
Glossier Brand & Retail Analysis

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Brand Associations:

Glossier may be associated with words such as; simplistic, pastel colors, natural, bold lettering, inclusive range, minimal coverage, middle class brand, and basic packaging.

A competition brand that matches the simplicity of Glossier is **Morphe 2**. This brand is a second, more minimal makeup brand, of the original makeup brand Morphe. It was created with influencers Charlie and Dixie Damelio. This brand is associated with ideas of being affordable, influencer, natural, neutral, multipurpose, skincare, tik tok, light coverage.

Potential Gaps:

One of the areas that Glossier has a potential gap between desired ideas and customers associations, is their product lines outside of makeup. Glossier has products in the categories of skincare, body, fragrance, clothing and balms. When asked about association, most consumers think of Glossier's makeup. A potential way to mend this gap could be marketing their other departments more or equally as much as their makeup line.

As Glossier has gotten bigger, one of the founding qualities of the company has been lost in the hype. Glossier started on the concept of helping mend the gap between the beauty industry and its consumers. The CEO started with a blog where people could post their desired beauty product. Then came along the brand, Glossier, where they took these posted concerns and created consumers' dream products. This knowledge and founding principle is not a brand association for new or casual customers. In order to fix this issue, Glossier should include the reason for why they launched a new product in the marketing for the launch. For example, if a consumer posted on their blog wishing for an oil canceling primer, Glossier could fulfill this desire by creating a new product. Glossier can include who recommended it and give their opinions on the product as part of the marketing launch.

Consumer personas:

Glossier has a clear target demographic from the inception of their makeup brand. Glossier primarily targets women between the ages of 16 - 25 who are looking for high quality makeup on a budget. They also emphasize progressive values including sustainability, inclusivity, body positivity and social justice. Their consumer base can be divided into two consumer personas: The Young Creative and The Working Woman.

Persona 1: The Young Creative

This is a young woman in the age range of 16-20 who enjoys trying new makeup. She likes to be creative and try the latest makeup trends that she sees beauty influencers doing. She also prefers supporting brands that align with her values including sustainability and corporate social responsibility.

Glossier can target this persona by utilizing their younger influencers on social media and encouraging them to post more creative makeup looks. They can also highlight that

they're sustainable and cruelty free, which will attract more consumers that align with these values.

Persona 2: The Working Woman

A slightly older woman within the age range of 25-30. This woman is busy and working hard. She is looking for a very short and practical makeup routine. She isn't a makeup expert, so the more foolproof a product is, the better. As a more mature woman, she is looking for products that feel high-end but are still budget friendly.

Glossier can target this persona by showcasing more mature, on the go, and practical women on their website and social media. They can create quick makeup tutorials on their accounts that showcase how easy their products are to use and that they work well.

Physical Retail:

The physical retail environment in glossier stores is aesthetically pleasing. It is known as a trendy store and many people go there to take Instagram pictures. Visually, their store is well-thought-out, and they take inspiration from each city they are in when designing the store.

Issues:

- Lack of Locations
- Long Wait Times
- Lack of Inclusivity

After evaluating Google reviews from Glossier's pop-up locations, there are three main issues that were written about. The first issue is that there is a lack of locations. Glossier is known for having pop-up stores in major cities throughout the United States. As of now, there are only three Glossier locations in the United States, which are in Seattle and Los Angeles.

Another issue that was present throughout the reviews was the long wait time. Glossier has a queuing system where you find a sales associate to place your order with and have to wait for it to be fulfilled. Most comments said this process took 20-50 minutes, not including the time waiting outside. Overall, the wait time is too long and might drive consumers away from visiting again.

The final issue noted in the reviews was that the employees were not friendly and inclusive to customers. Some people said that they were not friendly to "normal people" and it was only "influencer friendly". This is an issue because part of Glossier's target market is older women, not just young girls, and all of their consumers need to be treated equally.

Opportunities:

- Open more locations - permanent & pop-up stores
- Implement a more efficient queuing system

- Train employees on diversity & inclusion

Glossier has the opportunity to open more permanent and pop-up stores. They also have the opportunity to implement a more efficient queuing system. This applies to getting in-store and the check-out process. Most people noted that the wait times were very long, which can drive consumers away from shopping in-store. Glossier can also train their employees on diversity and inclusion, so each customer has the same experience in-store.

Recommendations:

1. More store locations & redesign check-out process
2. Implement an employee inclusivity training program

We recommend that Glossier opens permanent locations in New York City and Chicago. Glossier has a corporate headquarters in New York City, and they previously had a successful pop-up store there. Glossier only has stores in large cities, so Chicago would be a good option to open a permanent store. We recommend that Glossier open pop-up shops in Scottsdale and Austin. Glossier has previously opened pop-up stores in “trendier” cities, and these two cities are becoming an increasingly popular place to visit and live. We also recommend that Glossier redesigns their check out process. Many people stated that it was intimidating, confusing, and a long wait. Glossier could mitigate the confusion and wait time by having a traditional queuing system. By this, we mean having a traditional cashier and a designated place to check-out.

We also recommend that Glossier put their employees through an inclusivity training program. From the reviews online, it was noted that people of an older demographic felt uncomfortable in the store, and the employees were not as friendly to them compared to their young customers. This is a big issue Glossier needs to address because part of their target demographic is older women. Putting their employees through an inclusion program will, in turn, help the consumers feel like they belong in the brand, so they will continue to be a consumer.

Online Retail:

Glossier’s online retail store is very well developed at the first glance. The company keeps a strong branding presence across the website and easily organizes the large range of product colors. The website is interactive and captivating with short videos displaying the products’ texture and packing with the quick view feature. Glossier does a great job of maintaining a simplistic branding with clear, white pictures with delicate hand models holding the products; however, after looking at the online store in more detail, we have recommendations for Glossier and their online store.

Engagement:

The Glossier website contains a “Skincare Quiz” for consumers to input their skin type and receive feedback/instructions on recommended Glossier products. This is a great

way to engage consumers, but Glossier should provide further engagement with a live chat feature. This feature could allow consumers to speak with makeup and skincare professionals to find customized solutions to their skincare needs. Not only does this increase engagement, but Glossier could have live professionals market in-person retail where customers can also get advice. This is a great opportunity to create a connection between physical and online retail.

Branding:

Glossier has an opportunity to reduce the clutter and repetition of the products in each tab on their website. From a consumer's perspective, there seem to be a lot of product options and it may seem hard to sort through, but really the products are listed in multiple tabs on the website. For example, one of their products "Special #3: the Weekend Set" is under "Skincare", "Balms", "Shop our Sets", "GlossiWEAR", and "The Gift Shop" tabs. If Glossier consolidated the products and put emphasis on using "Bestseller" filters, they would be able to reduce the repetition of products between sections.

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