

BHCOCOSMETICS

an advertising plan by alex oanono, roxi fernandez, maria mayer, molly wolfberg and mackenzie woodcock

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BH Cosmetics is an unknown cosmetics distributor based out of California that focuses on selling high quality makeup for low prices exclusively through their website bhcosmetics.com. They target young women that desire professional and quality eyeshadow while including the need to watch their money.

BH Cosmetics' prime selling product is their eyeshadow palettes, however they have included some lip, blush and tool packages as well to fulfill customers' need for multiple beauty products at an optimum price. They also provide the purchase request option for wholesale to professionals.

BH Cosmetics' company information is lacking on their website and the presence of their historical context is virtually impossible to find on any other websites and databases.

BH's corporate offices are based out of California and the company processes and ships solely through the United States. They offer the option for customers to track their orders through the website.

Strengths: Large numbers of color in every palette | Great way for aspiring/amateur makeup artists to build kits without splurging | Highly pigmented (a little goes a long way)

Weaknesses: Products do not cater to ethnic skin tones | Zero branding (perceived to be low quality for the low price) | No company history or background information available

Opportunities: Position the brand and make BH known for its high quality product for a low price (take over this untouched area within the cosmetics industry) | Appeal to consumers by focusing on all positives and how they can work together to create a respected yet unknown brand | Fulfill the need for a high quality, large amount of product for a low price

Threats: The brand is recognized as a 'costume makeup' brand, other cosmetics brands fill this void and push BH out of the day-to-day category | The brand has an inability to compete with small palettes which deters consumers that only need a small amount of product away | Consumers cannot choose the color of their palettes

COMPETITIVE ANALYSIS

Brand	Strengths	Weaknesses
MAC	professional, high quality, variety, constantly updating themes and colors	expensive, extensive process to build palettes
Yaby	variety of colors, highly pigmented, shock-resistant packaging, create palettes that aren't just one product	very expensive, extensive process to build palettes
Benefit	the products do what they say they will, products last a long time	don't have many options, products cater more to the technical parts of makeup rather than the creative aspects
Urban Decay	can buy preset palettes or single colors, extremely attractive casing	single colors are expensive, lack of variety in colors
Sephora	exclusive to stores and website, preset palettes that are in-tune with current trends in makeup	palettes are expensive, have to compete with all the brands they also sell

BH cosmetics is part of the extremely diverse and competitive cosmetics market. More specifically, they compete against other online makeup retailers. Currently, BH competes against well-established brands such as Covergirl, MAC, Clinique and hundreds of others. The cosmetics industry is a giant, worth an estimated \$20 billion in the United States alone. The most prominent trend in the cosmetics industry is the green movement. Like in other industries, there has been a push for more 'organic' products and 'green' packaging.

Currently, information on the customers and their buying patterns is unavailable. Due to the youth of the company, data is extremely limited. After searching BH Cosmetics in ebscohost, Spender, Business and Company Resource Center, Hoover's Online, LexisNexis Academic, ProQuest Business, MultiSearch, Wall Street Journal, Gale databases and others, no information could be found about the brand's actual consumers and their sale records. Multiple extensive Google searches turned up no results as well.

Based off information from the website and YouTube channel feedback, we compiled observations from user commentary, patterns in consumer use and reviews:

The current customers of BH Cosmetics are more of a serious makeup crowd than just day-to-day wearers. The majority of the users, based on user commentary on the BH website as well as other reviews, seem to use the make up to get creative. Such users consist of people invested in their makeup choices and searching for variety in what they purchase. From browsing the customer reviews, we have also found the BH Cosmetic user to be monetarily conscious in their makeup purchases and some even find the relatively inexpensive line to be a bit pricey. Important aspects of BH cosmetics that consumers are looking for are that the line is of a high quality, stays at a low price, contains a very wide variety of colors and palettes for many uses, does not test on animals and gives a full refund of their products if the customer is not satisfied. The majority of customers appear to be women, based on the commentary and feedback on the BH website and other reviews, but there is a small population of men such as makeup artists and men who work in theater. The quality and variety of the makeup seems to be of high importance to customers of BH while the price seems to be a smaller issue. The customers also appear to be an older crowd between the ages of 20-35.

Segmentation: Our consumers are heavy users | Single, young women making from \$5,000-\$35,000 a year, either students or full time employees, with a bachelors degree in process or completed | Emotional benefits: self expressive | Reside in urban areas in North America | Commitment level: switchers - fun, independent, spontaneous lifestyle

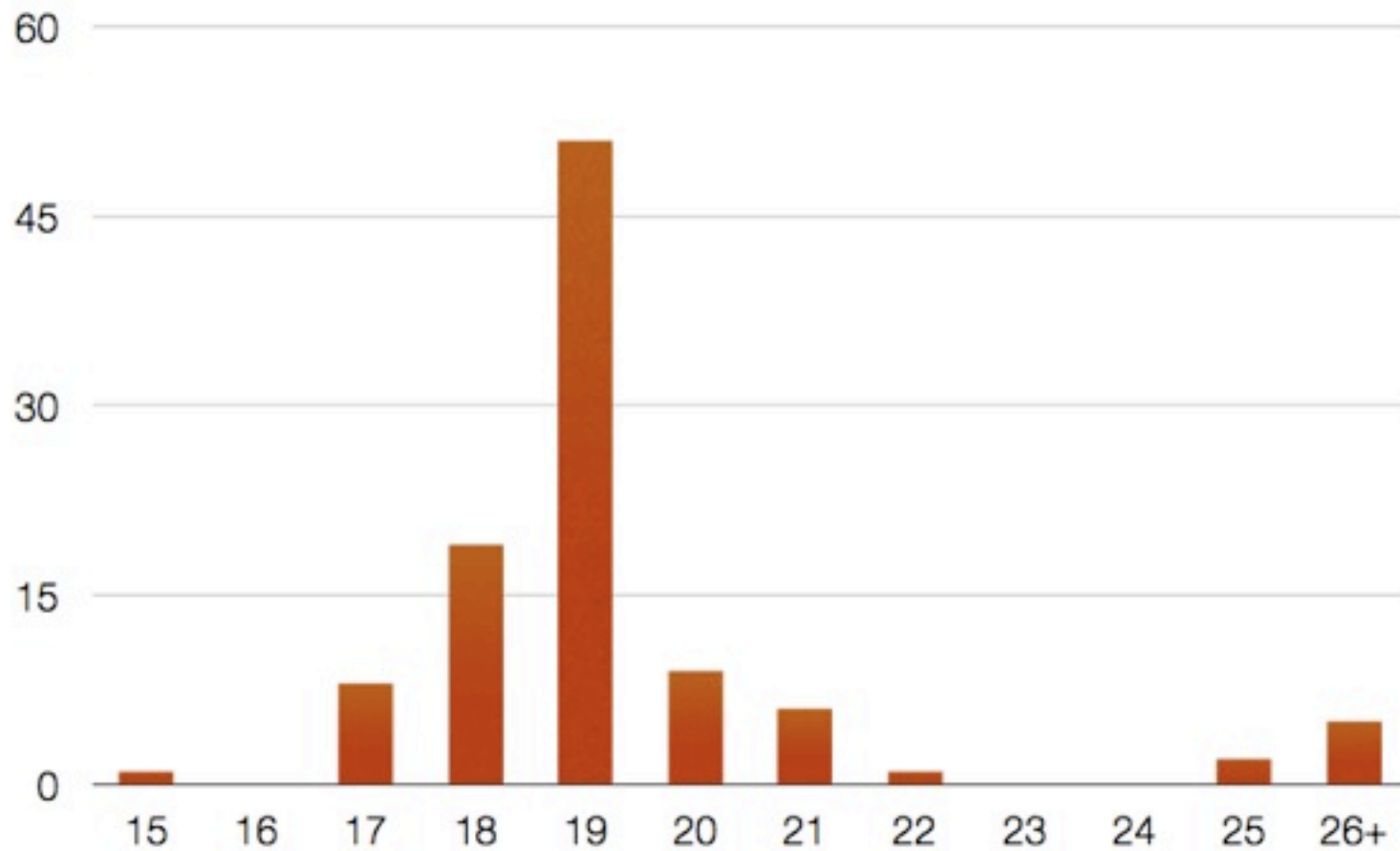
Target profile: Jane. typical consumer. 20 years old. Student. Lives in Boston. Works in Retail. Full time student, works two nights a week, goes out on weekends. Social Butterfly. Vacations to the Bahamas with family. Single and Independent.

Target audience: Single, urban young women ages 15-25 - characteristics

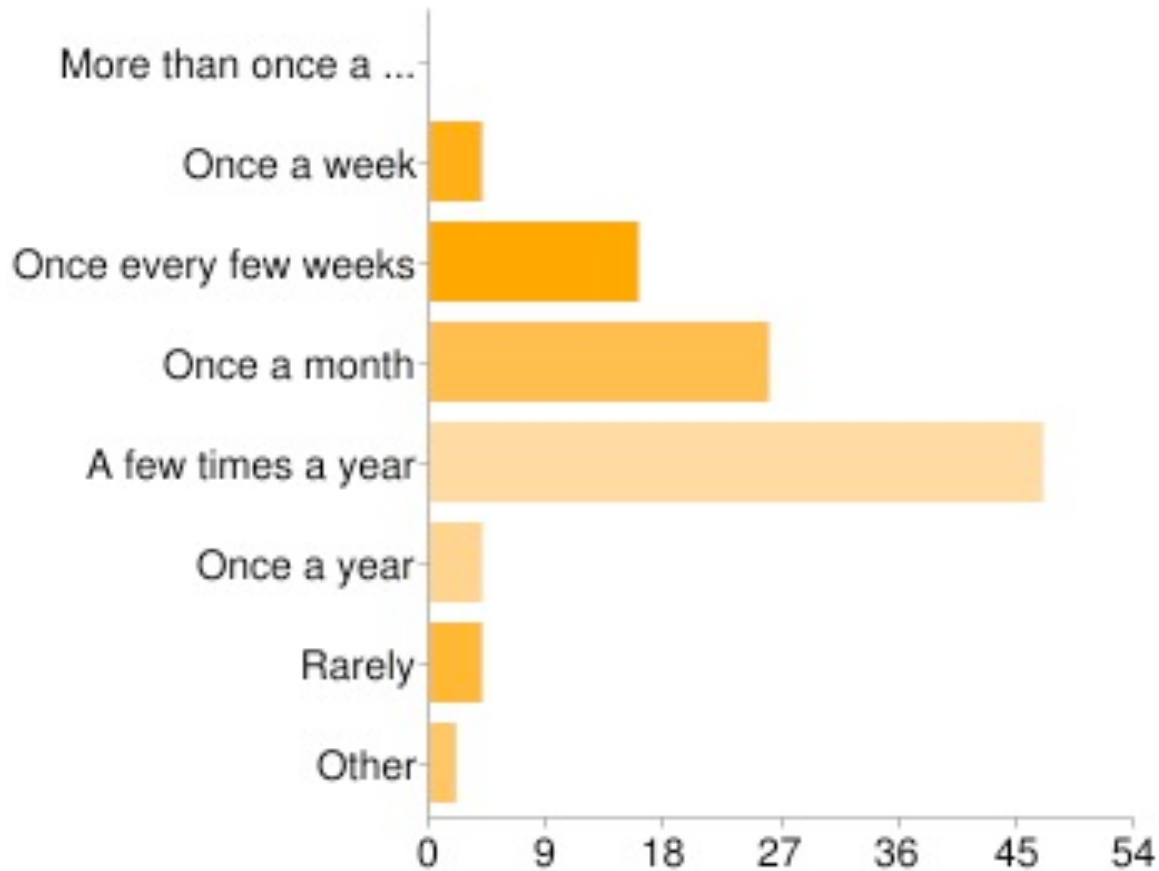
Positioning: Pigment ownership

Value proposition: 'Colors for everyone, every day'

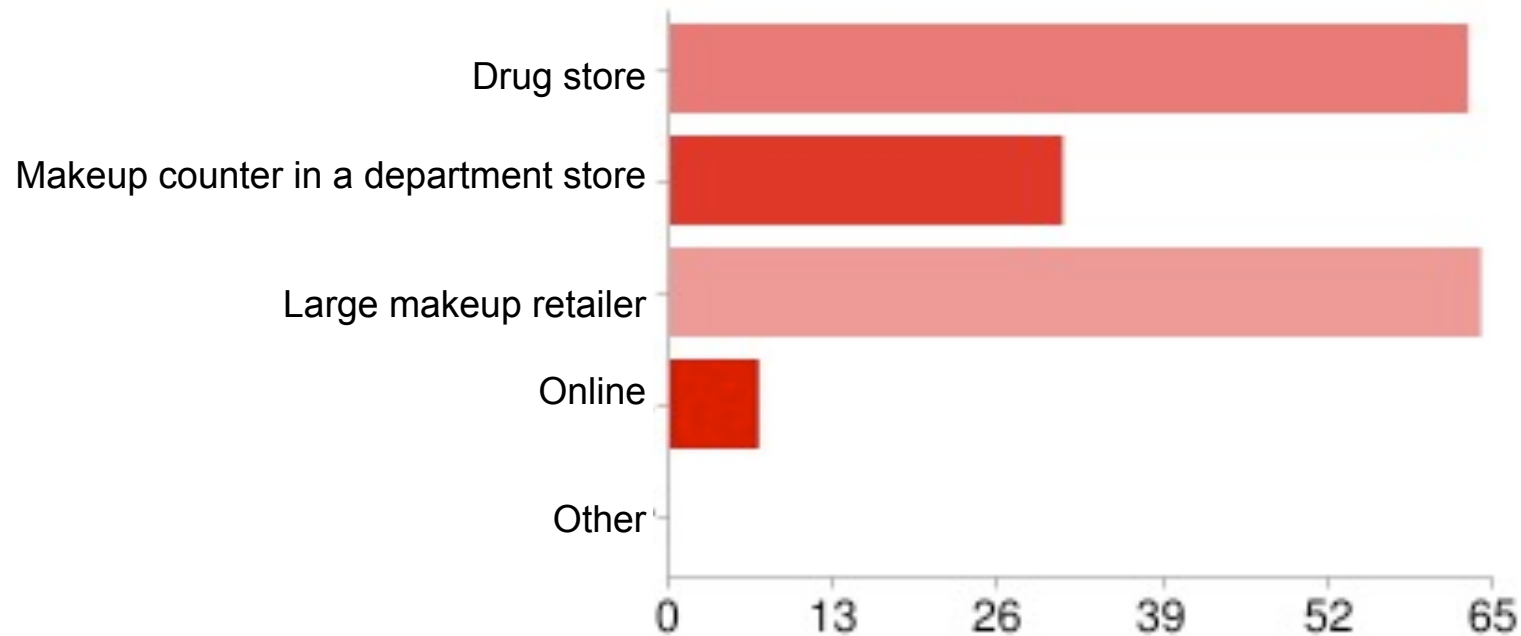
Age of Respondents



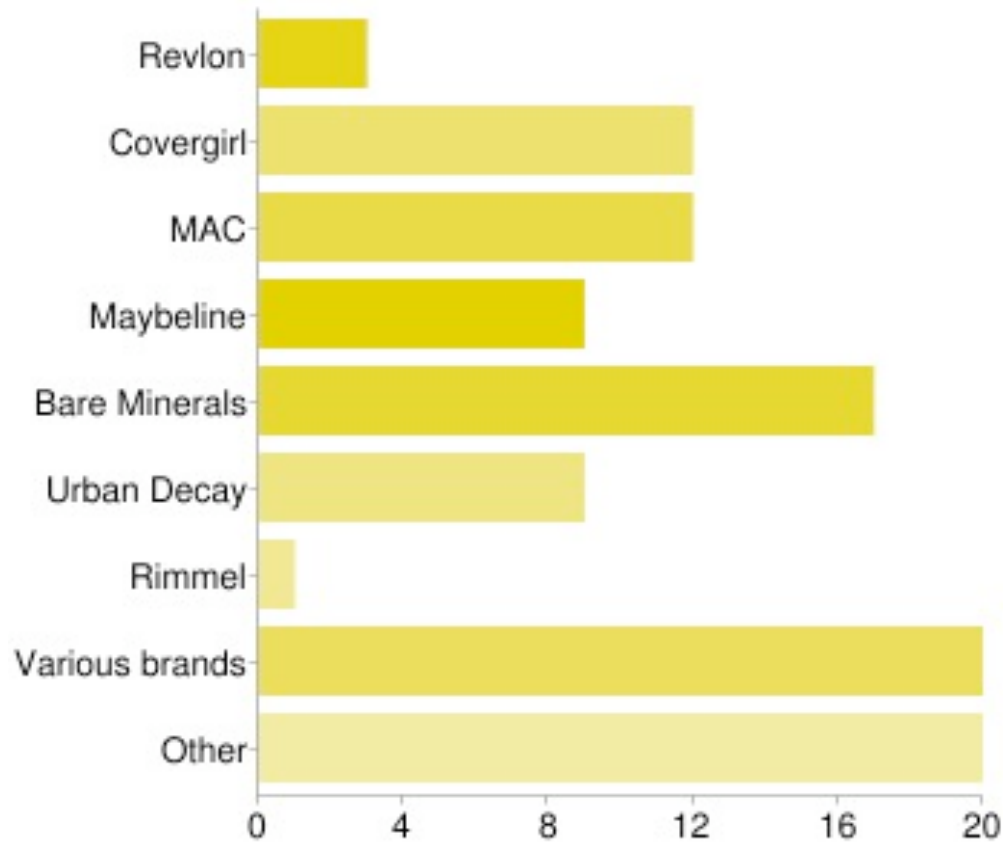
How often do you purchase makeup?



Where do you usually purchase makeup?



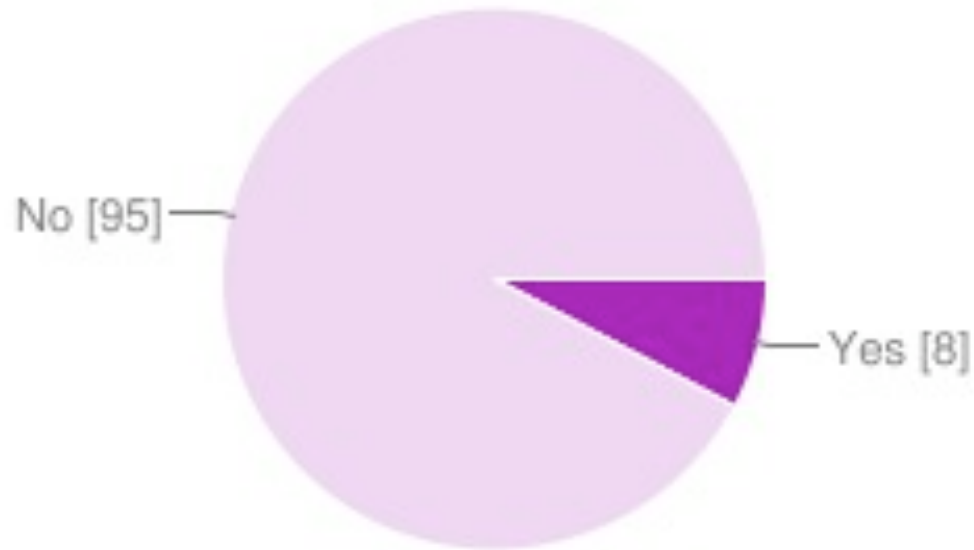
What brands do you currently own the most of?



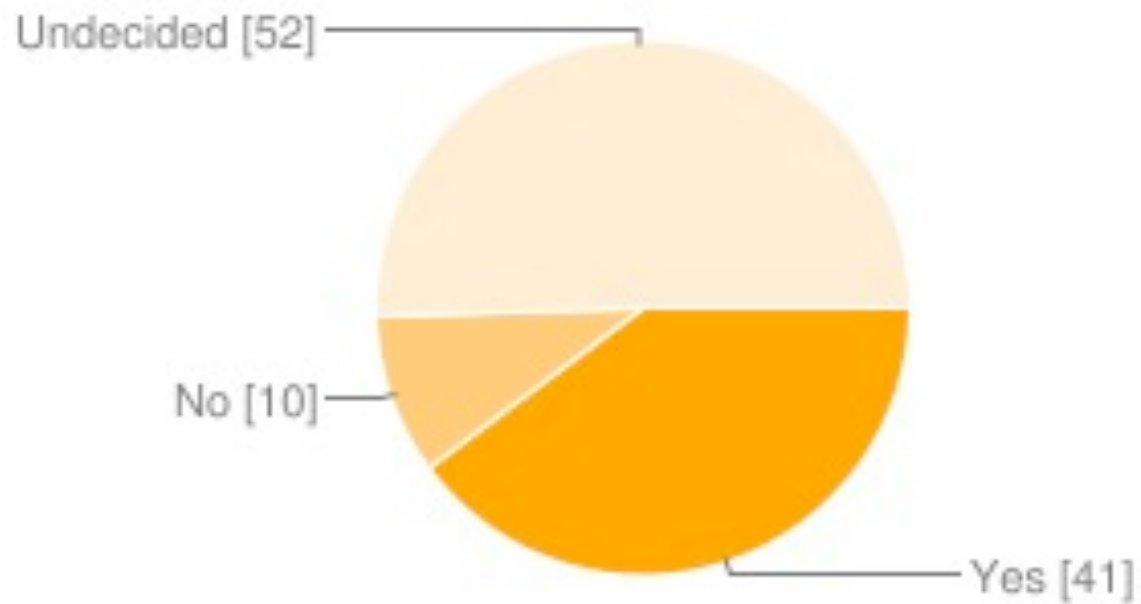
Which of the following match with your makeup routine?



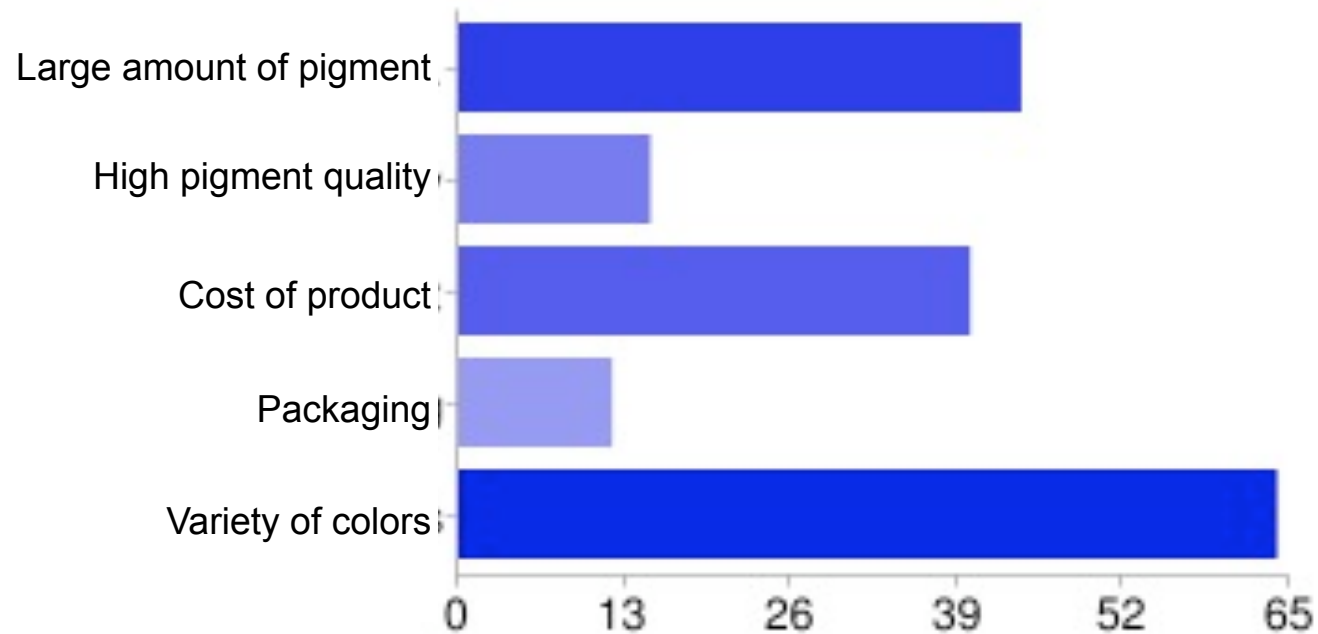
Have you ever heard of BH before this survey?



Would you purchase a product from BH?

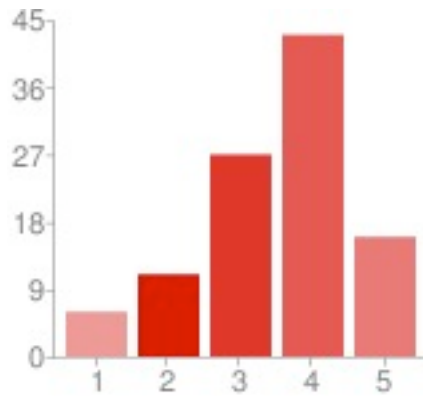


What do you find most appealing about BH's products?

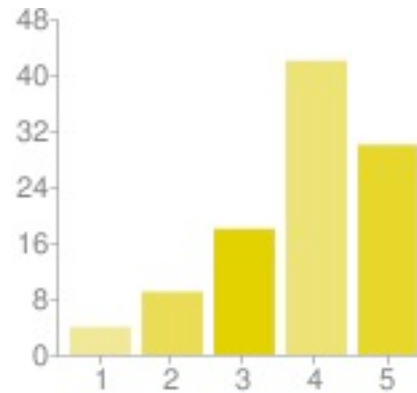


Please rate the following characteristics on how important or unimportant they are to you when purchasing makeup:

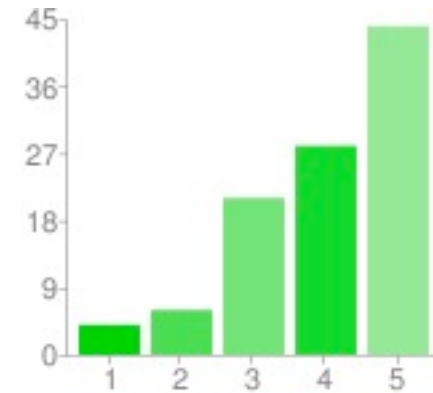
Large amount of product



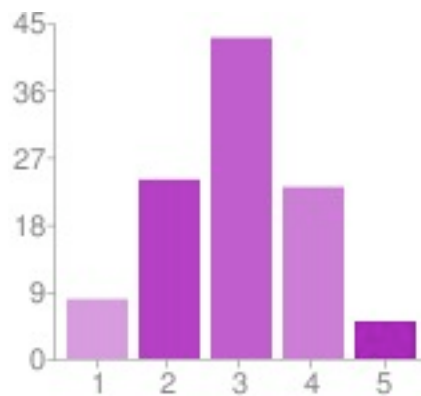
High pigment quality



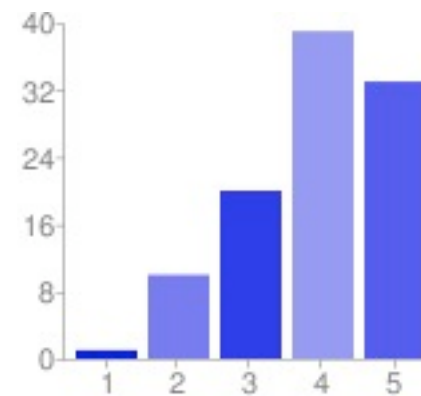
Cost of product



Packaging



Variety of colors



What are the consumers likes/dislikes of BH? Likes: price, variety of colors, amount of product, cool packaging | Dislikes: powdery at times, needs a shockproof case (colors break in half), can only buy online, no mirror, can't create own palate, needs more variety in product (i.e. foundation, liner, polish)

What are the consumers likes/dislikes of competitors products? Likes: create your own palette, abundance of different products (i.e. foundation, liner, polish), themed sets (i.e. Hello Kitty, Disney), in-store kiosks that can do makeup, able to purchase at retailers, department stores and online, used by professionals | Dislikes: expensive, unattractive packaging, poor customer service at times

What are the opportunities for BH? Design and implement a kiosk for retail stores like Sephora and Ulta Beauty -design and implement a counter for department stores | Release new products, like nail polish, foundation, eyeliner and mascara | Because of the extensive color options and sheer size of the product, BH could be a formidable presence in the less competitive market for professional makeup artists | The price of the product and the vivid/playful color options make it easily accessible to a more experimental 'tween' audience

What are the consumers' beliefs about BH? I consider the variety of colors, the large amount of product and the low cost BH has to offer appealing | BH's products are not high quality

What are the consumers' attitudes about BH? Indifferent and nonexistent; most haven't heard of BH and weren't particularly swayed after visiting their website and browsing what they have to offer

What are BH's consumers' needs? convenience | variety and choice | reasonable pricing | long lasting makeup | high quality makeup

What does BH need to find out to effectively communicate with its consumers? Need to effectively communicate the quality and personality of the product | If this happens, consumers will be drawn to the value of the product and then feel connected personally to the brand

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Field work: Team member and makeup artist Alex Oanono had her team of stylists use BH products during a recent photo shoot for emMagazine



Product concept: loose glitter/pigments | mascara | eye pencils | eyeliner
| single brushes | fake eyelashes & glue | single blushes/bronzers | lipgloss |
lipsticks | makeup remover | brush cleaner | primers | paint pots

Objectives: Sell BH products | Reinvent the brand image/awareness |
Increase audience awareness of BH

Key Consumer Benefits: High-quality pigment | Variety and assortment
of colors

Reason to believe: High pigment for a low price

Tone and image: spunky | loud | bright | attention seeking | glam rock
| risky | express who you are without the permanence of a tattoo | “don’t focus
on being pretty, so much that you begin to act ugly”

Creative considerations: Guerilla campaign: stickers of eyes with intense and creative makeup to put all over people and places | Training ads: how to apply BH makeup | Design a kiosk for a department store | Design a stand for cosmetic retailer | Design a pop-up store | Print ads

Budget: Production of a TV commercial | Air time | Sticker production and distribution | Pop-up store production and supplies | Labor costs | 15 employees in 5 cities | 90 employees paid \$10/hr

Objectives: Increase awareness about BH cosmetics to sell more product |
 Reach target audience in a cost efficient manner | generate buzz

Schedule

December 2010: Revamp the website and online shopping experience |
 Produce and execute guerilla marketing sticker campaign in Boston, NY and LA to
 hopefully generate sales for the holidays | Produce first set of print ads

January/February 2011: Start coordinating and designing pop-up stores
 | Purchase ad space for print | Produce TV commercial

May/June 2011: Execute pop-up stores in time for prom season

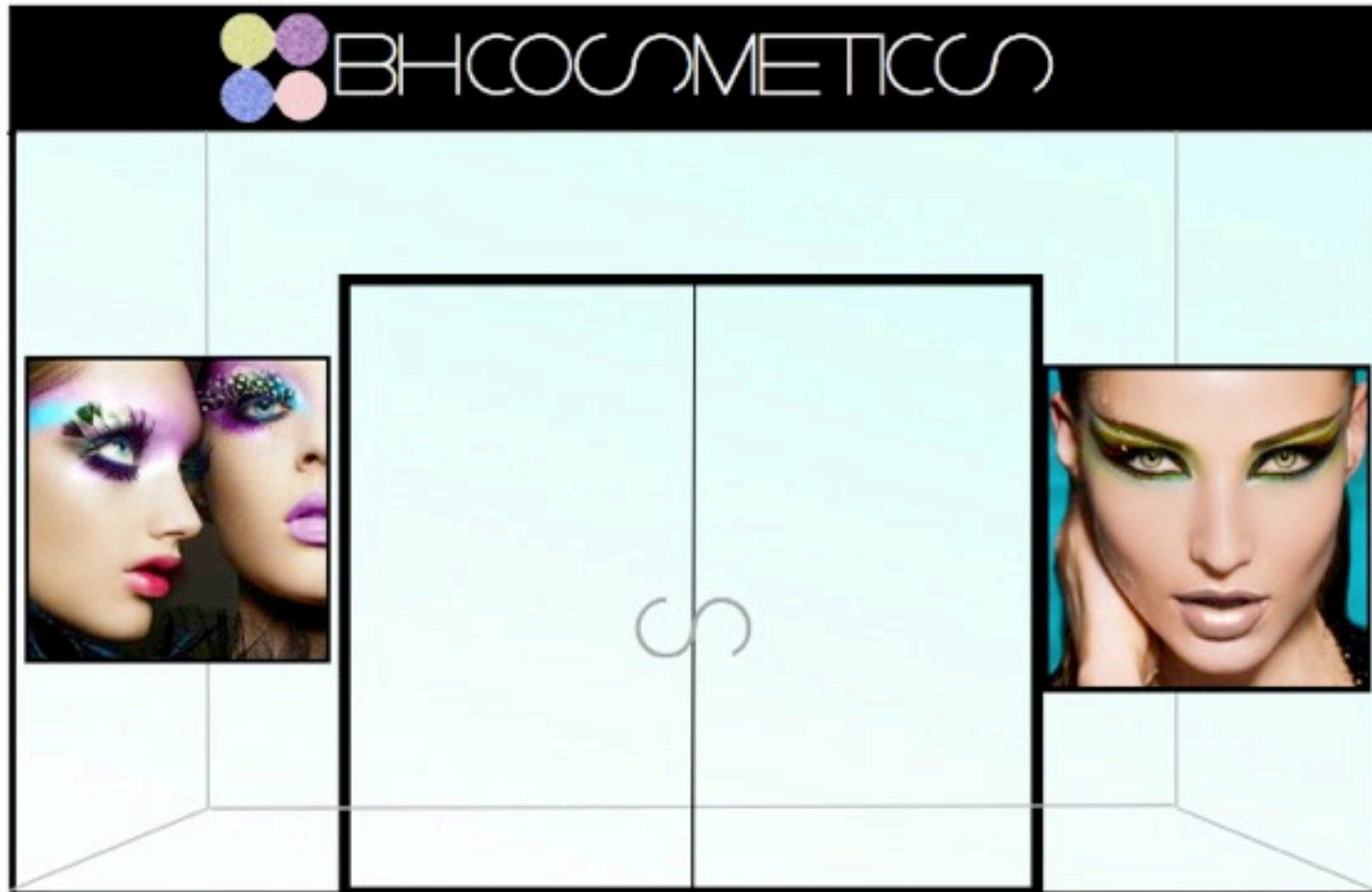
logo



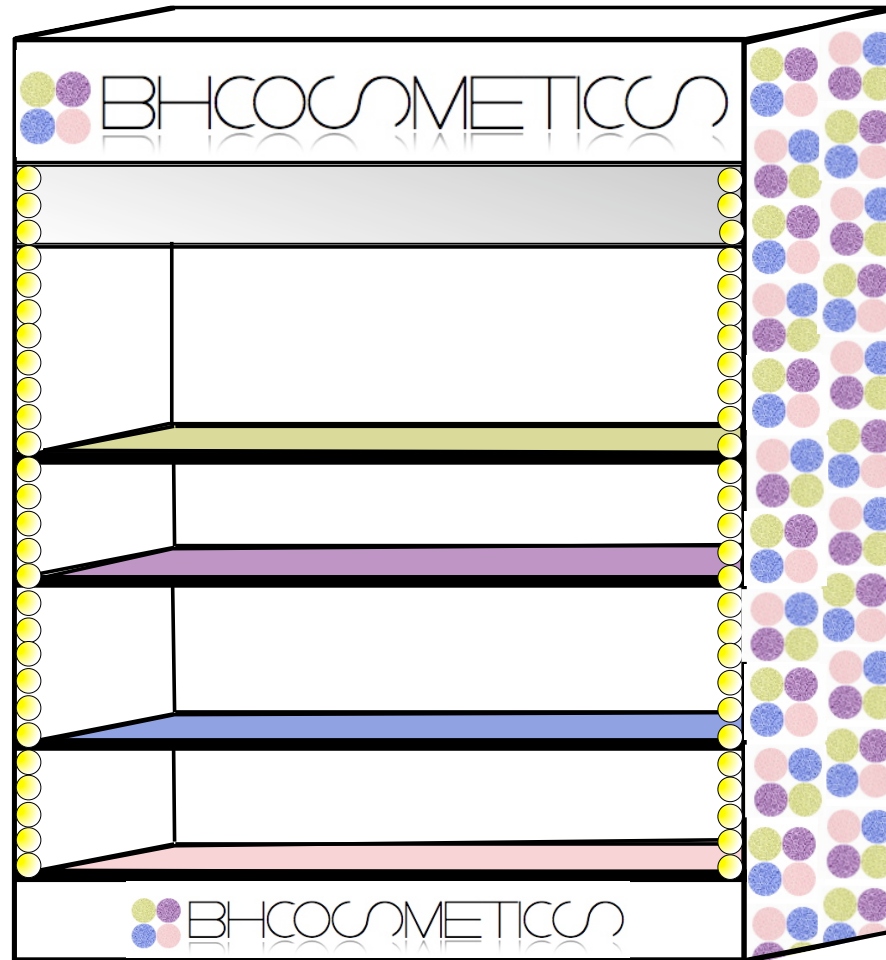
guerilla campaign



pop-up storefront



in-store display



nail polish

