

MERIT Beauty

Advertising Strategy



About MERIT Beauty

What business is MERIT Beauty in?

MERIT is in the business of simplifying beauty, crafting clean, well-edited, and minimalist essentials designed to enhance natural beauty.

What is MERIT Beauty's mission statement?

Makeup you can live in.

What do MERIT customers value?

Minimalism, natural aesthetic, and clean ingredients.



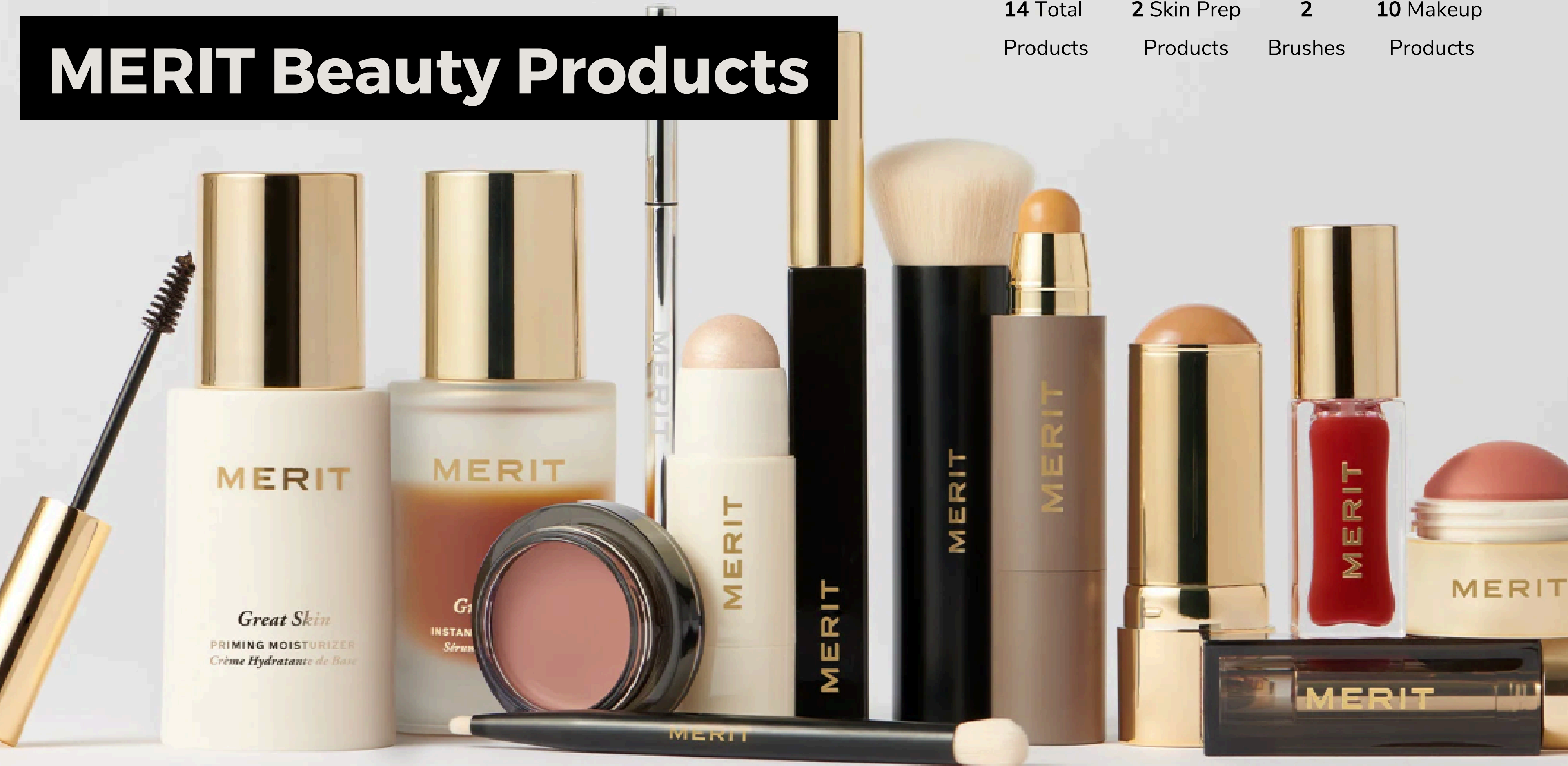
MERIT Beauty Products

14 Total
Products

2 Skin Prep
Products

2
Brushes

10 Makeup
Products



MERIT Beauty Competitors



REFY Beauty

“REFY is all about simplifying beauty.”



ILIA Beauty

“We believe in skin that looks like skin—and radiance that comes naturally.”



MALIN + GOETZ

“our mission is to create high quality, easy-to-use skincare, fragrances + candles that fit into your modern lifestyle.”

Direct Competitors: MERIT competes with makeup brands that embody similar values of simplicity, natural aesthetics, and clean beauty, such as REFY and ILIA.

Indirect Competitors: MERIT competes with skincare and personal care brands as they both target a shared demographic of consumers who value minimalism, simplicity, accessibility, and clean formulations.



MERIT Business Strategy

DIFFERENTIATION - MERIT's mission to redefine beauty standards by championing a more natural look resonates with consumers seeking an authentic and relatable beauty experience. By combining these elements, Merit Beauty stands out in a crowded market, appealing to a demographic that values simplicity, sustainability, and authenticity in beauty products. MERIT's marketing and advertising plans further push the client's mission.

CLEAN

Clean, non-toxic ingredients.



INCLUSIVE

Thoughtfully curated shade-range.

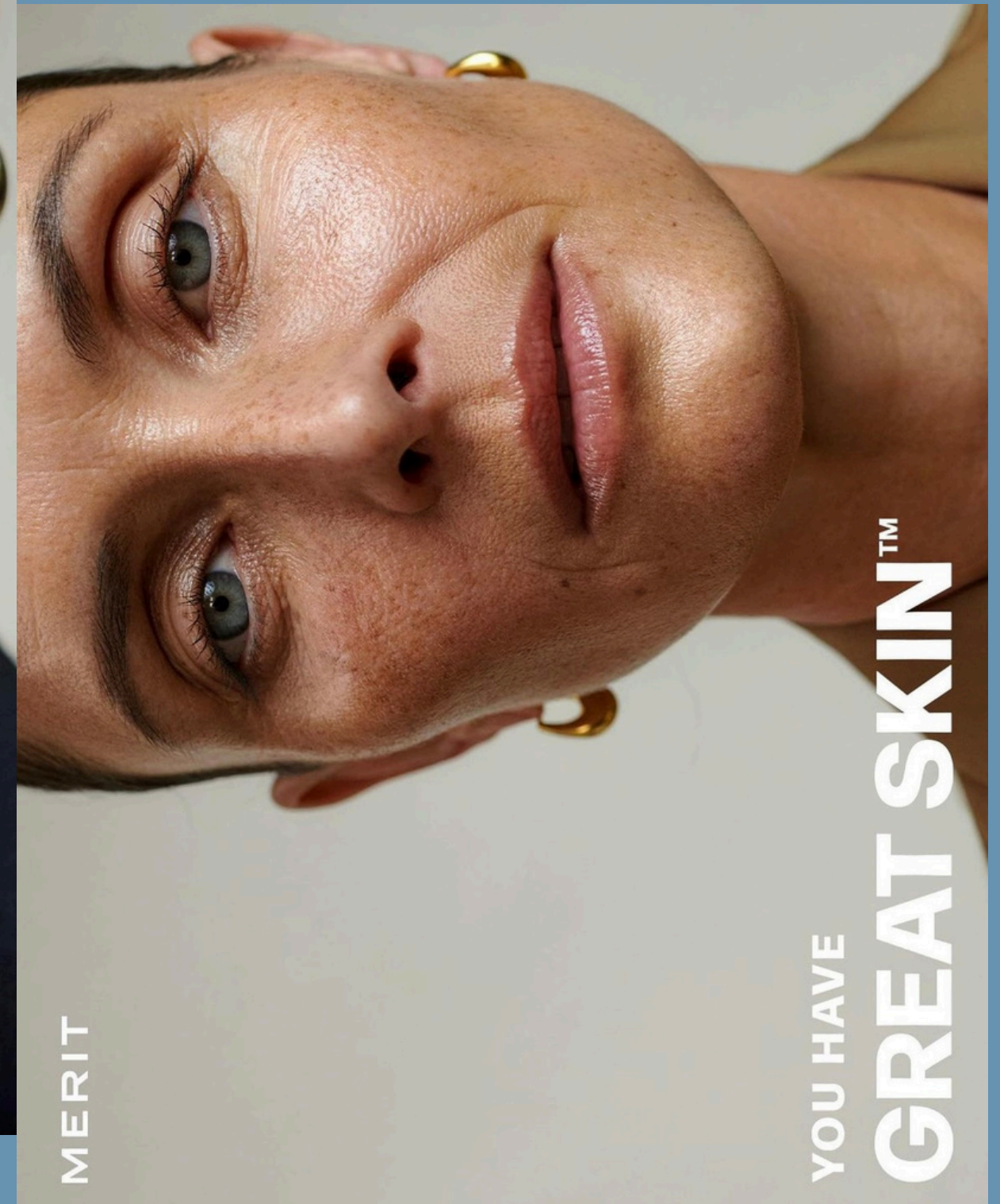
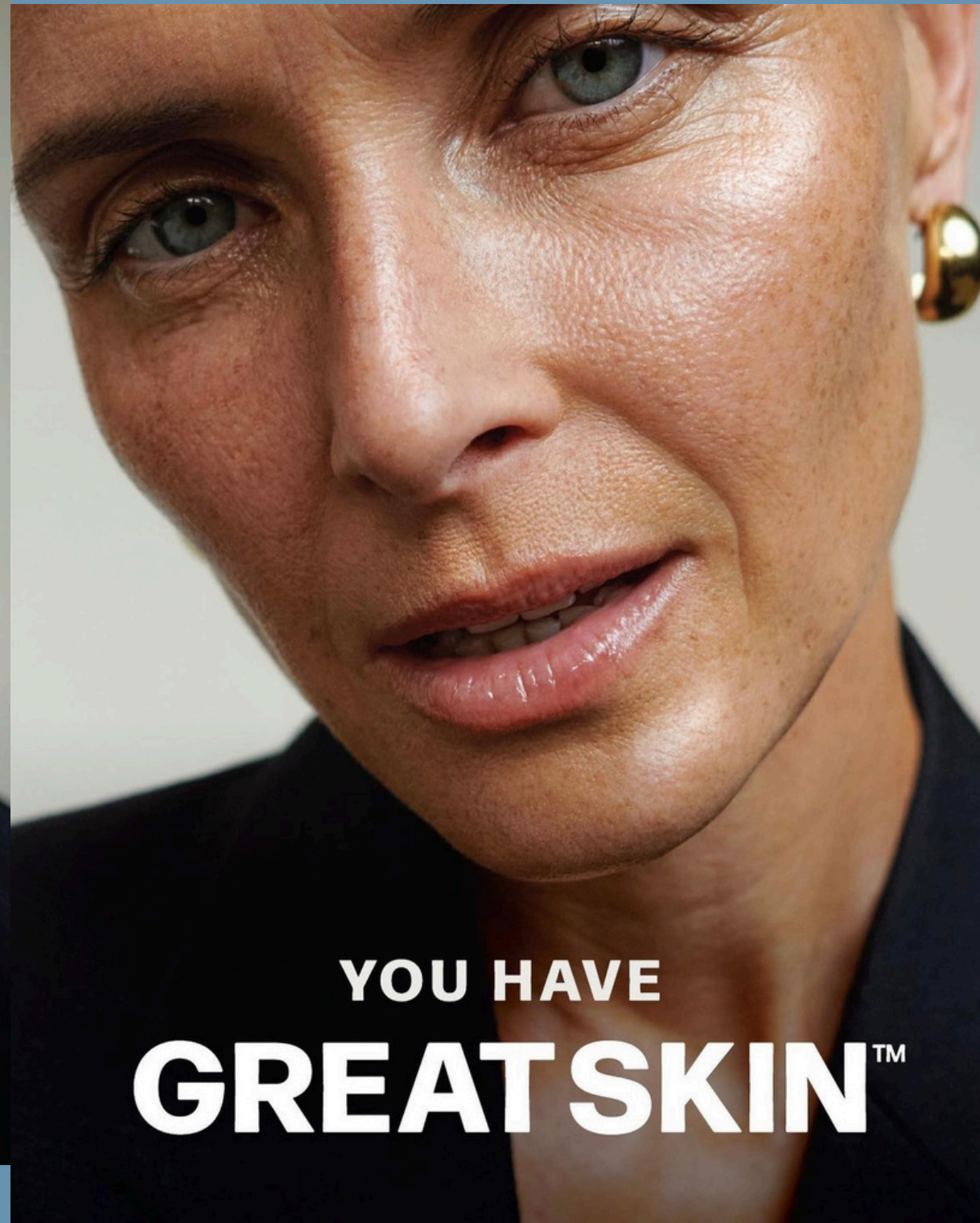
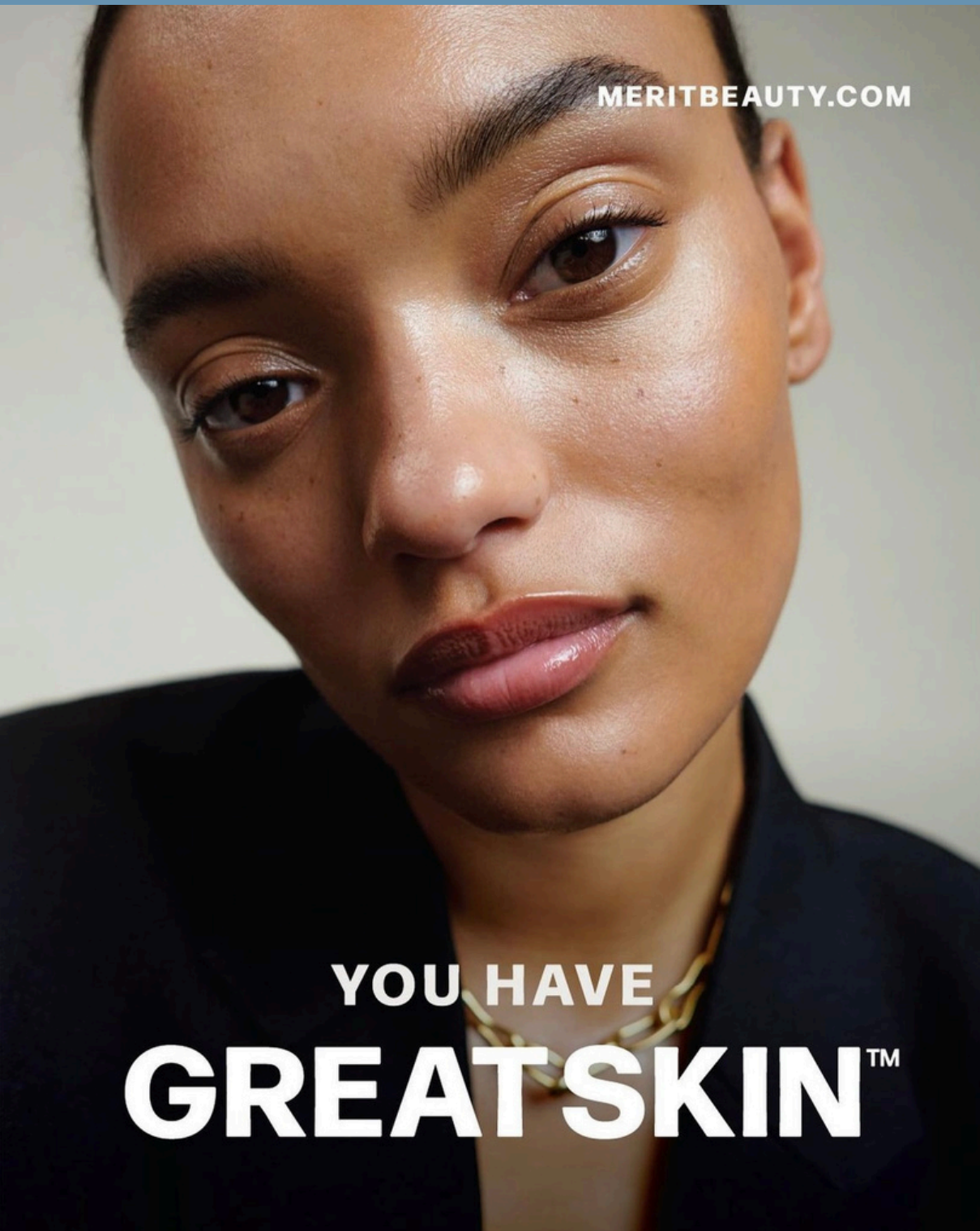


MINIMAL

"Less is more."



Role of Marketing and Advertising



Marketing and advertising efforts help establish MERIT as a clear leader in the clean and minimalist beauty market. Focused advertising strategies, via different social media platforms, ensure that the brand reaches its targeted demographics, particularly younger to middle-aged, eco-conscious consumers.



What Sets MERIT Apart

- **Influencer and celebrity partnerships**
 - Both content creators on TikTok and celebrities like Kelly Rutherford
- **Social media presence**
 - Especially strong on TikTok, Pinterest, and Instagram
 - Over 700k followers across all three platforms
- **Inclusive messaging**
 - Variety of models, a good shade range, aligns with consumer values of representation in beauty
- **Focus on sustainability**
 - Adds to brand appeal, a rising demand by consumers
- **Minimalist and elevated aesthetic**
 - Helps stand out in the beauty industry
- **Multifunctional, accessible, easy for everyone to use**



Changing trends

Bold eye makeup trending

- Merit Beauty offers only neutral eyeshadow products, not glitter or bold colors

Clean and minimal make up products trending

- Growing saturation of minimal, clean, vegan, cruelty-free makeup products

Full-coverage make-up looks are resurgencing





MERIT Beauty

Consumer Segments



MERIT Customers

Who are MERIT Beauty's customers?

- MERIT customers are individuals who seek simple, clean, and minimalist beauty solutions that enhance their natural beauty

What do these customers really care about/ value?

- MERIT customers value MINIMALISM, purchasing only the necessary items to simplify their daily routines. As the beauty industry is saturated with countless brands and products, MERIT is the “antidote,” offering just 14 well-edited essentials.
- MERIT customers value ACCESSIBILITY, investing in “impossible-to-mess-up products” that make their daily routines easy, approachable, and convenient.
- MERIT customers value a NATURAL AESTHETIC. Customers care more about enhancing their natural beauty than transforming it, leaning more towards lightweight, breathable, and skin-like formulas.
- MERIT customers value CLEAN INGREDIENTS that support the integrity of their skin while also being vegan and cruelty-free.



Conscious Men (Potential Segment)

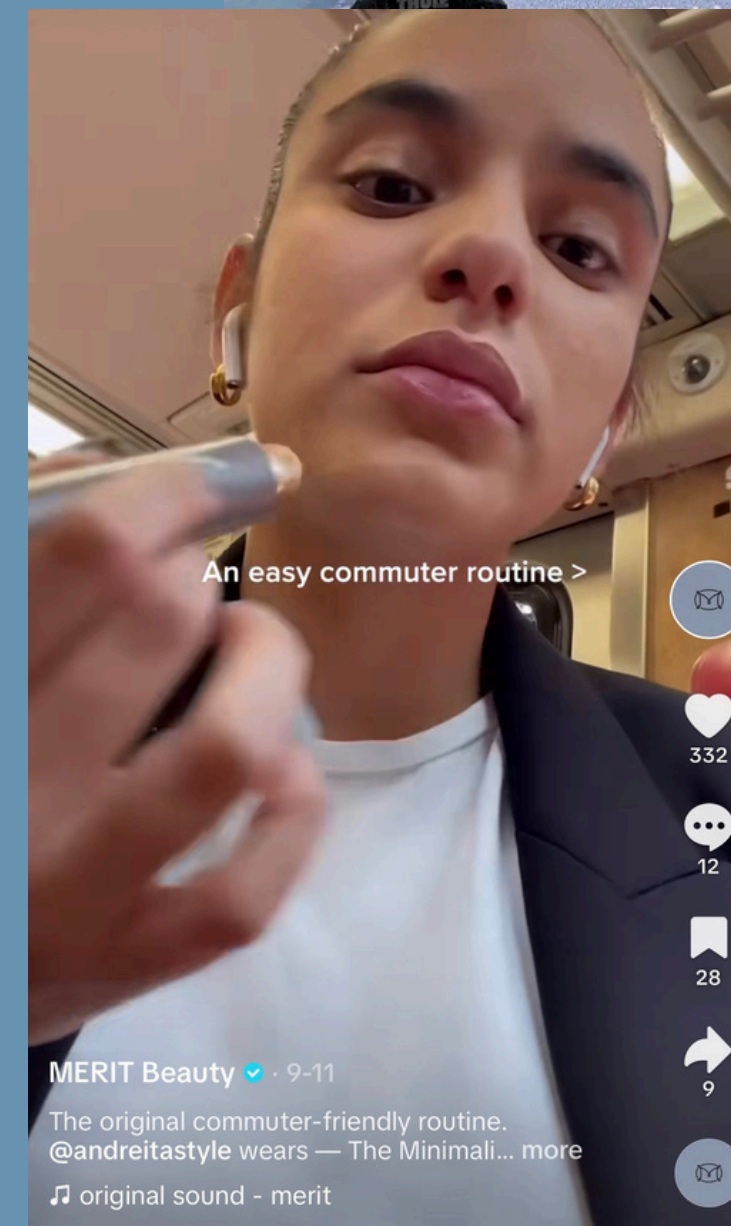
- **Age:** 25-35 years old
- **Relationship Status:** Single
- **Location:** Major metropolitan areas such as New York, Los Angeles, and Miami
- **Occupation:** Real estate agent, lawyer, entrepreneur
- **Lifestyle:** career-driven, digitally connected, appearance-conscious, efficient time management, socially active
- **Values:** structure, discipline, health and fitness, quality, efficiency, sustainability
- **Personality Traits:** Ambitious, organized, confident, self-aware, successful

- **Why MERIT?**
 - As busy professionals, they seek clean/natural skincare and cosmetic products that effortlessly integrate into their daily routines, helping them maintain a sharp, well-groomed appearance for work while prioritizing their health and wellness.
 - With MERIT Beauty's multifunctional formulas, men want products that address various skin concerns in a single step, perfectly aligning with their need for quick, simple, and effective grooming.



Busy Professionals

- **Age:** 25-34
- **Relationship Status:** around 40% are single, and 60% are in a relationship
- **Location:** Urban areas
 - ex: NYC, LA, or Boston
- **Occupation:** Accountants, Software Developers, Nursing Assistants (healthcare).
 - College-educated, typical 9-5 jobs, early to mid stages of their careers
- **Lifestyle:** Busy schedules, balancing career growth, financials, personal health, and social lives
- **Values:** simplicity, time efficiency, health conscious, work-life balance
- **Personality Traits:** driven, motivated, proactive, reliable, social, technologically savvy, mature
- **Why MERIT?**
 - MERIT's multipurpose solutions seamlessly integrate into these busy professionals' lifestyles, addressing their needs for convenience
 - Valuing appearance, MERIT assures busy professionals feel polished and refined at work, in meetings, and networking events
 - MERIT's products align with busy professionals' inclination toward modern aesthetics and natural beauty.



On-The-Go Moms (Target Consumer)

- **Age**: 30-45
- **Relationship Status**: Married
- **Family**: 2 or so kids
- **Location**: Suburban areas
 - ex: Naperville, IL or The Woodlands, TX
- **Occupation**:
 - Registered Nurse (\$89,000) or Elementary/ Middle School Teacher (\$66,000)
- **Lifestyle**: always on the go
 - Busy/hectic juggling kids, carpool, meals, work, personal care, etc
- **Values**: simplicity, time efficiency, family, sustainability, authenticity
- **Personality Traits**: loving, compassionate, brave, strong, protective
- **Why MERIT?**
 - MERIT's well-edited essentials align perfectly with these mom's desire for simplicity in an increasingly chaotic life
 - Quick 5 minute routine can enhance a mother's natural beauty, reconnect them with their confidence, and empower them to take on the day
- **Why our Target Consumer?**
 - Special emotional connection, less exposure to competitors, not driven by trends, natural fit in their hectic lives



Meet Jennifer

An "On-The-Go Mom" (Target Consumer)



MERIT's Current Standing

- MERIT Beauty is well-positioned to serve busy mothers with minimalist, time-saving beauty products that fit their demanding lifestyles.
- However, MERIT struggles to overcome mothers' lingering perception that taking a moment for makeup is a luxury rather than a simple, acceptable action towards prioritizing their well-being.



Objective

Grow a strong consumer base among on-the-go moms with high brand loyalty to MERIT for its fast, easy beauty, with the goal of increasing sales of Five Minute Morning sets by 15%.

Rationale: Busy moms are always rushing around and have little time for themselves. We want to show moms that self care can be simple with MERIT. MERIT's "Five Minute Morning" collection exemplifies quick and easy beauty, showing that self care doesn't have to be complicated.



MERIT's Five Minute Morning

Five Minute Morning

THE CORE COLLECTION

The full five minute morning routine — everything you need to get ready in five minutes, nothing you don't.



Identifying On-The-Go Moms' Issue

Issue: On-the-go moms often put their needs last, prioritizing their children's and husbands' needs and wants. As a result, juggling work, family activities, and household chores is often too overwhelming/exhausting for them to prioritize self-care.

Rationale: 39% of U.S. mothers say that they rarely/never invest time or money into beauty care, and 39% say they do not invest as much as they would like to. Nearly half (49%) of all moms report feeling burned out by motherhood, with 58% of moms reporting they are primarily responsible for the duties of running a household and caring for children. MERIT Beauty can't change this, however, creating a space where a mom feels supported to prioritize and make space to be themselves can solve issues of burnout.



Uncovering On-The-Go Moms' Insight

Insight: Despite their hectic schedules, on-the-go moms still long for intentional moments alone, whether that be a morning coffee or simple beauty routine. These moments act as a therapeutic and transformative start, fostering a positive tone for the day ahead by offering them a chance to reset, recharge, and reconnect with themselves.

Rationale: As moms are constantly caring for their children, it becomes easy for them to forget and put aside their own basic needs. This often results in stress, burnout, depression, poor mental health, and even the risk of developing an unhealthy relationship with their children. Because of this, moms crave moments alone to nurture their wellbeing and show up as their best selves for their families.



Determining On-The-Go Moms' Challenge

Challenge: Transforming mothers' attitudes towards self-acceptance and self-care by shifting the focus from feelings of time scarcity and emotional exhaustion to recognizing the value of prioritizing their own well-being. Encourage moms to embrace self-care by utilizing MERIT'S Five Minute Morning routine.

Rationale: MERIT'S Five Minute Morning routine enables moms to prioritize themselves without sacrificing time for other responsibilities. By encouraging mothers to prioritize self-care and timeliness, we can foster a culture where taking time for oneself is seen as essential rather than indulgent, elevating the brand's visibility and ensuring that mothers feel acknowledged and appreciated. MERIT'S Five Minute Morning routine can also foster a culture where moms can incorporate self-care into their busy schedules, without having to adapt and re-adapt their schedules to accommodate an extensive makeup routine.



The Art of Less

The organizing idea "The Art of Less" resonates with MERIT Beauty's target consumer of on-the-go moms by offering efficient, easy-to-use products that simplify moms' beauty routines, and thus allowing them to incorporate self-care into their busy schedules. MERIT's Five Minute Morning routine helps on-the-go moms look polished without investing significant time or effort. "The Art of Less" speaks to on-the-go moms' desire for simplicity, balance, and efficiency in a world that often demands more. "The Art of Less" resonates with on-the-go moms to feel like self-care is able to fit into their busy routines. MERIT offers meaningful, accessible solutions that empower moms to embrace self-care in their daily lives.



Media Directions

Tone: Upbeat, sympathetic, serious

In store:

- When: Valentine's Day, Christmas, Mother's Day
- Where: Target, Nordstrom Rack, Kohls, Sephora

Online:

- When: Valentine's Day, Christmas, Mother's Day (more heavily), steady throughout year
- Time of day: Early in the morning and after dinner (alone-time)
- Where: Facebook, Youtube, Instagram, Blogs, Podcasts, and Next Door

Potential Bloggers: Scary Mommy, Honest Mum, Moments of Musing

Goal:

Show regular moms using MERIT to create an emotional connection and community feeling.

- For in-store: Displays of moms doing the Five Minute Morning routine
- Online: Regular moms telling their story on why they love MERIT
- Online: Regular moms using MERIT in a morning vlog style video to show its efficiency



Conclusion

- MERIT Beauty has made a name for themselves by redefining the modern beauty experience, embracing “less is more” through well-edited, clean, and minimalist makeup essentials
- MERIT’s commitment to simplicity found a natural fit with on-the-go moms and their lifestyles
 - MERIT’s Five Minute Morning fits seamlessly into on-the-go moms day
- Research also revealed MERIT’s philosophy resonated with on-the-go moms innate desires for moments alone amidst their hectic lives, inspiring the creation of the “The Art of Less”
- We hope to inspire on-the-go moms to embrace “The Art of Less” and live beautifully with MERIT by their side





Thank you.

Questions?

