

Glossier.



Integrated Marketing Strategy Campaign and Appendix

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BEAU 320





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!

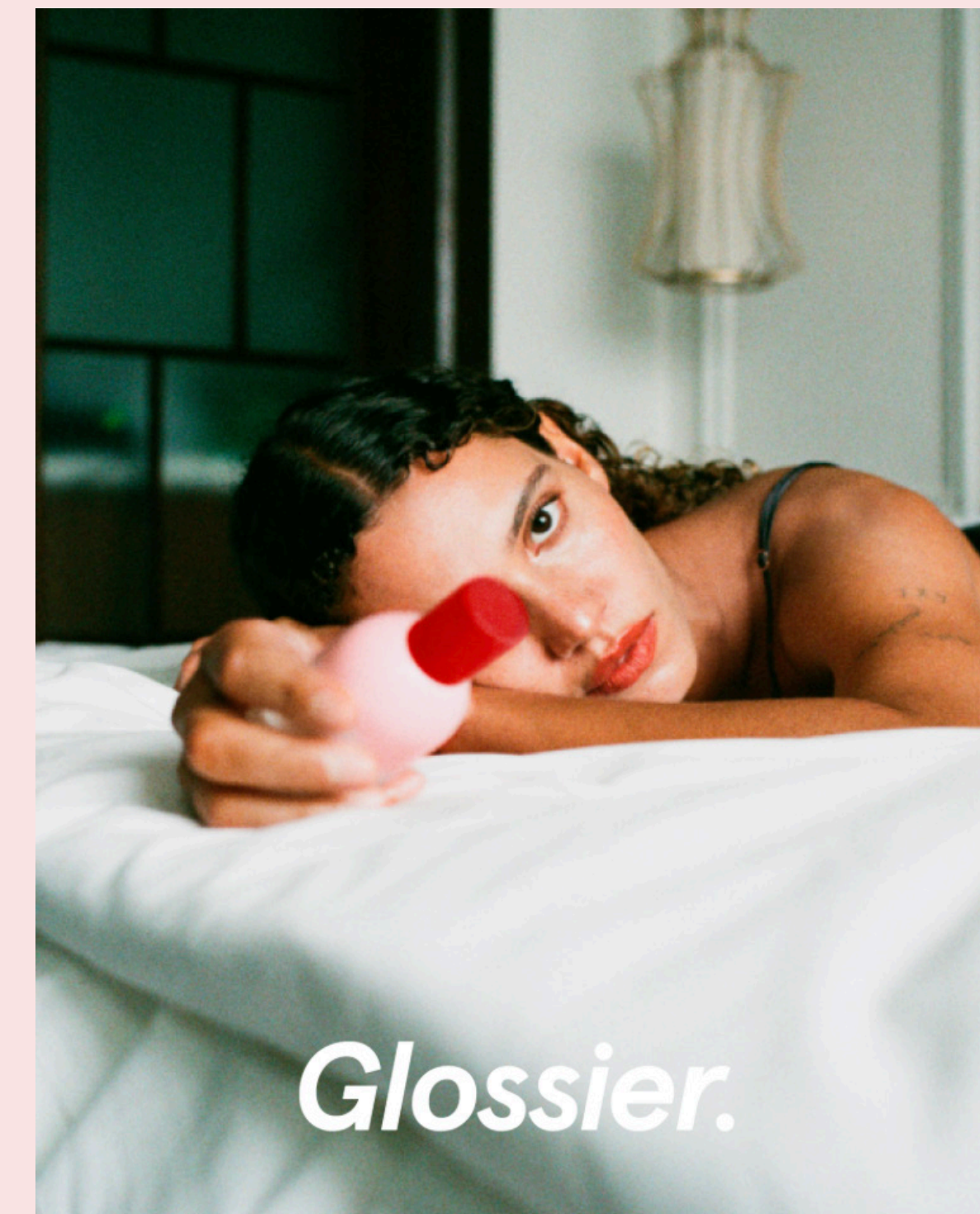
8 mL- \$32

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 KPIS

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%



[intothegloss.com](https://www.intothegloss.com)



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 KPIS

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%



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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 KPIS

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%



[intothegloss.com](https://www.intothegloss.com)



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 KPIS

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".

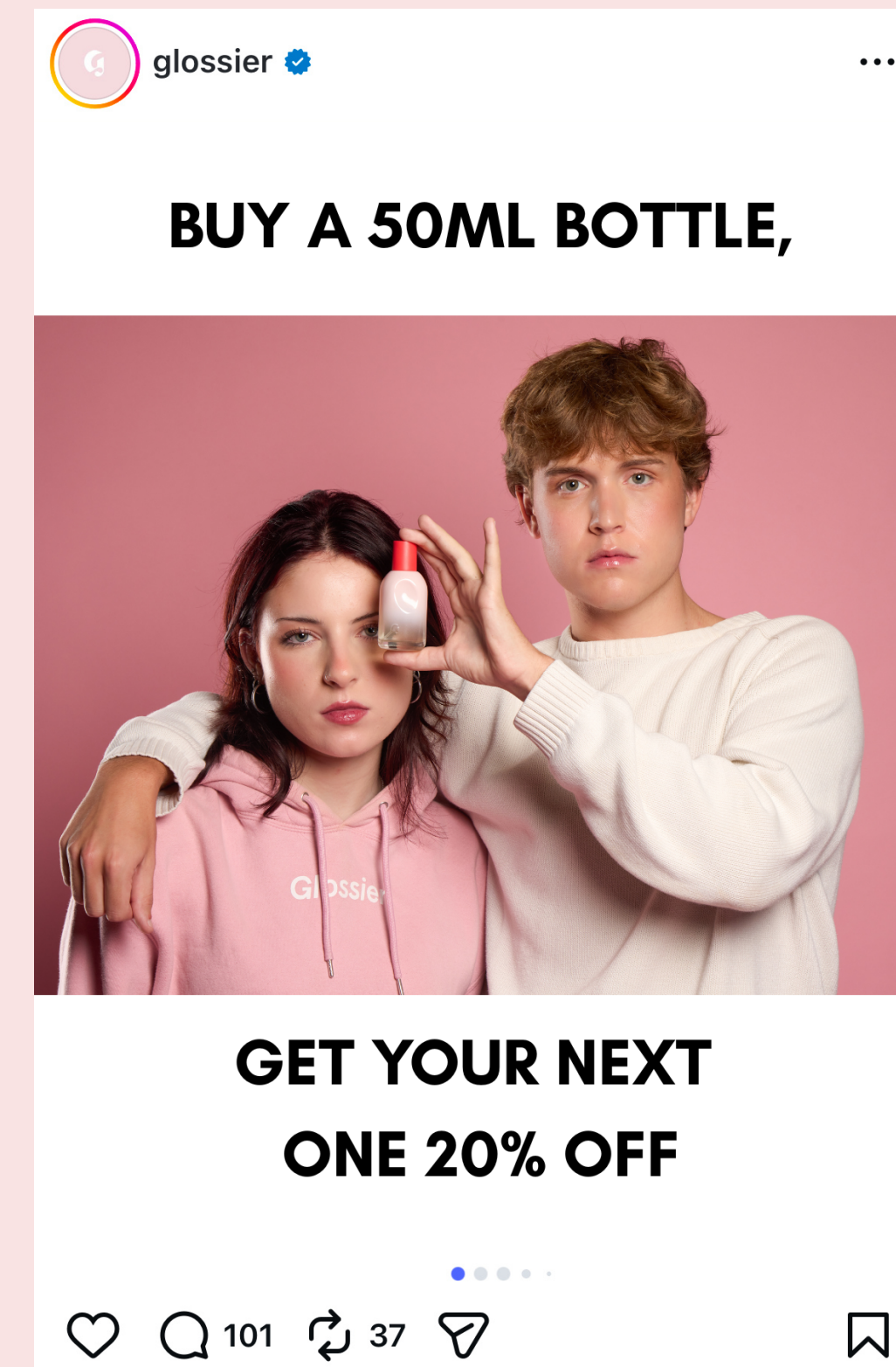
- Increased following on Instagram by 10%
- Increased clicks on website by 20%
- Increased sales of Glossier "You" fragrance by 25%
- Increased sales of other Glossier "You" scented products by 17%



[intothegloss.com](https://www.intothegloss.com)



Loyalty/ Advocacy Visuals



Sources :)

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