

Applying the PESO Model: Rare Beauty

Target Audience

Rare Beauty is a makeup brand that is focused on creating a safe and inclusive space for all makeup lovers to express themselves through cosmetics. With a young and tech-savvy demographic, Rare Beauty has the advantage of being able to create fun, relatable and unique content to attract Gen Z and Millennial audiences. These social generations of people find ways to connect and share their favorite products all over their social media platforms. Their love for influencers and parasocial relationships with celebrities are factors that can be used to promote Rare Beauty's message of embracing individuality, uniqueness and love for makeup all in one. One of the most important parts in this campaign is reaching both parts of the young demographic, which can be achieved by following a strategy that promotes engagement on Rare Beauty's most popular platforms.

Central Message

Rare Beauty creates products for makeup lovers of all genders, ages, skill levels and walks of life. The company is in the business of creating diverse products for a diverse audience that will make them feel their very best and promote their individuality. The following PESO messaging will help Bravo connect with stakeholders in a meaningful way with an anniversary celebration

PESO Messaging

PAID: Place a sponsored ad within the Instagram/Facebook feeds of active users promoting Rare Beauty products.

Justification: When trying to reach a younger, more technological audience that spends a lot of their time on social media, ads are a great way to get messages on people's feeds. Seeing ads for products/promotions is a way to connect with an audience, even if just for a second. With that in mind, this strategy is sure to be a success because Gen Z and Millennials are more likely to make purchases and recommend products based on ads they saw on Instagram or Facebook (Stitcher Ads).

EARNED: An interview with a beauty news outlet with company CEO Selena Gomez.

Justification: Celebrity endorsement can significantly boost company sales and having the celebrity company CEO talk about the brand boosts visibility and accessibility (CHRON.). The brand will appear more personal and feed the parasocial relationships the audience has with the celebrity in question (in this case, Selena Gomez, company CEO).

SHARED: Create an IG story takeover on Sephora's Instagram featuring an influencer that aligns with Rare Beauty's mission/goals.

Justification: Instagram stories are a quick and easy way for people to absorb and put out content for a large following to see. Most social media platforms have their own versions of "stories", with Instagram being one of the most popular among them. Of all of

Instagram's users, 70% report watching and posting stories. This is another tactic that is sure to be a success with advertising Rare Beauty's anniversary event (99Firms). Additionally, in a 2021 survey conducted among more than 350 U.S. Gen Z and Millennials, nearly two-thirds (62 percent) reported making a purchase on their smartphone as a result of branded social media posts and/or content shared by influencers (Statista).

OWNED: Seven-second looped video on TikTok showcasing some of the brand's most loved products/promoting the upcoming event.

Justification: Gen Z has created a strong relationship with TikTok. Once something becomes popular and becomes viral, products sell out, music is put out, and more content is created. The videos on TikTok force a faster loop of the content being shown, which helps boost engagement (LinkedIn). Paired with trending hashtags, sounds, and visuals, the short clip is sure to succeed in getting Gen Z and Millennials to interact. It also boosts community engagement, which increases likes, shares, and jumping between Rare Beauty platforms.

Conclusion

The messaging created by Rare Beauty for this anniversary campaign will be successful due to a few factors. First, the advertising for the event will take place across the most popular social media sites, where it will be accessible to a very wide audience, seeing as many people spend hours on these sites. Second, having the information about the company/event spread through several different platforms will motivate consumers to click the company's links and browse the website to familiarize themselves with what they could potentially be buying. Additionally, involving the face of the brand and influencer(s) with the products and getting them to promote events is also a good way to get loyal fans/followers talking about the upcoming celebration. The goal is to create as much engagement as possible and creating campaigns to very social demographics can help reach accomplish that. Most importantly, Rare Beauty can continue to benefit from this type of digital campaign due to the element of virality on the internet, meaning it can be used as a template for future events/product launches.

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