

# Advertising Plan: Milk Makeup

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**Milk**  
**MAKEUP**

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## **Part 1: Situation Analysis**

Based in downtown New York City, Milk Makeup is a minimalist cosmetics and skincare company known among the online beauty community for clean, cruelty-free products catered for everyday wear. The company was co-founded in 2014 by Mazdack Rassi, Dianna Ruth, Georgie Greville, and Zanna Roberts Rassi, a collection of creatives who successfully created a brand image that is well-recognized among younger cosmetic users. Promoted as having a “clean formula”, their makeup and skincare lines feature products targeted for the face, eyes, and lips. Their packaging uses sleek, bright colors in eco-friendly plastic with their logo clearly centered on the front of their products; this has become a recognizable characteristic of the brand. Their brand image focuses on good ingredients for good payoff as stated on the company website. Along with their emphasis on culture and community, consumers view Milk Makeup as a unisex brand possessing a “cool-girl factor.” Milk Makeup relies heavily on their social media marketing to promote their company; their online presence is a key marketing communication tool that has led to their success. The brand is extremely active on all social media platforms, growing a huge online community with more than a million followers on their Instagram. Their social media accounts not only feature active consumer engagement but also relevant and consistent content creation to promote their products. Their prices range from \$4 to \$50 with their most expensive product being their Kush Lash + Brow Serum. Currently, Milk Makeup is distributed primarily in the United States through their online website, or in-person at select Sephoras and Kohl’s, but they currently do not ship internationally.

In recent years, heavy makeup looks have been popularized through social media accounts such as Instagram, however, there are a number of beauty brands that cater to an audience of people who prefer a clean makeup look. Brands such as Glossier, RMS Beauty, and

Kosas all use this clean makeup approach. Although clean beauty brands tend to cater to more mature audiences, Milk Makeup appears to be one of the few brands aimed at a younger demographic of consumers. This is evidently portrayed through Milk Makeup's Instagram account where they are very politically outspoken on minority issues compared to their competitors. This formula of advertising clean beauty and appealing to a younger demographic helps Milk Makeup tap into an audience of consumers that want a more natural look alongside supporting a company that aligns with similar political views. This type of marketing strategy helps Milk Makeup stand out compared to their competitors and has helped them garner the attention of a new generation of consumers.

Milk Makeup's consumer target is unisex, including both males and females. They support the LGBTQ+ community, and present advertisements with all gendered models wearing their products. The brand also created a wide variety of skin tones to fit each race and ethnicity; they do not discriminate and try to include a diverse group of people so they feel comfortable wearing their cosmetics. Milk keeps up with the times by making vegan products and makeup that follow the trend. Therefore, the typical age group that purchases Milk ranges from 16 to 26 years old. Compared to most high-end brands, Milk produces quality items for an affordable price which allows more young adults and teens of lower-income to purchase their products. Aside from Sephora and online retailers, Milk also sells their products through Amazon. They cater to "relaxed customers" looking for products that create a simple or natural look. Majority of residents in Los Angeles and New York City purchase the most Milk makeup cosmetics.

## **Part 2: Budget and Goals**

For the new advertising campaign, Milk will set a budget of \$266,000. Milk came up with this number by using a top-down budgeting approach. The top management already set the

spending limit, so Milk's promotion budget needs to stay within the spending limit. Due to this budget, the target audience of the campaign is narrow and specifically aims at teens to young adults or 16-26 year olds that live in New York City and Los Angeles. The advertising is focused on these cities because most of the target audience lives in highly populated, metropolitan areas.

One of the major goals Milk would like to achieve through this advertising campaign is that they want to increase people's awareness of the brand. While Milk is reputable in the niche of clean and natural makeup, it is still not considered mainstream. Increasing people's awareness of the brand would allow Milk to compete with other brands outside of its niche. Currently, 45% of Milk's target audience are aware of the brand. Milk would like to increase brand awareness of the target audience to 55% within the six months that the ad will run for.

Milk Makeup's other major goal is to strengthen the target audience's favorable attitude toward the brand. The specific genre of makeup that Milk is a part of may be small, but competition is fierce. As there are few brands that identify as clean and natural makeup, it is important to have an edge over the competition and create more appeal. Currently, 55% of Milk's target audience prefers Milk over other clean and natural makeup brands. By strengthening the target audience's favorable attitude toward the brand, Milk hopes to increase that number to 65% during the six months of the ad campaign.

### **Part 3: Creative Message Strategy and Tactics**

Milk Makeup's brand is all about "easy-to-use makeup that's 100% vegan, cruelty-free, and paraben-free". Milk Makeup's brand consistently uplifts minority issues, in a way that Milk's competitor brands fall flat. While competitor brands choose to not get political for the sake of pandering to customers, Milk chooses to target a demographic of consumers that care about the political climate in which they reside. In order for Milk Makeup's brand to grow in

new consumers and increase consumer favorable attitude, Milk will be running a donation campaign. For every customer that buys \$50 worth of Milk Makeup products, one lipgloss or a product that costs around the same as one lipgloss, will be donated to a women's shelter. For this campaign, Milk Makeup's slogan will be "Get a Gloss, Give a Gloss." to reposition the brand as the makeup company that cares about its community enough to give back. By using the positioning approach, Milk Makeup aims to be viewed as the empathetic makeup brand that sheds light on minority issues and cares about supporting the community. This campaign will take place over a 6 month period to encourage regular customers to not only continue purchasing from the brand but to also promote to new potential customers about our donation campaign.

With this campaign, we decided to apply an emotional appeal to our advertisements. We wanted to evoke feelings of care, empathy, warmth, and sharing by making sure the customer knows that their purchase is going to a person in need. Our campaign is designed to influence an individual's feelings of empathy in a way wherein a scenario where a consumer is making a purchase and is only a few dollars shy of our \$50 Give a Gloss, Get a Gloss campaign, they will be encouraged to purchase that one extra item to help another. Our promotion will encourage our consumers to make larger purchases because of their emotional tie to feeling happy after knowing someone in need will be given a touch of beauty. Furthermore, we hope that the positive feeling evoked by the action of giving back will transfer to the brand and customers will also tie a feeling of happiness to Milk Makeup. We want customers to feel that this is not a business tactic to get more sales, but that it is truly to help women in shelters have access to our brand so that they can feel beautiful with their help.

For the campaign print advertisement, we decided to use the imagery execution-style in order to encourage consumers to associate Milk Makeup with an image of giving and care. The

biggest visual focus of the print advertisement is the two hands passing the Milk lipgloss to each other, and the background is a simple solid color in order to bring more emphasis on the hands. The goal behind this was to focus on an image that would translate to giving. Though customers will not actually have the experience of handing a lip gloss to a woman in need, this advertisement will create that image in the consumer's mind when they are purchasing our products.

#### **Part 4: Media and Strategy Tactics**

For the advertisements, Milk Makeup will prioritize social media first, then use support and digital media. Social media will be beneficial to the brand because the target audience comes into contact with this medium the most. It is also the best way at spreading the word and offers many contact points. Support media will benefit the brand because it will address the geographic markets of product distribution and the location of most consumers. Print media, television, and radio should not be used for the ads because the target audience rarely, if at all, consumes these medias. The demographic of the target consumers are 16 to 26 year old teens and young adults. These consumers most likely grew up with social media and the Internet rather than radio and newspapers, so traditional media will not be as attractive to them. As a result, the top media for the advertisements are social media and support media.

In this day and age digital marketing is the most preferred media type amongst Generation Z. Tik Tok and Instagram are very popular social media platforms amongst not only Generation Z but also makeup users. For Instagram in particular, paid ads can go towards sponsoring Instagram beauty influencers to promote the charity campaign on their pages. Moreover, most of Generation Z uses social media on a daily basis, especially platforms such as Tik Tok. Therefore, content advertisements on Tik Tok can be condensed to 1-3 minute videos

for a much cheaper price compared to paying for commercial advertisements on television. Tik Tok influencers can promote Milk Makeup products while also mentioning how a certain number of proceeds made from the products will go to charities that fight for racial justice. Collaborating with Tik Tok influencers, similarly to Instagram influencers, to promote Milk Makeup products can boost rapport with consumers looking for a socially conscious brand. The campaign will run for six months, taking off in December and ending in May.

Outdoor advertising and transit advertising are the mediums that will benefit Milk because they address more niche needs. Geographically, a majority of Milk's consumers live in New York City and Los Angeles, two metropolitan cities. These cities are highly populated areas that encourage walking or the use of public transit. Due to the nature of these cities, outdoor and transit advertising will be very successful. The benefits of these types of advertisements include wide coverage with proper placement, consumers exposed to the ads at a high frequency, creative elements that attract attention, and generation of high awareness. For outdoor advertising, Milk will specifically use digital billboards and wall murals. Such large advertisements will attract a lot of attention from potential consumers as they get around the city. Moreover, if consumers prefer public transit, then they will still be exposed to the transit advertisements. Milk will specifically use station, platform, and terminal posters in transit facilities. The use of these posters will generate awareness and exposure to consumers. Same with the digital advertising, the ad will run from December through May.

### **Part 5: Measurement & Research Plan**

The effectiveness of our ad campaign will be measured in regards to its success in achieving our two main objectives: 1) to increase brand awareness beyond our target consumers and 2) to strengthen brand favorable attitude among our current target audience. We will be

measuring the success of our campaign through data collected by testing the message variables of our advertisements. The goal is to see which messages will appeal the most to both new and existing consumers. Because Milk Makeup campaigns are primarily digital/online, we will be measuring appeal through post-testing of viewable impressions such as the advertisement click-through rate and amount of views per advertisement. Conducting tests in a laboratory would be best for our research because it would produce results in a controlled setting where audience feedback can be clearly communicated. This clarity is important for our goal to fully recognize consumer impact and understanding because we want to formulate the right message to reach our campaign objectives. We will be using both concept tests and portfolio tests during our pre-testing process to gather the data. Focus groups will be undergoing concept tests to determine which direction would best attract new customers and what works best with our current target consumers. These concept tests will be important in guiding our research into different consumer targets. Afterward, finished ads will be shown to the groups in our portfolio tests to see what the members are able to recall after being exposed to the Milk Makeup test advertisements. We found this form of testing would be best to determine if the advertisements will run or not. Focus groups will be samples composed of 8-10 people who are either: 1) members of our current consumer demographic who are aware of Milk Makeup or 2) members of a competing brand's consumer demographic. Individuals may range from ages 16-24 with a preference for clean beauty in order to gather data on our current target audience. Individuals may also range from ages 16-24+ with a preference for glam makeup, as a way to gather data on consumers beyond our current target. With the proper research plan, we hope to reach our ad campaign objectives in order to assist in the growth of Milk Makeup.

**Milk**  
MAKEUP

Let's give back to our communities.



**Get a gloss.**  
**Give a gloss.**

