

# ***Glossier.***

***\_ Yamaris Gonzalez-Fuentes  
Integrated Marketing  
BEAU 320***

# Invisible Shield SPF50

*Sunscreen for people who hate wearing sunscreen.*

*Lightweight and undetectable, this SPF50 broad-spectrum chemical sunscreen protects against UVA/UVB rays, leaves no greasy residue or white cast, and even primes skin for smooth makeup application*



# ***\_campaign***



*Glossier* partners with the NWSL to champion daily SPF use through a campaign targeting millennials, Gen Z, Gen Alpha and new audiences. This reconnects with existing customers, while establishing Glossier as a leader in women's sports.

### **\_brand overview**

Glossier is a skincare based cosmetics brand. Its brand image is based on a simple, clean, magazine-like aesthetic. They excel at creating products that their consumers will see as essentials. Through the use of social media they have built a loyal fan base, that has made the brand popular among younger women.

### **Sunscreen for people who hate wearing sunscreen.**

Lightweight and undetectable, this SPF50 broad-spectrum chemical sunscreen protects against UVA/UVB rays, leaves no greasy residue or white cast, and even primes skin for smooth makeup application



## #GlossierInTheGame

#### **\_existing consumer**

Name: Jane Smith  
Age: 17  
Location: Los Angeles, California  
Occupation: Student

#### **\_psychographics:**

\_loves beauty and fashion  
\_enjoys shopping \_wants to work for a magazine \_always using instagram

#### **\_target consumer**

Name: Kimberly Williams  
Age: 33 Location: New York, New York Occupation: Accountant Status: Married with Kids

#### **\_psychographics:**

\_family oriented  
\_enjoys shopping \_active lifestyle \_interested about skincare

#### **\_target consumer**

Name: Lana Williams  
Age: 12 Location: New York, New York Occupation: Student

#### **\_psychographics:**

\_soccer & basketball player \_loves Sephora  
\_NWSL fan  
\_has a skincare routine

#### **\_industry trends.**

##### **Beauty X Sports**

\_Brands have started to invest and see the potential and success in the growth of women's sports. Glossier was the pioneer with their collaboration with the WNBA. Charlotte Tilbury recently made headlines with their sponsoring of the F1 Academy.

##### **Sunscreen.Sunscreen.Sunscreen.**

\_The sun care industry has been consistently growing lately as more people have made it a priority. According to Statista, the global revenue in the 'Sun Protection' segment of the beauty & personal care market was forecast to continuously increase between 2023 and 2028 by in total 2.7 billion U.S. dollars (+25.16 percent).

#### **\_campaign concept:**

Glossier partners with the NWSL to champion daily SPF use through a campaign targeting millennials, Gen Z, Gen Alpha and new audiences. This reconnects with existing customers, while establishing Glossier as a leader in women's sports.

#### **\_objectives.**

\_Create awareness and buzz around the Invisible Shield Priming SPF  
\_Increase Social Media engagement by 40% for Glossier and the NWSL  
\_Increase consumer range while retaining current consumers  
\_Increase sales by 25% online and in store  
\_Increase brand visibility by 50%

#### **\_awareness.**

**Channels:** Print Ad and Social Media

##### **Strategy:**

-Social Media product infomercial of the Invisible Shield SPF 50  
-Start teasing the collaboration launch  
-Leave Print ads with facts of why using SPF daily is important with Glossier branding, and a QR Code leading to the product on stadium seats. **#GlossierInTheGame #SPFGame**

##### **KPI:**

+10k followers on Instagram  
+10k followers on Tik Tok  
+20k qr code engagements  
+5k qr code purchases

**Tactic:** Use of Social Media and Print to create anticipation and awareness

#### **\_consideration.**

**Channels:** Social Media, Commercials and Print

##### **Strategy:**

-Collaboration Launches  
-Use of athletes for product commercial and social media content  
-In game commercials added  
-Product Samples given in stadiums, with **#GlossierXNWSL #GlossierInTheGame #SPFGame**

##### **KPI:**

+250k followers on Instagram  
+250k followers on Tik Tok  
+200% increase in Google Searches  
+70k SPF purchases

**Tactic:** Using Social Media and Traditional Advertising to create a strong collaborated campaign

#### **\_convert.**

**Channels:** Social Media, Advertisements

##### **Strategy:**

-On pitch billboards (3D Cam Carpets)  
-Glossier Influencer events in NWSL Games  
-Competition: Inciting User Generated Content by Team Fandoms

##### **KPI:**

**+#GlossierInTheGame** has more than 300k videos on Tik Tok  
+50k followers on Instagram  
+50k followers on Tik Tok

**Tactic:** Create User Generated Interactions and Engagement toward the Campaign

#### **\_loyalty.**

**Channels:** Advertising and Samples

##### **Strategy:**

-Glossier Pop ups on stadiums  
-Glossier X NWSL ads in the team's cities  
-Game Tickets X Product Sample Bundles

##### **KPI:**

+200k followers on Instagram +200k followers on Tik Tok  
+15% Merch Purchases  
+Reach 20% Increase Product Purchases

**Tactic:** Engage the crowds in the games and encourage people to go to the games

#### **\_advocacy.**

**Channels:** -Brand Visuals and New Ambassador

##### **Strategy:** -Announce Star Player as permanent brand ambassador

-Create Collaborative Merch  
-Glossier is part of the NWSL Team Jerseys  
-Glossier promotes being in EA Sports FC25 via the Jerseys  
-Glossier has a brand pack in EA Sports FC25

##### **KPI:**

+100k Merch Purchases  
+Reach 350k Product Purchases  
+750% brand search index  
+Reach 1 Million more followers in Tik Tok  
+Reach 1 Million more followers in Instagram

**Tactic:** User Generated Brand Advocacy

#### **\_hashtags**

**#GlossierInTheGame**

**\_Yamaris Gonzalez-Fuentes**

**Intearated Marketina**





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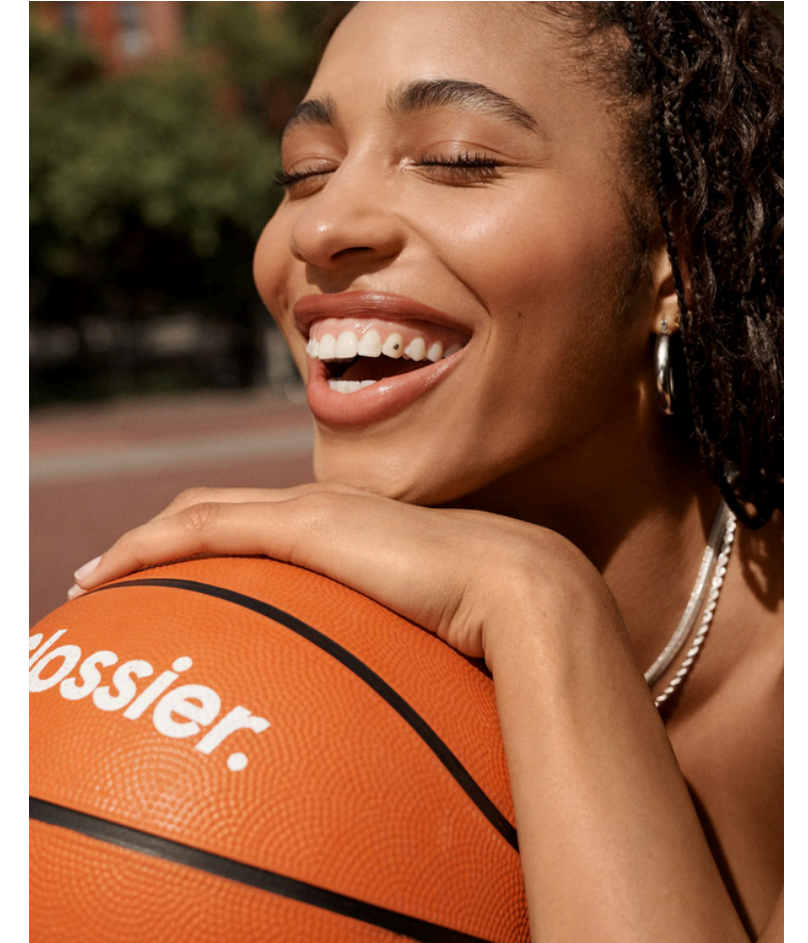


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***\_advocacy.***

**campaign  
mock ups**





**glossier**  
Los Angeles





35,659 likes

**glossier** #GlossierInTheGame

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**soccermom13** My daughter will love this!

 Add a comment...



**glossier**  
Los Angeles





53,719 likes

**glossier** Sunscreen is a must-have for those long training sessions (or cheering from the stands). Our Invisible Shield SPF 50 is lightweight, sweatproof, and won't block your winning smile. #SPFGame #GlossierInTheGame #GlossierXNWSL ... more

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**glossier**  
Los Angeles





71,934 likes

**glossier** The Glossier x NWSL collab is COMING SOON! Get ready to rep your love for the beautiful game and all the inspiring athletes who crush it on the field.

Stay tuned for the launch date and get ready to shop the collection before it sells out! #GlossierxNWSL #NWSL #comingsoon ... more

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**glossier**  
San Diego





149,638 likes

**glossier** We're thrilled to welcome Alex Morgan, the world-renowned soccer champion, to the Glossier team! Alex is all about peak performance, both on and off the field. That's why she trusts Invisible Shield SPF 50 to keep her glowing and protected during those intense training sessions. #SPFGame #GlossierInTheGame #GlossierXNWSL #AM13 ... more

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