

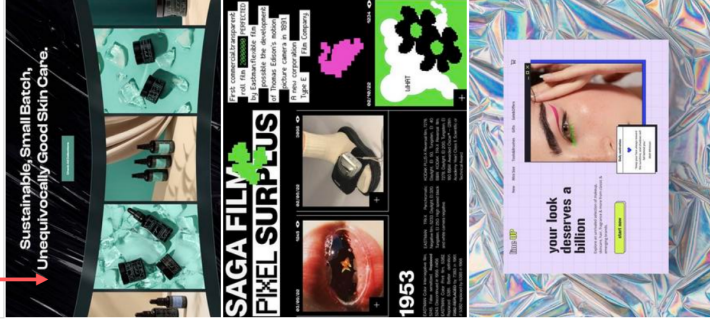


PROBLEMS TO ADDRESS - MAC's branding isn't consistent across their platforms. They have a clear style visible in their brand book but this does not correlate with their website design. This results in users not knowing what they are looking for on the site as it is too cluttered. This hinders the brand from reaching new audiences, and suggests they see their website audience as less valued.

NEW LOGO:

- New font, size, & typography - figure and ground creates more modern feel
- Bold to let the brand reveal its edge
- Black can be interchangeable with other colours in the colour palette

DESIGN INSPIRATION:



SWOT ANALYSIS

Strengths

- Wide range of unique products - famous for their lipsticks.
- Makeup for all - slogan 'All ages. All races. All sexes'.
- Quality - initially created for professional makeup artists & models to last.
- Accessibility - 200 locations in 15 countries with 2500 employees.

Weaknesses

- Pricing - premium products so high price, limiting audience.
- Not adapting to new demands - changing online markets has left MAC behind - lack of innovation.
- Brand Awareness - no clear branding across their platforms.

Opportunities

- Changing customer behaviour - 18-30 age group increasingly wearing makeup everyday and more likely to buy online.
- Increase brand reach - through social presence.
- Global opportunities - untouched economies.

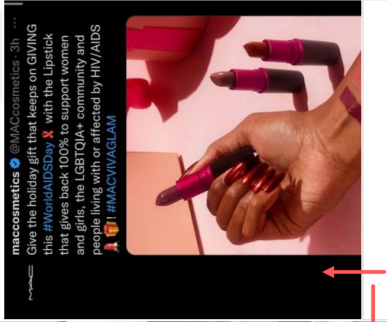
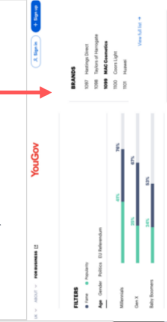
Threats

- Competition - main competitors are Sephora, Maybelline & L'Oréal. Also threat from beauty retailers such as Boots.
- Sustainability - more customers want organic makeup which could price - customers finding similar products cheaper elsewhere.

ETHICS:

- MAC should action diversity, inclusion and accessibility
- Colours elicit feelings but can also exclude. Take into consideration colour blindness in design process

AUDIENCE - All-round young, fashion-conscious individual who seeks to stand out from the crowd and not afraid to embrace their identity. 18-30. (taken from MAC brandbook.)



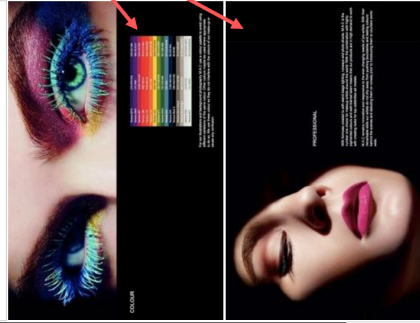
SCREENSHOTS FROM SOCIALS:

DESIGN SOLUTION - This design solution shows the true values M.A.C. holds. A company that stands for inclusivity, being bold, edgy and original, should not be afraid to showcase that on their website. This website rebrand takes being bold to the next level and should inspire confidence in the target audience.

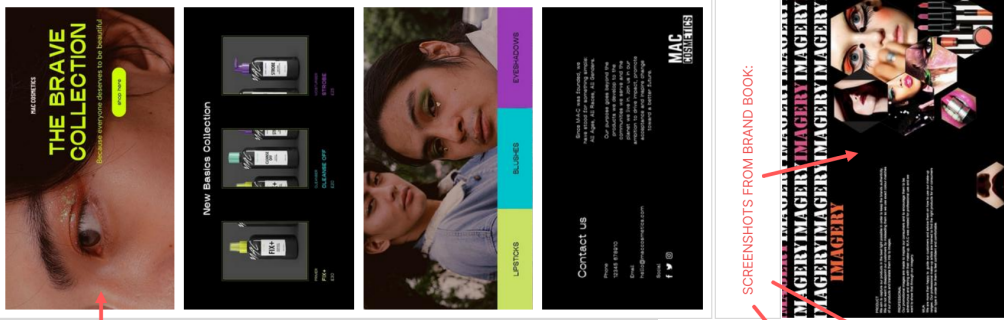
#000000	#00C25B
Black	Robin's Egg Blue
#C9E285	#9B5A86
Yellow Green	Vivid Violet

COLOUR PALETTE:

- Bold colours creates contrasting modern and edgy vibe
- Deep purple compliments electric green and blue
- Rare colour combination which makes brand exciting and intriguing for buyers.

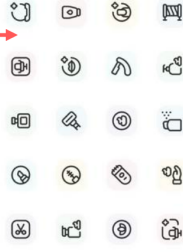


New Website Homepage Design



NEW WEBSITE HOMEPAGE:

- MAC customers love art, so why not show it in their brand?
- Continuation of design from brand book through to website in colour, typography, example packaging etc.
- Decluttered for better UX - not too many products on homepage
- Focuses more on 18-30 audience by using artistic photographs



ICONOGRAPHY:

- to be used on the website to represent categories, pages or cosmetic items
- Improves user experience by providing similarity and unity to the brand



EXAMPLE PACKAGING:

- Colour palette, typography and shapes in new product packaging as a continuation of the bold branding through the website for brand coherence.