

Marketing Plan

Fall 2020

ESTÉE LAUDER

By: Rogaia Alamoudi

ESTÉE LAUDER

Table of Content

01

Brand Introduction

- Introduction
- Current Marketing Mix

02

Competitor Research & SWOT Analysis:

- Evaluation of competitors
- SWOT analysis

03

Marketing Objectives:

- Marketing problems
- SMART objectives

04

Target Customer

- Market research about potential customers
- Segmentation matrix
- Primary target customer profile
- Secondary target customer profile

05

Brand Assets

- Brand Story
- Brand Guideline
- Marketing Message

06

Marketing Campaign

- Campaign Idea
- Campaign Assets

07

Marketing Channel Mix

- Strategies and Details
- Mock Up and Visuals

08

Calendar and Budget

- Campaign Timeline
- Marketing Calendar
- Marketing Budget

09

Optimization Strategy

- Conversion Funnel
- KPI's
- ROI

10

References.

01

Brand Introduction

Introduction

Current Marketing Mix



Estée Lauder

Estée Lauder is one of the oldest and most successful brands in our world, since the 1946. Estée Lauder is a company based in the United State of America. It was founded by Estée Lauder and her husband. The vision of the brand came to the founder because she wanted to be an actress but the cosmetic business was what the founder attached more to.



ESTÉE LAUDER

Marketing Mix - Price

Estée Lauder focuses on certain people. They cherish women with uniqueness and they want women to celebrate their beauty. Their pricing is higher than their competitors. Their strategy is targeting the high class women, the brand discern to be a luxury cosmetic brand. In addition, there is a sales mix that is created by pricing some items as more expensive than the others.



Modern Muse Nuit
Eau de Parfum Spray
£79.00 - £110.00



Modern Muse Nuit
Eau de Parfum Spray
£79.00 - £110.00



Double Wear
Zero-Smudge Lengthening Mascara
£24.00

Marketing Mix - Product

Estée Lauder skincare includes products such as cleanser, face oil, toner, face masks, BB cream, moisturiser, anti-blemish creams, anti-wrinkle, eye-care and repair serums. [£21 - £128]

Their key fragrances include Sensuous, Pleasures and Beautiful for women and Intuition and Lauder for men. [£27 - £350]

Estée Lauder makeup products include powder, blush, concealer, mascara, eyeliner, eyeshadow, lipstick, lip pencil, nail lacquer and accessories like refills and brushes. [£19 - £80]

Re-Nutriv is a more expensive range of Estée Lauder products and includes eye cream, face oil, mask for skin care and concealer and foundation for make-up. The prices range between £110 to £650 with a few simple products like cleanser from £58.



Marketing Mix - Promotion

Free Samples is one of the reasons of Estée Lauder success. Estée Lauder sets a lot of promotional campaigns like gift for purchase, or purchase for purchase to keep their loyal customers and to attract new customers. In addition, they offer their loyal customer discount to motivate them to buy more products.

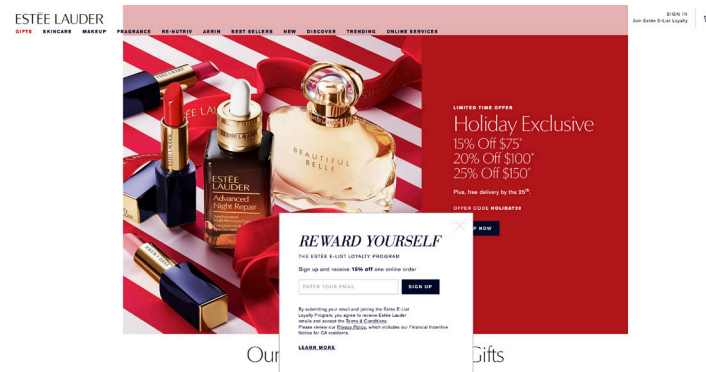


ESTÉE LAUDER
esteeauder.com



Marketing Mix - Place

As a luxury brand, Estée Lauder has a limited sales and distribution strategies and channels. They sell their items only in department stores and shopping mall to limited customer strategy. However, their competitors have a wider range of products and distribution channels. Estée Lauder is one of the biggest international cosmetic companies in the world; their brand has spread all over the globe, from China to the United Kingdom and Italy. The Estée Lauder headquarters are in New York in United States. They have been selling their items in over one hundred and thirty-five countries through department stores, own brand boutiques and their online stores. The Estée Lauder distribution network is dependent on its extremely efficient supplier chain and its capable and hardworking employees. The Estée Lauder Companies run nearly 1700 e-commerce sites in more than 50 countries, and they are the top prestige beauty company on major retail websites in the US and UK (EL Companies, 2020). Digital commerce drives sales as shown by the Estée Lauder launch on Tmall which attracted 10,000 new customers to Estée Lauder in just 1 year. Customers now want an omnichannel approach to allow them to seamlessly shop between stores, online and mobile (EL Companies, 2020). [Their website: www.esteelauder.com](http://www.esteelauder.com)



02

Competitor Research & SWOT Analysis:

Evaluation of competitors

SWOT analysis



Direct Competitor

Lancôme

Lancôme is one of the luxury brands that offer skin care, make up and fragrance that are all invented in France. Lancôme is one of the direct competitors to Estée Lauder as Lancôme focuses on the same goal as Estée lauder, they offer similar products and target similar customers. Both brands also adopted the same strong promotions strategies by giving out free gifts with a purchase. They sell similar products with the similar price range. Their brand images both convey sense of elegance and sophistication.

The logo for Lancôme Paris, featuring the brand name in a serif font with a hat over the 'O' in 'CÔME', and the word 'PARIS' in a smaller sans-serif font below it.

LANCÔME
PARIS

Direct Competitor

LANCÔME
PARIS

Marketing Mix

Lancôme

Price:

They price their products quite high and this is because their target market is high end customers, who earn a lot.

Their products are positioned at a premium price because of its finest quality. The products are safe to use because dermatologically tested. They follow a price skimming strategy when they launch a new product where they set their prices before their competitors.

Price Range:

Make up: (£22 - £80) Skincare: (£11.50 - £375.50) Fragrance: (£28 - £158)



HYDRA ZEN NUIT NEUROCALM™

Anti-stress moisturising Night Cream

★★★★★

£45.00



MONSIEUR BIG MASCARA - TRAVEL SIZE

Big Volume Mascara Up to 24 hour wear

★★★★★

£13.00



MAISON LANCÔME RÔSES BERBERANZA

Eau De Parfum

★★★★★

£179.00

Marketing Mix

Lancôme

Product:

One of the reasons customers chose to buy their product is because they are high quality luxury goods and are confident in the safety of their products. They provide skincare, fragrance and makeup.

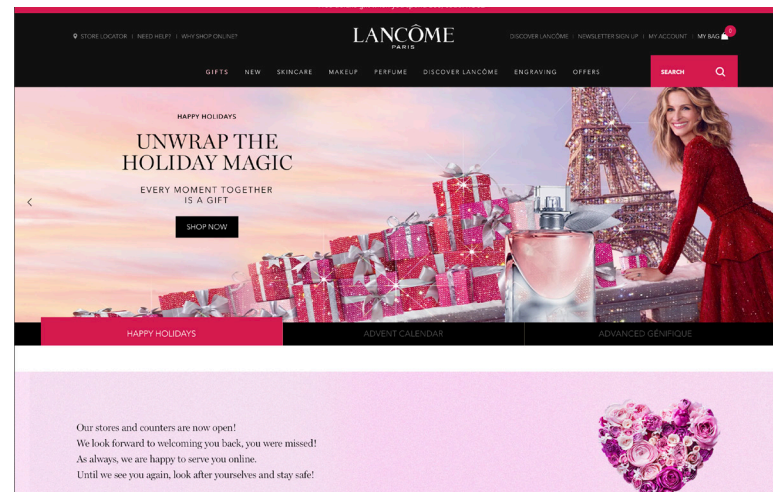


Marketing Mix

Lancôme

Place:

They sell their products through its chain of retail stores in the global market like: own boutiques, department stores and cosmetic stores. The channel of distribution from producer directly to consumer or producer > retailer > consumer or Producer > Wholesaler > Retailers > Consumer. In addition, they provide online website for their customer to buy directly, and also corporate with online beauty retail stores such as Look Fantastic and Feel unique, to increase the sales. This supports the companies efficiency, their navigation of customer behaviour and allows them to track spending and shopping habits through website analytics.



Marketing Mix

Lancôme

Promotion:

Their biggest success is through WOM, as well they work with a lot of brand ambassadors to endorse the brand's products. They offer purchase with purchase and free samples. Lancôme believes that word of mouth from known sources that we trust, such as family and friends is way more reliable and efficient than general reviews online or from complete strangers. One way to monetize their content is by offering advertisements; highly tailored opinion-laden advertising of products/services that influence people to pay for themselves. Their exposure to word-of-mouth by tweets, images and comments in their social networking accounts offers advertisers the benefit of engaging in their brand's public conversation. Since buyers feel it is more reliable and trustworthy, word-of-mouth has proved more successful than brand marketers' communications.



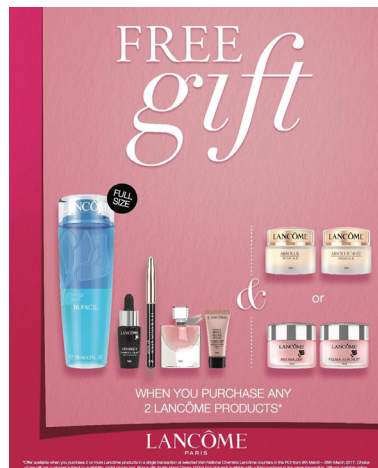
Marketing Mix

Lancôme

Promotion:

The research is also possible through the attribution theory prism, which explores how an individual assigns an observation to the external condition or the inner behaviour of the individual. “More customer trust in the execution of this product is contributed by the communicator’s assessment of the product, more customer faith is generated in the quality of the analysis, and the consumer is reassured that the product has the characteristics listed in this analysis” (Genoveva & Levina, 2019).

The YouTube site makes it easy to eWOM or electronic word-of-mouth. As already stated, influencers love to advise and introduce their brands to the public. Consumers are, however, aware of their messaging tactics, because what they say and how the consumer’s perception of their evaluation varies significantly. In the attribution principle, the customer attributes more favourable effects to a product if the influencer favourably examines it; the vocabulary used in commercial promotion leads thus to the consumer’s expected positive outcome.



Indirect Competitor

The Body Shop

The Body Shop is one of the biggest and well known brands. One of their strengths is that they value natural ingredients in their products. Their products are also environmentally friendly, all of their products are eco friendly products and with no gender or age boundaries. That means their product are mostly gender neutral and suitable for all age groups.



Indirect Competitor



Marketing Mix

The Body Shop

Price:

Goods from The Body Shops are affordable. Price range varies per product, for example, a beauty product such as mascara costs compared to their shampoo which is more/less expensive. The majority of their product is for all people so their target customers are women/men from cosmopolitan cities to urban class. The Body Shop has targeted those who are appreciative of eco-friendly products. The price of the Body Shop items is decreased in price levels, depending on the model, from low to medium. Most goods, though, come beyond most consumers' affordability. It is crucial for the organisation to be familiar with its target market and know what the target group is prepared to pay. Naturally, rates do have to be sustainable. Therefore, information on competitor pricing is crucial to the business (Daughter, 2019).

Price Range: Make up: (£2.50 - £19) Skincare: (£2.50 - £45) Fragrance: (£2 - £28)

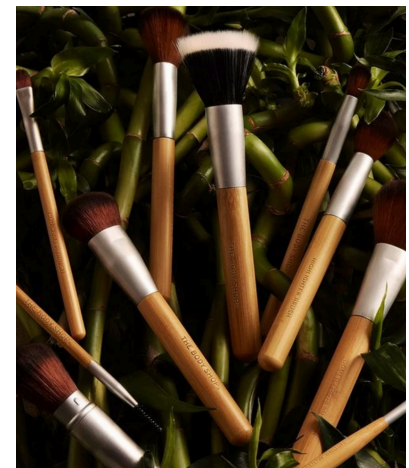
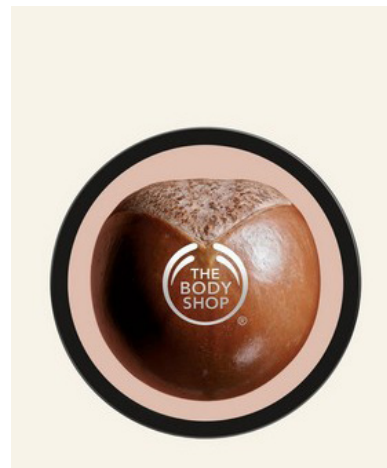
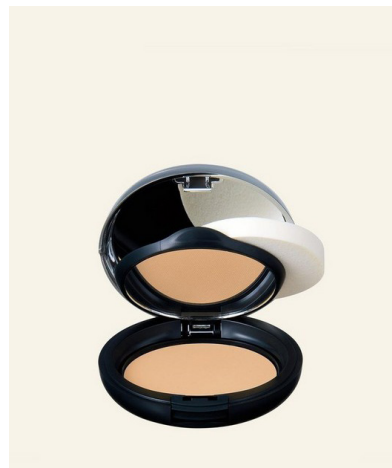
							
Pink Grapefruit Shower Gel ★★★★★ For all skin types	Coconut Hand Cleanse Gel ★★★★★ Gourmand scent	Mango Hand Cleanse Gel ★★★★★ Fruity scent	Hemp Body Butter ★★★★★ For ultra-dry skin	Skin Defence Multi-Protection Lotion SPF 50+ PA++++ ★★★★★ Sun protection	Himalayan Charcoal Purifying Glow Mask ★★★★★ Purifies oily skin	Drops of Youth™ Concentrate ★★★★★ For fresher-looking skin	Drops of Youth™ Youth Liquid Peel ★★★★★ For tired, dehydrated skin
From 60ML £2.00	£2.50	£2.50	£16.00	From 40ML £18.00	From 15ML £6.00	From 30ML £26.00	£18.50
Add to bag 	Add to bag 	Add to bag 	Add to bag 	Add to bag 	Add to bag 	Add to bag 	Add to bag 

Marketing Mix

The Body Shop

Product:

More than 400 body care product and about 500 sundry products are included in the product profile of the Body Store. They also have tailor-made treatment items tailored to their consumers' desires and tastes. The main ingredients of their products are natural elements such as fruits, berries, flowers and herbs. The perfume bar which can be used for the fragrance of oils and lotions is available in any shop without any added fee. In their shops are also available items such as the making of gift baskets, complimentary beauty and foot and hand massages (Lamasi, 2019). One dominant factor of its design is the commodity offered: natural materials. The organisation is committed to producing natural goods with limited adverse impacts on the environment and human health.

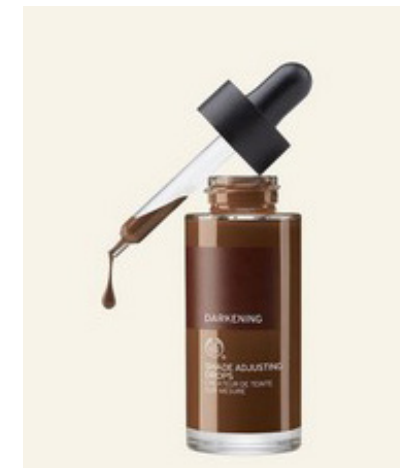


Marketing Mix

The Body Shop

Product:

The concept was invented by the company founder, Anita Roddick, to produce natural goods. Anita learned during her travels around the globe that women from third world countries use herbal ingredients such as Aloe Vera to keep their skin smoothly and healthily. She finds that the Third World women have been concerned purely with skin well-being and smoothness, unlike the west, where skin goods carry a sex motif. Thus it aimed to manufacture natural ingredients and to integrate the prevailing meaning of the brand in skin health. To date , the company manufactures more than 600 goods. Moreover, it is focus for creativity and, yes, has recently become one of the industry's most creative innovators. In order for a product to do well on the market , consumer expectations must be fulfilled. Concerns over health and adverse effects of chemicals in beauty products have seen customers shift preference to products that are viewed as natural (Langaro & Martins, 2020). This trend has seen industry players rushing to innovate natural products, much to the detriment of the Body Shop which has to push forward with its innovations in order to weather out growing competition.

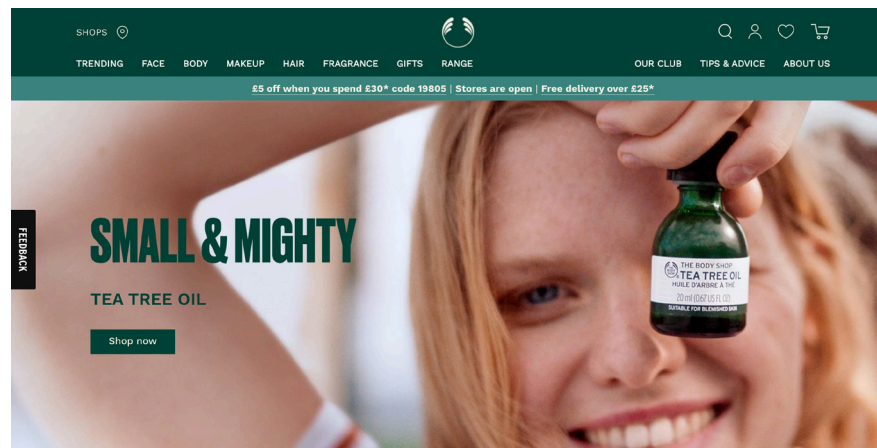


Marketing Mix

The Body Shop

Place:

The website relates to the company's distribution networks. It is particularly important for businesses, who can be named in their life cycles close to maturity. Although the firm will concentrate additional growth in the world industry, it should be understood that it wants to preserve the already acquired market share. This suggests that vast delivery networks and new platforms must be created. The Body Shop runs 2,605 outlets, including 1,088 wholly-owned shops and 1,517 franchises. This distribution networks are positioned geographically close to the target customers of the company. The business falls behind other industry leaders such as Unilever and Proctor&Gamble, while the figure can seem big in absolute terms, and it needs dramatically to expand its foreign footprint to achieve a larger market share (Lamasi, 2019). This methodology is focused on market psychological studies in which the simplicity and usability of goods are identified as one of the most significant influences affecting purchase decisions. A typical customer would like to focus instead of going out to look for the favourite brand on the second best brand. This is why the sales systems should be renovated.



Marketing Mix

The Body Shop

Promotion:

The Body Shop has never supported the idea of promoting their products. They just believe in informing people and provide information about all their products on their internet site. Excessively thin or young models are never a part of the promotional activities of the body shop. They don't believe in portraying an impossibly air-brushed face. The wordings used by the brand are very carefully selected and used so that it does not bring insecurities in the minds of consumers. Their products always talk about positive attitude and self esteem. The brand never makes any false promises and claims to do something which is impossible.

EXOTIC & HYDRATING BODY CARE ROUTINE



STEP 1: SCRUB

So, you're starting to use coconut oil body care products. What's first? Begin your routine with our



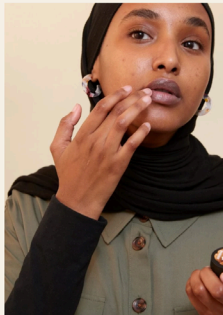
STEP 2: WASH

Rinsed off any remaining scrub particles? Next up, depending on whether you like a creamy soap or



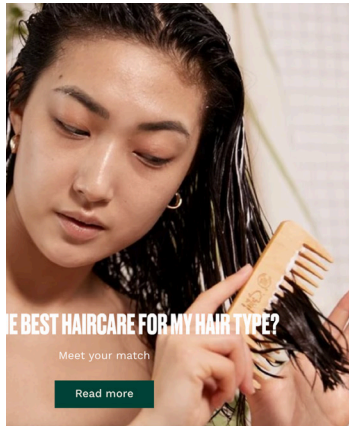
STEP 3: MOISTURISE

This is where the tropical tang of coconut will really build, transporting you from the



STEP 4: TARGET

Finally, you might be dressed and ready but before you grab your coat take care of those areas that



THE BEST HAIRCARE FOR MY HAIR TYPE?

Meet your match

[Read more](#)



HOW TO TACKLE DANDRUFF?

NEVER REAR A HAIR TAIL

[Read more](#)

SWOT ANALYSIS - Estée Lauder

	HELPFUL	HARMFUL
INTERNAL ORIGIN	• There is a successful track record of Estée Lauder for developing new products, that may indicate that their customers are loyal and confident in Estée Lauder. • Over the years, Estée Lauder has built a reliable and strong distribution network that can reach majority of its potential market. • Estée Lauder has a strong base of reliable supplier of raw material, thus enabling the company to overcome any supply chain bottlenecks.	• There are gaps in the product range sold by the company. This lack of choice can give a new competitor a foothold in the market. The businesses that can develop new goods speedily has been significantly helped by technical developments. • When it comes to earning consumer favours, product consistency is of the utmost value. Therefore, accidents involving recalls can harm the reputation of a company. • The sales of counterfeit goods increased with the rise of digital networks. Driven by the counterfeit industry on the internet, the rise in fraudulent goods has increased in recent years. Fake products and accessories have an excess that negatively impacts Estée Lauder's revenue. • Even though Estée Lauder is one of the leading organisations in its industry, it has faced challenges in moving to other product segments with its present culture and branding. For example, they achieved great success in skincare but not so in fragrance. • Their days inventory is high, compare to other competitors. This makes the company raise more capital to invest in the channel and can potentially impact the long-term growth of Estée Lauder.
EXTERNAL ORIGIN	• Technology is a huge opportunity for all brands, but especially for Estée Lauder. The brand can utilise different promotional platforms and new technologies during the production or distribution process, to differentiate the pricing strategy in a new field. This may help the company to keep their loyal customers with magnificent service and also help to attract new customers by other value-oriented propositions. • New environmental policies actually creates a new opportunity and a level playing field for all the players in the industry. It represents a great opportunity for Estée Lauder to drive home its advantage in new technology and gain market share in the new product category. • Over the past few years, the company has invested a vast sum of money in to their online platforms. This investment has opened new sales channel for Estée Lauder. In the next few years the company can leverage this opportunity by knowing its customer better and serving their needs using big data analytics, hence, to bring in more new customers and potentially a whole new group of targets.	• The growing strengths of local distributors also presents a threat in some markets as the competition is paying higher margins to the local distributors. • The demand of the highly profitable products is seasonal in nature, and any unlikely event during the peak season may impact the profitability of the company in short to medium term. • Due to globalisation and COVID19, there is shortage of skilled workforce in certain global markets, that represents a threat to steady growth of profits for Estée Lauder in those markets.

03

Marketing Objectives:

Marketing problems

SMART objectives



Estée Lauder Problems:

1. To appeal to a younger audience in order to increase the number of young people attracted to the brand who will remain loyal and lifelong customers.
2. To diversify their products and use social media and influencers to showcase this to a wider audience. For example, increasing the number of foundation shades that they offer so there are more shades for people of colour.

Estée Lauder SMART Objective

- To increase the number of medium and tan shades in their Double Wear Nude Foundation or any upcoming foundation lines and related makeup products, from 8 to 12 shades by March 2021.
- To introduce 5 boutique stores internationally in the USA, UK, France, Dubai and Japan by March 2023.



ESTÉE LAUDER

04

Tareget Customer

Market research about potential customers

Segmentation matrix

Primary target customer profile

Secondary target customer profile



Potential Target Customers

Estée Lauder is one of the most famous luxurious well-known brands. This cosmetic brand prides itself in their products' quality for ageless beauty.

Their products are for all races and nationalities they sell their products in majority of countries they target USA, Europe, Middle East, Africa and Asia Pacific. They have variety of products to please all their customers all over the world. They target women with high income or family supported because their products are on the higher price range since they provide the superior quality. Customers who buy their products are the ones who look for its quality, sophistication, reputation and routine. Although older women are Estée Lauder primary market in the last decade, Estée Lauder has been targeting younger women so they stay competitive in the future.

According to the statistic from Numerator updated in 2020, it analysed the Estée Lauder consumer data using indexing, and it's shown that the age group 25-34 is their biggest customer with the highest index 167 that means this is their primary target; while the index for age group over 65 is 135, which indicates that as the secondary market. (Numerator, 2020)

In 2014, the primary market for Estée Lauder was aged 50-65, while secondary market was aged 20 to 35. (laurenschaoul, 2014)



ESTÉE LAUDER





ESTÉE LAUDER

From the above data, it has shown that Estée Lauder has been trying to change the primary target from an older generation to the younger one, and it has been proven successful.

However, I would like to extend the market for Estée Lauder to women under 24 years old and make them as the primary target, while secondary market would be women aged 55 to over 65.

The statistic from Numerator also shows that the major group of its customers has an income of \$100k-125k, and the secondary group is within the \$20k-40k income basket. I believe this is due to the age differences and hence their work experiences. (Numerator, 2020)

Regardless of their ages and income, the target of Estée Lauder shares a lot of similarities, for example, most of them are in advanced degree level, love shopping for beauty the most, and usually shop in the afternoon. (Numerator, 2020)

Estée Lauder's women are loyal, and they are looking for elegance, sophistication and high-quality beauty products.

Although Older women are Estée Lauder's primary market however the last decade Estée Lauder has been targeting younger women.



Customer Segmentation Matrix

	Women, 23-39	Women, 55-64
Income	2	3
Online Shopper	3	1
Need for Skincare	2	3
Shopping Frequency	2	1
Care about appearance	3	2
Number of Potential Customers	2	2
Ranking Score	14	12

P r i m a r y M a r k e t

- **Psychographic:**

Personality:

She loves to take care of her skin with good quality and good reputation product, she takes care of herself. She always wants to look sophisticated and feminine. She likes to put on natural and classy make up.

Lifestyle:

She spends a certain amount of time to do her morning and night skin care routine, she can always find the time for her skin no matter how busy her life is. She spends a lot of time with her friends and colleagues and that's why she always looks ready for any change in her plans. She goes to the gym minimum 3 times a week and drinks a lot of water. She also enjoys find-dining and exploring new restaurants.

Interests:

She likes to watch romantic comedy movies, documentaries and reality show. She reads fashion and beauty magazine. For social media, she follows all of the well-known influencers and sophisticated Hollywood star such as Emma Watson and Anne Hathaway. She's updated on the latest make up tricks and skin care tricks to have glowy skin.

Beliefs:

She cares a lot about her appearance, she knows it is not the most important things but it is actually very important to look presentable and can help with her social status. She's willing to invest and doesn't mind spending money on good quality as soon she trusts the brand, she does believe that age is only number.

Values:

She is smart, sharp and beautiful inside out. She deeply cares about quality and customer services.



- **Demographic:**

Age: Millennials: (23-39)

Education: College +

Income: 20K – 40K/Year

Profession: Entrepreneur, Editor, Legal profession, Beauty Advisor, Marketer, Banking and Finance

- **Geographic:**

Lives in a metropolitan city.



Name: Sarah Smith
Age: 23
Marital Status: Single
Income: \$40K/year

Sara is a Graphic designer who works in a marketing company in New York. She graduated from City University in London with a BA in Graphic Design.

Alongside with her graphic design work, she has a fashion, lifestyle and beauty blog. She goes to the gym 3 times a week to do strength training, she jogs around the city when she doesn't go to the gym. Meditating every morning is really important to Sarah and she tries to eat as healthily as possible

She's very fashionable and likes to dress up to go out even if she only gets the invitation last minutes. She likes to wear make-up but tries to make it look as natural as possible. This is known in the beauty blogger world as "make-up no make-up" style.

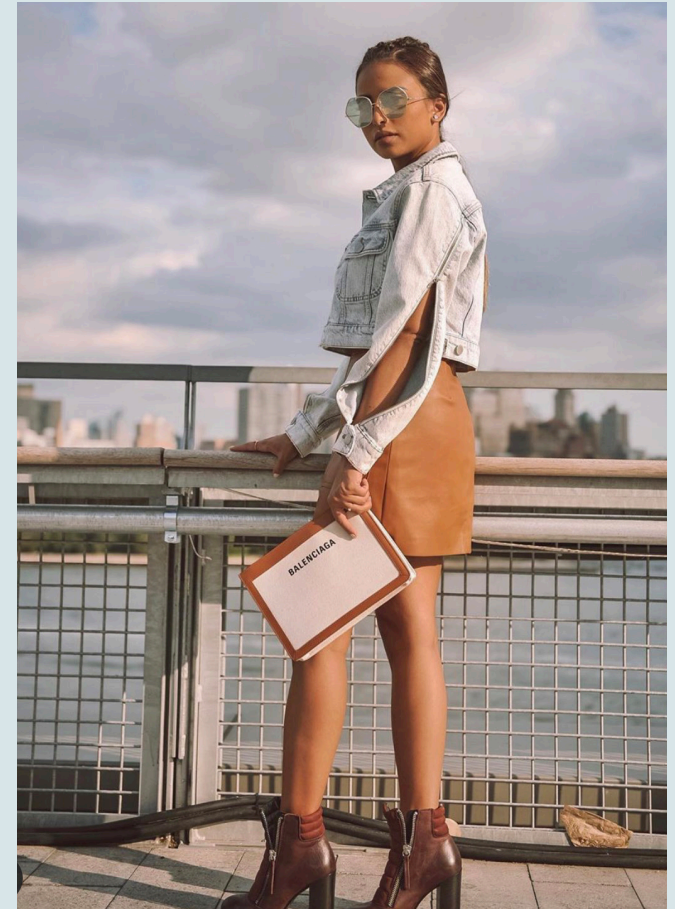
Sarah is single and she has a dog that she really loves. She is focusing now in her career and her wellbeing. In her free time, she likes to watch comedy series or make up tutorials, she's always updated to the latest fashion and make up trends. She likes to visit any new places which has just opened in the city.

She likes to go shopping a lot. Regarding her skin, she likes to try new things until she finds the right project that works perfectly for her, and is happy to buy products from lots of different brands. Sara is a creative, sharp, adventurous and positive woman. She likes to give back and volunteers weekly with charities and animal shelters as her dog a rescue dog.

She spends her weekdays working, going to the gym and spending time with her friends or her colleagues as they would often go for lunch or dinner. She always Facetimes her family back in London and she is very close to her sister. On Saturday, she likes to stay out late, and Sunday is her chill day. She goes for brunch with her friends and then stay home take care of her wellbeing and skin.

She travels a lot, so far she has been to China, Japan, South Africa, Italy, France, Spain.

Primary Market Persona



Secondary Market

- **Psychographic:**

Personality:

She spends time taking care of herself, cares about her skin a lot and aim for the flawless and youthful skin. All her products are expensive and in good quality.

Lifestyle:

She eats healthy and stays active. She likes going out with her friend, dresses nicely, wears light natural make up, loves to read books and hears podcasts while she's walking her dogs. She also loves to do yoga every morning, spends time with her family.

Interests:

Wellbeing, baking, books, magazine, lot of black and white movies and classic music.

Beliefs:

She believes that age is the age of the soul, she invests in her wellbeing.

Values:

She is hard working, sharp minded, loves to take care of herself so she can take care of her love ones. She does not mind to invest on herself, particular on appearance and health. She always likes to read the latest books and try new diet.



- **Demographic:**

Age: Baby boomers: (55-64)

Education : College+

Income: 100K – 125K/Year

Profession: CEO, Owner of a business, Manger, Retired, Higher range income.

- **Geographic:**

Lives in a metropolitan city.

- **Behaviours:**

She sticks to one brand, she doesn't like to change brands. She's is loyal to her brand and likes her clothes to be tidy. She takes good care of her outfit and how she looks and smells using her favourite perfume. She makes sure she always looks representable. She visits a good beauty salon every week for facial, she built a good friendship with the beauty advisor in the salon. She follows her day by day routine, set a fixed times for her daily task, for example waking up at 6:00 AM and wash her face with the regular face cleanser, put on sunscreen, go for a walk or do yoga at 7:00 AM, take a shower, use her skin care morning routine, apply a light make up with bright lipstick colour and get ready for her day.

Secondary Market Persona



Name: Heraï Glaze

Age: 60

Marital Status: Married with two children and three grandchildren

Income: \$125K/year

Heraï is a director of her own health and spa facility in London, United Kingdom. She graduated from Westminster University in London with a BA in Business Management.

Besides taking care of her business, Heraï likes to take care of her health and well-being. Since graduating from college, she likes to do Yoga and Pilates, she eats organic healthy food and loves to go for Latin dancing classes. She always like to dress very presentably and be ready for anything. She always looks elegant and she puts on light make up with a bright or glossy lipstick. Heraï takes pride in being active, eating healthy, taking care of her skin and dressing fashionably.

She's married to the love her life they met while she was in college, he is a well-known architect in the United Kingdom who is now retired. They are blessed with a daughter and a son. Heraï is a creative, smart and free-spirited women. She loves animals and she is a giver, so she really likes to give back to her community. Her and her husband live in their South Kensington 4-bedroom town house.

She spend her weekdays between work, yoga studio and horseback riding. Once a week she has her friends over for lunch to catch up. Every Saturday she goes on a date with husband and on Sundays she cook a big meal for the whole family.

She likes to travel a lot with her spouse. Most recently she went to: Paris, New York, Bali, Santorini, Rome, South Korea and Tokyo.

05

Brand Assets

Brand Story

Brand Guideline

Marketing Message



Brand Story

Estée Lauder, the founder of the brand, believed that everything is possible if we work hard for it. After her passing away, her grandson William Philip continues the legacy of Estée.

In one sunny day, his Goddaughter came to him during a family lunch. She moaned “Uncle William, don’t you own the biggest cosmetic and skincare company in the world?” William replied “Yes, I do.” “Then why doesn’t your brand offer anything useful for my acne skin? I want to use your products but there is just nothing suitable for me.” She replied.

The very next day, William entered the office and pitched Estée Lauder clear to the team. It becomes a new product line targeting teenagers and acne prone skins. Estée Lauder is inspired by our customers and passionate about meeting their needs. No ladies should feel beaten down by any skin problems, regardless of their age.

The Estée’s legacy continues...

Logo

The story behind Estée Lauder logo can be traced all the way back to 1946. The name of the brand is the name of the founder. In their logo, they use the name of the company and the initials of the founder's name written in a calligraphic way, in a square frame.

The Estée Lauder beauty brand logo is always written in black with a white background. But for the broader Estée Lauder Companies, their logo is written in navy blue and the background is white.

The logo of Estée Lauder is in all capital letters. The design uses a sans serif font, to be precise it uses the Optima font. In spite of its minimalism, the wordmark has an elegant touch due to varying widths of the bars and curves forming the glyphs.



ESTÉE LAUDER



ESTÉE LAUDER
CLEAR

Fonts

Optima Bold: is used for logo, packaging, marketing and campaigns.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Courier Regular: is used for the headlines in website, product

categories and products name

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Optima Regular: it is used for copy on website, product descriptions, ingredients

list and prices.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

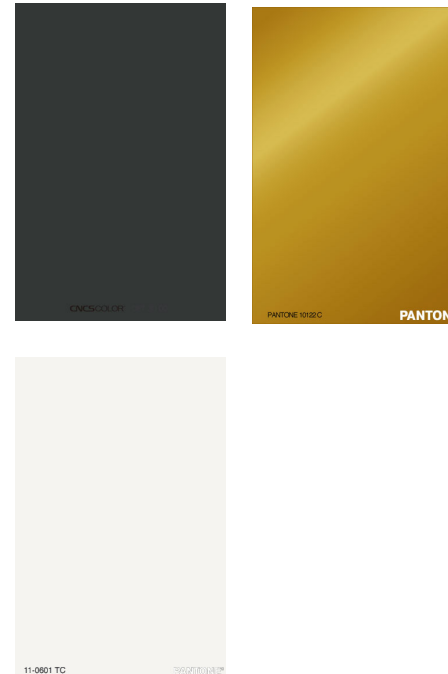
Colours

The current primary colours used by Estée Lauder are black, blue, gold and white and their chosen secondary colour is grey and 'True Blue'. On their product packaging Estée Lauder typically use gold and 'True Blue' and the bottle of product are usually in 'True Blue', gold-brown or clear. This combination gives an elegant and sophisticated vibe.

The colour 'True Blue' is created by Estée Lauder, as her orders increased in the beginning, she needed packaging that was as elegant as she was. She therefore decided to use this special shade of pale blue that she believed "would look wonderful in any bathroom". The 'True Blue' was once a primary brand colour for Estée Lauder, but now the brand is using this colour less and less, and therefore it becomes the secondary brand colour.

In our new line Estée Lauder Clear, we would use yellow, green and pink (maybe use true blue too as it's one of the signature colour for Estée Lauder) to the products to attract the much younger audience we are looking for. We have chosen to use white colour for all of the product bottles with colour lids or tops. For the Estée Lauder Clear logo, we would use the pastel yellow, green and pink (change to true blue maybe?) for the logo and text on the bottles. This maintains the sophisticated style of Estée Lauder by using its signature "True Blue" but also adding some accent colours to allow the brand to reach new audiences by making the packaging in a simpler, fresher and more vibrant way. The new colours will bring a light and bright feel to the new range of products.

Primary



Secondary



Shapes

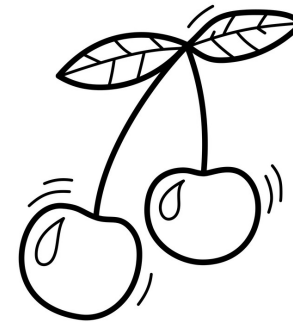
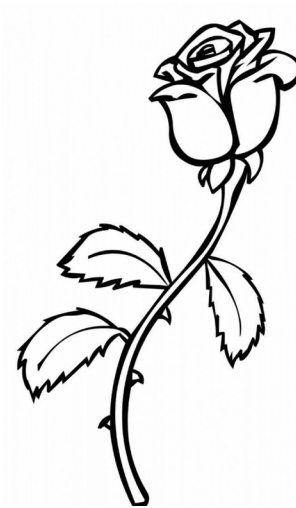
Estée Lauder does not tend to use a lot of shapes in their brands. They focus on their logo and the product descriptions on most of their products. However, with their gift boxes, it is common for Estée Lauder to use different illustrations and use unique shape boxes.

For Estée Lauder Clear, doodle icons would be used on the products.

The cherries would be the new scent of the products and it would give the indication of freshness.

The sun and cloud visual shows that you will shine and would give the confidence we want to the wearer to have.

The rose is how it would give the skin texture of softness.



Moodboard



Taglines

Estée Lauder like to use taglines that make their customers feel that the brand really truly cares about their wellbeing, skin and happiness, and that Estée Lauder is a caring company across the board.

"bringing the best to everyone we touch and being the best in everything we do".

The Estée Lauder mission statement is It is clear from this statement that Estée Lauder prides itself in providing the best possible products with the highest standards, best results and wellbeing at the core of what they do. By “the best”, Estée Lauder means the winning combination of the best products, the best people and the best ideas. These three pillars have been the hallmarks of the company since it was founded by Mrs. Estée Lauder in 1946. These core values and high standards remain the foundation upon which Estée Lauder continues to build success today.

For Estée Lauder Clear, these principles of high standard, good results and best ideas must be maintained to showcase the brands core values. The Estée Lauder Clear products will be of high quality and work to tackle the challenges of acne prone skin effectively with the best natural resources and solutions possible.



Word to use

Unique

flawless

Classy

Love

Recharge

Clear

Detox

Words not to use

Old

Trendy

Artificial

Affordable

Exotic

Chemical

Values & Feelings

Confident:

Women who use Estée Lauder products always feel confident, happy and youthful.

Loyal:

Buying Estée Lauder skincare always gives customers a fresh look, this makes them feel satisfied and keeps them loyal to the brand.

Flawless:

Estée Lauder makeup gives the perfect glow to each and every woman in her own way, they feel beautiful with the flawless skin.

Exclusiveness:

because of high price point not everyone can afford pay the premium of Estée Lauder product.

Quality:

As we do care about our product ingredients we always pick the finest quality.



Marketing Message



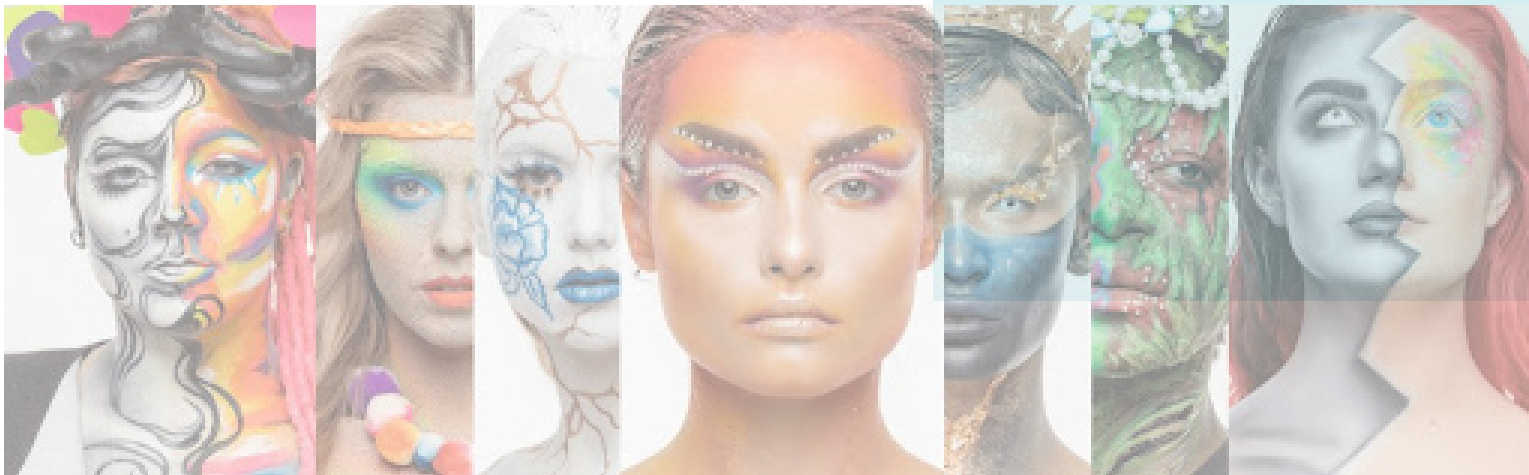
Be you own kind of beautiful

06

Marketing Campaign

Campaign Idea

Campaign Assets



Description of the Campaign

How will it Work ?

The campaign has been designed for Estée Lauder to run a big event in New York. Estée Lauder will collaborate with make-up artist Mario Dedivanovic. He will host this event in New York. During the event Estée Lauder Clear will launch their new tinted moisturizer line which will include 12 different shades.

This event is a makeup competition which will begin with some makeup tutorials using Estée Lauder products. Makeup artists from around the world will be able to apply for the event by sending pictures from their portfolio of work to a designated Estée Lauder Clear competition email address listed on the website. Our in-house professions will shortlist the 10 best candidates. The work of these candidates will be uploaded to the Estée Lauder social media – including Facebook, Instagram and Twitter – with the hashtag #estéelaudermakeupartist. Then the public can vote for their favourite on the website and via social media.

The 4 candidates with the highest vote will enter the ‘real-life’ competition. There will be 4 judges in total. The first guest judge is Zendaya the face of the Estée Lauder brand. The second judge is well-known make-up Mario Dedivanovic artist that Estée Lauder will collaborate with. The other two are the guest judges, who will be the famous makeup artists, actors or singers to create a real social media ‘buzz’ around the event. Alongside the judges, the guests attending the event will also have a chance to vote on social media.

Description of the Campaign

How will it Work ?

There will be two events on the same day in New York, the first in the morning and the second in the evening. As the competition is at the end of November it is close to Christmas so the theme of the make-up would be one event will have Christmas eve party dinner and Christmas day make-up.

The vote from the judges will count 50%, and the vote from public will be another 50% from the audience present.

The competition will be in New York. The competition starts with four makeup artist candidates during the day and then this is shortlisted to the final two candidates for the evening session. Estée Lauder will cover the cost of travel, accommodation and food for the contestants and they will stay together in a hotel.

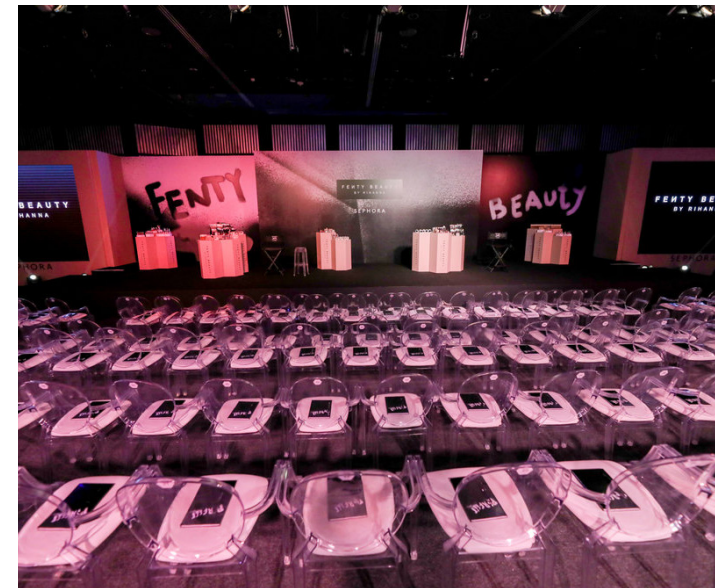
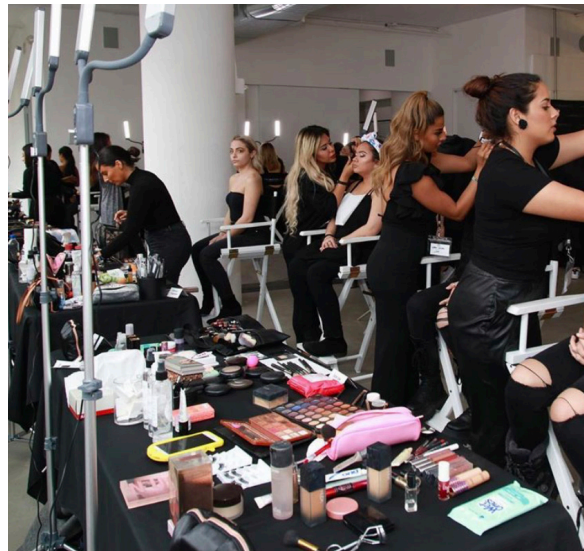
Influencers who are well recognised in the makeup industry in New York will be invited to be models for the event so the competing makeup artists will do their makeup. Guests who have bought tickets for the event will get Estée Lauder products as a gift bag at the end of the event. The attendees can have selfie with the makeup artists and the models or influencers and have a chat with them during each event. There will be 10 VIP tickets for each event – day and evening times – where guests can pay extra to get Mario to do their makeup during the session.

The event will be broadcasted online so more people would interact with the event and allow for more of an involvement of the younger generation on social media. The final winner would get a contract with Estée Lauder, become the make-up artist of the Estée Lauder and the brand would collaborate with the winner to create their own line of make-up and skin care.

Campaign Visuals



Visual Moodboard



07

Marketing Channel Mix

Strategies and Details

Mock Up and Visuals



Mockup One: Text Ad Creative For a Search Engine

AD . www.estéelaudermakeupartist.com

Estée Lauder Make Up Artist: Be You Own Kind Of Beautiful

Win the chance to have your own make-up line under Estée Lauder Clear. All expenses paid to New York. Join us now to Be You Own Kind Of Beautiful.

Join The Campaign | Buy Estée Lauder Clear |

Mockup Two: Magazine Ad.



ESTÉE LAUDER
CLEAR

WIN YOUR OWN PRODUCT
LINE UNDER ESTÉE LAUDER
CLEAR

The winners will have the opportunity to travel the world during the competition, with all accomodation and travel costs included.

The final winner will earn a contract to be the chief make-up artist of Estée Lauder Clear for a whole year and will launch their own make-up line under Estée Lauder Clear.

To join / learn more:
<https://www.esteeauder.com>

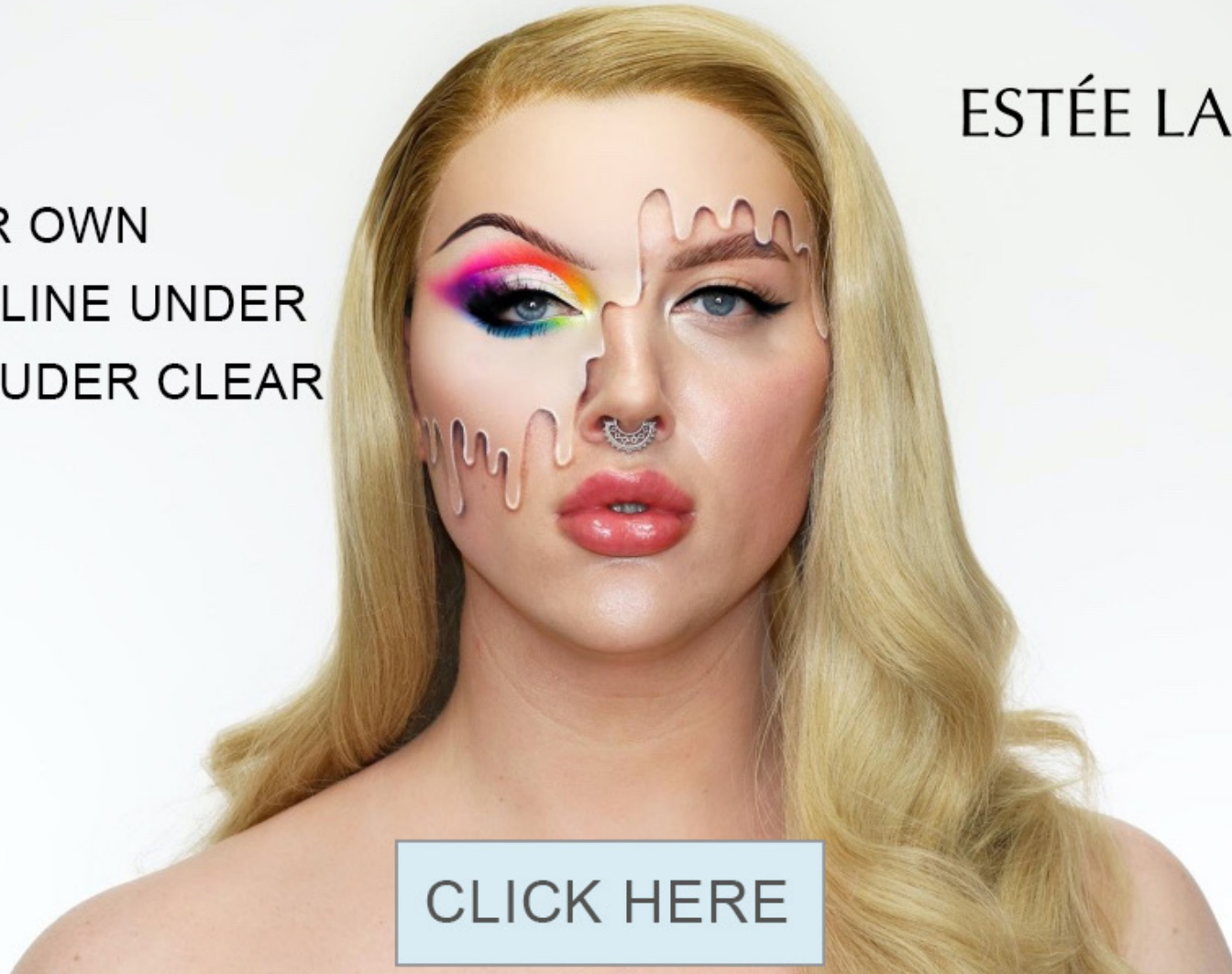
BE YOU OWN KIND OF BEAUTIFUL
Estée Lauder Make-up Artist

Mockup Three: Website Banner

WIN YOUR OWN
MAKE-UP LINE UNDER
ESTÉE LAUDER CLEAR

ESTÉE LAUDER
CLEAR

CLICK HERE



Mockup Four: Online Video.

Setting: Studio

Video: Colorful

Music: Steady Piano Music/
Exciting Piano Music

Description: The power of the product and
the exciting compition.



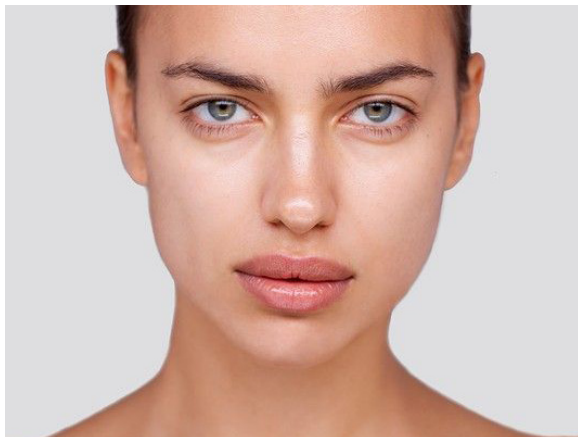
Actor 1: At the beigning the musci start of steady piano music a girl looking and checking her acnee.



Glitter dust start appearing and flying all over her by seeing the products of Estée Lauder.



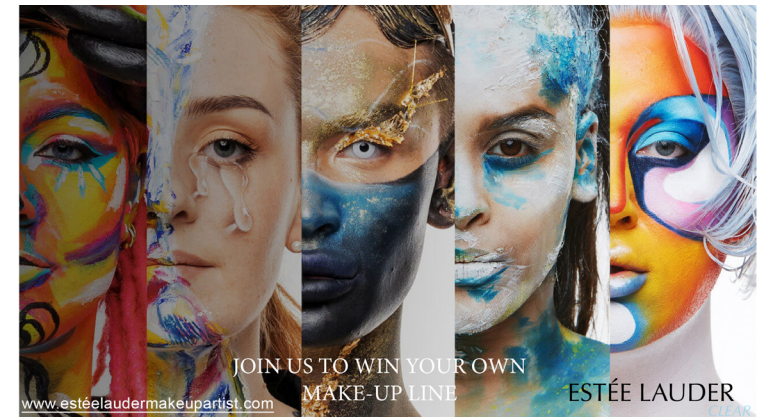
Actor 1: Start using the products and start having a clear skin .



Actor 2: appears without make up and music start turing into exciting music.



Actor 2: Colorful glitter dust apears flying all over her and the dust start falling away from her she appears with full make up.



Music get louder more glitter fly all over and more actors with different make-up start appearing.

Print Media: Magazine

For print media, I would place it in beauty magazines: a full-page ad in Elle and half page ad in Cosmopolitan. Both of these magazines are targeting young audience and it is the same audience that Estée Lauder Clear will target. It would be a great way to promote the make-up contest to guests wanting to watch the event and makeup artists to apply to the event competition. The advertisement will be in the September issue before the contest start in November. Makeup artists are therefore able to submit their work online during this time to join the competition.

The mock-up shown here is for Elle magazine.

ELLE MAGAZINE

ESTÉE LAUDER
CLEAR™

WIN YOUR OWN PRODUCT
LINE UNDER ESTÉE LAUDER
CLEAR

The winners will have the opportunity to travel the world during the competition, with all accomodation and travel costs included.

The final winner will earn a contract to be the chief make-up artist of Estée Lauder Clear for a whole year and will launch their own make-up line under Estée Lauder Clear.

To join / learn more:
<https://www.esteeauder.com>

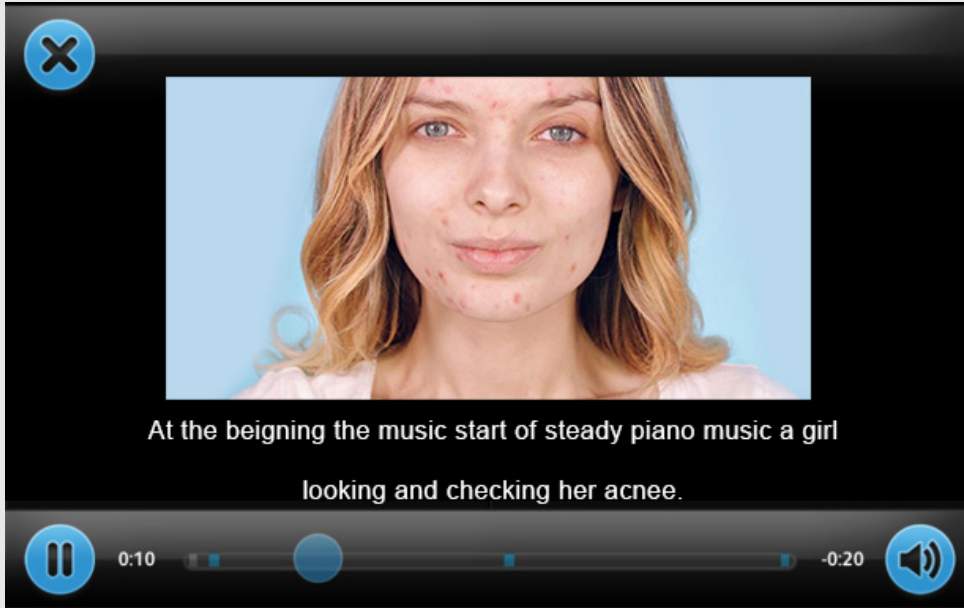
BE YOU OWN KIND OF BEAUTIFUL

Estée Lauder Make-up Artist

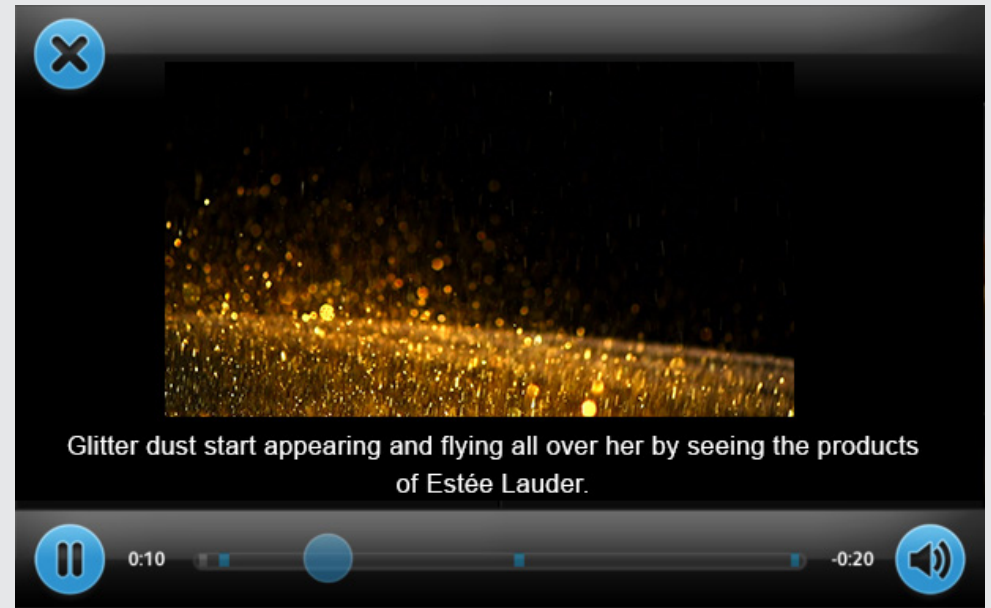


Streaming Media : ITV Hub

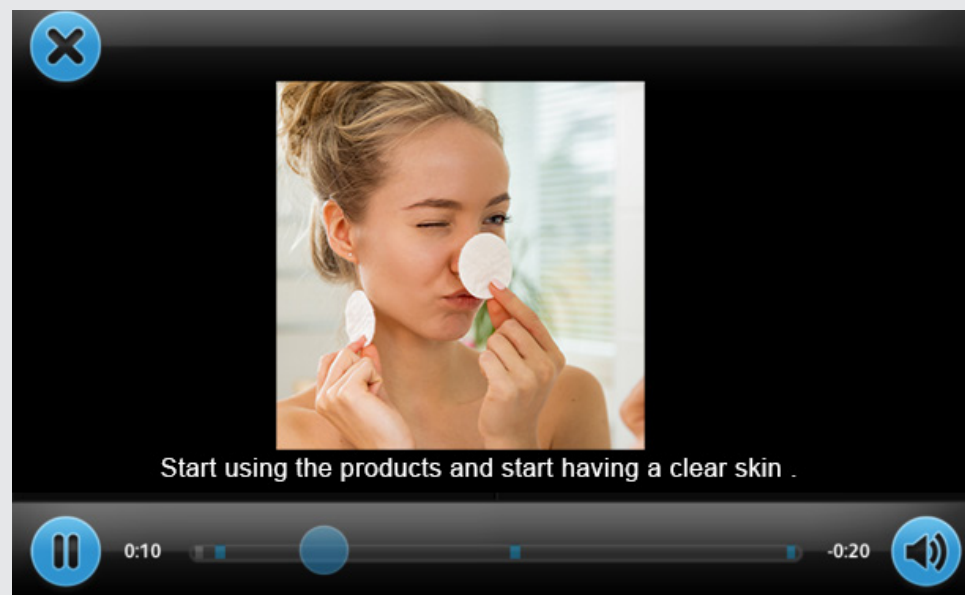
I will place an advertisement on ITV Hub online, the ad will appear before related TV shows, such as reality TV shows, beauty and fashion show. It will also show as a small video box on the website. The ads will be there for 6 months running up to the event. I would keep it simple yet exciting with this advertisement as it will appear between each episode. It would also be streaming in different place such as Hulu.



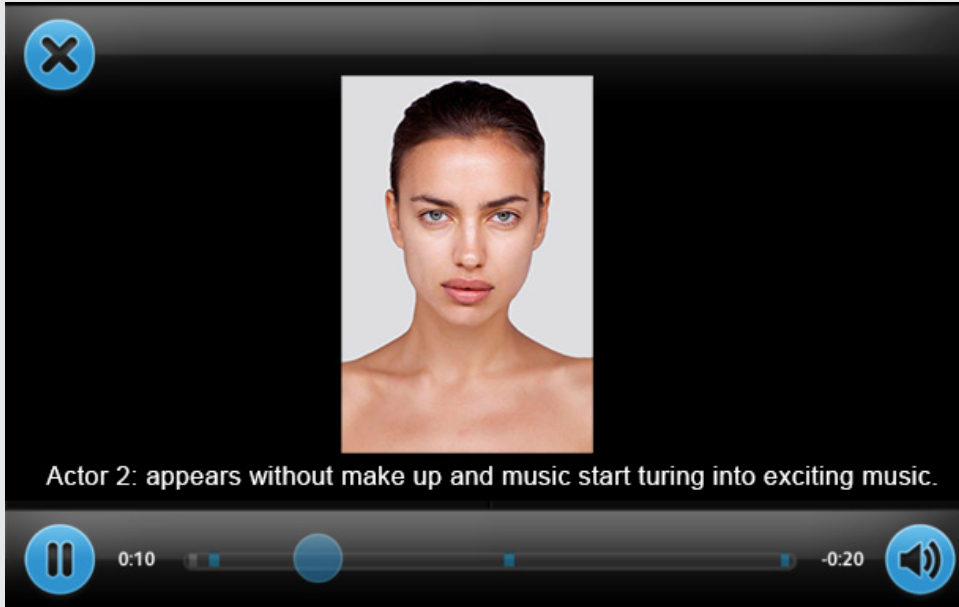
1



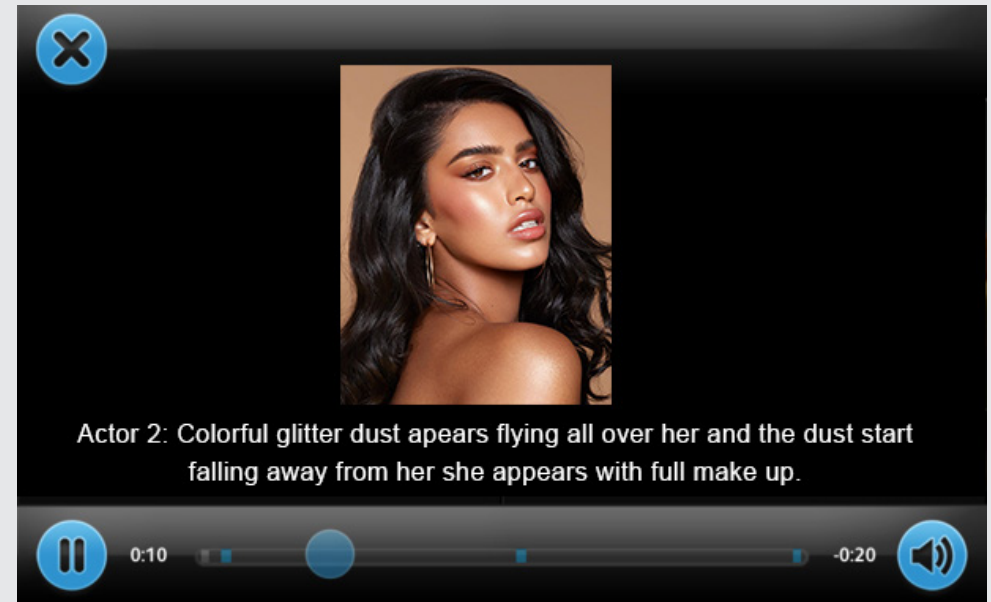
2



3



4



5



6

Direct Mail

The brand - Estée Lauder Clear - will send flyers to the customers who have register themselves as members of Estée Lauder as we have their information from all over the world. I would send mails to residential areas in all of the targeting metropolitan cities and to our Estée Lauder counters or stores as well so customer can easily take one home.

Front

WIN YOUR OWN PRODUCT LINE UNDER
ESTÉE LAUDER CLEAR



Flip the page to learn more...

ESTÉE LAUDER
CLEAR

BE YOU OWN KIND OF BEAUTIFUL

The winners will travel the world during the competition, with all accomodation and travel costs included.

The final winner will earn a contract to be the chief make-up artist of Estée Lauder Clear for a whole year and will launch their own make-up line under Estée Lauder Clear.

ESTÉE LAUDER
CLEAR

To join / learn more: www.esteelauder.com

Out of Home Media: Train Billboard

I will post the ad on the billboards in underground/subway all over the cities. For example, in London, I would put in the platform of every train station in the Central and Piccadilly line, it would be at the centre of the platform. The ad will be there for 3 months.

역촌
Yeoncheon
驛村

BE YOU OWN KIND OF BEAUTIFUL
JOIN US & WIN IT



If you are a make-up artist and your dream to have your own make-up line,
Join us and win one year contract with Estee Lauder Clear.
Visit our website to know more: www.esteelauder.com

ESTÉE LAUDER
CLEAR

Public Relation: Social Media

Influencers are one of the most important promotion strategies in 2020 and the near future, especially important for Estée Lauder Clear. Influencers will play a key role in the event and in the run up-to the event. We will feature influencers from the US, Europe, Asia and the Middle East. A very well known make-up artist and crucial influencer will host the event as he is one of the judges. In addition we will have Zendaya because she is the face of Estée Lauder. Some of the influencers who will join as part of the event include James Charles, Kendall Jenner, Patric Ta and The Real Fouz.

In terms of more practical public relations we will send samples to magazines' editors to let them know of the new Estée Lauder Clear line.

Makeup Artist Patrick Ta
 Artist
 Vietnamese 🇻🇳
 Patrick@Patrickta.com
 Founder Of @patricktabeauty
patrickta.com/collections/major-headlines

2,855 Posts 2 M Followers 983 Following

View Shop

Follow Message Email

PATRICK TA BEAUTY GET THE LOOK GET THE LOOK HOME REMODEL OSCARS

PATRICKTA... OLIVIA ADDISON HOME REM... OSCARS

Kendall

3,012 Posts 141 M Followers 221 Following

Follow Message

Grid of images including a woman in a black corset, a woman in a white dress, a woman in a black dress, a woman in a blue dress, a woman in a white dress, and a woman in a black dress.

therealfouz

2,368 Posts 3.2 M Followers 544 Following

Fouz
 Personal Blog
 Snapchat: ffoouzz
 For business inquiries:
info@therealfouz.net
 Owner of @therealfouzbeauty... more
dl.boutiquaat.com/The-Real-Fouz

Follow Message Email

James Charles
 Blend, but don't blend in.
business@spinandco.com
youtube.com/jamescharles

942 Posts 23.7 M Followers 269 Following

Follow Message Text

Giveaways TikTok Snapchat

MAKEUPBYMARIO Posts Follow

makeupbymario

BE YOU OWN KIND OF BEAUTIFUL

ESTÉE LAUDER CLEAR

14,578 likes

makeupbymario
 Travel the world with us! Win a year contract with Estée Lauder Clear and get you own product line out.
 #EstéeLauderClear
 #EsteeLauderMake-upArtist

Keywords

Search

1) Estée Lauder Clear

2) Make up artist

3) MUA

4) Cosmetic

5) Mario Dedivanovic

Estée Lauder is one of the biggest skincare and make up brands in the world and it is well known as make-up and skincare brand. Estée Lauder clear is a new product line for Estée Lauder and it is targeting a younger generation.

The beauty competition to promote Estée lauder Clear is focused on make-up and artists. That is why I have chosen those keywords. For the last keyword Mario Dedivanovic, he is one of the judges and stars of our campaign, so it is also important to include him here.

Keywords

Plan settings ⓘ Plan name: Plan from Nov 28, 2020, 5 pm, G... Locations: United Kingdom Language: All languages Search networks: Google Next month 1 - 31 Dec 2020

FORECASTS

NEGATIVE KEYWORDS

HISTORICAL METRICS

Just saved

CREATE CAMPAIGN



Your plan can get **300** clicks for **£250** and a **£2** max. CPC ⓘ

Clicks Impressions Cost CTR Avg. CPC Avg. Position

300 **3.6K** **£250** **8.5%** **£0.83** **1.5**

Daily Budget: £12

+ Add conversion metrics

RATE THIS FORECAST



COLUMNS

☐ Keyword ↑	Ad group	Max. CPC	Clicks	Impressions	Cost	CTR	Avg. CPC
☐ Beauty Competition	Ad group 1	£2.00	0.00	0.00	£0.00	—	—
☐ Cosmetic	Ad group 1	£2.00	133.13	1,818.92	£97.32	7.3%	£0.73
☐ Estee Lauder Clear	Ad group 1	£2.00	0.00	0.00	£0.00	—	—
☐ Make up artist	Ad group 1	£2.00	145.06	1,347.24	£138.81	10.8%	£0.96
☐ Mario Dedivanovic	Ad group 1	£2.00	4.84	73.01	£1.14	6.6%	£0.24
☐ MUA	Ad group 1	£2.00	21.18	319.29	£14.82	6.6%	£0.70

The reason I picked these Keywords are as we see here Cosmetic got 133.13 clicks and around 1,819 impressions, Make up artist got more clicks than cosmetic yet less impressions which is around 1,348.

SEM MOCKUP

Search



Makeup artist



All



Shopping



Images



News



Videos



More

Settings

Tools

About 762,000,000 results (0.70 seconds)

Ad • www.esteelauderclear.com

BE YOU OWN KIND OF BEAUTIFUL | Estée Lauder Clear

Are you a make-up artist? Want to have your own **make-up** line with Estée Lauder Clear?

Sign up now to win a contract with Estée Lauder Clear.

SEO MOCKUP

Search



make up artist

www.esteelauderclear.com

BE YOU OWN KIND OF BEAUTIFUL

Are you a make-up artist? Want to have your own **make-up** line with Estée Lauder Clear?
Sign up now to win a contract with Estée Lauder Clear.

Makeup techniques

The make-up techniques will direct visitors to the website where Mario Dedivanovic is the host of the competition, the webpage will also include videos of the most important makeup techniques for customers to follow and learn to take care of their skin.

SMM & SMA

Social

The social media platforms we are using are Instagram, Snapchat, Twitter and Tiktok. Our main focus is Instagram because it appeals to young audience and at the same time, they have a very wide audience base.



Instagram



Tik Tok



SNAPCHAT

Make It Part Of Your Strategy

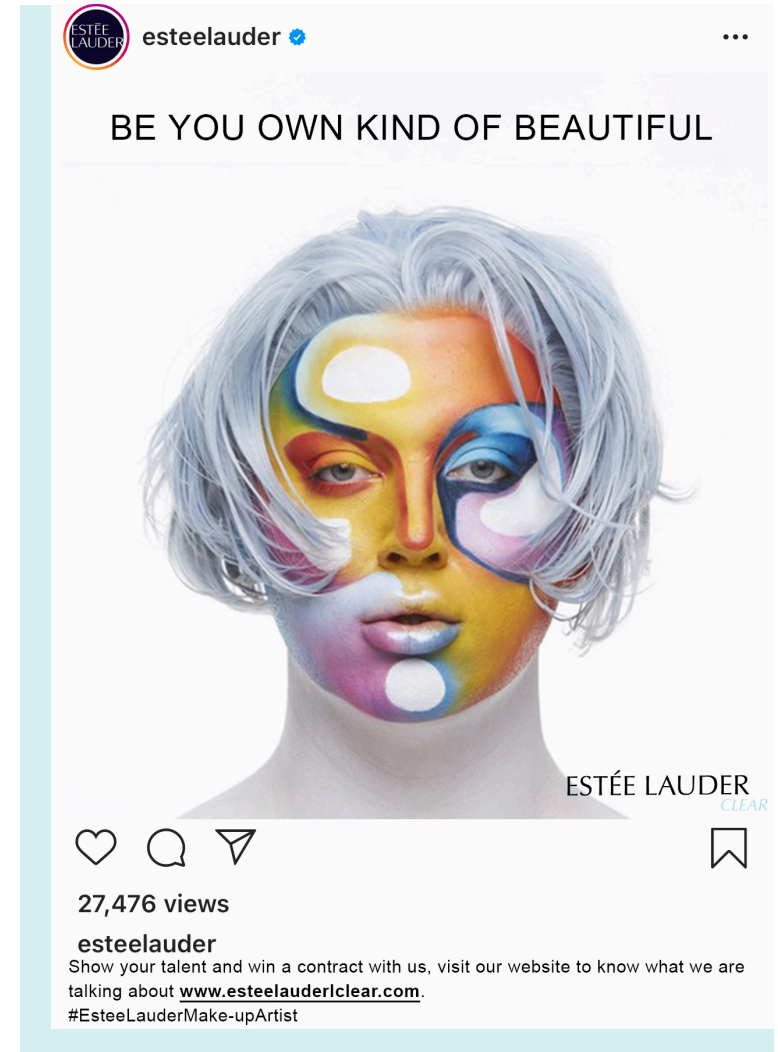


It's what's happening

SMM MOCKUP

Social

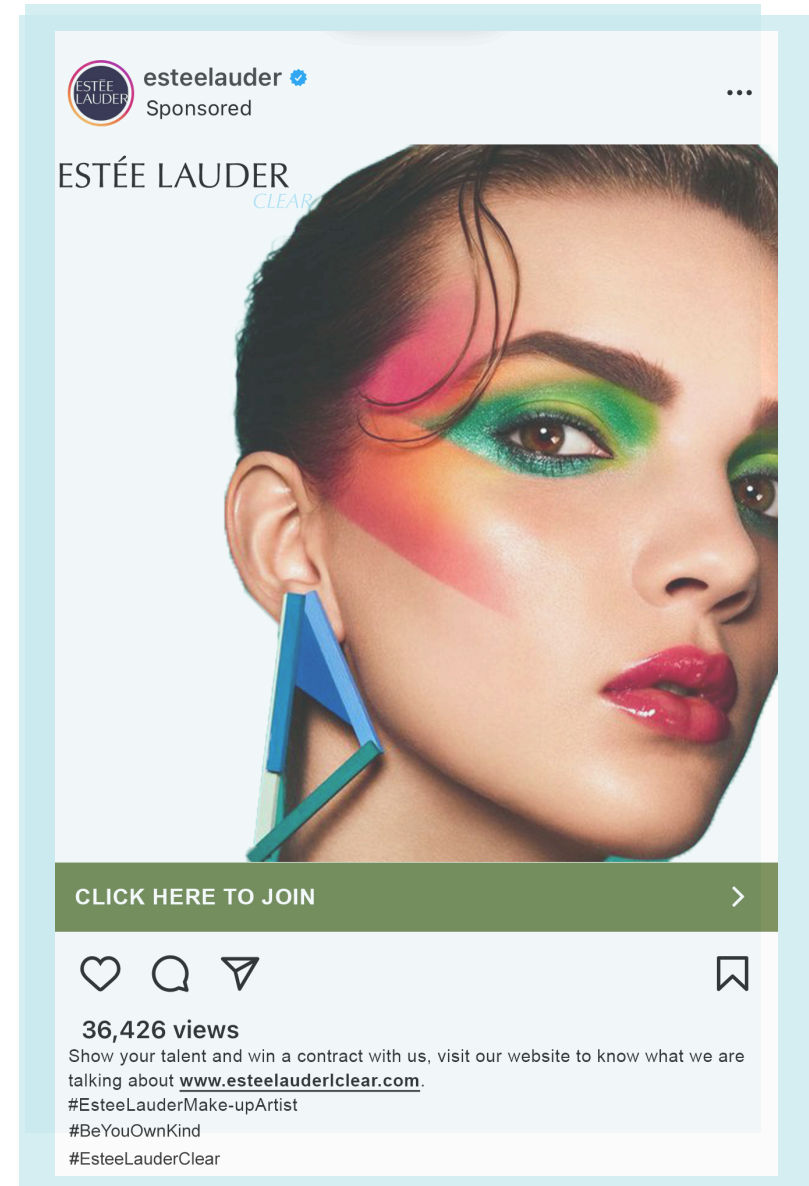
To encourage people to participate, I will share the promotions on both Estée Lauder and Estée Lauder Clear pages with a link on the description to direct consumers straight to the page of the website that can find all of the information about the event. On this web page they are able to either participate in the competition or to buy ticket for the show to see the event live.



SMA MOCKUP

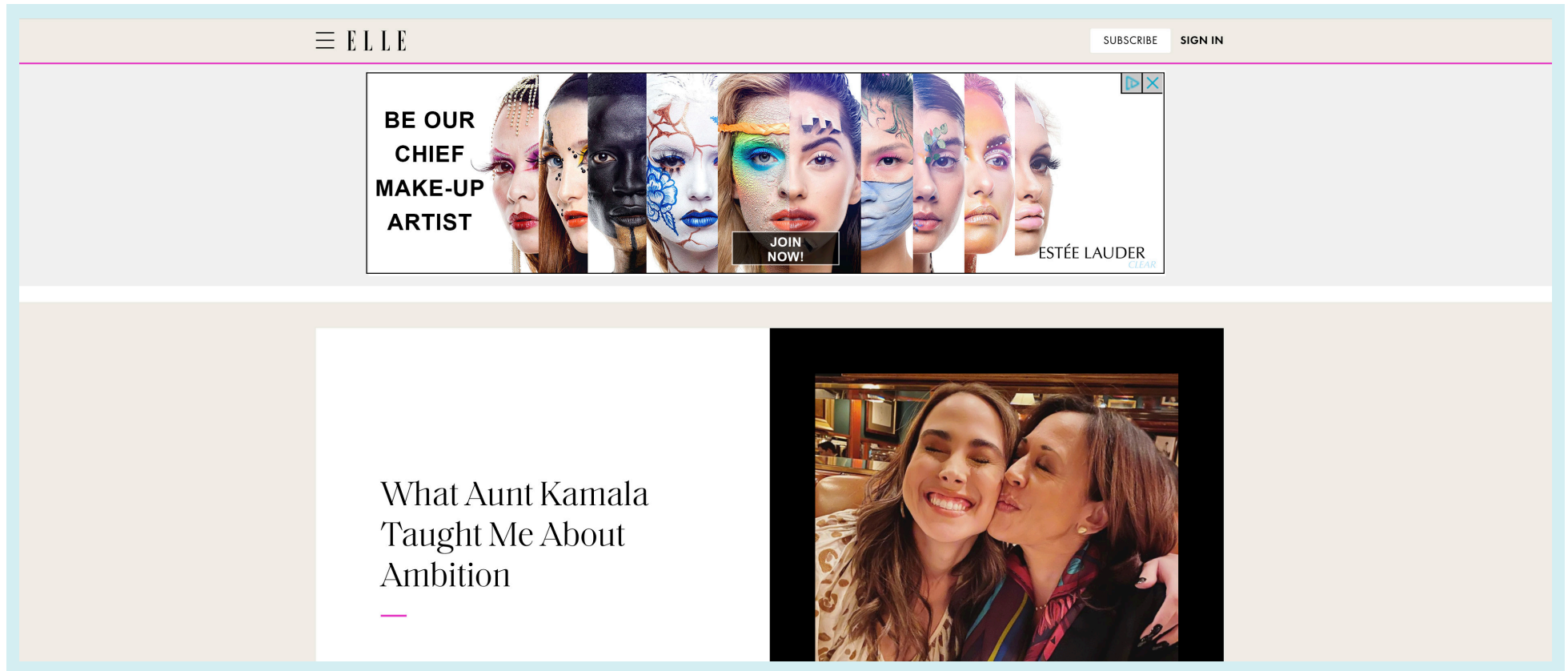
Social

I chose this attention grabbing images to encourage customer to stop scrolling and click on the link. The caption gives broad information about the competition and people can click for more information I have included hashtag so customers and make up artist know which hashtag is associated with the event. This post is targeting make-up artist who want to join the competition.



Display Advertisements

Display

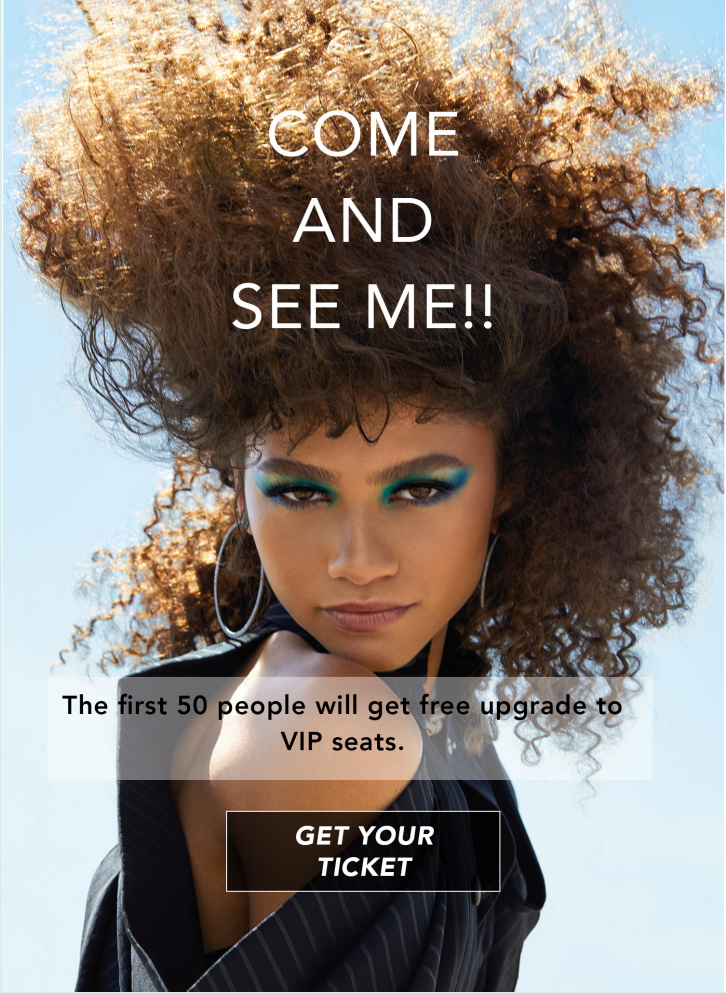


I would display the ads of the competition on online magazines that have younger generation viewer for example Elle, Cosmo and Marie Claire. It would appear as a banner on the website, people can click the banner and visit our event page.

Email Advertisements

Email

An email will be sent to the consumers who have subscribed to our mailing list already including the loyal customers that bought from us earlier. We would do a promotion on website that customer can subscribe to in order to get 15% discount on their first order. This will attract more customers and encourage them to share their email address with us.



ESTÉE LAUDER
CLEAR

COME
AND
SEE ME!!

The first 50 people will get free upgrade to
VIP seats.

**GET YOUR
TICKET**

a

Visual Merchandising:

Offline

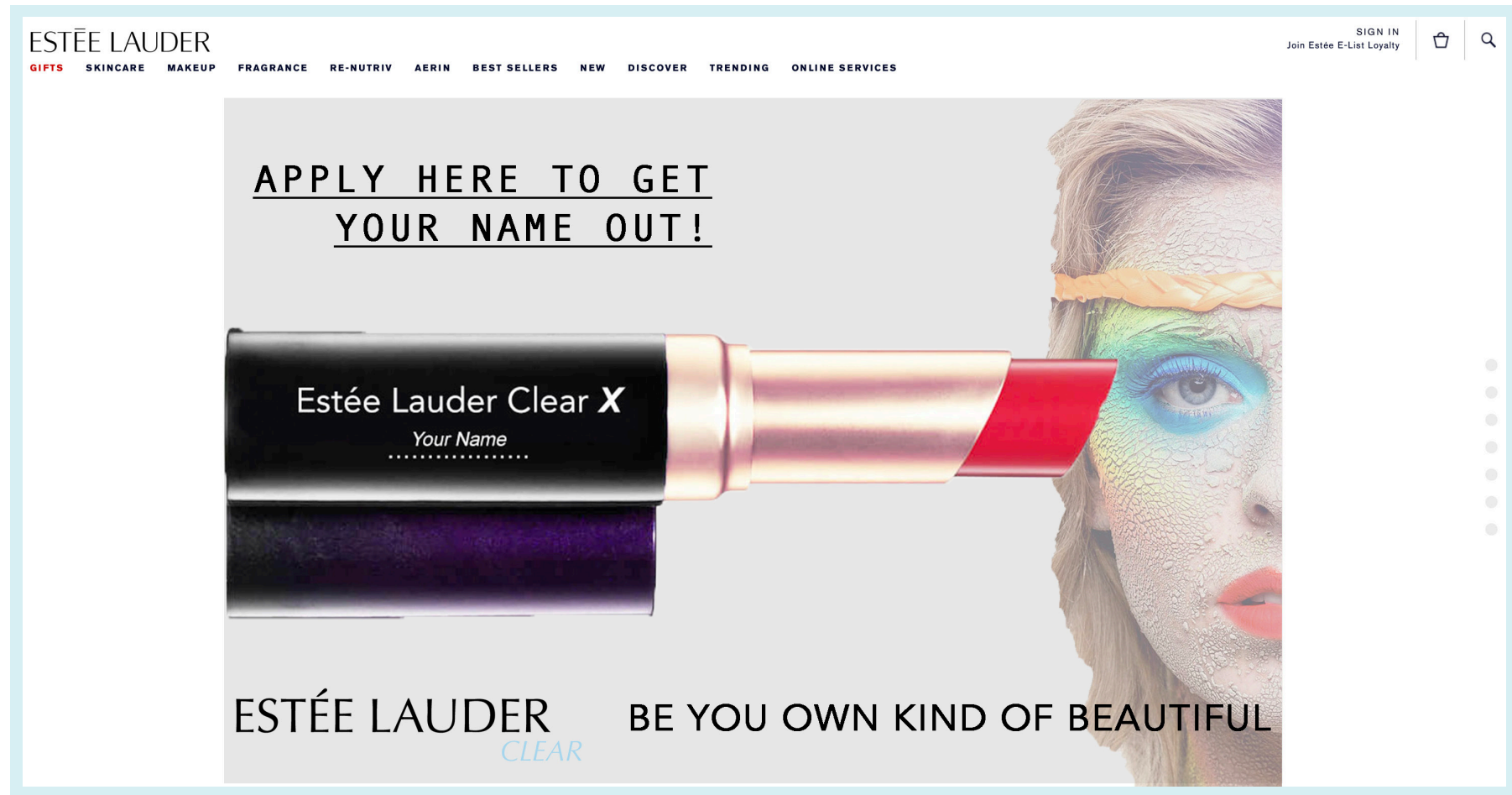


For offline visual merchandising, I would create a window display for Estée Lauder Clear in all major department stores that sell Estée Lauder's products. The display aims to promote the Estée Lauder Clear event called 'Be you own kind of beautiful'.

I would display a three times human size lipstick or mascara in the stores. This would be interchangeable in the most popular department stores in London and New York. There would be ordinary sized products displayed around the lipstick. On the giant lipstick or mascara product, there a label with the words 'Estée Lauder Clear X ...'. This '...' space would encourage make-up artists to imagine their names on the product as if they have won the competition. The prize for winning the competition is to allow the winner to create their own make-up line in their name under Estée Lauder Clear, so the writing can help to envision it and encourage more people to participate.

a

Visual Merchandising: Online



On the main Estée Lauder Clear website, for the masthead we would put a picture of lipstick with writing 'Estée Lauder Clear X'. Visitors can enter their name and they would see how it would look on an actual product. And there's a text saying 'APPLY HERE TO GET YOUR NAME OUT'.

b

Personal Selling:

Offline/Online



Offline:

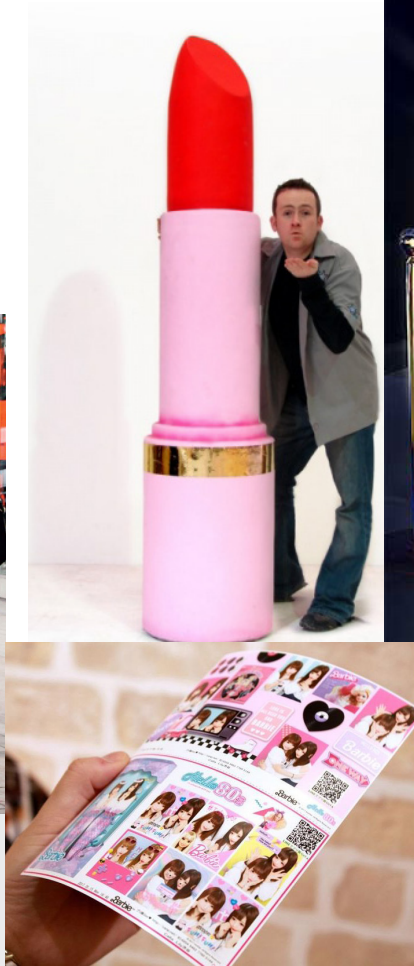
All the staffs that work for Estée Lauder in each store will be well trained and know all the details of the competition. We will use a QR code on their t-shirts and also place event stands all over the counters, so customers can easily find out there is an event happening. They can get more information about the event through scanning the barcode or asking a member of staff. The QR code will direct people to the event webpage, where there will be 2 big buttons: 'I am a makeup artist' and 'I am a beauty guru'. The make-up artist button will then direct people to the competition page and the beauty guru page will direct them to voting and event ticket purchase page.

Online:

On the official website, we would have online live chat 24/7, quick to respond, easy to communicate. When customers put their names on the mast-head the live chat would pop up. The live chat robot would automatically call out visitors' name as they have already entered theirs, e.g.: "Sarah Chat with us now to know everything BE YOU OWN KIND OF BEAUTIFUL"

C

Guerrilla Marketing:



C

Guerrilla Marketing:

Estée Lauder Clear would use a human size lipstick next to a photobooth that looked like an Estée Lauder Clear packaging from the outside. This would be held in New York. When you go inside the box there is a huge selfie mirror to take a selfie and customers would be able to try out lots of different filters through the selfie mirror. All of the filters would be make-up themes created by Estée Lauder. When they print the picture on the back of the picture they would find all the details about the competition and QR code to enter the website.

There will be Estée Lauder staff next to the huge lipstick, while people are walking the staff would talk to them to convince them to enter the photobooth to find out about the competition. The way that they would start the conversation is by calling them by the colour of their outfit or colour of their hair. We would place this in malls, stores that have Estée Lauder in their place, airports and other places.

d

Viral Content:



bibii63

...

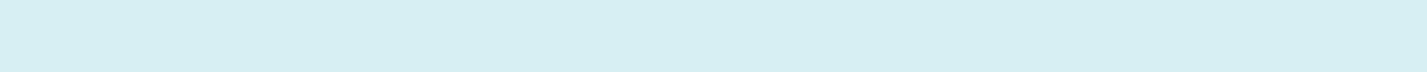


Liked by

and 8,394 others

bibii63

The bigger the merrier! Can't wait to be part of the massive Estee Lauder Clear makeup artist partayyyy!!!



d

Viral Content:

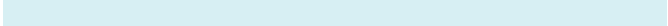
The medium for the viral content strategy that would be using Instagram and Facebook or even Twitter, making social media central to the strategy. We would have life size products on the streets in several places in New York. We would work with local artists, influencers and bloggers to create a hashtag #BeYouOwnKind and take a photo with the life size products. If someone takes a picture and share it on social media using the hashtag then they are entering a competition to win a free front row ticket to the event. We would use social media influencers to help create a 'hype' around the hashtag to start encouraging people to get involved.

The lipstick 'viral' setup would be held before the competition it is one of the ways to promote the competition.

In order to create a bigger hype, we would post two types of behind the scenes content. The first behind the scenes content would be sharing a sneak preview of where we are setting up the lipstick.

This can be done by sharing street names, well known monuments or locations to get people excited about where they can find the lipstick. This can ensure we can get people's attentions even before the lipstick appears, and maximise the hype the lipstick would create.

Secondly, we will share behind the scenes of our makeup competition, including how contestants get along during the competition, the gossips or friendships under the camera and how judges react to the works in private. This can ensure the hype for this makeup campaign would stay even after the lipstick art, and therefore allow Estée Lauder Clear to maintain a strong presence.



08

Calendar and Budget

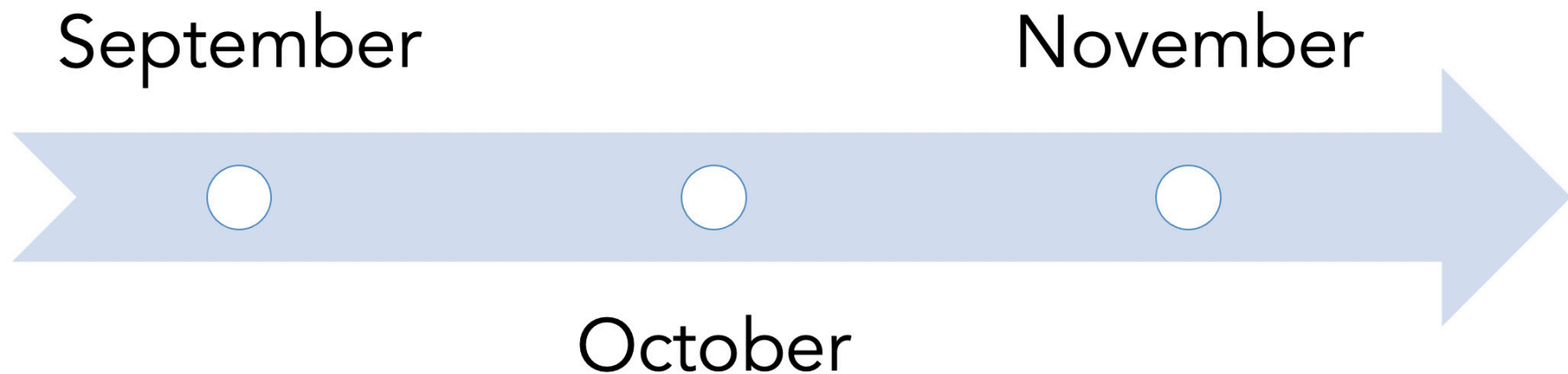
Campaign Timeline

Marketing Calendar

Marketing Budget



Campaign Timeline



The calendar that I have chosen for my campaign will start in September and end in November. For Sept and Oct, these two months are mainly for marketing and promote the event and the new Estée Lauder Clear line, by encouraging more people to participate by either buying tickets to view the show, or be join the competition. The main event, the make-up-competition show will be in November.

Marketing Calendar

Campaign Elements	September	October	November
Event Venue Rental			
Travel Expenses			
Gift Bags			
Hosts and Influancers			
Production Crew			
Marketing Channels			
Print Media			
Broadcast and Streaming Media			
Direct Mail			
Out-of-Home Media			
PR and Influencing			
Search Engines			
Social Media			
Display Ads			
Email			
Visual Merchandising			
Personal Selling			
Guerrilla Marketing			
Viral Content			

Marketing Budget

Campaign Elements	September	October	November	Total
Event Venue Rental			\$50,000	\$50,000
Travel Expenses			\$20,000	\$20,000
Gift Bags			\$8,000	\$8,000
Hosts and Influencers			\$22,000	\$22,000
Production Crew			\$35,000	\$35,000
Marketing Channels				
Print Media	\$10,000			\$10,000
Broadcast and Streaming Media	\$1,000	\$1,000	\$1,000	\$3,000
Direct Mail	\$4,800	\$4,800		\$9,600
Out-of-Home Media	\$4,000	\$4,000		\$8,000
PR and Influencing	\$12,000	\$9,000	\$9,000	\$30,000
Search Engines	\$1,000	\$1,000	\$1,000	\$3,000
Social Media	\$10,000		\$10,000	\$20,000
Display Ads		\$2,000	\$2,000	\$4,000
Email	\$10	\$10	\$10	\$30
Visual Merchandising		\$5,000		\$5,000
Personal Selling	\$300			\$300
Guerrilla Marketing	\$3,000			\$3,000
Viral Content		\$5,000		\$5,000
Total	\$46,110	\$31,810	\$158,010	\$235,930

Marketing Channel Mix Changes

After doing the budget analysis for this project, there are a major change that I need to make due to the budget. The key changes that I have made are on travel expenses, print media, out of home and guerrilla marketing.

The first change is to reduce the travel, in order to reduce the event venue rental price and accommodation costs. Instead of doing the competition in 4 different cities, I decided to reduced it in 1 city New York.

Secondly, to reduce travel expense, initially our plan was to have 10 participants but now we have to reduce that to 4 participants. That means only 4 participants will travel with us and hence to reduce the expenses. What we would be doing is that the Estée Lauder professional team would pick the best 8 participants from all the participants who applied to the competition, then they would share their works on their social media for public to vote, then narrow it down to 4 participants.

For print media, we will reduce from placing ads on 5 magazines to 2. Instead of 12 issues, we would only use it on the first month to reduce the costs. It is a full page ad on Elle and half page on Cosmo.

PR & influencing is an important marketing channel to Estée Lauder Clear as we are targeting new audience that basically grew up with social media. Influencers and celebrities play a huge role in their lives and when it comes to making a decision/choosing a lifestyle, my target audience usually look up to the influencers. Therefore, with my audience spends so much time on social media watching influencers and celebrities, we decided to invest more in this channel.

Guerrilla marketing would be used only in September to create the hype and catch people attention, so the marketing will run better after people know about us.

Regarding the out of the home media, we would only use it for 2 months: in October and November. For September, we will leave it to social media and Guerrilla marketing to draw people attention into our campaign, and from there we carry on leaving impression through different marketing channel.

09

Optimization Strategy

Conversion Funnel

KPI's

ROI



Conversion Funnel

2% CTR

ATTENTION

2,000,000

2,000,000 views of Estée Lauder foundation advertisement

INTEREST

40,000

40,000 clicks on the advertisement

DESIRE

26,000

26,000 online visits to Estée Lauder foundation page.

ACTION

780

780 sales of foundation range

Key Performance Indicators



- Impressions: The number of impressions of the advertisements will be tracked. The aim of this advertisement is to get 2 million impressions. The impressions of the advertisements will be monitored on a week-to-week basis so adjustments can be made to the advertisement if the impression rate is low or more money can be spent on the promotions if the impressions remain low.
 - Click through rate of 2%: The click through rate from all different advertisements will be tracked to analyse the number of people who have clicked on the advertisement after viewing it. If this CTR becomes less than our optimal 2% then it will show that the advertisement tracked is not performing effectively and needs to be adjusted.
 - Conversion rate - this rate will track customers from desire to action and record the number of people who have purchased foundation. It will compare the number of purchases with the number of visitors to the website to create the conversion rate. We expect the conversion rate to be 3% which will result in 780 sales of foundation.
- 

Return On Investment

$$\text{ROI} = (\text{SALES REVENUE FROM MARKETING} - \text{COST OF MARKETING}) \div \text{COST OF MARKETING} \times 100$$

Sales revenue from marketing:

Ticket sales:

- o Daytime ticket: $\$200 \times 990 = \$198,000$
- o Daytime plus makeup by Mario: $\$1200 \times 10 = \$12,000$.
- o Evening ticket: $\$350 \times 990 = \$346,500$
- o Evening plus makeup by Mario = $\$1350 \times 10 = \$12,000$

Total: $\$198,000 + \$12,000 + \$346,500 + \$12,000 = \$568,500$

Customer leads:

- o Estimated customer leads: 10,000
- o Spend per head approximately \$80

Total: $10,000 \times \$80 = \$800,000$

Total Sales revenue from marketing: $\$568,500 + \$800,000 = \$1,368,500$

$$\text{ROI: } (\$1,368,500 - \$235,930) \div \$235,930 \times 100 = \mathbf{480\%}$$

10

References

References:

- Team, MBA. “Estée Lauder Marketing Mix (4Ps) | Estée Lauder Marketing Strategy | MBA Skool-Study. Learn.Share.”. MBA Skool-Study.Learn.Share., 2020, <https://www.mbaskool.com/marketing-mix/products/16821-estee-lauder.html>. Accessed 12 Sept 2020.
- Scheplitz, Sebastian. “9 Terrible Marketing Mistakes Done By Famous Beauty Brands”. The Content Spa, 2020, <https://www.contentspa.com/horrible-beauty-branding-and-marketing-mistakes/>. Accessed 12 Sept 2020.
- “E-Commerce”. Elcompanies.Com, 2020, <https://www.elcompanies.com/en/who-we-are/retail-channels/e-commerce>. Accessed 22 Oct 2020.
- “Est E Lauder Companies Inc (EL) Divisions, Quarterly Segment Results - Csimarket”. Csimarket.Com, 2020, <https://csimarket.com/stocks/segments.php?code=EL>. Accessed 26 Sept 2020.
- “Estee Lauder’S Audience”. Thecosmeticenthusiast.Wordpress.Com, 2020, <https://thecosmeticenthusiast.wordpress.com/2014/10/29/estee-lauders-audience/>. Accessed 26 Sept 2020.
- “Estee Lauder Demographics And Consumer Insights | Numerator”. Snapshot.Numerator.Com, 2020, https://snapshot.numerator.com/brand/estee_lauder. Accessed 26 Sept 2020.

References:

- Genoveva, G., & Levina, L. (2019). THE GREEN MARKETING MIX: A REVIEW OF CUSTOMERS' BODY SHOP PURCHASE INTENTION. *Journal of Muara Ilmu Ekonomi and Business* , 3 (2), 400-409.
- Daughter, NP (2019). Effect of Green Marketing Mix on Consumer Purchase Behavior in the Body Shop (Doctoral dissertation, Maranatha Christian University).
- Lamasi, WI (2019). THE EFFECT OF MARKETING MIX AND PRODUCT QUALITY ON THE LOYALTY OF THE BODY SHOP BEAUTY PRODUCTS CONSUMER IN YOGYAKARTA CITY. NCAB .
- Langaro, D., & Martins, L. B. (2020). The Use of Augmented Reality in the Marketing Mix of Physical Products: Current Practices and Future Implications. In *Managerial Challenges and Social Impacts of Virtual and Augmented Reality* (pp. 55-75). IGI Global.
- Bhasin, Hitesh. "Marketing Mix Of The Body Shop - The Body Shop Marketing Mix". *Marketing91*, 2020, <https://www.marketing91.com/marketing-mix-of-the-body-shop/>. Accessed 19 Sept 2020.
- "Estee Lauder SWOT Analysis Matrix [Step By Step] Weighted SWOT". Fern Fort University, 2020, <http://fernfortuniversity.com/term-papers/swot/1433/261-estee-lauder.php>. Accessed 19 Sept 2020.
- Kavanagh, Duncan, and Duncan Kavanagh. "What Is Word-Of-Mouth Marketing And Why Is It Important?". *GWI*, 2020, <https://blog.globalwebindex.com/chart-of-the-week/word-of-mouth-marketing/>. Accessed 19 Sept 2020.

References:

- “Estée Lauder Companies Logo”. Fonts In Use, 2020, <https://fontsinuse.com/uses/9981/estee-lauder-companies-logo>. Accessed 3 Oct 2020.
- “The Estée Story”. Elcompanies.Com, 2020, <https://www.elcompanies.com/en/who-we-are/the-lauder-family/the-estee-story>. Accessed 3 Oct 2020.
- “EE Brand Story Slideshow: True Blue”. Estee Lauder - Official Site, 2020, <https://www.esteelauder.co.uk/ee-brand-story-slideshow-true-blue>. Accessed 3 Oct 2020.