

GEN BEAUTY

BEAUTY BAY

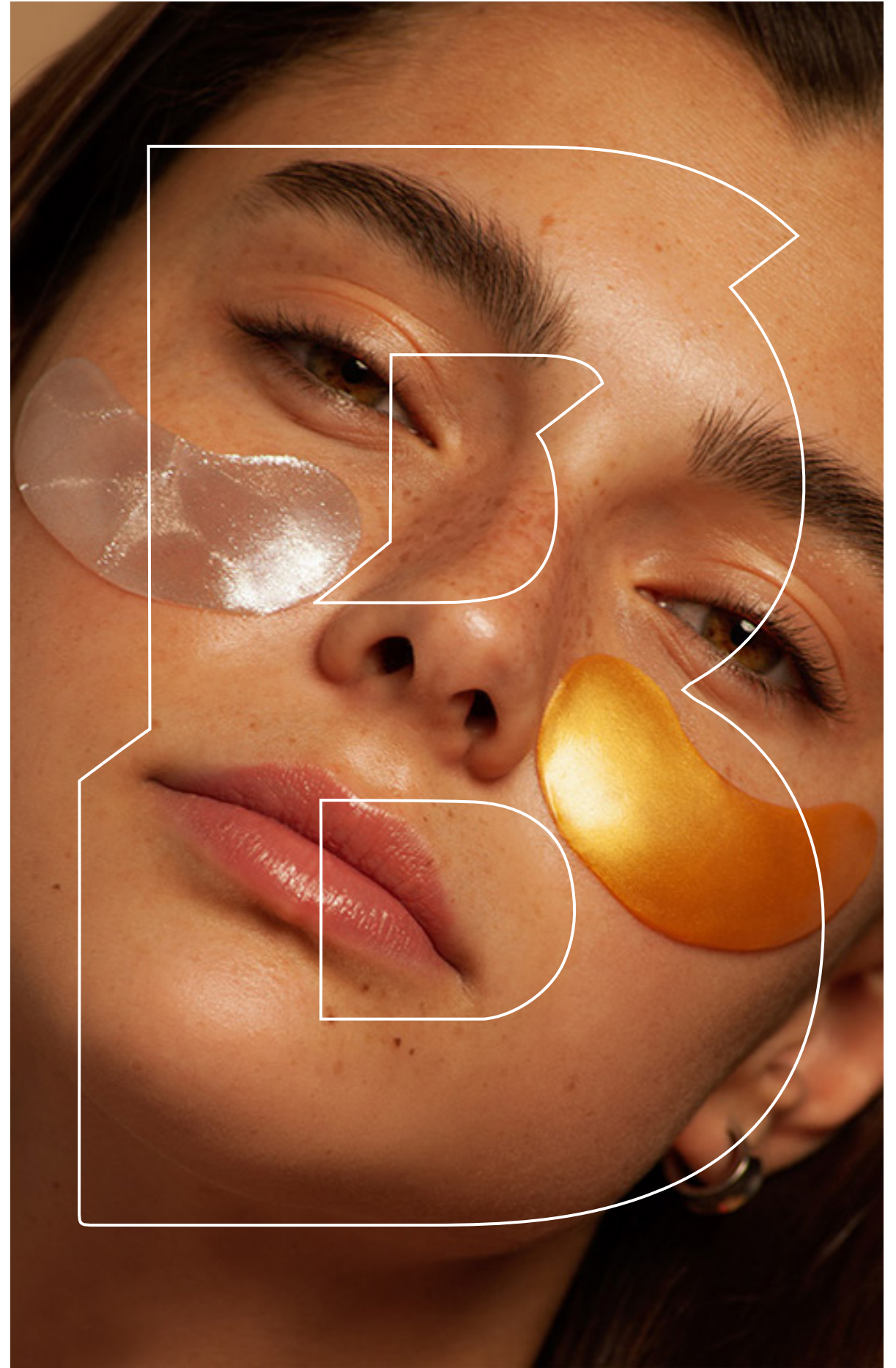


PROJECT PROPOSAL

This proposal consists of an in-depth explanation on how Beauty Bay fill a current gap in the market by sub branding and realising a product line that fuses both cosmetic and skincare together. It will describe all the necessary steps that will be executed in order to successfully establish the sub brand alongside Beauty Bay as a company.

Extensive research will also be important to establish the sub bran in the beauty industry and stand out from the competition saturating the market. Research and evidence will also be vital to supply the demand in the market and appeal to the consumer. By committing to a thorough investigation, this will provide a detailed rationale which can then be followed with developing a clear brand identity, product packaging and marketing and communications plan.

The project will also consider budgets, time management, competitors and resources which will all be crucial in producing the best possible outcome. The analysis and organisation of the project will be just as significant as the outcomes therefore, it will be crucial to maintain good project management skills to meet time-line requirements and produce a professional outcome.



GEN BEAUTY

***BRING ON THE NEW
GENERATION OF
BEAUTY, BRING IT ON
BEAUTY BAY***

THE NEW FUSION OF COSMETICS
AND SKIN CARE BROUGHT TO YOU BY
BEAUTY BAY

THE MARKET AND CLIENT

EXPLORING THE BEAUTY SECTOR, COMPETITOR
ANALYSIS AND THE CUSTOMER PROFILE FOR
BEAUTY BAY

This business will operate by business to client as this concept offers a communication strategy which penetrates the Gen Z market by filling the gap to full fill demands. This will target consumers who are interested in both the beauty and skincare market who are looking for new products and innovations. With this concept, it will allow development within the sector as the market shows potential for growth within in field as few brands have yet to expand into the market. This will operate in the creative environment focusing predominantly on branding, communication strategy as well as campaign approach. These services will cover a several diverse categories of branding and communication such as brand identity, content creation, packaging development, e-commerce, social media and influencer marketing. These diverse categories will allow the business to optimise engagement so workload is obtainable. This will broaden the scope of the launch to reach higher levels of engagement to reach out to consumers with different personalities, preferences and skill levels. By applying different methods to these services, it will encourage more interest towards the sub band and will interact with it's consumers. This sub brand will sit alongside its parent company, Beauty Bay as well as other competitors such as Glossier, Morphe 2 and Rare Beauty. Other skin care and beauty brands may impact on the development of the sub brand as the industry is constantly evolving and products that once were hyped have been duplicated and replaced. In order to develop, the sub brand will need to establish themselves within the market and build hype around the launch and products to stand out from competitors and most importantly build customer loyalty in hope for returning sales. This sub brand lies within the beauty and skincare sector but will stand out by the fusion of the two industries creating innovation with products, paired with an engaging communion strategy and strong brand identity.



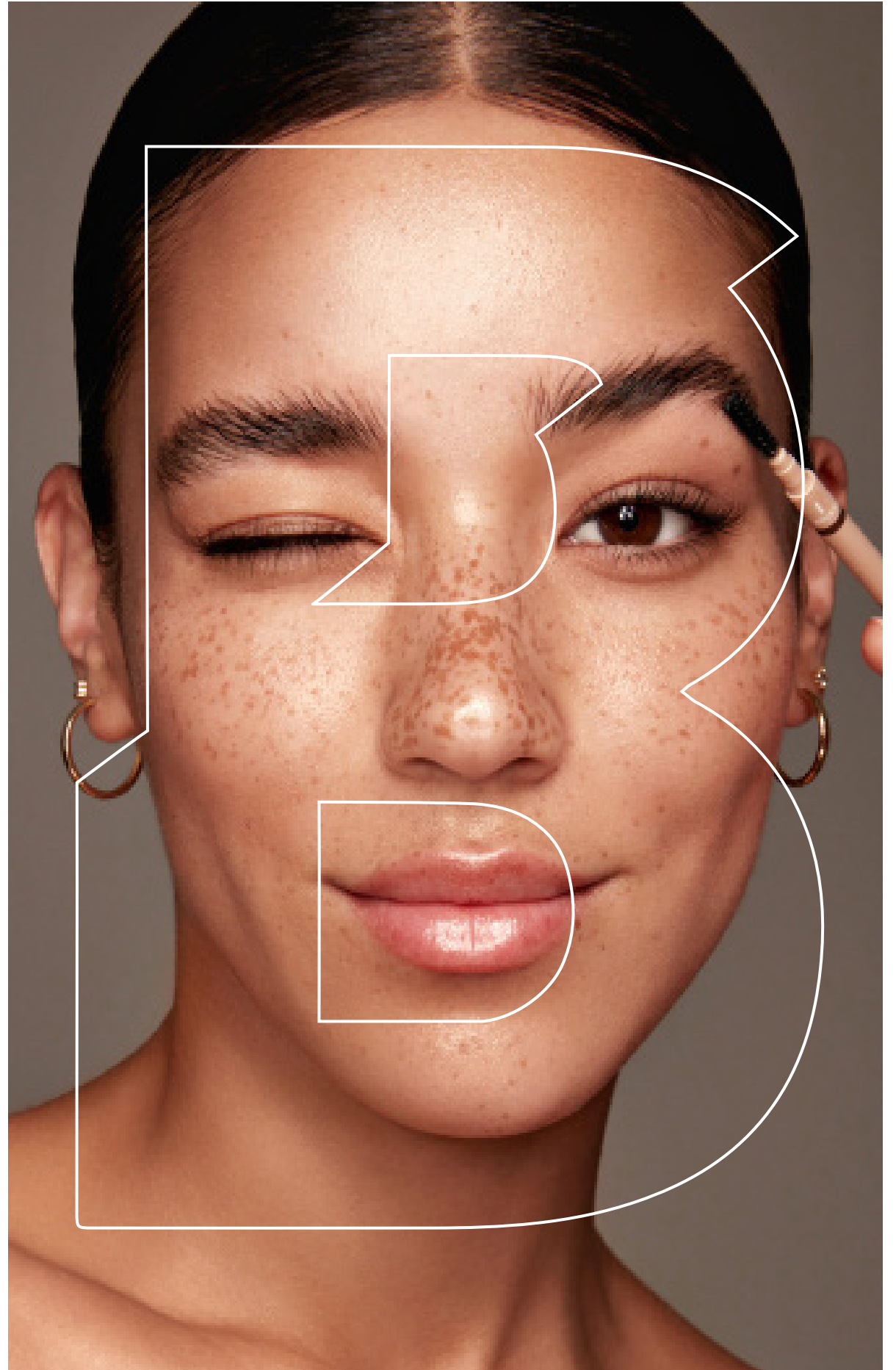
GENERATION



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The target market will be predominantly females aged between 18-25 and a secondary market of males and females between the ages 26-32 who are interested in beauty and skincare. The predicted client will be aware of different formulations and have basic to expert knowledge of the beauty industry. Therefore brand communication and identity are of importance to the client. It is because of this that research into product innovation, ingredients/formulas, packaging and brand messaging will help engage the client and optimise the reach. The client is likely to have a limited budget when it comes to purchasing beauty and skin care goods due to the majority being in education or starting out in their carrier. Other clients would consists of the marketing team including the marketing, social media, influencer and communications mangers as well as the product development, branding, public relations, e-commerce, buying and merchandising teams who would follow up plans and bring them into fruition. It is important that these teams are engaged and informed around details of the plans as they will be able to determine if the idea is viable and in-line with Beauty Bay as a company. The sub brand will allow the company to diversify products and create an independent brand persona to segment the market to gain a more effective marketing communications plan. The sub brand will offer quality products at an affordable which will fuse both cosmetics and skin care together. Products will offer a wide rage that benefit all skin types as well as tones. Communications will be viable by the marketing team and collaborative between the different departments of Beauty Bay. Interactive elements will allow both brand and consumer to build a relationship whilst making sure that the social media team keep up to date with content and competitions to keep engagement levels high alongside the PR and e-commerce teams. The inclusion of the sub brand will allow Beauty Bay to grow as a team as well as in the market innovating products which fit the need of the consumers.

The sub brand will be based in the headquarters of Beauty Bay in Manchester where the marketing team and warehouse can be found. All operations will take place here as it allow collaboration to happen between the departments. Products will be listed through the Beauty Bay website which can be accessed globally as this will be the most assessable platform for consumers to purchase any products. Beauty Bay current ship globally with additional costs which means the sub brand will be able to assessable to other countries optimising the reach. This platform shows the most scope when reaching the consumer due to the vast shipping ability of Beauty Bay. With the COVID-19 pandemic it means that communication between teams can be done remotely through Microsoft Teams, ZOOM calls and other video sharing services. This would ensure collaboration between departs can still be achieved and any decisions with regards to the sub brand is still obtainable. Suitable equipment to support these programs should already be supplied by Beauty Bay to achieve this result. Launch events will be moved to these platforms keeping to government guidelines and ensure the safety to all participants. The sub brand will be able to use a multichannel approach and all platforms should link to the Beauty Bay website where these products can be accessed. Brand identity, package design and communication plans should all translate onto these platforms to optimise engagement for a successful launch.



GEN BEAUTY

THE NEW
THE NOW
AND THE TOMORROW

INNOVATING THE WAY IN WHICH
BEAUTY IS PERCEIVED

ADDRESSED OPPORTUNITIES

EXPLORING THE GAP WITHIN THE MARKET AND
WHAT CAN BE DONE ABOUT IT



The gap in the market that is being addressed here is the fusion between the beauty and skincare market to deliver innovative products that fits the need of cosmetic products with additional of skin care benefits. Both industries generate high revenues but little has been done to fuse the two markets together. Skin care and cosmetics products are sold in separate categories with the exception of CC and BB which can translate into both markets. Cosmetics companies are beginning to dabble into the skin care market with a higher amount of skin care lines being released than ever before. It is because of this that the market is becoming saturated and majorly competitive. Often, brands are not transparent as to formulations which show small amounts of active ingredients being diluted by water causing the product to be unfit for purpose. Many consumers don't know which type of skin they have so when purchasing products it can be confusing as to which products and finishes to buy. Often messaging can become lost and active ingredients are not specified so for the average consumer it can be daunting when gaining knowledge of these products. With many products for different skin types and formulations, the market can become expensive for the everyday user as multiple products are needed in a routine especially in skin care. Skincare is often bought to counter balance the use of makeup as pores can become clogged with cosmetic products, causing skin to break out.

This sub brand fills in these gaps within the market by fusing the two elements together with formulations which supply the skin with nutrients to achieve a fresh healthy face. By including these two elements together it can reduce the amount of products needed in a routine therefore eliminating expenses for the consumer whilst delivering quality products. With a transparent communication plan the brand aims to educate and inform consumers about the ingredients in their products and the benefits to their skin type avoiding any confusion around the product. The brand will offer a solution within through these method and supply a foundation which both the consumer and brand are one. This brand will be consumer orientated focussing the needs and wants so demand is kept high as well as engagement. This will also help both the sub brand and the parent company stand out within the saturated market.

GEN BEAUTY

FIND
COMFORT
IN YOUR OWN SKIN

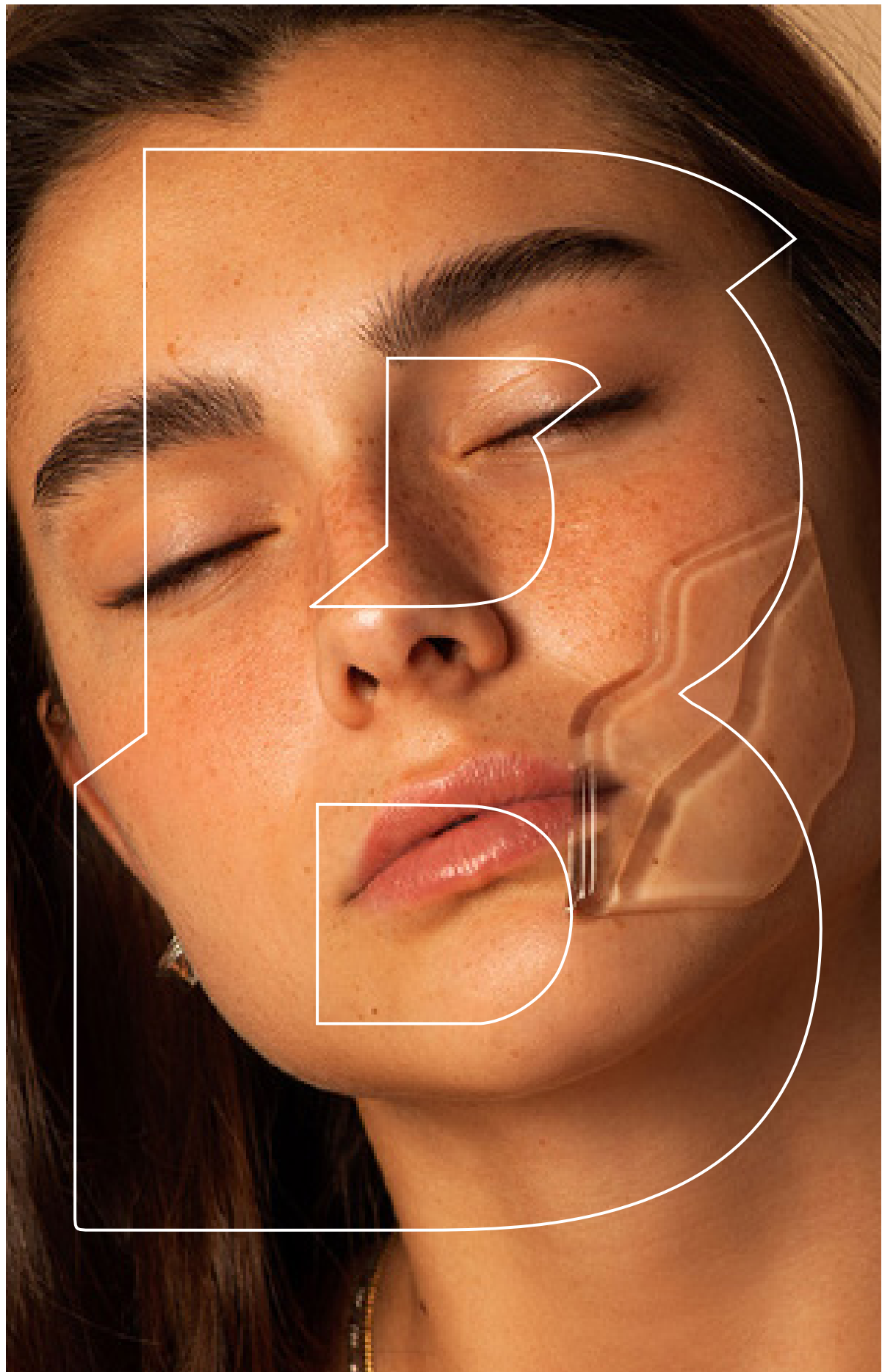
A PRODUCT THAT BRINGS PUTS YOU
FIRST AND MAKEUP SECOND

ESSENTIAL RESEARCH

EXPLORING THE MARKET THROUGH PRIMARY
AND SECONDARY RESEARCH TO GAIN A
BROADER PERSPECTIVE

Conducting primary research will be essential to gain first hand knowledge of the market through the analysis of branding, communication and campaigns from genuine sources involved in the industry. It will also be extremely useful to gain inside knowledge of the parent company with regards to audience demographics, buying habits as well as brand and customer behaviour. By receiving inside knowledge it allows the foundation of the sub brand relay the existing customer of the parent company. By reaching out to the target audience it will be beneficial as it will ensure that research and deliverables are in line with the consumers needs to build a successful launch and build on the research already collected to build an in-depth profile. Primary research will be most useful when creating deliverables to build understanding of brand messages and transparency through the eyes of the consumer. Primary research will be conducted in various ways to provide a foundation to all areas and avoid any inconsistencies in data collected. These will include the following:

1. Contact companies and industry specialists to gain information about the market and inside information. This can be achieved through social media, emails or zoom calls
2. Evaluate and pin point key themes in customer and competitor habits which could include looking into new releases, trending products through platforms such as social media, websites, PR responses and other digital platforms
3. Conduct an unbiased survey through survey money which can be sent out to the target market and used when comparing commons trends in data.



Company information

As part of my primary research I will be contacting Beauty Bay directly to gain further insight into the brand as well as gain a broader knowledge of engagement levels that may not be released to the public. This can form the foundations of the sub brand as key values will translate over to the sub brand as well as an existing audience from Beauty Bay as a brand. The research I will be conducting through the brand would include:

1. Target audience, looking in depth of Beauty Bay customer demographics, lifestyle and the returning customer. This will allow me to pinpoint the existing customer and use this as the key customer when creating the sub brand.
2. Product information, this will look into the success of Beauty Bay's own brand and analyse hero products to incorporate these elements in the product line of the new sub brand.
3. Engagement, looking into engagement levels across social media to determine what is the most successful platform and what Beauty Bay utilises the most. This would also look into subscribe rates of email as well as click to open, click through, bounce and subscribe rates to explore the possibility of an email campaign.

Competitor

Competitor research is essential in the primary research as it will allow me to gain a broader perspective of what has been done by other competitors and where the sub brand will fit within the market. It would also be beneficial to speak to the competitors as my knowledge of the sector will expand and can compare trends and struggles in the market to build a strong sub brand. This would include:

1. Competitor positioning, Looking at competition and how they can be a threat to the sub brand. What products they have to offer and how they engage the consumer.
2. Exploring sub brands, Looking into the success rate of sub branding using contacts to gain a broader knowledge.



Customer behaviour

Customer behaviour will play a large part of my primary research as it will allow me to collect data based on shopping habits and apply them to the sub brand. This would involve sending a survey to the target audience to analyse common trends. I will be able to further apply the research I gained within a previous module, Trends and predictions to compare my finding to build an extensive profile. I could conduct this in two of the following methods:

1. Online surveys, this can be disrupted easily and reach a larger group.
2. Focus groups, this would consist of around 5-6 people within the target audience through a zoom call to open the discussion around their shopping habits.

Brand impact

The impact of branding will be an interesting aspect to explore as part of my primary research as it will allow me to gain insight into branding physiology behind branding. This will entail a survey asking the target audience about key outcomes of the sub brand to build a detailed profile of the customers emotional response to the brand to then adapt any feedback to the brand. I can do this through:

1. Online surveys, looking at the response that different brands have on the consumer and how does my design translate to the consumer.
2. Contact brands, see how they adapted their brand to the consumer. Have they re branded, if so why? How important is their branding to them?



Price strategy

Solidifying an appropriate pricing plan for the sub brand is crucial to an affective brand launch. As the sub brand will sit alongside the parent company it will be important that pricing can not vary drastically to fit the consumers wants. With such importance on the pricing position, research will need to be conducted thoroughly exploring multiple revenues such as:

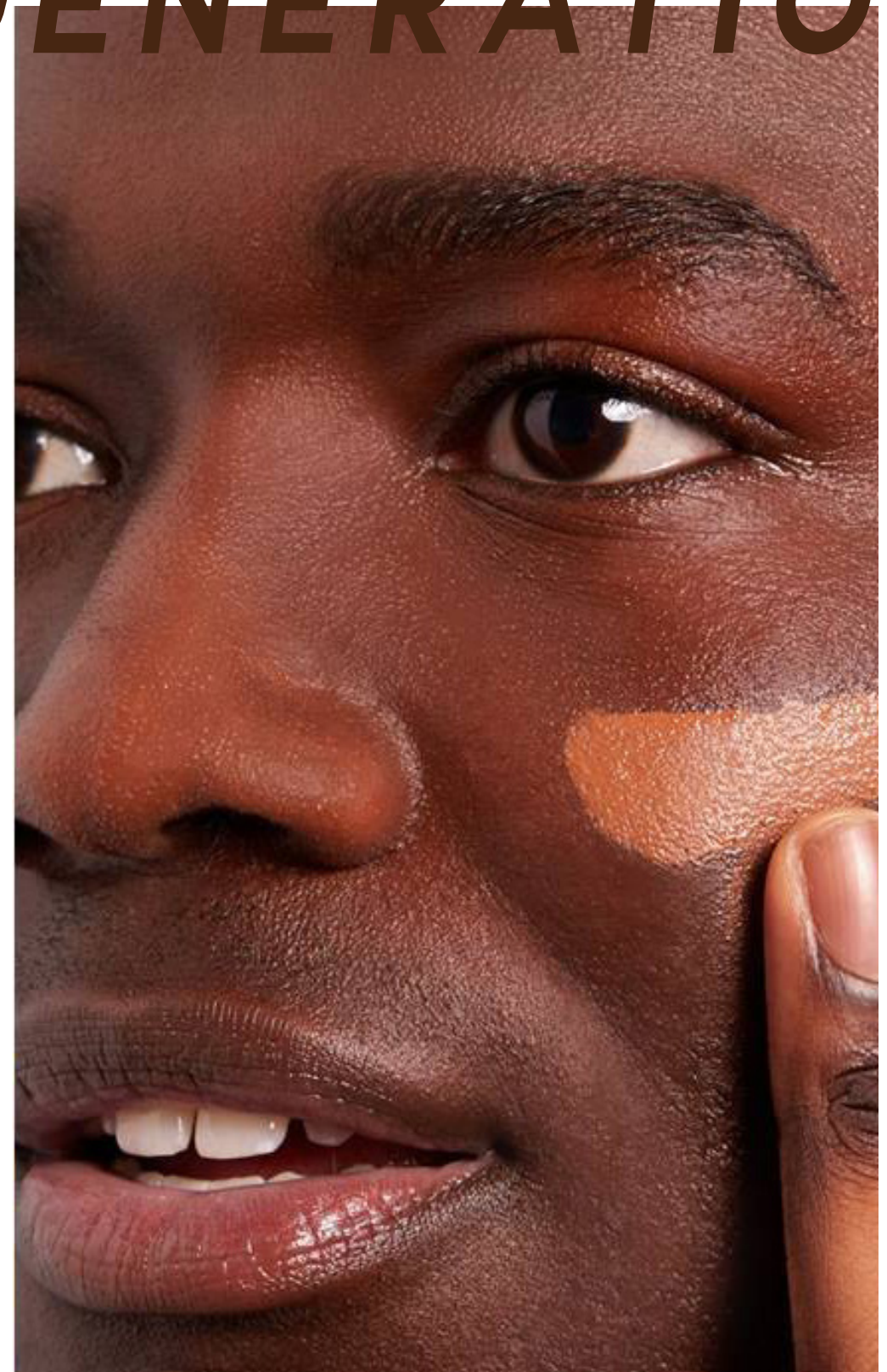
1. Contacting Beauty Bay and competitors, this will allow me to determine the average price range within the company compare to similar products within the market.
2. Reaching out to industry professionals, this will allow me to expand my knowledge from a creditable source.
3. Conducting a customer survey, this will allow me to gain a realistic price based on the expectation of the consumer.

Communication strategy

Communication strategy will play a pivotal part in the sub brands launch therefore an effective communication plan will help engage consumers and drive success for the parent company. It will be essential building a relationship between brand and consumer in hope for a returning purchase. This element also plays forms the foundations of the brand as the sub brand aims to become transparent in their communication approach so by forming a relationship with its consumers it will build brand loyalty. To form primary research around communication strategy I will need to:

1. Contact companies, looking into the effectiveness of their communications through social media, email, print and other platforms.
2. Customer surveys, look into how the consumer wishes to communicate with brands
3. Social media analysis, look into brand social media, what content are they publishing? Are there any themes? And how is the customer interacting with them?

GENERATION



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Sub Brand

Sub branding forms the backbone of this project so it is important to research into companies that have expanded into sub brands to determine if this idea is feasible. I could conduct this by

1. Talking to brands with sub brands attached, This will allow me to gain a broader prospective of sub branding coming from industry professionals and how it applies to their brand.
2. Talk to industry professionals, they have a broad knowledge on sub branding and will be able to address where issues may lay and how to make a sub brand successful.
3. Look into the engagement levels of sub brands, by looking into engagement you can start to see how some of these sub brands are received by the consumer.

Sustainable

Sustainability is a key issue but is one that is tricky within the cosmetics industry. Research will need to be conducted to see if which methods of sustainability is feasible this can be done by:

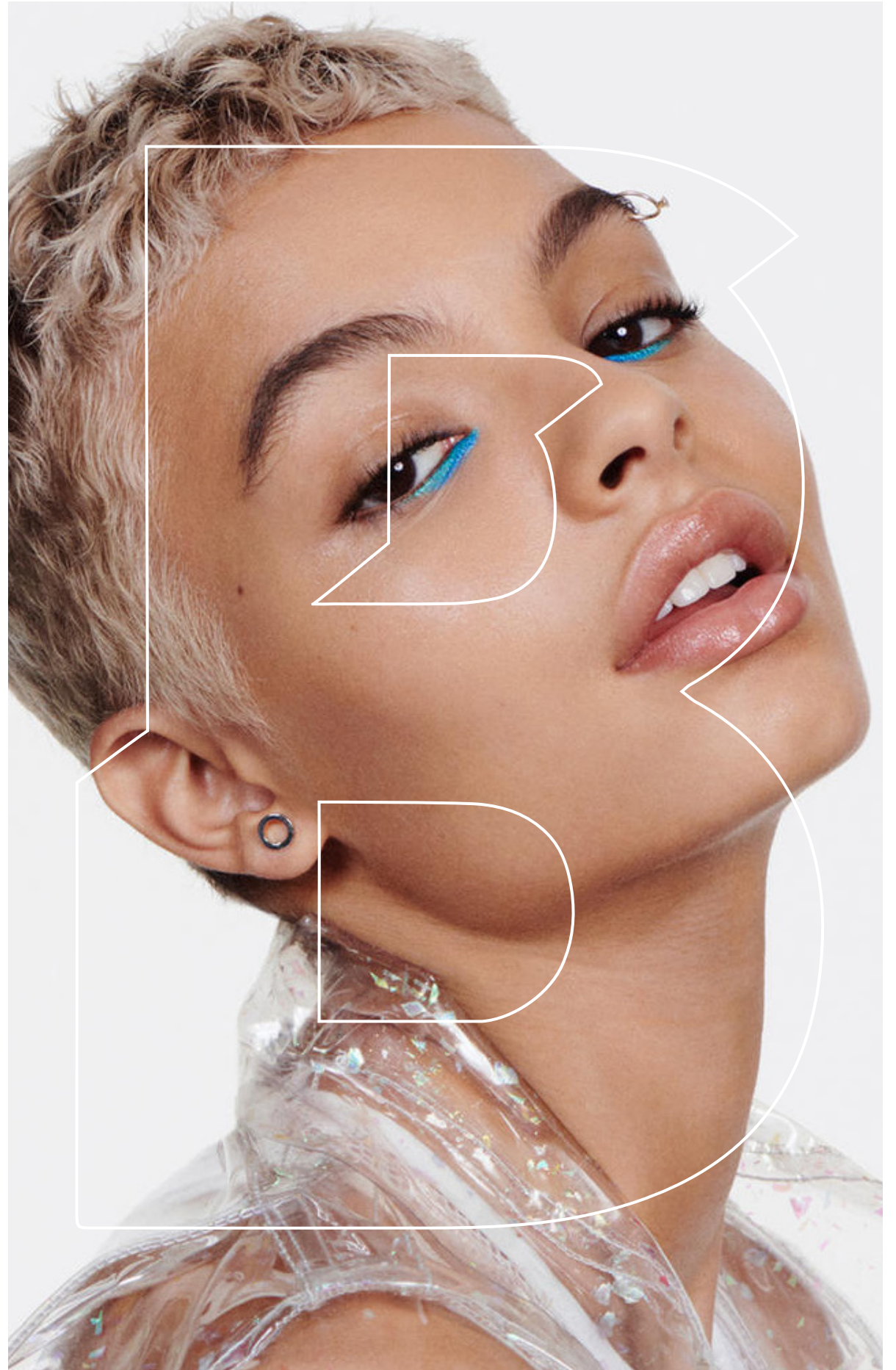
- 1: Talking to industry specialists, this will build a profile on what can be done within the industry as well as the difficulty behind it for a brand.
2. Customer surveys, this will help build a picture around the demand for sustainability in the market and if the consumer think the demand is met.



Transparency

Consumers ultimately want a brand they can trust which is why brand transparency is an avenue worth researching. This can be done by:

1. Consumer surveys, using surveys will allow me to gain a broader knowledge on the demands of the consumer which can be applied to see if transparency is of importance to the customer.
2. Contact transparent companies, by doing so companies will allow insight into the struggles and successes they may face to achieve full transparency.





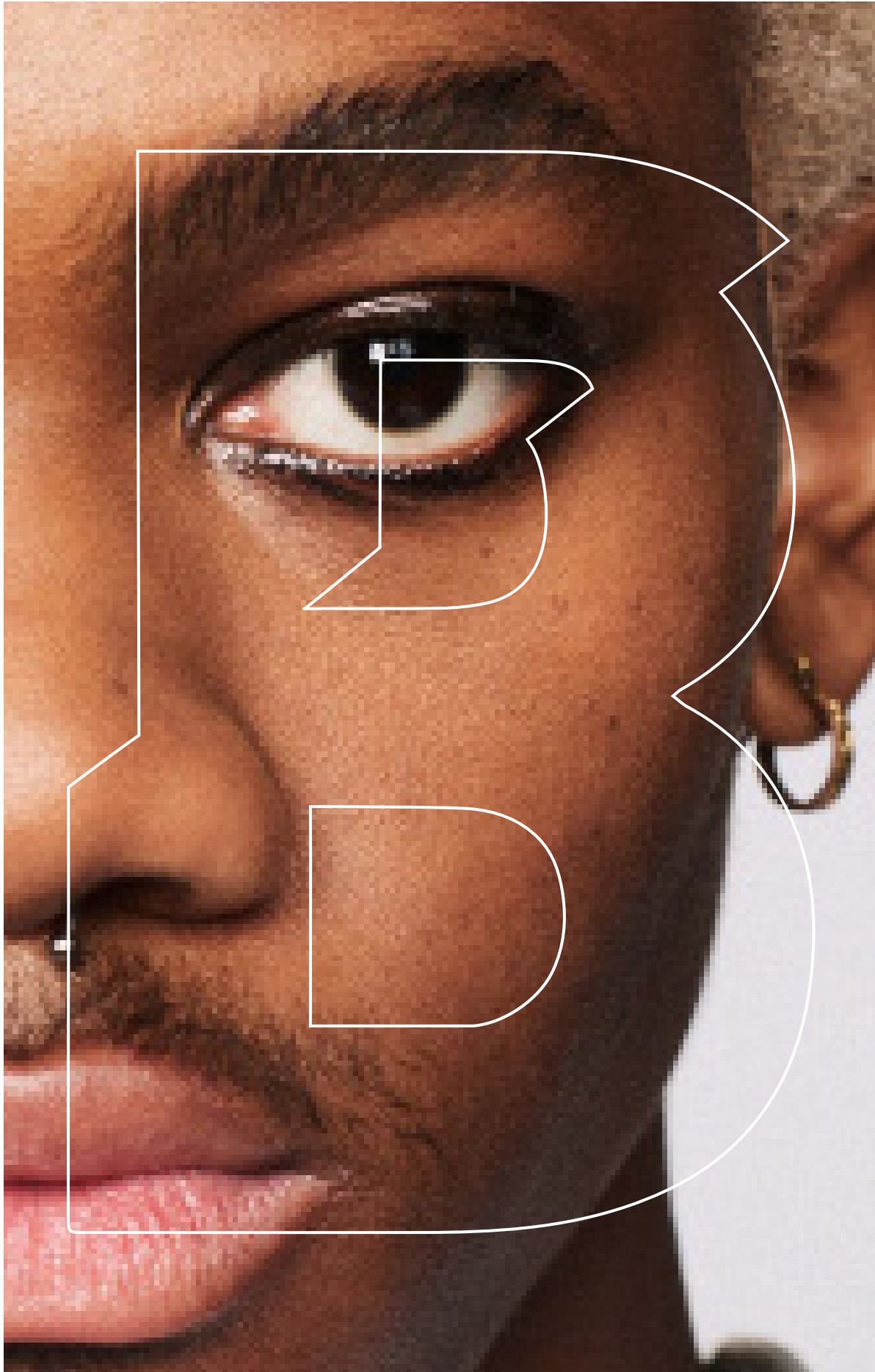
Although a large part of research depends heavily on primary, secondary research is still need to create comparisons in data and build profiles which I cant access through primary research. These sources can be extremely useful when looking into broad areas as research has already been conducted and trends and information is easier to pull out. This will give a good over view of certain research areas where as primary data will be used when creating more detailed information when it comes niche areas of research. Not every area has been researched and alimonies may be found within secondary research so when collecting secondary data is important to check the relevance and creditability of the source. I will conduct this through these methods:

1. Look at government and business reports to build profiles through credited research to build foundation of the sub brand. These will have data relevant to the brand and industry.
2. Look at creditable sites such as business of fashion, WGSN and Mintel, These sites show extensive research into the industry and can help influence decisions.
3. Visit competitor websites to build a profile of what competitors are doing and their impact within the market.

Situation analysis

Secondary resources are the best way to build an overview of the industry as well key affecting factors that could implicate the sub brand position. The direction of these resources would allow the sub brand to see if any decisions are feasible. These can be conducted by:

1. Seeking official government sources, this provides insight into legal structures, employment statistics and other various information to consider as a business.
2. Seek industry specific sources from credited sites, this will provide in depth research into a particular segment of the industry and will allow the business to indicate where gaps in the market should be filled.
3. Seek other created sources, information may cross over and be used to spot issues across multiple industries.



Target market

It is important to establish a target market when creating any launch or business. Gaining research is essential in this field as it can hinder the success for the brand. With the cosmetic industry being so broad it is import that research is detailed to capture the key market this would include:

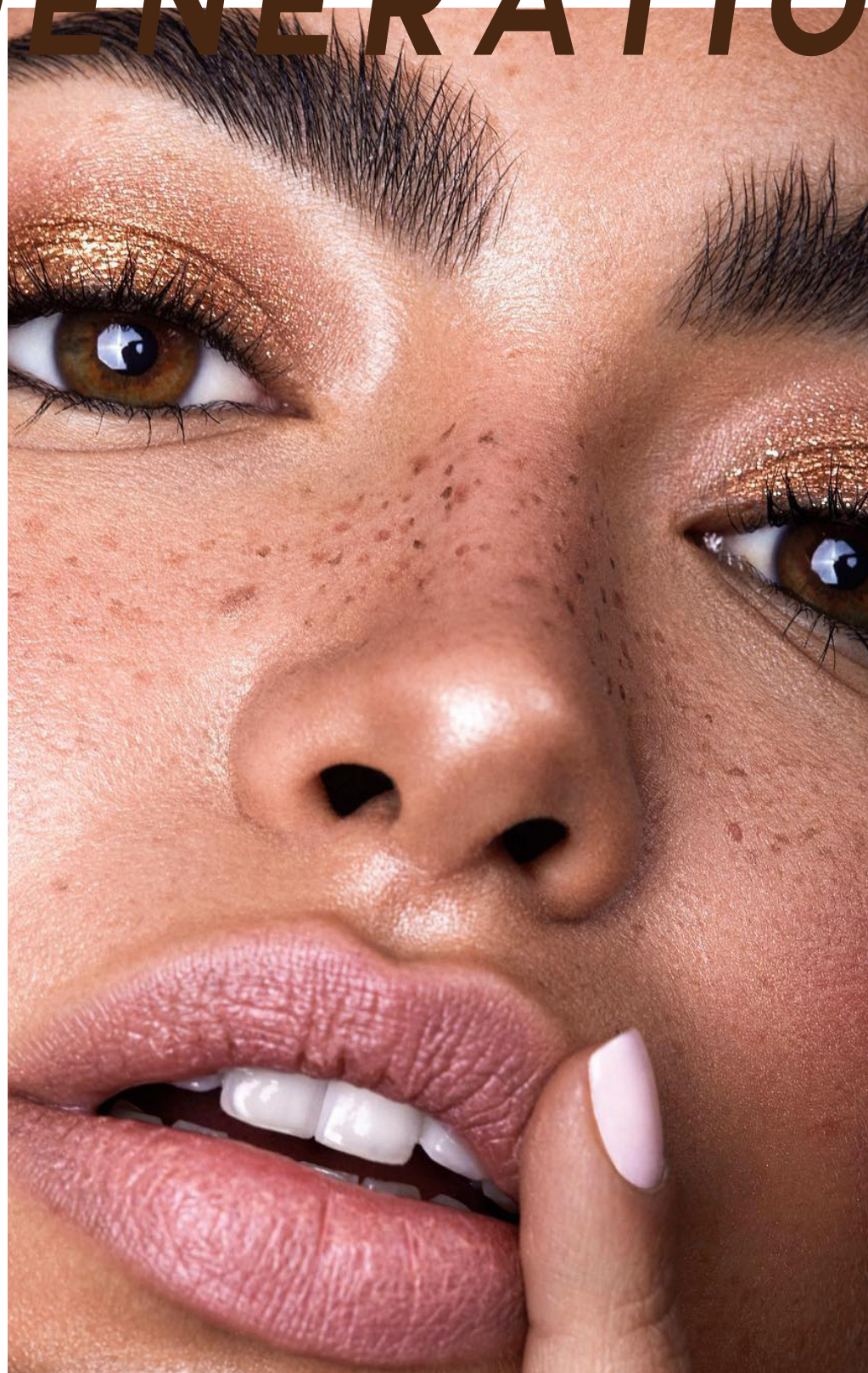
1. Company reports, this will show the trends of the existing market and more importantly show trends in demographics.
2. Creditable sources online, this will give a broader perspective on the market and not tied to a particular company. Demographics for this will help build a wide profile of the customer which the sub brand will reach on a macro level.
3. Competitor reports, looking into competitor reports the sub brand will be able to build similar profiles to companies that penetrate the market.

Brand identity

A vital section of research will be within brand identity as this element can leas to the success of the sub brand. As previously mentioned industry professionals will be able to advise on this outcome as well as the general public in relation to how it is received. Although secondary research can be conducted by:

1. Looking at reliable graphic design and branding sources, this will give a detailed explanation of these elements and will supply information on what works and what doesn't.
2. Look into existing research, many research has been divulged in with the psychology behind branding. By using this the sub brand will be able to tailor its branding approach to gain a positive response.

GENERATION



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Communication strategy

As a communication pack will be one of the deliverables I will be producing, extensive research needs to be conducted to support the sub brands launch into the market. With a transparent communication plan it is important that the sub brand uses the appropriate method in their communications. When looking into this matter I will need to research:

1. Communications methods and statics, this will help gain a wider perspective of different communication methods so the right approach can be applied to the communication plan.
2. Brand and competitor reports, this will allow me to divulge into ways brands communicate to their audience and highlight common trends and their success rate.
3. Supporting sources, any supporting information will be useful when applied to plan to build a strong communication.

Future prospects

The sub brand will need to constantly keep up to date with the latest products brought to market as well as ideas of how the brand can innovate. Consumers are always wanting more so this will become a focal point for the brand. This can be achieved by looking at:

1. Forecasting sites such as Forbes and WGSN, which can indicate key colours, overarching themes and consumer behaviours to help pinpoint where innovation needs to happen within the market.
2. Current market innovation, this addresses where the need is in the market through hero products which then can be innovated further or duplicated in a future launch.



Sub Brand

Sub branding forms a large part of this particular concept but it is important that research is conducted into sub branding to see if it is a feasible approach for Beauty Bay. Conducting research into this will show the success rate for branding and how it may effect the main band and the placement in the industry. Research can be conducted by:

1. Sub brand and main brand reports, this will highlight the success of sub branding within a company and the positioning of sub branding alongside the company and competitors.
2. Creditable sources , other creditable sources will build a profile around sub branding as a whole which would add depth into the rationale behind sub branding.

Sustainable

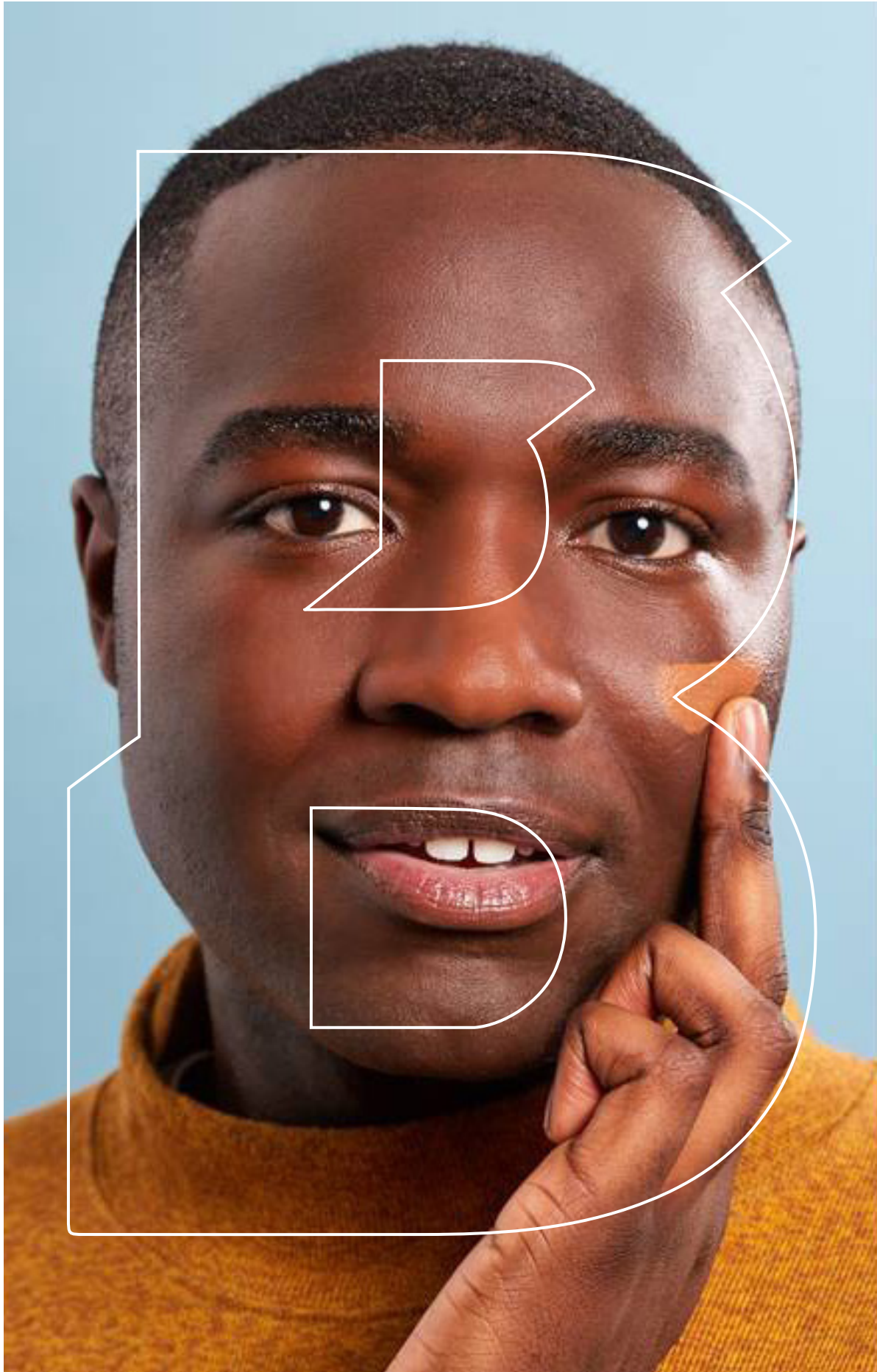
Sustainability is an increasing issue within the cosmetics industry with little innovation within the industry happening. Having a sustainable approach could be interesting for the sub brand but research would be required to determine if this aspect is feasible. This could be conducted by:

1. Industry and environmental reports, these will give a detailed profile into sustainability in the industry and the need for innovation in this field.

Transparency

Transparency forms a large part of the sub brand to spur customer loyalty. An awful amount of companies within the industry fail to deliver transparency but yet this is an element customers are wanting. Research will need to be conducted in this area by:

1. Transparent brand reports, this will allow a detailed overview into brand transparency and how consumers interact with the brand which would show its success.
2. Other creditable sources, using other creditable sources will give build information around the importance of transparency and the demand for it.



Consumer behaviour

The behaviours of consumers can play a massive part in brands success which is why research will need be required into this field to make sure the sub brand is keeping up to date with the consumers needs and wants. This can be done by:

1. Looking into forecasting sites, by using forecasting sites it will allow the sub brand to gain awareness of where the market is moving and how it may adapt.
2. Industry reports, using these reports will show fluctuations of common themes and products which would impact the industry in its current state. This will be big indicators what current products and formulations which is where the demand sits.
3. Consumer reports, these reports look closely into lifestyle changes and habits of the consumer and may help the sub brand build a grater image of what affects their consumer so the brand can adapt accordingly.
4. Looking at physiology experiments, some experiments divulge into the way marketing has been used or perceived by the consumer. These findings can be used when creating brand identity and packaging the make the brand and product more appealing and commercial towards the consumer.

GEN BEAUTY

CHOOSE SKIN FIRST

AN EXCITING NEW VENTURE FOR
GENERATION BEAUTY BAY

DELIVERABLE OUTCOMES

EXPLORING CLIENT FACING OUTCOMES TAKING
IN ACCOUNT WHO THEY ARE PRODUCED FOR
AND THE PURPOSE OF THEM

Back of house document

My back of house document will contain behind the scenes documentation featuring key research as well the journey to other outcomes. Research and analysis will be included in this document to justify the rationale behind the idea and challenge the feasibility of a project like this. The document will begin analysing what skills are being utilised and how this translates into this project before divulging into specific details and concept. Following on research will be applied utilising both primary and secondary to build depth into the rationale behind the decisions that will be made. This research will sit alongside a logical structure making sure details are made clear and the document flows for easy reading. After research is conducted and documented, visuals and outcomes can be produced using research to ensure a strong result. All chapters will follow with a review of the work produced and a reflection of research both conducted and found.

Branding pack

A branding pack will be created as part of this project with the purpose of being handed to the design and communication team. This will contain logo variations as well as type packages for teams to keep coherent with branding to make sure brand identity is clear and consistent across all platforms. Logo variations will include different colour themes for multiple purposes for vans, lorries as well as occasions such as LGBTQ pride and black history month. Lastly product packing will be included so teams can oversee design elements.

Product pack

The product pack will be handed to the product, buying and merchandising teams to ensure requirements are met and of good quality. This will consist a full list of products the sub brand will stock as well as the quantities needed for the launch. It is important that these teams carry out the necessary requirements to ensure that enough stock is supplied for launch. Following on from this packaging will be included so product development teams can package orders and undergo quality checks. Lastly this pack will include production costs as well as mark up to determine the selling price and profit gain.

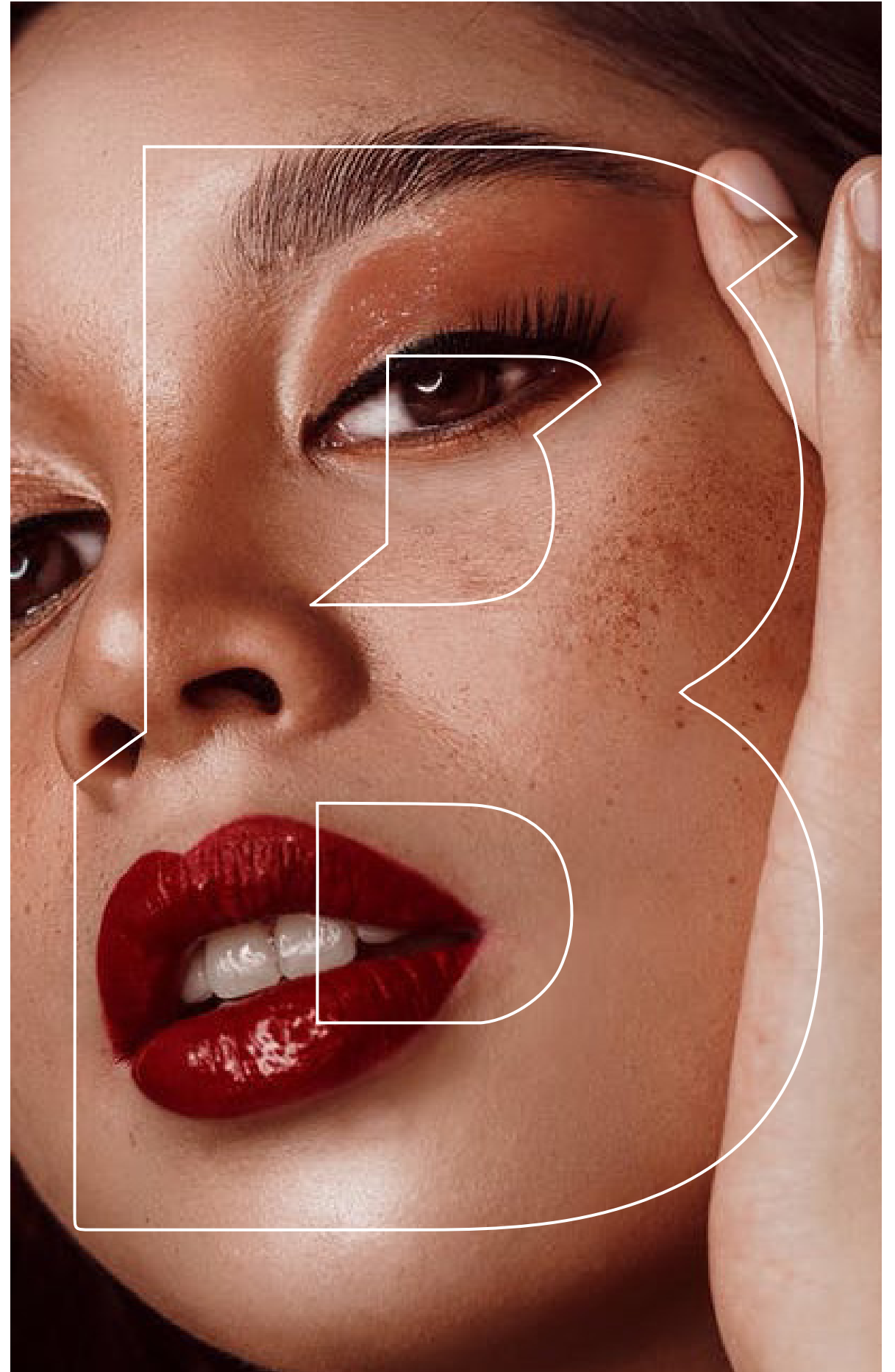


Communication pack

The communication pack is one of the biggest outcomes from the project and will be handed down to the marketing, communication, e-commerce and PR teams so actions can be carried out. This will include a fully executed launch plan featuring content posts as well as campaign imagery and videos. The pack will be extensive and divulge into different marketing approaches across multiple platforms and the introduction of a new TikTok account. Email, social media, PR and guerilla marketing will all be different approaches that will be included in this pack. Content will be produced for platforms such as Instagram, Tiktok, YouTube etc. Which can be used to sit alongside the main brands content. An implementation plan will be featured in this document for when content can be released and key pull out dates for the both the main brand and sub brand. Influencer marketing will also be featured in this plan as they generate a large engagement levels for brand launches and products. Key decisions will be discussed to promote positive PR as well as gain user generated content from general members of the public. This pack will also feature branding elements, product and packaging as these will be the driver for the implementation plan to be carried out.

Business plan

A business plan will be conducted with the purpose to present to key employees at Beauty Bay explaining the concept, rationale, brand, product, packing and communication. This plan will feature pull outs of the documents listed above as well key pull out of information found in my research to support the rationale behind the outcomes. This will conclude of published business plan and a presentation to run alongside to allow the idea to be conveyed over screen. This outcome will feature heavy amounts of research, an implantation plan as well as a growth plan so the company can the scope of this project.



Graduation show

Under the current COVID-19 pandemic it has limited the graduate show to being predominantly held online which means that preparations will need to be in place to deliver the impact of a physical space online.

My graduate show idea will be simplistic but have impact with strong brand identity throughout the exhibition. Colour themes will transfer over using flesh like colours tone with brand front and logo placed over top.

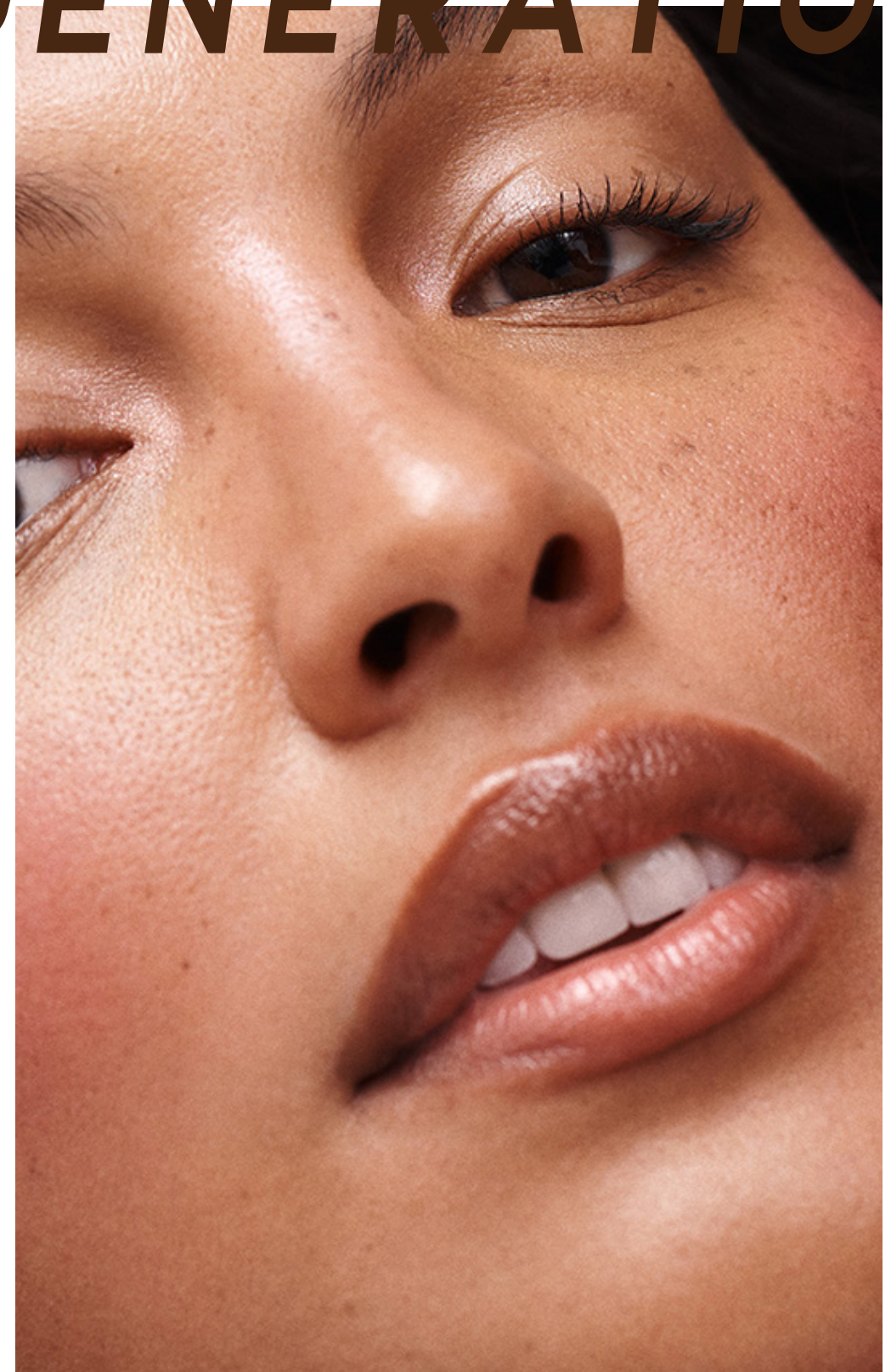
Physical space

Three groups of three circular platforms will be placed in a cluster of different heights showcasing the different outcomes paired with a prototype of the brand packaging and additional decoration such as foliage to support the brand's aesthetic. Each group of platforms will hold a different outcome with the central platform holding the business plan. On each group of platforms, my personal business card will be displayed for potential networking opportunities. Above the two outer platforms an A1 image from the brand campaign will be placed and the middle my promotional video will be showcased on loop. This will encapsulate the brand's aesthetic as well as be pleasing to the eye.

Online entry

If physical space is limited or the graduate show is postponed, I would aim to create an interactive website featuring the same aesthetic as the physical space would. This would feature on the main page a mock-up of the exhibition to be welcoming and translate the impact of the physical space. As you scroll down, outcomes will be made apparent side by side to allow the audience to select what they would like to look through. The promotional video will also be made apparent on this site as well as campaign imagery running throughout. This platform will also feature a welcoming message explaining my concept and a contact form at the bottom to maximise the networking opportunities. Lastly, a link to my social media can be applied for an extra networking opportunity. It is important to add that this format will need to be assessable on both desktop and mobile devices to appeal to a broader market.

GENERATION



BEAUTY BAY

GEN BEAUTY

NO ONE KNOWS
YOUR SKIN
LIKE BEAUTY BAY

FIND BEAUTY WITHIN YOUR SKIN
WITH THE INCLUSION OF GEN BEAUTY

TIME MANAGEMENT & BUDGET

LOOKING INTO THE TIME MANAGEMENT
METHODS AS WELL AS A CLEAR CONCISE
EXPENDITURE PLAN



Budget

The budget will mainly consist of printing costs which would cover the back of house document, branding pack, product pack, communications, pack as well as the business plan. The budget will vary depending on the sources I will use as different companies charge different prices. Display elements will also vary in price depending on the desired finish. Another cost depends on the graduate show whether if I exhibit in a physical space or on a digital platform. After reviewing these elements I have devised a rough expenditure outline as listed below.

1. Print costs, up to £500
2. Website design (Online graduate show), £50
3. Graduate show (Physical space), up to £150
4. Videographer, up £100 if needed
5. Makeup artist, up to £100 if needed
6. Props, up to £100
7. Unexpected costs, up £100

Overall budget: up to £1,100

Budget can always change so these prices may vary and through connections may be able to save on some of these elements. Equally I can further save by fulfilling some of these roles for myself such as saving on a makeup artist and producing a video myself. Also to the cost of a physical space for graduation show can be avoided by an online submission therefore would further help save on printing costs making the overall cost substantially less.

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