



MAKE - UP ART COSMETICS

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DM 211 201 Workshop In Direct Marketing

Final Presentation

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Executive Summary

The Challenge

Founded in 1984, MAC is a widely known brand with 36 years of experience in the makeup industry. MAC has a cult like following of millenials and gen-z worldwide, but MAC choosing to stick with the old business model and their unwillingness to adapt to industry changes is affecting them negatively in the eyes of consumers. The company is more concerned about making money than investing into their rebranding strategy.

The Opportunity

Being that MAC is widely known with a solid reputation, they are able to make changes in their marketing strategies so that they can appeal to a wider audience which will keep their fan base of loyal customers growing.



Brand Overview



Founded in Toronto, Canada in 1984 by Frank Toskan and Frank Angelo.

The tagline "All ages, all races, all sexes." represents the world's leading professional makeup authority; MAC Cosmetics. MAC is a makeup powerhouse headquartered in New York City with a cult following of millennial and gen-zers worldwide. The brand is known for their vibrant colors, high contrasts, and high saturation within their advertisements as well as their makeup collections. MAC embraces all consumers, and targets those who love makeup and want to stand out and be different.

John Demsey is the CEO of MAC Cosmetics. John is known for bringing Tom Ford into the Estee Lauder fold, expanding the designer's kingdom to include fragrance and cosmetics. MAC just launched a virtual try-on on their website that allows customers to match their Studio Fix Fluid SPF15 shade before purchasing. MAC has also donated \$10,000,000 to provide aid to, essential healthcare services and meals to communities affected by Covid-19.

Target Customer

Young & Influential + Upward bound

Tech savvy millennial and gen-z cohort, college educated, influential in their communities and social networks, and make between 60-80k a year. These segments are best for MAC because MAC's target audience is the gen-z and millennial cohort, who are men or women from the mid to high income bracket and tend to be well established in their career. They are at least college educated, and brand loyal. They are very conscious of what products they use on their face. The target audience keeps up with social trends, social media savvy, and love to hang out with friends at exclusive events. They live in urban areas, and can be seen driving luxury vehicles and renting apartments or buying penthouses in nice neighborhoods.

Age: 18-34

Gender: Men & Women

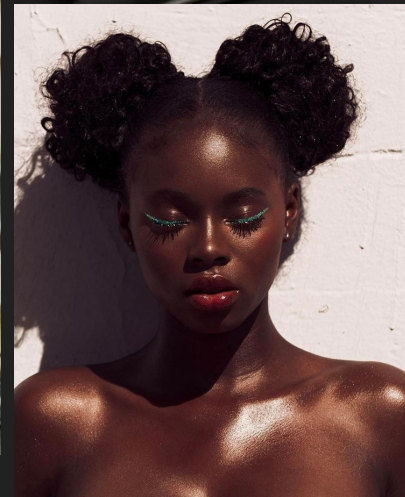
Location: Metromix -- Urbancity

Education: College graduates

Presence of kids: mostly w/o kids

Homeownership: Renters

Technology used: Highest



Target customer profile

Gender: Male and female

Age: 18-34

Urbanicity: Urban

Employment levels: Social media influencers

Entrepreneurs

Education: Graduate plus

Median household income: \$63,000+



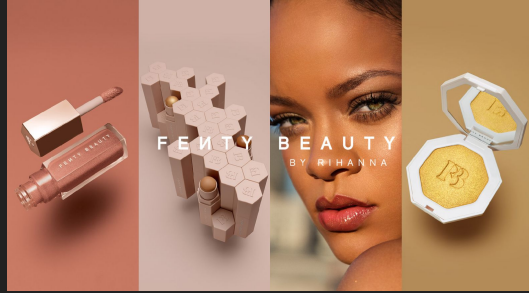
Competitors & Market Positioning

Market watch reported that the global Color Cosmetics market is valued at 40 million \$USD in 2018 and will reach 73 million \$USD by the end of 2025, growing at a CAGAR of 7.9% during 2019-2025

MAC is a color cosmetics brand focused on the artistry of makeup and the needs of a makeup professional. MAC targets its audience through the use of vibrant colors, high contrasts, and high saturation within their advertisements as well as their makeup collections. Mac products are mainly sold in stores such as Bloomingdales, Nordstrom, Dillards, Sephora, and of course the official MAC store. The brand does not offer its products through individuals, street vendors, flea markets, internet auctions, independent boutiques or unauthorized online retailers.

MAC has several competitors in the makeup industry, who have the same target audience and use similar marketing channels to connect with their audience. Some of MAC's competitors are NARS, L'Oreal, Fenty Beauty and Kylie Cosmetics.

Competitors & Market Positioning (Cont.)



FENTY BEAUTY

Strengths: 50 shades of foundation

Weaknesses: Fairly new to the cosmetic industry



Kylie Cosmetics

Strengths: Strong brand name & reputation

Weaknesses: No foundation shades



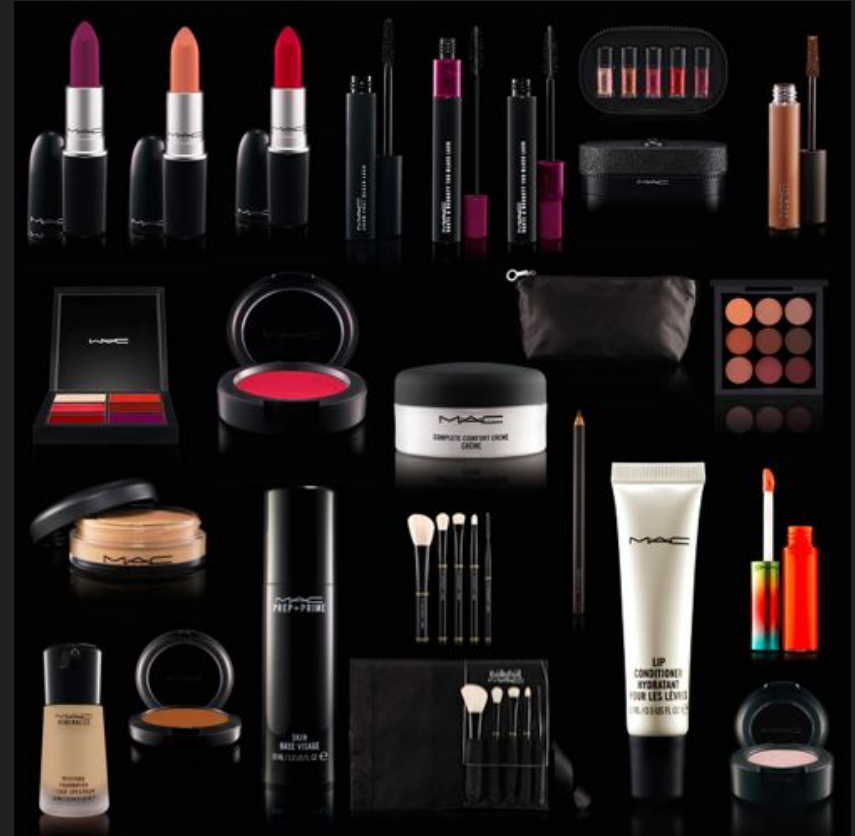
NARS Cosmetics

Strengths: Well known product line, marketing tactics are unique

Weaknesses: High price range

Brand USP

- ★ Wide variety of product ranges
- ★ Wide variety of cosmetics
- ★ High quality products to match the price
- ★ World leading makeup professional authority
- ★ Strong presence in makeup artistry
- ★ Collaborations with high profile celebrities



Objectives

- ★ More promotional efforts to boost MAC sales
- ★ Reach a new target audience by promoting more neutral and soft colored pallets
- ★ Collaborate with more beauty influencers to create content/ products
- ★ Change unethical business practices such as animal testing
- ★ Focus on connecting with consumers throughout all social media platforms
- ★ Promote ads in Subway stations, Youtube ads, Instagram ads and Billboards

Marketing budget

Item	January	February	March	April	May	June	July	August
Marketing/ Promotion								
Marketing Agency	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Radio Advertising	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Television Advertising	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Print Advertising	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
Online Advertising	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
Social media	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
Web search optimisation	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Mailouts	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
Giveaways	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00	\$40,000.00
Events	\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00
Branding & Artwork	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00
Merchandising	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
Publications	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
Catalogues	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
Marketing/ Promotion Total	\$846,000.00	\$846,000.00	\$846,000.00	\$846,000.00	\$846,000.00	\$846,000.00	\$846,000.00	\$846,000.00

Septmember	October	November	December
\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
\$30,000.00	\$30,000.00	\$30,000.00	\$30,000.00
\$15,000.00	\$15,000.00	\$15,000.00	\$15,000.00
\$10,000.00	\$10,000.00	\$10,000.00	\$10,000.00
\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
\$20,000.00	\$20,000.00	\$20,000.00	\$20,000.00
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\$500,000.00	\$500,000.00	\$500,000.00	\$500,000.00
\$60,000.00	\$60,000.00	\$60,000.00	\$60,000.00
\$100,000.00	\$100,000.00	\$100,000.00	\$100,000.00
\$25,000.00	\$25,000.00	\$25,000.00	\$25,000.00
\$3,000.00	\$3,000.00	\$3,000.00	\$3,000.00
\$846,000.00	\$846,000.00	\$846,000.00	\$846,000.00

Offer

MAC ARTISTRY LIVE SEGMENT

MAC is known for its unrivalled expertise in makeup artistry, so they need to start a program where they have a segment on social media that allows MAC artist to speak about their experiences in the makeup industry and possibly give tutorials on their favorite looks. MAC has a segment on its website called “MAC artistry”, but it is not updated as much as it should be. With this new age of technology, apps such as Instagram, Tiktok, Youtube and twitter all have features where content creators can connect with their followers on a personal level: MAC needs to utilize these features more. In addition to this, we would also do weekly contests where customers will have the opportunity to win a free gift basket that includes unreleased MAC products. This will increase consumer engagement and people will feel more connected to the brand.

Offer design

#1 **MAC**
ARTISTRY

MAC
highlight+
radiance:
medium deep

Unleash your inner
artist

NEW VIDEOS ON INSTAGRAM LIVE, TIKTOK AND IG TV EVERY SUNDAY!

MAC

Distribution Strategy

ONLINE

- ★ Social media posts
- ★ Paid advertisement on websites such as Youtube and Instagram
- ★ Influencer collaborations

OFFLINE

- ★ Billboard
- ★ Print
- ★ Subway stations
- ★ Direct mail



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