

JMS 562

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COMPANY:

Glossier.

PRODUCT:

Insert Intro Photo Here

JMS 562 - Campaign 1

Company Name: Glossier.	Media: Print Advertisements 8.5 x 11 vertical.
Product/Service: Cosmetics that are accessible and uncomplicated to use.	Target Audience: Emily is a 20-year-old a collage student at SDSU, she is working part time at a campus cafe. She loves skincare routines and follows many blogs and youtubers that talk and recommend different brands and tips. She is really into social media. She really likes fashion, nature and sports. She likes brands like Sephora, Abercrombie, Starbucks...
Product/Service & Market Background: Started as “Into The Gloss” a beauty review blog and community that inspired the idea of “beauty built by you” in 2010. The founder Emily Weiss shared and recommended beauty tips and tricks with her followers, she and her followers were let down by traditional beauty brands and they came up with the idea to come out with four products in 2014 to celebrate freedom of expression, individuality, and having fun.	Tone of Voice: The language that is best used to represent the brand and connect to your target audience is clean, simple, concise, and elegant.
Competition: Milk Makeup Tower 28 Kosas	Mandatory Campaign Elements: Concept & USP. Headline, visual, body copy (pay-off headline & visual), logo, call-to-action(s), tagline (optional)
Business/Advertising objective: Strategic goal to be accomplished is driving awareness to a new product launch by highlighting the ingredients and benefits of the new product.	Final Unique Selling Proposition (USP): <i>Glossier</i> is the only skin friendly brand that focuses on embracing natural beauty, making the experience fun and effortless, all made with sustainable ingredients.
Q/A	
What are your considerations when identifying your ideal prospect?	
What does your customer really need or want?	
Lower budget skincare and makeup made with high quality ingredients that are good for the skin and the environment.	

How can your solution or service solve their problem(s)?

By focusing on highlighting the ingredients of the products and the purpose of the product.
What factors motivate their audience buying decisions?

Both, logical and emotional.c, and emotional because they like the image of the brand and what using the brand makes them feel and belong to a community (Glossier girl).

Why do your exisiting (or new) customers choose your buisness over your compeitors?

Glossier has been trending on social media platforms. They use celebrities to endorse their products in campaigns which helps with their brand popularity. An example would be their campaign with Olivia Rodrigo.