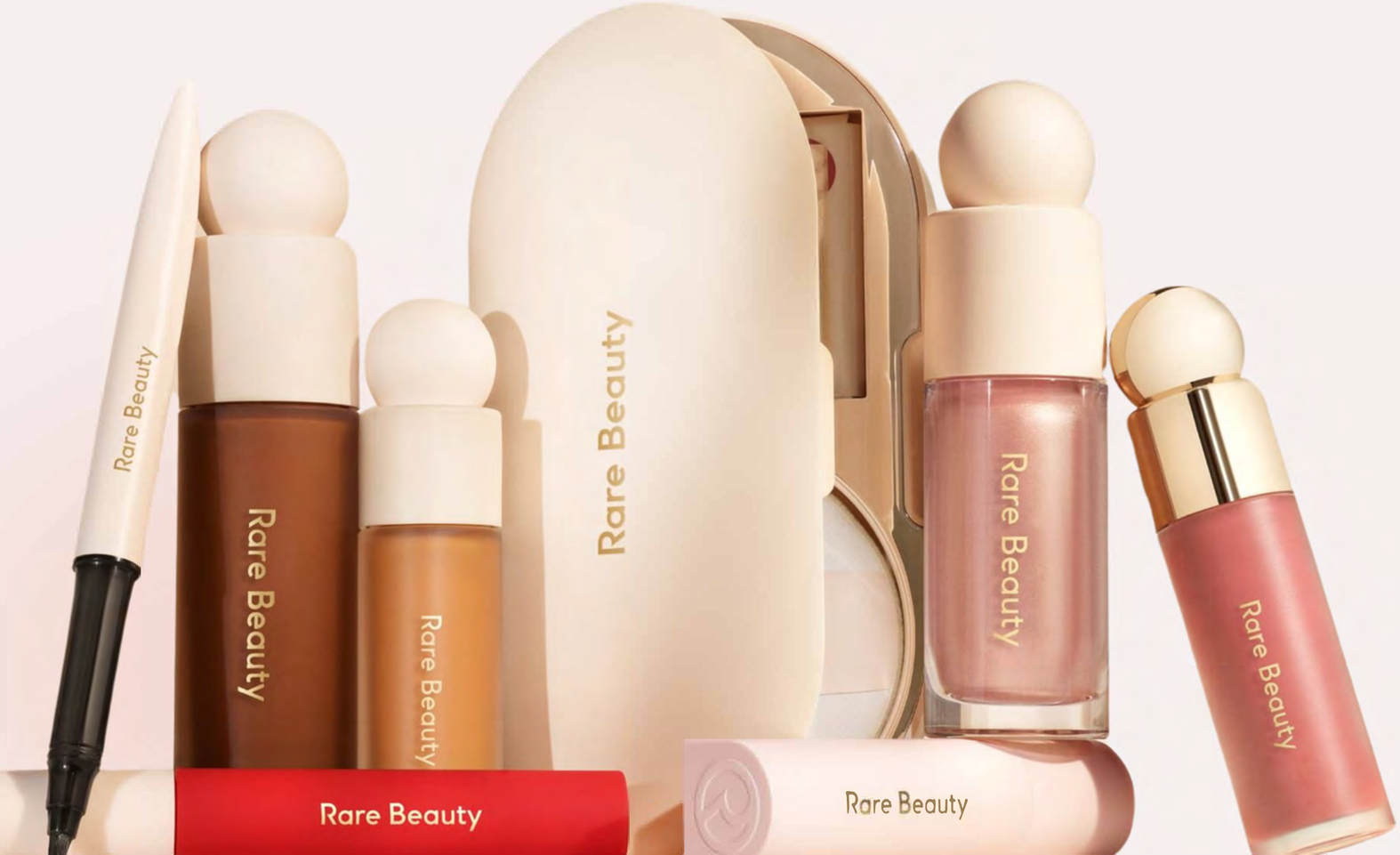
Rare Beauty Data-Driven Campaign



Meet Our Team

Aashi Methi

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Tonya Thomas

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Chelsea Washington

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Rare Beauty

Rare Beauty, founded by Selena Gomez, aims to **redefine beauty standards** and promote inclusivity and mental health awareness.

Launched in September 2020, it has gained a substantial following among Gen Z and Millennials due to its **focus on self-acceptance** and the **celebration of individuality**. Rare Beauty is committed to creating a space where **makeup and mental health go hand-in-hand**.

Brief

Goal

To raise awareness about mental health issues and promote self-care practices among young adults through a data-driven digital campaign.

Target Audience

Gen Z and Millennial women aged 21-35 who have experienced or are interested in learning about mental health issues such as anxiety, depression, and self-esteem.

Connection

Use data for tailored messaging. Collaborate with professionals and influencers. Engage on social media platforms.

Key Message

Rare Beauty stands for more than just makeup – we're committed to empowering your mental well-being through self-care and self-expression

Strengths

- Celebrity Endorsement from **Selena Gomez helps in brand recognition** and credibility.
- The brand's emphasis on **inclusivity**, offering a **wide range of shades for various skin tones**, and celebrating **diversity** in beauty contribute to its appeal.
- The brand **effectively uses social media** platforms to engage with its audience.

Weaknesses

- The beauty industry is **highly competitive**, with numerous established and emerging brands.
- The brand's success is closely tied to Selena Gomez's popularity, which could pose risks if there are **changes in her public image** or involvement with the brand.

Opportunities

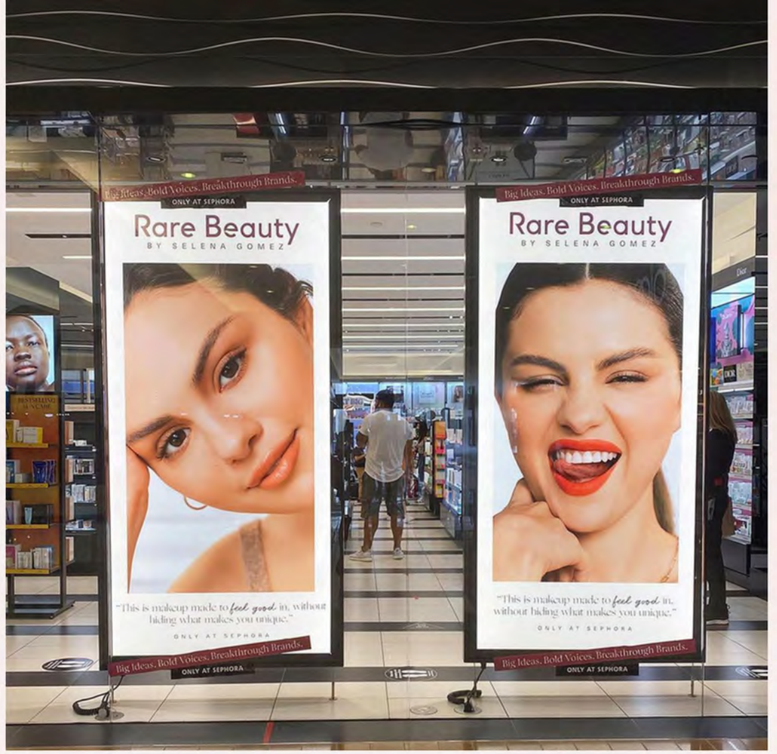
- Rare Beauty has the opportunity to expand its market **reach globally** and tap into **international markets.**
- Introducing **new product categories such as haircare, or fragrance** could help Rare Beauty broaden its customer base.
- **Collaborating with influencers**, beauty experts, or other brands can enhance Rare Beauty's visibility.

Threats

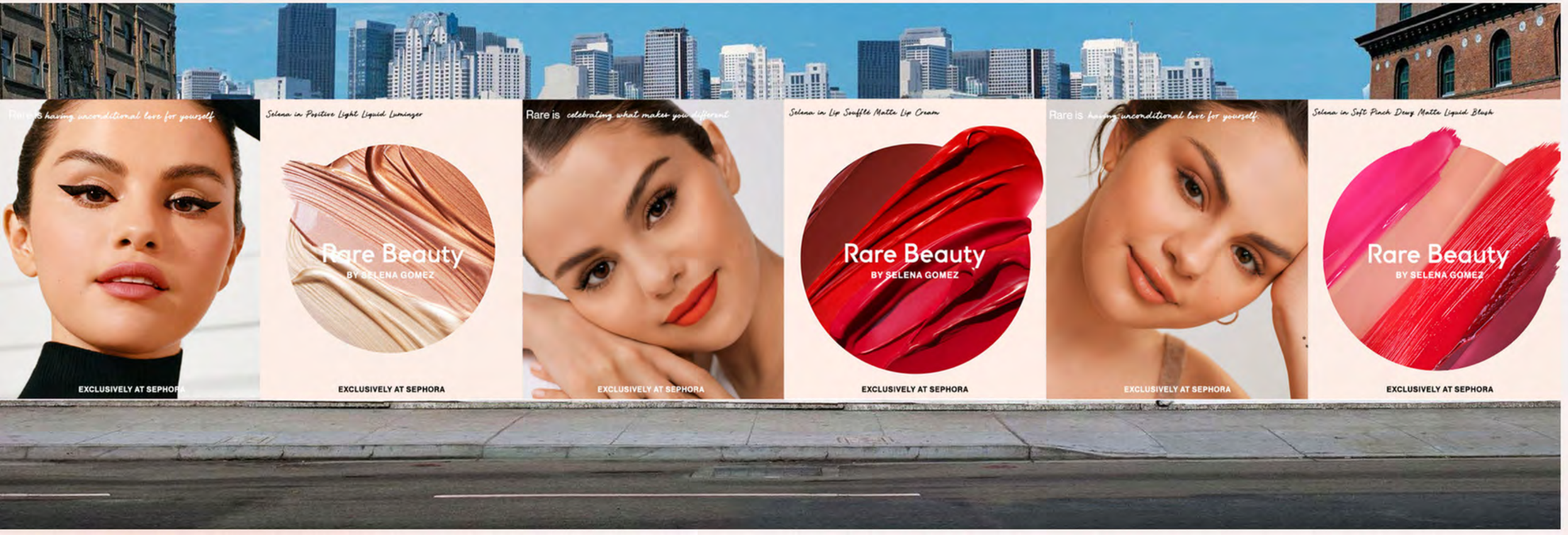
- Rapidly **changing beauty trends** and consumer preferences could impact Rare Beauty's sales and demand for specific products.
- Intense **competition from established beauty brands**, emerging indie brands, and direct-to-consumer companies.

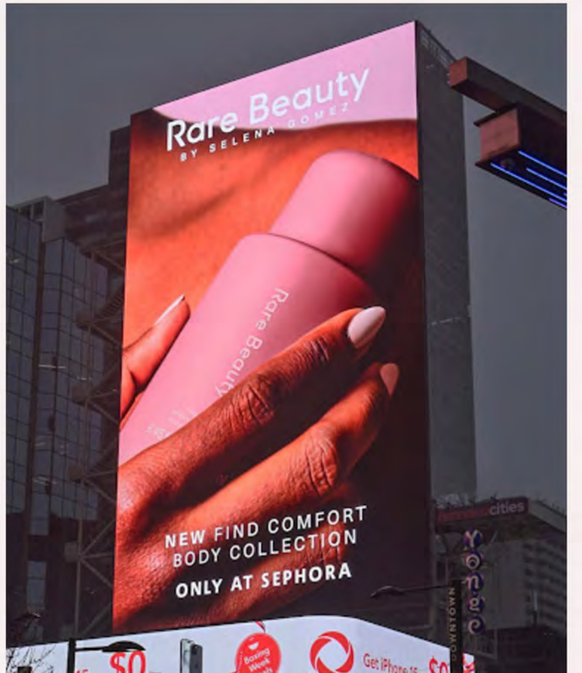
Current Ads

Rare Beauty
BY SELENA GOMEZ
"This is makeup made to feel good in."
ONLY at SEPHORA
Second Floor, Phoenix Palladium


Big Ideas. Bold Voices. Breakthrough Brands.
ONLY AT SEPHORA
Rare Beauty
BY SELENA GOMEZ
"This is makeup made to feel good in, without hiding what makes you unique."
ONLY AT SEPHORA

FIND COMFORT
BODY & HAIR FRAGRANCE MIST
Rare Beauty
CF Toronto Eaton Centre


This is having unconditional love for yourself.
EXCLUSIVELY AT SEPHORA
Selena in Positive Light Liquid Luminizer
Rare Beauty
BY SELENA GOMEZ
EXCLUSIVELY AT SEPHORA
Rare is celebrating what makes you different.
EXCLUSIVELY AT SEPHORA
Selena in Lip Souffle Matte Lip Cream
Rare Beauty
BY SELENA GOMEZ
EXCLUSIVELY AT SEPHORA
Rare is having unconditional love for yourself.
EXCLUSIVELY AT SEPHORA
Selena in Soft Pinch Dewy Matte Liquid Blush
Rare Beauty
BY SELENA GOMEZ
EXCLUSIVELY AT SEPHORA


Rare Beauty
BY SELENA GOMEZ
NEW FIND COMFORT
BODY COLLECTION
ONLY AT SEPHORA

Data and Insights

- 34% of Gen Z report participating in a social justice movement in the last year. This data highlights their willingness to take action for what they believe in, demonstrating courage.
- 70% of customers reported feeling more confident and empowered after using rare beauty products.
- In a survey conducted by Rare Beauty, 80% of participants reported feeling more connected to the brand's mission of promoting self-care and self-expression.
- 34% of LGBTQ+ youth reported being bullied online in the past year, highlighting vulnerability for groups targeted for appearance.
- About 41% of Gen Z women report struggling more with body image issues compared to other generations, with 13% having a diagnosed eating disorder
- 52% of Gen Z identify as racially and ethnically diverse. Exposure to diversity can lead to greater acceptance of physical variations, potentially including birthmarks.

Strategy Statement

Get

Gen Z and Millennial Women aged 21-35 who struggle to feel confident in their own skin.

To

Embrace and amplify their unique features

By

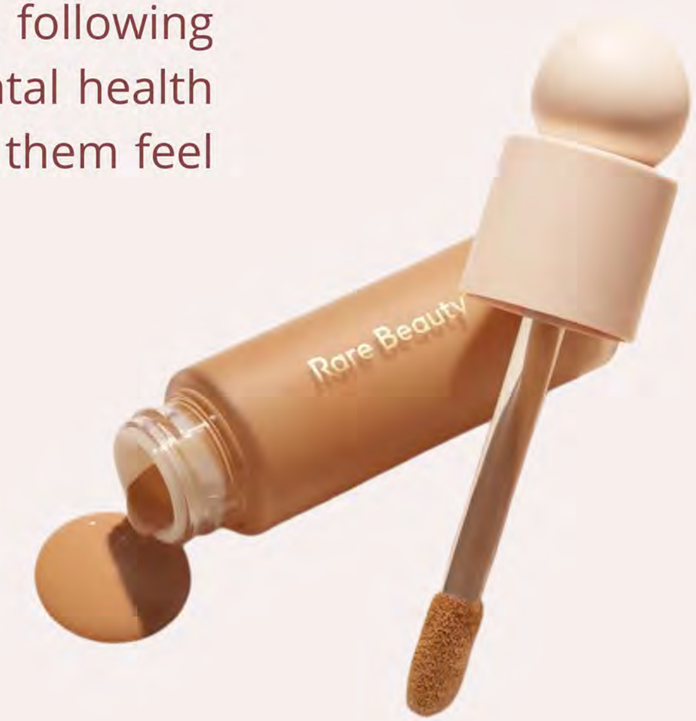
Showcasing real users who integrate our product line into their daily regime.

Because

Gen Z and Millennials are redefining positive beauty standards

Target Audience Profile Report

Our main audience includes women aged 21 to 35, both Millennials and Gen Zers. They care a lot about being genuine, expressing themselves, including everyone, and helping others. You can often find them on social media like Instagram, TikTok, and YouTube, following influencers and watching videos. They're also aware of mental health and body positivity, and they like to see content that makes them feel good about themselves.



Parker Mitchell

Lifestyle and Values:

I am dedicated to fostering a love for learning in my students. I **advocate for sustainable living** and prioritizing **eco-friendly brands**. Outside the classroom, I embrace an active lifestyle, finding joy in hiking, yoga, and exploring nature's wonders.

My favorite activities:

Reading, exploring new skincare products, volunteering, gardening and spending time with loved ones.

What makes me *rare*?

I support Rare Beauty because of its commitment to **cruelty-free** and **sustainable** beauty products. As well as their **commitment to making inclusive packaging** for consumers with disabilities.

- 24
- Teacher
- Dallas, TX
- $52.000

Maya Jones

Lifestyle and Values:

I aspire to become a recognized artist and I am building a strong online presence to sell my artwork. I aim to use my art and personal style to **express myself authentically** and turn my passion into a sustainable career.

My favorite activities:

Drawing, painting, attending art shows, sharing my artwork and creating makeup looks that reflect my mood and artistic style.

What makes me *rare*?

I resonate with Rare Beauty's message of **self-acceptance** and appreciate the products' cruelty-free and vegan options. I **embrace individuality** and love that Rare Beauty **celebrates uniqueness**.

22

Aspiring Artist | Local Barista

Los Angeles, CA

$18,000

Martini Gomez

Lifestyle and Values:

I enjoy living a city life, I value independence and I have a strong social network. I prioritize **authenticity, inclusivity, and self-expression**. While seeking to **combat unrealistic beauty standards** and the stigma around **mental health discussions**.

My favorite activities:

Yoga, reading self-help books, photography, engaging in social media platforms.

What makes me *rare* ?

I use Rare Beauty because the coverage is perfect for me as someone who prefers a skin-like makeup finish. And their focus on **combatting unrealistic beauty standards** resonates with my desire for a **more accepting society.**

28

Social Media Manager

Chicago, IL

$70,000

Personification Ideation

Aashi

1. You're a melody of self-love
2. Your reflection smiles back
3. Shining from your inner self
4. Your presence brightens the room.
5. Every imperfection is a brushstroke of beauty
6. You are a soul filled with love
7. Imperfection?? Na, Bold & strong self
8. Be your own whispers of wisdom.
9. You don’t need filters, filters need you.
10. Let Your Wings fly .
11. Your body, your superpower.
12. Embrace Your Imperfections.
13. Real Diamond? No, its YOU
14. Grace your inner queen.
15. Just be you, no filters can ever capture your beauty.
16. Shine on my star.
17. Every hue shines
18. Be your own masterpiece
19. Queen of Self
20. You are the perfection of your story.
21. Turning self doubt into self love.
22. Shine on, my supergirls
23. Confidence defines YOU
24. Your personality reflects sunlight
25. YOU light up the night sky

Chelsea

1. Lip cream that speaks to your inner diva
2. Body & Hair fragrance mist that whispers
3. Blush that screams confidence in every shade
4. Mascara that dances with your lashes
5. Luminous powder that illuminated your inner glow
6. Concealer to help brighten your eyes and your day
7. Embody the warmth of sun kissed cheeks
8. Matte lip liner that speaks volumes
9. Melting blush that helps your confidence shine through
10. Blush that kisses your skin
11. Embrace the confidence our lip cream provides
12. Under eye patches that work just as hard as you do
13. Packaging that works hard to stay inclusive
14. Let your matte lipstick be your wingwoman
15. Concealer is always here to cover your imperfections
16. Your cheeks’ new affirming bff, rare beauty blush
17. Vanity mirror to help you be your best self
18. Brushes that create art on your canvas
19. Your lashes' personal cheerleader for volume and drama
20. Highlight that shines as bright as you
21. Skincare as unique as you

Tonya

1. Skin: Grateful & Glowing
2. Imperfections? Werk Them
3. Glow Up? You Were Always Fire!
4. Smile Lines? Instant Inspiration
5. Stretch Marks? Growth Gang!
6. Freckles: Nature's Harmony Kisses
7. Strong Brows, Strong You
8. Flaws & Filters? Nah, Be Your Own Edit!
9. Smile Lines? Laugh Lines = Lit!
10. Shine On, Your Way, Period
11. Makeup, Self-Expression, Not Perfection
12. Confidence is Your #OOTD
13. Skin's Got the Receipts, Rock It!
14. Shine On, Your Light's Extra AF!
15. Imperfectly Perfect Serendipity, It's a Whole Mood!
16. Confidence Starts Within, Period
17. Flawed & Fearless, the flex
18. Flaws & All, You a Whole Vibe!
19. You, the Masterpiece, Every Hue Counts
20. Lashes to Dream On, like a boss
21. Imperfections Included, Yup, all that!
22. Let Your Inner Light Push Thru Boo
23. Makeup with a Mission: A whole mood
24. Confidence, the Best Application
25. Believe in the Beauty of You
26. Blooming from the Inside Out
27. Imperfect? Magic Poppin’
28. Be Bold, Be You, You’re Epic
29. Enhanced, Not Concealed, Fire!
30. Confidence is the Ultimate Filter!
31. Dare to Be Different
32. Imperfections, my Superpower
33. This Face Tells a Story, Own It
34. Joy Owns the Mirror
35. Glow Commands the Room
36. Kindness Colors Brightly
37. Courage Covers Flawlessly
38. Hope Highlights You
39. Beauty Breaks Boundaries
40. Flaws Flaunt Fearlessly
41. Gratitude Glows Glamorously
42. Authenticity As My Armour
43. Grateful for This Body, It Carries Me
44. Bad Day? Makeup's Therapy!
45. Flaws & All, You’re the Masterpiece
46. Confidence, Your Best Look!
47. Confidence? The Ultimate Flex!
48. Love the Skin You're In, It's Epic!

Misdirection Ideation

Aashi

1. It's about YOU & only YOU
2. Your vibrant presence lighten the world
3. Lifting you to new heights
4. Bold marks, stories told
5. Regal aura, fearless spirit
6. Glorious scars, stories written.
7. Joyful curves, beauty diverse
8. Sparkling eyes, vibrant spirit..
9. Warm embrace, inner acceptance.
10. Cherishing uniqueness, embracing all.
11. A canvas of beauty
12. Pillar of self-assurance
13. Mirror beauty, reflect grace
14. Illuminate room, captivate hearts.
15. Flaunt flaws, welcome individuality
16. Beauty thrives in diversity with versatile shades, empowering individuality.
17. Enhancing her unique charm with a vibrant touch of self love.
18. Confidence flourishes with every dab of color.
19. Every woman's glow sparkles with transformative strength.
20. Diversity in beauty celebrates womanhood.
21. Womanhood's beauty is timeless.
22. Every woman is a magical masterpiece.

Chelsea

1. You can’t be perfect, but your blush can be.
2. Say goodbye to imperfections and hello to embracing what makes you rare
3. The most exclusive inclusive beauty products
4. Lash lift? Nope its our volumizing mascara
5. Trade the lip filler for our plumping lip cream
6. Discover your inner confidence
7. There is beauty in being authentic
8. Say goodbye to self-doubt, embrace your natural beauty
9. From fear to fierce
10. Turning self doubt into self love
11. Redefine your beauty standards with rare beauty
12. Enhance your natural beauty, glow from within
13. Turn insecurity into inspiration
14. Makeup that wears like skin
15. Your skin? Even better
16. The inside is what counts, outside makes it better
17. Makeup that helps you fit in (stand out)
18. Ending exclusive beauty standards one package at a time
19. Your makeup can’t be perfect, but your confidence can be.

Tonya

1. Stress Break. Makeup's your artistic therapy!
2. Blush? Joy indicator activated in full color
3. Laugh lines poppin’. Jokes must be pure Fire!
4. Foundation, optional glow enhancer
5. Eyeliner, your personality tracer. Add lots of color.
6. Imperfection, your unique aesthetic!
7. Skin, the Canvas, Tell your story in colors!
8. Eyelashes, dope emotion amplifiers
9. Blemishes. Temporary cap guests
10. Confidence is the secret weapon
11. Confidence is the secret sauce
12. Your grateful heart makes the inner beauty pop!
13. Flaws and all. You're One-of-a-Kind (GOAT?)
14. Your inner light, let it glow up in color
15. On bad days a color palette is your magic wand!
16. Imperfections... Nah, My Birthmarks!
17. Shine Different? That's Your Superpower!
18. Filters...Nah, Be Unedited & Real
19. Confidence, your best accessory
20. You deserve to be on 10, Feel Like a Million Bucks!
21. Every mark tells a “you” story, Embrace It!
22. Makeup for slay days & chill vibes
23. Imperfections, that's what makes you, You!
24. Beauty, understand it’s Internal
25. Makeup for the Real You on 10!
26. Believe in the Beauty that's already You!
27. Stretch marks are sexy Growth Lines
28. Gratitude is your secret coverage Weapon
29. Breakup Glow? Makeup Got You!
30. Imperfections, we call them hyped stars!
31. Feeling Invisible? Makeup Makes You Seen! Do You Sis.
32. Shine Like You Mean It. Even on Days You Don't!
33. The come up, your confidence, your glow, slay!
34. Natural beauty. Makeup enhances your unique
35. First, believe in the beauty that's already there!
36. Confidence Issues? Makeup is Your compact hype Man!
37. Dry Skin? Thirsty for loving Care
38. Oily Skin? Naturally dewy you
39. Fine Lines? Laughter tracks on repeat
40. Skin History? Wear It Like a Dope Badge! Bussin’
41. Imperfections? Cool Conversation Starters! Blessed.
42. Feeling Down? Makeup, a whole Mood Booster! Gucci

Final Copy

1. **Courage Covers Flawlessly**
    a. 27% of Gen Z adults suffer from clinical depression or anxiety. Rare BeautyTM uses beauty to educate and empower, tackling mental health.
2. **Confidence Adds Color**
    a. 30% of LGBTQIA2S+ young people lack access to affirming spaces. Rare BeautyTM Comfort Club is committed to helping create safe spaces for everyone regardless of gender identity.
3. **Beauty Breaks Boundaries**
    a. Social media warps Gen Z's beauty standards and self-esteem. This is why Rare BeautyTM builds diverse and inclusive social media spaces.
4. **Flaws Are Beauty's Strokes**
    a. Social media heavily promotes curated, often unrealistic beauty ideals. 80% of Rare BeautyTM users feel connected to our mission of self-care and self-expression.
5. **Scars Tell Stories**
    a. Studies suggest a correlation between depression, anxiety, and self-harm. 1% of Rare BeautyTM sales goes to mental health equity.
6. **Sparkling Eyes Shine Bright**
    a. 41% of Gen Z women struggle with body image issues. Rare BeautyTM Comfort Club is proud to provide resources to help you start to love the skin you're in!
7. **Fear Becomes Fierce**
    a. Research indicates that body positivity is associated with higher self-esteem and lower levels of anxiety. Rare Beauty Comfort Club is committed to helping you feel fierce in every form.
8. **Insecurities Spark Inspiration**
    a. About 41% of Gen Z women report struggling more with body image issues compared to other generations. Rare Beauty is helping turn these insecurities into inspiration.
9. **Tones Influence Versatility**
    a. 52% of Gen Z identify as racially or ethnically diverse. Rare Beauty is committed to highlighting diversity in all forms in order to lead to greater acceptance of physical variations.

Hey *you* ....

Psst! You're amazing, don't forget it!

Executions

Out of Home Ads

Rare Beauty
BY SELENA GOMEZ
Confidence
Adds Color
30% of LGBTQIA2S+ young people lack access to affirming spaces. Rare Beauty™ Comfort Club is committed to helping create safe spaces for everyone regardless of gender identity.

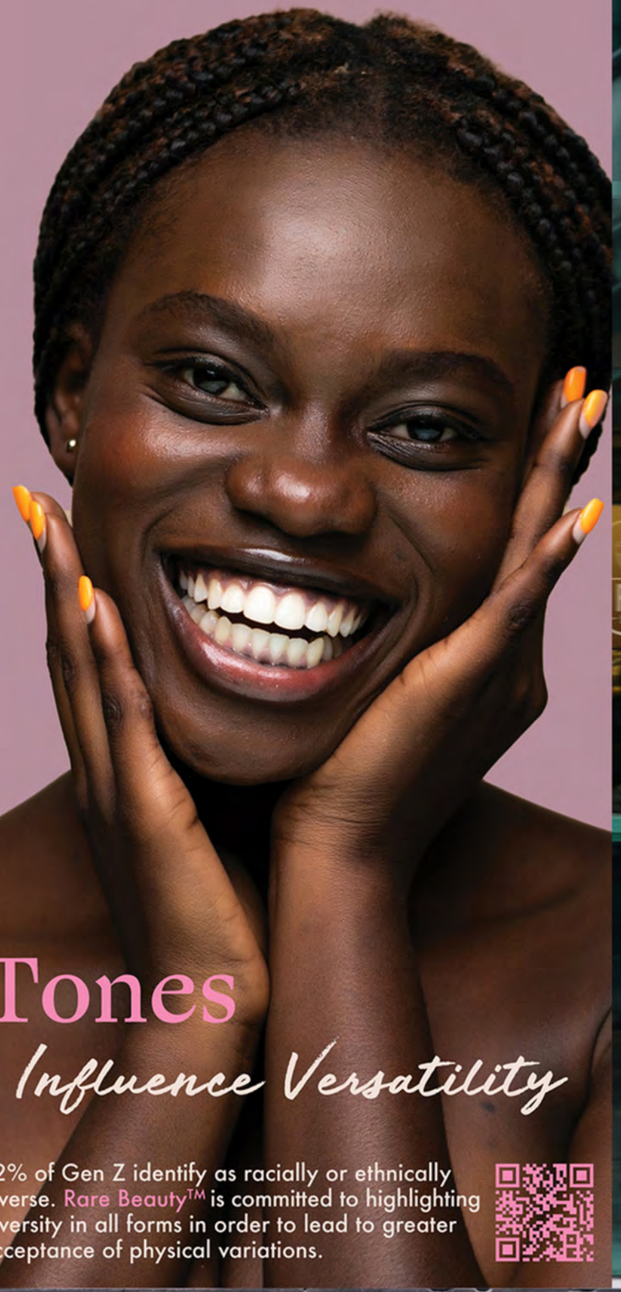
Rare Beauty
BY SELENA GOMEZ
Beauty
Breaks Boundaries
Social media warps Gen Z's beauty standards and self-esteem. This is why Rare Beauty™ builds diverse and inclusive social media spaces.

Rare Beauty
BY SELENA GOMEZ

Flaws
Are Beauty Strokes

Social media heavily promotes curated, often unrealistic beauty ideals. 80% of Rare Beauty™ users feel connected to our mission of self care and self expression.

Rare Beauty
BY SELENA GOMEZ



Tones
Influence Versatility

52% of Gen Z identify as racially or ethnically diverse. Rare Beauty™ is committed to highlighting diversity in all forms in order to lead to greater acceptance of physical variations.

Rare Beauty
BY SELENA GOMEZ

Beauty
Breaks Boundaries

Social media warps Gen Z's beauty standards and self-esteem. This is why Rare Beauty™ builds diverse and inclusive social media spaces.

Rare Beauty
BY SELENA GOMEZ
Tones
Influence Versatility
52% of Gen Z identify as racially or ethnically diverse.
Rare Beauty™ is committed to highlighting diversity in all forms
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Billboard Ads

Hey you...

Scars Tell Stories

Rare Beauty
BY SELENA GOMEZ

rarebeauty.com

Rare Beauty
BY SELENA GOMEZ
Hey you...
Courage
Covers Flawlessly

Street/Transit Ads

Hey
you...
Tones
Influence Versatility
Confidence
Adds Color
Rare Beauty
BY SELENA GOMEZ
Beauty
Breaks Boundaries

Rare Beauty
BY SELENA GOMEZ

Fear
Becomes Fierce

Research indicates that body positivity is associated with higher self-esteem and lower levels of anxiety. Rare BeautyTM Comfort Club is committed to helping you feel fierce in every form.

Rare Beauty
BY SELENA GOMEZ
Insecurities
Spark Inspiration
About 41% of Gen Z women report struggling more with body image issues compared to other generations. Rare Beauty™ is helping turn these insecurities into inspiration.

Rare Beauty
BY SELENA GOMEZ

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Subway Station Ads

Rare Beauty
BY SELENA GOMEZ

Sparkling
Eyes Shine Bright

41% of Gen Z women struggle with body image issues. Rare Beauty™ Comfort Club is proud to provide resources to help you start to love the skin you're in!

Rare Beauty
BY SELENA GOMEZ
Flaws
Are Beauty Secrets
Social media heavily promotes curated, often unrealistic beauty ideals. 80% of Rare Beauty™ users feel connected to our mission of self care and self expression.

Rare Beauty
BY SELENA GOMEZ
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Influence Versatility
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Rare Beauty™ is committed to highlighting diversity in all forms
in order to lead to greater acceptance of physical variations.

Rare Beauty
BY SELENA GOMEZ
Beauty
Breaks Boundaries
Social media warps Gen Z's beauty standards and self-esteem. This is why Rare Beauty™ builds diverse and inclusive social media spaces.

Social Media Posts

rarebeauty 1:14 PM - 26 Feb 2022

@rarebeauty

Confidence Adds Color.

30% of LGBTQIA2S+ young people lack access to affirming spaces. Rare Beauty™ Comfort Club is committed to helping create safe spaces for everyone regardless of gender identity. #heyyou #mentalhealth #rarebeautycares

1 1 11

1 Retweet 11 Likes

rarebeauty 1:14 PM - 26 Feb 2022

@rarebeauty

Courage Covers Flawlessly

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1 1 11

1 Retweet **11** Likes

rarebeauty 11:20 AM - 03 March 2022

@rarebeauty

Scars Tells Stories

Studies suggest a correlation between depression, anxiety, and self-harm. 1% of Rare Beauty™ sale goes to mental health equity. #heyyou #mentalhealth #rarebeautycares

1 1 11

1 Retweet **11** Likes

rarebeauty 12:00 PM - 01 March 2022

@rarebeauty

Tones Influence Versatility.

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1 1 11

1 Retweet **11** Likes

rarebeauty 1:14 PM - 26 Feb 2022

@rarebeauty

Fear Becomes Fierce.

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1 1 11

1 Retweet **11** Likes

Hey *you*

You are *rare*

Thank you