

GLOSSIER

“GLOW TOGEHER : A CLEAN BEAUTY MOVEMENT”

BRAND OVERVIEW

Glossier, founded by Emily Weiss in 2014, is a beauty firm that has successfully established itself in the skincare and cosmetics industry. Into The Gloss began as a beauty blog before transitioning to a full-fledged e-commerce business. The company quickly gained popularity for its unique approach to beauty, which emphasises natural aesthetics and skincare (Kelsey, 2023). Glossier has established itself as a leader in the direct-to-consumer beauty industry because to its innovative marketing strategies, particularly its emphasis on social media and community interaction.

Glossier is one of the most valuable beauty startups in the industry as of 2023, valued at over \$1.8 billion (Forbes, 2023). The brand's product portfolio, which caters to clients who value performance and simplicity, includes basic cosmetics and skincare items. Glossier products have clean ingredients, eye-catching packaging, and a focus on complementing rather than concealing inherent beauty (Baker, 2022).

BRIEF HISTORY AND BACKGROUND

The aim behind Glossier was to create a cosmetic brand that would appeal to modern customers. Emily Weiss noticed a need for products that prioritised user experience and skin health over heavy makeup. Glossier's first product, the Balm Dotcom, debuted as a consequence of this notion and quickly garnered a cult following (Levin, 2020). Since then, Glossier has expanded its product line to include moisturisers, serums, and a variety of cosmetic items that highlight one's natural characteristics.

The brand's innovative use of social media as a marketing tool has shaped its history. Glossier connects directly with their audience by displaying user-generated content, facilitating community interactions, and hosting product feedback sessions on social media platforms like as Instagram (Hawkins, 2021). In addition to increasing brand loyalty, the amount of contact has allowed Glossier to create products that meet the needs and preferences of its customers.

TARGET AUDIENCE AND MARKET POSITIONING

Glossier's commitment to authenticity and inclusion appeals mostly to Generation Z and younger clients. According to Deloitte (2022), these customers like brands that respect their ideals, strive for transparency, and promote individuality. These clients are drawn to Glossier's marketing strategies, which usually highlight the importance of uniqueness and community in beauty. The company positions itself in the market as a competitor to traditional beauty norms, highlighting a skin-first approach rather than a makeup-centric strategy. Glossier's unusual position may allow it to compete effectively with well-known brands that stress refinement and glitter, such as Sephora and Estée Lauder (Peters, 2020).

OBJECTIVES

The following are the primary aims of the "Glow Together" campaign, which are based on Glossier's positioning and identity:

- boost Brand Awareness: Over the next six months, Glossier plans to boost its visibility to new audiences by 30% through influencer collaborations and targeted social media marketing.
- Increase Social Media Engagement: Use user-generated content and interactive campaigns to increase Instagram and TikTok engagement by 25% in the same amount of time.
- Increase Market Reach: By emphasising inclusivity and the brand's commitment to clean beauty, Glossier may attract 20% more consumers from a broader variety of demographics while also establishing itself as a pioneer in environmentally responsible cosmetic practices.

BRAND IDENTITY & POSITIONING

Glossier's brand identity is shaped by emotional and psychological factors, emphasizing honesty, transparency, and community. The brand's advertising campaigns often feature real customers and their experiences, fostering trust and a sense of community. This approach not only builds brand loyalty but also positions Glossier as a partner in the beauty journey, rather than just a product producer. The brand's "skin-first" philosophy, prioritizing skincare over heavy makeup, aligns with its target market, who seek simple cosmetic solutions that highlight their natural features. The brand targets busy consumers seeking convenience and simplicity in their beauty routines. Glossier's commitment to diversity is also evident in its product portfolio, catering to all skin tones and types, ensuring that each consumer feels valued and represented. This approach aligns with the growing demand for companies that reflect their unique needs and preferences. Glossier's distinct positioning sets them apart from competitors such as Sephora and Estée Lauder, which tend to emphasise luxury and high glamour. While these businesses frequently target a more conventional beauty

customer, Glossier's approach appeals to a younger, more socially aware demographic seeking authenticity and community participation (Peters, 2020).

This difference is reflected in Glossier's product marketing, which uses realistic images and content to encourage customers to embrace their natural beauty. As customers grow more aware of the ethical implications of their purchases, the beauty industry is rapidly evolving. As a consequence, Glossier's dedication to sustainability and clean beauty aligns with current consumer expectations and business trends. According to a recent McKinsey (2022) poll, 67% of customers consider sustainability when purchasing cosmetics, highlighting the need of aligning corporate principles with customer expectations. Glossier cements its reputation as a contemporary and ethical beauty brand by highlighting ethical business practices and full transparency in ingredient sourcing.

MARKETING COMMUNICATION STRATEGY

Glossier successfully engages their target audience with a multichannel marketing communication approach. Social media platforms such as YouTube, Instagram, and TikTok are valuable outlets for communicating with younger clients who spend a lot of time online. According to a Statista report from 2023, 78% of Generation Z and 89% of millennials prefer to locate things on social media. This makes social media platforms such as Instagram, which are known for their ability to graphically convey tales, ideal for marketing Glossier's products and engaging with customers. In addition to social media, Glossier engages with influencers and forms collaborations. Working with beauty influencers may help the company gain access to existing networks and reputation. A Nilsen (2022) survey found that 70% of youngsters trust influencers more than traditional celebrities, demonstrating the tactic's effectiveness. Glossier's strategy also includes user-generated content, which encourages customers to share their tales and fosters trust in the community.

The primary communication channel was carefully selected to be social media. In addition to offering a visual representation of its goods, social media platforms enable Glossier to interact directly with consumers. By actively engaging in conversations, responding to comments, and sharing user-generated material, Glossier builds a community with its audience (Kelsey, 2023). The brand's choice to focus on TikTok and Instagram in particular aligns with its target market's consumption habits and ensures that its message is conveyed successfully. Additionally, Glossier might use influencer partnerships to expand its following and enhance its reputation. Influencers may really promote products in a manner that traditional advertising might not be able to by crafting an engaging narrative that appeals to prospective customers (Hawkins, 2021). This strategy gains support from research showing that 49% of customers base their purchasing decisions on recommendations from influencers (Deloitte, 2022).

KEY MESSAGES

The core of Glossier's marketing messaging is authenticity, simplicity, and variety. By emphasising the idea that beauty should enhance rather than conceal inherent features, Glossier encourages its clients to embrace their unique personalities (Peters, 2020). Messages that highlight real user experiences and testimonials serve to further bolster this authenticity. The brand's motto, "Skin first. Makeup second," embodies this idea and resonates strongly with its target market, which views skincare as the foundation of beauty (Forbes, 2023). Glossier also communicates its commitment to clean beauty and sustainability, aligning its brand with the rising demand from customers for ethical company operations. The brand's transparency about the origin of materials and production processes appeals to consumers who prioritise ethical issues when making purchases (McKinsey, 2022).

To ensure the efficacy of its marketing messaging, Glossier employs pre-testing techniques such as focus groups and A/B testing. The brand may evaluate several versions of its marketing materials using A/B testing to see which ones the target audience reacts to the best. For example, variations in taglines, visuals, or calls to action might provide insight into consumer preferences. Additionally, focus groups with certain demographics can gather qualitative feedback prior to the release of new ads, allowing for real-time consumer input to guide changes. These strategies not only provide valuable information, but they also assist the company in better understanding the preferences of its target market, ensuring that marketing messages are pertinent and effective.

CAMPAIGN PLANNING AND BUDGETING

The Glossier campaign will be evaluated using Key Performance Indicators (KPIs) such as brand recognition, customer interaction, and revenue growth. Brand awareness will be measured using metrics like impressions, engagement rates, and social media reach. High engagement rates can significantly impact brand exposure. Customer involvement will be assessed through direct messages, shares, and comments. The marketing's effectiveness in persuading potential customers will be determined by tracking website traffic and conversion rates. The final measure of success will be sales growth, which can be monitored during and after the campaign to evaluate the overall impact.

Glossier plans to monitor brand performance during its campaign using analytical tools like Google Analytics and social media insights. This will enable real-time adjustments and identify patterns, allowing for more targeted marketing strategies. The campaign will also use social media surveys and polls to gather qualitative data on customer perception and campaign messaging effectiveness. By integrating quantitative data

from analytics with qualitative input, Glossier will gain a comprehensive understanding of campaign performance, ensuring the campaign's success and achieving its goals. Glossier will measure brand equity using both qualitative and quantitative research methods. Quantitative methods include surveys designed to assess brand recognition, perceived quality, and consumer loyalty. Research indicates that brand equity is significantly impacted by customer perceptions of quality and loyalty, thus it's important to regularly check these variables (Aaker,2020). To find out how customers feel about the company and its messaging, social media analytics will be employed qualitatively, with a focus on sentiment analysis. Brandwatch and Sprout Social are two tools that may be used to analyse Glossier's social media mood and discussions during the campaign. With this combination of strategies, Glossier will be able to track changes in brand equity and adjust its strategy based on feedback from customers.

Glossier's campaign will be budgeted to cover various costs, including digital advertising, content creation, influencer partnerships, and promotional activities. The majority of the funding will be allocated to digital advertising, as the target demographic is mostly engaged on social media platforms like Facebook, Instagram, and TikTok. A three-month advertising campaign will cost around \$150,000. To attract visitors, Glossier will allocate \$50,000 for producing engaging content, including graphic design, copywriting, and video production. A \$100,000 budget will be allocated for partnerships with significant beauty influencers, including freebies, sponsored content, and affiliate marketing. An estimated \$30,000 will be used for marketing campaigns that inspire enthusiasm and encourage consumer participation, such as contests or limited-time offers. This comprehensive budget ensures effective allocation of funds to achieve objectives.

Monitoring the campaign budget will be crucial to ensuring that spending aligns with performance metrics. The campaign's entire expected budget is about \$330,000, and it will be evaluated often throughout the campaign to allow for adjustments based on how well certain campaign components perform. By identifying the areas that yield the highest return on investment through frequent budget reviews, Glossier will be able to maximise its resources. By being adaptable and data-responsive, Glossier can ensure that its campaign continues to be effective and meet consumer expectations, which will eventually lead to favourable results in terms of increased sales, customer engagement, and brand visibility.

ADDITIONAL ELEMENTS

Glossier plans to use eye-catching imagery, user-generated content, and high-quality photos and videos to enhance its brand image. Customizing campaign messaging to target the "Beauty Enthusiast" and "Minimalist" profiles will increase community involvement and authenticity. Storytelling elements will be used to establish an emotional bond with the audience, with first-hand accounts of people using Glossier

products being shared via social media, blog entries, and video testimonials. Interactive features like surveys and quizzes on social media will be used to increase participation and website traffic. Challenges like a "Glossier Glow-Up" can inspire customers to demonstrate changes they have made with Glossier products. Collaborative campaigns with social causes or brands with similar values, such as limited-edition goods or eco-friendly fashion labels, can also increase Glossier's reach and resonate with customers. By focusing on societal causes like mental health awareness, Glossier aims to resonate with its target audience and promote its inclusive and empowering goals.

CONCLUSION

Finally, Glossier's strategic brand campaign uses a complete, target-market-appealing plan to increase its positioning, identity, and market success. It uses Glossier's brand ideals of honesty and inclusion to build emotional bonds with customers. The focus on user-generated material like tales and photographs supports Glossier's objective to empower beauty seekers. The campaign aims to increase customer connection, brand recognition, and Glossier's beauty leadership. The campaign will target minimalist and beauty enthusiast personas from the research via social media advertising and other targeted marketing communication strategies. By setting a budget and monitoring its performance, Glossier will maximise return on investment and campaign efficacy.

Interactive features and relationships with like-minded companies help Glossier stay relevant in a changing market. This strategy expands Glossier's market share and emphasises its commitment to building a community of beauty enthusiasts. Overall, this campaign gives Glossier a fantastic opportunity to build its brand identity, engage with clients, and expand steadily in a competitive industry.

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