Rare Beauty

Brand Book with Data analyzing and visualization polish

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Executive Summary

Situation

The beauty industry now pays great attention to inclusion, mental health and environmental protection. Rare Beauty's brand concept just fits these trends. However, its popularity in the United States is not high enough (only 46%), and it also faces strong competitors such as Fenty, Glossier, and Kylie Cosmetics. Although it is popular on social media, it needs to stand out more and grab more consumers' attention.

Target Insights

Through questionnaires, interviews and data platform research, we found that the target group is young people aged 18 to 30. They like brands with emotions and attitudes, pay attention to mental health and environmental protection, and often use TikTok, Instagram and YouTube. They are greatly influenced by the recommendations of influencers or user sharing.

Objectives

- Increase 150,000 Instagram followers and 350,000 average TikTok video views
- Increase Sephora in-store sales by 15% and online sales by 10% (within 8 weeks)
- Soft Pinch liquid blush receives 100 positive reviews

Overall Strategy

We want to make everyone feel that Rare Beauty is not just cosmetics, but a way to convey confidence and love. Use stories, emotional content and influencers to impress users, appear when they need encouragement, and establish an emotional connection with the brand.

Connections Plan

- The event will appear on TikTok, Instagram, YouTube, and Sephora stores:
- TikTok: short video challenges, influencer makeup trials, product links
- Instagram: live broadcasts, product displays, user content sharing
- YouTube: instructional videos, brand stories
- Sephora stores: scan codes to watch videos, buy products and get small gifts
- Spotify/magazines: light-hearted ads, brand introduction soft articles

Situation Assessment

Industry Trends

Currently, the beauty industry is focused on inclusivity, self-expression, and mental health awareness. Clean beauty, minimalist makeup, and skin-first routines are trending. Consumers want products that feel good, look natural, and align with their values, and Rare Beauty fits right into that vibe.

Competition

Rihanna's Fenty Beauty

Rihanna's Fenty Beauty, which started in 2017, redefined inclusiveness with its broad spectrum of foundation hues. The company is praised for its creative goods appealing to a varied clientele.

Glossier

Founded in 2014 by Emily Weiss, Glossier stresses a minimalist approach with a "skin first, makeup second" philosophy. Emphasizing a simple look with a "skin first, makeup second" approach, Glossier was founded in 2014 by Emily Weiss. Known for its simple goods, the company has built a vibrant online community.

Kylie Jenner's Kylie Cosmetics

Renowned for its lip kits and trend-driven items, Kylie Cosmetics has used social media marketing to amass a significant following. The company now provides a broad spectrum of cosmetics items.

Strengths

- Powerful brand story + founder influence
- Inclusive shade range
- Strong online + social media engagement

Weaknesses

- Newer brand: less global reach than legacy brands
- May still be seen as "celebrity-driven" rather than performance-based

Opportunities

- Expand skincare line
- Collaborations + limited editions
- Grow in international markets

Threats

- Fast-changing trends
- Strong competition within beauty industry
- Risk of over-relying on Selena's image

Target Audience Insights - Persona

Persona Name: Emma Thompson

Demographics:
- Age: 24
- Gender: Female
- Location: Urban, Los Angeles, California
- Occupation: Social Media Manager
- Income: $45,000/year
- Education: Bachelor's degree in Communications
- Marital Status: Single
- Ethnicity: Mixed race (Black and Hispanic)
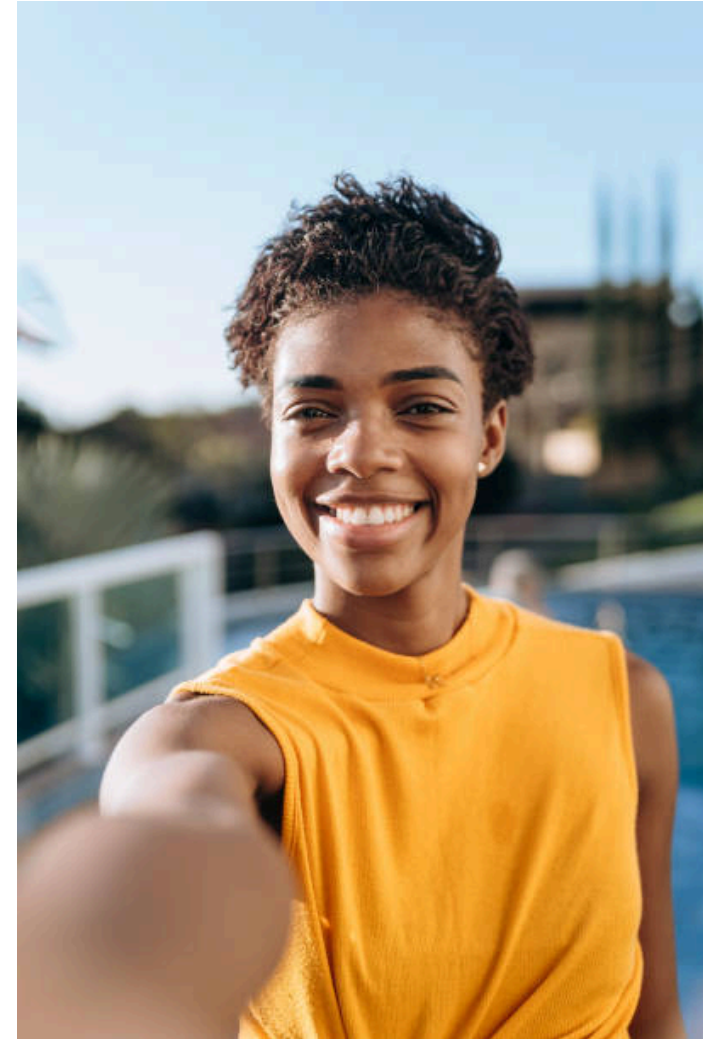
Target Audience Insights - Persona (cont.)

Psychographics:

- **Values:** Authenticity, inclusivity, self-expression, sustainability, and mental health awareness.
- **Interests:** Fashion, beauty, skincare, wellness, personal development, and social media trends.
- **Lifestyle:** Active on social media, frequently shares beauty tutorials and makeup reviews, attends virtual beauty events, enjoys fitness, and cares about cruelty-free products.
- **Personality:** Creative, socially conscious, and supportive of diversity and self-love initiatives. Emma loves trying new beauty products and is an advocate for makeup that empowers rather than hides.
- **Goals:** To feel confident and beautiful in her own skin, break down societal beauty standards, and discover products that enhance her natural beauty without sacrificing ethics or quality.
- **Challenges:** Finding makeup that suits her unique skin tone and fits her busy, on-the-go lifestyle. She also seeks transparency in the brands she supports, especially in terms of ingredient sourcing and environmental impact.

Behavioral Insights:

- **Buying Behavior:** Frequently shops online and prefers buying makeup from brands that have a strong online presence and engage with customers through social media. She values user-generated content, influencer reviews, and customer testimonials. Often purchases from brands with inclusive shade ranges and transparent marketing.
- **Product Preferences:** Prefers products that are lightweight, natural-looking, and cruelty-free. She likes bold but easily wearable shades and is willing to invest in high-quality items that support inclusivity.
- **Shopping Habits:** Emma enjoys trying new products, especially when they align with her values of sustainability and diversity. She's likely to buy based on recommendations from social media influencers or after seeing the product demonstrated in tutorials.

Target Audience Insights - Consumer Pathway

CDJ Model

Awareness:

- The consumer sees our Rare Beauty Advertisement on any social media platform and it sparks their **curiosity** to learn more about the brand the its quality.

Consideration:

- The consumer goes on the Rare Beauty **website/social media pages** and get a look at affordability, package design, and overall brand value (Why should I buy this?).

Evaluation:

- The consumer further evaluates Rare beauty Make up by comparing it to its competitors (Fenty,Elf,e.t.c) . They also go **on social media and watch videos** to see what other consumers have to say about the brand in order to determine if the brand successfully meets consumer expectations.
- At this step they could also be going into stores that carry Rare Beauty (Sephora) and **test the product** for themselves.

RARE BEAUTY CONSUMER DECISION JOURNEY VISUAL DIAGRAM

Purchase:

- Based on their evaluation of the different products they decide to purchase a product that stands out to them based on their specific determinant factors.

Post-purchase:

- After using the product they **share their experience with peers/families** on social media or through word of mouth. They could also **leave a review** on the brand website advocating for their specific determinant factors .
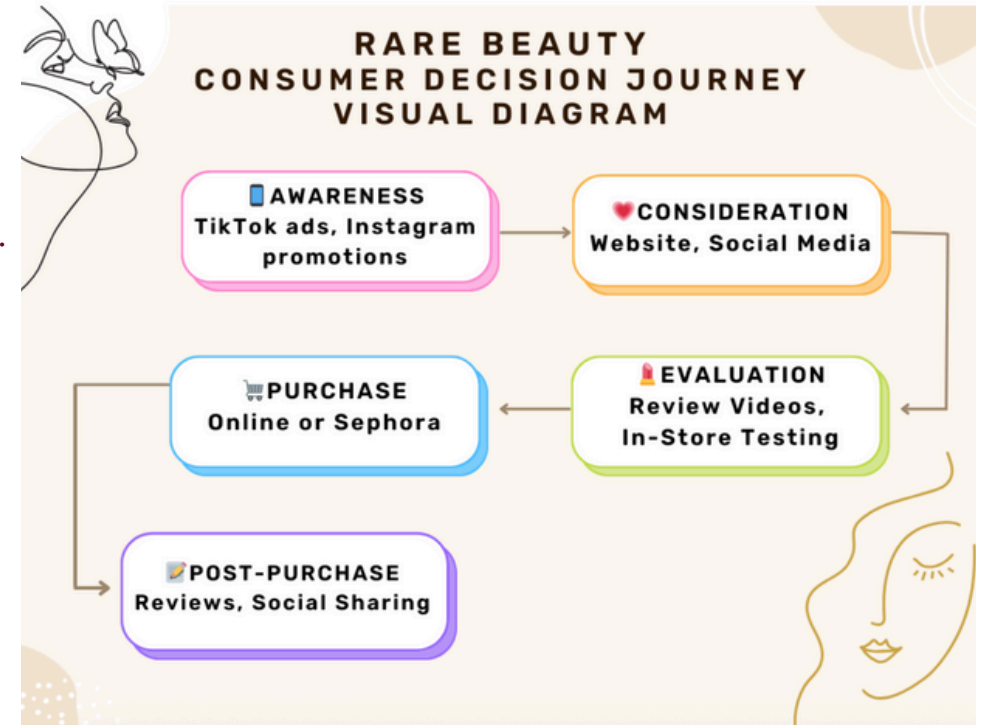
Media Objectives & Strategies

Vision

Mission

Objectives

Strategy

Approach

Tactics

Media Objectives

- Increase Brand Awareness across key platforms

- Increase In-Store and Online Sales

- Strengthen Brand Loyalty and Community

- Drive Engagement Through Relatable, Emotionally-Driven Content

Strategic Framework

- Appeal to the "Normal Girl"

- Influencer & Micro-Creator Partnerships

- Platform-Centered Content Strategy

- In person engagment

Connections Plan

TikTok

TikTok's goal is to help people **find products** and **buy them**.

We will work with **well-known artists** like Mikayla Nogueira and Steph Hui, whose work **fits our values** and has been shown to interest Gen Z and young millennials who like beauty.

This is what our TikTok effort will have:

"Get Ready With Me"-style short movies that show how to use a product in everyday life

Adding TikTok Shop lets you buy things right away

You can get Creator promo codes that give you little "Little Victories" like free mini things or stickers.

YouTube

Objective: Use **stories** and **long-form material** to get people more involved.

YouTube will have:

Beauty makers' how-to guides

Behind the scenes of making a product

Very few "confidence stories" about beauty that make you feel something

Our content's goal is to teach, connect with people on an emotional level, and lead people to Sephora or TikTok Shop.

Instagram

Objective: Keep people **interested in** your company and **reinforce its values**.

Rare Beauty's main goal is to promote **natural beauty** and **mental health**, and Instagram will show off their style.

We're going to host:

Shop Live Events where Rare Beauty advocates will be present

Story ads that lead to product pages

Reels that show reviews and samples of products

Reposting user-generated content to build trust in the group

Connections Plan

In-Store at Sephora

Objective: Turn **foot traffic into app** involvement and purchases.

In Sephora, there will be Rare Beauty stands with QR codes that lead to TikTok lessons and reviews of the products. "Little Victories" scratch cards that come with every Rare Beauty buy will get people to share on social media or use the app again in the future.

Streaming Radio (Spotify / Pandora)

Objective: Reach busy people on their way to or from work.

New products will be promoted in 30-second audio ads that lead to custom Rare Beauty playlists. People who hear promo codes will be taken to app downloads or the TikTok Shop.

Magazine Collaborations

Objective: Gain **credibility** with people who care about their looks.

We will work with beauty magazines like Allure to create "native content," which includes fake spreads that look like real articles and feature product ingredients and customer stories.

### Public Transportation (Outdoor)

Objective: Get the brand seen as much as possible in cities with lots of people.

We will start an out-of-home (OOH) campaign called "Glow On the Go." Posters will be put up on subway and bus stops with ambassadors and a QR code that leads to a special deal in the TikTok Shop.

Social Searcher & Keywords findings

- The keyword "Rare Beauty" shows a mostly positive or neutral vibe (164 positive, 160 neutral, and just 20 negative), suggesting people generally like the brand.
- Most of the conversations highlight personal experiences and good feedback, though the discussions seem to stay within smaller or more regional platforms.
- On the other hand, "Selena Gomez makeup" gets more attention overall, with 383 mentions and a stronger presence on big platforms like YouTube and Reddit.
- The sentiment leans neutral (243), with some positive mentions (100) and very few negative ones (10), which points to more general or informational content rather than strong opinions.
- This keyword also links more directly to official brand websites and videos, showing higher visibility and broader consumer interest.

Key word: Rare Beauty
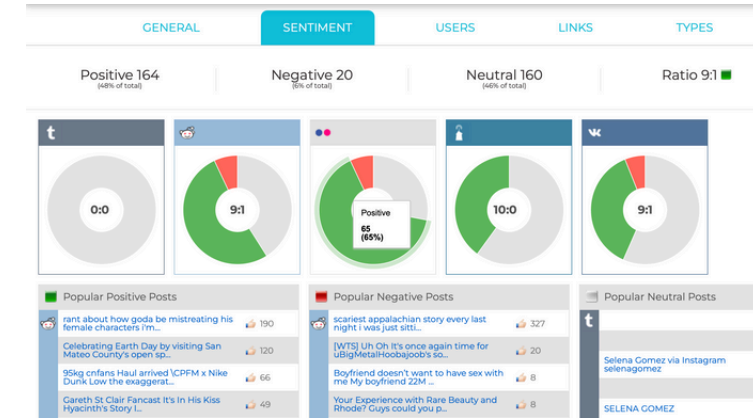
Key word: selena gomez makeup

Budget Allocation

Category:	Amount: ($10,000 total)	Reason
Influencer partnerships	$4500	Collaborate with 3 micro-influencers on Tiktok and Instagram, having them post product demos, reviews, and get ready with me videos
Paid ads	$3000	Run targeted Instagram and Tiktok ads
Content creation	$1000	Produce videos for our own page like product shoots and behind-the-scenes content
Follower giveaway	$1000	Give away Rare Beauty bundles to people who follow and like a post to boost follower count and engagement
Analytics	$500	Pay form analytics software to accurately track post engagement, sales, and follower growth

'Amount: ($10,000 total)'

■ Influencer partnership ■ Paid ads ■ Content creation ■ Follower giveaway ■ Analytics

Measurement Plan

Our campaign aims to boost Rare Beauty's digital presence and sales by growing social media followers, increasing video engagement, and driving conversions both online and in-store.

Key objectives include:

- Gaining 150,000 new Instagram followers per month

monitor this using Instagram Insights and third-party analytics tools like to track monthly growth and engagement trends.

- Reaching 350,000 average views per TikTok video

use TikTok's Business Dashboard to track the view counts, and compare organic vs paid performance.

- Increasing Sephora in-store sales by 15% and Rare Beauty's online sales by 10% over 8 weeks

work with Sephora to access point-of-sale data, and use tools like TikTok Shop analytics for online transactions.

- Achieving 100 new positive reviews for Soft Pinch Liquid Blush

track reviews posted on Rare Beauty's official website and aggregate user feedback.

Conclusion

In today's highly saturated, fast-paced beauty market, Rare Beauty is not just competing in the traditional sense of the word, it's a battle of ideas and identity. Consumers are no longer just looking for a product that does what it says on the tin, they are looking for a brand that expresses their values and identity. One of the brand's main challenges is to cut through the noise and create consistent awareness across all platforms. Although Rare Beauty has amassed a large social media fan base and the brand is becoming increasingly recognizable among young people, there is still room for improvement compared to strong brands such as Fenty Beauty and Glossier.

Moving on to our target audience: Generation Z beauty consumers, their lives are fast-paced and filled with a variety of content, expressions and carefully curated identities. They value brands that reflect who they are, not just how they look. For them, makeup may more likely to be a tool for regulating emotions and boosting confidence and creativity. We wanted Rare Beauty to align with the small but important moments in a consumer's day. As our marketing strategy suggests, it revolves around emotional resonance, platform-tailored content, and the digital behaviors of Generation Z consumers, with the intention of making Rare Beauty a brand that truly connects with the lifestyle and spirituality of its users. We want to communicate not that you need makeup, but that you can express your true self with Rare Beauty.

Conclusion

To do this, we developed a content-driven communication path: from collaborating creators on TikTok, to user-generated content on Instagram, to interactive experiences in Sephora stores, each touchpoint carries a moment of understanding and visibility between users and the brand. From tutorial videos to giveaway promotions. From tutorial videos to giveaway promotions, every interaction continues Rare Beauty's brand story of authenticity, confidence and diversity.

In the end, in this era of ever-changing trends and fleeting attention spans, Rare Beauty's greatest appeal may not even be the product itself, but the sincerity and warmth it always conveys. We believe that this marketing campaign, which centers on authentic connection, will allow Rare Beauty to build deeper trust in the hearts of consumers, which will translate into longer-term, more viable brand loyalty and sales growth.
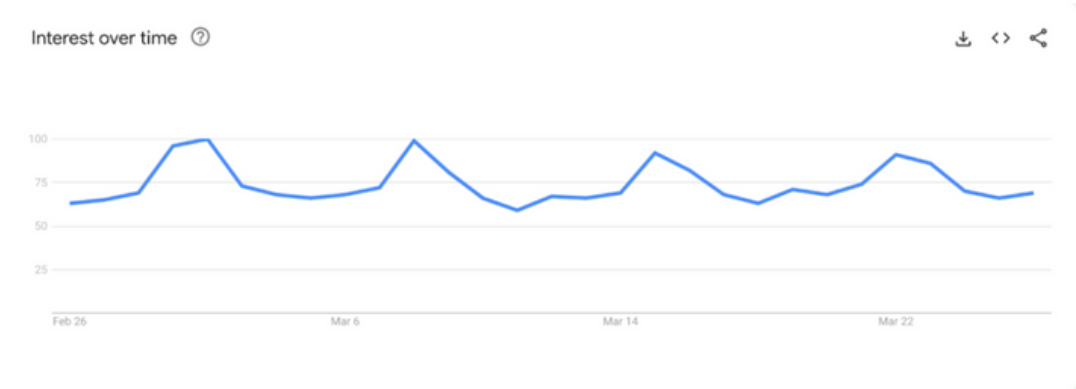
Appendix

Google Trends Analysis

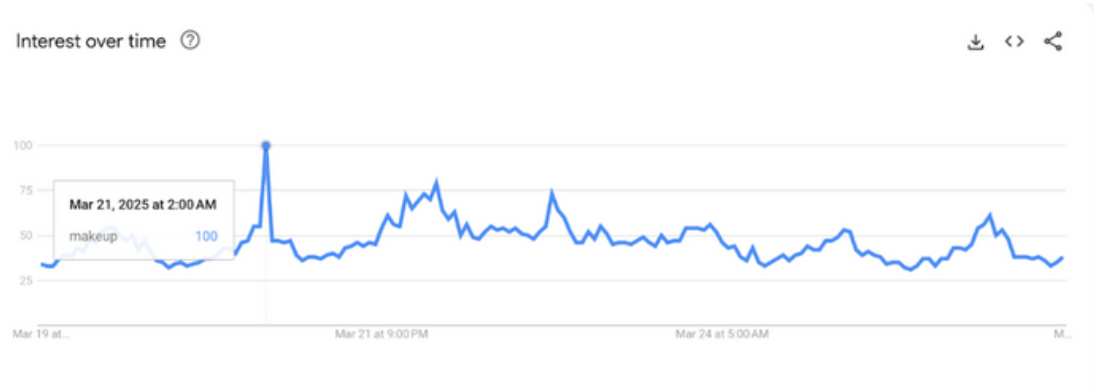

Table 1 (makeup search day of week)
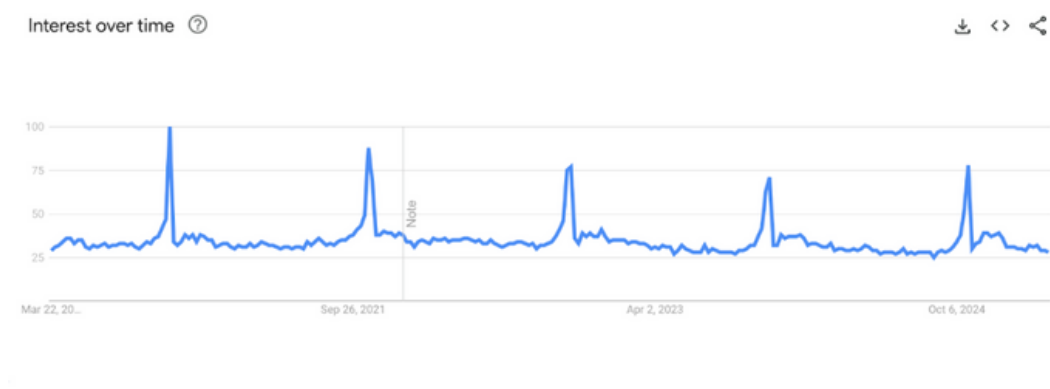

Table 2 (makeup search time of year)
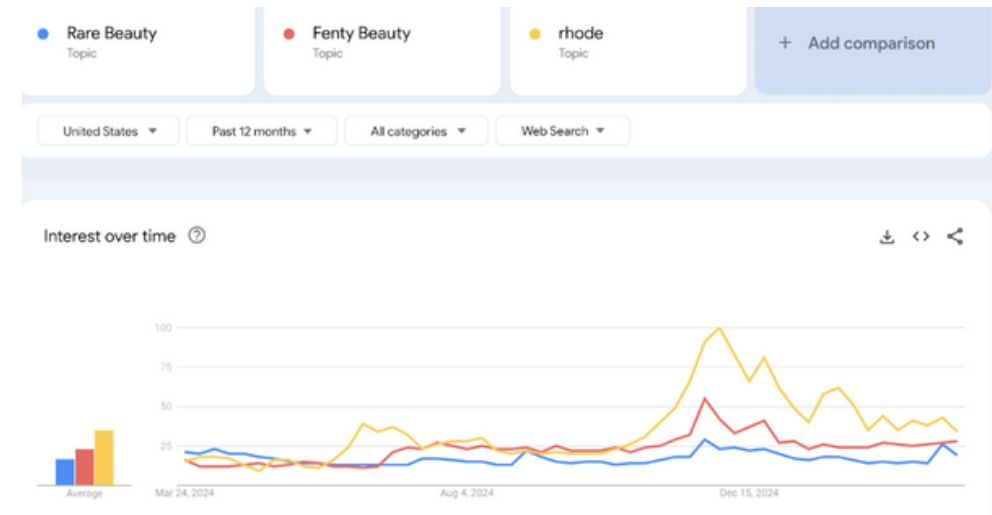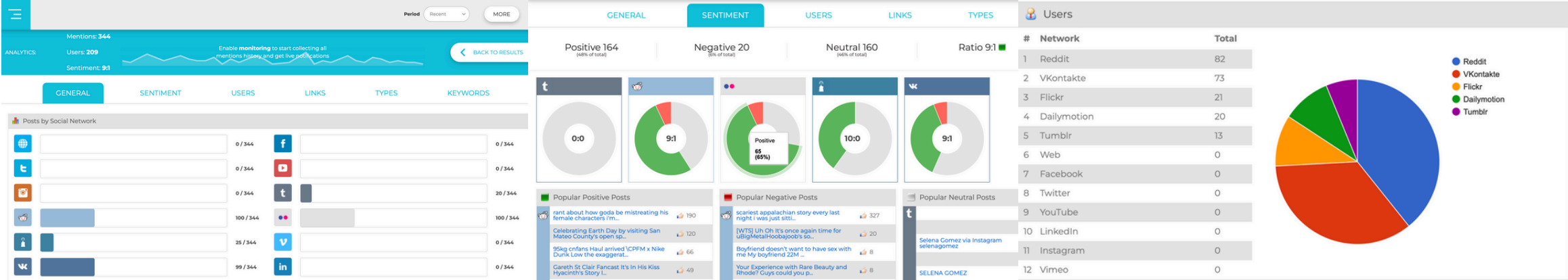

Table 3 (makeup search time of day)
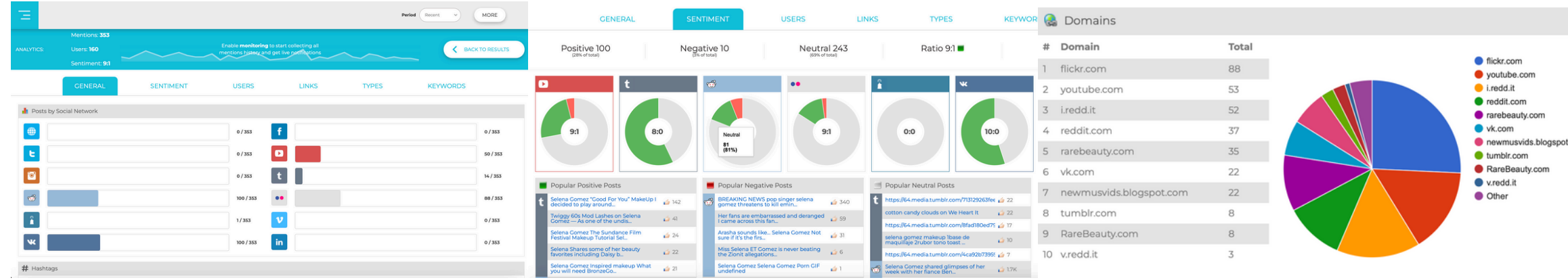

Table 4 (searches by brand over past year)

Appendix

Social Searcher

Key word: Rare Beauty

Key word: selena gomez makeup

References

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Thank You!