

# Redefining Rare Beauty

By: Emma Murray



**Project overview:** The product that I chose was the Rare Beauty liquid contour. People have been waiting for a long time for this product due to the success of the liquid blush and the stick contour. Rare Beauty has also advocated for mental health resource campaigns and created products for people with disabilities to make the product accessible for people with motor skill issues.

**Campaign objectives:** One thing that Rare Beauty did was to include different people of color to show a wide variety of diversity and to see how different products look on different skin colors. Rare Beauty is committed to making sure that everyone is included and able to use the product.

**Target Audience:** The target audience would be anyone who uses makeup. Rare Beauty is committed to making sure that everyone is included and able to use the product no matter your gender, age, or skin color.

**Key Messages:** The key messages would be “inclusive for all” because these products are available for everyone no matter what.

**Unique selling proposition:** A unique selling proposition that they use is that they are selling high quality makeup that is able for them to self express themselves and they really focus on inclusion.

**Tone/Style:** The tone of the campaign is very fun, trendy, on brand, and inclusive.

**Media Channels:** The media channels that they utilize are all the social media such as TikTok, Instagram, Facebook, X, ect. They also use print ads to promote products.

**Call to Action:** The call to action that they are taking is to purchase the product as well as to show the consumers that the brand is there for them with access to mental health programs.

**Analysis:** I would say that the campaign was effective. The product has had amazing reviews and we’ve seen all sorts of people review the product and they have all loved the product and have given us positive feedback.