



PRESENTED BY:  
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# *Glossier.*

## CAMPAIGN PROPOSAL



# AGENDA

03	ABOUT GLOSSIER	10	TARGET AUDIENCE
04	EXISTING PROBLEMS	12	MARKETING MIX
05	THE OFFER	13	MARKETING CHANNELS
06	THE CAMPAIGN	14	ADVERTISEMENT EXAMPLES
07	THE CREATIVE STRATEGY	17	CAMPAIGN GOALS
09	DIRECT & DIGITAL RESPONSE	18	GLOBAL EXPANSION





# Glossier.

## About the Brand

- Before Launching Glossier the company created a website called Into The Gloss. where users shared their feelings and thoughts about various beauty products.
- Glossier launched in 2014 as an online storefront
- Glossier's became popular for the effortless beauty it gave customers
- Glossier grew rapidly and become known for their minimal aesthetic with pops of color
- in 2022 Glossier's annual revenue came to \$180M and is targeted to reach \$275M in 2023

# Existing Problems

IN FEBRUARY OF 2023 GLOSSIER CHANGED THE FORMULA AND PACKAGING OF THEIR ICONIC PRODUCT BALM DOTCOM, THIS CHANGE LEFT LOYAL CUSTOMERS ENRAGED. THIS CREATED A DIP IN ENGAGEMENT FOR GLOSSIER



ON AVERAGE ONLY 10% OF THEIR FOLLOWERS ENGAGE WITH THEIR TIKTOK POSTS



ON AVERAGE ONLY 2% OF THEIR FOLLOWERS ENGAGE WITH THEIR INSTAGRAM POSTS







# OFFER

**When customers sign  
up for Glossier's  
mailing list and text  
reminders**

**THEY  
RECEIVE**

**An exclusive offer that  
gives customers early  
access to shop the  
revival products in the  
campaign**



# The Revival Campaign

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The Revival Campaign is an active effort to reignite loyal customers that were lost in February of 2023. This campaign showcases the revival of the balm dotcom with the original packaging and a new formula to better recreate the fan favorite original formula. We heard the countless feedback and the original balm dotcom is back and better!

The revived balm dotcom launch will include every flavor even the previously discontinued cherry flavor. The revived product will be launch in small quantities to ensure profitability.





# THE CREATIVE STRATEGY

The creative strategy involves many driving factors that promote a consumer to purchase the revival balm dotcom:

- Listening to feedback and giving Glossier's audience a product they have been missing.
- Launching small quantities of the product will create a sense of urgency and maximize campaign buzz.
- Product launches and restocks will be announced through various social media platforms like Instagram and TikTok in hopes of increasing engagement.
- Early access invites and updates will be sent through the email list and SMS messaging to create a more personal relationship with customers.
- Customers who have previously purchased from Glossier will receive the same campaign and offer with a different code through the mail.

# THE CREAM STRATEGY





## Direct Response

The direct response is shown by customers who have previously shopped online with Glossier. For a customer to complete checkout online they must join the mailing list. The campaign and mail offer will be sent to the address on file. The data then shows the amount of customers purchasing product with the mail early access code/invite.

## Digital Response

Digital response will be immediately shown through the number of consumers that sign up for Glossier's email list and SMS message updates while the campaign offer is running. As well as the amount of customers purchasing product with the digital early access code/invite.

# Direct & Digital Mail Response







# Target Audience

Previous, current and future  
loyal customers



# Target Audience



## Gen-z & Millenials

- The use of certain social media platforms used in this campaign is purposely used to reach a Gen-Z customer market
- The use of email and direct mail communication is to reach a Millenial market who are longtime customers



## Middle Class

- This campaign is marketing towards the middle class who can afford Glossier's price range and become a regular customer



## The US, Netherlands and France

- This campaign is marketed most towards consumers located in the US due to the majority of Glossier's Consumer base coming from the US.
- This campaign is also marketed for the Netherland and France due to a returning customer base within thse areas.





PRODUCT/SERVICE MARKETING	PRICE	PLACE	PROMOTION
<ul style="list-style-type: none"><li>• THE REVIVED BALM DOTCOM</li><li>• SHADE RANGE OF 8</li><li>• UNIVERSAL SKIN SALVE (MULTI-USE)</li><li>• FOR ALL COMPLEXIONS</li><li>• GOOD FOR SENSITIVE SKIN</li><li>• VEGAN</li></ul>	<ul style="list-style-type: none"><li>• PRICED AT \$14.00 (US)</li><li>• PRICED AT 205 KR (SWEDEN)</li><li>• PRICES AT 14EURO (EU)</li><li>• PRICED FOR MIDDLE CLASS TO UPPER CLASS</li></ul>	<ul style="list-style-type: none"><li>• SHIPS TO THE US, UK, CANADA, PUERTO RICO, SWEDEN, DENMARK, IRELAND AND FRANCE</li><li>• RETAIL LOCATIONS IN ATLANTA, BOSTON, BROOKLYN, CHICAGO, DC, LONDON, LOS ANGELES, MIAMI, NYC, PHILADELPHIA AND SEATTLE</li><li>• SOLD IN SEPHORA STORES IN THE US AND CANADA</li></ul>	<ul style="list-style-type: none"><li>• CAMPAIGN EARLY ACCESS OFFER</li><li>• FREE SHIPPING ON ORDERS OVER \$30 IN THE US</li><li>• FREE SAMPLES WITHIN ORDERS</li></ul>



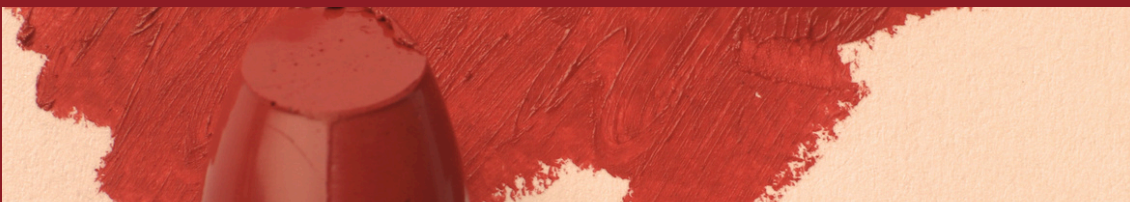
# MARKETING CHANNELS



MAIL/EMAIL & SMS MESSENGER	MAGAZINE	SOCIAL MEDIA
<p>CONSUMERS WHO HAVE SUBSCRIBED TO THE EMAIL LIST AND SMS MESSENGER THROUGH THE GLOSSIER WEBSITE WILL RECEIVE UPDATES ON PRODUCTS, RESTOCK AND EXCLUSIVE PERSONALIZED OFFERS. PREVIOUS CUSTOMERS WILL RECEIVE BOTH EMAL/SMS UPDATES AND DIRECT MAIL CAMPAIGNS, ANNOUNCEMENTS AND PERSONALIZED OFFERS. THE REVIVAL OFFER EXPANDS GLOSSIER’S TARGET MARKET BY SHOWING THE CONTACT INFORMATION OF CUSTOMERS INTERESTED IN THE CAMPAIGN.</p>	<p>CUSTOMER AUDIENCES WILL BE INTRODUCED TO THE OFFER AND CAMPAIGN THROUGH ADVERTISEMENTS RUNNING THROUGH TWO MAGAZINES, GLAMOUR AND SEVENTEEN MAGAZINE TO REACH BOTH MILLENNIAL’S AND GEN-Z MARKETS THAT MAY HAVE GONE UNTOUCHED. THIS CHANNEL OPENS UP MARKETS THAT MAY HAVE TO HEARD OF OR KNOW OF THE CAMPAIGN AND WHAT IT OFFERS.</p>	<p>SOCIAL MEDIA PLATFORMS SUCH AS INSTAGRAM AND TIK TOK MARKET TO GEN-Z AND YOUNGER MILLENNIALS. INSTAGRAM MARKETING SHOWS AND EXEMPLIFIES THE BRANDS AESTHETIC AND PRODUCTS. USING TIK TOK AS A MARKETING CHANNELS GIVES CONSUMERS AUTHENTIC AND INFORMATIONAL VIDEOS FROM THE BRAND SHOWING OFF THEIR PRODUCTS TO NEW AND CURRENT CUSTOMERS.</p>



# AD EXAMPLES

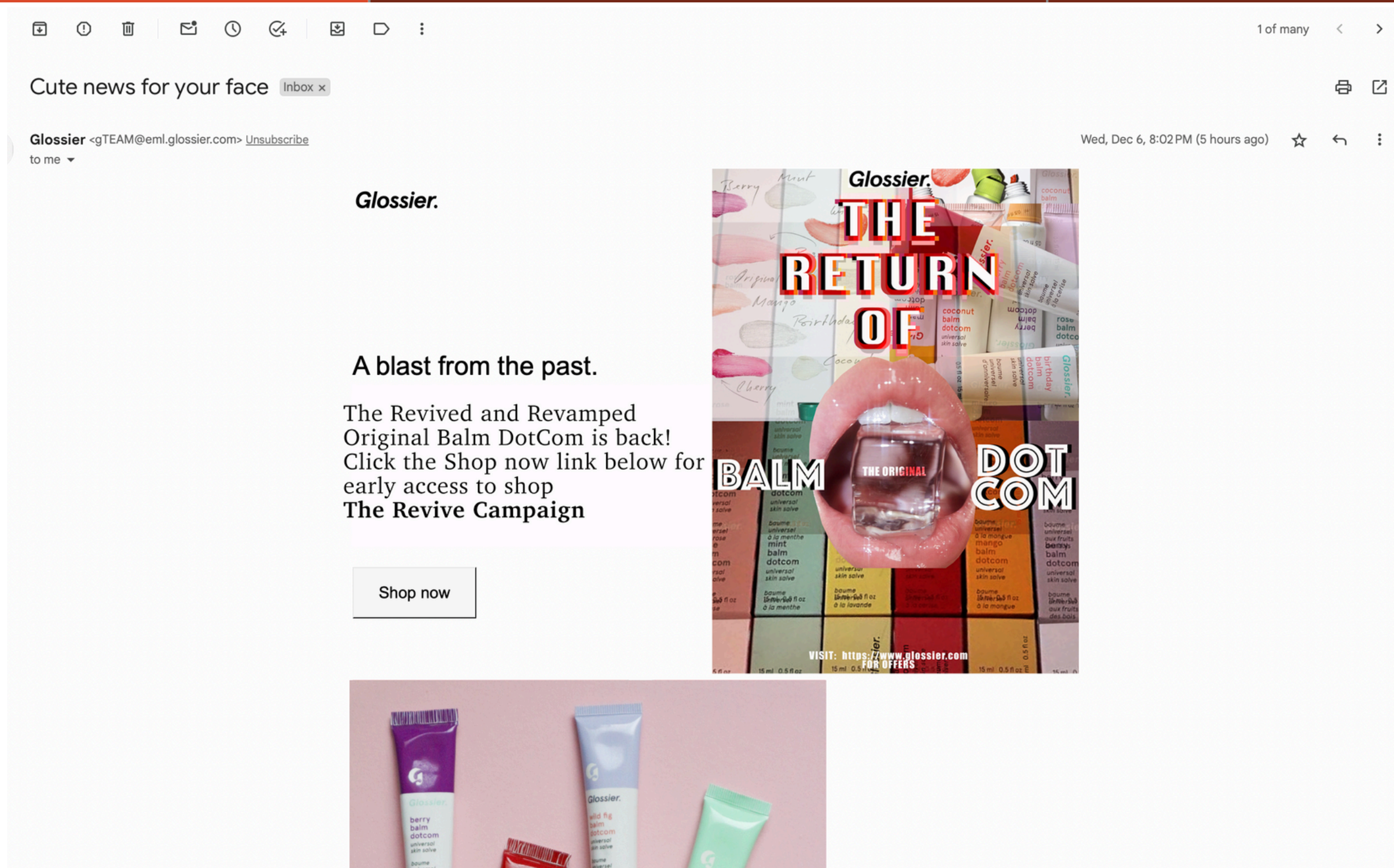


## EMAIL & SMS MESSENGER



MAGAZINE

## SOCIAL MEDIA





# AD EXAMPLES



EMAIL & SMS MESSENGER



MAGAZINE



SOCIAL MEDIA

**Glossier.**

**THE RETURN OF DOT COM BALM**

**THE ORIGINAL**

VISIT: <https://www.glossier.com> FOR OFFERS



# AD EXAMPLES

EMAIL & SMS MESSENGER

MAGAZINE

SOCIAL MEDIA





# CAMPAIGN GOALS

MARKETING PLAN  
PRESENTATION

01

INCREASE CUSTOMER ENGAGEMENT ON  
SOCIAL MEDIA

02

INCREASE THE SALES OF THE BALM DOT COM

03

BRINGS OLD CUSTOMERS BACK THAT WERE  
LOST DUE TO THE CHANGES IN THE BALM DOT  
COM





# Global Expansion

The revival campaign will be marketed to every country Glossier sells to:

US

UK

Canada

Ireland

Puerto Rico

Denmark

Sweden

France





# Works Cited

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