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Media Briefing Talking Points

- I. Introducing myself as VP of Communications at Glossier.
 - Talk about how long I've been at the company
- II. Talk about DEI initiatives
 - Donating to Black beauty businesses
 - Relate that back to the allure campaign of melanin edit
- III. Introduce Olivia Rodrigo
 - She is the first celebrity influencer at glossier
 - Filipino American
 - She is a Gen Z influence with the same target demographics as glossier
- IV. Social media usage
 - Swissmiss Campaign
 - Pushing to vote
 - Brand launches
- V. Addressing the DEI scandal
 - Jumping to action by taking action
 - The 8-step initiative
- VI. Switching from Direct to the consumer to in store
 - The move to Sephora
 - How we increased
 - Most searched on the Sephora website
- VII. Allure and Glossier values
 - Listing both companies' values
 - Why allure should pick glossier to write about
- VIII. First-to-know
 - Glossier wants Allure to be the first to hear about these exciting new campaigns and the direction glossier is hedging towards.

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Questions that may be asked

1) Glossier recently partnered with Olivia Rodrigo, how do you think this will influence the direction Glossier is taking and its consumer relations?

Glossier's target demographic is females ages 16-25. Miss. Rodrigo is 19 years old, just as the majority of her fans. Having a Gen Z influencer is changing the trajectory of Glossier. We are hitting our target demographic in a diverse way. Olivia is our first-ever celebrity influencer and we are so excited to have her on board because her personal values align really well with Glossier's. Additionally, Olivia Rodrigo is Filipino-American and is so proud to be bringing more diversity into the beauty industry.

2) How do you believe you have been using your social media effectively to reach your consumers and how did the integration affect Glossier?

Social Media is a huge part of who we are. As Emily said, we started because of a blog so holding an online presence has been so important to us. When social media, like Instagram, became relevant for businesses as well as personal accounts- much changed. We needed to shift our focus to ensure we created content that not only showed our products but also listed our values.

3) How will the switch from being a direct-to-consumer brand and now selling in Sephora change the image as a company?

Glossier is already one of the top searches on the Sephora website already proving its demand within the store. This is making a new chapter for the brand. Sephora and Glossier share the same customer-centric values and are both grounded in the evolution of beauty discovery. Sephora makes Glossier's products MORE accessible. Instead of just first-party, it's moving to third-party retailers.