

Glossier.

IMPRESSIONS OF YOU



WHO IS **Glossier.**

Glossier, known for its skincare and makeup products, has a minimalist, "real skin" approach that appeals to younger consumers.

Their branding emphasizes user-friendly, everyday beauty that celebrates individuality.

WHAT ARE THEY PROMOTING?

Glossier is expanding into fragrance with the "Impressions of You" line, a scent aimed at capturing the essence of individuality and self-expression, aligning with Glossier's core brand philosophy.



DRIVERS & BARRIERS

Driver:

They offer clean, minimalist products.

Barrier:

People are unaware that they offer
perfumes.

WHAT IS THE CHALLENGE?

People do not see Glossier as a company that offers perfumes. Instead, they see it more as a skincare and makeup company. This leads customers to be unaware of their new perfume line, “Impressions of You”.

WHAT IS THE OBJECTIVE?

The objective of this campaign is to **increase the number of fragrance sales** while **gaining new, loyal customers** at the same time. They also aim to keep current customers by offering new variations of their most popular scent.

TARGET AUDIENCE

DEMOGRAPHIC



18-24 year old

PSYCHOGRAPHIC

- College Students
- On a budget
- Values clean products
- Online shops
- On-the-go, busy

BEHAVIORAL

- Shopped for beauty and skincare products online in the past 6 months
- Shops at Sephora, rather than Ulta

CUSTOMER JOURNEY PHASE

Using the AIDA model, we are targeting customers in the **Awareness & Interest** phases.

We want to target current customers who are unaware of the perfume line and new customers who haven't bought from Glossier before.

CAMPAIGN GOALS

Increase **brand awareness** for Glossier's new perfume line by 25% among females 18-24 by the end of the first quarter of 2025.

Increase **website visits** to the 'Impressions of You' perfume page by 20% among females 18-24 by the end of the first quarter of 2025.

METRICS TO MEASURE GOALS

**To increase
brand awareness**

Metric: Total reach on key platforms (e.g. TikTok & Instagram)

Purpose: Indicates how many unique users are exposed to the campaign.

**To increase
website visits**

Metric: CTR on ads tracks # of users who click on links to the product page from ads/s

Purpose: A good CTR shows that the audience is intrigued enough to learn more.

MEDIA FLOWCHART

	Q1			Q2			Q3			Q4		
	january	february	march	april	may	june	july	august	september	october	november	december
Social												
Instagram	40,000	50,000	60,000							30,000	40,000	50,000
Facebook				30,000	40,000	30,000						
TikTok							20,000	20,000	30,000			
Search												
Google	100,000	120,000	80,000							80,000	100,000	120,000
Digital												
YouTube				80,000	60,000	30,000						
Audio												
Spotify	60,000	50,000	55,000	60,000	50,000	55,000				60,000	55,000	50,000
Apple Music							30,000	20,000	40,000			
Print												
Allure Magazine							40,000	50,000	60,000			
TOTALS	\$200,000	\$220,000	\$195,000	\$170,000	\$150,000	\$115,000	\$90,000	\$90,000	\$130,000	\$170,000	\$250,000	\$220,000

[Link to Flowchart](#)

MEDIA FLOWCHART

Gross Total	Net Total	Revenue	CPM	Reach	Frequency
\$270,000	\$229,500	\$459,000	\$45.00	6,000,000	3.5
\$100,000	\$85,000	\$170,000	\$33.33	3,000,000	2.5
\$70,000	\$59,500	\$119,000	\$7.78	9,000,000	3
\$600,000	\$510,000	\$1,020,000	\$57.14	10,500,000	2
\$170,000	\$144,500	\$289,000	\$24.29	7,000,000	2.5
\$495,000	\$420,750	\$841,500	\$61.88	8,000,000	4.5
\$90,000	\$76,500	\$153,000	\$60.00	1,500,000	3
\$150,000	\$127,500	\$255,000	\$50.00	3,000,000	1.5
\$2,000,000	\$1,653,250	\$3,306,500		48,000,000	

VEHICLES CHOSEN

- Created a flow chart by allocating a budget for all four quarters, with a total budget of \$2 million.
- Focused on Glossier's Impressions of You campaign across various platforms including socials, digital, audio, and print to maximize engagement.
- Emphasized an interactive feel for audiences, allowing them to connect with Glossier's products and the campaign's theme of individuality and uniqueness.
- Highlighted the campaign message: "the scent of you," focusing on how the perfume adapts to individual skin chemistry.

Quarter 1:

- Budgeted \$615,000 for Instagram, Google Ads, and Spotify.
- Prioritized Instagram and Google Ads due to high engagement in previous campaigns.
- Included Spotify based on surprisingly strong performance in earlier initiatives.

VEHICLES CHOSEN

Quarter 2:

- Allocated \$165,000 to Spotify, maintaining its Quarter 1 budget due to consistent performance.
- Analyzed trends showing Facebook engagement was lower than Instagram, and Google Ads performed better than YouTube.

Quarter 3:

- Experimented with TikTok ads, Apple Music, and Allure Magazine, budgeting under \$350,000 for all three.
- Noted Allure Magazine exceeded expectations despite the target demographic leaning towards digital platforms.

Quarter 4:

- Allocated similar amounts to the best-performing platforms from earlier quarters.
- Increased focus on the holiday season to target gift buyers, aiming for higher audience reach.
- Maintained a strict budget, not exceeding the budget or falling short of it.
- Accounted for a 15% ad agency fee, calculating net totals at \$1,653,250.
- Achieved an ROI factor of 2x, resulting in revenue of \$3,306,500.

THANK YOU!