

GEN BEAUTY
BEAUTY BAY



COMMUNICATION REPORT

THESE GUIDELINES CONTAIN THE TOOLS AND RESOURCES YOU NEED TO MAINTAIN AND UPHOLD COMMUNICATIONS PLANS OF GEN BEAUTY.

THIS DOCUMENT IS HERE TO PROVIDE YOU WITH THE INFORMATION ON HOW YOU CAN UPHOLD GEN BEAUTY'S IDENTITY THROUGH AN ONLINE PRESENCE TO BUILD AWARENESS, ENGAGEMENT AND RETAIN THE TARGET AUDIENCE.

PLEASE REFRAIN FROM PRINTING THIS DOCUMENT AND ONLY USE DIGITALLY AS PART OF OUR COMMITMENT IN SUPPORTING THE ENVIRONMENT.

SCOTT NOONE
HEAD OF BRAND AT GEN BEAUTY

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GEN BEAUTY

BE GENTLE
BE THE NEXT
GENERATION
BE GENDERLESS
WITH GEN BEAUTY

PRODUCTS THAT PUT YOU FIRST AND
MAKEUP SECOND

THIS IS OUR MISSION

CONCEPT

THE LAUNCH OF A NEW SUB BRAND, GEN BEAUTY IS COMING TO BEAUTY BAY WHICH WILL FOCUS ON THE FUSION OF BOTH SKINCARE AND COSMETICS TO MARK A FRESH START TO THE NEW YEAR.

STRATEGY

MARKETING AND COMMUNICATION SCHEDULES WILL BE RUNNING ALONGSIDE BEAUTY BAY TO PROMOTE THE INCLUSION OF GEN BEAUTY WITH OUTPUTS SUCH AS PRODUCT PROMOTIONS, SOCIAL MEDIA CONTENT AND CUSTOMER RETENTION. THE CAMPAIGN PLAN WILL BE SOCIAL MEDIA ORIENTATED TO ENGAGE THE CUSTOMER MARKET BEFORE LAUNCH. AN EMAIL MARKETING CAMPAIGN WILL ALSO BE CREATED FOR EARLY ACCESS WHICH WILL OPTIMISE EMAIL SIGN UPS AND ALLOW THE CUSTOMER TO BE INFORMED OF ANY PROMOTIONS OR ONLINE EVENTS THAT MAY TAKE PLACE. AN ADDITIONAL CAMPAIGN WILL ALSO RUN ALONGSIDE TO PROMOTE REFILL PACKETS IN WHICH TRIBE POINTS WILL BE EARNED ONCE A REFILL IS BOUGHT. THE PLAN WILL LAUNCH COMMENCE ON 3RD JANUARY 2022 TO MARK A FRESH START FOR BEAUTY BAY.

GOALS

1. INCREASE PROFIT FOR BEAUTY BAY BY 10% WITH THE LAUNCH OF THE SUB BRAND
2. RAISE AWARENESS FOR BOTH BEAUTY BAY AND SUB BRAND WITHIN THE MARKET BY 25%
3. BUILD BRAND LOYAL CUSTOMERS AND INCREASE RETENTION BY 5%
4. BOOST SOCIAL ENGAGEMENT ON ALL PLATFORMS BY 10%

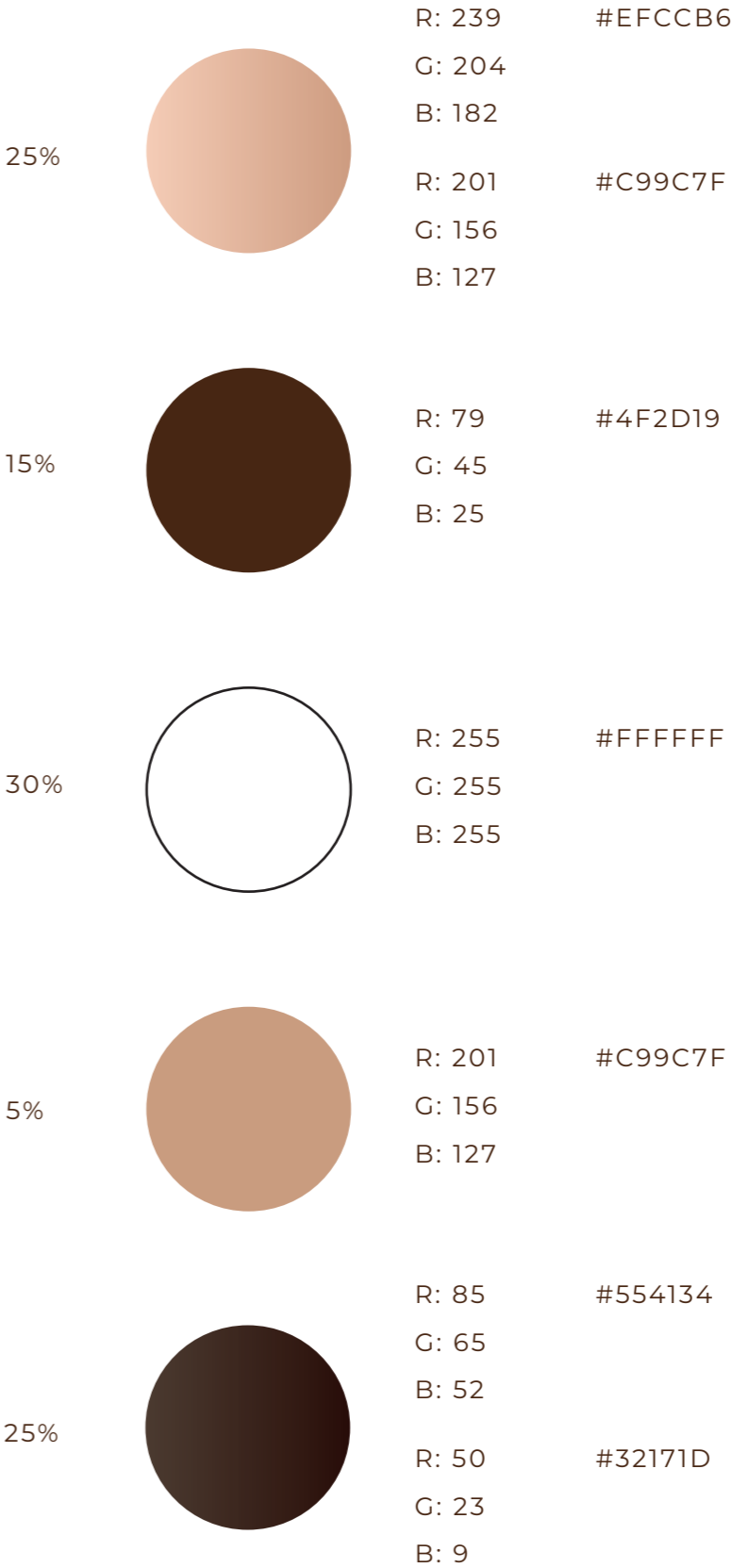
AIMS AND OBJECTIVES

1. DEVELOP A COHESIVE SOCIAL MEDIA PRESENCE TO SIT ALONGSIDE BEAUTY BAY
2. CREATE INCENTIVE FOR REFILLS THROUGH TRIBE POINTS
3. BUILD A RESPONSIVE AD CAMPAIGN WHICH ENGAGES CONSUMERS.
4. PLAN A SOCIAL MEDIA PAID CONTENT PLAN, WITH AIM TO SIT ALONGSIDE BEAUTY BAY SOCIAL MEDIA PLATFORMS.
5. IMPLEMENT EFFECTIVE SOCIAL MEDIA ADS TO INCREASE BEAUTY BAY'S FOLLOWING, REACH, CLICK THROUGH RATE AND WEBSITE TRAFFIC

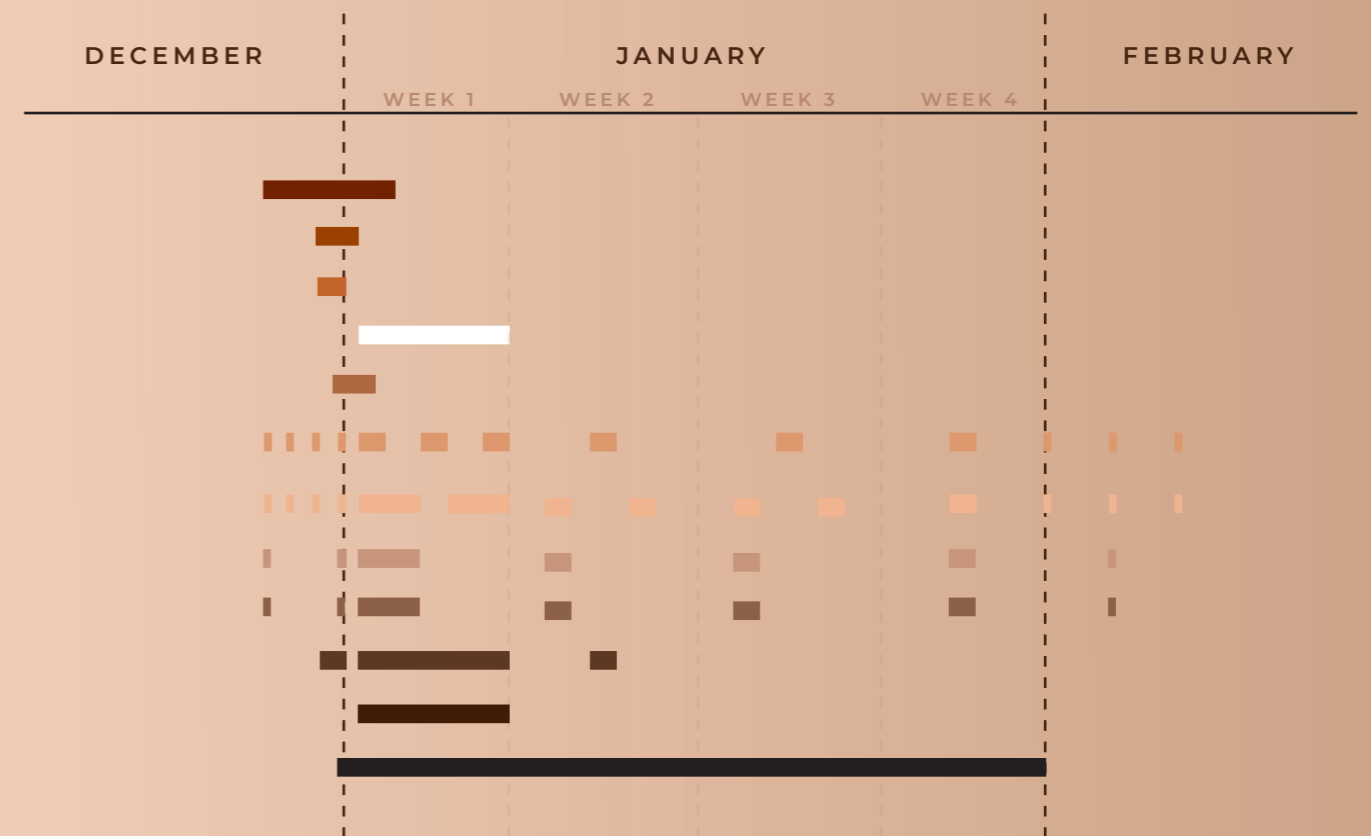
AUIDENCE

BEAUTY ENTHUSIASTS

OUR COLOUR PALETTE IS AN EXTENSION OF OUR VISUALS. OUR PALETTE IS SPECIFICALLY SELECTED TO REFLECT SKIN TONES AND WELCOME INCLUSIVITY. IN ORDER TO MAINTAIN BALANCE WHILST WORKING, WE HAVE PROVIDED A PERCENTAGE BREAKDOWN OF EACH COLOUR TO FURTHER CARRY OUR BRAND VALUES AND PERSONALITY THROUGHOUT OUR ONLINE PRESENCE.



WE COMMUNICATE, BUILD CONNECTION
AND CREATE COMMUNITIES AT THE
TOUCH OF A BUTTON, HERE'S HOW WE
ESTABLISH OUR ONLINE PRESENCE.



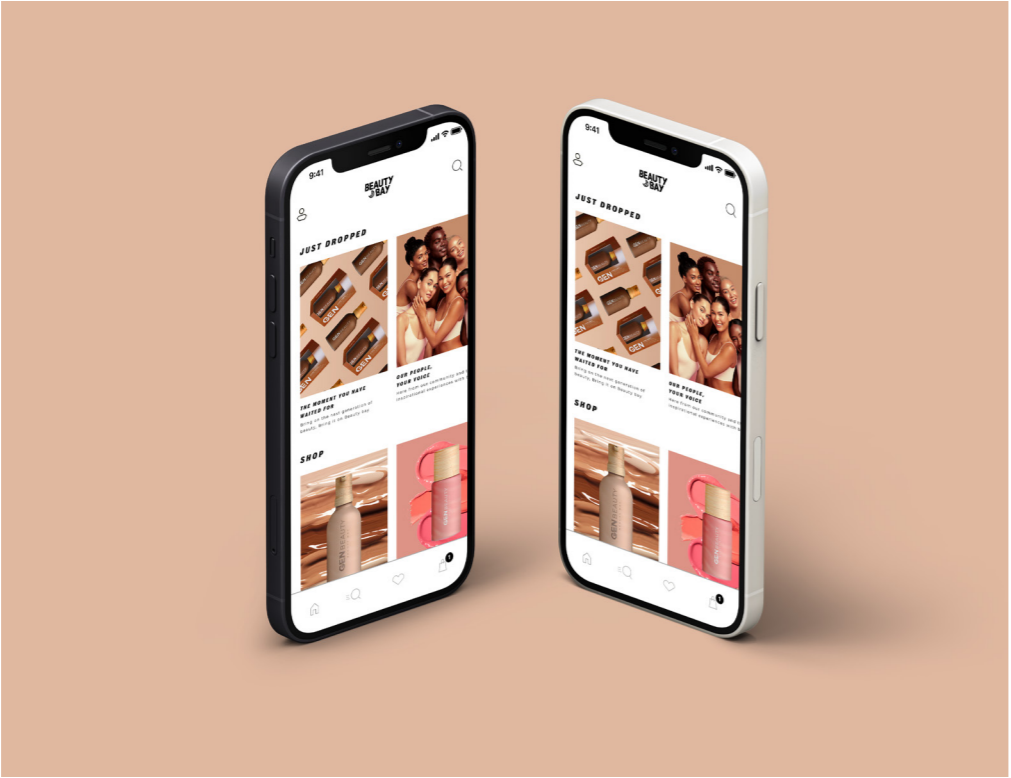
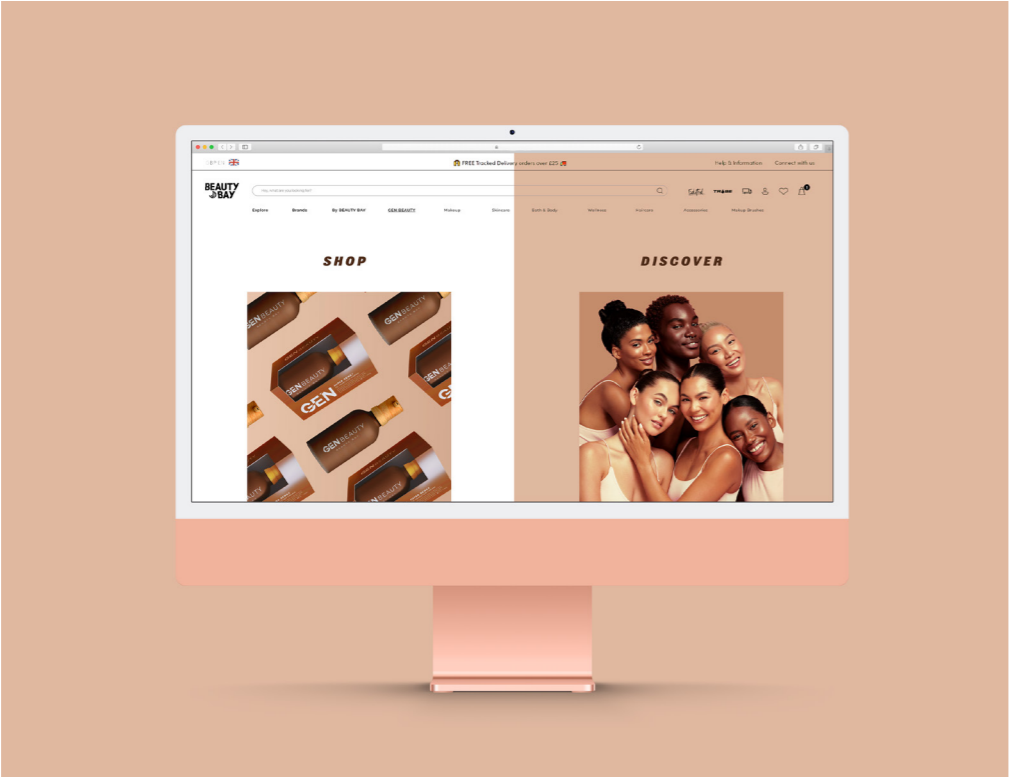
- NEW YEAR NEW BEAUTY BAY CAMPAIGN
- INTRODUCTION OF GEN BEAUTY
- YOUTUBE RELEASE
- LAUNCH WEEK AND WEBSITE FEATURE
- RELEASE TO INFLUENCERS
- INSTAGRAM POSTS
- TIKTOK POST
- FACEBOOK POSTS
- TWITTER POSTS
- INSTAGRAM STORY TAKE OVERS
- PAID PR RELEASE
- PAID SOCIAL MEDIA ADS



HEADLINES:

1. GENDERLESS, BEAUTY WITHOUT GENDER
2. BE GENDERLESS, BECAUSE BEAUTY HAS NO GENDER
3. GENEROUS, THE BEAUTY BRAND THAT LOVES YOU BACK
4. GENITAL, BEAUTY WITH A DIFFERENCE
5. GENERATION, THE NEXT GENERATION OF BEAUTY
6. OUR PEOPLE, OUR COMMUNITY, YOUR VOICE





WEBSITE FEATURE

- 1. THE MOMENT YOU HAVE WAITED FOR, BRING ON THE NEXT GENERATION OF BEAUTY, BRING ON BEAUTY BAY
- 2. OUR PEOPLE, YOUR VOICE, HEAR FROM OUR COMMUNITY AND THEIR INSPIRATIONAL EXPERIENCES WITH BEAUTY

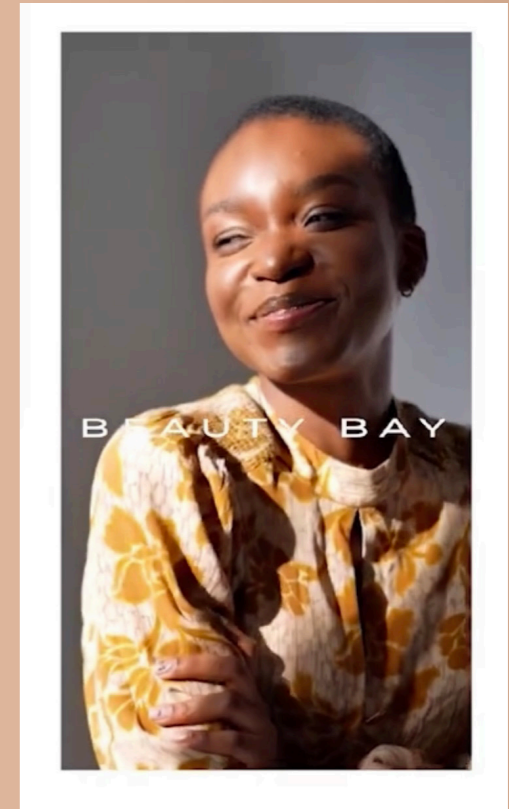
WE ARE
GEN BEAUTY

THE NEXT GENERATION OF BEAUTY

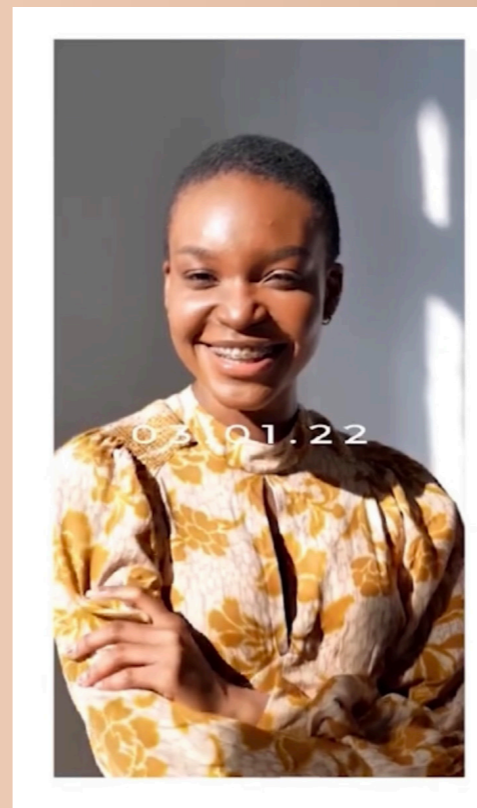
OUR STORIES ARE FUN, LIGHT HEARTED AND EDUCATIONAL. AT GEN BEAUTY WE LIKE TO CONNECT WITH OUR CUSTOMERS SO WE SEIZE ANY OPPORTUNITY TO GO LIVE AND BUILD OUR COMMUNITY



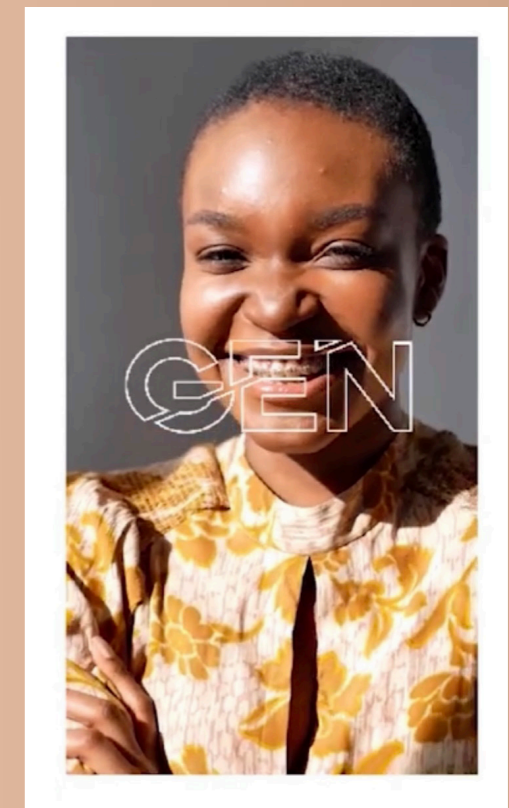
GLITCH EFFECT



QUICK CHANGE NO EFFECT

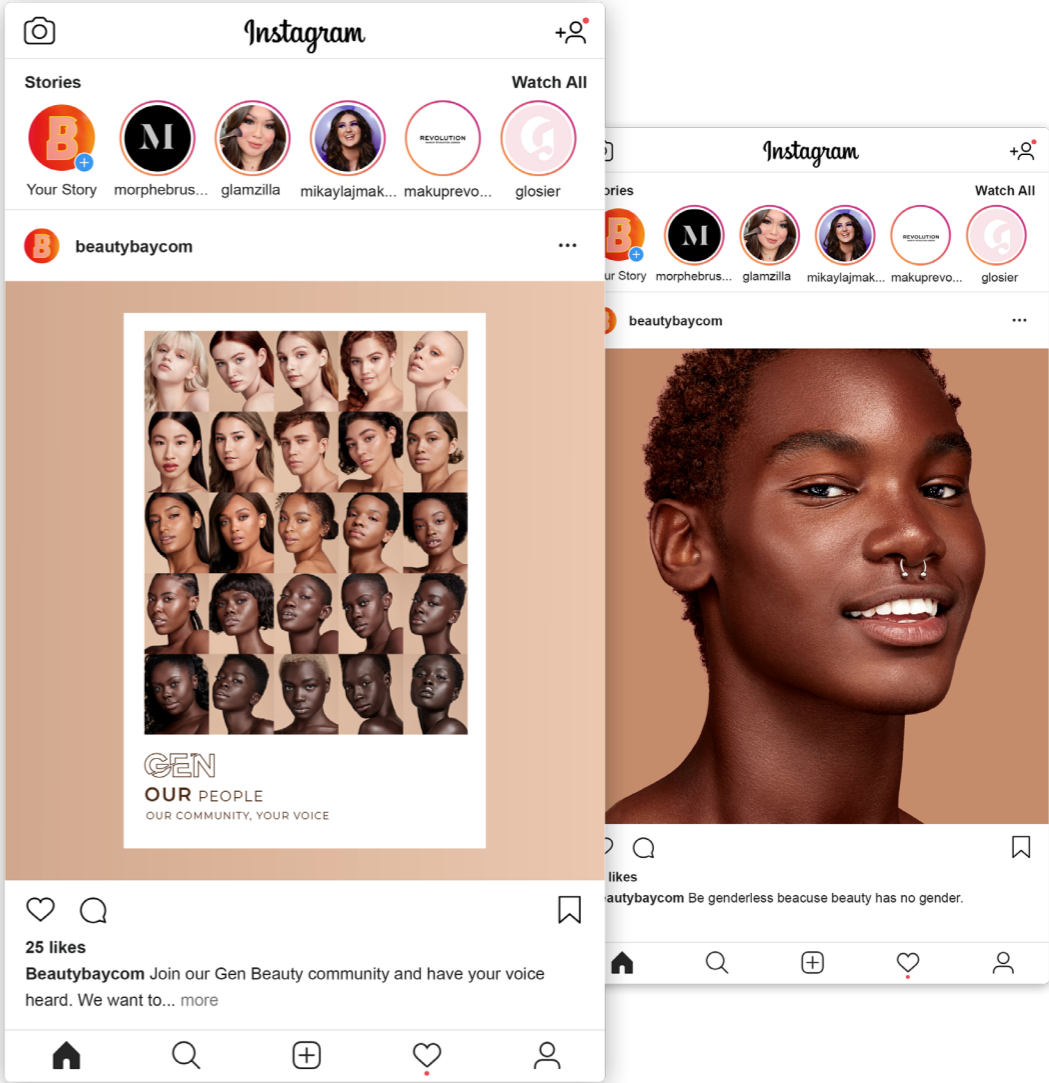


QUICK CHANGE NO EFFECT



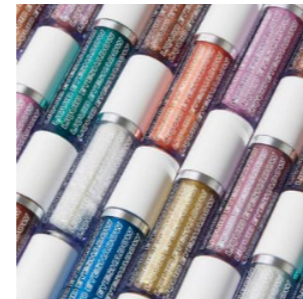
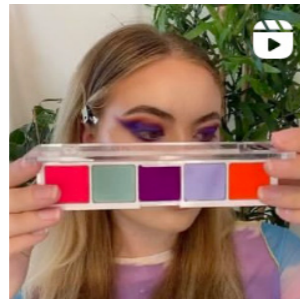
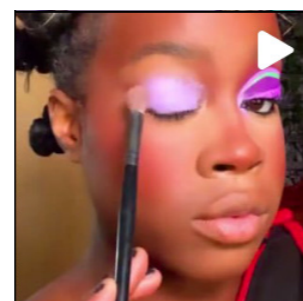
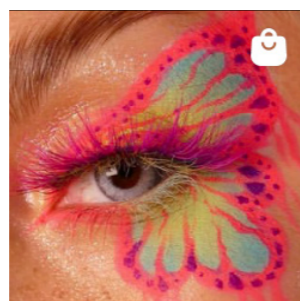
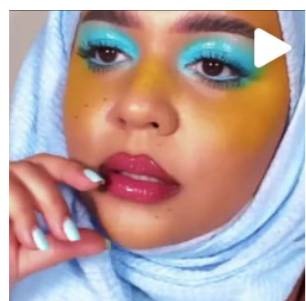
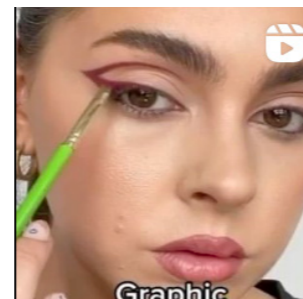
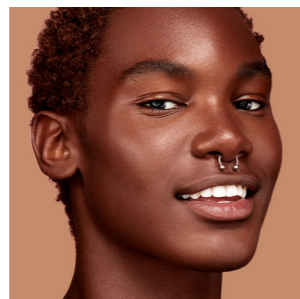
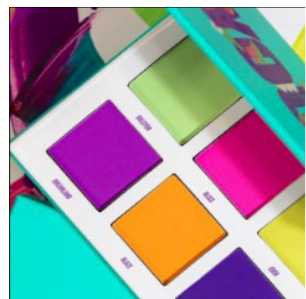
CALL OF ACTION: SWIPE UP FOR MORE INFORMATION

ALL SOCIAL MEDIA FEEDS WILL BE FRESH, CLEAN AND COHESIVE THEN INCORPORATED WITHIN BEAUTY BAY'S MAIN CONTENT TO CREATE BALANCE BETWEEN SUB BRAND AND PARENT BRAND. THIS WILL BE FOLLOWED WITH ENGAGING CAPTIONS ALONGSIDE THE IMAGERY TO FURTHER INTEREST VISITORS AND INCREASE TRAFFIC TO OTHER PLATFORMS.



SOCIAL MEDIA CONTENT

- 50% OF CONTENT FROM OTHER BRANDS STOCKED AT BEAUTY BAY
- 35% OF CONTENT FROM BEAUTY BAY OWN PRODUCTS
- 15% OF CONTENT FROM GEN BEAUTY



SOCIAL MEDIA CONTENT

POSTS FOR GEN BEAUTY WILL BE SCHEDULED EVERY 4-6 POSTS TO KEEP CONTENT RELEVANT TO BEAUTY BAY

ALL SOCIAL MEDIA PAID ADVERTISING WILL BE DIRECTED TO USER ACTIVITY TO INCREASE ENGAGEMENT FROM THE RIGHT TARGET AUDIENCE. CALL TO ACTIONS WILL DIRECT USERS TO THE BEAUTY BAY WEBSITE OR BLOG TO MAKE A PURCHASE OR READ ABOUT THE BRAND.

OUR GOAL

1. BUILD AWARENESS

BY TARGETING ADS FROM USER ACTIVITY WE CAN BUILD INTEREST WITH CUSTOMERS WHO SHARE OUR BRAND VALUES.

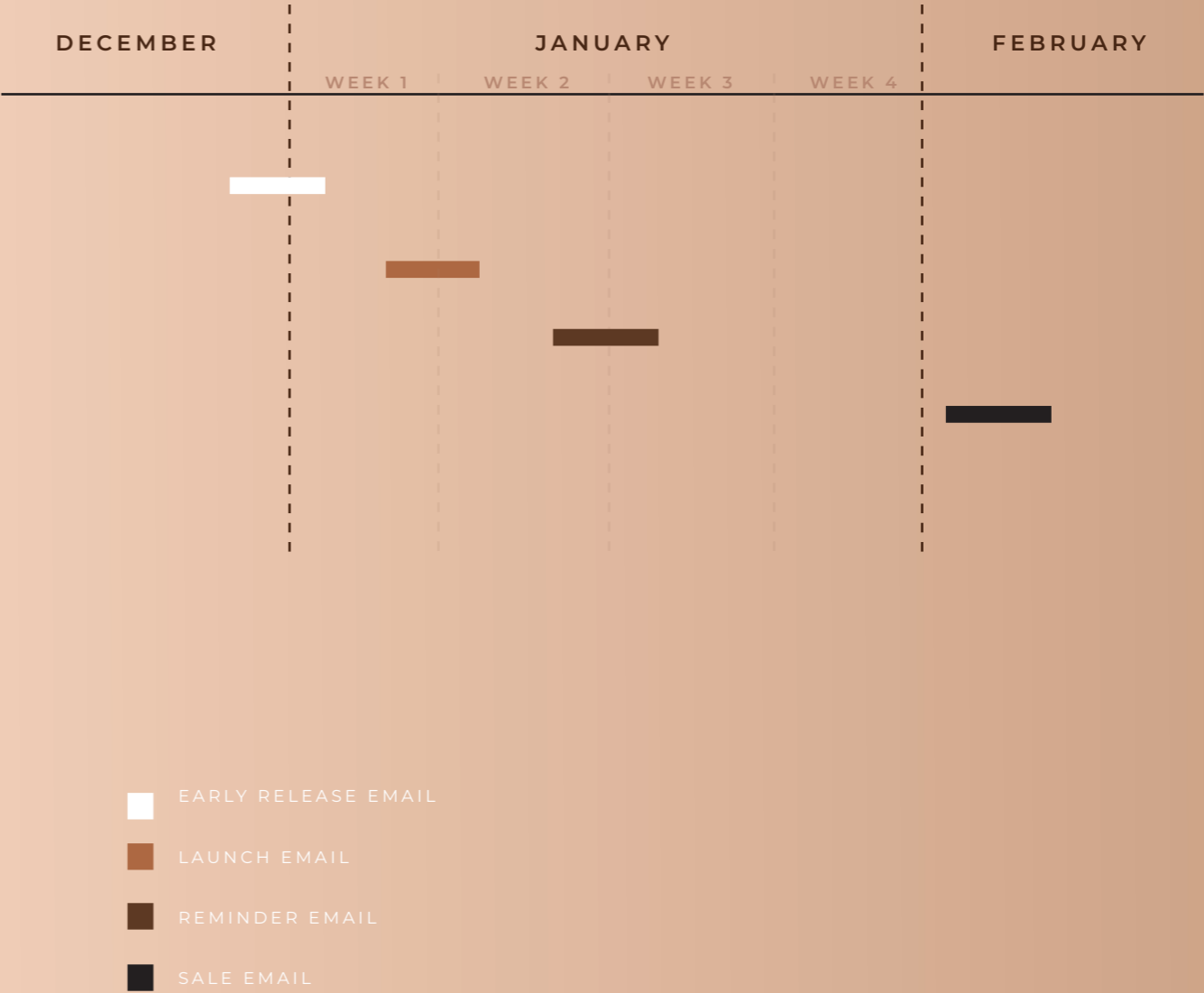
2. INCREASE ENGAGEMENT

KEEPING POSTS RELEVANT TO OUR CUSTOMER'S INTEREST AND INTERACT THROUGH INSTAGRAM LIVES, MAINTAINING INTEREST AND BOOST ENGAGEMENT.

3. BOOST RETENTION

BY BUILDING A COMMUNITY WE WILL HELP OUR CUSTOMERS FEEL VALUED SO THEY PLACE THEIR LOYALTIES WITH GEN BEAUTY.

EMAILS CAMPAIGNS ARE OUR WAY
OF SAYING ‘HI’ AND GIVING YOU
THE BEST DEALS FIRST.



GEN BEAUTY WILL FEATURE IN BEAUTY BAY’S EMAILS FOR THE FIRST 2 WEEKS AND THEN UNDER THE HAUL-WORTHY TAB. THIS WILL BUILD RELATIONSHIPS WITH OUR CUSTOMERS AND MAXIMISE ENGAGEMENT.

OUR GOAL

1. ENCOURAGE SIGN-UPS

OFFERING INCENTIVES SUCH AS DISCOUNT CODES OR EARLY ACCESS WILL DRAW URGENCY FOR SIGN-UPS.

2. INCREASE CLICK THROUGH RATES


KEEPING EMAILS TO WHAT THE CUSTOMER WANTS AND NEEDS WILL SEE A RISE IN CLICK THROUGH RATES AND TRAFFIC TO BEAUTY BAY.

3. REDUCE BOUNCE RATES


MAKE EMAILS EXCITING AND RELEVANT TO THE CUSTOMER ELIMINATING BOUNCE.

View Online


B




JUST DROPPED



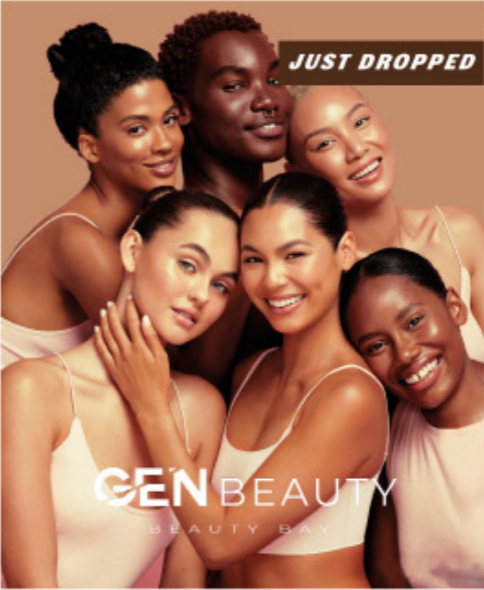
MAKEUP



SKINCARE



WELLNESS



JUST DROPPED


GEN BEAUTY

BEAUTY BAY

THE MOMENT YOU
HAVE WAITED FOR

Bring on the next generation of beauty.
Bring it on Beauty Bay

SHOP
GEN BEAUTY



A PRODUCT LINE
THAT LOVES YOU BACK

Join our community and have
your voice heard

FIND OUT MORE

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Beauty Bay Ltd, 90 Oak St, Manchester, M5 6BN

CALL TO ACTION

- 1. SHOP GEN BEAUTY
- 2. FIND OUT MORE

YOU READY?




YOU READY TO
YOUR FANTASY?


Say hello to the super pigmented palette
from season 1 winner of Drag Race UK
The Vivienne.

#THEVIVIENNE


HAUL-WORTHY




Gen Beauty
CC PROTECTOR CREAM



Gen Beauty
HYDRO CONCEALER



Gen Beauty
SHINE FREE POWDER



Gen Beauty
SWEET TOUCH BLUSH

K.


Klarna.

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HELP

E

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DELIVERY

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CALL TO ACTION

1. SHOP GEN BEAUTY

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B


-10%

-20%

-30%

-40%

UP TO
10% OFF



10% OFF GEN
BEAUTY

Run, don't walk!

Use Code: GEN10 for 10% off any
Gen Beauty Product

TODAY ONLY

K.


Klarna.

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HELP

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CALL TO ACTION

1. SHOP GEN BEAUTY

THE PURPOSE OF THIS MARKETING AND COMMUNICATION PLAN IS TO EXPLORE THE VARIOUS AVENUES TO REACH GEN BEAUTY'S TARGET AUDIENCE. BY IMPLEMENTING THIS PLAN, GEN BEAUTY CAN ESTABLISH THEMSELVES AMONGST THE MARKET AND OPTIMISE ENGAGEMENT. USING THESE EFFECTIVE CHANNELS OF MARKETING ALONGSIDE THE PROPOSED CONTENT/ INFORMATION WILL INCREASE BRAND AWARENESS AND DEVELOP REACH TO THE TARGET AUDIENCE.

GEN BEAUTY
BEAUTY BAY