

COLOURPOP

#GameDayGlow
Digital Marketing
Campaign

Prepared for Colourpop Cosmetics

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Table of Contents

Executive Summary	3
Digital Competitive Review	4
Opportunity Statement	5
Goal & Objective	6
Target Audience	7
Buyer Personas	8-10
Marketing Strategy	11
Communication Objectives	12
Campaign Message	13
Multi-Channel Tactics	14-16
Editorial Calendar	17
Sample Posts	18
Monitoring & Optimization	19
Budget & ROAS	20
Conclusion	

Executive Summary

Colourpop Cosmetics is an affordable beauty brand with high quality products. Colourpop Cosmetics launched in 2014 in Los Angeles and has since become internationally recognized in the beauty industry. Known for its extravagant collaborations with large brands, Colourpop has released over 10 large collaborative collections. In 2021, Colourpop released a line in collaboration with six NBA teams. The success of such products has opened the door for Colourpop and created opportunity to market to college students in the southeastern United States. Taking advantage of the lifestyle surrounding SEC football, while also meeting the needs of Colourpop's target audience, will further promote brand loyalty and recognition among consumers. The Game Day Glow campaign's purpose to bring the affordable beauty products of Colourpop to football game days, tailgates, and social events of the SEC college lifestyle. Effectively utilizing the Meta platforms, TikTok, Twitter will result in all platforms having over 5x ROAS.

Digital Competitive Review



Tarte Cosmetics

Instagram :10M followers
Facebook: 1.8M followers
Twitter: 917.2K followers
TikTok: 851.8K followers / 13.2M likes



Morphe Cosmetics

Instagram: 10.4M followers
Facebook: 1.2M followers
Twitter: 1.1M followers
TikTok: 1.2M followers / 13M likes



NYX Cosmetics

Instagram:14.6M followers
Facebook: 3.3M followers
Twitter: 1.2M followers
TikTok: 447.1K followers / 7.4M likes



Colourpop Cosmetics

Instagram: 10.1M followers @colourpopcosmetics
Facebook: 2.4M followers @colourpopcosmetics
Twitter: 1.3M followers @colourpopco
TikTok: 1.1M followers / 19.6M likes @colourpopco



Opportunity Statement

Colourpop differentiates itself from competitors by creating large scale collaborations and one-of-a-kind makeup collections. Colourpop has more branded and themed collaborations than any of its top competitors. With over 10 major collections currently featured on its website, Colourpop has massive opportunities with collections and themes. Last October, the brand released the Colourpop x NBA collection. The collaboration featured six teams with their own collection of products; including eye shadow palettes, gel liners, glitter gels, face stickers, and makeup bags. This collaboration paired with the brand's premise on high-quality formulas that are affordable, builds enough of a platform for success with the launch of a Colourpop x SEC collection.

Business Goal & Objective

Goal: Redefining luxury beauty by creating high quality products at affordable prices

Objective: Sell Colourpop Cosmetics

Campaign Goal & Objective

Goal: Driving brand loyalty and sales by capitalizing on Colourpop's unique selling proposition of beauty collaborations

Objective: Sell Colourpop x SEC collaboration

Target Audience

Colourpop's brand and products are positioned to target both millennials and Gen Z individuals who want luxury beauty products but are keen on finding "dupes" for prestige makeup — products with similar payoff and finish at lower price value. This audience will not settle on quality and is willing to stretch their wallet to an extent if they know a product is really worth having.

The Game Day Glow campaign and launch of the Colourpop x SEC collection will narrow Colourpop's general audience even further by addressing a segment of college students and new admits in the southeastern United States.

Demographics:

- Age: 18-25
- Geographic Locations: College towns located near SEC universities; covering the states of Alabama, Arkansas, Georgia, Florida, Kentucky, Louisiana, Mississippi, Missouri, South Carolina, Tennessee, and Texas
- Gender: Female
- Education-level: Recent high-school graduates, college undergraduates & graduate students

Colourpop's ideal customer is a female undergraduate student enrolled at one of the 14 SEC universities. She is a full-time student with low-income generated from a part-time job or given as an allowance from her parents. She takes part in the university's football traditions and school spirit, but is really only involved in it for the social atmosphere, events, and ongoing of college football in the south.

This audience is driven by social media posts and publishing their lives online for others to see. They are validated by posting online and receiving online attention through likes and comments. They prioritize taking pictures before, during, and after social gatherings. They suffer from FOMO (fear of missing out) and as a result overcompensate and oversaturate their social media accounts. They have psychological needs to fit in and only want to be seen looking their absolute best on game day. They have an established group of girlfriends that they are with at football games, tailgates, and other game day events.



Freshman Faith

Age: 18

Hometown: Denver, Colorado

Highest Degree: High School Diploma

Status: New Admit

Location: University of Tennessee - Knoxville

Faith has recently graduated from her small town high school in Colorado and has been accepted to the University of Tennessee Knoxville, where she plans to enroll as an intended journalism major. She attended football games in high school, mostly for the cute spirit themes and to hang out with her friends. While she didn't pay much attention to the sport, Faith knows that will change when she experiences football in the south. Faith is ready to immerse herself into the campus atmosphere and make it known that UT is her home away from home.



Junior Jess

Age: 21

Hometown: Milton, Georgia

Highest Degree: High School Diploma

Status: Third Year Undergrad

Location: University of Georgia

Jess is a Bulldog fan through and through. The University of Georgia was always her dream school growing up, and now she's entering her third year as an accounting major. Jess has gotten to go to every football game since she was a freshman. Jess has a large following on her social media accounts and posts multiple times a week on her personal account. Jess rushed as a freshman and is now the treasurer for her sorority. She is involved in multiple organizations on campus and always knows where and when the hottest social events are.



Graduate Grace

Age: 23

Hometown: Charleston, South Carolina

Highest Degree: Bachelor's Degree in Elementary Education

Status: Graduate Student Pursuing Master's in Teaching

Location: Louisiana State University

Grace is a graduate student pursuing her Master's Degree at Louisiana State University. While she doesn't get out for social events and parties as she did as an undergrad, she still managed to score student tickets for the football season. Grace has become quite the scholar, but the excitement and energy of screaming with her friends at a football game is something she wants to hold on to as long as she can.

Marketing Strategy & Implementation

The recommended strategy to be implemented by Colourpop Cosmetics is a product extension to continue to establish brand loyalty and recognition. Similar to Colourpop's collaboration with the NBA in October of 2021, this product extension will consist of a nine-pan eyeshadow palette, two gel liners, face stickers, glitter gel, and a cosmetic bag for each of the 14 SEC teams. The Colourpop x SEC collection would launch in the early summer and be followed by the promotional support of the Game Day Glow campaign.



Communication Objectives

TOFU

To spark a conversation about the launch of the Colourpop x SEC collection.

MOFU

To inform the audience about the products included in the Colourpop x SEC collection.

BOFU

To inspire the audience with potential game day looks using the Colourpop x SEC collection.

TOFU: To introduce the Colourpop x SEC collection we will create a visually appealing animation to announce the collection to consumers and pique interests.

MOFU: To inform the target audience about the Colourpop x SEC collaboration and the specific products and bundles available, we will create content such as promotional videos showcasing the collection and different teams' products.

BOFU: To inspire the target audience to create their own Colourpop x SEC game day looks, we will create 2 promotional videos offering tutorials and beauty tips with the Colourpop x SEC products.

Campaign Message:

#GameDayGlow

The big idea driving this campaign is the “Game Day Glow,” focusing on the preparation, celebration, and exhilaration of SEC game days and the behind the scenes of students’ game day looks. The launch of a Colourpop x SEC collection builds on the concept that SEC football is not just a sport, but an event and a lifestyle for students and fans. The Colourpop brand is already established as a cost-effective alternative to many high-end makeup brands, without sacrificing quality of its formulas. Introducing Colourpop as a staple for game day looks positions the brand as an essential to heighten the user’s look and confidence for an unforgettable game day experience.

Multi-Channel Tactics: Social



Instagram will be one of the key platforms utilized for the Game Day Glow campaign. Instagram will provide the foundation for publishing organic content and placing paid digital advertising in the target audience's feed. Instagram stories will also be active in connecting on a more personal level and showing the target demographic exclusive clips. The campaign will analyze **conversion** as Instagram's success metric.



Facebook will also join Instagram in highlighting organic content produced by Colourpop for the Game Day Glow campaign and release of the Colourpop x SEC collection. Facebook posts will provide the most information leading up to the launch of the Colourpop x SEC collection. Facebook posts will be more informative regarding the products and purchase process. The chosen success metric for Facebook is the **conversion rate**.

Multi-Channel Tactics: Social



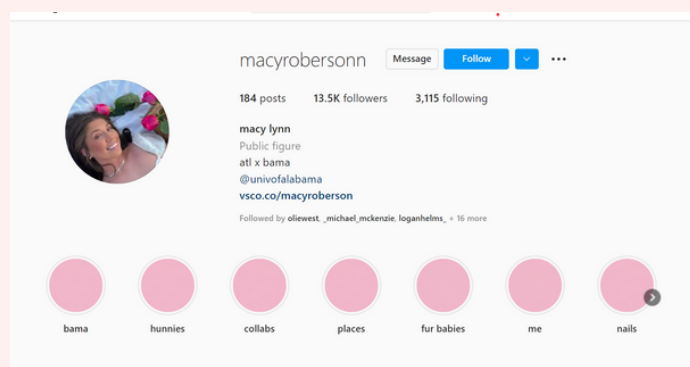
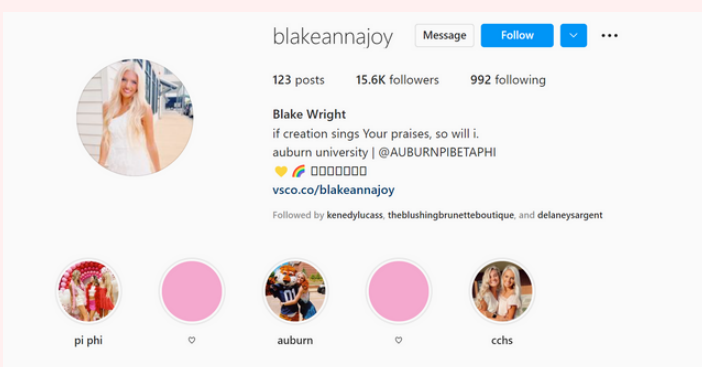
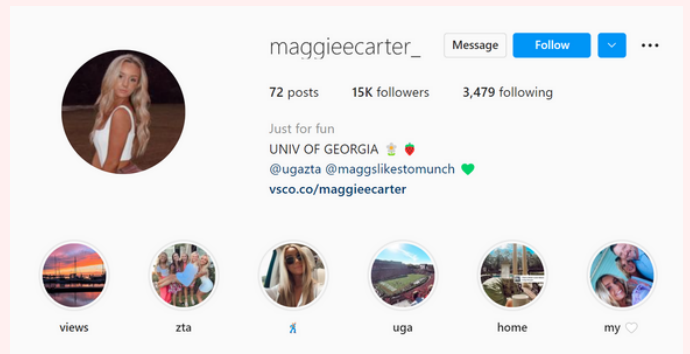
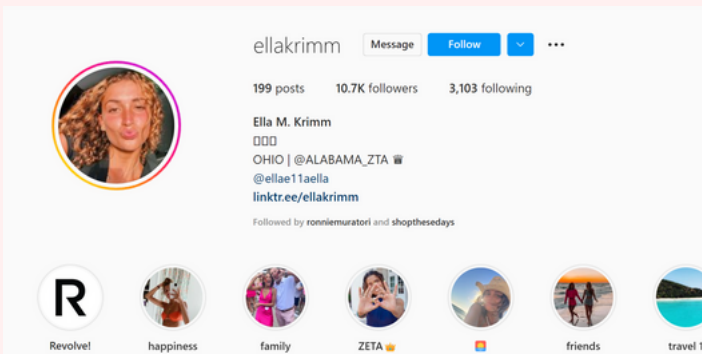
Twitter will be used as an interactive tool between Colourpop and consumers during the football season and the Game Day Glow campaign. Colourpop's Twitter content will be tagged #GameDayGlow for the entirety of the campaign. Usage of the hashtag by consumers will be a critical measurement to determine if the campaign has any notoriety on the platform. The campaign's success metric for Twitter is **engagement rate**.



While Colourpop stands evenly with its competitors in amount of TikTok followers, it far surpasses all three competitors in the account's number of likes with 19.6 million. The content featured on TikTok will include various scenes from the campaign's planned video production. Posts will be high-energy and fun surrounding the many experiences of football game days and highlighting the products behind the Game Day Glow. TikTok's success metric for the campaign is **engagement rate**

Multi-Channel Tactics: Influencers

Influencers will be responsible for much of the promotion for the Game Day Glow campaign on actual SEC football game days. The influencers' content will primarily be hosted on Instagram and TikTok. Influencers will post content such as "Game Day Glow GRWM" stories or videos mentioning the Colourpop brand and the Colourpop x SEC products being used, or general game day looks and selfies with #GameDayGlow. Influencers to be considered for the Game Day Glow campaign are mentioned below.



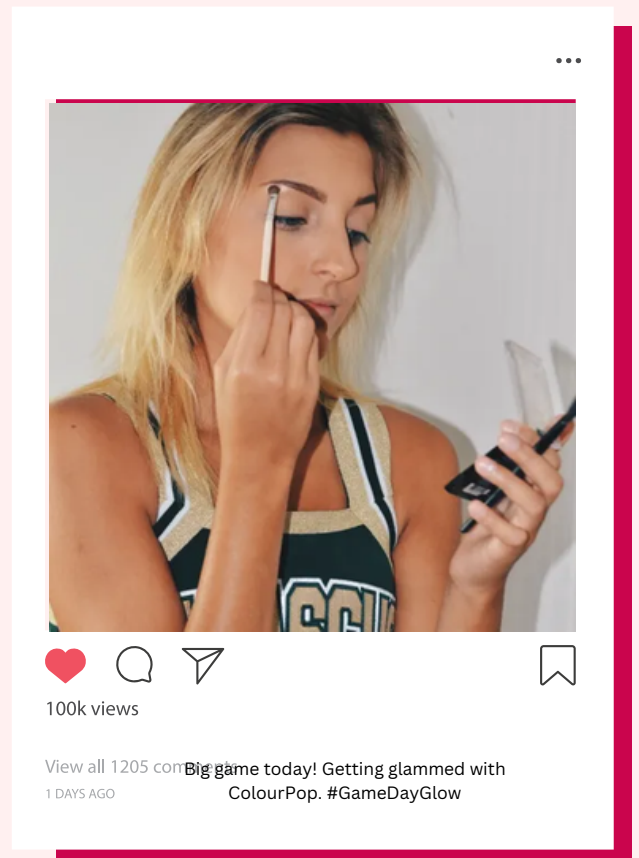
Editorial Calendar

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
	TikTok		instagram Post			GRWM Game Day Posts
		TikTok		instagram Post		GRWM Game Day Posts
	instagram Post		instagram Post	TikTok		GRWM Game Day Posts
		TikTok		instagram Post		GRWM Game Day Posts
TikTok			instagram Post			GRWM Game Day Posts

Sample Posts



Influencer posts will tag
ColourPop's Instagram page



GRWM Game day posts will have
#GamDayGlow in captions



Monitoring & Optimization

Objective: Increase Customer Conversion

KPI: Analytics of site traffic as a result of clicking social media ads

Objective: Maintain high connection with audience for potential lead conversion

KPI: Insights and analytics regarding engagement rates from audience



Budgeting & Expected Returns

**Content Development & Management Fees Budget =
\$90,000**

Content Development

Image & Copy Production

120 production ready images and copy \$40,000

Video Production

Three minute video (2x) \$14,000

\$54,000

Management Fees

Monthly salary \$5,000

Fee for length of Campaign \$30,000

Content Development & Management Fee Expenditures **\$84,000**

Budgeting & Expected Returns

Paid Media Budget = \$150,000

Advertising

90% of Paid Media Budget

\$135,000

Instagram: 40%	\$54,000
TikTok: 30%	\$40,500
Facebook: 25%	\$33,750
Twitter: 5%	\$6,750

Reach

Instagram $(54000/11.20) \times 1000$	4,821,428
TikTok $(40500/9.75) \times 1000$	4,153,846
Facebook $(33750/11.20) \times 1000$	3,013,392
Twitter $(6750/6.06) \times 1000$	1,113,861

Budgeting & Expected Returns

Paid Media Budget = \$150,000

Advertising

90% of Paid Media Budget

\$135,000

Instagram: 40%	\$54,000
TikTok: 30%	\$40,500
Facebook: 25%	\$33,750
Twitter: 5%	\$6,750

Expected Engagement Engagement Rate = 5%

Instagram $4,821,428 \times 0.05$	241,071
TikTok $4,153,846 \times 0.05$	207,692
Facebook $3,013,392 \times 0.05$	150,669
Twitter $1,113,861 \times 0.05$	55,693

Budgeting & Expected Returns

Paid Media Budget = \$150,000

Expected Conversion

Conversion Rate = 2%

Instagram $241,071 \times 0.02$	4821
TikTok $207,692 \times 0.02$	4153
Facebook $150,669 \times 0.02$	3013
Twitter $55,693 \times 0.02$	1113

Expected Revenue

Conversion Value = \$59

Instagram 4821×59	\$284,439
TikTok 4153×59	\$245,027
Facebook 3013×59	\$177,767
Twitter 1113×59	\$65,667

Budgeting & Expected Returns

Paid Media Budget = \$150,000

Advertising

90% of Paid Media Budget

\$135,000

Instagram: 40%	\$54,000
TikTok: 30%	\$40,500
Facebook: 25%	\$33,750
Twitter: 5%	\$6,750

Return on Ad Spend

Instagram 284,439 / 54,000	5.27 : 1
TikTok 245,027 / 40,500	6.05 : 1
Facebook 177,767 / 33,750	5.27 : 1
Twitter 65,667 / 6,750	9.73 : 1

Budgeting & Expected Returns

Paid Media Budget = \$150,000

Influencers

10% of Paid Media Budget

\$15,000

Images: 33% (Instagram)	\$5,000
Stories: 33% (Instagram)	\$5,000
Videos: 33% (TikTok)	\$5,000

Engagement Rate = 3%

Conversion Rate = 2%

Conversion Value = \$59

Return on Ad Spend

Instagram Posts 29,500 / 5,000	5.90 : 1
Instagram Stories 49147 / 5,000	9.83 : 1
TikTok Videos 590,000 / 5,000	118 : 1

COLOURPOP

Game Day Glow