

Urban Decay's Elevator Pitch



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Brand Analysis:

Current Situation:

Urban Decay is a beauty brand that offers, “Badass cruelty-free, high performance makeup. Reinvention over perfection. Inspiration without replication.” The brand offers a variety of beauty products that can be used daily or on special occasions. However, the uniqueness of the brand pushes normative limitations of society, and advocates people to be their most authentic self.

Opportunities:

Urban Decay has three opportunities to impact their brand. Urban Decay, can leverage beauty technology through influencers with their “Virtual Try-On”. Secondly, the brand can benefit from creating customizable beauty products that allows consumers to be their most authentic self. Lastly, Urban Decay has the opportunity to make customizable beauty products that also supports sustainable products, which directly correlates with their brand values.

Cultural Analysis: Three Trends

Most impactful trends:

- ❖ Selling customized beauty
 - Customized beauty products can create a better product that caters to their specific needs. Consumers like the idea of control over their products from ingredients to different shades.
- ❖ Sustainable and clean products
 - Sustainability is an essential part of the beauty industry, leading to all brands becoming more sustainable and eco-conscious in packaging, production process, and products.
- ❖ Partnering with influencers
 - Influencers spend years cultivating a large following and have great influence over their audience. Influencers can endorse a brand's products and in recent years the beauty industry has grown rapidly due to social media presence.

Cultural Analysis: Competitors

- ❖ Tarte
 - Tarte has a strong influencer marketing strategy where they host immersive events and trips, creating long-lasting relationships between the brand and influencer.
- ❖ Mac
 - Mac creates products that are custom to the consumer and diverse, appealing to a wide variety of people.
- ❖ Nars
 - Nars has created extremely high quality products that people have implemented into their everyday skincare routines.

Most Relevant Trend

Our brand believes that selling customizable products is the most relevant trend. Consumers like to have control over what ingredients go into their products. With the emergence in health and sustainability consciousness within the beauty industry, customizable makeup allows people to have a sense of relief and power over what goes into their products.

Elevator Pitch: Customizable Makeup Line

While Urban Decay allows you to virtually try on makeup and gives you a guide to finding the right shade for your skin tone, there is no option to create your own product, deciding what ingredients or colors go into your lipstick or eyeshadow.

We want to create both an in person and virtual experience, where consumers get to hand pick the ingredients and shades of purple or red in their product. This is not only exciting for consumers to do as a fun activity, but demonstrates Urban Decay's commitment to encouraging people to truly be themselves. What better way to be yourself than wearing makeup that *you* hand made?

How does this work?

- ❖ Similar to the brand Lip Lab, Urban Decay will create an immersive experience where people can book appointments to go into the store and physically make the product with the help of an employee.
- ❖ Consumers will have the opportunity to create the perfect shade of whichever product they choose by going into the store, but there will also be an opportunity to do this virtually and order it online.
- ❖ https://prose.com/consultation/haircare?utm_campaign=Skimbit+Ltd.&utm_source=impact&utm_medium=affiliate&utm_content=popsugar.com&utm_term=10078

Your Lip Lab EXPERIENCE

(1) CREATE YOUR SHADE

(2) CHOOSE YOUR FINISH

(3) ADD A FLAVOR

(4) NAME IT & ENGRAVE IT

Get creative—you know you've always wanted to name a lipstick



How will we promote this?

- ❖ In addition to social media posts on Instagram and Twitter, we are strongly focusing on our Tik Tok presence and partnering with top content creators.
- ❖ Many brands or products will go viral on Tik Tok as people will share videos of them using the product or raving about why they love it so much.
- ❖ People are not only influenced by celebrities, but are also greatly influenced by their peers or people who they share similarities with and we hope to reach a wide audience of people on Tik Tok.
- ❖ For example, Selena Gomez's makeup line Rare Beauty has been incredibly successful using Tik Tok to promote their products.
 - <https://www.dashhudson.com/case-study/rare-beauty-tiktok-marketing-case-study>

Partner with Tik Tok Content Creator Alix Earle

- ❖ Alix Earle has become the new “it girl” on Tik Tok as she shares her makeup routine and favorite products.
- ❖ Consumers pride Alix for seeming like a kind, fun girl who is shamelessly herself.
- ❖ Alix has over 1 million followers and also represents what Urban Decay stands for which is authenticity and excitement.
- ❖ Alix has a very strong Tik Tok presence and can help promote our new customizable products, while also strengthening our own Tik Tok presence.



Urban Decay Promotional Events

- ❖ Urban Decay will host events where they invite influencers, celebrities, or fans of the brand.
- ❖ At this event, people will get the opportunity to create their own lipstick and will share it so social media.
- ❖ Many brands host events that promote their brand, like Tarte makeup.
 - <https://www.glossy.co/beauty/tarte-tiktok-influencer-trip/>
- ❖ These events create a relationship and community between Urban Decay and influencers and allows us to have a more personable relationship with consumers.

