



Presenting :

# GLOSSIER GREEN

Recycle, Renew, Revive



By: Rilee Van Aalst, Sara Bowar, Willow Knight, Lul Sebhatu,  
Niamh O'Flaherty

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# SWOT ANALYSIS:



**Strengths:** Reward will provide incentive for people to participate and buy more products, widening consumer audience by marketing the brand as environmental, creates a better image for the brand

**Weaknesses:** People are lazy, would not want to participate, sanitize and cleaning of product, recycle stations may only be available at certain locations

**Opportunities:** generate loyalty from consumers in hopes of getting free product, Widens opportunities for store collaborations/sellers, gain more environmentalist consumers

**Threats:** Sephora already does this for certain products, stores might not want to advertise that Glossier is doing this in their store (barrier for entry),

# Research and Insights



**Behaviors: Choosing Sustainable Products:** Many people are willing to pay more for products that are better for the environment. For example, over 60% of consumers are open to changing their buying habits to reduce their environmental impact.

**Using Reusable Items:** A significant number of individuals plan to use reusable bags, containers, and water bottles to cut down on single-use plastics, so why not do the same for make-up?

**Values: Caring for the Environment:** Consumers are increasingly aware of environmental issues and reflect this in their decision to buy green products.

**Health and Ethics:** Many people believe that reusable products and containers are better for the planet, and more ethical. They prefer brands that share these beliefs.

**Preferences: Honesty from Brands:** Eco-conscious consumers like companies that are open about their environmental practices and show a real commitment to being green.

# Creative Brief



**Key Fact:** Glossier is a beauty brand renowned for its minimalist, eco-friendly products and strong community engagement.

**Problem the Advertising Must Solve:** Address the environmental concerns of consumers by highlighting Glossier's commitment to sustainability.

**Advertising Objective:** Increase brand awareness and reinforce Glossier's image as an environmentally responsible company.

**Target Audience:** Eco-conscious millennials and Gen Z individuals, primarily women aged 18-25, who value sustainability and transparency in the brands they support.

**Principal Competition:** Other beauty brands emphasizing sustainability, such as Lush and Fenty Beauty.

**Positioning Statement:** Glossier offers beauty products that are both minimalist and eco-friendly, empowering consumers to make sustainable choices without compromising on quality.

**Tone & Concept:** The campaign will adopt an innovative and engaging tone, utilizing creative installations to showcase Glossier's dedication to environmental responsibility.



# Traditional AD

Similar to Glossier's current advertising, the Glossier Green traditional ad sticks to the sleek and minimalistic design. This will help emphasize our commitment to sustainability. With an eco-friendly dropbox surrounded by vibrant Balm Dotcom tubes, it will catch the eye of our audience.



# How Does This Ad Appeal to the Target Subculture



**Glossier appeals to an audience that prioritizes the health of their skin first. Balm Dotcom appeals to an audience that enjoys the simplicity of a sustainable product. A product that allows consumers to enjoy themselves while practicing eco-conscious purchases.**

# Non-Traditional AD




The Sephora storefront non-traditional ad for the Glossier Green campaign features an eye-catching, clean/minimalist, eco-themed display that highlights our sustainability initiatives. This strategic placement not only attracts foot traffic but also engages beauty consumers directly at the point of sale, encouraging them to participate in the campaign while shopping.





# Media Plan

## Objective

- **Encourage consumer participation in Glossier's sustainability through recycling.**
  - **Establish Glossier as a top brand in sustainable beauty through digital, print, and in-person experiences.**
  - **Media Strategy**
    - **Instagram and TikTok Ads**
    - **Influencer Partnerships**
  - **Traditional Media**
    - **Billboards and transit Ads**
    - **Beauty Magazine Features**
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# Media Plan Continued


**Budget: \$500,000**

**Determination:** We want to strategically maximize exposure and engagement while staying within the \$500,000 budget. Including a mix of digital, tradition, and experimental advertising, we are able to reach our target audience in multiple ways.

**Channels For Traditional AD: 30% of the budget - \$150,000**

- Include in beauty magazines such as Vogue or Cosmopolitan
- Billboards and transit ads in high-traffic locations such as New York and Los Angeles
- In-store posters in beauty stores such as Sephora and Glossier.

**Channels For Non-Traditional: 70% of the budget - \$350,000**

- Paid Instagram and TikTok ads promoting our campaign
  - Influencer partnerships
  - Pop-up events and in-store recycling stations
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