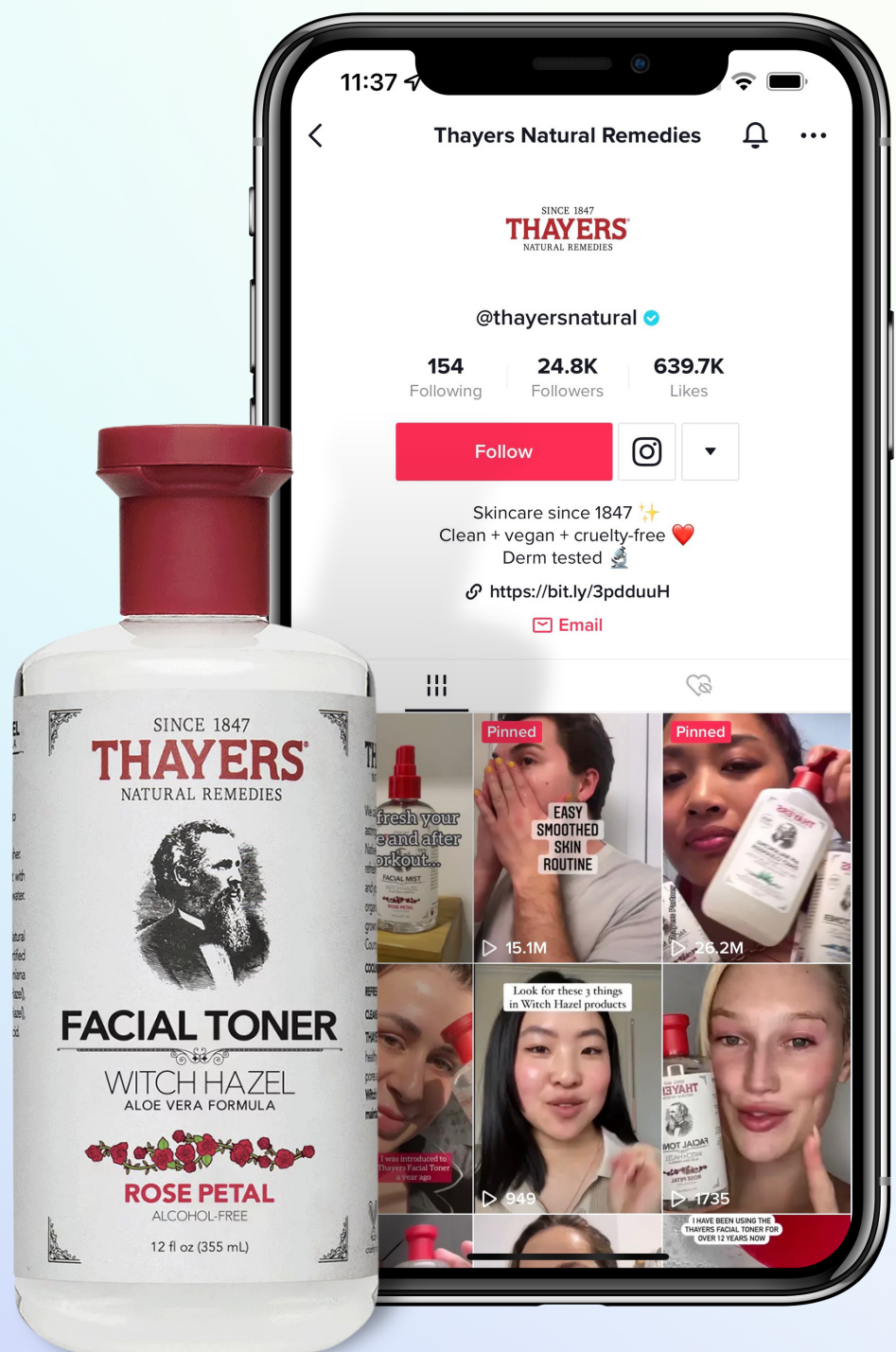
- 1.5K followers (Feb. 2022)
- Verified account
- 19.2K monthly views
- Content includes pins of products with aesthetically pleasing backgrounds, some of which use the outdoors as a background
- Uses videos and descriptive captions to educate people on its products

## Facebook

- 64,882 likes (Feb. 2022)
- 70,548 followers
- Posts range from 11-43 reactions
- Content includes product photos also posted on its other platforms

## YouTube

- 1K subscribers (Feb. 2022)
- Videos are short, with the longest video being one minute and 16 seconds
- Most videos are under one minute
- Content includes new product announcements, DIY videos and How-To videos





# PACIFICA®

Pacifica, founded in 1996, operates with the core value of compassion (Pacifica, n.d.). The brand prides itself on its service to the planet, animals and its customers. Pacifica is vegan and cruelty-free, and it supports organizations like Gentle Barn that assist animals through monetary donations, spreading awareness and guiding those switching to veganism. The brand has a variety of products such as skin care, suncare, makeup, nail care, body care and fragrances.

Pacifica lives by its compassion standards, which includes over 1,800 ingredients that the company refuses to use in its formulas (Pacifica, n.d.). The company has also taken a stand on social issues, asserting its stance to defend bodies and human rights. It firmly upholds its mission of “Putting the planet first. Protecting animals. Never compromising for people.”

## Instagram

- Followers: 519K (Feb. 2022)
- Posts: 4,736
- Theme: Pastels and close-ups of the product. A playful and fresh presence.
- Message: Made with compassion for the planet, animals & you. The OG Clean, 100% Vegan & Cruelty-Free Beauty brand #KindVibesAlways

## Twitter

- Followers: 21.7K (Feb. 2022)
- Message: Made with compassion for the planet, animals and you

## Facebook

- Followers: 192,884
- Message: Natural Cosmetics, Perfume, and Body products. 100% Vegan and cruelty-free. Be inspired. Indulge your wanderlust.





SheaMoisture is the legacy of Sofi Tucker, who sold Shea Butter, African Black Soap and homemade beauty preparations in Sierra Leone in 1912 (SheaMoisture, n.d.). Tucker's grandson, Richelieu Dennis, turned his grandmother's story into a business in 1991. The company honors Tucker's vision by continuing to formulate with Shea Butter handcrafted by women in Africa.

SheaMoisture's skin and hair products are all-natural and sustainably produced. The brand focuses on inclusivity, modern wisdom, sensory solutions and cultural cultivation. SheaMoisture's revenue is \$21 million (ZoomInfo, n.d.).

#### **Instagram:**

- 5,550 posts
- Verified account
- 851K followers
- 500-1,000 likes per post
- The account posts a mix of product images and influencers
- The brand is purpose-driven with a focus on economic equity and making an impact

#### **Twitter:**

- Verified account
- 83.3K followers
- 7-12 likes per tweet
- Focus on quality products; created The Next Black Millionaire fund

#### **Facebook:**

- 900K likes
- 2-20 likes per post
- Outlier post with 750 reactions
- Highlights the best of the best in Black design & haircare

#### **TikTok:**

- Verified Account
- 10.8K followers
- 50-700 likes per post
- Positive reviews
- Reposts content from Black female influencers







## problem statement

Bliss is a lesser-known skin care brand that must forge a firm connection with its primary audiences of Generation Z and millennial women between the ages of 18 and 34. **Bliss must take advantage of the current emphasis on skin care around the world and further promote itself as a natural, cruelty-free brand.** Bliss aims to bridge current beauty habits and practices with its innovative products to promote sales and grow its audience.

## methodology

Bliss distributed a quantitative survey to gather relevant information from its target audience. Bliss' target audience was identified as **women ages 18 to 34**. Participants that answered anything other than "woman" as their gender and did not fall between the age range of 18 to 34, were filtered out and not considered.

The survey was generated via Qualtrics on February 28, 2022. It was distributed through social media platforms, such as Reddit and Facebook, in order to target intended audience members. Bliss targeted groups such as sororities and beauty pages that included women between the ages of 18 to 34. Within these groups, a link to the survey was posted with a corresponding explanation of the qualifications necessary to participate in the survey. The purpose of the survey was to gather information on beauty habits of women 18 to 34 years of age. All information would remain private and confidential, and the survey only took a short amount of time to complete. The survey concluded on March 11, 2022, resulting in 536 total responses with 376 usable responses.

## primary research

### demographics

The first step in the survey was to identify participants' demographics to focus solely on the primary audience, women ages 18 to 34. If a participant selected that he or she identifies as a man, that person's survey was automatically ended. As a result, 438 out of 518 original participants identified as female and moved on to the second question. The second question focused on the age of the target audience, finding that 418 participants were between the ages of 18 and 34. This primary section helped the facilitators whittle down its participants to just the target audience.

The primary audience for this campaign is Generation Z females: those born between the years 1997 and 2012. The primary research conducted on this audience showed that 401 out of 436 participants were Generation Z females. Three hundred and thirty-three women, or 77.75% of the group, were between the ages of 18 and 22. The remaining 62, or 14.22%, were between the ages of 23 and 27. Millennial females make up the campaign's secondary audience. Based on survey responses, 17 women indicated that they were between the ages of 18 and 34, and 13 women indicated that they were over the age of 35.

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Of those surveyed, 60 out of 337, or 17.80%, were Hispanic or Latino, and 272 out of 337 participants, or 80.71%, were not. When determining the highest level of education completed by the participants, the largest percentage was a high school degree, and a bachelor's degree was the second highest percentage. Among the participants, 183 out of 337, or 54.30%, completed high school and 126 out of 337, or 37.39%, completed a bachelor's degree. Seventy-one out of 337, or 21.07%, had a household income between \$50,000 - \$100,000, which was the highest income bracket among the participants.

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## skincare

Of the remaining 415 participants, 391 stated that they use skin care products, while 343 indicated that they have used skin care products within the last month. Bliss is mainly focused on the women in the target audience who regularly use skin care products and have a basic understanding of skin care. We can assume that the majority of the sample regularly uses skin care products.

## social media use

Social media use is a good way to gauge how likely a person is to engage with a product, and 32.1% of the remaining survey participants claim that they regularly consume social media such as Instagram, TikTok and Facebook. The majority of participants indicated that they spend one hour or more per day on social media while 42.3% spend three to four hours daily. Studies show that Generation Z females are highly active users of various social media platforms.

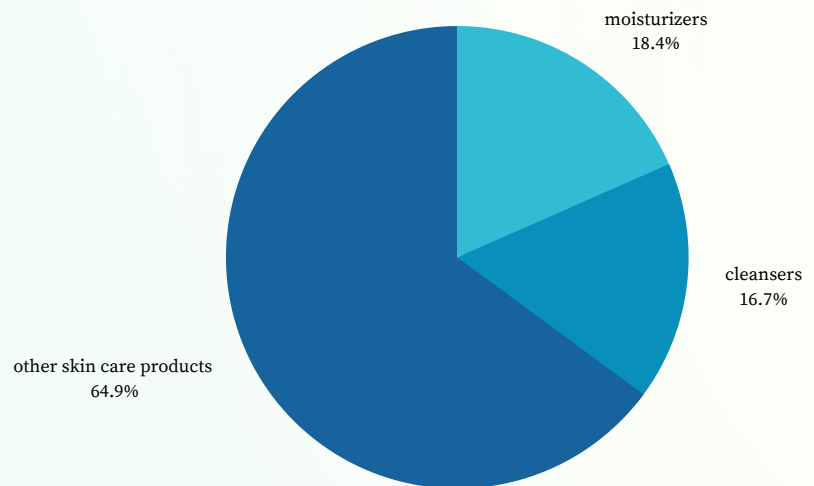
Information on three social media outlets (Facebook, Instagram, and TikTok) was collected to determine the best platforms on which to market Bliss. The data showed that 23.6% of participants use Instagram while 19.7% use TikTok on a regular basis. Some apps, such as Instagram and Facebook, have shoppable features that allow companies to link their products within the app. In a study of 865 participants, 12 reported having used these direct links to purchase skin care products. Millennials are also avid users of social media as seen through the survey. On Facebook, 12.6% of millennial women users are between the ages of 25 to 34 while 7.9% are between the ages of 35 to 44. Similarly, 14.6% of females on Instagram are between the ages of 25 to 34, while 8.1% are ages 35 to 44.

## purchasing habits

The following section of the survey focused on purchasing habits. Out of 343 participants, 225 said that they purchase skin care products based on the ingredients. The bulk of participants also indicated that their purchasing habits are not heavily influenced by influencers or celebrities via social media. The majority of participants, 45.53%, indicated that they purchase products every 2-3 months. Of those women, 27.6% typically purchase skin care products directly from well-known beauty stores such as Sephora or Ulta, while 26.6% indicated that they typically purchase skin care products from retail stores such as Target or Walmart.



In order to evaluate which products are of particular interest to this demographic, surveys were conducted among Generation Z women to determine the most frequently purchased products in one year. According to the data, the most popular skin care products purchased in 2021 by Generation Z females were moisturizers and cleansers. In a survey of 1,723 participants, 18.4% had purchased moisturizers and 16.7% had purchased cleansers in that year. An additional survey analyzing the popularity of Bliss as a skin care brand showed that 38 out of 2,197 participants, or 1.7%, had previously purchased Bliss products. The survey found that Bliss' largest competitors include CeraVe, Burt's Bees and Neutrogena.



## self-care

In 2022, men and women alike are greatly invested in self-care. Out of 376 survey participants, 311 said that they consider their skincare routine to be an aspect of self-care. When asked about other self-care activities, skincare still ranked within the top three activities with 11.78% of the total vote. Sleeping received the majority of the votes with 12.84%. Skincare was followed by listening to music and spending time with friends and family.

## secondary research

### primary audience - generation z females

The primary audience for the Bliss campaign is females within Generation Z. Generation Z is defined as those born in 1997 to 2010.

## purchasing habits

In May of 2021, IRI published a study titled "Understand Me, Don't Define Me," which discussed findings on the purchasing habits of Generation Z females. According to this study, 59% of female-identifying respondents said that recommendations from friends and family are the biggest factor that influences their purchases (IRI, 2021). The second most influential factor was seeing friends or family members using the product (54%). The third most influential advertising channel was TikTok (39%). Within the same IRI study, researchers found that 74% of Generation Z females had purchased personal care products within the last three months of taking the survey. The only higher category was food purchases at 87% (IRI, 2021).

A survey conducted by Statista in June 2021 presented the following question to Generation Z females, "Here you can see sustainable aspects of cosmetic products. Which of these do you pay particular attention to when buying?" Of the respondents, 28% chose the response "free from harmful ingredients," 27% chose the answer "cruelty-free/no animal testing," and 24% chose "free from environmentally harmful ingredients." (Statista, 2021) A large amount of the respondents cared about what was used to create their cosmetic products.

In a survey conducted by Mintel in 2021, internet users aged 18 to 24 were asked about which channel they use to purchase beauty and personal care products. Sixty-nine percent of respondents said that they purchase beauty and personal care products in store, while 50% said that they purchase those products online. Only 21% of the respondents purchase beauty or personal care products through an app (Mintel, 2021). In the same survey by Mintel, participants aged 18-24 were asked, "Which of the following product claims/features would you be willing to pay more for?" Fifty-seven percent of respondents said that high-quality was a factor in paying more for beauty and personal care products. Forty-two percent of respondents answered with clean ingredients as a purchasing factor, and 36% said they would pay more for eco-friendly products.

## media habits

Generation Z has never known a life without technology, making them the generation of social media. Generation Z spends the most time on social media with an average of almost 4.5 hours a day on varying platforms (YPulse, 2021). Grasping the attention of this generation is difficult as the average attention span for Generation Z is eight seconds (Forbes 2017). Sixty percent of Generation Z females say they use social media at the same time that the television is on. This phenomenon is called dual-screening and is more common among Generation Z females than Generation Z males (YPulse, 2021)

According to a survey completed by Mintel in May 2021, 66% respondents said that they use YouTube multiple times per day. Fifty-one percent of 18 to 24-year-olds use Instagram multiple times per day. Fifty percent use Snapchat multiple times per day, and 45% use TikTok multiple times per day (Mintel, Social Media Trends - US, 2021).

In the same social media survey by Mintel, participants were asked, "Which of the following have you done on social media in the past three months?" Of the 18 to 24-year-olds surveyed, 48% of them said that they had "clicked on a social media ad," and 48% "discovered a new brand through social media." Thirty-five percent of the respondents in this age group said that they made a purchase because of an ad that they saw on social media.

The GCS Special Beauty and Cosmetics Survey of 2021 focused on Generation Z's attitude toward beauty and social media in the United States. The survey asked females within Generation Z how they viewed social media and beauty. Of the respondents, 32% agreed with the option that, "social media helps spread diverse beauty ideas," and 31% agreed that "influencers convey unrealistic beauty ideals" (GCS Statista, 2021).





## lifestyle habits

A survey was completed by Lightspeed/Mintel in 2021 and it focused on the beauty consumer habits of Generation Z in the U.S. Participants aged 13-17 were asked about their attitudes regarding beauty and personal care, and 46% responded that “beauty/grooming routines are an important part of taking care of myself.” Participants aged 18-24 were also asked about their attitudes regarding beauty and personal care. Thirty-eight percent of these respondents said that “beauty/grooming routines are an important part of taking care of myself,” (Mintel, 2021, Gen Z Beauty Consumer). For both ends of the Generation Z spectrum, beauty and grooming routines are an important part of self care.

Another survey conducted by Mintel gathered information about skincare habits in the U.S. Forty-one percent of 18 to 24-year-olds use facial moisturizer at home, 45% use lip balm, and 44% use facial cleanser (Mintel, 2021, Facial Skincare - US). In the same survey, participants were asked to answer questions based on their level of agreement with the statement provided. Thirty-six percent of the 18 to 24-year-olds indicated that they somewhat agreed with the statement, “I feel overwhelmed when shopping for skincare.” Twenty-two percent said that they strongly agreed with the statement, 23% percent responded as neutral, 10% somewhat disagreed, and 9% strongly disagreed.



## secondary audience - millennial females

Millennial women ages 26 to 41 have proven to be the largest consumers of beauty products within the \$13 billion cosmetics market (excluding skin care and hair care) (Rooks, 2021) due in large part to their making up about 12% of the current U.S. population (Romanowski, 2019). They land in a unique middle ground between baby boomers, who are less digitally active, and Generation Z, who have less spendable income. As a group, they share many concerns, including corporate social responsibility and the perspectives of influencers within Generation Z.

## purchasing habits

Millennial women are avid digital shoppers, as 54% of millennials shop online (Wilcox, 2021). They tend to consider the price of products more than baby boomers, but still have a more discretionary income than most of Generation Z. As a result, 64% of millennial women said that they do not mind spending more on beauty and skincare products if it fits their needs. In other words, millennial women are primarily concerned about the value that they get from their skincare products. They will pay a premium if they can be convinced that the product is going to support their skin's health.

## media habits

Millennials are the largest generation on the web and have the greatest potential spending power, even though they follow fewer influencers than Generation Z. Historically, this has made them difficult to reach, as they consume media differently from the baby boomers (Team, 2019). The strongest motivator for female millennials to be on social media is beauty bloggers, whom they view as entertaining and informative (GWI, 2021). This is consistent with research showing that 40% of millennial women feel that Instagram, an influencer-heavy, personality-driven platform, is the best platform for reaching their demographic (Kh, 2019).

## lifestyle habits

In 2019, Mintel conducted a survey in the U.S. that examined the beauty habits of women ages 25 to 42. Eighty-four percent of participants said that they had used body lotion within the last six months, 78% said that they had used facial skincare within the last six months, 75% said they had used a fragrance within the last six months, and 74% said they had used hair appliances within the last six months.





## social media engagement goal

### Increase positive user engagement on social media by the end of 2022

- Increase likes on Instagram posts by 50% by the end of the year
- Start a brand ambassador program at universities (@BlissU) with a goal of 250 participants
- Continue posting stories that request viewer engagement
  - Post polls asking about favorite skincare products
  - Highlight brand ambassador's content
- Increase likes on TikTok posts by 50% by the end of 2022
  - Increase traffic to Bliss's TikTok account through paid partnerships with beauty influencers

## awareness goal

### Increase awareness for the Bright Idea Vitamin C collection by year's end.

- Increase awareness of Bright Idea face mask by 15% by the end of 2022
  - Target women ages 18-34 who reside within Northern areas to brighten dull skin
  - Create and promote social media hashtag (#BrightIdea)
  - Establish "booths" staffed by BlissU ambassadors at 1,000 Target/Ulta stores across the country (in university towns) to increase customer's knowledge of the brand
  - Target female-driven groups with samples and coupons (drop-offs and try-on events)
- Increase awareness of Bright Idea eye products by 15% by year-end
  - Create and promote social media hashtag (#BrightIdea)
  - Make a video interviewing women in target age group saying what self-care means to them
  - Target female-driven groups with samples and coupons (drop-offs or try-on events)



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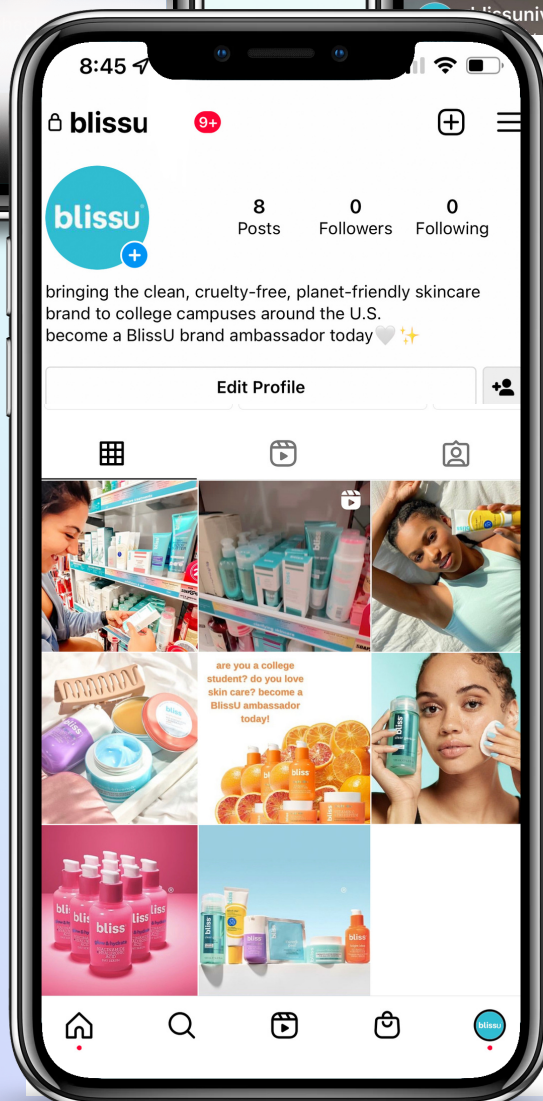
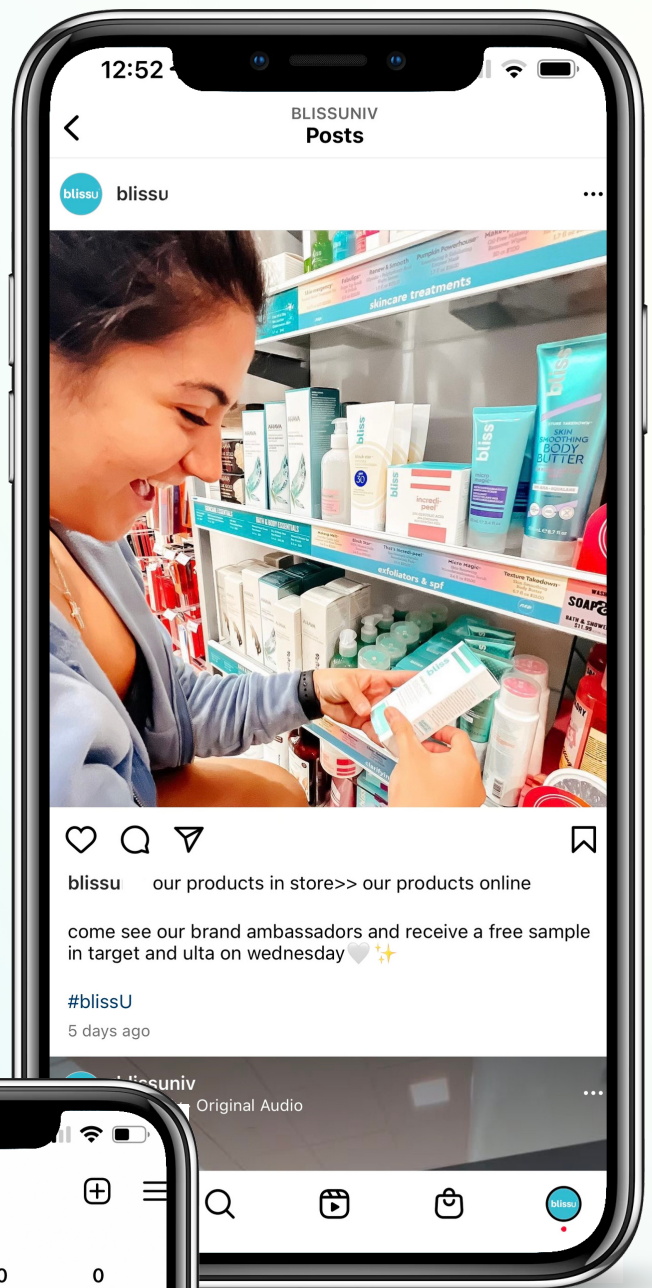
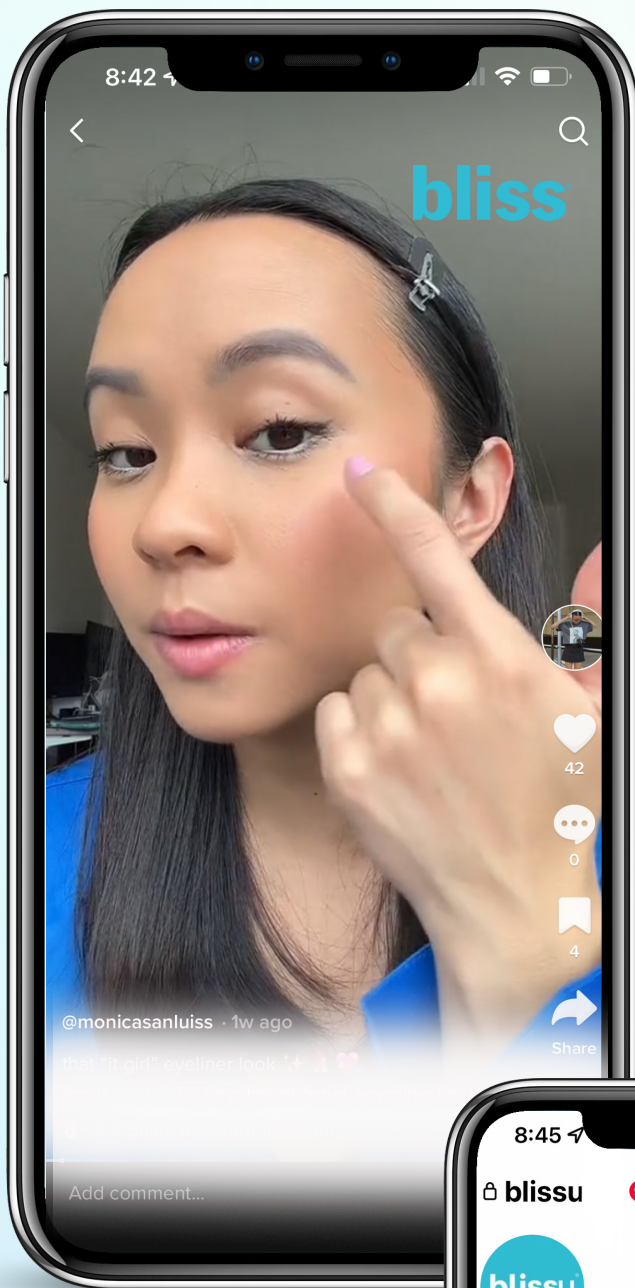




implementation implementation implementation











- campaign launch
- post Instagram poll asking people's favorite products to spark engagement



- begin recruiting students for BlissU and meet virtually in groups based on region
- post poll asking about sunscreen habits
- Darcy posts TikTok highlighting 1 product from each collection



- Sarita posts TikTok highlighting “Makeup Melt” and “Well, Yes! Multivitamin” collections
- BlissU ambassadors post



- start circulating #BrightIdea through ambassador posts and Bliss posts



- first virtual check-in meeting with ambassadors
- Monica posts TikTok highlighting “Disappearing Act” collection



- J.bleu posts TikTok highlighting “blissPRO” collection
- BlissU ambassadors post



- post poll asking favorite fall skincare products
- begin creating video interviewing women of target age group about self-care



- Monica posts TikTok highlighting “Clear Genius” collection
- virtual check-in #2 with BlissU ambassadors



- release video interviewing women about what skincare means to them
- set up booths at 1,000 Targets and Ulta stores nationwide run by BlissU ambassadors
- J.bleu posts TikTok highlighting “Watermelon Skincare” collection



### Oct. 28:

- send female-driven groups samples and coupons, urging members to follow Bliss on all social media
- BlissU ambassadors post



### Nov. 4:

- Monica posts TikTok highlighting “Fabulips” collection



### Nov. 18:

- second to last virtual check-in with ambassadors
- analyze feedback from groups that received samples/coupons
- Darcy posts Black Friday TikTok highlighting “Bright Idea” collection



### Dec. 2:

- second round of booths at Target and Ulta run by BlissU ambassadors
- J.bleu posts TikTok highlighting “Mighty Biome” collection
- BlissU ambassadors post
- post poll asking about favorite winter skincare products



### Dec.16:

- Monica posts TikTok highlighting “Drench & Quench” collection
- final ambassador virtual check-in and evaluation



### Dec. 30:

- Sarita posts New Years TikTok highlighting “Youth Got This” collection



### Dec. 31, 2022

- campaign wrap-up and evaluation





## influencers

## budget implementation

This campaign has an overall budget of \$25,000. The largest portion of the budget, \$9,800, will be allotted to influencers based on each woman's follower count and number of Bliss-related posts. As of June 14, 2022, Darcy McQueeny (@darcymcqueeney) has 394.9k TikTok followers, and she will post twice for Bliss at \$3,000 per post. Sarita Cuer (@saritacuer), at 150.2k TikTok followers as of June 14, 2022, is another influencer, and she will earn \$1,000 per post for two total posts. Monica SanLuis (@monicasanluiss) and Jenna Bleu (@j.bleu) will post more frequently for Bliss due to each woman's modest follower count. As of June 14, 2022, Monica SanLuis has 27.9k TikTok followers while Jenna Bleu has 11.6k TikTok followers. Monica will post four times at \$300 per post, and Jenna will post three times at \$200 per post.

Other expenses include compensating BlissU ambassadors and covering the cost of sample items at in-person events and giveaways. Bliss will allot \$2,500 worth of products to in-person events and to female-driven groups at universities such as sororities and female-led organizations. These products will be samples. Another \$2,500 is allotted to BlissU ambassadors to compensate those women for their work while allowing them to give away free samples as each sees fit. The final \$5,200 will cover extra and unexpected expenses.







## evaluation

We will center our evaluation of the Bliss Campaign solely on our two goals: To increase positive user engagement on social media by the end of 2022 and to increase awareness of the Bright Idea face mask by 15% by the end of 2022. To measure the effectiveness campaign, we will record weekly totals in Instagram likes and TikTok videos. To measure the effectiveness the campaign, we will conduct surveys and social listening audits throughout the duration of the campaign.

### **Goal: Increase positive user engagement on social media by the end of 2022**

- Organize social media metrics for Instagram and TikTok by recording totals. For this campaign, Instagram and TikTok metrics will be used to accurately measure positive user engagement through post likes.
- Compare pre and post campaign likes for the duration of the campaign. For this campaign, Instagram and TikTok likes will be recorded weekly to ensure growth within positive user engagement.
- Record growth rates in positive engagement on both social media platforms. Specifically analyzing @BlissU account's positive sentiments.

### **Goal: Increase awareness for the Bright Idea Vitamin C collection by year's end.**

- Monitor sentiment of people attending Bliss events by providing anonymous surveys to attendees via Qualtrics.
- Compare awareness of the Bright Idea Vitamin C collection pre and post campaign. Juxtapose these numbers against key competitors.
- Monitor increases of orders placed from booths within Target/Ulta stores and compare them to each other to evaluate customer sentiment and in-person purchasing habits.



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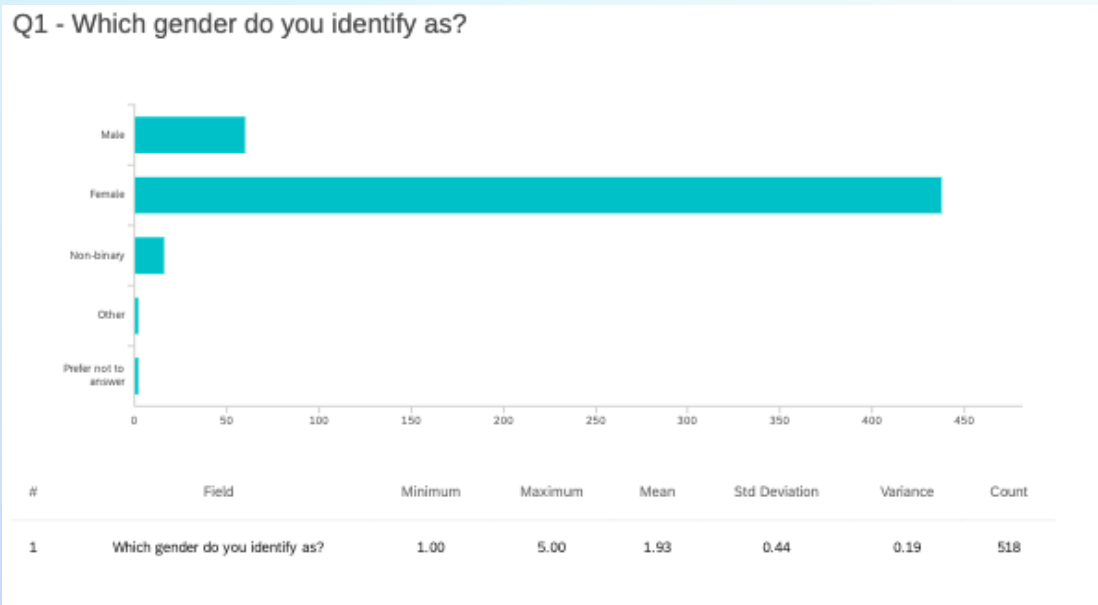
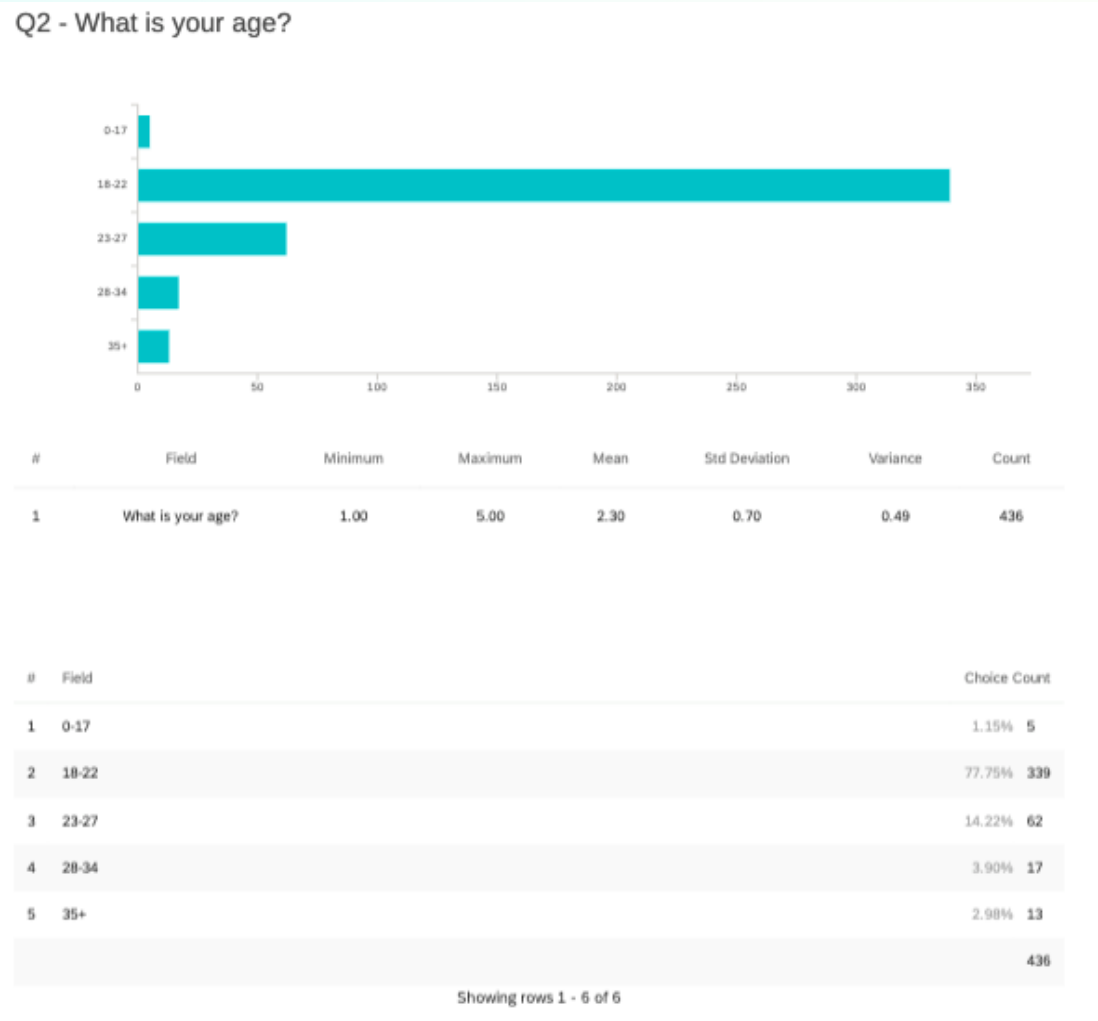
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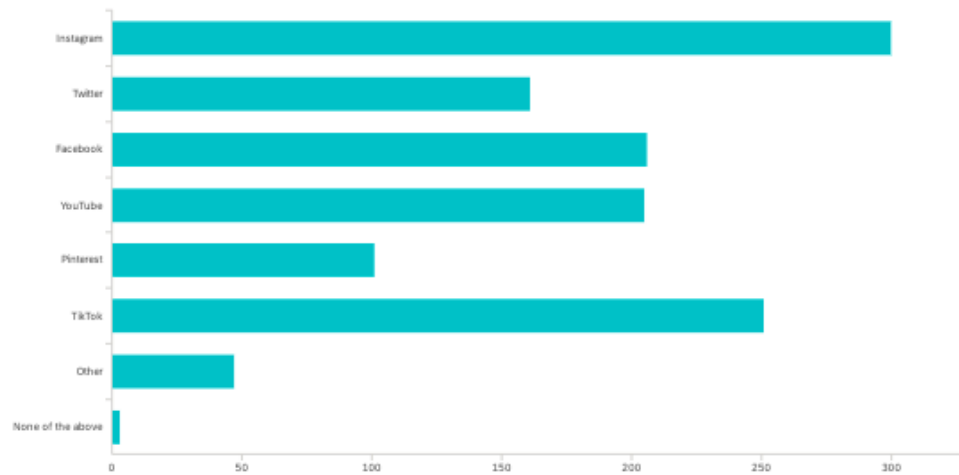
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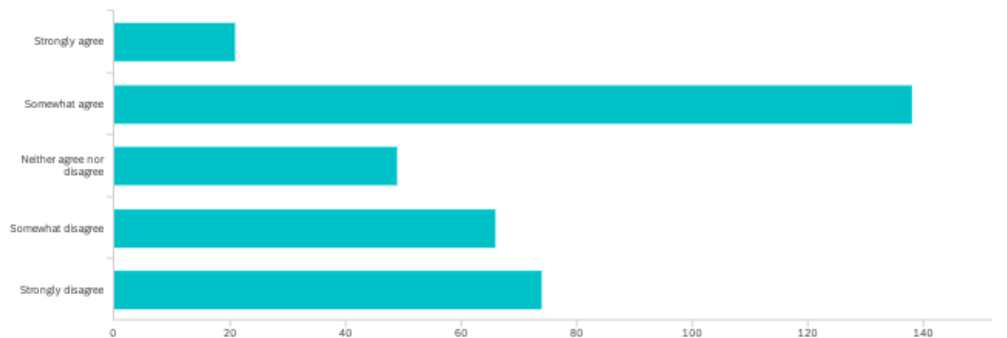
appendix b: survey results



Q11 - Which social media platforms do you use regularly? Select all that apply.

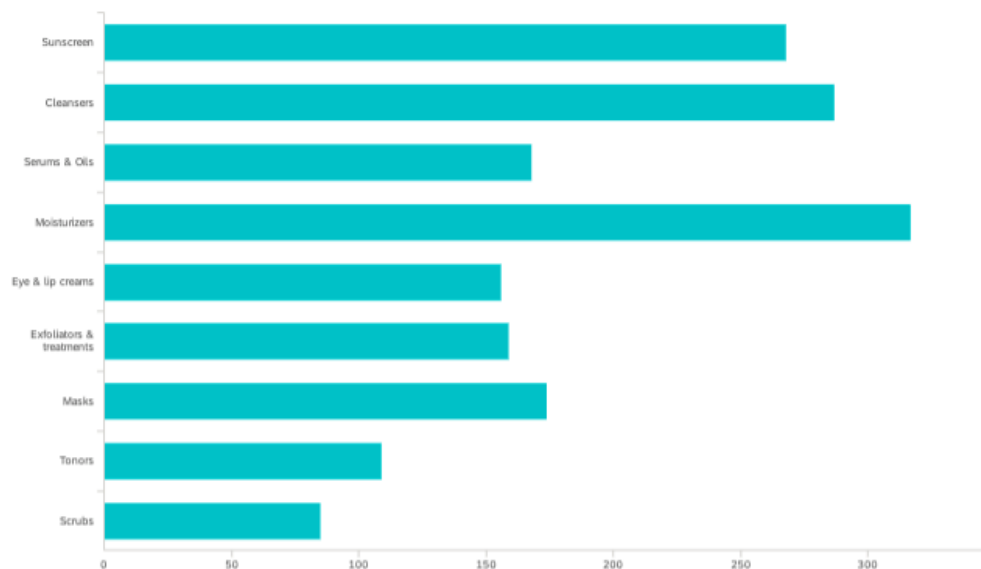


Q22 - I buy skincare products based on social media/influencer recommendations



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I buy skincare products based on social media/influencer recommendations	1.00	5.00	3.10	1.29	1.67	348

Q26 - Which skincare products have you purchased in the last year?





### Q23 - Where do you typically purchase skincare products?

