



# Integrated Marketing Strategy Campaign and Appendix

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# Brand Research

## History

- Started as “Into the Gloss”
- Beauty company created by a community
- Launched in 2014 by Emily Weiss

## Relevance

- Popular with Gen-Z and millennials
- Focused on inclusivity and enhancing natural features
- Bestsellers: “Balm Dot Com” and “You” perfume

Perci



# Current Consumer

## Demographic

- **Gender:** Female
- **Age:** 19 (college student)
- **Income:** \$16K-\$18K
- **Location:** Atlanta, Georgia
- **Relationship Status:** Single
- **Job:** Figure skating coach

## Psychographic

- Good saver
- Loves "Clean Girl Aesthetic"
- Loves the gym
- Favorite color is pink
- Loves cute packaging



# New Consumer

## Demographic

- **Gender:** Male
- **Age:** 21 (college student)
- **Income:** \$20K
- **Location:** Los Angeles, California
- **Relationship Status:** Single
- **Job:** Barista

## Psychographic

- Loves trying new restaurants
- Loves to travel to New York
- Loves to shop
- Adventurous

Asher



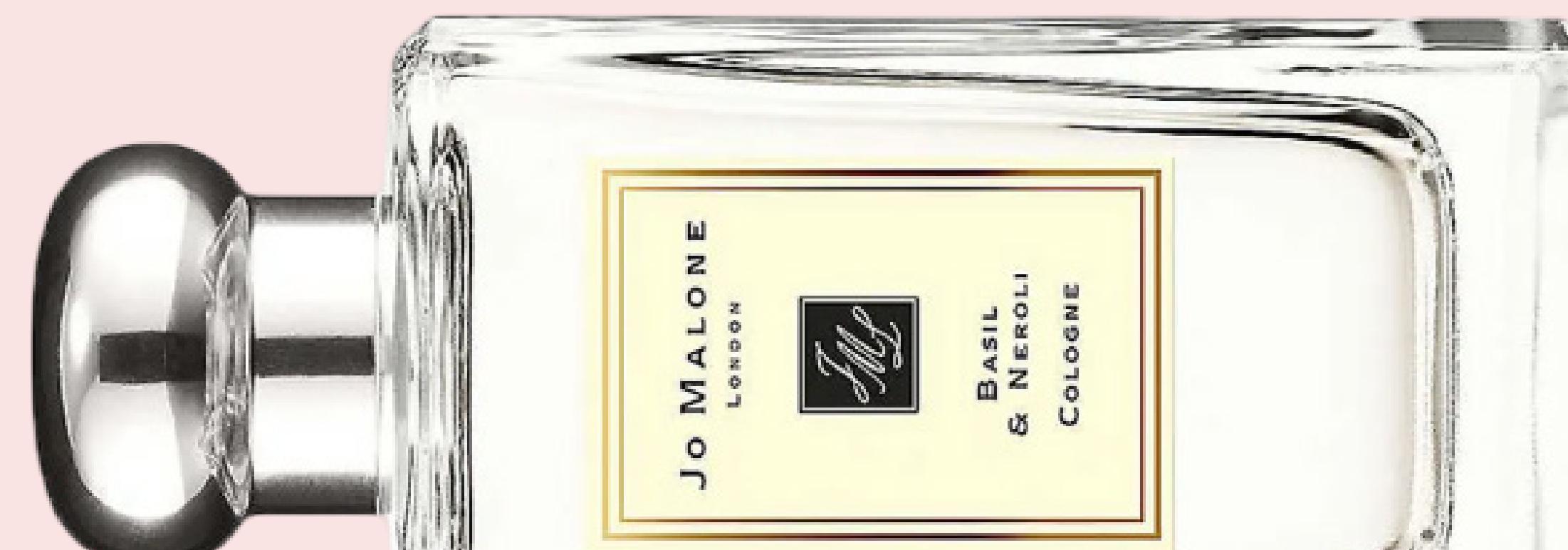
# Fragrance Trends

## 1: Unisex Fragrances

- Challenges gender-specific fragrances
- Versatile
- Authentic
- Inclusivity-focused
- Good for layering

## 2: Fragrance Layering

- Unique, personalized scent
- Expressive
- Long-lasting
- Popular with Gen-Z and Millennials



# What is Glossier "You"?



"The ultimate personal fragrance"

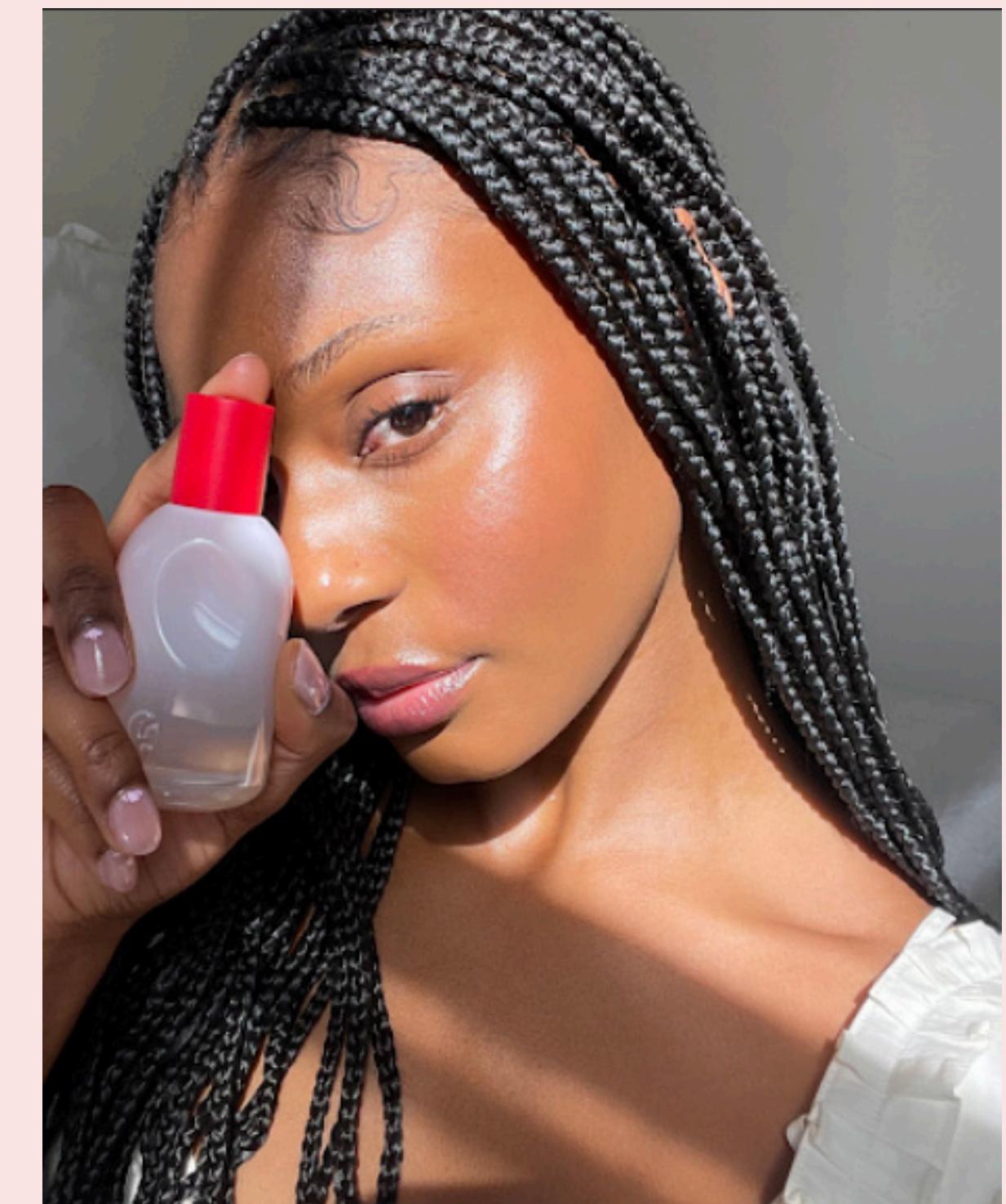
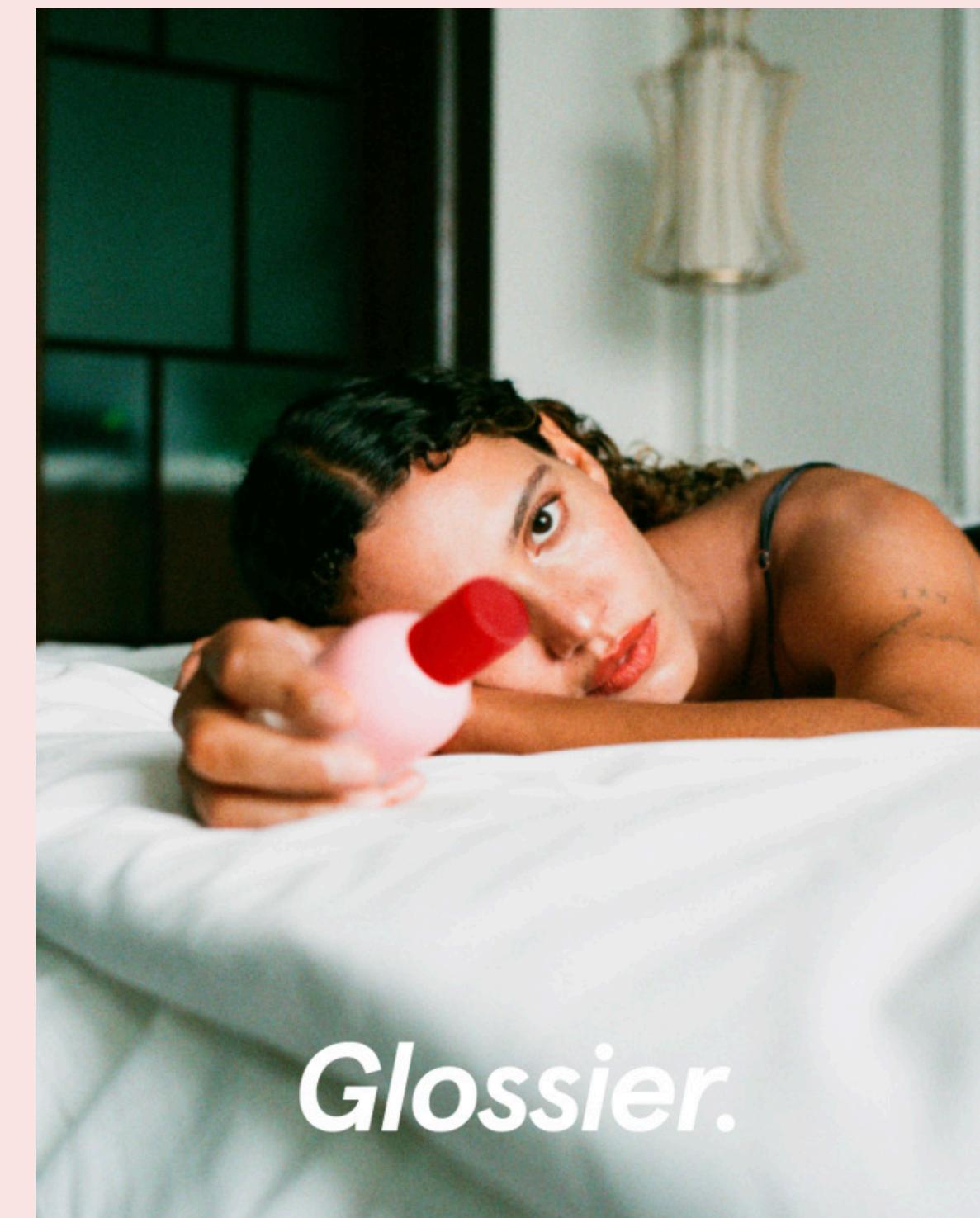
- Soft
- Earthy
- Sweet
- Smells different on everyone!

8 mL- \$32

50 mL- \$82

100 mL- \$116

# Current Marketing



*For You,  
For Everyone.*



# Campaign Concept



Reintroducing Glossier's "You" perfume to Gen-Z men through the campaign "For You, For Everyone."

Focused on encouraging men to try Glossier's "You" perfume as a layering fragrance or a signature scent. This fragrance has notes that complement both genders and its soft and earthy composition makes it perfect for layering.

# Hashtags

*#ForYou,ForEveryone*

*#SignatureScent*

*#GlossierYou*

*#FragranceforMen*

*#UnisexFragrance*

*#FragranceforAll*

*#SmellGood,FeelGood*



# Awareness



# MARKETING CHANNELS

BY: ELLA HOWARD

**BILLBOARDS, STREET SIGNS,  
TREADMILL SCREENS**

**STRATEGY?**

To **promote** Glossier's "You" fragrance to reach the Gen-Z male audience in a **multi-faceted campaign** across **in-person** opportunities on billboards, street signs, and screens of treadmills at the gym.

**TACTICS AND KPI'S**

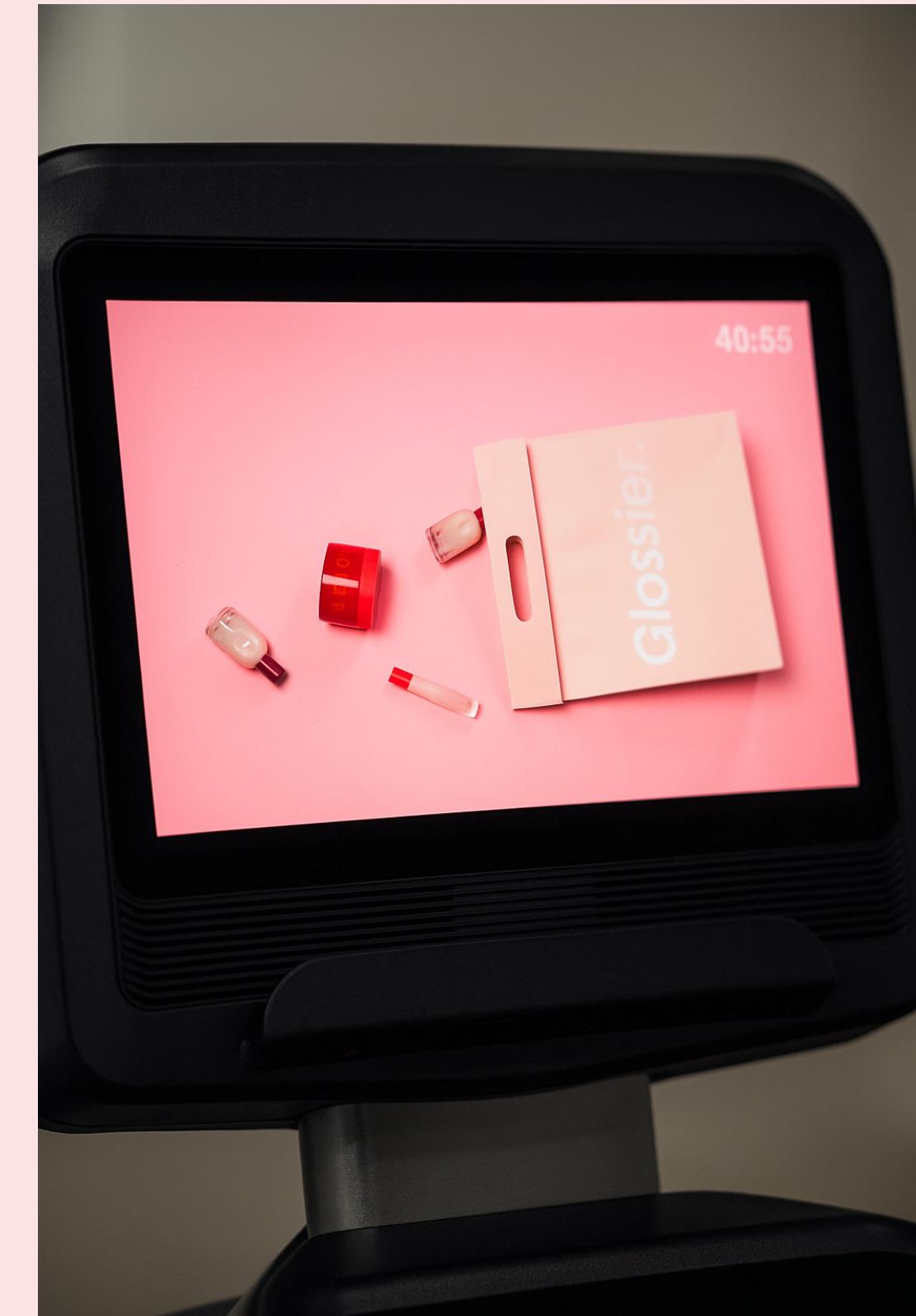
**BILLBOARDS AND STREET SIGNS:** "For You, For Everyone" text with photos of products and Gen-Z men located in L.A., New York City, and Seattle.

**GYMS AND FITNESS CENTERS:**  
Promotional advertisement on the screen of treadmills

- Increased clicks on website by 15%
- Increased sales of Glossier "You" fragrance by 17%
- Increased sales of other Glossier "You" scented products by 10%



# Awareness Visuals



# Consideration



# MARKETING CHANNELS

BY: ELLA HOWARD

## INSTAGRAM POSTS AND STORIES

## STRATEGY?

To show Glossier's "You" fragrance is suitable for anyone to wear- including men using Instagram.

## TACTICS AND KPI'S

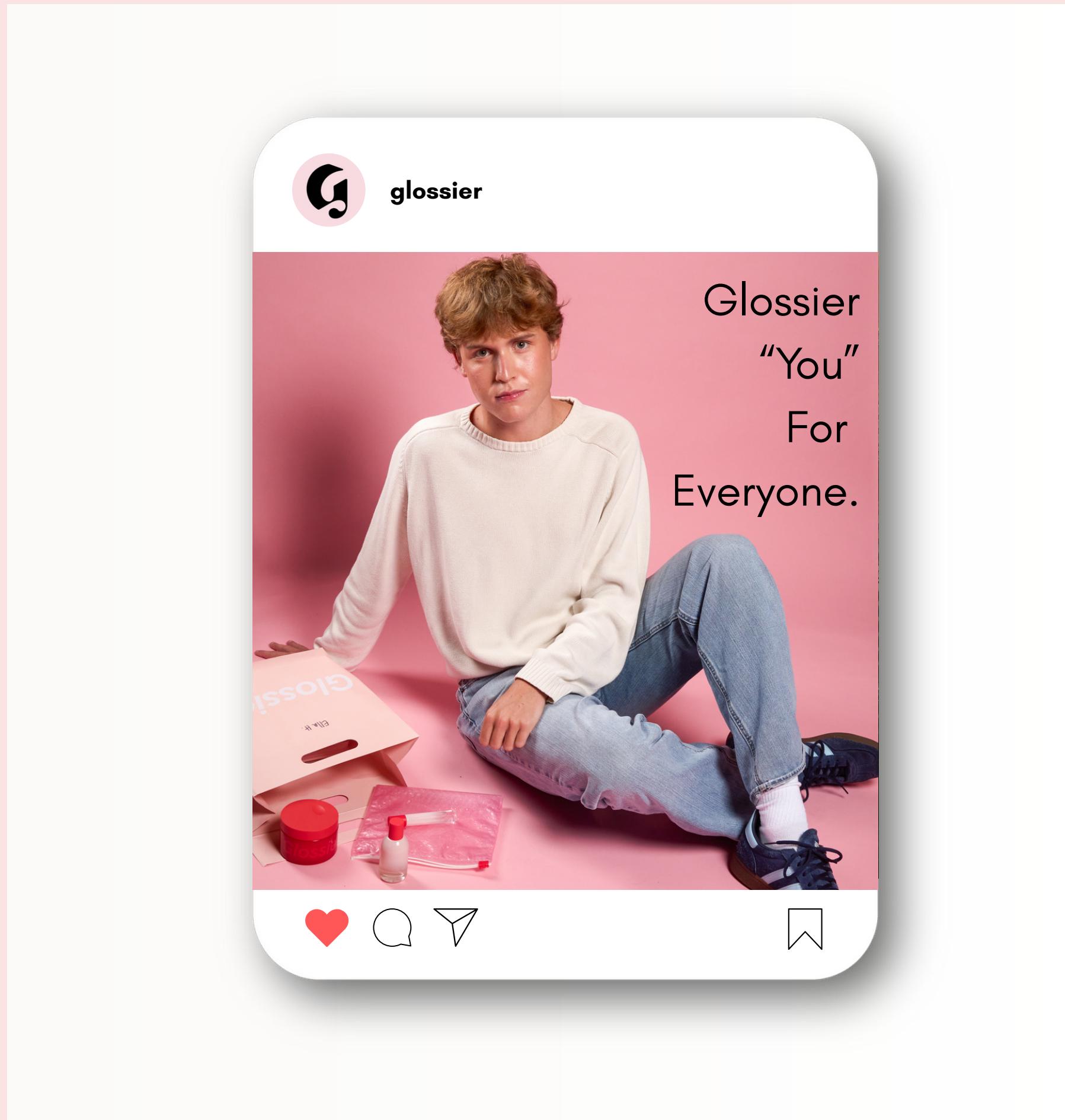
INSTAGRAM POST 1: Showing a Gen-Z man next to products and showcasing that this fragrance smells good on everyone.

INSTAGRAM POST 2: Product shot with text reiterating that this fragrance is suitable for every gender.

- Increased following on Instagram by 10%
- Increased clicks on website by 20%
- Increased sales of Glossier "You" fragrance by 15%
- Increased sales of other Glossier "You" scented products by 5%



# Consideration Visuals



# Conversion



# MARKETING CHANNELS

BY: ELLA HOWARD

## INSTAGRAM POSTS AND STORIES

## STRATEGY?

Engaging a new and existing audience in Glossier's "You" fragrance campaign by being interactive on socials.

## TACTICS AND KPI'S

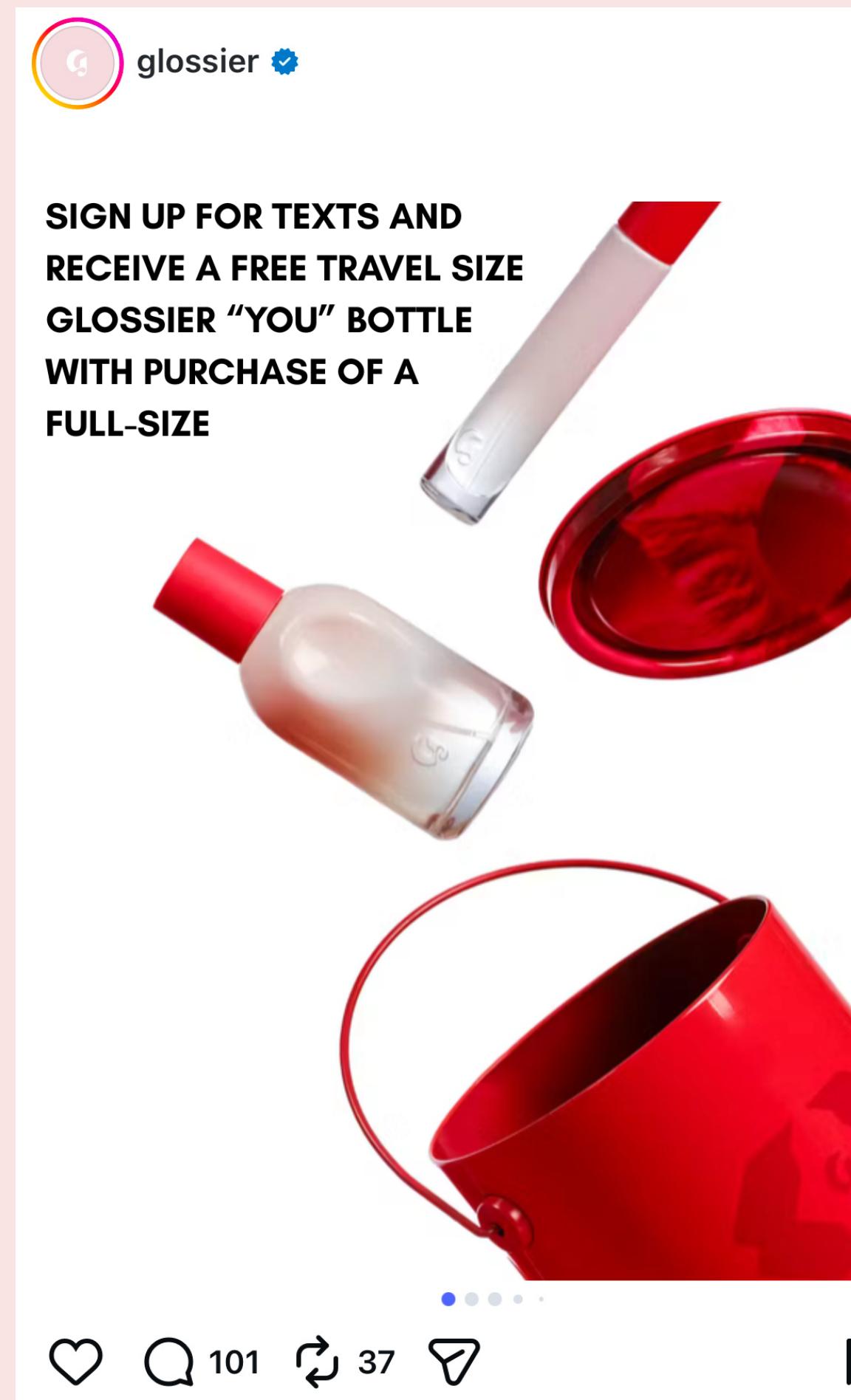
INSTAGRAM POST 1: Engaging customers by giving them an incentive to sign up for texts and emails.

INSTAGRAM POST 2: Engaging audience by having them post on their Instagram story with a campaign hashtag.

- Increased following on Instagram by 10%
- Increased clicks on website by 20%
- Increased sales of Glossier "You" fragrance by 20%
- Increased sales of other Glossier "You" scented products by 5%



# Conversion Visuals



# Loyalty/ Advocacy



# MARKETING CHANNELS

BY: ELLA HOWARD

## PROMOTIONS AND FRAGRANCE WORKSHOP

## STRATEGY?

Promote product loyalty and grow advocacy through sales and ongoing promotions and fragrance layering workshop event.

## TACTICS AND KPI'S

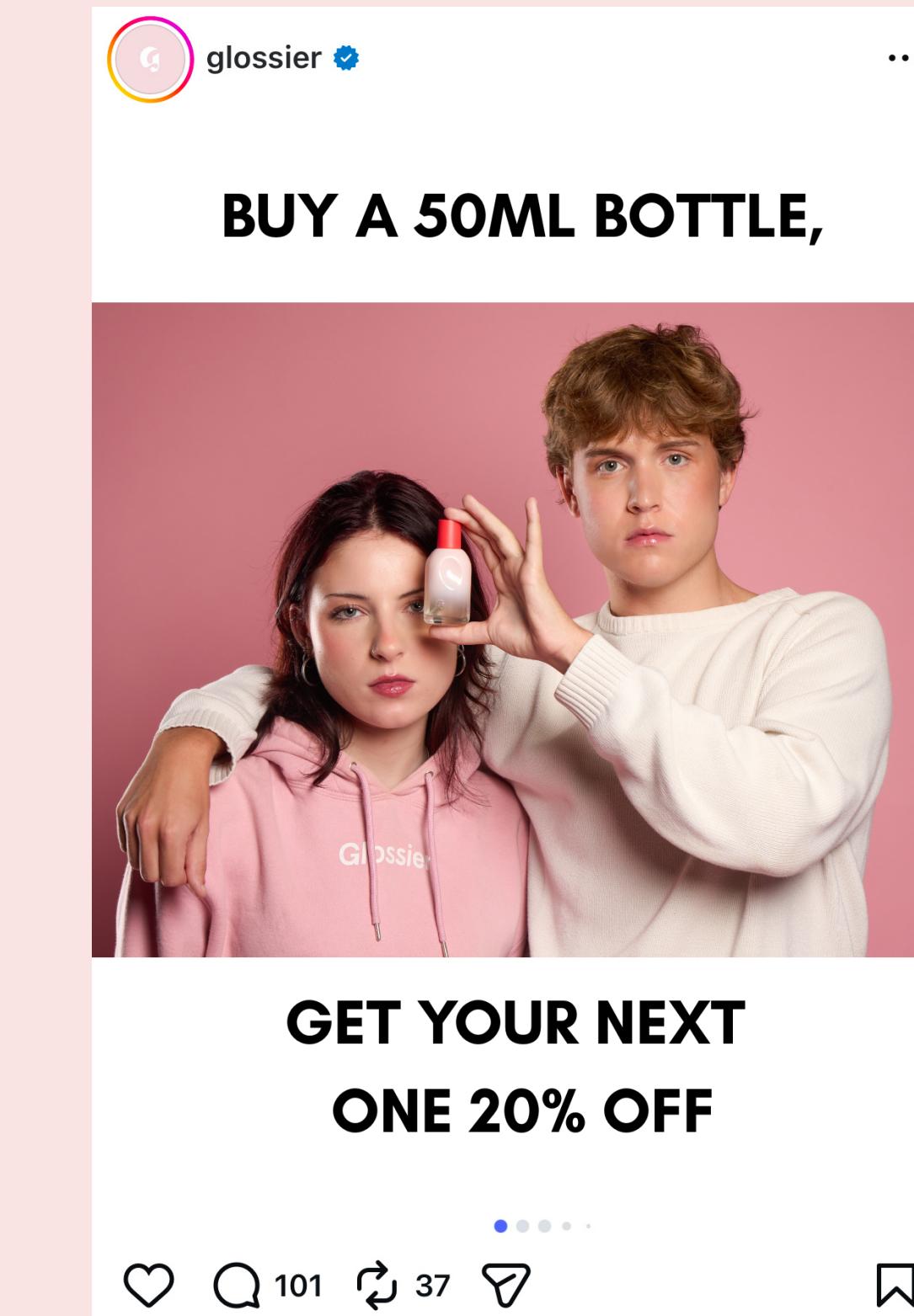
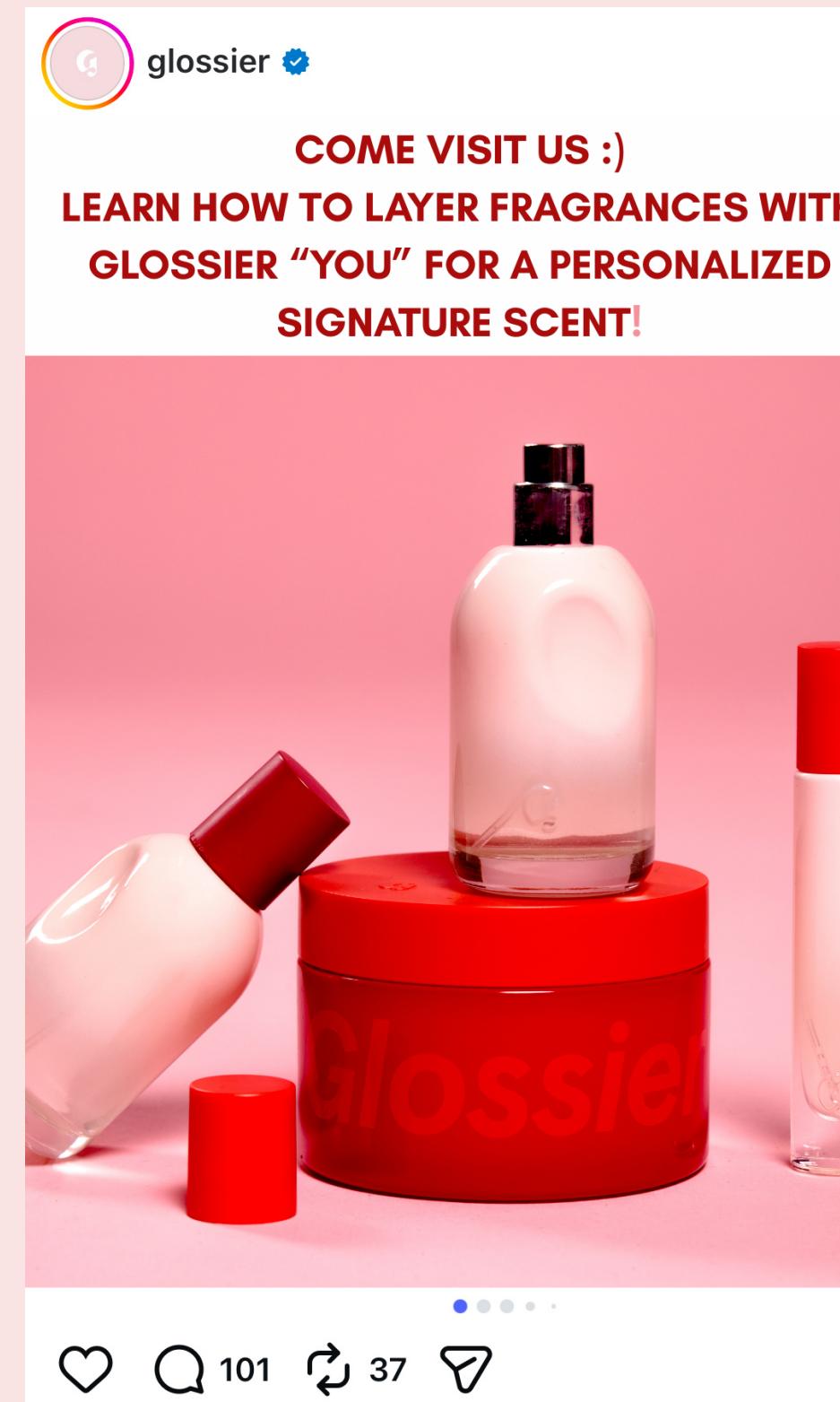
PROMOTIONAL SALE: Engaging customers by giving them an incentive to sign up for texts and emails.

Fragrance Workshop:  
Fragrance layering workshop at Glossier store in NYC, L.A., and Seattle to help customers learn about layering fragrances with Glossier "You".

- Increased following on Instagram by 10%
- Increased clicks on website by 20%
- Increased sales of Glossier "You" fragrance by 25%
- Increased sales of other Glossier "You" scented products by 17%



# *Loyalty/ Advocacy Visuals*



# Sources :)

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