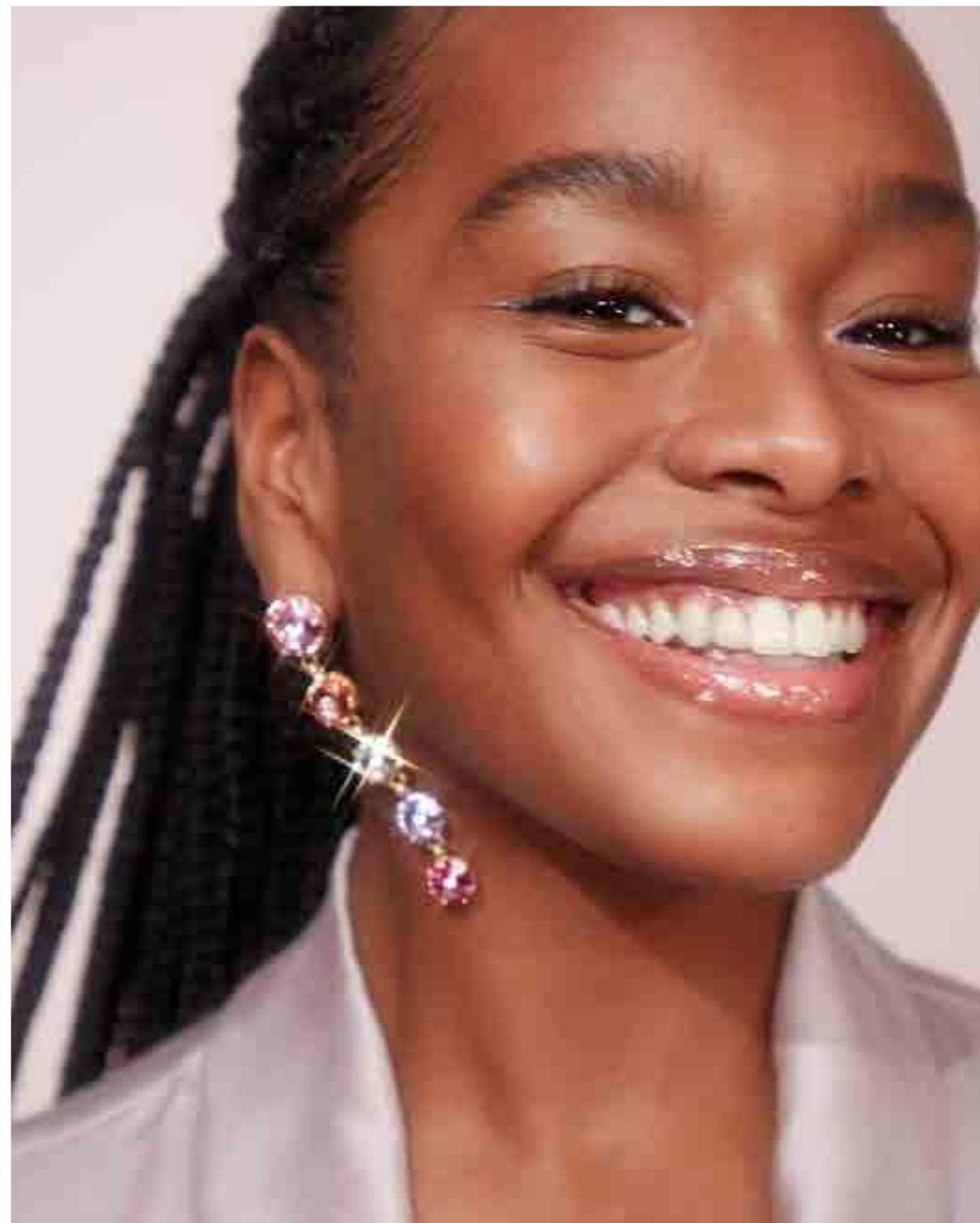


SCOPE • BEAUTY



Emma Bell

MA Entrepreneurship

Brand Communication and Marketing Strategy

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01. THE CURRENT BRAND

BRAND OVERVIEW

Scope Beauty is a new and upcoming beauty brand that aims to give consumers inclusive, quality makeup at an affordable drugstore price point. Based in the UK, the brand aims to redefine beauty by creating products that cater to individuals in an effort to redefine the industry. The packaging is distinct within this drugstore market and justifies the brand's position and point of view: it's created for a digital first audience that thrive on social media. The brand focuses on providing inclusive and diverse shades and formulas in order to cater for the masses: this has become an expectation within the premium and luxury sector but has not been reciprocated within the drugstore market to its full potential. Scope Beauty sets out to make this the 'norm' within the market by offering inclusivity across price ranges. Inclusivity does not only define skin colour but encompasses a range of genders, ages and sexualities to name only a few. These form the fundamental foundations of the brand which enables the creation of a community and a lifestyle brand as people become apart of the wide scope of beauty.

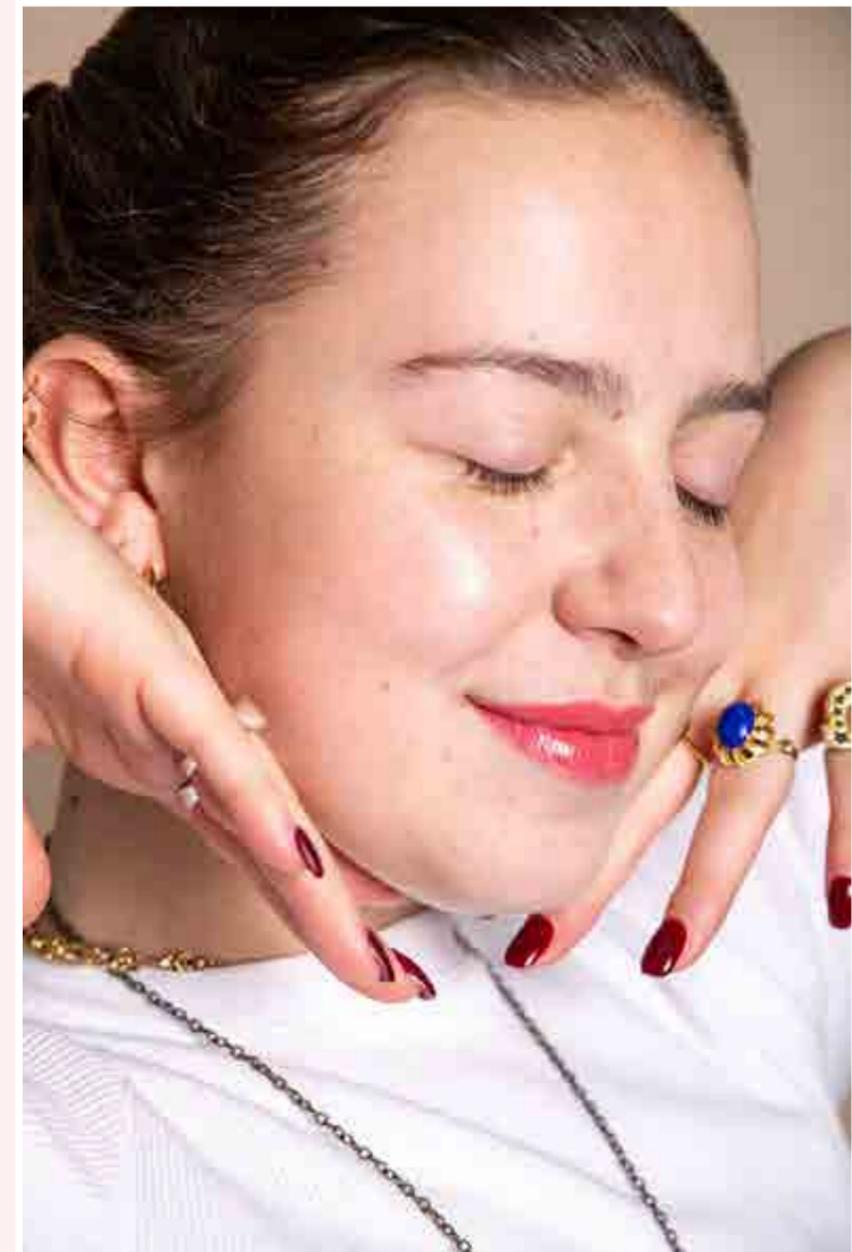
PRODUCT RANGE & PRICING

Primer	£3
Foundation	£8
Concealer	£3
Powder	£4.50
Eyeshadow Palette	£5
Mascara	£10
Eyebrow Pencil	£2.50
Blush	£4.50
Bronzer	£4.50
Highlighter	£4.50
Lipstick	£4
Lip gloss	£4
Nail Polish	£3

The current product offering for Scope Beauty encompasses a full range of products that are available. This ensures that when shopping a consumer can purchase a full face of makeup (if wanted) from Scope Beauty without having to go to other brands to complete the routine. The pricing for this is therefore consequentially competitive with brands directly within the drugstore sector. It is important for the prices to remain low to ensure complete accessibility and in turn inclusivity as the brand looks to not exclude people of varying financial backgrounds.

POINT OF DIFFERENTIATION

- Diverse and inclusive shade ranges and formulas
- Fun and Unique Packaging
- Accessible and Affordable price point
- Focused on Digital Platforms



SCOPE • BEAUTY

BRAND NAME

The name for Scope Beauty stems from inclusivity and represents the importance of this in the current macro environment. It is based upon the concept of a rainbow and the different shades and variations that are found within this: this is a symbol that has become used for the LGBTQ+ community and is symbolic of their open minded attitude to everyone. With this in mind 'Scope' encompasses people across all genders, sexualities, ages, ethnicities and financial backgrounds to name only a few. These people are all celebrated regardless of the wider popular culture. According to the Cambridge dictionary 'Scope' is defined in two ways:

“the range of a subject covered by a book, programme, discussion, class etc “

Or

“the opportunity for doing something”

This encompasses the motivations and goals of Scope Beauty. On the one hand the brand looks to create products for a range of people whilst simultaneously creating an opportunity for community and an encompassing lifestyle

TARGET DEMOGRAPHIC

The target demographic for Scope Beauty is predominantly female and those who already and accustomed to wearing makeup products. In addition to this primary consumer, Scope Beauty acknowledges that it is targeting those people who need and are looking for a brand and a range of products that are inclusive in their attitude and formulation. The brand is also aware of the growing number of male and gender neutral consumers who are also looking to purchase inclusive products from a brand that understands the importance of this. With this in mind the consumers have been broken down into four sections:

1

Young teenage girls who are looking for products that can be worn everyday: they are products that can be worn to school but also ones that they can have fun and experiment with. This consumer group focuses on a digital first audience - purchases depend on their reference groups opinions and in addition to this the products need to be accessible and affordable to align with their budgets.

2

Older teenage girls and those in their early twenties form the second dominant consumer group - makeup and other beauty products are used on a daily basis and become a crucial part of their daily routine and self expression. As they are studying and in entry level jobs they are unable to afford high priced products and therefore want a range of staple that have a high performance factor.

3

Older female consumers who are not explicitly interested in makeup will form the third segmentation. They are looking for simple products that work well and are looking for shades and formulas that work alongside their identities, and their makeup needs. As makeup is not a primary role in their daily lives they do not want to spend large amounts of money on the products which is what makes Scope Beauty and ideal brand for these consumers.

4

The fourth and final consumer group is an umbrella group that covers those who do not feel they fit in or belong and as a result struggle to find products and brands that they relate to. This consumer is not defined by their age, gender or sexuality and are looking towards Scope Beauty to provide them with their makeup needs. This consumer is hard to define and is one that does not need to be - its for the person that wants to be their individual self enhanced by a brand that supports them.

BRAND IDENTITY

(in accordance to Leo Burnett's model for brand identity and brand consultancy in Randall; 2000)

Brand Competence:

Scope Beauty offers a functional product quality that focuses on consumers and therefore places the importance on their desires and needs. With this in mind the products are designed and formulated to focus on what it is they are needing and are consequentially filling a gap within the current beauty market. The ergonomics and aesthetics form a fundamental part of how the brand is able to function from a consumer perspective as this is the element that reinforces the brands actual identity. Although the brand is primarily focusing on the people (consumers) and the purpose (values), the products have also become a fundamental part of this. (PLEASE SEE SECTION ... FOR THE FULL MARKETING MIX AND FIGURE X FOR HOW THESE THREE ELEMENTS WORK TOGETHER).

Brand Image:

The brand personality of Scope Beauty is fundamentally positive with an uplifting and inclusive attitude. Within market the brands role is to create and market products that are intended to be inclusive and accessible to everyone. These intentions formulate the brand values and is what ultimately forms the brand voice. Characteristically Scope Beauty are future thinking and innovative company that pride themselves on creating products and formulas that are distinct and unique within market and attract an audience that feel under-represented.

Brand Benefit:

Scope Beauty is offering a benefit to consumers by providing products that engage directly with their individuality. This creates a psychological benefit as it begins to form an internal brand community of people that feel accepted which is a direct result from buying a product that is formulated for that person. In addition to this Scope Beauty is looking to build a brand that focuses on its values and the social and ethical concerns that are most prevalent throughout societies. A key part of this looks at diversifying the beauty industry through inclusivity which includes making the price of the products accessible to all.

Brand Appearance:

The visual identity and brand appearance is perhaps the weakest element of Scope Beauty. In theoretical practice and when looking at the brand mission and visions the brand has a strong USP and position within society. However, the branding is currently too young and for some overwhelming with the multitude of colours being presented. This positions the brand within the younger female demographic which is not what Scope Beauty want to establish a name as. The visual identity needs to reflect the brand values and focus in on the inclusive aspect whilst sitting within the drugstore sector.

KELLERS BRAND EQUITY MODEL

Keller.K.L. Strategic Brand Management. (1997)

Brand Identity:

The current visual identity of Scope Beauty is bright and colourful and has a very feminine appearance because of this. The brand is able to stand out within the drugstore sector as they are offering an authentic range of products that look to be inclusive to a variety of different people who have different needs. The bright pastel colours are coherent across all platforms and allows a unique and consistent identity to be built: there is however concern that this feels young and is not something that everyone would want to buy into. Consumers do however understand the brands aims and values as well as the authenticity behind the brand - this is a driving force behind purchase.

Brand Meaning:

Scope Beauty's products meet consumer needs by giving them an inclusive selection of products that are at an affordable price point. This allows a level of practicality and accessibility to a wider audience who are seeking products. Scope Beauty is also meeting consumers needs on a social, ethical and psychological level as it is beginning to build a brand community that allows people to feel as though they belong - this element increases the chance of consumer retention.

Brand Response:

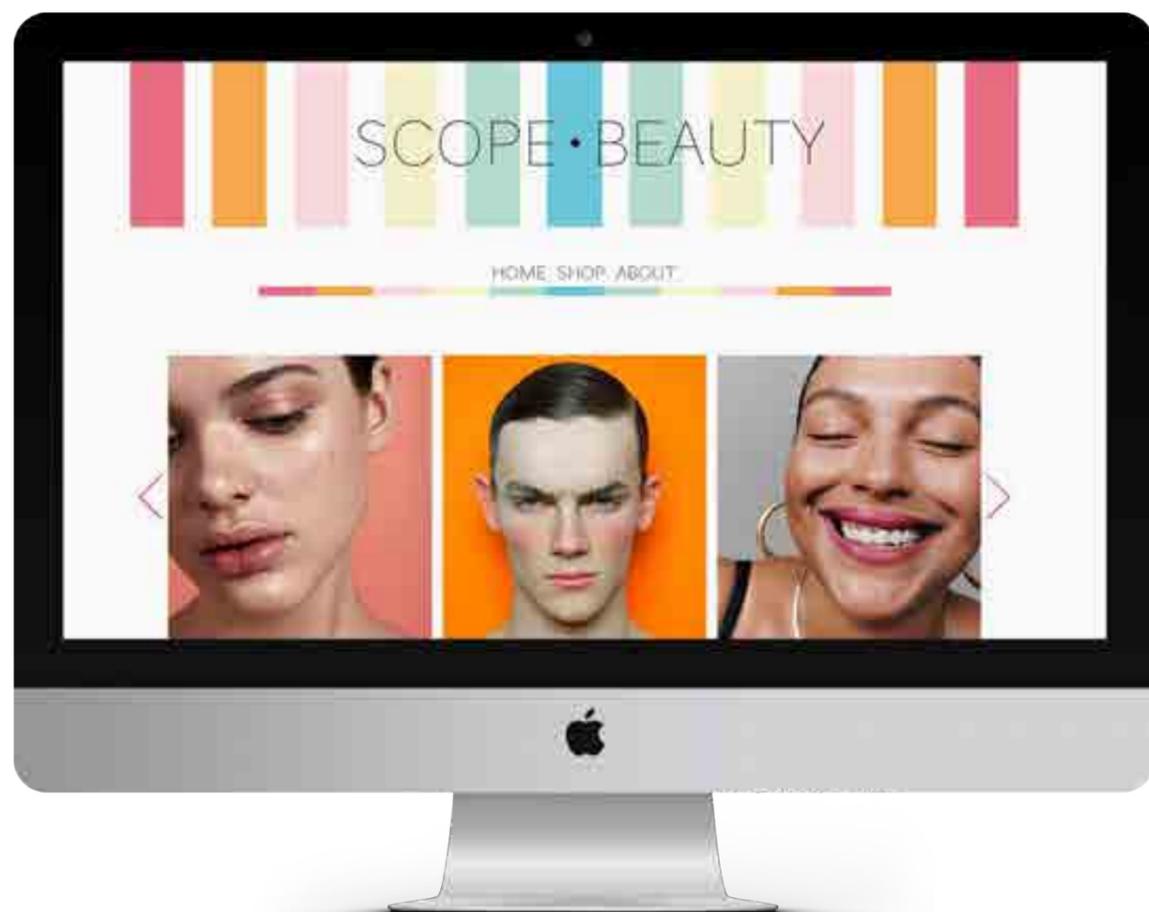
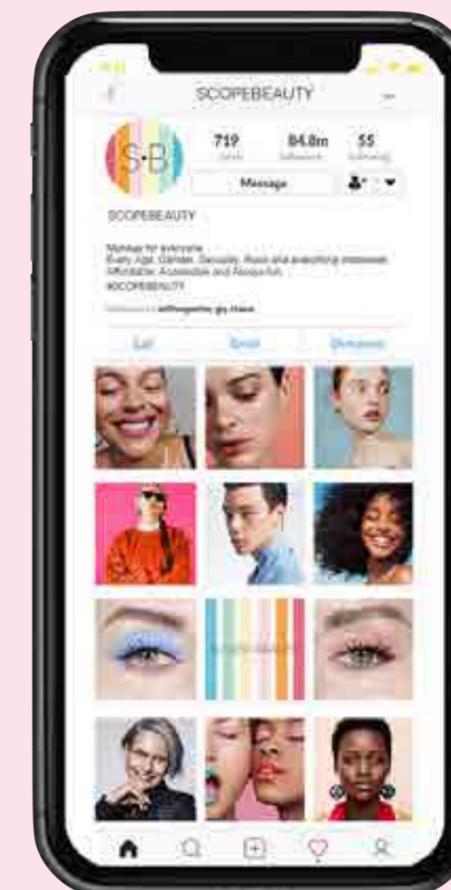
Consumers associate the Scope Beauty products with quality which is only enhanced by the low and accessible drugstore price point which ensures financial inclusivity. These elements creates a positive brand perception and makes the brand likeable from a consumer perspective. It is promoting a genuine and authentic message that people can understand and relate to which creates a feeling of trust as they know that they are buying into a brand that understands who they are. Scope Beauty is relevant within the wider macro environment and places a heavy importance on the consumer needs as the brand understands their individuality. As of current, Scope Beauty is not superior to other competitor brands as it is offering products that are of a similar price point. However, the brand is able to stand out within the drugstore market as it is offering a brand universe that is inclusive to those wanting to buy into it.

Brand Resonance:

Scope Beauty understands that the vast majority of target consumers care deeply about inclusivity and social acceptance: inclusivity and diversity and key topics of conversation within this. Scope Beauty are promoting this through the brand identity and product releases. Its about creating a brand that is authentic from the foundations with community being a crucial part of this to ensure consumer engagement on a personal and human level regardless of who they are.

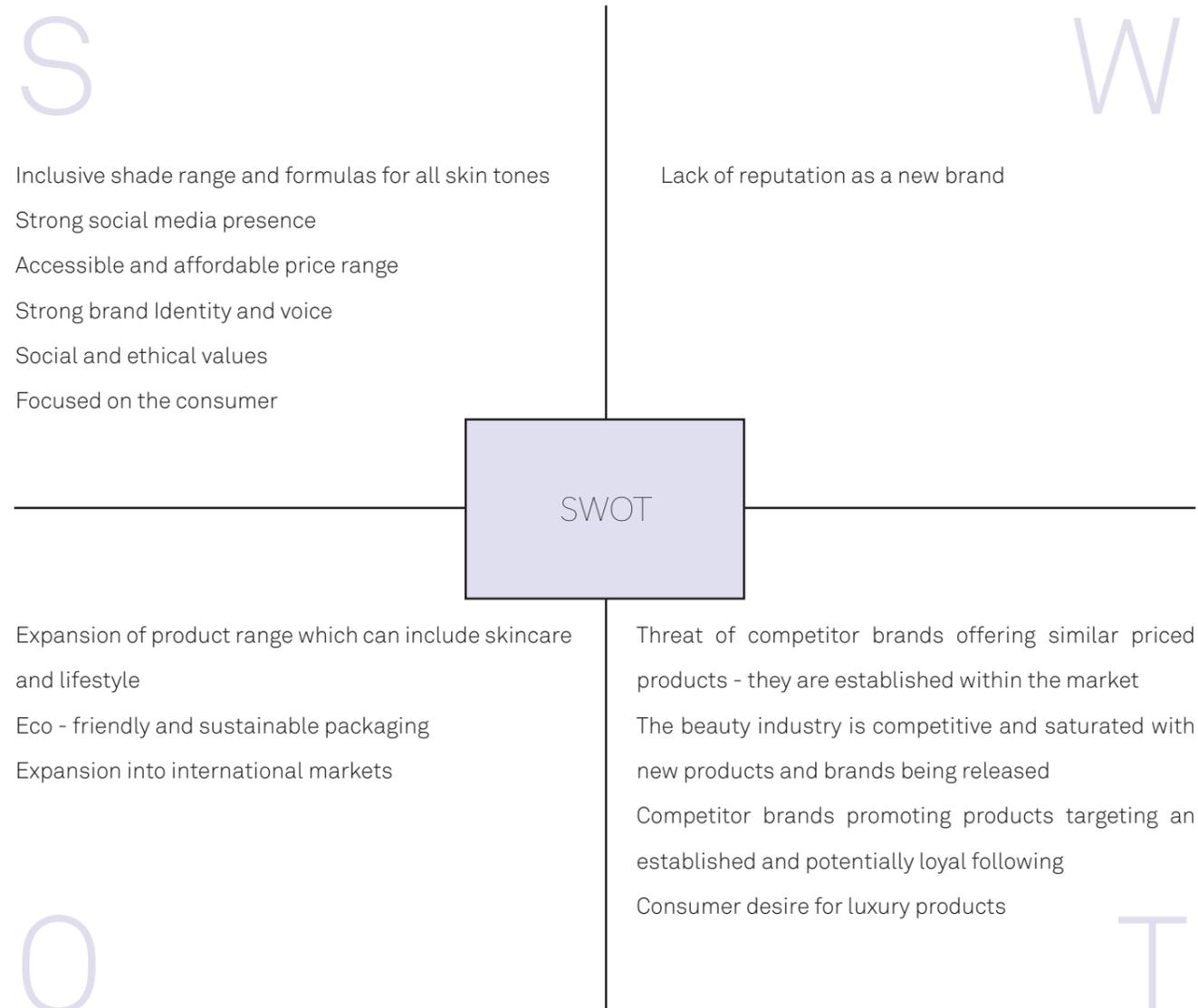
EXISTING VISUAL IDENTITY

The current visual identity of Scope Beauty is bright and colourful with the concept being to emulate a rainbow: this is the universal symbol of the LGBTQ+ community and promotes positivity and acceptance throughout society. The circle 'S.B' logo has been used as a shorter version for Scope Beauty where it is not possible to use the full name such as on the social media profile. The packaging and branding of the products is bright and colourful and does promote the brands overall ethos - however, it can seem young and perhaps too feminine looking at it from a consumer perspective.



SITUATIONAL ANALYSIS

Scope Beauty are able to enter into the drugstore beauty sector as they have identified a gap within the market that is not focused on in the same way that it is within the premium sectors. The beauty industry on a whole is saturated and dominated by the larger companies such as Estée Lauder Companies: however consumers are increasingly seeking out more personal connections from brands [WGSN; 2019] which is something a smaller brand can offer. With this in mind the threat of larger competitors can begin to become irrelevant as the product offering and surrounding brand identity is distinctly different as it focuses on people and creating an inclusive brand for them. Scope Beauty prides itself on inclusion and as a result has the opportunity for further product expansion including skincare as the goal is to create products that consumers are wanting. Positioned as an accessible brand with a focus on community the brand is selling a positive lifestyle that consumers can connect and engage with and allows for differentiation within the market. This is further supported by the brands packaging which stands out amongst the other drugstore beauty brands and ensures the attention remains on Scope Beauty. However, as a new brand entering the market there will be little to no brand recognition initially: this will need to be the focus of the marketing and brand strategy to ensure a dominant position within the market.



To summarise, the key points of the current brand:

- A drugstore beauty brand that looks to bring quality makeup to everyone regardless of their financial background
- Inclusive range of products, shades and formulas
- Operating as a digital first brand with a focus on social media channels to ensure the target demographic is engaged
- Creation of a brand community and universe to engage with consumers emotional behaviours and social responsibility

02. BRAND POSITION

Millennial and gen z consumers will pay more for brands that are participating in CSR. 66% of global consumers are willing to pay more for brands committed to positive social and environmental impact.

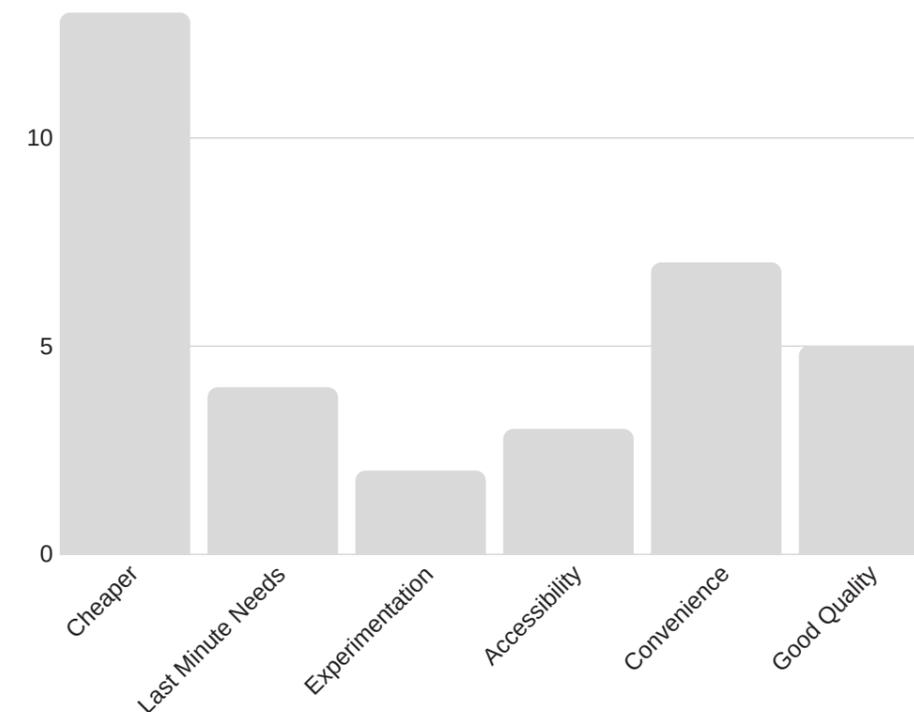
Lieberstein.M.A. Brand meaning and Valuation in the age of millennial & Gen Z Consumerism. (2019)

THE WIDER BEAUTY INDUSTRY

Today's global beauty industry is estimated to be worth \$532 billion (business insider; 2019) with the UK being the sixth largest market for beauty and personal care. (Whitehouse.L; 2018) This is an industry that is expected to continue growing which is why Scope Beauty has the opportunity to grow a large and successful brand having identified a current gap in the market. Currently the beauty, and in particular makeup, sector is dominated by the premium and luxury brands who are dominating the market. This however is beginning to change as consumers are looking for smaller beauty brands that are able to differentiate themselves and that stand within the market with a distinct point of view and purpose. (Kestenbaum.R; 2018) People are looking towards younger brands that are built upon social and ethical values (Forbes; 2018) with more brands beginning to understand the importance of corporate social responsibility. As start-up and young brands continue to emerge within the market the larger corporations, such as Estée Lauder Companies, are beginning to buy shares within these in order to gauge a better understanding of consumers at a lower level.

MARKET RESEARCH

Scope Beauty is attempting to enter the beauty market which has become increasingly saturated over recent years by larger, established brands as well as new digital first brands such as Glossier. With this in mind it is vital to gain an understanding of the people within the market and to focus on those that purchase from within the drugstore sector. In a survey conducted with 25 people (see appendix 7.2) 95% state they still purchase makeup in-store and the majority of people state that the accessibility and price is the main factor for purchasing drugstore products. Consumers are now looking for a brand that goes beyond the products as 76% of people say that the ethics of a brand alters the likelihood of purchase. Inclusivity has become a fundamental part of brands identities as 68% of consumers rate it as very important which supports the 92% of consumers who like the idea of a brand offering inclusive products.

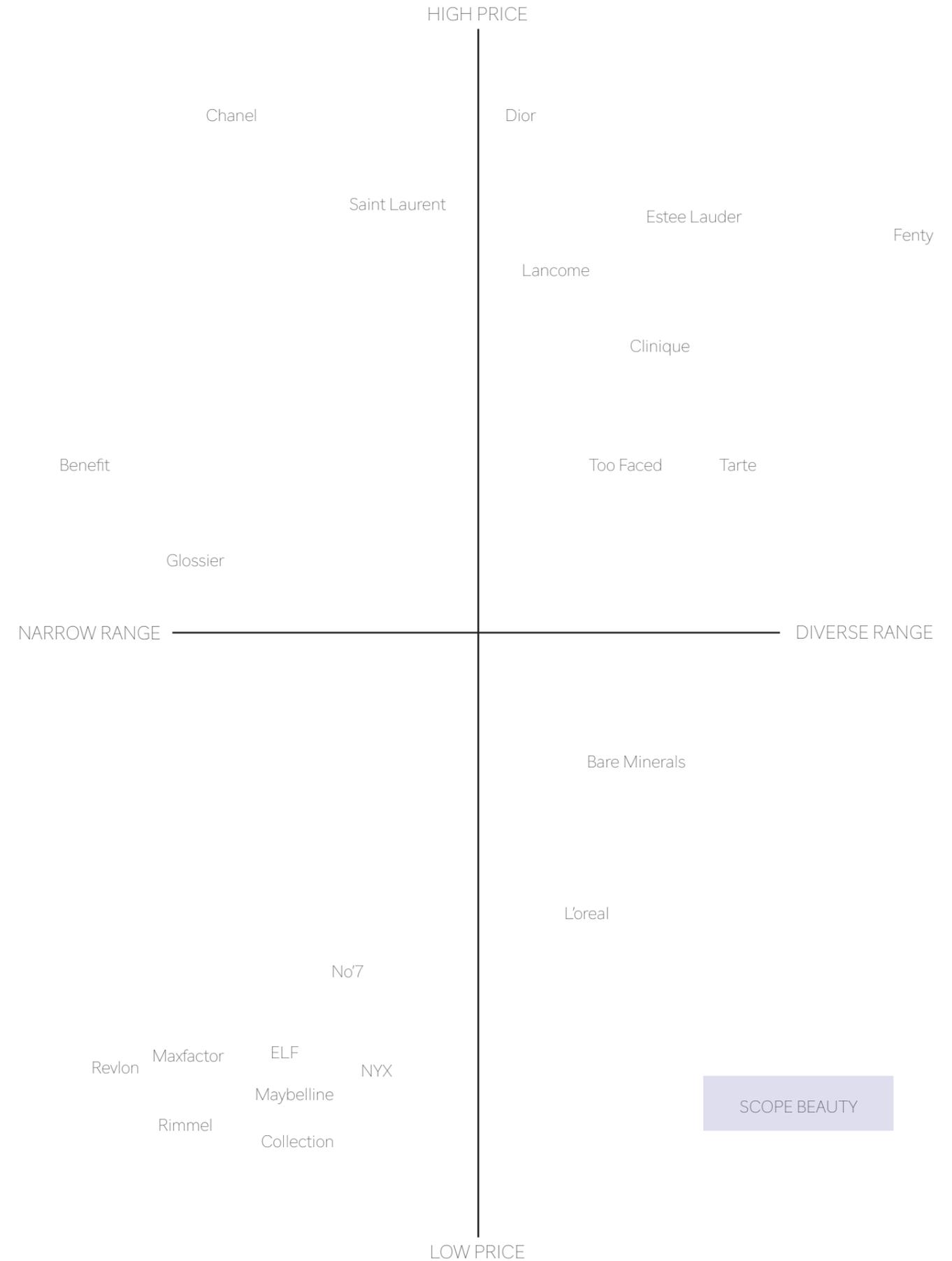


These are the results to "Why would you purchase drugstore makeup" when asking 25 people. (Bell.E; 2019)

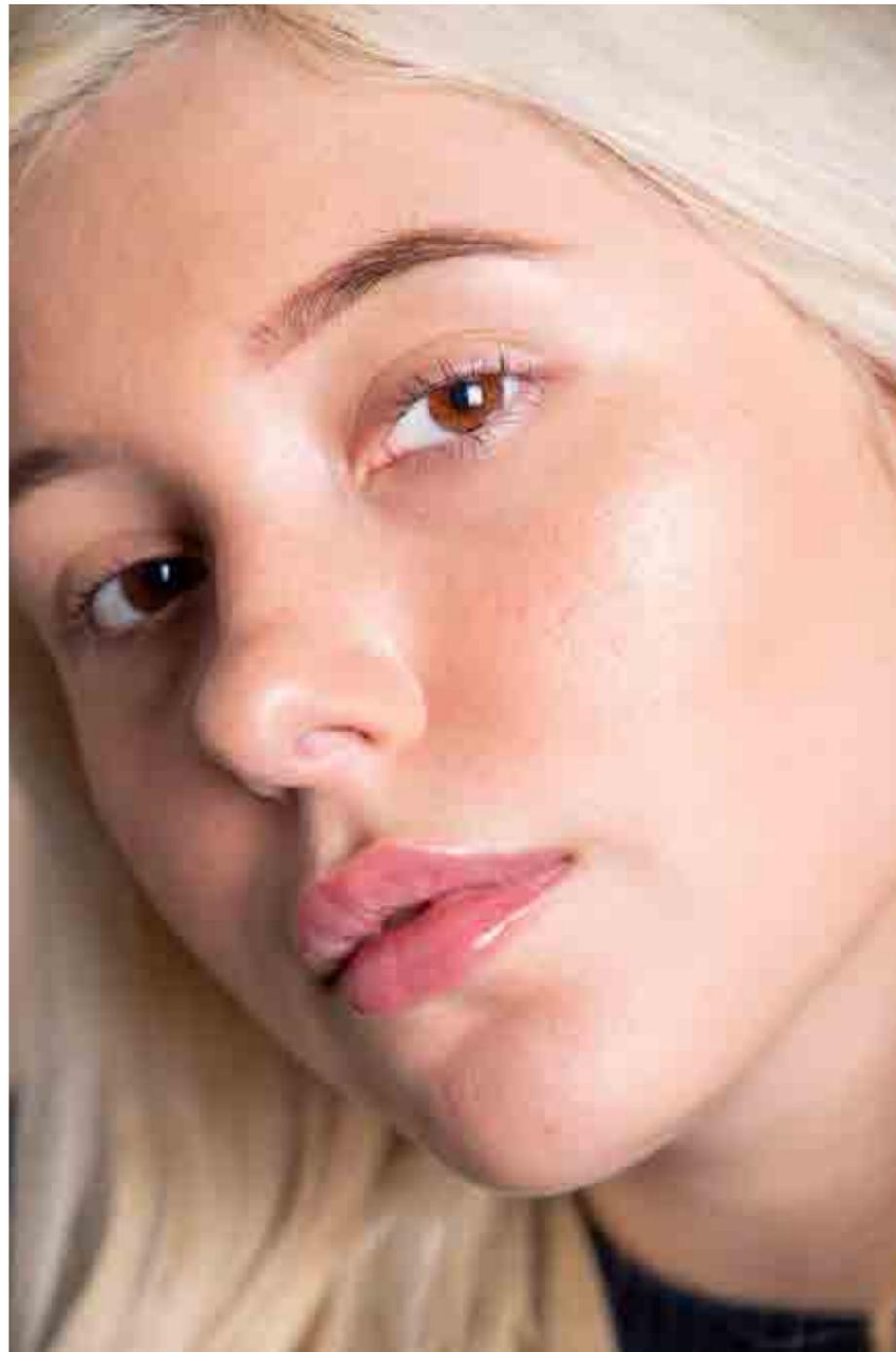
GAP IN THE MARKET

The point of differentiation for Scope Beauty is very clear and as a result is setting out with an objective to be a diverse and inclusive brand. The fundamental beliefs of the brand conclude that everyone who wants to should be able to have access to makeup products that suit their skin tones. It shouldn't be limited to those who have "common" colourings or those who can afford the higher premium priced products where this is more readily available. Looking to disrupt the conventional norms of the beauty industry the brand are offering products that come in a range of shades and formulas that are suitable for a range of people. Within the luxury and premium beauty markets brands are placing particular importance on inclusivity and diversity of shades which has been dubbed 'the Fenty effect' since Rihanna's launch of Fenty Beauty in 2017. (Schallon.L; 2018) However there is a gap within the drugstore market as there is currently no one brand offering an inclusive and accepting identity. This is something that is becoming increasingly important to consumer with 96% of people saying that diversity and inclusivity is important to them. (see appendix X) Scope Beauty is tapping into the wider macro trend that is present throughout society with this becoming a key societal movement. The brand is creating products that align directly to beliefs and consequentially fulfil a gap within the current beauty market. (see appendix 7.1 for a breakdown of Scope Beauty's market position using the model of Porters five forces.

BRAND POSITIONING



03. BRAND STRATEGY



PUTTING THE BRAND TO MARKET

The current visual identity of Scope Beauty is very sweet and feminine and on the whole does convey the brand values and ethos to the intended audience. However there are some concerns that this is too feminine for an inclusive beauty brand and could also appear young - although this would suit one of the intended audiences this would not necessarily be something that everyone wants. With this in mind it is important to gain market feedback on the visual identity of the brand to understand how it is perceived.

Looking at the primary feedback that was received from putting the identity to market the majority of people stated that they would prefer a beauty brand that looks clean and simple as they highlighted a particular trend towards the minimalism aesthetic. Within this aesthetic gender neutral was also highlighted with others going on to describe a clinical appearance as being what they would prefer. It is important that Scope Beauty is able to stand out within the drugstore sector as brands are using bright and bold colours to attract consumers attention. Having an identity that is softer, cleaner and much more simple would stand out in this setting where brands are focusing on harsher and brighter colours. The feedback for the name and logo has been positive with people understanding that it communicates a range of people and identities with people picking up on both diversity and inclusivity. They stated that having a cleaner logo seemed to promote a feeling of luxury and increased the perception of brand value. They preferred this logo and identity over the existing that utilises colour with many people picking up on it feeling 'young' and too feminine. With this in mind the visual identity of Scope Beauty needs to be rethought in order to engage with the highest amount of people: currently the brand is not reaching its full potential as the visuals do not correlate with the intended target demographics.

Please see the full results from this in Appendix 7.2.

RECOMMENDATIONS

The current brand operations of Scope Beauty indicate that the visual identity is not as coherent as it could be. This means that from a consumer perspective Scope Beauty does not have a consistent brand voice that aligns with not only the identity but also the values, mission and vision that form the fundamentals of the brand. It is therefore vital that Scope Beauty does a rebrand of the visual identity which will include the packaging, website and social media channels. To launch this a range of editorial content will be shot and used for the campaign and promotion of Scope Beauty and will help launch the brand within the drugstore market.

As a brand that is focused on engaging with people on a personal level it is important for Scope Beauty to understand who their consumers are and to begin interacting with them more. A brand like Glossier are a prime example of this as they have understood the importance of listening to consumers and making direct changes due to their opinions. This is an element that Scope Beauty will begin to adopt into the brand strategy as it will ensure the brand grows in a way that is positive and also ensures that it aligns with its consumers beliefs as well as the wider macro trends seen throughout societies. To allow this consumer engagement the creation of a Scope Beauty Blog would be a beneficial addition to the website and will start the creation of a brand universe. Here, consumers can contribute their thoughts and engage directly with the brand and will begin to situate Scope Beauty as a lifestyle brand as consumers are becoming apart of the brand.

Scope Beauty are currently looking to launch with a full range of products with the argument for this being that by releasing a complete range the brand is allowing consumers to purchase a full face of makeup from Scope Beauty without having to shop elsewhere. However, as stated by Freda "the average home [has] 12 beauty brands" (2017). This highlights to Scope Beauty that launching with a full range of products is not needed in this macro environment as the likelihood of a consumer purchasing a full look is slim. With this in mind it is recommended that Scope Beauty launches with four products - each coming in four shades. This will include a lip gloss, highlight, bronzer and blush. Looking at industry research it is reported that these powder products are often not formulated for people with varying skin tones and as a result appear chalky on many. Scope Beauty looks to formulate these powders and is using these first four shades as a 'test run' to gage consumer feedback. Alongside these products the release of four universal, hydrating lip glosses will also be released; these are smaller purchases that are intended to be fun and work alongside the powders as an extra. All of these products will be launched in the newly designed packaging with a website to match.

To summarise, the following recommendations are:

- Rebranding of the Scope Beauty identity (this includes the brand voice as well as the visuals)
- Creation of a blog to continue engaging with people and consumers on a personal and human level
- Creation of editorial content to be used across all communication channels and to support the rebranding
- Recreation of fewer products
- To launch a program that allows for the recycling of packaging
- A new campaign to launch the brand and the products that focuses on the brand values

AIMS & OBJECTIVES

Scope Beauty's aim is to produce quality colour cosmetics to be marketed as inclusive and accessible with a low drugstore price point to increase consumer desire. The creation of an inclusive community that surrounds the brand is vital for Scope Beauty and will allow a deeper understanding of who consumers are as well as their needs. The 'big picture' for Scope Beauty is to become one of the leading and dominant brands within the beauty market as it pushes forward its positive message of inclusivity that encompasses a wide 'scope' of people. Consumers will continue to remain at the heart of what the brand does as Scope Beauty looks to push forward a consumer centric culture.

Short Term Goals:

- To set up an e-commerce site which links to a shoppable Instagram page
- To establish and rebrand a clear and coherent brand identity across all communication channels
- To begin expanding shade ranges after receiving consumer feedback

Medium Term Goals:

- To be stocked in Superdrug stores across the UK
- To continue releasing new products that includes an inclusive range of shades, colours and formulas
- To build a strong following on social media channels with a high engagement

Long Term Goals:

- To have a recognised brand name with a focus on social media and digital platforms
- Global expansion beyond the UK
- Expansion of product range to go beyond beauty products and to begin including lifestyle

MISSION

Scope Beauty's mission is to inspire creation whilst becoming one of the leading beauty and lifestyle brands. Its about creating products that fulfil a consumer needs and delivering these through innovation with a clear authentic drive behind the brand.

VISION

Our vision is to establish Scope Beauty among a generation of consumers who seek inclusivity with the aim being to create products directly for them. The brand is guided by the voices and behaviours of people in order to build a leading beauty and lifestyle brand that aims to make inclusive products accessible to the masses. As a purpose driven company Scope Beauty are inspiring the change of beauty through innovation of formulas and direct communication what aspires towards complete inclusivity among the sector.

PROPOSITION

Scope Beauty are offering a brand that goes beyond products and the beauty sector as it enters into the lifestyle domain. The brand is able to do this by offering a range of products that appeal directly to consumers attitudes and beliefs: this allows engagement at a personal and human level and provides a point of differentiation for Scope Beauty within the drugstore sector.

VALUES

This proposition forms a fundamental part of the brand values and reflects the brand focus on diversifying the market and in turn the consumer purchasing. Scope Beauty's founding values are built upon inclusivity and understanding what this means in todays modern climate: its about being socially ethical whilst also creating the high performing and quality products. Using the brand as the driving force to do this Scope Beauty is focusing on redefining and breaking down the barriers of the beauty industry to encompass a wider scope of people.

MARKETING MIX

Product:

The products of Scope Beauty are an integral part of the brand and their communication as this is the element that builds a brand reputation and is what consumers will directly engage with. Scope Beauty are aiming to create high quality products that focus on inclusivity: its about creating products that are affordable in order to challenge the wider beauty industry and particularly the premium priced products and brands. The brands foundations is built upon inclusivity with this being reflected in the products as they have a diverse range of shades and formulas. The product range will start quite narrow in order to engage with consumers and their feedback: this can be expanded later to include other sectors such as skincare and lifestyle.

Price:

The price of Scope Beauty products is low and affordable in order to allow the brand to sit within the drugstore sector. This ensures that Scope Beauty is accessible to a large number of people including those who are unable to afford higher priced items - this allows the brand to ensure complete inclusivity. The pricing is competitive in comparison to other brands and is offering products with added value for either less or of a similar price-point.

Place:

Scope Beauty will be primarily operating across digital platforms which will include an e-commerce site and social media platforms. The brand will launch online with a campaign to support this with this being displayed across a range of communication channels including Instagram, Youtube and TikTok. The visual brand identity will also be prevalent across all of these communication channels to ensure that the brand has a consistent place within the beauty market.

People:

People will form one of the most dominant aspects of Scope beauty and will be what the brands values focus on - the focus is on including these people regardless of who they are. At its core Scope Beauty is about creating products for people: it is therefore important to convey this through the images and voices of 'real' people in order for consumers to understand the brands goal, mission and vision. The people will need to be positive about the brand and express their own values with a level of authenticity that is genuine from a consumer perspective to ensure that it does not come across as fake and scripted.

Promotion:

Scope Beauty will communicate with consumers primarily through their social media as the focus will fall on the now traditional platforms of Instagram and Youtube and will extend across Snapchat and TikTok to ensure a complete brand communication strategy. Advertising and campaigns will be consistent with the brands visual identity being representative of the brand voice and will consists of the product colours to formulate the wide scope available. The people used within this will be representative of the brand values and will highlight the inclusive nature of the brand to ensure that Scope Beauty is enticing a range of positive consumers.

Physical Evidence:

Scope Beauty's packaging is representative of the brands identity as it is a visual indication to consumers of the brands identity, voice and underlying values. The packaging utilises the colour of the product but also takes on a minimal and clean approach to ensure that it stays relevant to the target demographic. The physicality's of the brand allows it to feel genuine and authentic which are two defining factors of this generations macro influences.

Process:

Products will be easy to purchase and readily available to consumers as the brand is at first operating on a digital platform which allows for convenience and ease of purchase. Consumers will be able to purchase directly through the e-commerce platform as well as going through the social media platforms with a particular focus on Instagram shopping. This will allow consumers to feel and experience the brand through a digital setting and ensures that products align with consumers digital habits.

CREATING A CONSUMER RELATIONSHIP

Scope Beauty is a brand that focuses and prides itself on its values and social responsibility with this being one of the core foundations of the brand alongside the products themselves. With this in mind it is therefore imperative for Scope beauty to create a loyal and emotional connection to its consumers and to do this through the offering of a brand community. Scope Beauty is able to ensure brand loyalty by offering a range of products that are inclusive and unique within the drugstore sector and allows people to feel apart of a brand community. Awareness and recognition are both crucial when creating positive brand equity and Scope Beauty ensures this by having a distinct brand identity and an equally strong brand identity. Ensuring that people are connected and involved within the brand is crucial as this is ultimately what will drive purchases: there are no limitations on who can purchase as products are being offered to all regardless of skin colour, age, gender or financial capabilities.

Elias St. Elmo Lewis. (1898)

Awareness:

As a new brand people are currently unaware of Scope Beauty and what their brand values are: it is therefore important that the fundamental points of the brand are brought to the forefront for consumers. The proposed recommendations will combat this by providing a redesign of the packaging and website to ensure that a cohesive brand identity is being presented. This will be further supported by the creation of editorial content which will visually reinforce the brands aesthetic. This will also allow Scope Beauty to differentiate themselves within the beauty market and give a point of distinction which acts as a form of added value alongside the products themselves. The campaign (see section four for more detail) will provide awareness across a range of digital platforms and will launch the brand into the industry by targeting a digital first audience.

Interest:

Once the brand have attracted peoples awareness surrounding Scope Beauty they will be able to keep engagement through the diverse and inclusive products that are being launched. These first four initial products will become part of product drops with the aim being to attract consumers to the brand. The hype around the products will inspire audiences to purchase into the brand which will be heightened by the accessibility and affordability of the products - in essence this will give them the opportunity to become 'cult' products. This is a unique proposition within the drugstore beauty market as Scope Beauty are offering products that have added value in order to inspire consumers to be apart of an inclusive community. This is supported by the product formulations as they allow products to be accessible to a wider range of people: its focus is to create makeup for people who struggle to find products suitable for them.

Desire:

Scope Beauty will begin to create desire for consumers by first of all ensuring that the products are accessible and inclusive for those with a lower financial budget. This is one of the key selling points for the brand and will initially draw consumers into the brand as it acts as a point of differentiation within the beauty market. As part of the recommendations the rebranding of Scope Beauty, and in particular of the packaging, will support and increase the desirability of the products as it will create a distinct brand identity and give consumers products that can be 'instagrammed' which is relevant within the Gen Z social culture. It will give Scope Beauty its own visual identity that will stand out in consumers mindsets and will be different to the other current drugstore brands which focus on bright, bold colours.



Action:

Scope Beauty are primarily looking to target a younger, female consumer who will be unable to spend large proportions of money on beauty items - they do however still want something that is fun and of a high quality. Scope Beauty can therefore be creative in the products that they release as long as the brand remain consistent with the products delivering what they promise. The brand values also form a significant part of the brand and with the recommendations these will become increasingly prominent. Scope Beauty focuses in on inclusivity and this will be used as the key brand message. Other social and ethical values will also dominant the brand with environmental issues being considered through the recommended transform initiative.

Retention:

Scope Beauty are able to ensure brand retention by ensuring that the products remain of a high quality which will encourage consumers to return to the brand as well as sharing them with friends and family. This is supported by the limited release of product in order to create an element of hype and to keep consumers interest high - this will ensure brand following. The recommended rebranding of the website will support this element as it will allow consumers to shop easily and will create a positive customer journey that will increase the chances of repeat purchases. This will also create a complete and coherent brand identity that will show consumers who the brand is.

GENERAL SOCIAL MEDIA STRATEGY AND CHANNELS

Phase 1:

The aim of this phase is to build brand awareness, following and audience engagement

- Post images and short videos across all social media platforms - ratio, 3 images: 1 video
- 1 advertisement per week on Instagram
- Use organic and paid posts to grow following

Phase 2:

The aim of this phase is to build a media plan and to drive people/traffic to the newly designed e-commerce site

- Optimisation of advertising for website visits and additional messenger chats
- Test different calls to action and headlines
- Test different tones, formats and purposes

Phase 3:

The aim of this phase is to analyse results and ensure optimisation going forward

- Measuring engagement and interaction
- Use analytics to track follower growth and engagement rate
- Look at the website traffic in correlation to the campaign

Use social listening to understand what people are saying about Scope Beauty

These are the five primary social media channels that will be used by Scope Beauty to reach the intended audience.



UPDATED BRAND IDENTITY

The proposed rebranding of Scope Beauty extends to the visual appearance of the brand. The name and logo will remain the same however the brand will now utilise a softer and cleaner colour palette in order to promote a feeling of luxe and to keep on trend with consumer desires.

Hiragino Sans - W0

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akkurat - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SCOPE • BEAUTY

The purple is the primary colour for Scope Beauty with all other pastel shades used secondary to this.

INITIAL PRODUCTS TO LAUNCH

The initial product launch will consist of four products with each currently coming in four shades. These products will form the first product drop for Scope Beauty as they look to slowly expand the brand and products available to ensure genuine growth. These will be price similar to the previous products that Scope Beauty and will still allow the products to sit within the drugstore category. Both the products and the packaging have been reformulated to engage more with consumers with the outside packaging reflecting the colour: the idea is that once more shades are added they will visually form a scope of colours. By staggering the release of products Scope Beauty is beginning to build hype around the brand by slowly dropping products to ensure that there is an excitement as it begins to emulate the marketing success of streetwear brands.

DUO LIP MOISTURES



Highlighter	X4 Shades	£6
Bronzer		£6
Blusher		£6
Duo Lip Moistures		£5

TRANSFORM INITIATIVE

The launch of the transform initiative brings a focus to the brand values as well as Scope Beauty's responsibility to the environment by beginning to recycle beauty packaging. When purchasing from Scope Beauty each product will come in a recycled paper bag (as seen in the image on the right) which will act as protection to the product but will also enable consumers to send back the empty packaging once finished. Each bag will be printed with the returning factory address so that consumers can seal their used and empty products inside to send back. Once received the packaging will be taken apart and stripped back to its original form ready to be used again in another product. This will limit the amount of raw materials being used by Scope Beauty and will look to reduce the brand's environmental impact by transforming old products. On the back of the packaging will be a 'tick-box' style form that will ask consumers to answer a few simple questions about the products that they are sending back such as, "is the product completely empty?" and "What product is enclosed?" to determine the different components that will be found inside. Scope Beauty will be giving consumers an incentive to participate in this as not only does it increase the individual's feeling of social responsibility but they will also receive 10% off their next purchase. To redeem this consumers will simply go on to the website and register the products that they are returning through their account using the product number located on each item: once this product has been received the consumer will receive a confirmation email with their unique 10% code attached. This simple process will allow consumers to receive a reward and will also encourage them to continue purchasing from Scope Beauty as they know they are choosing a beauty brand that is actively trying to improve their environmental footprint.

FRONT



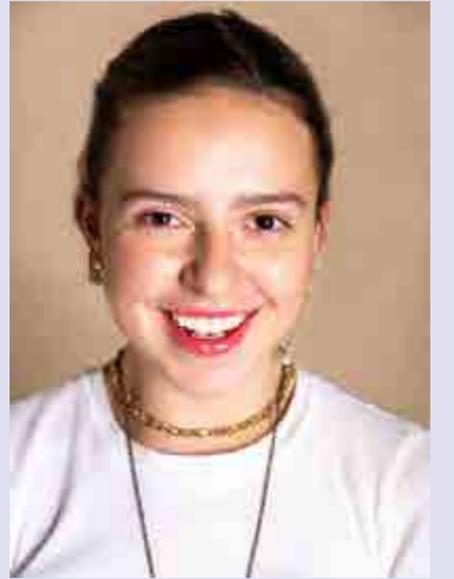
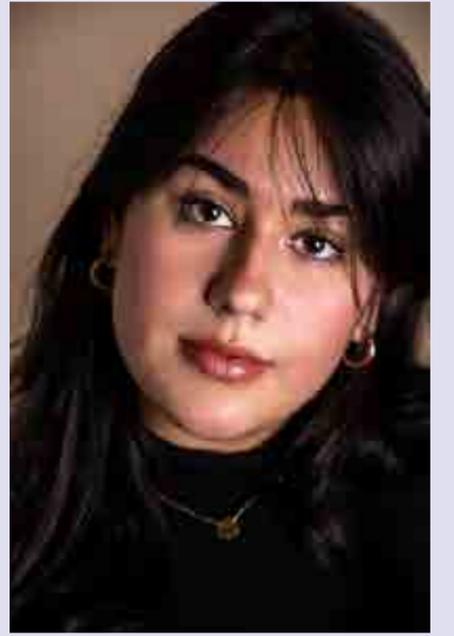
BACK



CREATION OF EDITORIAL CONTENT

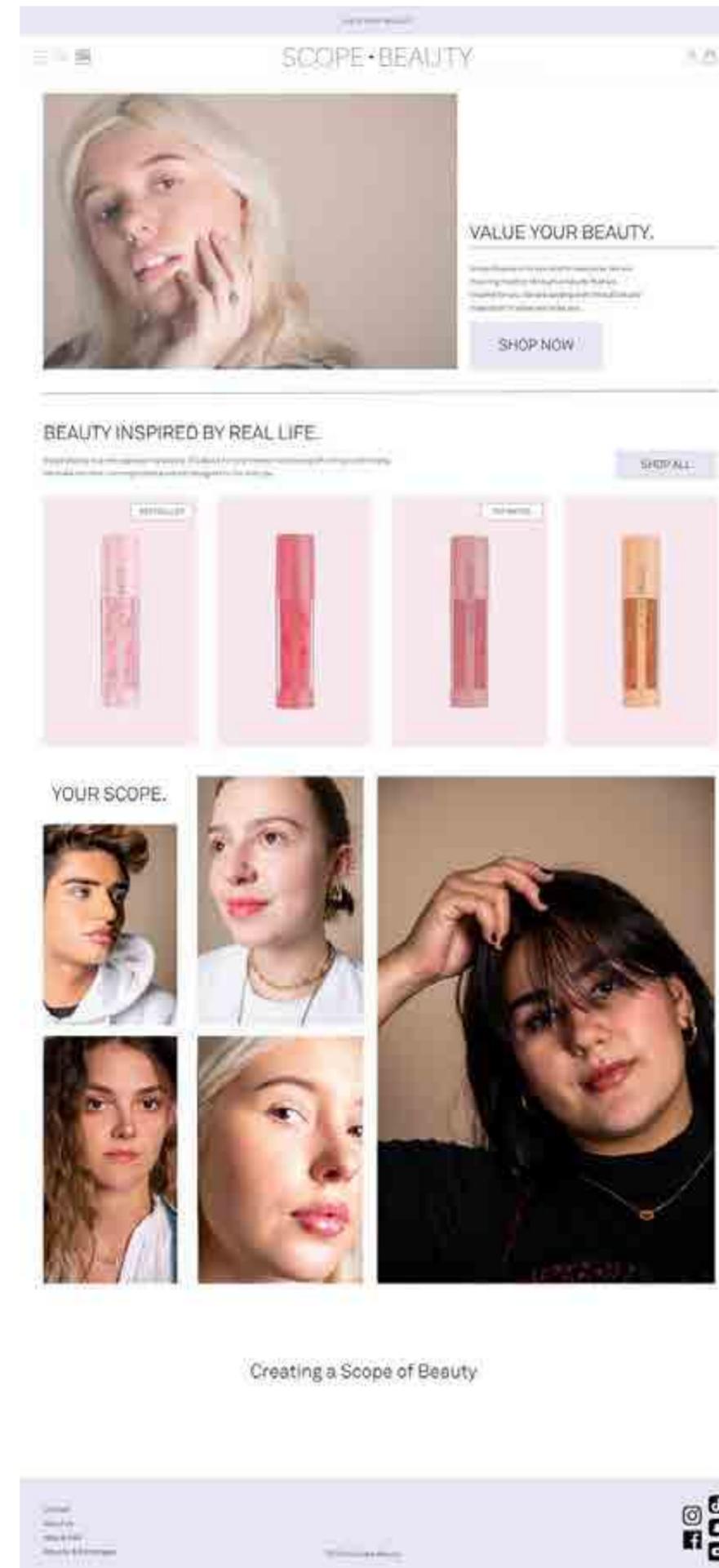
The creation of editorial content will allow Scope Beauty to build a website and range of social media channels with original and distinct content that represents the brand's identity and ethos. The images created are representative of the kind of imagery that will be created moving forward as Scope Beauty looks to bring 'real' people and its consumers to the forefront of the brand to highlight inclusivity and acceptance.





WEBSITE REBRANDING

As part of the rebranding of Scope Beauty the website has been created in accordance to the new and updated brand identity. This branding has adopted a cleaner, more sleek version of the initial colours proposed to give a more luxury and on trend identity. This will serve as a direct point of contact and communication for consumers to engage with the brand and will give them a visual representation of who the brand is. This is especially important as there are currently no physical stores for consumers to experience Scope Beauty. The image to the right of this showcases the new Scope Beauty branding on the website which will be where products are purchased and also will now feature the blog to ensure direct consumer engagement. The website will hold information about Scope Beauty and what it sets out to do which will include the brands mission, vision and values: these are apart of the brands foundation and therefore we want consumers to know about these also.



04. MARKETING STRATEGY



CAMPAIGN OVERVIEW AND CONCEPT

To launch Scope Beauty a new digital campaign will be released in order to engage consumers and to begin building a loyal brand following and community. The campaign will be titled "Value your Beauty" and will be launched across a range of digital platforms that will include Instagram, Youtube, TikTok and Snapchat. This campaign will be supported by the rebranding of Scope Beauty which introduces a newly designed e-commerce site and repackaged products that are a new formulation. Alongside this Scope Beauty will also begin its 'transform' initiative that will allow consumers to send back empty packaging for this to be transformed into something new. The format of the campaign will vary across platforms but will primarily consist of three short videos of micro influencers: here they will talk about the products but the focus will be on their individual values and ethics and aligning these to the values of Scope Beauty. The brand is looking to target Gen Z and digital consumers through this campaign and will look to touch upon all platforms to ensure the brand creates a presence within the beauty market. As this is the first product release for Scope Beauty it is important to create an element of hype around the brand: its about 'being in the know' and by purchasing Scope Beauty products you are buying into the brand community and inclusive culture.

VALUE YOUR BEAUTY

CAMPAIGN BREAKDOWN

Audience:

- 95% female / 5% male
- Age: 15 - 25
- Interests in fashion, popular culture and influencers

Budget:

£15,000

Key Markets:UK

Marketing Objectives:

- To increase brand awareness among new consumers
- To showcase Scope Beauty as a leader in the promotion of social and ethical values
- To encourage consumer engagement across social media platforms

KPI's:

1. Reach: impressions and views
2. Clicks: link clicks and conversions on scope beauty website

Campaign period:

1st January - 31st January 2019 with the outlook of expanding the campaign concept after a review of outcomes

Social Media platforms and formats:

Instagram feed/stories: x3 30 second videos with range of editorial images to compliment

Facebook: x3 30 second videos (carousel format) with range of editorial images to compliment

Youtube: 2 minute video

Instagram TV: 2 minute video

Snapchat: filter and x1 30 second ad video in discover section

TikTok: filter and x1 30 second ad video

CAMPAIGN RELEVANCE

Ensuring that the campaign proposition is relevant to both the brand and the intended audiences is vital and will ensure an impact is seen and a return of investment across for Scope Beauty. Understanding who the intended audience are for the "value your beauty" campaign is an important step as it ensures that it is the message is right for the wider society, the brand and the consumers as individuals.

As stated previously the overall message of the 'value your beauty' campaign appeals directly to consumers individual needs, opinions and values. Gen Z and the younger millennial consumers are particularly interested in ethical and social concerns and place a large amount of importance on these matters. By connecting the brand values to the consumers values Scope Beauty are able to form a personal connection. For the brand this attracts a consumer that is relevant and positive to the brand and begins to create a brand community.

Having a digital campaign will also prove beneficial for Scope Beauty in relation to its finances and budget available. As a new brand they will be unable to spend large amounts of money on a physical and more traditional campaign with magazine advertising and advertisements. However, this form of marketing may not be the most beneficial for Scope Beauty when considering who it is they are attempting to target: this audience is most present on digital platforms so it is relevant for these people. This allows Scope beauty to keep the costs down and create less content that is more impactful.



VALUE YOUR BEAUTY

The launch campaign for Scope Beauty will focus on giving the brand a credible position within the wider beauty market that will ensure the brand is known and understood by consumers. The campaign will be based solely on digital platforms with a particular focus on social media channels. This is to ensure the two primary demographics are targeted which are the younger teenage girls and the older teens and those in their early twenties. These consumers are mostly generation Z with some on the cusp of being a millennial: these people are all considered to be digital natives and have grown up with technology being a distinct part of their lives. Having a digital campaign to launch Scope Beauty ensures that this audience is engaging and interacting directly with the content created. The proposed campaign will focus on connecting people's own values to Scope Beauty and should begin to interact with people on a personal level that will result in brand engagement. Scope Beauty is focusing on creating a positive brand identity and voice that engage with relevant and topical social and ethical issues: this is something that the target demographics are taking particular interest in. "Millennials and Gen Z consumers will pay more for brands that are participating in CSR. 66% of global consumers are willing to pay more for brands committed to positive social change and environmental impact." (Lieberstein.M.A; 2019). Scope Beauty is taking this into consideration when creating the initial launch campaign by focusing on both values and environmental responsibility through the launch of the transform initiative to begin recycling packaging.

Gen Z consumers are focused on saving money, heavily impacted by social media/influencers, have no need for brick and mortar stores, are ok with second hand products, and prefer brands that feel authentic. Gen Z consumers already make up 30% of the world population.

Lieberstein.M.A. Brand meaning and Valuation in the age of millennial & Gen Z Consumerism. (2019)

CAMPAIGN PURPOSE

The purpose of the 'Value your Beauty' campaign is to launch Scope Beauty into the wider beauty industry: this will focus on the brand ethics and values and look to bring these to the forefront. In addition to this the campaign will promote the four new products being launched as well as the new transform initiative which looks to highlight the importance of environmental responsibility. The definitive purpose is to increase brand awareness and to ensure consumers direct engagement with the brand and the various communication channels which includes the website and various social medias. This will increase site traffic on the website and the blog with the aim being to increase product sales and traction around these. It will enable Scope Beauty to build a digital visibility with their targeted consumers - this helps to establish the brand within the beauty market as well as on the social media platforms.

CAMPAIGN FORMAT

The Value your Beauty campaign will take the format of a digital campaign: this is a cost effective approach for Scope Beauty to take as a new brand as it uses low cost social media channels to distribute content. This will utilise both video and image format with these being used across the Scope Beauty social media channels which are Instagram, Facebook, Youtube, Snapchat and TikTok. These last two social media channels are a vital component for the brand when considering the target demographic as these are two platforms popular among the younger consumers - this will ensure consumer engagement. This digital campaign will first of all consist of three, thirty second videos that will be featured across all social channels with a focus on Instagram, Youtube and TikTok. In addition to this editorial images will also be featured on the remaining platforms to support this video content. Snapchat and TikTok will then also have a new filter created for people to place over their images and video content that they create which will enable them to actively be apart of the Scope Beauty brand.



VALUE YOUR BEAUTY

MEASURING THE CAMPAIGN

The main key performance indicators that will highlight the success of the value your beauty campaign are:

1. To grow the brands awareness on digital platforms which will be measured through an increase of social media followers and the sharing of content.
2. To improve customer retention through the transform initiative which will be measured by use of discount code after returning empty products.
3. To increase and drive sales through the launch of the newly designed website what will be measured through website clicks and purchases.
4. To improve customer engagement leading to consumers being brand advocates which will be measured by consumer engagement on social media platforms through likes, comments, reviews and mentions.

If successful this will lead to a return on investment of:

1. Increased site traffic which will lead to an increase in product sales: this will increase the brands profit margins
2. The campaign will launch Scope Beauty into the market and give the brand a foundation to grow upon which will create more growth opportunities

Elements to ensure successful digital marketing strategy:

1. Engaging website - this will support the visual rebranding of Scope Beauty as well as the campaign of Value Your Beauty
2. SEO (search engine optimisation) - drive traffic to the website
3. Content Marketing - Creative and original content to generate brand awareness, traffic growth, lead generation and targeting customers
4. Email marketing - promote content, discounts/offers, direct people to the website
5. Social media marketing
6. Pay per click

RACE MODEL FOR DIGITAL MARKETING

Reach:

In order to build brand awareness Scope Beauty is focusing on the visual rebranding to ensure that they are promoting a positive representation of their values, mission and vision. Part of this includes the creation of the website as well as the editorial content which creates a complete brand identity. The website in particular eases the consumer shopping experience by providing a functional and user friendly platform: this will help to increase sales and footfall on the website. The campaign will play into this by building traffic through the Value Your Beauty titled campaign that connects the values of Scope Beauty to those of its consumers. The focus on growing awareness has led to the distribution of content across social media platforms which includes those popular among the younger demographics such as snapchat and tiktok with video content and filters being created for this audience. These elements aim to maximise audience reach and create multiple opportunities for consumer interactions using a range of touchpoints.

Act:

Interaction is a vital component of this digital marketing campaign, 'Value your beauty' as it ensures that consumers are directly engaging and connecting with Scope Beauty on a personal and human level. It is important that consumers interact with both the website and the various social media channels to ensure the generation of leads with the over riding focus being on generating sales. Content will be shared across a range of social media channels to ensure a wide consumer reach which will increase the likelihood of consumers interacting with the brand. The creation of snapchat and TikTok filters will play a key part in this as it is a free way for audiences to become a part of the Scope Beauty brand and share apart of themselves that aligns with the brands values.

Convert:

This digital campaign primarily focuses on launching Scope Beauty and the first drop of products into the wider beauty industry with the hope being for the brand to establish itself through a recognisable brand identity. In addition to this it will also be important for this recognition to be converted to product sales to ensure profit and growth. The creation of the website will allow consumers to easily purchase products with a process that is straightforward to ensure a smooth customer journey. The transform initiative supports this by giving consumers an incentive to purchase into Scope Beauty over other brands as it boosts their sense of social responsibility.

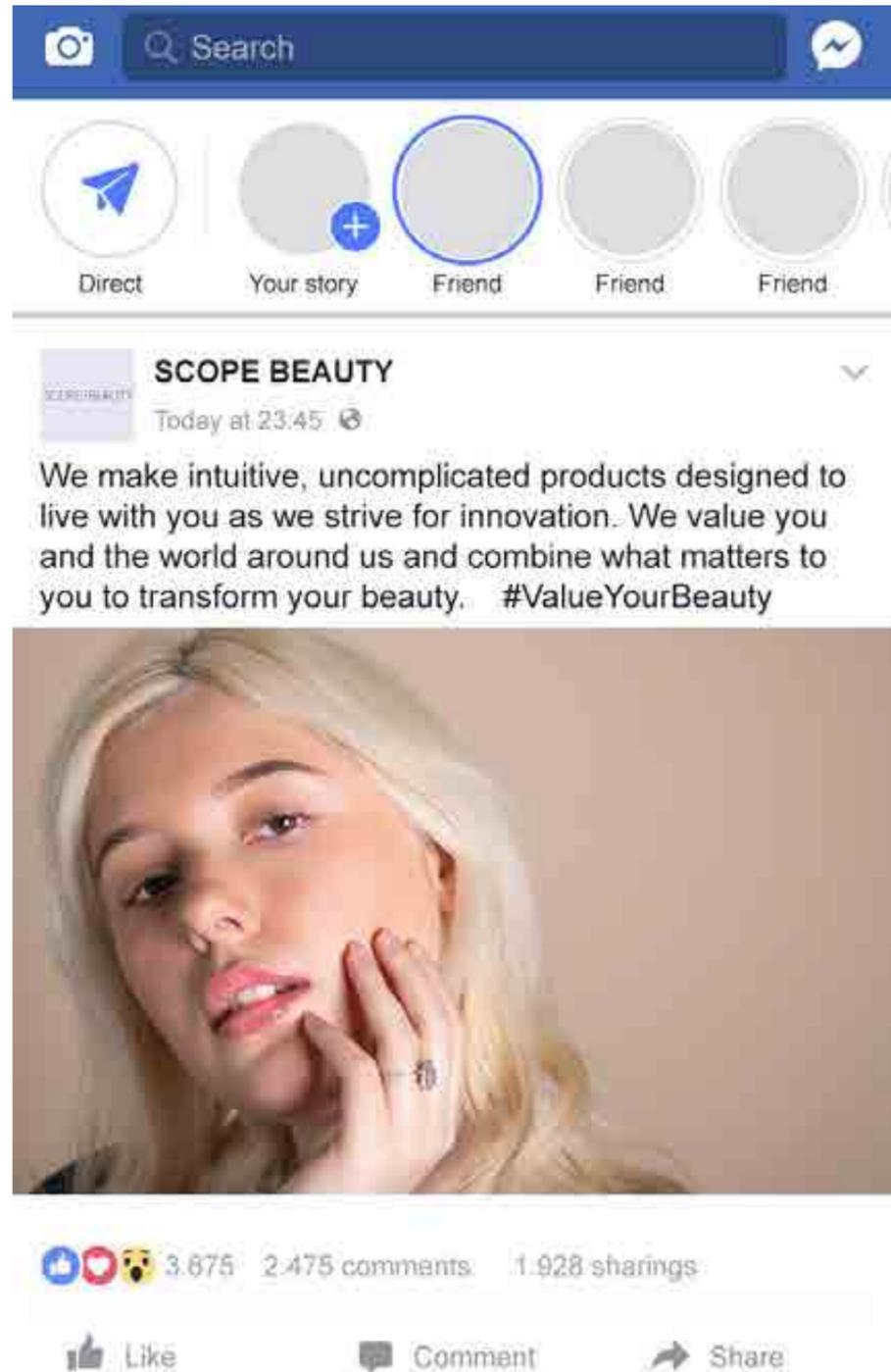
Engage:

Developing a long term relationship with its consumers is a fundamental part of the Scope Beauty brand as it looks to engage consumers through their values and ethics as it places a particular focus on inclusivity and acceptance. Building a brand on social ethics ensures a strong connection with consumers as it connects with issues that are current and that they can relate to: this ensures brand loyalty as consumers want to buy into a brand that aligns with their own beliefs which was highlighted by the primary research undertaken. (see appendix 7.2) The transform initiative is also encouraging loyalty and retention by offering a 10% reward for returning used products which can be then used on the next purchase: this ensures consumers remain in the buying cycle within Scope Beauty.

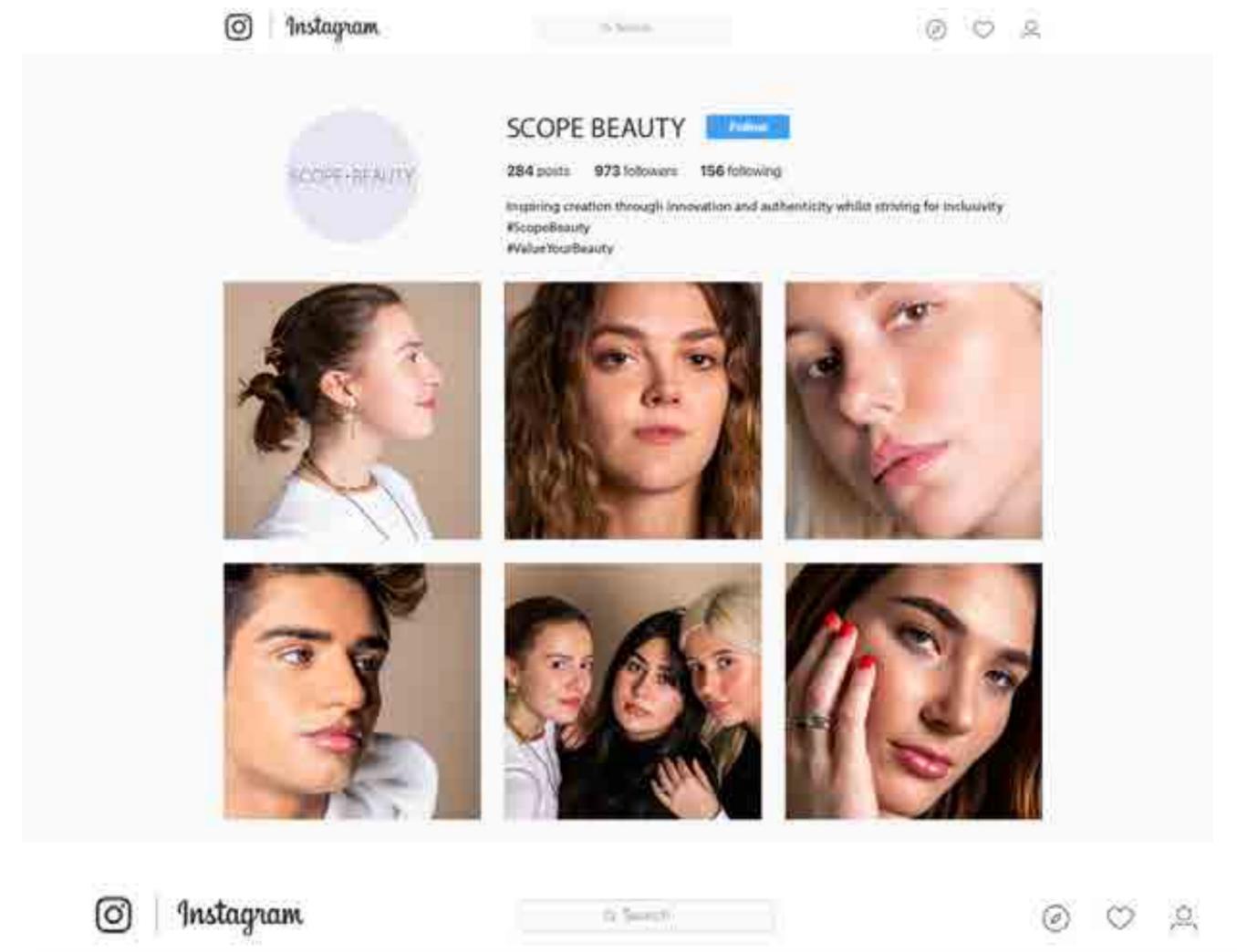
Smart Insights.com (2010)

INSTAGRAM & FACEBOOK

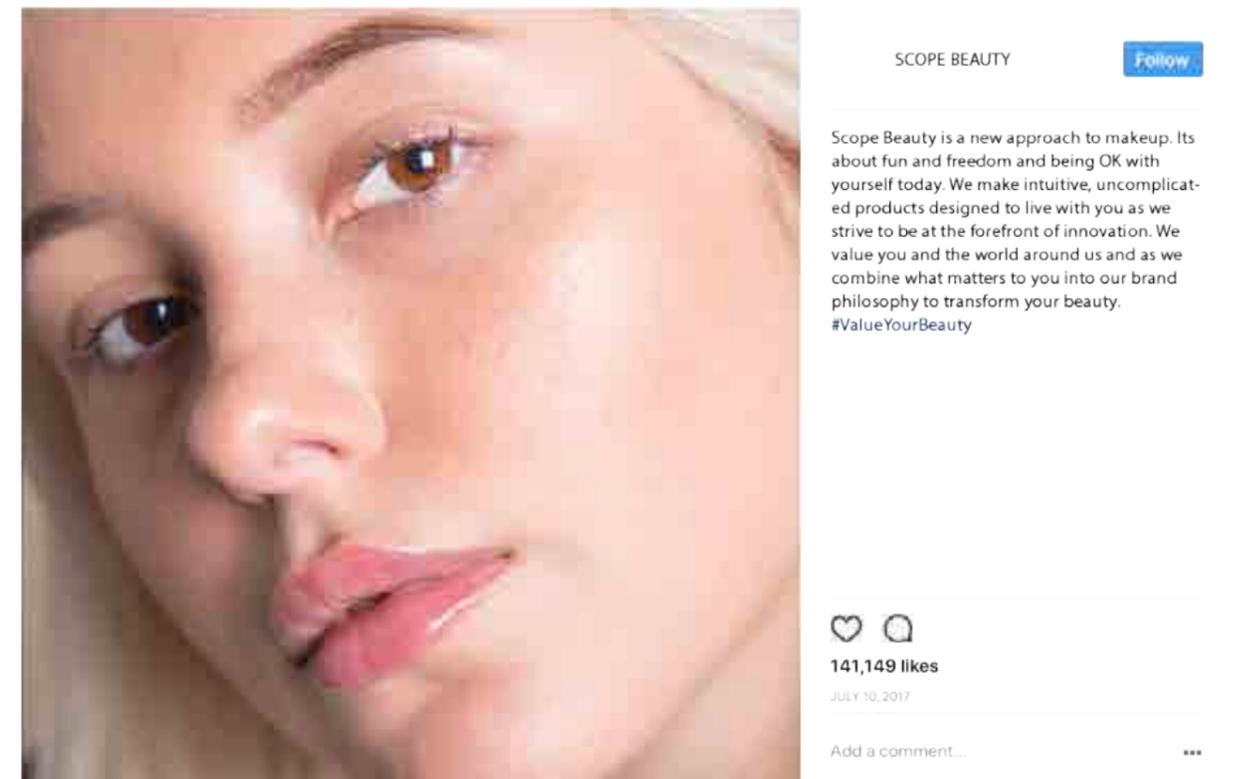
In addition to the video content created for the 'Value Your Beauty' campaign, Scope Beauty will continue posting the editorial content that has been created to support this campaign. These will act as 'buffer' images that convey the brands identity and ethos and will utilise a scope of different people in order to effectively sell the brands inclusive approach. These posts will feature on the brands Instagram and Facebook platforms as demonstrated here. They will use the hashtag of '#ValueYourBeauty' to connect with the campaign and to ensure that they are connecting peoples individual values to those of Scope Beauty's.



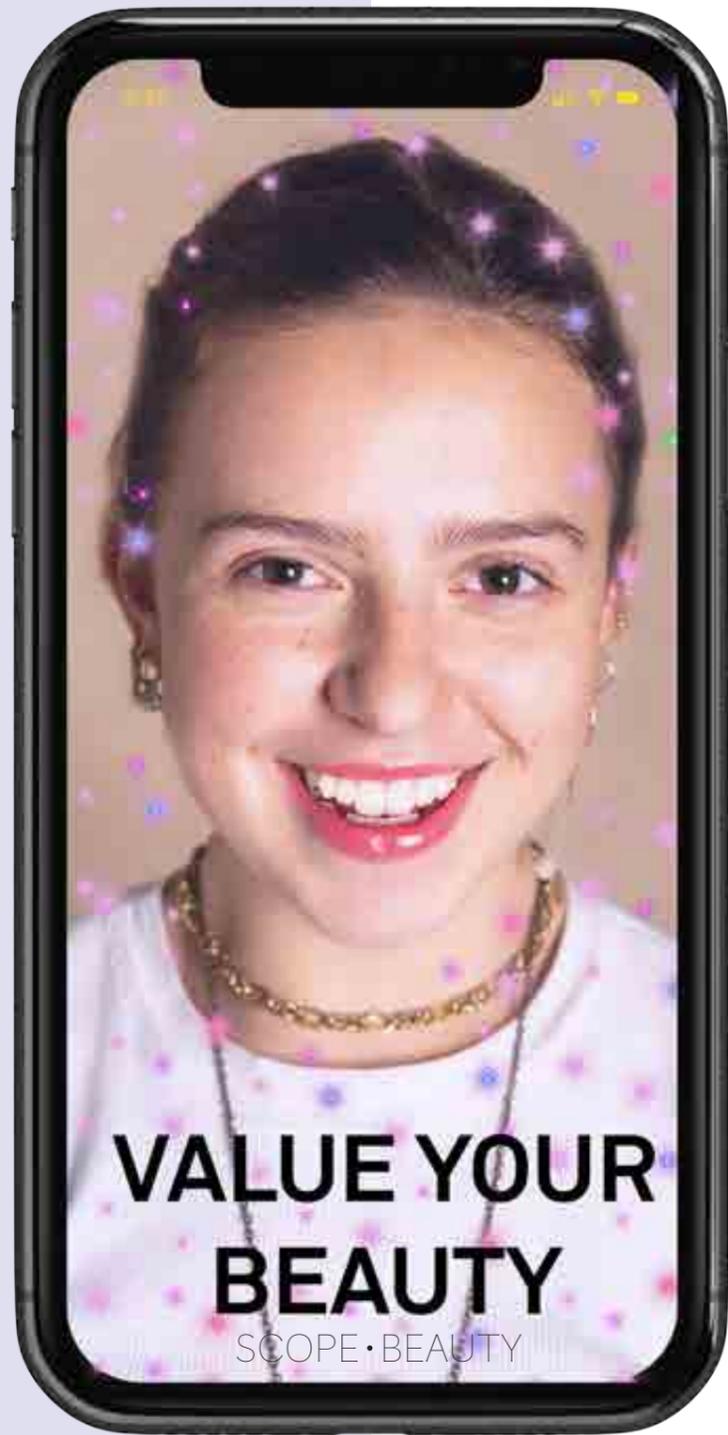
The screenshot shows the top of a Facebook post. At the top is a search bar with a camera icon on the left and a message icon on the right. Below the search bar are five circular icons: a paper plane for 'Direct', a grey circle with a plus sign for 'Your story', and three grey circles for 'Friend'. The post is from 'SCOPE BEAUTY' and is timestamped 'Today at 23:45'. The text of the post reads: 'We make intuitive, uncomplicated products designed to live with you as we strive for innovation. We value you and the world around us and combine what matters to you to transform your beauty. #ValueYourBeauty'. Below the text is a large image of a woman with blonde hair, her hand resting on her face. At the bottom, there are icons for reactions (thumbs up, heart, wow, sad face) and engagement statistics: '3,675', '2,475 comments', and '1,928 sharings'. Below the statistics are buttons for 'Like', 'Comment', and 'Share'.



The screenshot shows the Instagram profile for 'SCOPE BEAUTY'. At the top is the Instagram logo and a search bar. The profile header includes the brand name 'SCOPE BEAUTY' with a 'Follow' button, and statistics: '284 posts', '973 followers', and '156 following'. Below the statistics is the bio: 'Inspiring creation through innovation and authenticity whilst striving for inclusivity #ScopeBeauty #ValueYourBeauty'. The main content area is a grid of six images: a woman in profile, a woman's face, a close-up of a woman's face, a man's face, three women together, and a woman's face with her hand near her face. At the bottom, there is another Instagram logo, a search bar, and icons for home, activity, and profile.



The image shows a close-up of a woman's face with a soft, natural-looking complexion. To the right of the image is the Instagram post interface. It shows the brand name 'SCOPE BEAUTY' with a 'Follow' button. The caption reads: 'Scope Beauty is a new approach to makeup. Its about fun and freedom and being OK with yourself today. We make intuitive, uncomplicated products designed to live with you as we strive to be at the forefront of innovation. We value you and the world around us and as we combine what matters to you into our brand philosophy to transform your beauty. #ValueYourBeauty'. Below the caption are icons for likes and comments, and the text '141,149 likes'. At the bottom, there is a date 'JULY 10, 2017' and a text input field for comments.



FILTER FOR SNAPCHAT & TIKTOK

This here is an example of the kind of filter that will be created to be used on both Snapchat and TikTok with the possibility of extending this on to Instagram stories. The filter features a soft lilac hue as well as nude sparkles that radiate behind the person in the image: on top of this will be the 'Value Your Beauty' slogan with the Scope Beauty logo underneath so that users know what brand the filter is created by. The idea behind this is that the younger audiences can interact with their reference groups on a platform that they are familiar with and at the same time they can begin engaging with Scope Beauty who are offering them something that they can use and have fun with for no cost.

CAMPAIGN VIDEOS

The video aspect of this campaign will feature one set of content that will be broken up into varying forms across the different social media platforms in order to optimise each channels primary demographic. In order to do this cost effectively so that it is possible within Scope Beauty's budget as a new brand one longer video will be produced which will be featured on YouTube and Instagram TV: this will then be broken down into smaller segments that fit within a suitable format for each social media channel. This allows Scope Beauty to be realistic in the creation of a campaign and will be using campaign content to its full potential with the goal being to achieve the KPI's set out on page 48.

The campaign videos across all social media channels will be titled 'Value Your Beauty' to tie in the core foundations of Scope Beauty which centre around social and ethical values and connecting these to consumers.

As suggested by the title the video will focus on the values of Scope Beauty and understanding how consumers own values connect directly to these. It will be an authentic feeling video with consumers candidly talking about their own values in relation to the wider social and ethical issues and topics that are present within today's world rather than focusing on the products. With the target consumers being younger millennials and predominantly those from gen z, it is important to highlight the inclusive and diverse nature of the brand through the people that are buying the products by hearing from their what is important. This approach will increase consumers engagement and understanding of the brand values, ethos, mission and vision and will position Scope Beauty to the forefront of their minds.

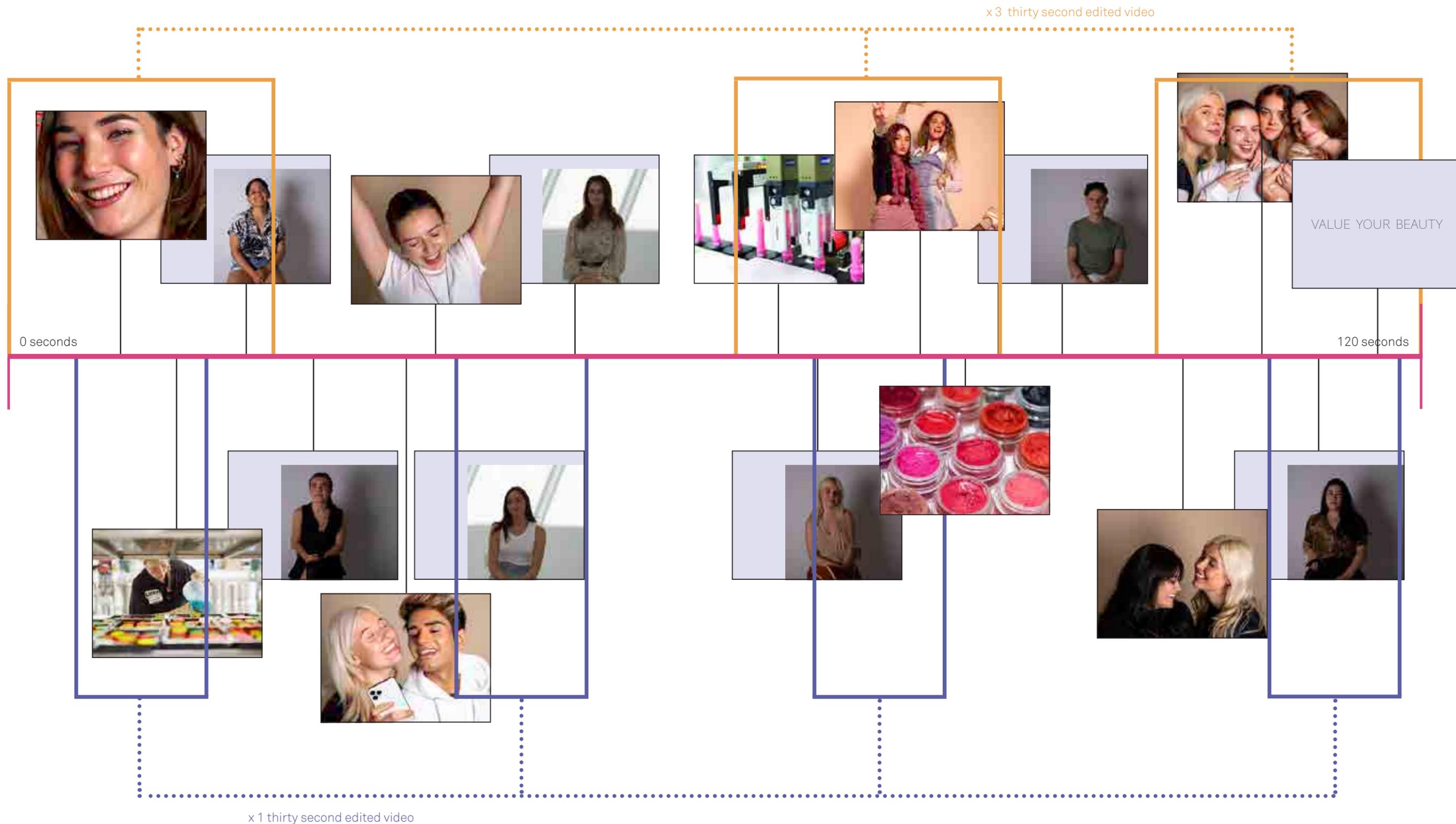
The video will not follow a narrative as such but will instead follow the voices and stories of those chosen to speak in the video - these will be 'regular' people who are passionate about the brand and what it stands for. Within this short clips will be shown of people putting on the various products and interacting with one another to highlight the community aspect. The transform initiative will also form a key part and will be highlighted in the longer videos and will show clips of the production process as well as the 'transform' process where products are remade. It will finish with a call to action that will vary slightly depending on the different social media channel used but for example on Instagram stories it will feature a 'swipe up' to access the website with a similar function appearing on YouTube allowing people to be taken directly to the website.

VALUE YOUR BEAUTY

CAMPAIGN VIDEOS

The various formats of this video that will be utilised across the different social media channels are:

1. X3 thirty second videos for Instagram feed, Instagram Stories, Facebook Feed (carousel) and Facebook stories
2. Full 120 second (2 minute) video for Instagram TV and YouTube
3. X1 thirty second ad video for Snapchat Discover and TikTok



To summarise:

- Scope Beauty is a new digital beauty situated in the drugstore market that looks to bring makeup innovation to everyone
- It highlights inclusivity and focuses on various social and ethical values and issues
- To develop the brands strategy the website, products and overall brand identity have been rebranded to align with Scope Beauty's newly defined mission and vision
- Key elements have been created such as the editorial content, blog and transform initiative to continue engaging with consumers
- A campaign titled 'Value Your Beauty' will be released to launch Scope Beauty into the industry and will focus on aligning consumers own values to those of the brands
- This will be a digital campaign featured across the brands social media channels which includes Instagram, Facebook, Snapchat, Youtube and Tiktok.
- The campaign will feature the range of editorial content created as well as video content which will be one 2 minute video which will then also be edited down to ensure optimisation for the various channels
- The aim of this campaign is to increase brand awareness within the market and to drive traffic and sales of products through the newly designed website
- It is important that Scope Beauty connects with its consumers on a personal and human level with those who understand the values and the importance of a Scope of Beauty



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07. APPENDIX



7.1 PORTER'S 5 FORCES

Threat of New Entrants:

Within the beauty industry there is a high threat of new brands coming into the market as brands are already constantly releasing new products and campaigns with unique selling points to make them more desirable to consumers. The beauty industry is one of the fastest growing which means that new brands are trying to break in and make a profit from this. Brands are continuously launching with digital first strategies to appeal to a social media generation: this means that products not only have to be functional but they also need to visually be appealing. Scope Beauty is able to tap into this market by offering an affordable product that sits within the drugstore sector: its offering consumers a product with added value and social responsibility.

Threat of Substitutes:

The threat of substitutes is also high within the makeup industry as there are many brands available that offer similar products. It is likely that consumers are able to find similar performing products from other market sectors including premium and luxury but this is an area that many people cannot access. Scope Beauty offers products at an affordable price point that consumers are able to purchase into - there is little threat of counterfeit products due to it being a new brand at a low price point.

Bargaining Power of Suppliers:

Scope Beauty are currently not reliant on specific suppliers to deliver and manufacture products. As a new brand they are able to be flexible with this and find suppliers that fit best with the brand ethos and values. Finding the right suppliers may take time as it is important to find a company who ensure quality and value inclusivity to ensure that products are sold at a reasonable price whilst also remaining ethical.

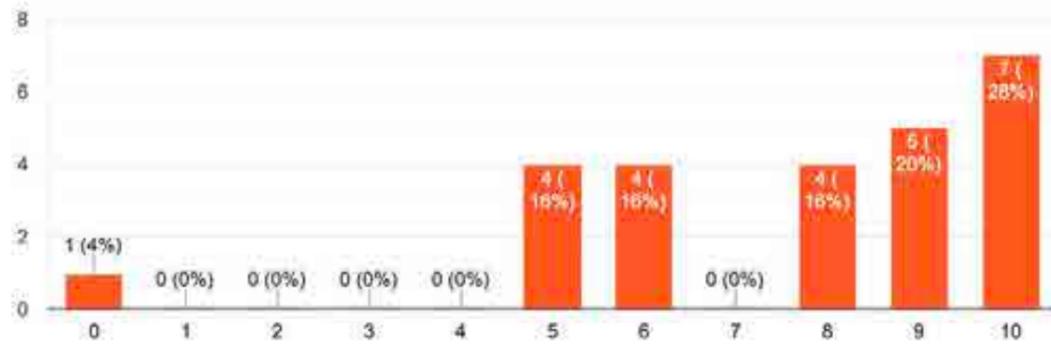
Bargaining Power of Buyers:

As a new start-up brand buyers and consumers will have a large amount of power over the brand as it has not yet established a reputable identity and strategy. With this in mind Scope Beauty will have to listen directly to its consumers and address any concerns or problems that arise: it is therefore imperative that Scope Beauty engage and interact with its consumers to understand their opinions and needs as well as their social and ethical concerns.

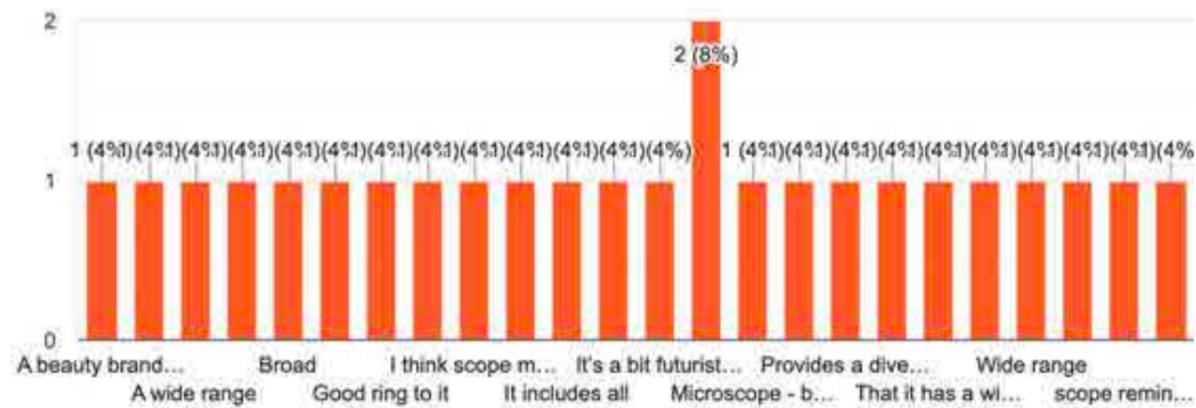
Competitive Rivalry within Industry:

The competitive rivalry within the beauty industry is extremely high as there are new brands being released constantly as well as an array of pre-established brands and conglomerates such as Estée Lauder Companies, Coty and L'Oréal. These existing competitors (such as Fenty, Glossier, Rimmel and Maybelline) have already built a strong brand following using both traditional media methods as well as understanding the importance of social media. As mentioned previously Scope Beauty have been able to identify a gap within the market by offering an inclusive brand within the drugstore sector.

How would you rate the name "Scope Beauty"?

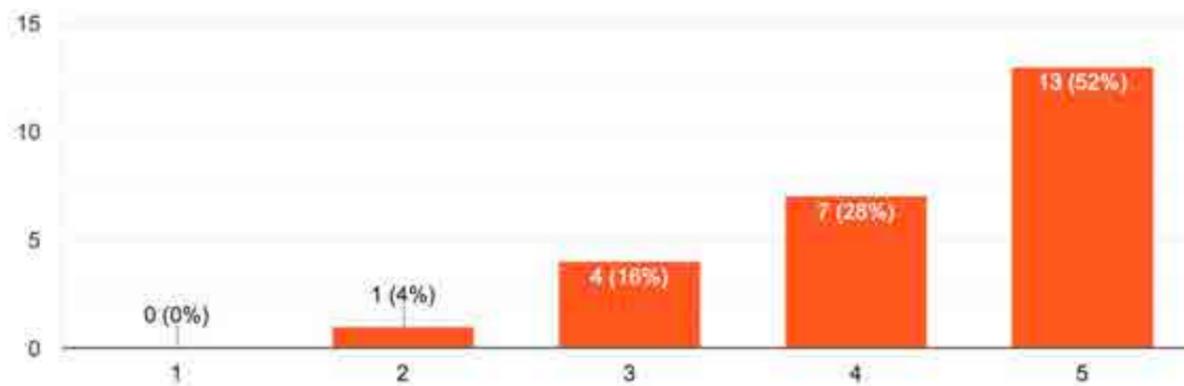


What does this name mean to you?



SCOPE • BEAUTY

Do you like this logo?

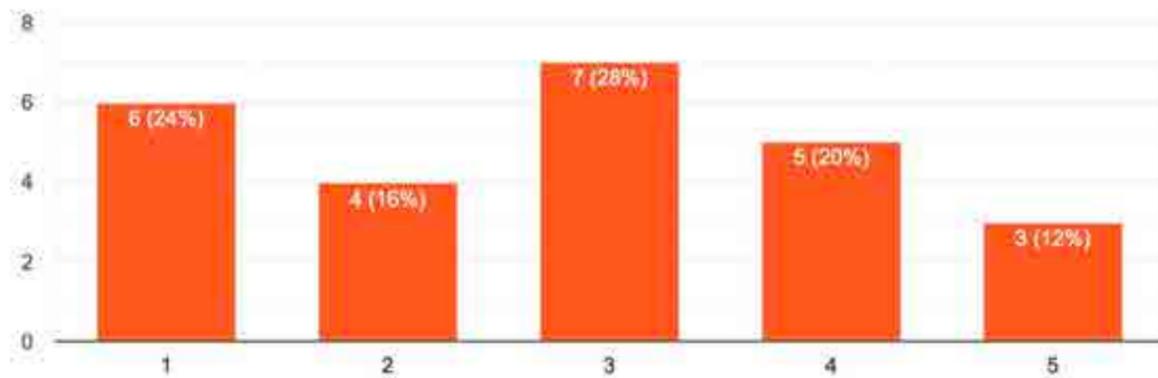


Why?

- Easy to read and modern
- Clear
- It is simple and I like the font, it isn't too bold and busy
- Neat and clean and easy to read
- Because it's clean and minimalist, easy to understand
- Minimalist, fresh clean will appeal to younger customer more but won't isolate older.
- Clean and classy
- I like it but I don't think I'd remember it.
- It's clear and simple
- Minimalistic but very chic. Doesn't look cheap so makes consumer feel like they're buying luxury
- It's simple And minimal which I like but I don't think it's as memorable as it could be
- Clear, minimal
- It is clear and simple
- It's clean
- Bold, clear
- Minimal
- nice and clean
- Just do
- It's simple but effective
- Generic
- Minimalistic - not distracting - speaks for itself and let's the customer define scope for themselves
- the font
- I like sans serif fonts a lot!!!
- Simple but maybe too simple



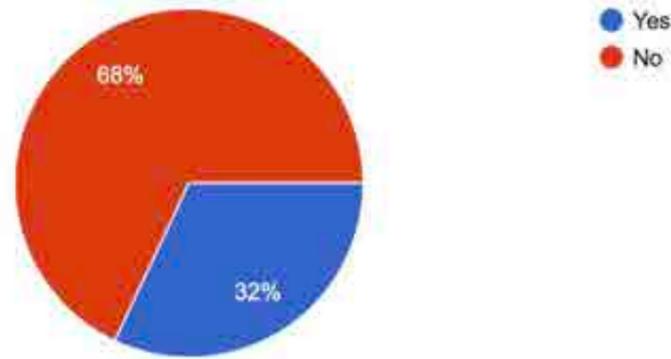
Do you like this logo?



Why?

- The complimentary colours
- A lot going on less focus on brand name
- Too busy for me
- I like the symbol song that gives a sense of diversity in colour
- Love the circle format with the lines going through
- Good as an icon for an app but colours are not as timeless as black and white and will definitely limit to only appeal to the young. I like the pastel idea maybe less colours only 1 or 2
- Looks childish
- It's nearly there but not perfect. Maybe try a shading/gradient?
- It's very distracting
- Really cute but might be seen as a children's/teenager brand
- Because if it's a make up brand then it could be interesting to have the same logo but with a gradient of skin tones not rainbow
- Less clear but looks more like a brand that sells colourful makeup
- The colours show how it includes all
- Too childlike
- Not as professional as the previous one
- Too beauty bloggerish
- its okay
- Not as good as first one
- The colours chosen
- Like the colours, not overly keen on type face
- The colours are a bit opaque and may only target a very young audience, range from 12-18 not higher
- the colors make it look like it's for a young demographic
- I don't love the colours
- I do like that it adds some color. For a beauty brand I think it needs to be unique and stand out.

Do you like the rainbow colours of this branding?



Why?

Seems girly, and inclusive, and fun

It's inclusive using lots of colours "rainbow"

I prefer more minimal colours and branding

I prefer near and clean

Little bit confusing with the colours

rainbow is so heavily associated with pride you may be confined to customers thinking your brand is only for pride, drag or queer people, whereas I believe you want to be universal, and break down stereotypes beyond gender and sexuality but also race and body size etc

I prefer minimal colour use

Colours are really positive and I think that it reflects well the inclusivity of the brand without using skin tones.

It doesn't really mean anything in the long term

Yes but depends on the target audience

Because if it's Beauty then it shouldn't be rainbow as nobody's face is blue and yellow but would be interesting to see different shades of skin tone

I think it's fun

More joyful

Again, too childish

Doesn't feel as professional

See above

im not entirely sure yet

Too much

Maybe shades of the foundations you want to offer would be better

Inclusive

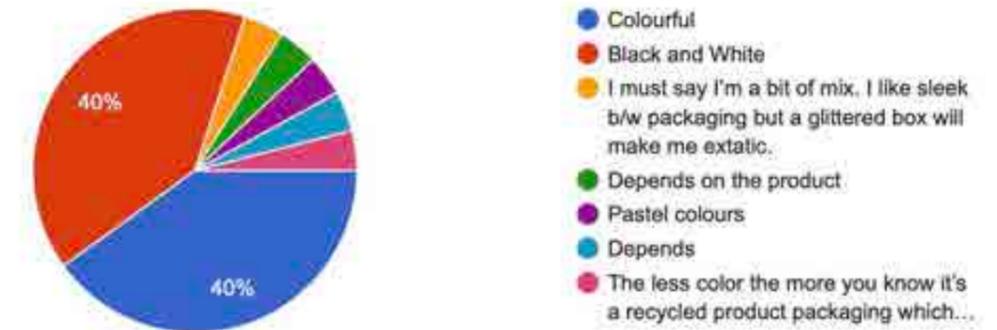
Same answer as above it doesn't target me and make me want to buy it merely because of the colour choice although I get the meaning behind is achieving a visual representation of what scope means

the colors make me feel like i'm being persuaded to feel some type of way

Looks childish to me

Not sure if I feel the palette of colors correlates together.

Do you prefer beauty packaging that is colourful or not?



Appeals to young people, like glossier kind of thing

Clear

Personal taste

It's catches the consumers attention

Colour can add depth to the brand, not just being plain black and white

More eye-catching logo should be simple and the standard should be black or white but adapted to colours depending on the packaging eg white logo on pastel blue box

I prefer minimalist packaging

Because I like anything innovative. My eyes are attracted but anything that seem new to them.

I like minimalistic styles

Feels more professional

Because if it's lipstick or eye shadow it's nice to have different colours but foundation and concealer etc would be nice more plain

Looks more high end

More interesting

It gives you the idea that they focus on the efficacy of the product rather than the packaging

Attracted to ascetically pleasing packaging

I like packaging that has an overall sleek and minimal the colour of packaging is not as important as the actual colour of product

more sleek

Easy to find and looks cool

Looks sleek

Beauty is a playful endeavour- serious branding and packaging I feel makes it too exclusive and elitist

Same as above

i like to think of it more as clinical and gender neutral

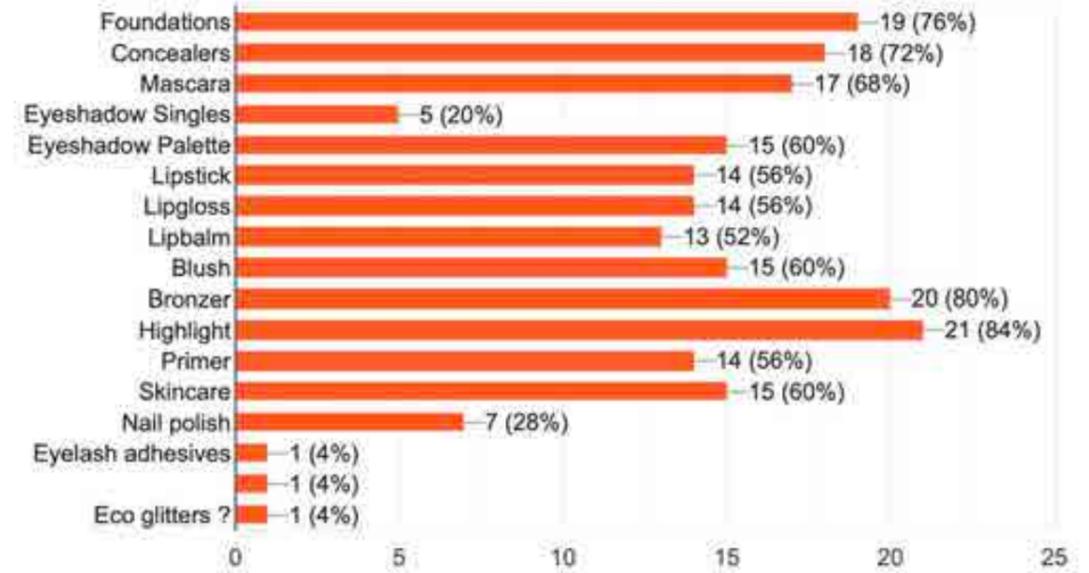
Minimal

I think colorful is more exciting and appealing unless you are looking for a more serious branding identity with an older audience than I would go for less color and more of a sophisticated look.

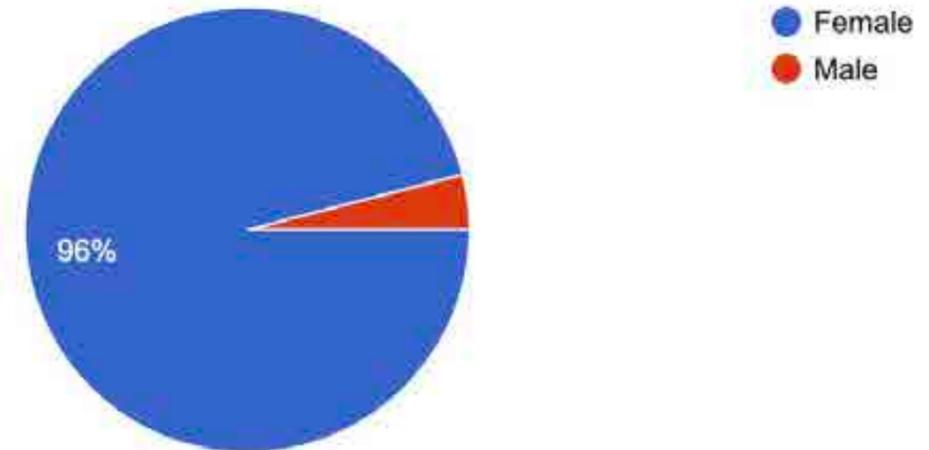
How would you like a beauty brand to visually look?

- Clean and simple
- Clean
- Minimal and classy
- Neat, clean and some colour
- Appealing and approachable
- Clean fresh, different choose a colour people don't often use (NO MORE NUDE COLOURS AND TANS PLEASEEEEEEE)
- Clean, minimal. Blends well in my vanity and doesn't stand out too much, which to me, causes visual pollution.
- Futuristic, empowering and unique.
- Aesthetically minimal
- Minimal and chique so that all attention is drawn to the product and makes a huge difference in feel of the brand (luxury)
- Simple and minimal but also memorable and unique
- High end / minimal and clear
- Appealing
- Simple and classy
- Clean, chic
- Diverse as possible
- i rly like milk, clean but still has an edge
- Don't really know what that means
- Clean lines
- Simple and playful
- Ultimately minimalistic let the Product application speak for itself
- honestly clinical/natural/gender neutral
- Minimalistic
- Unique and different from other beauty brands. Color is nice. Unique product names and fun packaging or gift options.

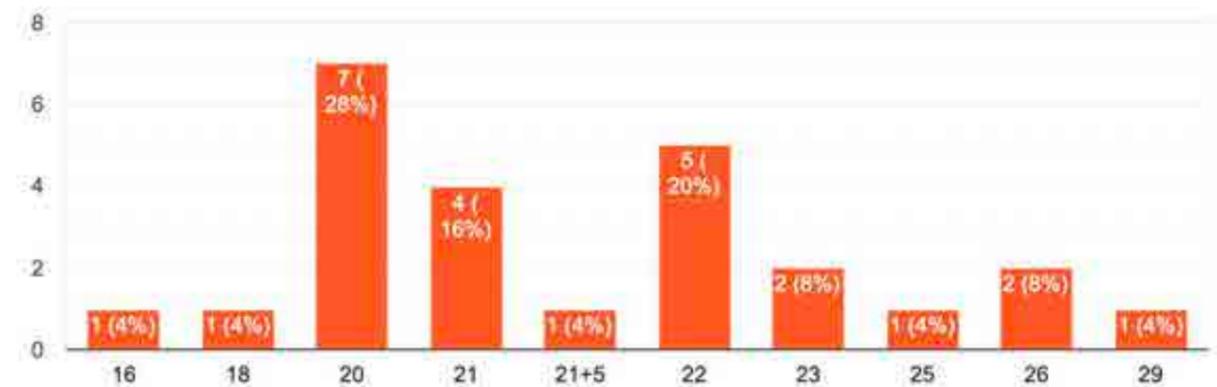
Please tick all products that you would like from a new beauty brand:



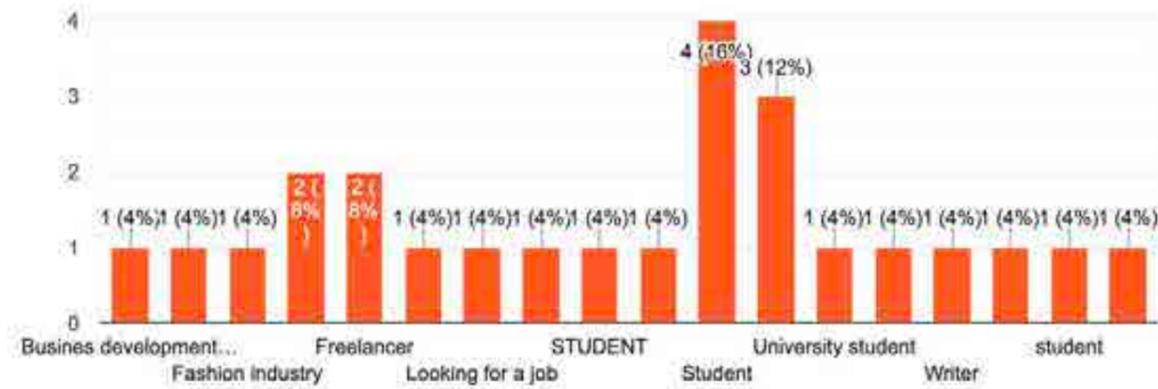
What gender are you?



How old are you?



What is your occupation?



If you would like to contribute any further comments please do so below:

- This is a really good survey x
- N/A
- Love the idea I think scope beauty has a very good future if marketed correctly :)
- Great idea for a brand!
- Excellent survey
- You're going to do great Emma!
- I can do coffee at 3.30pm this Friday.
- No
- I love the idea and the logo with the rainbow but would be cool to see it with shades from the slinging spectrum
- No other comments.
- I would change the name and keep the logo clean and simple
-
- None so far
- nope :)
- Love u
- No
- The biggest problem with drug store beauty brands is two fold (personally) the first is the limited complexion variety but equally there is limited research (it seems) behind formulation of products that cater to different skin types (alongside skin shades) it would be good to have a brand that understands the complexity associated with skin and can accommodate products at the proposed sector price point with that in mind. For example as someone with dry skin, I cannot find product in the correct shade or the correct formulation (moisturising, light reflecting, dewy finish) that I'd like and end up resorting to premium beauty.
- NA
- cool topic!
- No thanks



7.3 BUSINESS PLAN

SCOPE • BEAUTY

BUSINESS PLAN

EMMA BELL

Fashion Business & Entrepreneurship

Submission date: 30.05.2019

BA Fashion Communication Year 2

Word Count: 1926

SCOPE • BEAUTY

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Business & Objectives

1.1 | Scope Beauty Overview

Scope Beauty has been created with a goal to redefine and break down the barriers of the beauty industry whilst simultaneously giving consumers products that suit them as individuals. It aims to give consumers inclusive and quality makeup products at an affordable, drugstore price point; an area which brands are currently not catering to.

Inclusive and diverse shade ranges have become common and an expectation for premium and luxury price point makeup brands - however this has not been mirrored in the drugstore sector. Scope Beauty sets out to make this 'the norm' for beauty brands of all price points and looks to challenge even the most inclusive brands by offering 50 inclusive foundation shades.

For Scope Beauty, inclusivity does not just mean skin colour. It's about including everyone, of every size, gender, age and sexuality because our products have no defining boundaries or restrictions. Instead we look to create a community for those who want to share their creativity with one another or for those who just want to share in the quality and professional products.

We want the brand to reflect the fun and easy nature of our products and this is reflected in the packaging. We have used pastel colours, to stand out amongst our competitors, to create our rainbow of shades and consumers that highlights the wide scope of people we cater for.

Scope Beauty's USP's



1.2 | Objectives

1.2.1 Short term (current year)

- To set up e-commerce site which will link with shoppable Instagram page
- To have a Pop-up store in Selfridges to launch the brand
- Establish a clear and coherent brand identity across all communications and products

1.2.2 Medium term (next 1-2 years)

- To be stocked in Superdrug stores across the UK
- To have a full range of products in a diverse range of shades and colours
- To gain 10,000 followers on Instagram

1.2.3 Long term (3 years and beyond)

- To have a recognised brand name and a growing following on social media with a particular focus on Instagram
- To look at expanding product range beyond makeup: skincare and lifestyle in particular
- Expansion beyond the UK

Scope Beauty is a makeup brand with an aim to produce quality colour cosmetics at an affordable price that are visually beautiful with a key component being an inclusive community surrounding the brand. One of the main objectives after the launch is to get the products stocked in Superdrug which is one of the UK's leading drugstores: this will appeal also to consumers, particularly consumer 1 (see page 10). The 'big picture' for Scope Beauty is to become a global brand that is at the forefront of creating products directly for consumers within the beauty sector. It will highlight the consumer and their worth as they will ultimately be at the centre of everything Scope Beauty does.

Business & Objectives

1.3 | Scope Beauty Product Range

Primer
Foundation
Concealer
Powder
Eyeshadow Palette

Mascara
Eyebrow pencil
Blush
Bronzer
Highlighter

Lipstick
Lip-gloss
Nail Polish

1.4 | Start up loan

The start up loan will primarily be used in the development and creation of the products as this will be a fairly costly process that will be vital in setting up Scope Beauty; the production of products will be done through an external manufacturer as they will have the knowledge and equipment required to make all products needed. Another key component for starting Scope Beauty will be the launch in Selfridges London to give the brand a credible reputation and to create a buzz; this will be expensive however the reward greatly outweighs the cost as it will draw an influx of consumers from around the globe to the brand. This will in addition draw people to the Instagram platform and grow the community aspect.

The start up loan will be £40,000 and will come from family investment.

Where is the Start up Loan primarily being spent?

- Selfridges launch and pop up
- Manufacturing of Products
- Website Design
- Staff and work space
- Insurance



2 SCOPE • BEAUTY

Skills & Experience

2.1 | My Previous Experience

Having left school and gone straight into a BA I have had little time to go out on my own and gain industry experience that would be helpful for Scope Beauty. I have however been able to gain several key internships within the fashion industry that have allowed me gain a general understanding of how a business is run. Some of these internships include PR with Erdem, backstage work at fashion shows as well as customer relations with the British Fashion Council for London Fashion Week. These have taught me the need to think on my feet and to get work done quickly and efficiently whilst putting the consumer first. When it comes to Scope Beauty this gives me an understanding of prioritising work with a focus on the customer.

Please see section 8.8 for my skills and a full view of my experience and education.



EMMA BELL
Fashion Communication

2.2 | Relevant Education

Having studied a range of disciplines my skill sets has grown so that I am able to cover a range of business roles and jobs. Key modules that have been of particular benefit include: graphic design, fashion marketing, styling, PR, ethical issues as well as consumer behaviour. A standout module for me that sparked my interest in the beauty industry was a collaborative project with Estée Lauder Companies and Jo Malone. This gave me an understanding as to how the beauty industry operates and how people consume these products.

2.3 | My Skills relevant to Scope Beauty

Having left school at 18 I started at the Conde Nast College of Fashion and Design to start my BA in Fashion Communication. This course has given me valuable insight into how the fashion and beauty industry operates and how I am best suited to work within this. This has been relevant when starting Scope Beauty because it has given me a clear understanding of what departments are needed to sell products and the work that goes into each of these. It has also taught me important software skills including InDesign and Photoshop. I am determined and focused on achieving (please see appendix 9.12) and I have a strong grasp of time management and control allowing me to ensure things get done to the highest standard regardless of how long this takes.

2.4 | Gaps in My Skills

The biggest gap for me is a lack of employment or work in the beauty sector. This is something that I will be able to do more of after completing education as I look to build up Scope Beauty as a brand. I can use my work with Estée Lauder companies as a starting point as this has given me an insight into the beauty sector. A gap in my skill set is the money and logistics side of how to run a company such as Scope Beauty; my skills lie in the creative and marketing areas of growing this brand. To overcome this I will need to employ a partner who understands and is passionate about Scope Beauty to work with me to ensure that it remains a profitable and viable business.

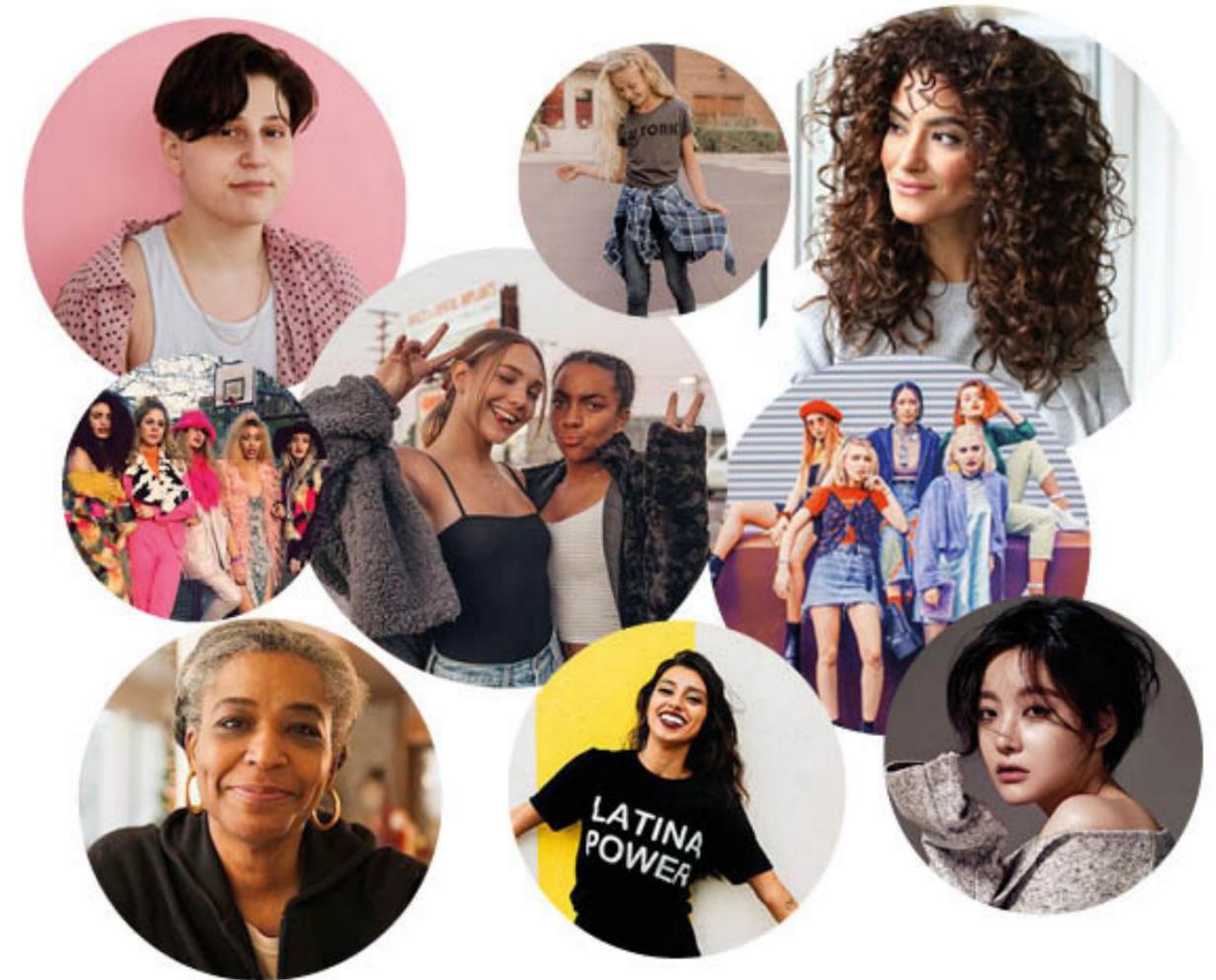
3 SCOPE BEAUTY Target Customers

3.1 Demographic

Demographic Details: The target consumers for scope beauty will predominantly be female although we are very aware that there are an increasing number of male and gender neutral consumers who are looking to purchase inclusive beauty products. Below is a breakdown of our four target customers:

- 1 Teenage girls who are looking for everyday make up that they can have fun with but can also wear to school. They will purchase whilst out shopping in town with their friends; they want the products to be accessible in price that can be bought with pocket money.
- 2 Older teenage girls and those in their early twenties - make up and products to be used on a daily basis and are a crucial part in their self expression. They are unable to afford high price products as they are in entry level jobs but want staple products that they can rely on to suit their individual needs.
- 3 Older consumers who are not explicitly interested in make up and beauty products - however they want products that work for them. They want access to shades that suit them as individuals without having to spend large amounts of money and want it to be accessible and functional in their busy lives.
- 4 A consumer who is not defined by their age, gender or sexuality: they feel that other brands do not cater or accept who they are and as a result turn to Scope Beauty for their makeup needs. This consumer is hard to define and is one that we feel we do not need to as not everyone fits inside a box - its for the person who wants to be their individual self enhanced by a brand that does not restrict them.

Please see appendix pages 12 - 13 for a full in depth analysis of the consumers and their individual profiles.



3.2 Finding the Gap in the Market

Scope Beauty sets out with an objective to be a diverse and inclusive brand; this has been our foundation for which we have built our brand on. We believe that everyone should have access to makeup products that suits their skin tone and this shouldn't be limited to those who have a 'common' colouring or who can afford the higher, premium priced products where this is more readily available. Scope Beauty looks to disrupt the beauty industry as it offers consumers a range of shades and products that are for everyone at a low drugstore price point. In addition to this Scope Beauty's packaging looks to target the online generation with Instagram worthy packaging that makes us stand out on the shelves amongst our competitors. Diversity and inclusivity is becoming increasingly important to consumers with 88% of consumers (see appendix 9.11) saying that inclusivity and diversity is an important aspect to them and this would increase the likelihood of purchase. This highlights the increasing trend for diversity among consumers, Scope Beauty taps into this wider macro trend to give consumers products that align with their beliefs.

3 SCOPE BEAUTY Target Customers

3.3 Target Customers

Below are the breakdowns of the first three main consumers that Scope Beauty is targeting. We recognise that we have a fourth consumer, one that we have not defined. This is because we do not want to put any restrictions on to who this consumer is as we acknowledge that they break out from the norm and want to be an individual. This consumer wants beauty products that allow them to do this and to become the person they want regardless of their age, gender, sexuality or life situation.

The three remaining main consumers can be seen here:

1 Age: 13 - 16
 Gender: Female
 Generation: Gen Z
 Ethnicity: White British
 Marital Status: Single
 Occupation: Studying in secondary education
 Education: Currently pursuing secondary education
 Income: Minimal income from part time jobs but mainly reliant on parents support in addition to pocket money
 Social Grade: B,C1,C2

Geographical Variables:
 Region: Europe
 Urban/suburban/rural: Suburban
 Housing type: Medium family home, semi-detached
 Size of city or town: Small towns and the surrounding areas - close proximity to schools
 Climate: European

Psycho-graphic and Behavioural Values:
 Lifestyle: Lifestyle is relaxed and consists of socialising with friends alongside education. Having fun is a priority.
 Social Aspirations: Sees friends both in and outside of school - this is a key part of their life. Includes shopping, parks, cinemas etc

Self Image: Confident in themselves which comes from being young still and not having many responsibilities.
 Value perceptions: Unable to purchase items that are expensive or large quantities as they do not have an earning capacity. They want products that work but that are inexpensive.
 Purchasing motives and behaviours: They want a product that is affordable with the little money they have - it needs to be practical in their lives.
 Interests and hobbies: Socialising and having fun. Social media is a big part of this and they follow key influencers
 Attitudes and opinions: Fairly relaxed individuals as they have little constraining them and are able to have fun and enjoy themselves. Their focus is on friends perceptions of them as they live in a kind of 'bubble' which evolves around social media.

Usage and Benefit Variables:
 Benefits sought from products: Inexpensive products that are easy to use
 Usage rates: Daily
 Volume of purchases: Every 8-10 months
 Price sensitivity: Unable to afford high priced items
 Brand loyalty: Once they have found a product that works for them they are likely to stick to it as it gives a natural finish

2 Age: 18 - 26
 Gender: Female
 Generation: Gen Z & Y
 Ethnicity: White British
 Marital Status: Single and casual relationships
 Occupation: Marketing, Communications in addition to entry level jobs
 Education: Just finishing either secondary or undergraduate education
 Income: Entry level income from 'first' jobs
 Social Grade: B,C1,C2

Geographical Variables:
 Region: Europe
 Urban/suburban/rural: Urban
 Housing type: Small studio or flat shares
 Size of city or town: Larger towns and city centres close to work opportunities
 Climate: European

Psychographic and Behavioural Values:
 Lifestyle: Busy lifestyle with a focus on work and career opportunities. The fit socialising in between this.
 Social Aspirations: Although they have little spare time socialising with friends is a vital part of their day to day life. This includes going for drinks and nights out.
 Self Image: Strong self identity, their self image

changes as they find a style to suit them, they use Scope Beauty to enhance this.
 Value perceptions: They appreciate higher priced items but is unable to afford them. They would rather lower priced items to fit with their lower income.
 Purchasing motives and behaviours: Wants a product that is suitable for their individual skin that is affordable on their lower budget.
 Interests and hobbies: Interest in beauty and fashion
 Attitudes and opinions: Hard working and motivated individuals who aspire to achieve. They have career aspirations and are working to progress up this ladder.

Usage and Benefit Variables:
 Benefits sought from products: Accessibly priced products that offer shades that they cannot
 Usage rates: Daily
 Volume of purchases: Every few months
 Price sensitivity: Unable to spend large amounts of money on products
 Brand loyalty: They enjoy trying new products however are likely to remain loyal to scope beauty as it suits the individuals needs in ways that other brands may not

3 Age: 30 - 40
 Gender: Female
 Generation: Gen X
 Ethnicity: White British
 Marital Status: Married
 Occupation: Retail, healthcare professionals, catering and food sector
 Education: Completed secondary education to A-Levels with majority have a degree
 Income: Medium income
 Social Grade: B,C1,C2

Geographical Variables:
 Region: Europe
 Urban/suburban/rural: Suburban
 Housing type: Medium family home, semi-detached
 Size of city or town: Towns and the surrounding areas
 Climate: European

Psychographic and Behavioural Values:
 Lifestyle: Busy lifestyle with a focus family relationships alongside work.
 Social Aspirations: Has little time to socialise with friends and would rather spend time with husband and children.

Self Image: Self image is strong- they do not care much about their appearance as they are busy with other things.
 Value perceptions: They do not appreciate or have the need to spend money on higher price items as they need to spend money on other more important things.
 Purchasing motives and behaviours: They want a product that is affordable and easy to purchase - it suits them as an individual and gives them quality for a low price.
 Interests and hobbies: Interest in gossip and celebrities.
 Attitudes and opinions: Hard working and motivated individuals who aspire to achieve. They are family orientated.

Usage and Benefit Variables:
 Benefits sought from products: Long lasting products that suit the individual.
 Usage rates: Daily
 Volume of purchases: Every 8-10 months
 Price sensitivity: Does not want to spend much money on beauty products
 Brand loyalty: Likely to stick to a brand that works for them as they have little interest in beauty products

3 SCOPE • BEAUTY Target Customers

3.4 | How many potential customers do you estimate are in your target regions for this financial year?

The beauty industry is worth £10.2 billion in the UK (Whitehouse.L; 2018) with the average person spending £155 per year on beauty and makeup products. (Whitehouse.L; 2018). This highlights a market of around 65 million people that are purchasing from the beauty industry.

During the first few years of launch Scope Beauty will focus on selling on the UK and within this I estimate that the brand will gain 10,000 consumers in year one. This is a high number for a startup brand, however with a launch in Selfridges and a diverse shade range the Scope Beauty can expect a large audience of people to be attracted to the products.

3.5 | Pricing of Products

The pricing for the Scope Beauty products has been created so that it is competitive against our competitors who are offering makeup products at a drugstore price point. They are offering similar baseline products as to what Scope Beauty is proposing and it is reasonable therefore to estimate that they are making a profit on top of the cost to produce them. It is vital that the prices remain relatively low to ensure that they remain accessible to consumers which is one of the brands unique selling points for the products being offered. The average cost to manufacture a Scope Beauty product is £2.32, I am then marking these up by 50% to ensure a profit is being gained.

The pricing of individual products can be seen below:

Primer - £3	Blush - £4.50
Foundation - £8	Bronzer - £4.50
Concealer - £3	Highlighter - £4.50
Powder - £4.50	Lipstick - £4
Mascara - £5	Lipgloss - £4
Eyeshadow Palette - £10	Nail Polish - £3
Eyebrow pencil - £2.50	

3.6 | Creating a Consumer Relationship

Scope Beauty creates a loyal and emotional connection to its consumers by offering them a sense of community - for many people they feel that they do not belong or are being represented by brands. Scope Beauty are able to further this brand loyalty by offering a range of products that are inclusive and unique in the drugstore market. Awareness and recognition are a key part of creating a positive brand equity; for Scope Beauty this has been done by having a distinct brand identity. (see section 8.2 in appendix for Brand Identity Prism).

Please see Appendix 8.6 and 8.7 for an in depth look at brand equity.

Scope Beauty ensures that people feel connected and involved with the brand - making sure people have an emotional connection is key as this is ultimately what will drive consumers to purchase. In relation to Maslows hierarchy of needs (see section 8.9 in Appendix) people need a sense of belonging to be able to form a strong sense of ones identity: Scope Beauty caters to this need as itwelcomes them into a community where there are no limitations as to who can be included as the brand offers products for a range of people regardless of skin colour, age or gender.



4 SCOPE • BEAUTY

Market & Competition

4.1 | What research have you conducted to understand your market, including your industry, regions, customers, competitors? Research supporting understanding of the beauty market

The market in which Scope Beauty is attempting to operate in is fuelled by a trend for health and wellbeing. In a survey conducted with 495 participants 57% said that they buy drugstore products with 90% saying that they purchase makeup instore over online. Within this market 96% said that if the quality of drugstore makeup was the same as premium brands then they would choose to purchase this. Drugstore makeup is known for being affordable and accessible; however for many they are not able to buy into it as they are unable to find their skin colour or products that suit them as an individual. This is where Scope Beauty looks to solve the gap in the market as this is the primary reason why many consumers are turning to premium makeup brands.



When visiting drugstore beauty stores such as Boots and Superdrug one of the things that stood out to me was the colours used in their displays. They predominantly consisted of reds and blues with the primary colours helping them to stand out. However when every brand seems to do this they end up looking very similar. This is where Scope Beauty is able to stand out as with their bright and blocky pastel colours they are visually very different for the consumer to look out; this should make the brand more attractable as visually it is offering them something different.

4.2 | The Wider Beauty Industry

The beauty industry is one of the largest growing markets with its current worth estimated at being \$445 billion with growth expected to continue dramatically over the next few years. This market is dominated by predominantly two sections: the premium and the drugstore brands who account for the majority of this market with the focus being on colour cosmetics. In recent years premium brands have taken the front seat as they are producing new and more advanced products. However recently it is the young independent brands that consumers are gravitating towards (Forbes ; 2018) as they seek new and fun creativity. Their strength and value in the industry is growing and major beauty companies are very aware of this as they acquire multiple of these brands as they understand that this is what consumers want. Please see Appendix 9.3 for a full PESTEL overview.

4.3 | Competitor Overview



4 SCOPE • BEAUTY

Market & Competition

4.4 | Competitor 1

Rimmel London are a British drugstore brands who are known for utilising their British heritage to create a bold and fearless brand that focuses on giving consumers a chance to express themselves. They sell colour cosmetics marketed as being 'The London Look' which is how they have become the most used cosmetics brand in the UK (Statistics; 2018).



Name, location, website:
RIMMEL London
UK, London
https://www.rimmellondon.com/en_gb/

Average price:
Face Products: £3.99 - £9.99
Eye Products: £2.99 - £8.99
Lip Products: £2 -

Strengths:
Celebrity and influencer endorsement
Social media presence
Competitive drugstore pricing
Financial support from being under Coty
Sponsorships (Made in Chelsea, x factor, clothes show)

Weaknesses:
Poor quality/cheap looking packaging - it is not particularly identifiable
Counters in (most) stores are messy with lacking stock
Perceived as being poor quality
Narrow target market as products are predominantly aimed at teenagers and younger women
Products are not marketed as ethical or sustainable
Limited shade ranges – particularly within foundations and concealers

4.5 | Competitor 2

Fenty Beauty is Rihanna's makeup brand that launched in 2017 with the intention of creating makeup that was inclusive to everyone. This brand has seen huge success since launching and is a prime example that Scope Beauty would succeed in this market. Fenty beauty markets their product towards a premium price point: this does not align with their message of inclusivity as not everyone can afford it; this is where Scope Beauty has a competitive advantage.



Name, location, website:
Fenty Beauty
UK, London
<https://www.fentybeauty.com>

Average price:
Face Products: £15 - £46
Eye Products: £17 - £42
Lip Products: £15 - £22

Strengths:
Reputation for innovation and high performance products
Strong social media and online presence
Inclusive shade ranges
Rihanna as face of brand
Quality products

Weaknesses:
High price - not accessible to everyone

4 SCOPE • BEAUTY

Market & Competition

4.6 | Scope Beauty (SWOT)

Scope Beauty is attempting to enter into the beauty market which is a highly competitive and saturated market. However through research Scope Beauty has identified a key market opportunity that is currently not being fulfilled within the drugstore department. There is a lack of brands that focus on being diverse and inclusive at a price point that mirrors this: currently this seems to be a concept limited to premium brands which is a price point that is inaccessible to some people. A key strength for Scope Beauty is that they are offering products that are inclusive to a wide range of demographics which ensures they have a wide and expansive range of consumers who will be looking for products. As Scope Beauty is entering this sector as a new brand there will be no initial brand recognition: this will be addressed through marketing and an initial launch that looks to make an impact and to make the brand credible.

Strengths

- Inclusive shade range for all skin tones
- Social media presence
- Accessible price range
- Colourful and 'Instagrammable' packaging
- Strong brand identity with a focus on the consumer

Opportunities

- Expansion of product ranges - nails, skincare, fragrance etc
- Eco friendly packaging
- Further expansion into international markets

Weaknesses

- Lack of reputation as a new brand

Threats

- Threat of competitor brands offering similar priced products that have built up a recognised brand name for themselves
- Competitive beauty industry with new products and brands being released constantly
- Rise/popularity for luxury/premium priced products that are from a recognised brand name
- Competitor brands are continually promoting products through special offers

8.7 | Porters five forces

Threat of New Entrants:

There is a high threat of new entrants coming into the beauty market as brands are constantly coming out with new unique selling points to make their brand stand out and seem more desirable to consumers. The beauty industry is one of the biggest and fastest growing markets (over \$445 billion) and as a result there are new brands emerging constantly that are trying to tap into this market. Brands are continuously being launched to appeal to a younger 'Instagram' generation that want products that visually look beautiful as well as with high performance. Scope beauty taps into this market by offering affordable products (that in comparison are cheaper to competitors) that sits in the drugstore category: this offers the same consumers a product that is cheaper to purchase but gives them the same results and experience.

Threat of substitutes:

Again the threat of substitutes is high in the beauty and makeup industry as there are so many brands available. It is likely that consumers are able to find similar performing products from premium to luxury brands but this is something that the majority of consumers are unwilling/unable to access. Scope beauty counteracts this by offering products at an affordable price that consumers are able to buy into. With the products being low priced there is little to no threat of counterfeit and imitation products.

Bargaining power of suppliers:

Scope beauty are not reliant on specific suppliers to deliver and manufacture their products and this is something that we can be flexible with. It is important however that the suppliers are a company/companies that we can work with to deliver quality and inclusive products at a reasonable price whilst remaining ethically produced.

Bargaining power of buyers:

As a start up brand customers will have a large amount of power over the brand as it has not yet been able to establish itself and build a brand identity or reputation. As a result of this Scope beauty will have to listen and address any concerns that consumers have and is therefore vital that we engage and interact with consumers to understand their viewpoints and needs.

Competitive rivalry within a industry:

Competitors include Sleek Beauty, Rimmel, Maybelline and The Ordinary. These competitors are strong and have an existing brand reputation and following in the drugstore sector. Many of these brands have a British origin and heritage and use this as a unique selling point along their low price point. However they are missing a large proportion of potential consumers by offering limited shade ranges which is forcing people to consumer higher priced brands; this is where Scope Beauty fits in to the market.

5 SCOPE • BEAUTY Marketing & Sales Plan

5.1 Marketing Strategy

Scope Beauty's marketing strategy revolves around the consumer and creating a brand that they will ultimately want to buy into. The pricing of Scope Beauty has been created so that it is competitive within the drugstore sector, but also competitive against the premium priced brands who are perhaps offering similar priced products. In terms of the distribution, Scope beauty will focus on digital platforms alongside physical store space. Distribution will include:

- Concession within Superdrug stores across the UK
- Shoppable Instagram platform
- E-Commerce Site
- Launch in Selfridges with pop-up stand

5.2 Promotion of Scope Beauty

Scope Beauty will primarily focus on digital platforms, particularly within the first year, as this will help to attract and engage with a large number of consumers in a way that is cost effective.

- Instagram will be a vital component in the promotion of Scope Beauty with paid for advertisements appearing on the platform. Alongside this, to raise brand awareness paid partnerships with influencers will be run; this will take place within a few months of launching the brand to ensure a gradual growth in brand recognition.
- Youtube will be a key platform within this as it will allow influencers (both micro and macro) to talk about the products: these will be sent to key influencers at the launch as consumers respond best to hearing another person talking about products. Once shared on the various social platforms word of mouth will be key in promoting Scope Beauty alongside search engine optimisation (SEO) to ensure that potential consumers are hearing about, and can find the brand.
- In terms of the launch in Selfridges, this will last for the duration of one month and will be based in the London store. Here the full range of products will be displayed with brand ambassadors being there to talk and educate people about the brands ethos. Alongside this a promotional video will be played and stickers handed out to engage with potential consumers.
- In regards to Superdrug, the display stands will reflect the brands colourful and fun identity and the full range of products (particularly skin shades) will be stocked.

5.2 Bringing the Promotions to Life

5.2.1 - Logo Stickers used for Launch



5.2.2 - Foundation Bottle Packaging

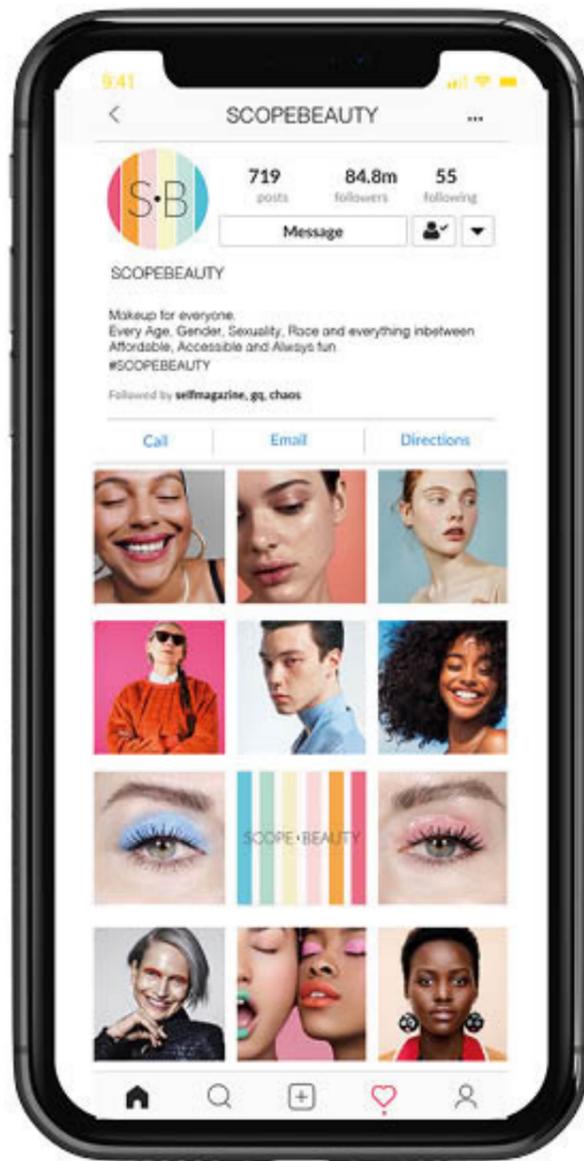


5.2.3 - Brand Logos, main and emblem

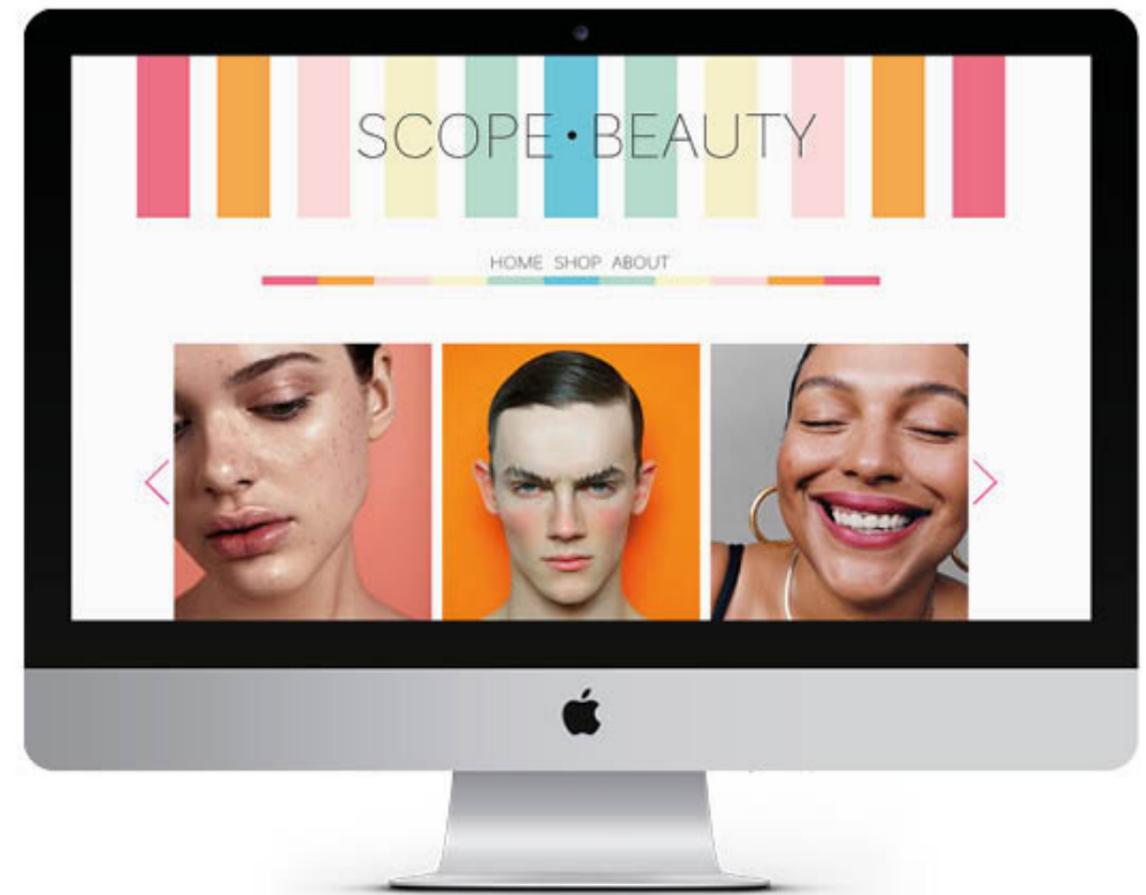


5 SCOPE • BEAUTY Marketing & Sales Plan

5.2.3 - Scope Beauty Instagram Feed



5.2.4 - Scope Beauty Website Home Page



6 SCOPE BEAUTY Operational Plans

6.1 Key Business Relationships

Scope Beauty's first key relationship will be with the manufacturing company of the products. The company chosen is Viaderm Limited who are a health and beauty manufacturer and have over 10 years experience and knowledge. Their factory and warehouse is based in the UK and they are an accredited member of the British Contract Manufacturers and Packers association.

The second key relationship will be with the drugstore brand Superdrug. Scope Beauty are looking to stock the full range of products in their stores across the UK as this aligns with the targeted consumers. Young girls are likely to go into their stores with friends to spend their pocket money and it is also accessible to older consumers who just want to grab their products.

Scope Beauty's relationship with Selfridges will also be instrumental in setting up the brand particularly within the first year. Selfridges has been chosen for the launch as they champion British born brands, they are increasingly looking to target younger consumers and have begun bringing in younger beauty brands including Korean brands that appeal to this consumer. Selfridges are likely to want to work with Scope Beauty as they provide a younger consumer demographic with an authentic message that is likely to sell.



6.2 Relationship 1: Viaderm Limited

Organisation:

Viaderm Limited UK are a cosmetic manufacturing company that specialise in high quality colour products. They are a registered under necessary health and safety regulations to ensure safe production.

Service provided:

Viaderm Limited is a key partner as they will be responsible for the production of the products as well as storing these in their warehouse.

Relationship status:

Relationship is based purely on operational aspects and focuses of the manufacturing of Scope Beauty products.

Key terms of the relationship:

Key terms include:

- Producing a set amount of Scope Beauty products for a predetermined price
- The safe storing of products for set time period

6.3 Relationship 2: Superdrug

Organisation:

Superdrug are one of the UK's leading drugstores and focus on supplying health and beauty at an affordable price point. They are located across the UK and are easily accessible to the public.

Service provided:

Superdrug will provide Scope Beauty with a space to sell their products in stores across the UK.

Relationship status:

Superdrug and Scope Beauty's relationship will be focused on distribution and will be purely transactional with discussions being around stock and sales with the Superdrug buyers.

Key terms of the relationship:

Key terms include:

- Stocking Scope Beauty products in selected Superdrug stores across the UK
- For staff to keep stands stocked, clean and tidy

6.4 Relationship 3: Selfridges

Organisation:

Selfridges are one of the UK's most well known department stores within the UK and has a global recognition. They are known for having the UK's largest beauty department and are currently focusing on younger consumers.

Service provided:

Selfridges will provide Scope Beauty with a space for the launch of the brand. This will give Scope Beauty access to a large number of people as there is heavy footfall within Selfridges London.

Relationship status:

This relationship will focus on the first year of the launch and will revolve around creating excitement around Scope Beauty. If the launch goes well there is a possibility for a permanent stand within Selfridges.

Key terms of the relationship:

Key terms include:

- Providing a space for Scope beauty to host the pop up stand for the launch

6.4 | Operational Considerations

6.4.1 Current Staff

Currently no staff are being employed to work within Scope Beauty. At this stage of the business it is currently being managed and set up by myself.

6.4.2 Future Staff

To help with setting up and running of Scope Beauty it will be crucial to hire someone with financial expertise as this is an area that I have little knowledge of. This person will be able to help with the logistical side of the business to ensure that we are producing the right amount of products and gaining the desired profit. This person will be able to look after the business side of things which will leave me free to concentrate of the marketing and creative side

6.4.3 Operation

In the first 1 to 2 years of setting up Scope Beauty the business side of things will be run from hot desks in order to keep costs to a minimum. The products themselves will be created in by an external manufacturing company and held in the warehouse: this will allow myself to focus on the marketing of Scope Beauty

6.4.4 Cosmetic Laws and Regulations

One of the key regulations within the EU and the UK is that surrounding the labelling of products; each product has to list the full ingredients as well as expiration dates alongside other important details. Regulations will also have to be put in place within the manufacturing process to ensure that the products created align with safety guidelines.

6.4.5 Insurance

A quote has been given by Digital Risks Insurance for a general liability contents and equipments and commercial legal protection cover for Scope Beauty that can be set up when needed to ensure the safety of the entire company (please see cashflow forecast in section 8 for prices)



9

SCOPE BEAUTY

Appendix

9.1 | Marketing Mix

Product:

Scope Beauty aims to produce products at an affordable and accessible price point with a focus on creating a high quality that challenges those premium priced brands. From the brands inception one of the key philosophy's is about inclusivity, regardless of the persons race, gender, ethnicity or sexuality. It is because of this that the products are created with this in mind with shade ranges being expansive and diverse: this is an area that is being missed out upon in the drugstore market. Visually the products themselves have a unique and bold design that stands out from competitors and gives a sense of added value to the consumer. It is these three things that form the basis of Scope Beauty's USPs. The product range will start with a narrow selection of make up items with the focus being on getting an inclusive range of colours within each product. This can then be expanded beyond the colour cosmetic department to include skincare, lifestyle and haircare.

Price:

The price is marketed at being within in the drugstore sector which means that prices are low and competitive. This is to ensure that everyone can have access to Scope Beauty's products as it is the brands belief that inclusive makeup products should not be limited to a higher price point where not everyone can afford them. The pricing is competitive in comparison to other drugstore makeup brands which ensures that consumers are not swayed by cheaper brands.

Place:

Scope Beauty products will primarily be available in Superdrug stores across the UK alongside their online platforms that will include an e-commerce site and a shoppable Instagram platform. To launch the products a pop up in Selfridges beauty hall; this will target Consumer 2 (see page 11) and create a credible excitement around the brand in what is a competitive market. In terms of the physical appearance, stands and displays will utilise the 'rainbow' colours as seen in the logo which represents a scope of colours. This stands out, particularly in the drugstore market, as competitors use predominantly primary and bold colours.

People:

People will be dominant on the brands social media as well as on the pop up launch in Selfridges. Scope Beauty is at its core about creating products for people and because of this it is important to get this across through images of real men and women using products to create a motivational drive to encourage other people to purchase. The people chosen to represent the brand will need to be positive and enthusiastic about the brand - people from a range of backgrounds, ethnicity's, races, genders and ages will need to be visible so that it aligns with the brands beliefs. In the drugstore there will not be people from Scope Beauty on the stands.

Promotion:

Scope Beauty will communicate with consumers primarily through their social media with a focus being on their Instagram platform as this is the most visual. Advertising will be consistent with the brands visual identity and will consist of lots of colour to convey the idea of a rainbow and a scope of colours. The people used to model and promote the products will be a diverse range that are inclusive and representative of a wide range of people to ensure a positive and diverse range of consumers and enticed into the brand.

Physical evidence:

Scope Beauty's packaging is representative of the brands identity and who the brand is and who they are trying to be. All materials will be colourful to get across the idea of a scope of colours with the idea of a rainbow and shades: this can also be interpreted as the LGBTQ flag and inclusivity in this sense. The overall brand should feel genuine from the start.

Process:

Products will be easy to purchase and will be readily available to consumers. They will have the choice of purchasing in store or online through either the website or Instagram. This will allow consumers to feel and experience the products in real life and to ensure they get the shades right alongside the convenience of shopping online.

E. Jerome McCarthy 1960s

9.2 | Brand Identity Prism

<p>Physical/Brand physique: Brand and products are based around being inclusive and diverse Affordable/accessible to consumers Low price point allows for experimentation Easy to use Fits seamlessly with the consumers</p>	<p>Personality: Inclusive and Diverse Individual Fun Easy</p>
<p>Relationship: Products are affordable and are towards the bottom of the pricing scale Products created for real people in mind</p>	<p>Brand Culture: Focuses on giving real people quality and inclusive products that are made for them as individuals</p>
<p>Customer reflected image Products are suitable for consumers of all ages and demographics Products are affordable Products are accessible Inclusive and universally accepting of individuals</p>	<p>Customer self image Customers feel confident in themselves and who they are as an individual Consumers can have fun with their individual style and personality</p>

Source: Kapferer & Bastien, The luxury Strategy 2009

9.3 | PESTLE

<p>Political Impact on sales due to Brexit Parliamentary issues within Europe Political uncertainty leading to slowdown in spending UK withdrawing from the EU will affect political, economic and legal aspects - this may mean that shopping and purchasing may become less of a priority for consumers</p>	<p>Economical Labour costs increasing Stronger Euro that could prevent Asian tourists from coming to Europe to purchase pro</p>	<p>Social Lipstick effect Varying demographics within countries that brands need to consider (social behaviours within countries) Social media showing items and products - brands are unable to control what people are showing and seeing of their brand - Diet Prada style accounts also affect this brand reputation Recognition of a need for diversity Social media fuelling younger peoples desires to meet/surpass beauty standards</p>
<p>Technological 3D printing to make products Increase of automation within businesses AI and AR Drones Immersive technology (projections) Holograms Digital Assistant's Advancements in scientific research helping to the production of new products</p>	<p>Legal Health and safety laws in regards to cosmetic products Consumer law (consumer protection) Copyright laws Animal testing is a legal requirement in China Products must be properly labelled</p>	<p>Environmental Weather conditions that stop deliveries and work Sustainability of a business Recycling Green products and services People wanting more natural based products/ knowing what is in the product Reliable packaging Microbeads banned in cosmetic use</p>

9.4 | Business Model Canvas

<p>Key partners:</p> <p>Superdrug Cosmetics company Selfridges PR team Instagram</p>	<p>Key activities:</p> <p>Instagram development Designing of packaging Product design/creation - formulas - work with a larger company?</p>	<p>Key resources:</p> <p>Staff Internet Office space? Factory/where products are made Printing of packaging for bottles - is this same as factory?</p>
<p>Value Propositions:</p> <p>An inclusive range of shades Diverse Instagrammable packaging Accessible price Light hearted brand with a focus on community - gives consumers products that work for the individual Affordable prices that are accessible to consumers - even those who are not specifically interested in beauty products and who want products that work.</p>	<p>Customer Relationships:</p> <p>Face to face interactions through pop up Visiting stands in Superdrug Online Third party contractors? Cult beauty? Selfridges? Products sold on Instagram - directly through brand or through sub parties?</p>	<p>Customer Segments:</p> <p>Consumer 1: Teens purchasing first/entry level makeup Consumer 2: older teens and young adults who use makeup on a daily basis Consumer 3: Older consumer that is not explicitly interested in makeup Consumer 4: People who don't feel like they belong</p>
<p>Channels:</p> <p>Social media - Instagram focus - expanding to youtube? PR? Community element - including everyone Targeting blogs/influencers? Putting products on platforms where consumers are operating Cost structure:</p>	<p>Revenue Streams:</p> <p>Products Clicks on Insta? (pay per view)</p>	<p>Cost structure:</p> <p>Insurance? Hiring of staff Production Office</p>

Alexander Osterwalder & Yves Pigneur, 2010

9.5 | DRIP Model

Differentiate	<p>Scope Beauty is able to stand out from competitors. In terms of the visuals of the brand, the packaging itself is different from the majority of other drugstore beauty brands as it utilises pastel colours in the colours of a rainbow. Not only does this coincide with the brand inclusive identity but it also appeals to a younger audience as it is fun and age appropriate for everyone: it also ensures that the brand is not attached to a specific gender. Another key differentiation is Scope Beauty's shade range for base products as well as the overall inclusivity that goes beyond people's skin colour. This is unique within the drugstore market and gives consumers the incentive to purchase over competitors. Scope Beauty acknowledges that the beauty market is a saturated and competitive place sector to launch a new business, however it is evident there is a gap in the drugstore market for these products as it serves a growing consumer demand.</p>
Reinforce	<p>Scope Beauty's brand identity is reinforced through their channels of communication which includes social media platforms, e-commerce site as well as the physical packaging and displays. The brand's sense of community and inclusivity will be reinforced through all communications with the content created feeling genuine. The overall brand is focused on being fun and creating products for everyone who wants them.</p>
Inform	<p>Scope Beauty is predominantly using Instagram to make people aware of the brand as this is where a large portion of consumers are, especially those within generation z. This allows for a community to be created around Scope Beauty where people can engage and interact with both the brand and one another. In addition to this the launch event that will be held at Selfridges will ensure the brand gains a credible name for itself as well as attracting consumers instantly to the brand. It will allow customers to experience and try out the brand's products for themselves and will give them a physical engagement where they can learn for themselves about the products and Scope Beauty's aim.</p>
Persuade	<p>Scope Beauty are able to persuade consumers to purchase their products over competitors by offering products at a drugstore price point: this is something they will be unable to find from a competitor without looking to a more premium brand. Offering consumers a sense of community should ensure that consumers remain within the brand.</p>

9.6 | Brand Equity: 6 Steps

Recognizability	Scope Beauty is distinct and easily identifiable to consumers through their packaging and the display of products. It utilises softer pastel colours to stand out in the drugstore market where other competitor brands use bold, blocky colours. Scope beauty is distinguishable to and recognizable to consumers as there is a clear message of inclusivity that is evident through all communications.
Memorability	Scope Beauty sets out with a target for including every person that is looking for a colour cosmetic product regard-less of age, gender, ethnicity or skin colour. The brand is genuine from its inception and this stands out in the drug-store market place which in turn stands out to consumers. This message is conveyed through the rainbow style col-ours as well as the brand name of 'Scope' which encourages the idea of a range of people.
Favourability	Scope Beauty can be considered as 'better' over other brands because it is authentic in the way it approaches beauty products and the meaning behind this. It does not try to be 'cool or 'edgy' and instead accepts that people come in different colours with different backgrounds. This is highlighted through an inclusive range of products that will be available to all people.
Distinctiveness	Scope Beauty sees itself as having three distinct unique selling points: <ol style="list-style-type: none"> 1. Accessible, drugstore price point 2. Diverse and inclusive shade ranges 3. Fun and Instagram worth packaging <p>These three aspects have been fundamental in the formation of Scope Beauty and aligns with the core beliefs surrounding inclusivity and make up being available to everyone who wants it. The packaging of the products focuses on giving added value to consumers.</p>
Preferability	Customers are likely to make repeat purchases from Scope Beauty as they are being offered products that they cannot get from other brands at the same price point. This, along with the wide shade ranges will encourage consumers to return back to Scope Beauty for their makeup needs as they are unable to get the same thing from other brands. Also, Scope Beauty has a community feel about it and this will ensure that consumers stay within the brand as they will have built up an emotional connection to it.
Satisfaction	Scope Beauty has a community aspect surrounding the brand that will be communicated through Instagram and all other communications. This will create a positive word of mouth surrounding the brand. Also with an expansive range of shade colours, consumers are likely to talk about it with their friends and recommend it particularly because of the low price point.

9.7 | Keller's Brand Equity Model

Brand Identity:

Scope Beauty are able to stand out in the drugstore market as they are offering an authentic range of products that look to be inclusive of a range of people. Visually the brand stands out, especially in the drugstore market as it utilises pastel colours. The brands identity is strong and coherent across all platforms and ensures a positive message of community and inclusivity. Consumers understand the brands aims and see the authenticity of Scope Beauty, they will buy into this message of inclusivity, particularly those within gen z.

Brand Meaning:

Performance - Scope Beauty's products meet consumer needs by giving them an inclusive product range at a price point that is affordable and accessible to a large number of people.
 Imagery - Scope Beauty meets consumer needs on a social and psychological level as it includes them in a brand and a community; for many people they feel like they don't belong to a brand.

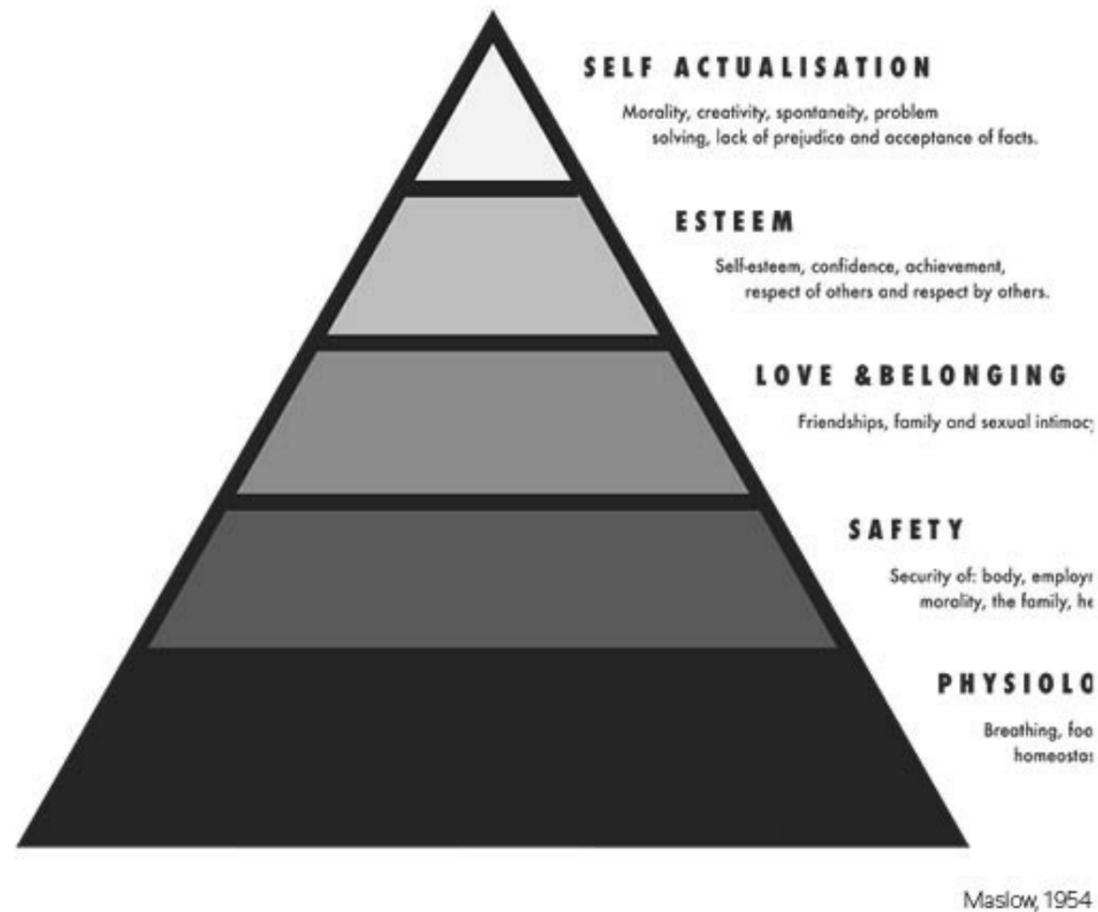
Brand Response:

Quality - Consumers see that they are getting high quality products which is being enhanced by the low and accessible price point. This price point enhances the consumers perception of the products.
 Credibility - The brand is likeable to consumers as it promotes a genuine and authentic message that people can relate to. Because of this they feel that they can trust the brand and feel that they are buying into a brand that has an element of expertise.
 Consideration - Consumers see Scope Beauty as being relevant to wider consumer needs as well as being individual to those same consumers.
 Superiority - Scope Beauty is not necessarily superior to other brands as it is offering products for a similar price point if not cheaper. However Scope Beauty is able to stand out above these by offering a diverse product range that is inclusive and genuine that consumers are wanting to buy into - particularly gen z.

Resonance:

Scope Beauty knows that the majority of the target consumers care deeply about inclusivity and social acceptance with diversity being a hot topic of conversation. Scope Beauty are promoting this same message by creating a brand that is authentic in the way it is doing this by making sure it is a part of the brand from the very beginning. A community aspect of the brand also creates a loyalty surrounding the Scope Beauty as it looks to unite people regardless of who they are.





Awareness	Currently people are unaware of Scope beauty as they are a new brand. However Scope Beauty will combat this by: Having a unique a distinct packaging that stands out from competitors on shelves. This will allow for differentiation in the market and give us a unique selling point on top of having quality products. Social media activity with a focus on utilising Instagram, YouTube and Snapchat which will allow us to reach our target demographics of a younger consumer. These platforms will deliver a lifestyle aspect to Scope Beauty and give consumers an ideal that they can buy into. This should make people more likely to buy into the brand as they are able to see what it will do for them and how it will fit into the individuals life.
Inspire	Once they have gained peoples interest Scope Beauty will be able to keep peoples engagement by offering them a wide and diverse product range at a price point that is affordable and accessible. This is unique in the drugstore setting as there are typically fewer shades of skin tones (both light and dark). This will enable a wide range of people to purchase into a brand which is something they may find difficult in competitors as there is a lack of variety: Scope Beauty will cater for those who struggle to find cosmetics to suit their individual needs and shade. Not only do we offer shades to fit everyone the products themselves are of a high quality and that sit alongside premium brands in terms of performance. Scope beauty will have concession stands in two of the UK's biggest drugstores - Boots and Superdrug. As well as an instore presence Scope Beauty will also have an e-commerce site that will be easy for consumers to browse product ranges. This makes the overall experience for the consumer more pleasurable and increases the likelihood of a purchase.
Desire	Scope Beauty creates desire by being placed in the drugstore market which makes us an accessible brand for consumers. This is one of the key selling points for the brand and is what will initially draw customers in as the low price points makes the products extremely desirable in comparison to more expensive competitors. Along with this the product range, including the diverse shade range, will entice consumers to make a purchase as Scope Beauty will cater to everyone. This will make it easy for people to purchase products and give them an overall enjoyable experience which will heighten consumers desire for products. In addition to this the packaging of the products will create desire within consumers as visually it will be beautiful and something different to other drugstore beauty brands which will make it stand out.
Action	Scope Beauty are primarily targeting a younger consumer who is unable to spend large amounts of money and beauty products but is still looking for something that performs to a high standard. This means that as a brand we can have fun with what we create to ensure customers remain interested. We are also targeting potential consumers who are perhaps not interested in the beauty industry but are still looking for a product that works for them: this means that as a brand the quality and diversity of our products needs to remain as the focus as this is ultimately what people will buy into and make them repeat purchase. These purchases are likely to be quick with little to no decision process. As the products are affordable there is little risk and with a diverse shade range consumers will quickly and easily be able to pick out their products.
Retention	We are able to keep our consumers engaged by again ensuring that our products remain of a high quality which will encourage consumers to return to the brand as well as sharing with friends and family. As we are operating at a lower price point it is vital that the products are able to perform otherwise consumers will look at spending their money in premium brands where the quality is likely to be high. The diverse shade range should also ensure customers remain as they will be able to find colours that work seamlessly for them which is something that many other brands are not able to offer - or at least not for the same price point.

