



MIAC X EUPHORIA

COSMETIC
COLLABORATION

ADDISON MACKENZIE SUIT



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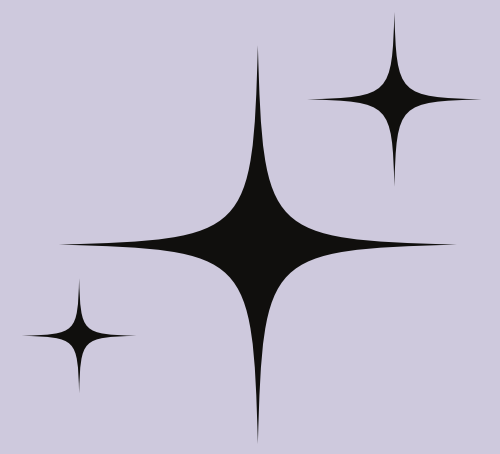


Figure 2. Lukas, E. (2020, March 2). Euphoria Star Alexa Demie's First Beauty Gig Is With MAC Cosmetics. Yahoo Life. <https://www.yahoo.com/lifestyle/euphoria-star-alexa-demies-first-210000191.html>

Figure 3. Global, L. (2020, March 10). Alexa Demie Inks Beauty Deal with MAC. License Global. <https://www.licenseglobal.com/beauty-cosmetics/alexa-demie-inks-beauty-deal-mac>

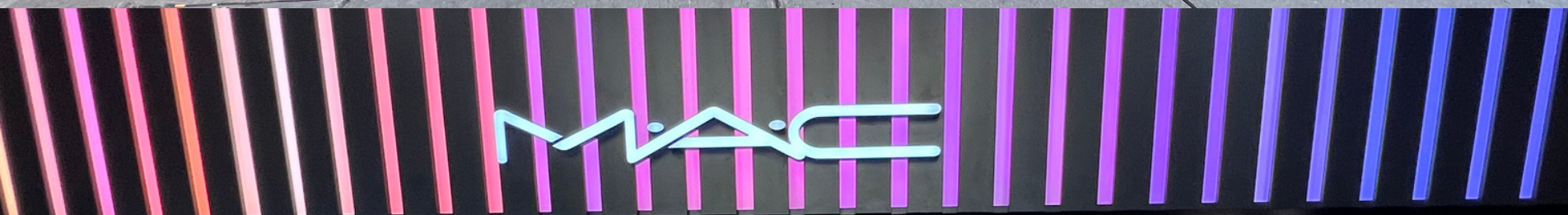
Makeup Art Cosmetics

A Brief History:

- 1970s "Makeup Art Cosmetics" began as a company making makeup for models (Hancock, 226).
- 1985 MAC was released to the public. (Hancock, 226)
- Establishes itself as a brand for "ALL AGES, ALL RACES, ALL GENDERS" (Maccosmetics.com 2023)
- "Our purpose goes beyond the products we develop to the communities we serve and the planet we live in." (Maccosmetics.com 2023)

Current Climate

- MAC is an ambitious cosmetics brand with viruistic goals in creating a safe and expressive space for every consumer



Figures 4 and 5 by the author

Introducing Euphoria

Q. What is Euphoria?

A. A TV show that had an average 13.1 million viewers per episode (Cameron, 2022)

Q. How does Euphoria fit in with Mac?

A. The show's colorful and dramatic storyline is articulated through makeup artistry that has been recreated by countless fans. The hashtag "euphoria makeup look" has been tagged on 36.6 million videos and the tag "euphoria" having 65.5 billion views. (tiktok.com)

Q. Does Euphoria's aesthetic make sense with Mac?

A. Yes!! The show uses dark multicolored lighting to capture the magical dramatic sparkle of the bold looks, reflecting MAC's own expressive color history.

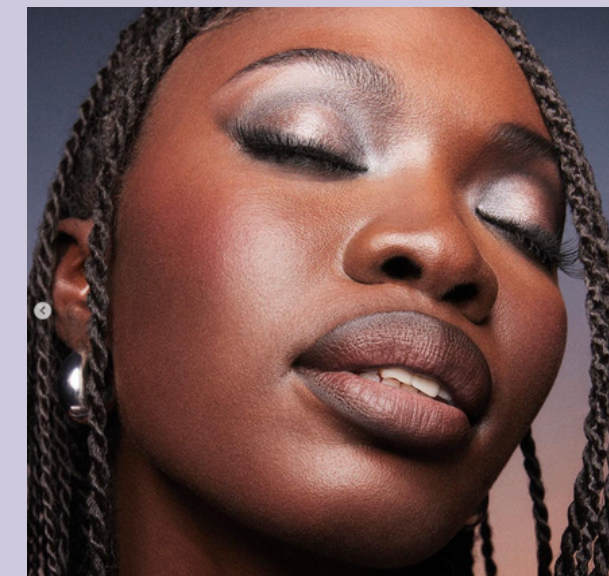
Q. Do MAC's values align with the show?

A. Yes, the show prioritizes inclusivity and representation across race, gender, and sexuality, emanating a safe space for all audiences to feel seen.

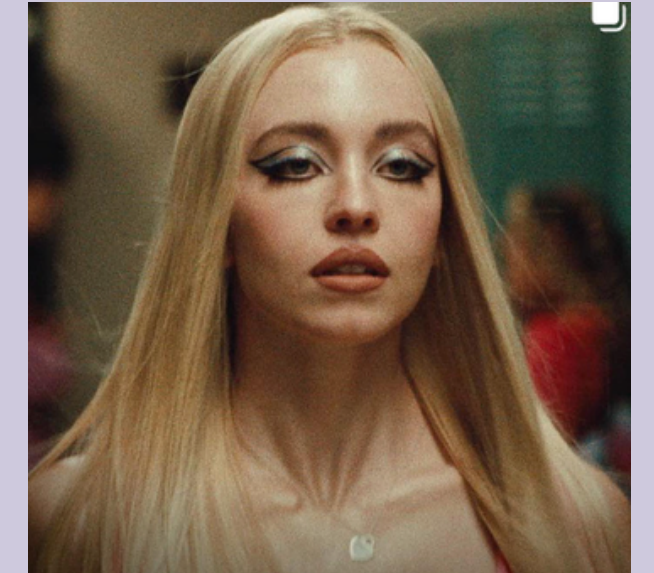
Q. Why isn't MAC already partnered with Euphoria?

A, They haven't seen my collection yet.

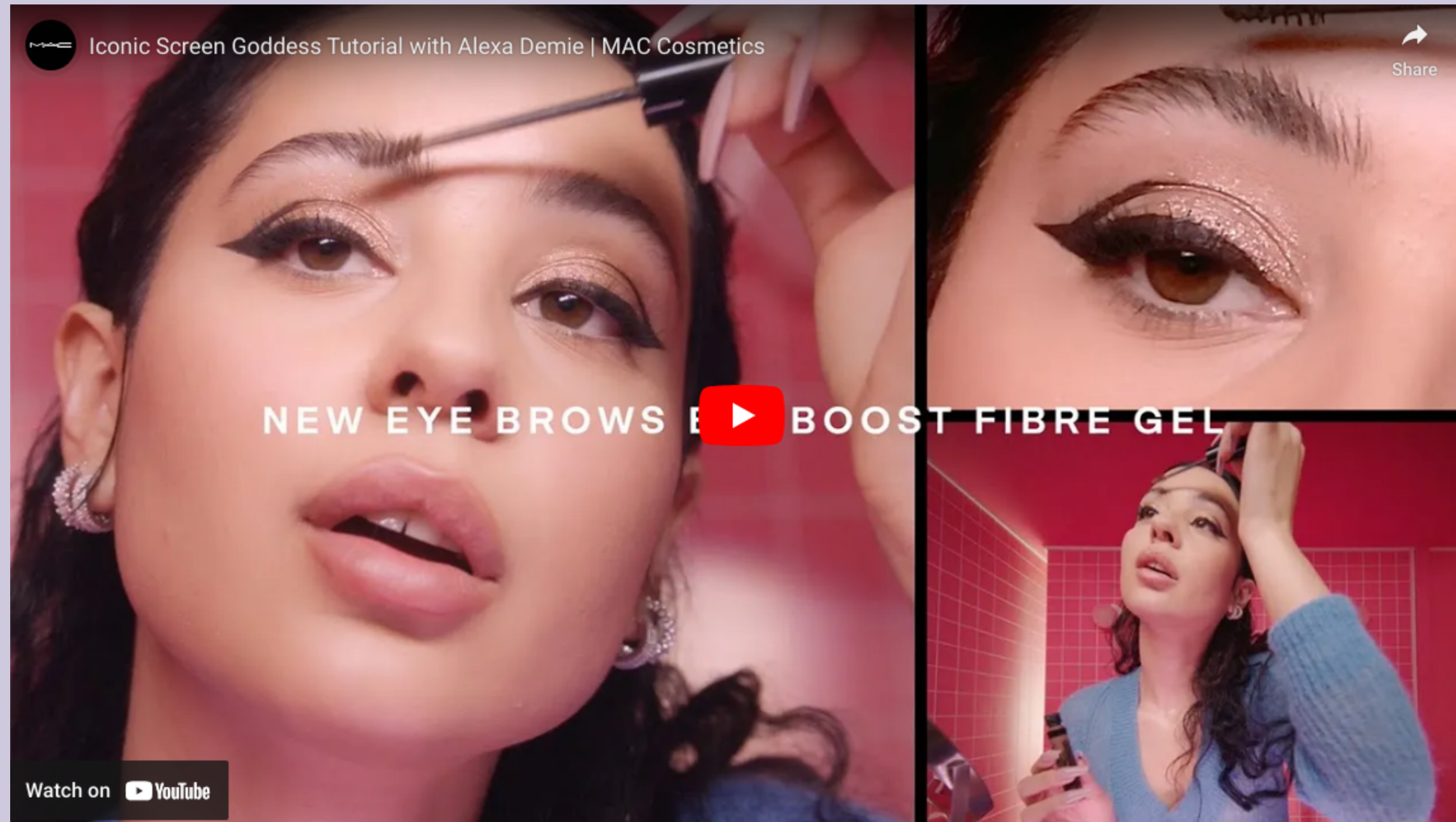
MAC



Euphoria

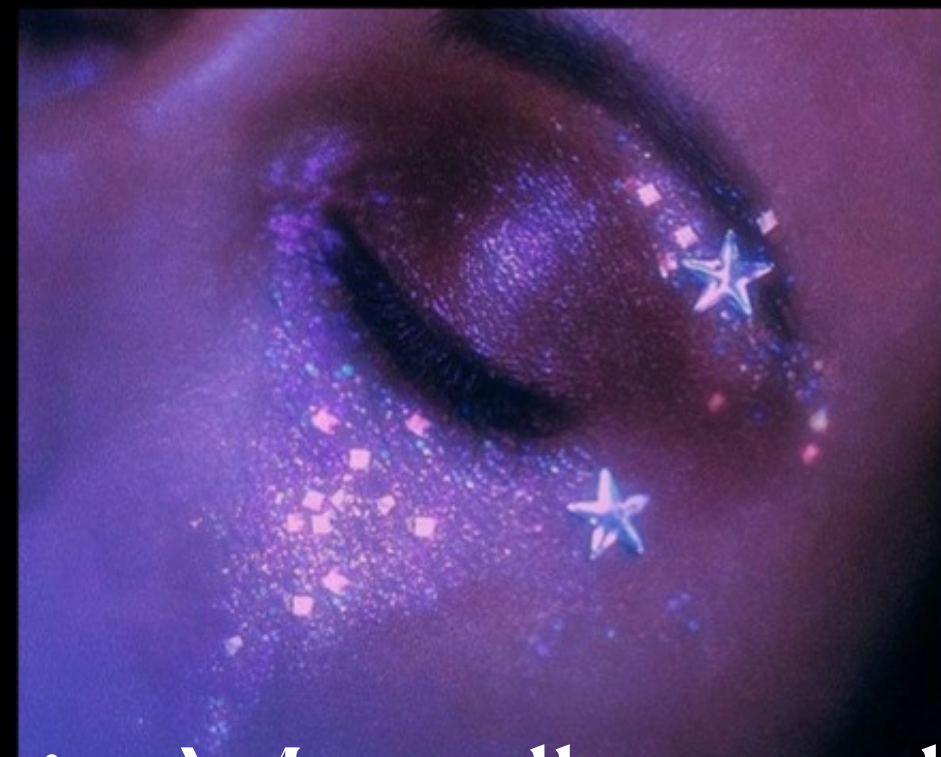


MAC's Previous Collaboration with Euphoria Star: Alexa Demie in 2020

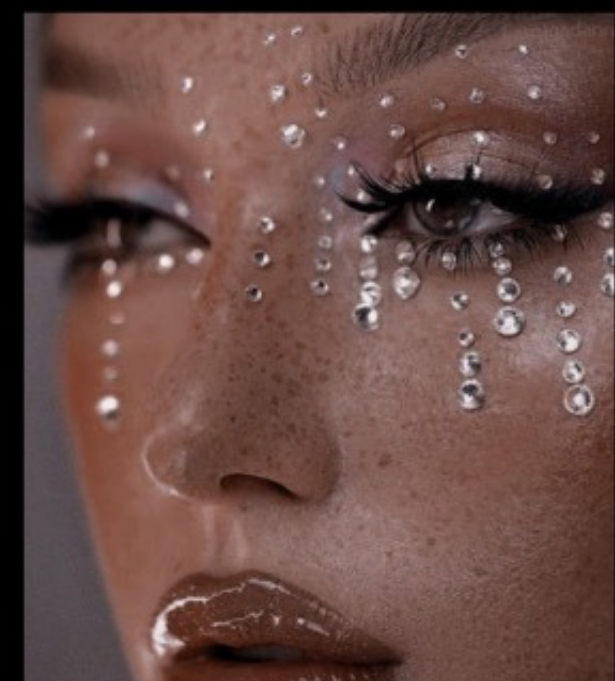
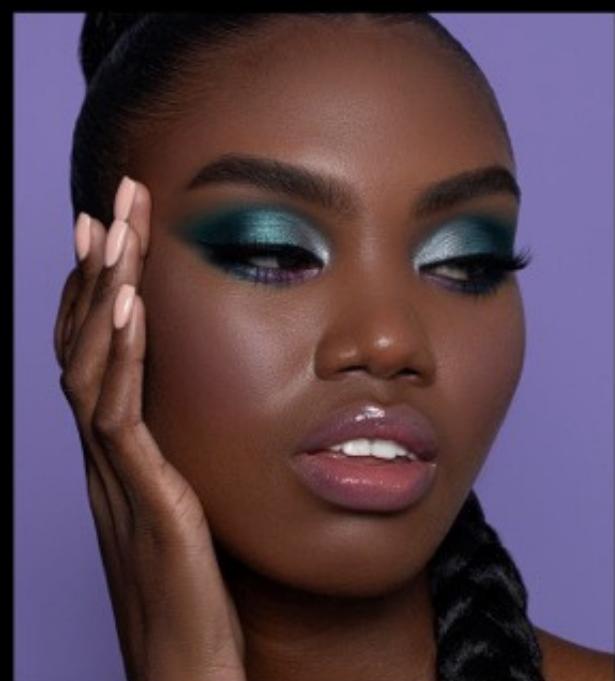
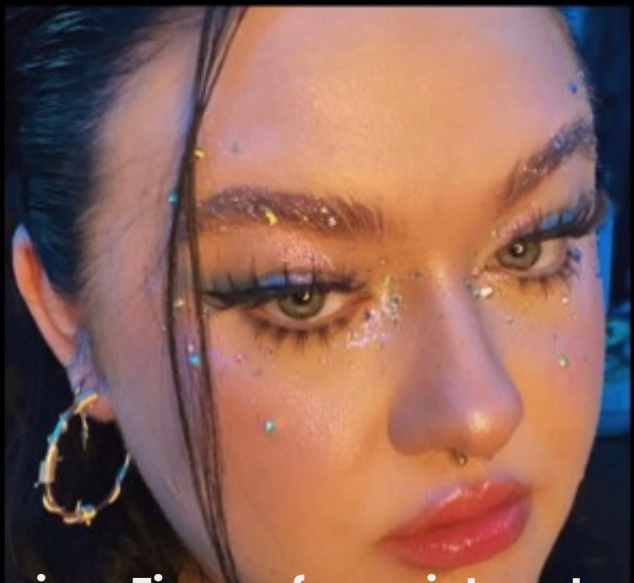


Pitcher, L. (2020, March 3). "Euphoria" Star Alexa Demie Stars in MAC Cosmetics' "More Than Meets the Eye" Campaign. Teen Vogue.
<https://www.teenvogue.com/story/alexa-demie-mac-cosmetics-more-than-meets-the-eye-campaign>

This video is evidence that this collaboration will make sense to fans of the show and consumers of MAC with 2.5 million views



MAC x Euphoria Moodboard



MAC's New Euphoric Product Line

The Main Idea: an exclusive line of products to be used on the actors and then will be available to the public when the season drops.

Availability: Products will launch in Mac's locations and on maccosmetics.com for an heir of exclusivity.

Numbers:

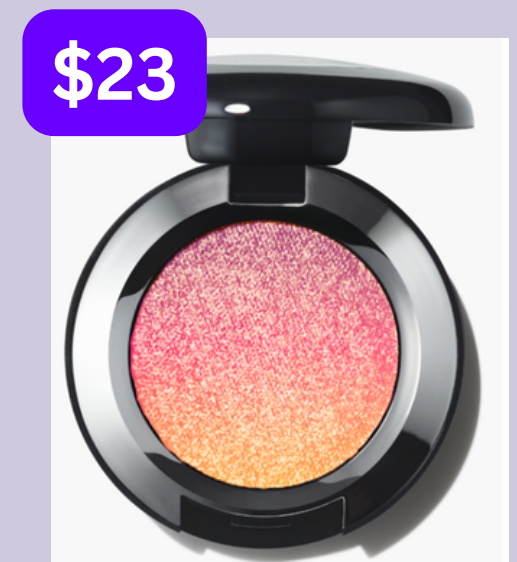
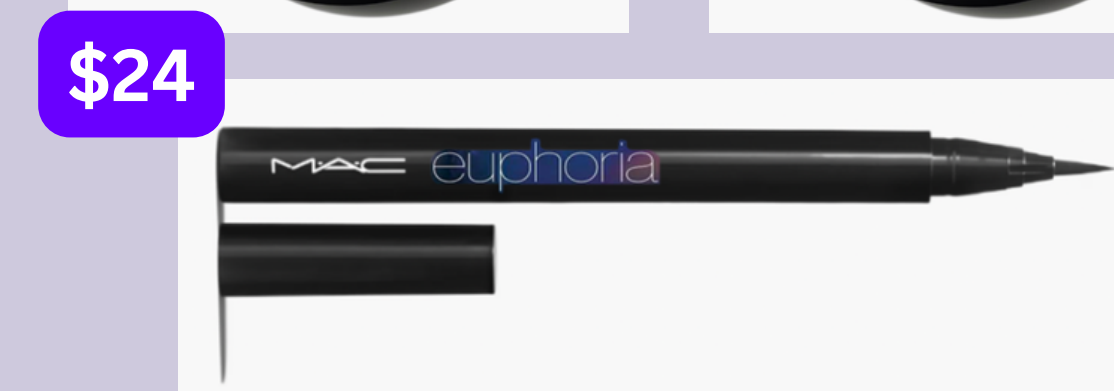
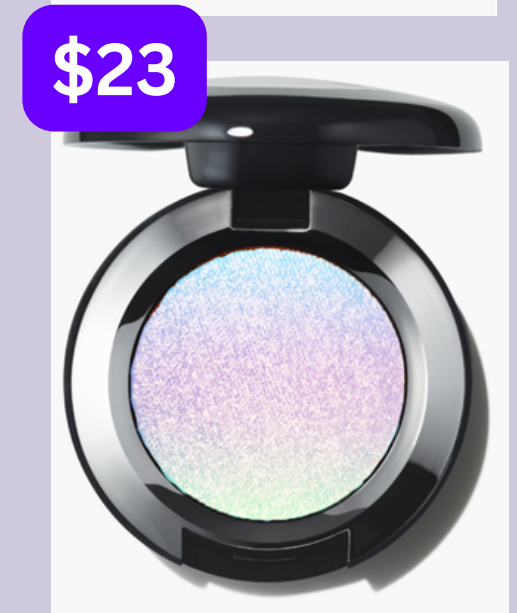
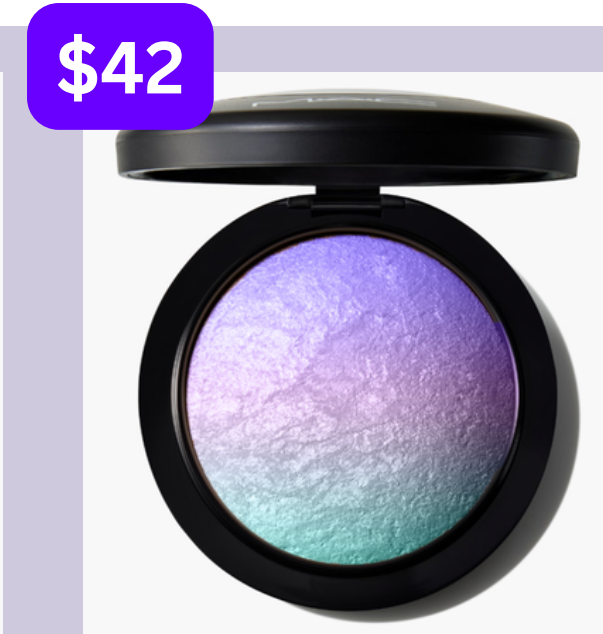
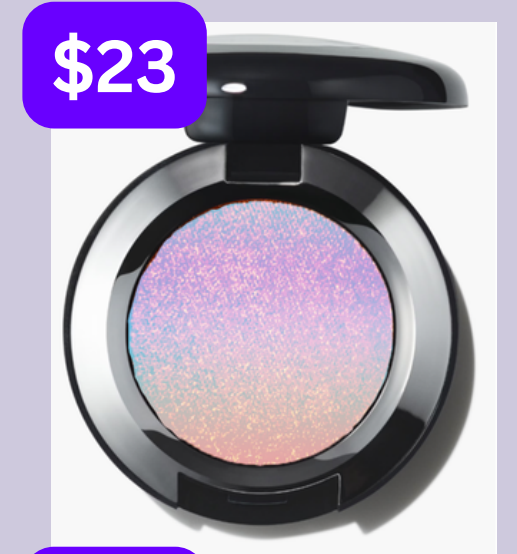
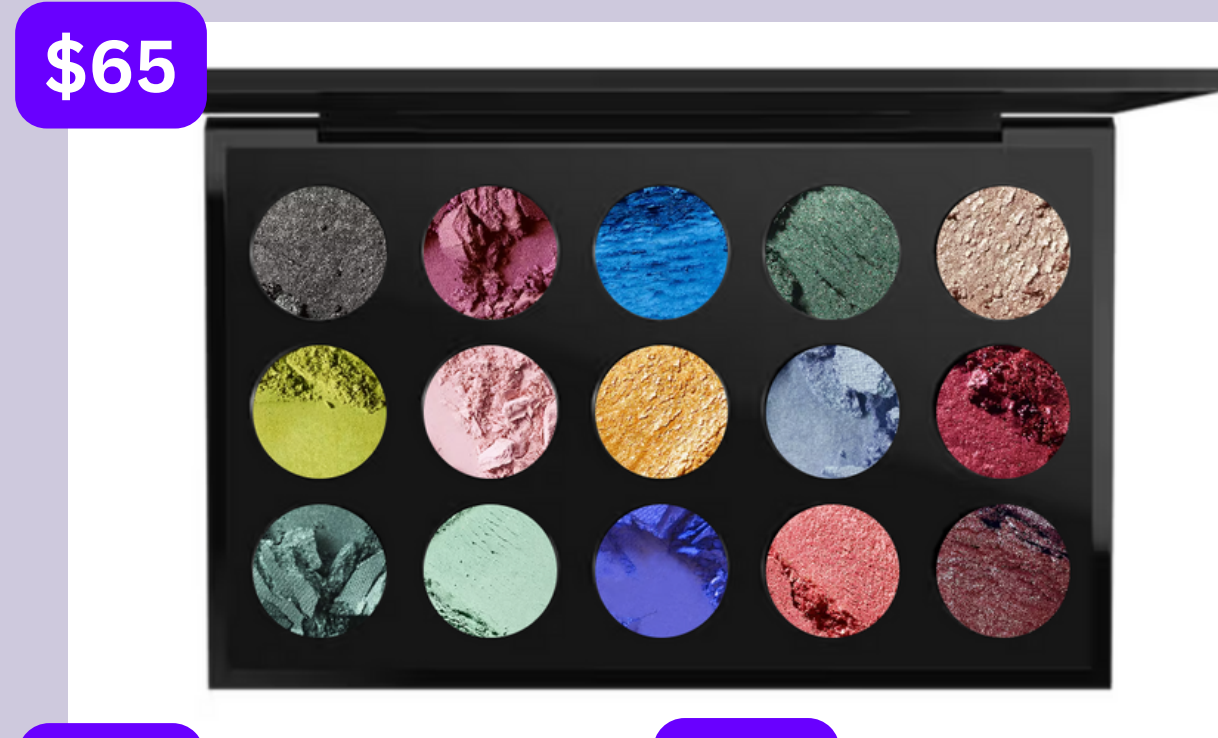
1250 Mac Stores

Online estimated 20%

Anticipated turn of 3

Target Sales Units: 31,500

Expected Gross Sales: **\$7,623,000**



Entrance



1734 Chestnut St Space #: Unit A, Philadelphia, PA 19103

In Store Fixtures

Products will be housed in the front of the store either on top of the table as shown on the left or as a full display as seen on the right for the locations that have enough space.

The store signage will also be placed as banners in the windows to draw in customers.



Figure 12. By the author

Marketing Campaign

Social Media

TikTok - Actors on set filming "get ready with me"s

Instagram - the makeup artists post tutorials of the looks on @euphoria and @maccosmetics

Instagram sponsored posts from @maccosmetics advertising launch

Subliminal

Show products being used in show

In S1 E2 Mac store front is shown, feature products in the back of other scenes

TV/Streaming

"Shop the look" ads play before and after the show

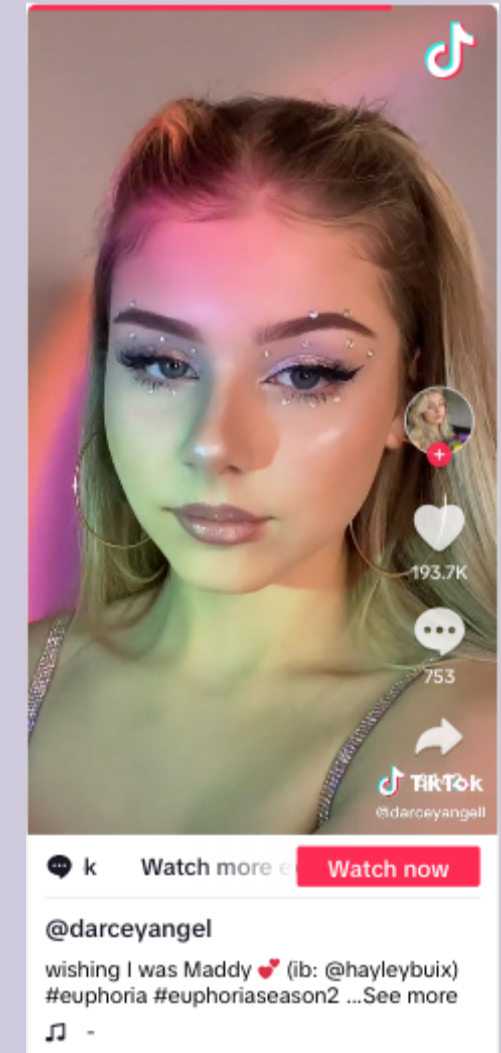
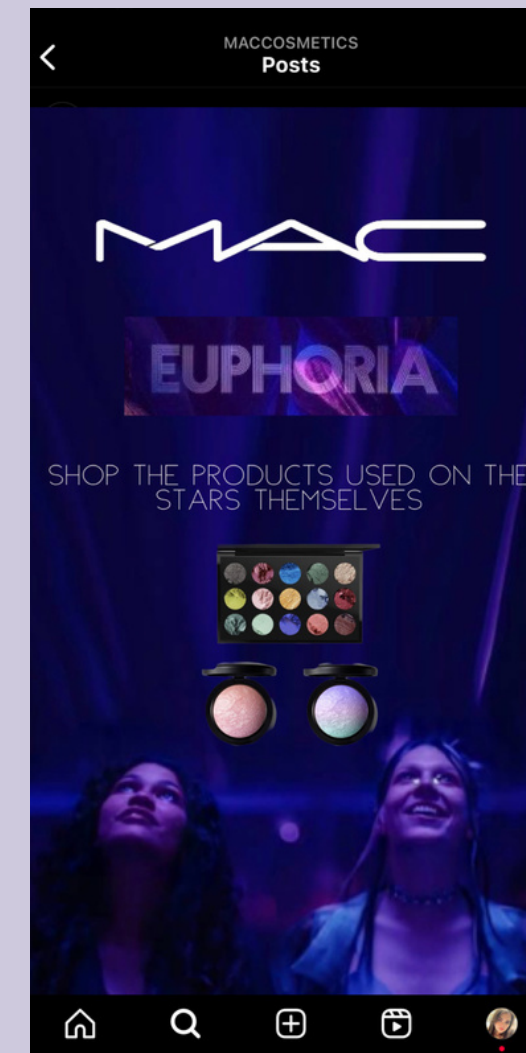
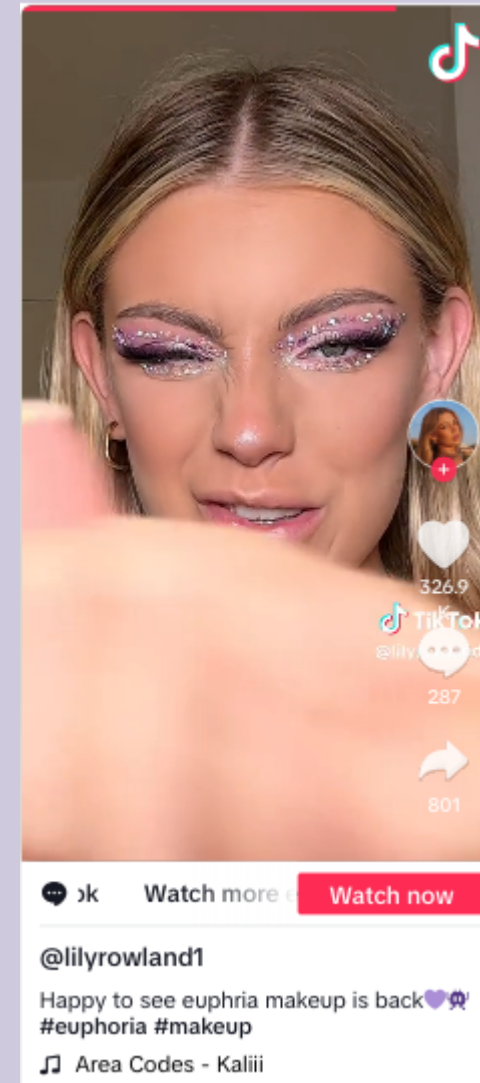


Figure 13. Teenvogue.com

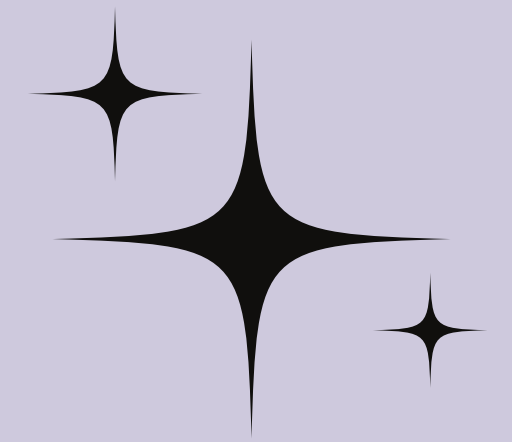
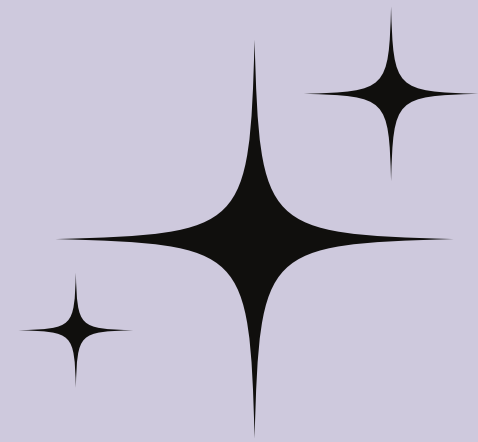
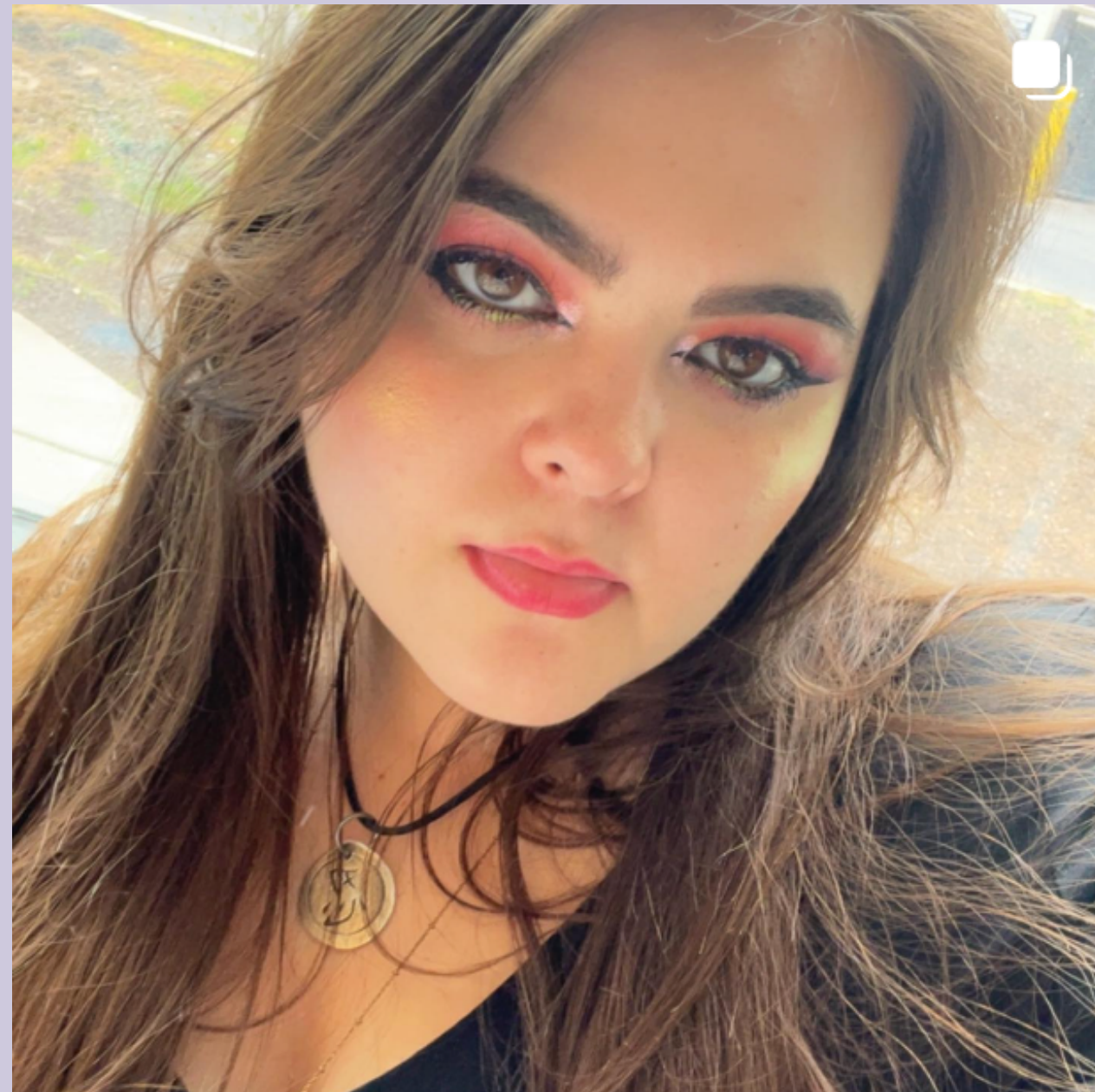
MAC x Euphoria in Summary

MAC and Euphoria is an excellent collaboration because

- Their aesthetics and values match with a shared consumer
- There is no buying competition because each brand is selling products in different department
- MAC and Euphoria already have relationships with product placement and past collaborations with the actors in the show, so partnerships will gel easier and the consumer is used to seeing them together
- This will give MAC a chance to tap back into their more adventurous product designs and formulas
- MAC will help sponsor and supply the makeupset of Euphoria and Euphoria will help MAC get more brand exposure

Euphoria x Mac Brought to You By:

Addison Mackenzie



Thank You!!

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