



COLLABORATIVE INDUSTRY PROJECT

M.A.C COLLABORATION PROPOSAL

Jacqueline Wong

Condé Nast College of Fashion and Design
BA Fashion Communication



SCAN TO WATCH FILM

Thank you so much for coming to Condé Nast College for our collaboration project. This document includes a description of the proposed strategy, mock-ups of the campaign's visual assets, a proposed launch timeline, and methods of measuring the campaign's success.

**“Mac was born out of
gender fluidity.”**

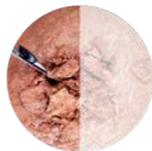
*- John Demsey, 2019, BoF
‘Inside Fashion’ podcast*

THE MISSION:

**To bring M.A.C’s core identity of “Artistry, Individuality, and
Expression” back to the forefront and ensure alignment between
brand perception and brand identity.**



56%
of Gen Z can tell
whether a brand
is for them based
on their social
media accounts



more than 50%
of Gen Z say they know
someone who goes by
gender-neutral pronouns
such as 'they', 'them', or 'ze'



90% of Gen Z
prefer purchasing
beauty products
in-store rather than
online!



67% believe that
being true to their values
and beliefs "makes a
person cool".

The challenge presented is to drive M.A.C to successfully engage with a young Millennial audience, here defined as aged 18 to 25, in this era of increasing makeup competition.

By the end of 2020, this cohort will belong to Generation Z, who are often called digital natives. They tend to research online before they buy, and believe brands need to support a social or environmental cause. They believe that being true to their values and beliefs is 'cool', and many turn to social media to find out whether or not a brand is right for them. Interestingly, Gen Z's actually prefer to shop in-store rather than online, particularly with beauty products. So brands need to resonate with their consumers both on and offline to attract these consumers.

Of the many societal movements they support, gender diversity and inclusivity is pivotal. Over half of Gen Z's say they know someone who goes by a gender-neutral pronoun, so gender diversity is second-nature. Brands who channel this mentality however, need to approach with sincerity and authenticity, as the opposite would come across as a media play.

Luckily for M.A.C, the brand has always been a pioneer of gender inclusivity, with its Viva Glam charity campaign that supports people living with HIV/AIDS, which launched in 1994 with RuPaul as the spokesperson, decades before drag culture became mainstream.



With this campaign, we aim to build brand 'consideration' by re-engaging existing consumers and reaching out to new, young audiences.

We will refocus M.A.C's brand identity back to its roots of **"Artistry, Individuality, and Expression, regardless of Gender-Identity"**, and build a community both on and offline that welcomes creative makeup expression from all walks of life.

The tactic is a three-phased campaign that ultimately aims to build a new consumer-led community of artists and aspiring artists, giving them a platform to share their personal expressions and creative ideas towards makeup.

PHASE 1: “THE M.A.C TRINITY”

A campaign is launched, highlighting three different artists, all with very different backgrounds and personal stories:

1. The first artist identifies as female, and aspires to be a makeup artist who expresses her creativity with over-the-top, out-of-this-world painting-like creations.
2. The second artist identifies as male, who is a practicing makeup artist and expresses his creativity through his new career.
3. The third is a drag queen, who transforms the entire persona using makeup.

Together, they make up “The M.A.C Trinity”, embodying the three pillars of “Artistry, Individuality, and Expression”. All three artists are young, further reinforcing the aspirational and experimenting quality of the campaign, as well as strengthening the relatability with the target audience.

Each month following Phase 1, a new artist will be chosen to be featured as the newest member of “The M.A.C Trinity”.





PHASE 1: "THE M.A.C TRINITY"

Phase 1 will produce three videos, which show the artists doing makeup looks on themselves. These looks will be more elaborate than the usual daytime looks, to push forward the idea of artistry and creativity.

They will also be talking about their experience with makeup in the videos, such as their first memory of makeup, what led them to being the artist they are now, how makeup has changed their lives, what they would like to see in the future of the industry, etc. By letting viewers into their personal lives, it creates a connection between them and the viewers, lending the M.A.C brand a sense of authenticity.

In this section, mockups have been created with two of the three artists.



SCAN TO WATCH FILM



PHASE 1: “THE M.A.C TRINITY”

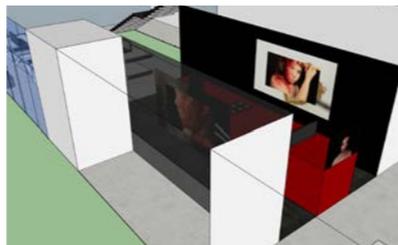
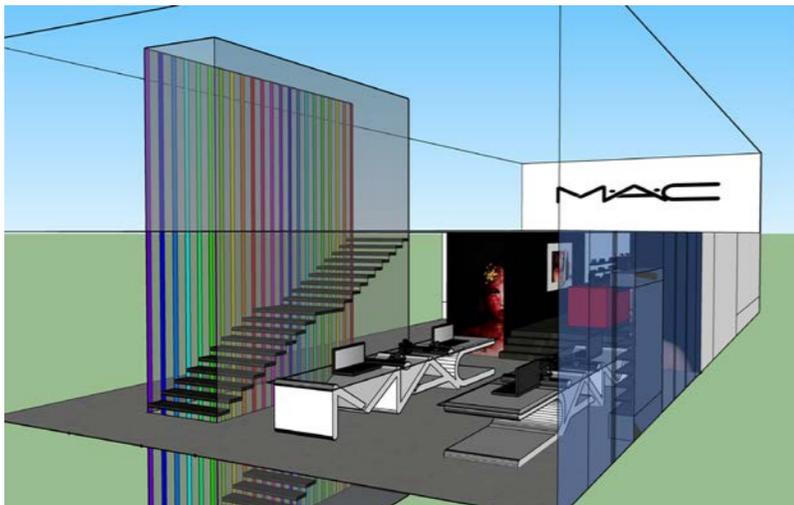
Phase 1 will also produce still images to be used in store and online. The artists will be photographed before and after the look is created, which will be published on M.A.C’s Website, Instagram, and Facebook platforms.

Note how the ‘before’ images are more raw and plain, with blank expressions on the artists’ faces. This is done to create a greater contrast between the ‘before’ and ‘after’ portraits, where the artists show more attitude and personality. Through this, viewers can feel how the transformative power makeup can give to a person.

PHASE 2: THE NEW FLAGSHIP

The flagship store will be relaunched as a hub of creativity, welcoming everyone from all walks of life to play, experiment and experience M.A.C as a house of makeup exploration. The interior will be renovated to be more open and welcoming, with less focus put on selling product on the ground floor but rather showcasing the brand itself, and promoting its values. A series of masterclasses and meet-and-greet events will be set up at this store to further promote the idea of inviting people into the world of makeup artistry, with themes that align with “Artistry, Individuality, and Expression, regardless of Gender-Identity”.

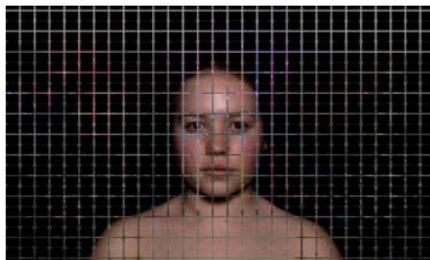




PHASE 2: THE NEW FLAGSHIP

The flagship will also have a section called “Artist Corner”, which showcases the artists of “The M.A.C Trinity”. Visitors of the store will be able to learn about the artists’ backstory, as well as shop the products that the artists have used in the look produced.

In addition to existing masterclasses at the flagship store, Phase 2 will also begin a new monthly series of events in the theme of “The M.A.C Trinity”. Each month, the event will rotate between “The Artist”, “The Individual” and “The Expressionist”, and include masterclasses, panels, talks, meet-and-greets and cocktail receptions.

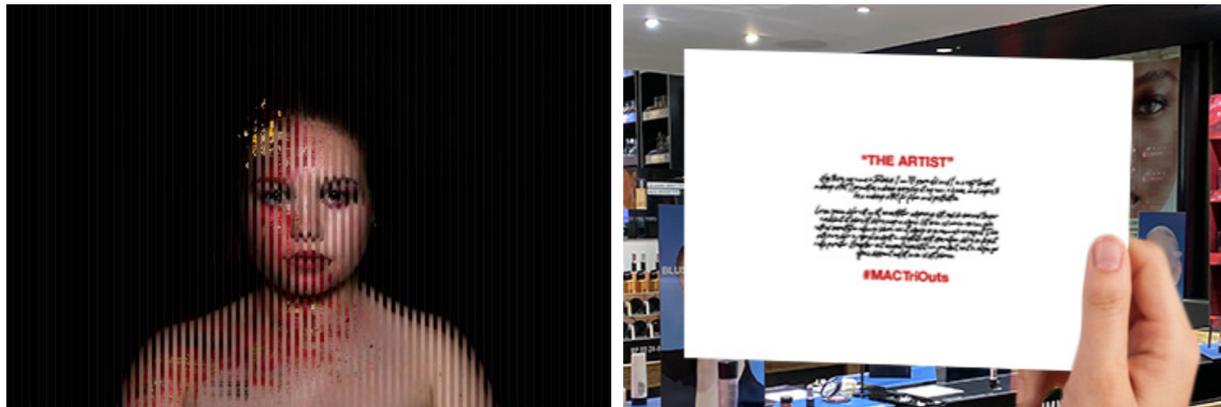


PHASE 2: THE NEW FLAGSHIP

The portraits will also be used as store window displays at stand-alone stores. Most will be posters as usual, but at the flagship on Carnaby Street, these images will be shown through the medium of a split-flap display.

Split-flap displays are often used in train stations as billboards to display train schedules. A collection of rotary modules are placed in a grid that create images similar to a mosaic. Each module has many different flaps that cascade down in a rolodex-like motion, which constantly change to create a waterfall effect, and create a satisfying clicking sound with each rotation.

This type of display would create a sensory experience which may attract passerby before they even reach the store. The split-flap display can also be used long after installation; with some simple changes to the rolodex sequence, new images can be displayed, so that the principles using this technology for the Carnaby Street store can be adapted as new promotional campaigns roll out.



PHASE 2: THE NEW FLAGSHIP

The before and after portraits will be printed as lenticular prints to be displayed at the flagship in the “Artist Corner”. This is a method of printing that uses a layer of lenses to transform the print between two images depending on the viewing angle.

These prints will also be given to customers in shopping bags with each purchase in *any* store. On the back of each print, readers will see a short bio that the featured artist has written him/her/themselves, to push the customer experience to feel more authentic and personal. The aesthetic of a lenticular-printed card also carries a feeling of nostalgia, and is a unique yet cost-effective takeaway that leaves a lasting impression.

PHASE 3: #MACTriOuts

The third and final phase sets up a community for M.A.C consumers, fans, and any makeup lover to share their passion for makeup and show their own creativity and artistic expression through the medium of makeup. The goal is to start a conversation between the brand and the target audience that is inclusive, authentic, and representative of M.A.C's core identity.

“ARTISTRY, INDIVIDUALITY, EXPRESSION”

BE A PART OF THE M.A.C TRINITY

OR VOTE FOR YOUR FAVORITES!

#MACTriOuts

20% OFF * SPEND £45 TO RECEIVE A FREE FULL-SIZE LIPSTICK! PROCEED TO CHECKOUT TO CHOOSE YOUR LIPSTICK SHADE. T&C'S APPLY.

MAC #MACTriOuts SHOP BESTSELLERS WHAT'S NEW SERVICES FIND A STORE INSPIRATION

AT M.A.C, EVERYONE CAN SHOW THEIR "ARTISTRY, INDIVIDUALITY AND EXPRESSION".
WHICH ARTISTS DO YOU WANT TO SEE?
#MACTriOuts

The contestants of the month are in! Vote for your favorite looks by clicking up or down on the artists below!

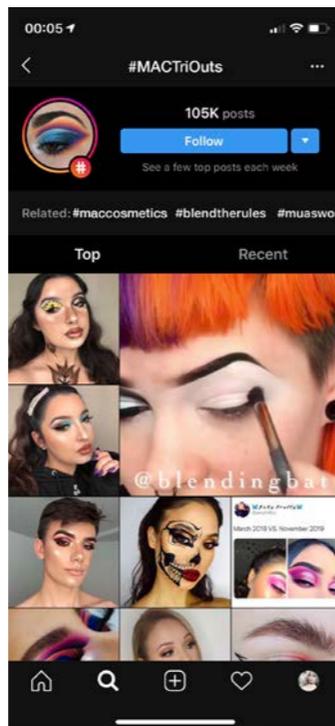
- 
@easthope_fx
- 
@yazmooremakeup
- 
@rtist_

OFFERS | STORES | BLACK FRIDAY CHAT LIVE

PHASE 3: #MACTriOuts

The #MACTriOuts competition encourages the public to post pictures of their own 'before' and 'after' portraits, in a similar format to the Phase 1 "M.A.C Trinity" images. Competitors can post their looks on Instagram with the hashtag #MACTriOuts, or upload directly onto a new page on M.A.C's website dedicated to this competition. Visitors of the page can share and comment on looks, as well as vote on which looks they like best. A schedule of upcoming events at the flagship will also be displayed here. This will ultimately drive traffic to M.A.C's owned website.

The M.A.C Instagram account would then repost some of these tagged posts twice a week, to give artists publicity in exchange for their efforts, as well as remind followers to vote or join the competition.



PHASE 3: #MACTriOuts

M.A.C's success in brand awareness stemmed from Word-of-Mouth marketing. In today's digitally connected world, WoM has transformed into the form of user-generated content (UGC). According to the Nielsen Consumer Trust Index, 92% of consumers trust organic UGC more than they trust traditional advertising. According to Yot Po, UGC increases the conversion ratio in the health and beauty industry by 200%!

By using user-generated content (UGC), M.A.C will get what is essentially free content. Instead of paying for a high profile influencer or celebrity to represent the brand, M.A.C will be showing consumers advocating for its identity and products to other consumers. This is proven to be more authentic and trustworthy than the former.

LAUNCH TIMELINE

The three phases will be implemented around the time of Pride 2020. This is to position M.A.C as a brand of choice when attendees are dressing up and expressing themselves through makeup at the event. Although some of the promotional posts in Phase 1 and 2 may mention Pride as a way of highlighting the inclusivity of M.A.C, it is not the primary focus of the strategy, so this should be approached with caution.

Phase 1 will run from March onwards up until Pride, during which campaigning posts may become more infrequent as M.A.C may roll out Pride related content. Phase 2 will launch the new flagship two weeks prior to Pride, so that consumers are invited to explore the store with the intention of playing and purchasing for Pride events. The split-flap display and lenticular prints will stop being displayed onemonth after the flagship launch, as the competition content starts rolling in. Phase 3 will launch the #MACTriOuts webpage immediately after Pride, and the winner should be announced in the following month. The period labelled “the future” represents the subsequent timing of the #MACTriOuts competition and community platform, which can remain a permanent feature of the M.A.C brand, with regular assessments and re-engagement with consumers.



CAMPAIGN KPIs



NUMBER OF VIEWS ON VIDEOS

Shows the level of reach and the demographic of audience reached. If a slow start is observed, SEO can be re-evaluated to improve performance in the early stages.



FOOTFALL

Shows if the new flagship is successful. The conversion rate between store visit and interaction should also be observed. For the flagship in particular, interaction includes purchases, engaging with the "Artist Corner", asking staff for more information, booking classes or makeup services, and signing-up/attending events.



LIKES, COMMENTS, AND SHARES

Shows how well received the content is after reaching the target audience. If lagging, sponsored posts and/or pay-per-click links can be implemented.



UGC POSTS

Shows spread and success of #MACTriOurs competition. The platform that consumers post on is also important; if for example, most entrants are coming from tagged posts on Instagram, then M.A.C should investigate why the link to the website isn't converting.



CTR AND CVR

Shows where traffic is coming from. If one platform is doing particularly well, more focus can be placed on posting more content on that platform to push the traffic further. CVR is also important; if people are being directed to the website but not purchasing anything, then UI of the website should be examined.



NUMBER OF VOTES

Shows how the voting system is performing. While the public cannot see if engagement is high or low, this would help M.A.C determine whether or not to push promotion on engaging with the voting experience.



Last but not least, brand perception should be measured. This is the most qualitative metric on this list, but should be measured to ensure that the original objective of aligning brand identity with brand perception. This is usually monitored by surveys which ask people about customer experience and overall brand image. Google Alerts can also be set up to monitor any mentions of the brand online.

Contact:

Jacqueline Wong
jacquelinenswong@gmail.com