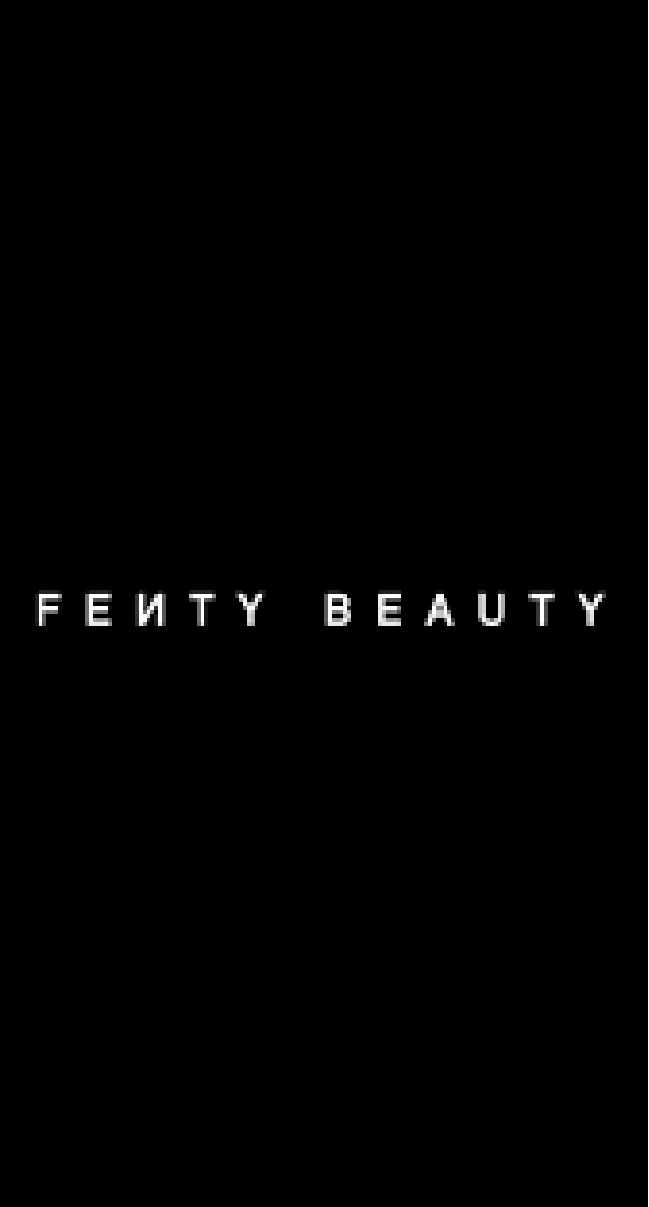




F E N T Y B E A U T Y

(BLANCH, 2024).

Fenty Beauty By Rihanna VS Huda Beauty

IMC AUDIT REPORT FENTY BEAUTY

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Executive Summary

This IMC Audit Report evaluates the Integrated Marketing Communication (IMC) Strategy of Fenty Beauty, a beauty brand started by Rihanna in 2017. The company achieved international recognition due to its groundbreaking inclusivity that started with a 40-shade foundation line and a brand message celebrating diversity and authenticity. This report also provides a case study of Fenty Beauty's rival in the premium beauty market, Huda Beauty, founded by beauty influencer Huda Kattan. The two brands stem from the same entrepreneurial roots, but differ greatly in their branding, regional focus, and style of communication.

The audit investigates several aspects of IMC such as brand history, brand personality, market positioning, demographics and psychographics of target consumers, as well as the media utilized for communication. Perception maps showcase the status and position of Fenty Beauty alongside its competitors regarding market standards of measurement, quality, and inclusivity. Findings indicate that Fenty Beauty is the leader in the market for inclusive advertising; however, Huda Beauty excels in aspirational, glamour-focused content that dominates the Middle Eastern and Western regions.

The intricacies of social media marketing, influencer marketing, advertisement planning, as well as public relations and offline media activities, are meticulously detailed in the cross-analysis table. The report notes the emotional appeal of Fenty Beauty campaigns, its strategic public relations coverage, and the cohesive brand communication as some of the company's strengths. At the same time, misses such as insufficient regional localization and no strong tutorial engagement are highlighted as unlocked potential.

To tighten the IMC mix, Fenty Beauty is suggested to use more region-specific marketing, get experiential brand storytellers, collaborate with micro-influencers, and implement game-like elements in their loyalty programs. These suggestions are designed to further encourage deeper relationships, widen presence in developing regions, and preserve brand value in the socially aware beauty industry of growing competition.

Refer To Appendix A, Picture 1.

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IMC AUDIT REPORT on FENTY BEAUTY

1. INTRODUCTION TO FENTY BEAUTY

Fenty Beauty, the world-renowned cosmetics brand came into life in 2017 after Rihanna launched it under the luxury corporation LVMH. The brand marked inclusion within the beauty industry because Fenty Beauty was the first brand to offer a staggering 40 shades of foundation which challenged the very limited offerings by other brands (Fenty Beauty + Fenty Skin, 2017). The brand stemmed from the vision of Rihanna to create makeup products for all skin tones, especially for the ones that are neglected by most beauty brands. Her statement, “Beauty for all,” marked the founding principle of Fenty and its diverse campaigns have been based on authentic representation and inclusion (Fenty Beauty + Fenty Skin, 2017).

Refer To Appendix A, Picture 2,3.

Socially conscious and appealing, Fenty blends luxury and quality seamlessly. Within a few years it has garnered an immense following. The brand has also expanded its offerings to skincare with Fenty Skin, lip and eye makeup as well as other complexion products (Fenty Beauty + Fenty Skin, 2017). Global operations enable the brand to serve their customers through major retailers like Sephora and Harvey Nichols.

Fenty Beauty’s Personality: The traits of this brand are bold, empowering, inclusive, unapologetic, and fashion-forward. These traits show us the public image of Rihanna which is confidence, diversity, and rebellion. It motivates every customer regardless of their history to have confidence and self-expression.

Fenty Beauty Slogan: “Beauty for All.”

This slogan captures Fenty’s promise to every person that makeup should be tailored to suit every skin tone, type, and identity. Diversity and empowerment along with self-expression are key brand values and this motto supports those concepts.

2. IDENTIFICATION OF COMPETITOR: HUDA BEAUTY

Huda Beauty, founded in 2013 by influencer and makeup artist Huda Kattan, is the primary competitor selected for this IMC audit (Saputo, 2019). Because of the influencer marketing strategy employed by Fenty, Huda Beauty became popular almost instantly due to their luxurious product lines and heavy Western and Middle Eastern country market presence (Huda Beauty, 2023). Kattan started the brand on Instagram and YouTube with her tutorial and transformation videos which helped them gain massive popularity (Huda Beauty, 2023).

Refer To Appendix A, Picture 4,5.

Rationale for Comparison:

- Both brands are led by prominent women of colour who used their platforms to create disruptive beauty brands.

- All the brands mentioned have a strong digital presence along with devoted communities that support them (Saputo, 2019).
- They overlap significantly in the types of products offered including complexion, lip, eye and even skincare products (Garcia, 2024).
- The marketing communications strategies of both brands are comparable in terms of influencer marketing, social media dominance, and direct-to-consumer engagement (Saputo, 2019).

3. COMPARATIVE TARGET MARKET ANALYSIS

Factor	Fenty Beauty	Huda Beauty
Demographics	Ages 18–35, diverse ethnic backgrounds, middle–upper class	Ages 18–35, beauty enthusiasts, middle–upper class
Geography	North America, Europe, MENA, global via Sephora	MENA, USA, India, UK – strong digital global base
Psychographics	Value diversity, self-expression, cultural inclusivity	Glam-oriented, trend-conscious, experimental makeup
Behavioural Traits	Follows beauty trends, seeks representation, values celebrity influence	Watches tutorials, buys based on influencers, seeks dramatic looks

Key Insight:

Fenty focuses inclusivity and social activism, while Huda centers around glamming up and transformative aspirational beauty (Garcia, 2024).

Fenty Beauty and Huda Beauty have both identified young, beauty-conscious, and socially aware consumers as their core audiences (Maribe, 2020). They differ, however, in more subtle yet profound ways in addressing those audiences (F, 2023).

Refer To Appendix A, Picture 6,7.

Psychographic Comparison:

- **Fenty Beauty Consumers:** Champion an inclusive society, representation, authenticity and social change. They have a high propensity to adopt socially responsible and inclusive brands (F, 2023).
- **Huda Beauty Consumers:** Are glam lovers, trend-followers, and experimental with bold, dramatic looks. They consume a high amount of beauty content online.

Even though both brands aim at women aged 18–35 with similar income brackets, Fenty and Huda message differently. For Fenty Beauty, the drawback of authenticity frameworks is mitigated through praise for multiculturalism and social representation (Garcia, 2024). Such self-identity through enhanced brands draws support from Rihanna’s inclusive brand campaigns (Maribe, 2020). On the other hand, Huda Beauty caters to trend-driven consumers who glam up and view makeup as an art. Huda's audience actively consumes social media

content from makeup artists and influencers showcasing bold, dramatic looks. Fenty dominates global distribution through Sephora, while Huda excels in the MENA region as well as online (Garcia, 2024). In conclusion, Fenty’s strength lies in the connection they evoke with customers, while Huda relies on aspirational beauty alongside marketing through influencers (Sorvino, 2018).

4. PERCEPTUAL MAP ANALYSIS

Refer To Appendix A, Picture 8.

The perceptual diagram analyses the two brands Fenty Beauty and Huda Beauty against two brand attributes: Inclusivity as the vertical axis and Product Quality as the horizontal axis. Fenty is in the High Inclusivity-High Quality quadrant alongside Huda, implying that Fenty as a brand pours ‘heavy’ resources into capturing and portraying all skin tones with its range of foundations, alongside its marketing efforts, consistent product performance, and endorsement by cameos from Rihanna and Fenty’s alignment with LVMH (Statista, 2023). On the other hand, Huda is placed in the Mid Inclusivity-Mid Quality region. Huda delivers to the market some widely appealed influencer products with global reach, but sometimes, her products are criticized for having a limited range of shades and lack of consistency. Focusing more on fiercely glamorized beauty transformations, she does not portray representational diversity. This placement shows how Fenty outperforms Huda in both messages and products while portraying Huda’s relatively niche positioning with lower perceived quality and level of inclusivity than Huda’s messaging suggests.

5. IMC CROSS ANALYSIS TABLE

Refer To Appendix A, Picture 9.

The IMC Cross Analysis Table provides a methodical benchmark comparison of Fenty Beauty and Huda Kattan’s Huda Beauty under the scope of core integrated marketing communication elements (Alanatasevska, 2023). The table depicts Fenty Beauty’s use of inclusivity, empowerment, and authenticity through messaging and media, including the strong digital and offline presence of Rihanna. For Huda Beauty, the focus is placed on glam and aspirational beauty in heavy reliance on Huda Kattan’s persona, influencer marketing, and transformation-centric narratives (Maribe, 2020). Both brands share common platforms like Instagram, TikTok, and Sephora, yet differ in communication tone, branding strategies, and marketing approaches. Fenty is more consistent with sustainability while Huda leans towards product glamour and experience (Alanatasevska, 2023). This comparative table captures two celebrity-endorsed brands and how each brand aims for the audience using fundamentally different marketing strategies (Maribe, 2020). Additionally, the contrast in their IMC priorities reflects broader brand identities—Fenty promotes inclusive beauty as a cultural movement, whereas Huda Beauty emphasizes visual transformation and aesthetic appeal. Fenty’s campaigns often tackle social themes and prioritize emotional branding, which resonates with socially conscious consumers. On the other hand, Huda Beauty invests heavily in trend-based launches and influencer-driven tutorials, appealing to makeup enthusiasts who value bold artistry. These differences illustrate how IMC strategies can shape perception, influence loyalty, and strengthen positioning in highly competitive beauty markets.

This detailed comparison helps marketers understand how aligning communication elements with brand values creates deeper audience resonance. It also highlights the significance of tailoring strategies based on psychographics and platform behaviour. By evaluating these differences, brands can refine their messaging to remain relevant and competitive in the fast-evolving beauty industry.

6. CRITICAL OBSERVATIONS

Fenty Beauty possesses notable brand equity and competitive edge due to the influence and media reach Rihanna possesses. She created the brand's voice and image that is strongly visible in the beauty industry (Arima & Co, 2022). The brand also fosters deep connection with emotion due to their acknowledgment of important social causes as being inclusivity and representation (Arima & Co, 2022).

Huda Beauty implements content marketing very well through the use of influencer and tutorial driven beauty videos. The brand has a strong social presence on Instagram and YouTube and utilizes real time trends to stay relevant with their international audience. Additionally, the business's aggressive strategy of rapidly launching new products greatly increases their chances of capturing new makeup trends, keeping their audience loyal.

Nevertheless, Fenty Beauty has its fair share of challenges. Regardless of their inclusive slogan, their campaigns tend to be Western-centric, often ignoring regional Middle Eastern or Asian vernacular content (Carpetta, 2023). Moreover, although Fenty is dominant in the online and social media sphere, she is not able to match Huda Beauty's regional marketing efforts, events, and masterclasses (Carpetta, 2023).

For Huda Beauty, perhaps one of its most notable weaknesses is the reliance on Huda Kattan as the face of the brand. Although Huda's personal branding has successfully built the brand, it limits expansion possibilities and becomes problematic if her appeal wanes (Alanatasevskaya, 2023). Another concern is its relatively narrow interpretation of inclusivity—though the brand offers diverse shades, its messaging lacks the deeper cultural and social narratives that Fenty Beauty has boldly embraced (Alanatasevskaya, 2023).

From these insights, it's clear that while both brands vie for leads in their niches, Fenty Beauty stands out with intention-driven storytelling while Huda Beauty excels in glamour and snapping fingers. Both brands need to learn from one another to achieve optimal balance.

Refer To Appendix A, Picture 10.

7. SUGGESTIONS FOR IMPROVEMENT

A. Strengthen Localization Efforts: Fenty should create region-specific marketing strategies for the Middle East and Asia (Alanatasevskaya, 2023). Localization through partnerships with native influencers and creating culturally relevant content would strengthen engagement (Maribe, 2020). Despite the brand's global efforts to advocate for diversity, its campaigns are predominantly framed around Western beauty standards. Enlisting local influencers, such as hijabi beauty vloggers or Asian beauty advocates focused on skincare, would deepen the campaigns' cultural and emotional relevance if they were tailored linguistically, visually, and ideologically for the intended audiences (Alanatasevskaya, 2023).

B. Expand Experiential Marketing: It was suggested that Fenty provide some form of experiential marketing in regions where she has a significant customer base. This is akin to what Huda Beauty does with her classes in Dubai: they are hosted in areas with high media attention and public interaction with the brand, fostering engagement (Alanatasevska, 2023). Schaffer proposed Fenty pop-up stores, traveling “Fenty Labs,” or participation in beauty festivals that allow consumers to engage with the brand and experience its philosophy of inclusivity. Consumers could also be offered matched foundations or digital beauty consultations through AR, blurring the lines of online and real-world branding (Alanatasevska, 2023).

C. Diversify Influencer Strategy: Fenty’s celebrity collaborations are anchored on macro influencers and Rihanna’s celebrity status. However, integrating micro and nano influencers could improve trust within niche markets (Maribe, 2020). These less prominent influencers are able to personalize recommendations for their communities. A multi-tiered influencer approach utilizing lifestyle, beauty, and skincare influencers would enable Fenty to target different segments globally (Maribe, 2020). This shift reduces the chances of brand fatigue while enhancing sustainable grassroots growth through absorption.

D. Emphasize Education & Tutorials: Focusing on beauty education through step-by-step tutorials aimed at both novice and seasoned makeup lovers is an example of something Huda Beauty gets right (Alanatasevska, 2023). Imbedding Fenty’s pro-exclusive content strategy with a YouTube series featuring influencers and professional makeup artists would broaden Fenty’s content to include diverse look creation with its products (Alanatasevska, 2023). These tutorials can showcase techniques for different skin tones, face shapes, and occasions—illustrating the blend of functionality and inclusivity. This educational approach would soak in many Gen Z and Millennial users who desire information prior to engaging with the brand (Alanatasevska, 2023).

E. Gamify Loyalty Programs: Fenty can boost retention and motivate repeat purchases by furthering loyalty offerings through gamification (Alanatasevska, 2023). An integrated system within Sephora’s existing Beauty Insider program, or through a dedicated Fenty app, can incorporate point-based rewards, granting access to new “drops,” interactive challenges (such as “create your own Fenty Face”), and bonus points for social media sharing. These techniques build stronger engagement with the brand, fostering habits among digital users (Alanatasevska, 2023). These earned media opportunities could be greatly enhanced through contests inviting user-generated content alongside these programs.

Refer To Appendix A, Picture 11,12.

Conclusion

To Conclude, the IMC audit of Fenty Beauty reveals a brand that has unapologetically integrated bold sociocultural attributes into their marketing by revising the entire beauty industry's communications fabric. With Rihanna's worldwide appeal, Fenty Beauty successfully utilizes authentic representation to position the brand as more than a cosmetics line; it is a cultural movement. The brand's digital campaigns and retail marketing are seamlessly integrated, creating a unified and emotionally charged brand expression.

Unlike Huda Beauty, Fenty does not rely on use-case influencer tutorials; instead, emphasizes social narrative, storytelling, diversity, and empowerment. On the other hand, while Huda Beauty is winning the glamour contest in the Middle Eastern beauty market and has high engagement among the region's consumers, she does not manage to remain aligned with brand inclusivity messaging. Both brands show a fairly good integrated marketing communications (IMC) plan but have different areas of focus: Fenty pays greater attention to culture and authenticity while Huda pays more attention to the beauty of life, aspirations, and influencers.

But for Fenty Beauty to maintain and grow its competitive advantage, it has to undergo a change in strategy. With the rise of new beauty brands adopting similar inclusivity strategies, it becomes imperative for Fenty to evolve its Integrated Marketing Communication (IMC) system to retain affection and loyalty toward the brand. There is a need to strengthen regional marketing, expand into new untouched markets, encourage content creation by users, and create more engaging brand interactions.

Moreover, adding educational materials alongside sustainability communications and fostering relationship with micro-communities actively broaden Fenty's target audience while reinforcing the brand's ethos. The future of beauty marketing is rooted in individualization, intention, and active engagement. With appropriate adjustments to its IMC, Fenty Beauty is positioned to spearhead this new direction in branding within the beauty industry.

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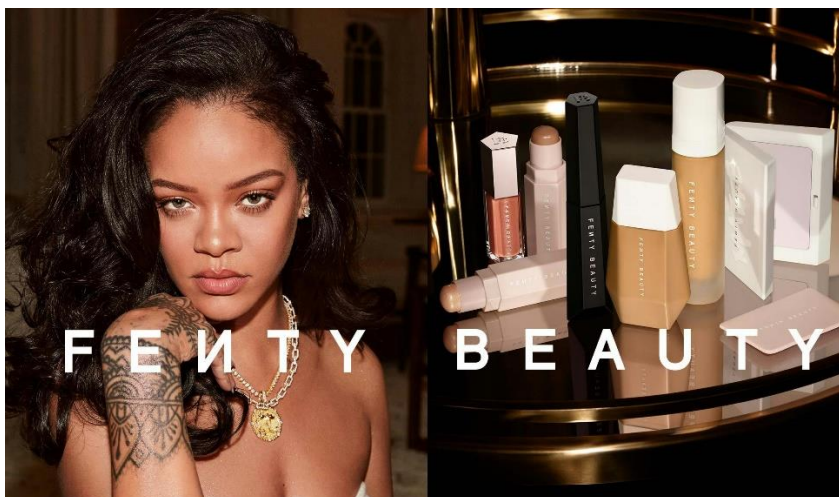
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Appendix

Picture 1 (GettyImages, 2023): Rihanna launching Fenty Beauty.



Picture 2 (LVMH, 2023): Fenty Beauty Brand.



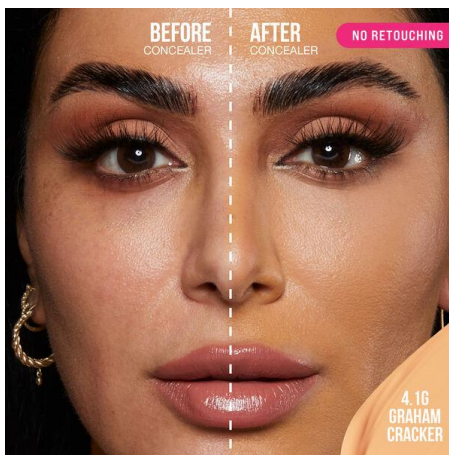
Picture 3 (Brown, 2017): Fenty Beauty Brand diverse foundation shades.



Picture 4 (Lodi, 2025): Huda Beauty Brand.



Picture 5 (Huda Beauty, 2025): Huda Beauty Brand Foundation shade.



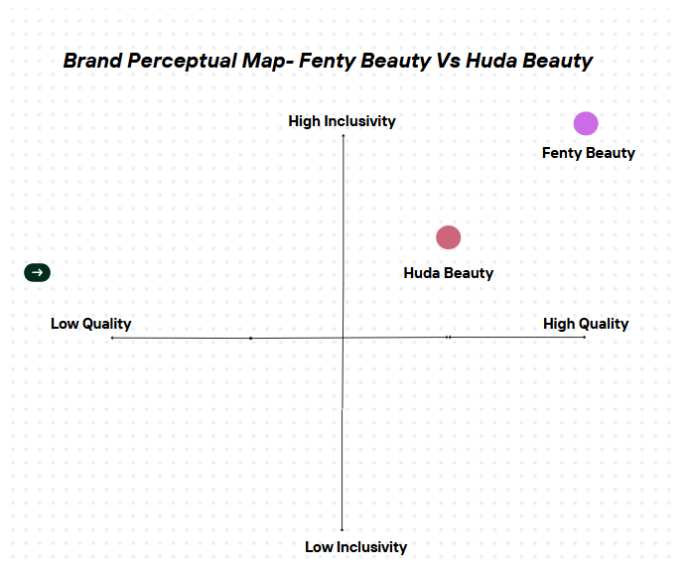
Picture 6 (Campbell, 2025): Fenty Beauty Review.



Picture 7 (Siard, 2025): Huda Beauty Review.



Picture 8 (created by me on Canva): Perceptual Map of Fenty beauty.



Picture 9 (created by me): IMC Cross Analysis Table.

IMC Element	Fenty Beauty	Huda Beauty
Marketing Objectives	Normalize diversity; build brand love; expand reach (Carpetta, 2023)	Promote glam looks; increase engagement; global expansion (Writer, 2025)
Communication Media	Instagram, TikTok, YouTube, website, PR events (Carpetta, 2023)	Instagram, YouTube, TikTok, Huda's blog, beauty retailers

Offline Media	Sephora POP materials, pop-ups, magazine features (Foster, 2023).	Sephora displays, Dubai Mall events, beauty masterclasses (Foster, 2023).
Message Strategies	Inclusivity, empowerment, authenticity (Carpetta, 2023).	Glamour, beauty transformation, aspiration (Writer, 2025).
Advertising	"Fenty Face," inclusive visuals, Rihanna as face (Alanatasevska, 2023).	"#FauxFilter" foundation, close-ups, influencer showcases (Alanatasevska, 2023).
Sales Promotions	Seasonal discounts, gift sets, Fenty Fridays (Alanatasevska, 2023).	Limited edition launches, influencer giveaways (Alanatasevska, 2023).
Direct Marketing	Email newsletters, loyalty programs via Sephora (Foster, 2023).	Personalized emails, app notifications, Huda's blogs (Foster, 2023).
Public Relations	Vogue features, Rihanna interviews, beauty expos.	Huda's media interviews, magazine columns, expert panels (Writer, 2025).
Personal Selling	Sephora beauty experts provide assistance.	Retail beauty advisors at physical stores
Influencer Strategy	Uses macro/micro influencers across regions (Maribe, 2020).	Huda herself as influencer; collabs with global creators (Writer, 2025).
Sustainability Messaging	Fenty Skin eco packaging, cruelty-free messaging (Maribe, 2020).	Clean formulas, but less consistent sustainability messaging.

Picture 10 (Moustafa, 2018) Fenty Beauty Vs Huda Beauty Youtube Review.



Picture 11 (Yellow | Creative Agency, 2024): India Fenty Beauty Campaign.



Picture 12 (HudaBeauty, 2025): Huda Beauty Campaign.

