



Ipsy Interactive Media Plan

Carly McGinley

Advertising, Account Management

Assistant Professor Kathy Mueller

Interactive Media & Advertising

Temple University

Overview

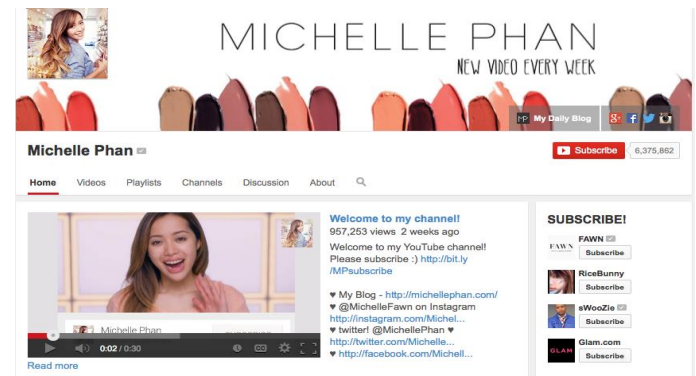
- History
- Current Situation Analysis
- Competitors
- Target Audience
- Personas
- Parameters
- Media Objectives & Goals
- Media Strategies
- Media Tactics
- Media Selection
- Media Rationale
- Media Breakdown
- Flowchart

History

2007

Before the launch of Ipsy, Ipsy's founder Michelle Phan became a YouTube celebrity from sharing videos of beauty and style tips

Michelle Phan's videos featured affordable to high end makeup reviews and celebrity makeup tutorials that featured pop stars like Lady Gaga & Rihanna



History

2011

MyGlam was introduced



MyGlam is a monthly beauty subscription service filled with various beauty products that are associated with the tutorials on the website.

For \$10 each month subscribers of MyGlam receive 4-5 deluxe samples and full size beauty products based off of a personalized beauty quiz

History

2012

Michelle Phan gained over 2 million subscribers on YouTube

#1 Beauty Guru on YouTube

Launch of ipsy.com

The screenshot shows the ipsy.com homepage. At the top left is the ipsy logo with the tagline "...beauty by you". To the right is a "member login" link. The main banner features a woman in a pink dress holding a product, with the text "Exclusive beauty finds by our stylists just for you" and "Discover personalized products and offers. Membership is FREE!". A pink button says "Become a Member >". To the right, it says "Enhance your ipsy membership with our monthly Glam Bag!" and shows a "Beauty Rocks" bag for April 2014, valued at \$10 per month with free shipping. Below the banner are logos for brands: bene/it, URBAN DECAY, OLEHENRIKSEN, NYX, JOSIE MARAN, DUXOM, and sexyhair. A "HOW IT WORKS" section includes: "Watch product tutorials from our stylists and fellow members" (with a YouTube icon), "Sample amazing products tailored to you before you commit to buying" (with a product icon), and "Save up to 70% through members only offers from your favorite brands" (with a 70% OFF badge). At the bottom, it says "AS SEEN ON" followed by logos for allure, belasugar, makeuptalk, WSJ, and ricki. Social media icons for Facebook, Twitter, Pinterest, YouTube, and Instagram are also present. The footer contains the ipsy logo and navigation links: About, Company, Policies, Help, and Exclusive Offers.

Current Situation Analysis

- \$1.5+ million a month in sales
- Over 1 million registered members
- 150,000+ Glam Bag subscribers
- Current exposure: Strong social media presence on YouTube, Facebook, Instagram, Pinterest, Blogging and Public Relations
- Only available in the United States
- Cosmetic Industry worth \$55 billion worldwide
- Featured brands: Benefit, Urban Decay, Ole Henriksen, NYX, Josie Maran, Sexy Hair, City Color, Too Faced and more!

benefit
SAN FRANCISCO

ud
URBAN DECAY
beauty with an edge™

OLE HENRIKSEN

NYX
PROFESSIONAL MAKEUP

JOSIE MARAN

BUXOM

★ **sexyhair.**

Competitors

Birchbox

- Main competitor
- Same concept (\$10/month, 4-5 beauty items)
- Focuses more on body and skincare
- Men's option
- United States



Beauty Army

- \$12/month, 6 beauty items
- You choose the items
- United States except Alaska and Hawaii



Target Audience

Demographics

- Women
- 18 – 35 years old
- Living in the United States
- Salary: Less than \$35,000
- Education: high school degree, some college or bachelor's degree

Psychographics

- Wears makeup regularly
- Follows fashion and beauty trends
- Health conscious and works out regularly
- Enjoys shopping and keeps a look out for sales
- Very active on social media

Ipsy's target audience are make up and beauty enthusiasts who may be financially limited to explore and enjoy trying new trends which is where Ipsy fills that gap

Personas

Stephanie

"Social media allows me to keep up with the latest beauty trends which allows me to experiment different looks!"

- **Age:** 20
- **Occupation:** College student at Penn State University and works at the campus bookstore
- **Income:** Relies on parent's income and uses personal income (less than \$5,000 a year) on makeup, clothes and going out
- **Shopping Habits:** Shops mostly online at Forever21, Urban Outfitters and Tobi
- **Makeup Usage:** Wears makeup often. Buys from drug stores (Rite Aid, CVS) in store and Ulta online
- **Media Usage:** Very active social media user. Uses Instagram, Facebook and Pinterest daily. Occasionally uses YouTube and Twitter. Watches TV shows on her tablet through network apps. Listens to Pandora radio.



Personas

Allison

"Between my busy work schedule and being conscious about my spending habits it is hard to keep up with beauty trends and deals."

- **Age:** 32
- **Occupation:** Marketing Manager
- **Income:** \$30,000
- **Shopping Habits:** Shops online and in stores at The Loft, Express and J Crew
- **Makeup Usage:** Wears makeup occasionally. Buys from department store (Nordstrom, Macy's, Bloomingdale's) makeup counters
- **Media Usage:** Mostly uses social media to keep in touch with friends on Facebook and Instagram. Sometimes uses Pinterest and YouTube. Watches broadcast and cable TV shows. Reads Cosmopolitan and Allure Magazines. Listens to local FM radio when traveling to work and Pandora at home.



Parameters



Media Objectives & Goals

Increase Ipsy's Glam Bag Subscriptions

- By increasing Glam Bag subscribers it will increase Ipsy's revenue & profits

Increase Ipsy's Members

- By increasing Ipsy's members it builds a stronger and more engaging online beauty community through users creating, uploading and sharing beauty tutorials and reviews

Media Strategies

Increase Ipsy's Glam Bag Subscriptions

- Creating a media mix that advertises the affordable cost of receiving multiple beauty products each month

Increase Ipsy's Members

- Positioning itself to be the #1 online source and community for users of all styles and makeup usage by focusing on the interactive and inspiring experience

Media Tactics

Increase Ipsy's Glam Bag Subscriptions

- Advertising on desktop and mobile sites
- Advertising in mobile apps
- Advertising on internet radio
- Using Paid Search and Search Engine Marketing (SEM)

Increase Ipsy's Members

- Strong social media presence by advertising on Facebook, Instagram, Pinterest and YouTube
- Including branded hashtags

Media Selection

- Desktop
- Mobile
- Internet Radio
- Paid Search/SEM
- Social Media

Desktop

Vertical Sites

- cosmopolitan.com
- glamour.com
- elle.com
- style.com
- shape.com
- realsimple.com
- allure.com
- marieclaire.com



Desktop

Ad Networks

Targeting through women's lifestyle trends:

- Makeup
- Fashion
- Interior Design
 - Health
- Food/Cooking

Desktop

Banner Advertisements

The image shows a desktop screenshot of the Allure website. On the left, a vertical pink bar contains the text "Join IPSY". To its left, an orange arrow labeled "Skyscraper" points right. At the top of the page, a purple banner features the "ipsy" logo and the tagline "...beauty by you". Below this, a large orange banner for "allure THE BEAUTY EXPERT" is visible. To its right, a red and white "allure" banner offers "6 MONTHS ONLY \$3" with a "Subscribe" button. An orange arrow labeled "Leaderboard" points left to this banner. Below the main navigation bar, a "User's Guide to Style: Polka Dots" article is featured. To its right, a pink "ipsy" banner is shown, with an orange arrow labeled "Square" pointing left to it. Below the article, a "SAMPLE SOCIETY" banner is visible. At the bottom, a "POLLS" section is partially visible.

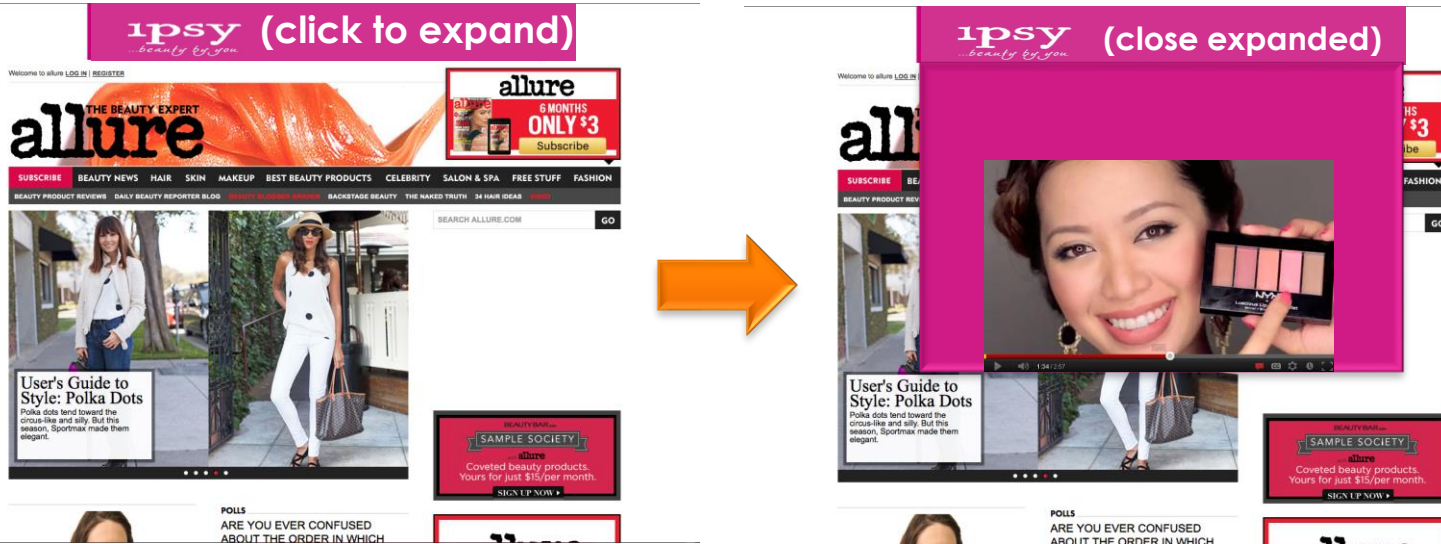
- Leaderboard - Size (728x90)
- Full Banner – Size (468x60)
- Square – Size (336x280)
- Skyscraper – Size (160x600)

* Example advertisements are not drawn to scale

Success Metrics: Impressions, Clicks, CTR, Landings, Conversions

Desktop

Rich Media Expandable



Size: 970x250 (example is not true to scale)

Video Format: True Streaming

Video Duration: 15 seconds max for auto-initiated video. Extended Play available

Success Metrics: Impressions, Cost per Interactions

Desktop

Rich Media

Video Login

The screenshot displays a desktop website layout for Ipsy. At the top, there is a pink header with the Ipsy logo and tagline "...beauty by you". Below the header, the layout is divided into three main sections. On the left, there is a white sign-in form with the "COSMOPOLITAN" logo, a "Sign in" heading, and fields for "Username or Email:" and "Password:". A link below the password field reads "Click here if you forgot your password. If you don't have an account, join now for free." In the center, there is a video player showing a woman smiling and holding a makeup palette. Below the video player, there is a pink bag filled with various Ipsy makeup products, including a blush compact labeled "BE MATTE BLUSH".

Size: 1440x1024

Video Format: Plays on User's Click

Success Metrics: Impression, Total Engagements,
Engagement Rate, Number of Video Views

Mobile

In App and Mobile Web



Targeted by Online Behavioral Advertising (gender, age, interests, etc.)
Success Metrics: Impressions, Clicks, CTR, Number of App Downloads, etc.

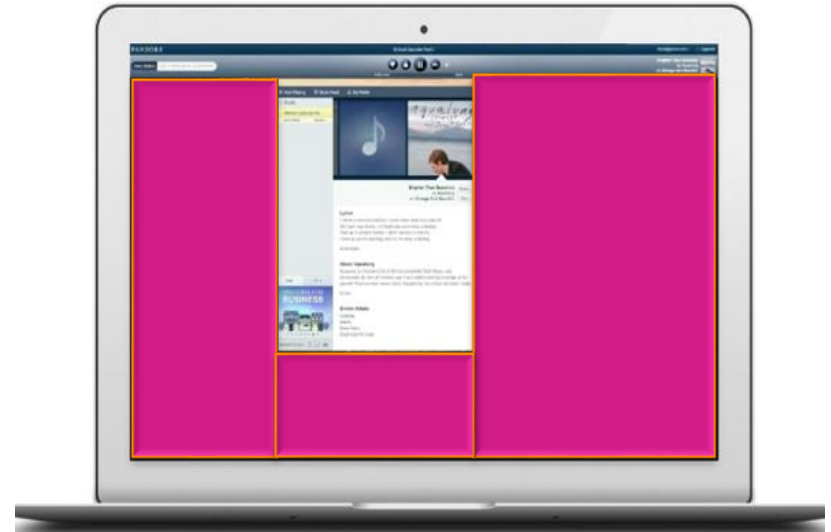
Internet Radio

Pandora

Branded Radio



Animated Overlay



Targeted by user segments
Demographics: age, gender, location, etc.
Psychographics: interests, specific music, etc.
Success Metrics: Number of Listeners, Impressions, Clicks,

Paid Search & Search Engine Marketing

Desktop and Mobile

The screenshot shows a desktop Google search results page for the query "red wigs". The search bar at the top contains "red wigs" and the search button is labeled "Search". Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada". The results section shows "Results 1 - 10 of about 254,000 for red wigs. (0.34 seconds)".

Sponsored Links (Left Column):

- Red Wigs** (www.ebay.ca) - Fantastic prices on Red Wigs Buy Direct From Canadians and Save
- Toronto Wigs** (ConfidentHair.com) - Custom Wigs & Styling in Toronto. Free Consultation! 416-300-4161
- Fun Wigs, No Duty Canada** (www.Canada.PartyMart.com) - Great Prices, Quality & Selection. Ships Quick, Order Today!

Sponsored Links (Right Column):

- Hundreds of Wig Styles** - Quality Lace, Remy, and Extensions Free Shipping on orders over \$49 (www.wigsuperstore.com)
- Toronto Beautiful Wigs** - Wigs, Hair Systems & Extensions for Chemotherapy, Alopecia & Thinning (www.continentalhair.com Ontario)
- House Of Beauty** - Weaves-Wigs-100% Human Hair, Hair Extensions. Online Discounts. (www.MyHouseOfBeauty.com 3427 Derry Rd. East, Mississauga)

Organic Results:

- Red Wigs - All Styles** - Order your Red Wigs through our secure online system or call 1.800.878.4764 for a live operator (9AM to 6PM, Mon-Fri, Eastern Time) ... (www.zoogstercostumes.com/landing/wigsred.php - Cached - Similar pages -)
- red highlights wigs - offers from red highlights wigs ...** - red highlights wigs manufacturers directory - over 3000000 registered importers and exporters. red highlights wigs manufacturers, red highlights wigs ... (www.tradekey.com/ks-red-highlights-wigs/ - Cached - Similar pages -)

The screenshot shows a mobile Google search results page for the query "medical malpractice lawyer". The search bar at the top contains "medical malpractice lawyer" and the search button is labeled "Search". Below the search bar, there are radio buttons for "the web" (selected) and "pages from Canada". The results section shows "Results 1 - 10 of about 254,000 for medical malpractice lawyer. (0.34 seconds)".

Sponsored Links (Left Column):

- Medical Malpractice** (www.zhipc.com/medical-malpractice) - Top Rated Malpractice Lawyers No Win, No Fee... (Who We Are - What We Do - Contact Us) (855) 223-0753 (www.lawyersgroup.com/In-New-York) Medical Malpractice Cases? Speak To A Malpractice Lawyer In New York today. Free Consultation!

Sponsored Links (Right Column):

- Medical Malpractice Lawyer** -

Annotations:

- Mobile Site Links:** Increase ads click-through-rate (CTR) by dominating dominating screen real estate (points to the "Call" button in the sponsored link).
- Google Click-to-call:** Initiate call directly from Google (points to the "Call" button in the sponsored link).

Keyword List:

makeup, beauty, makeup deals, monthly subscriptions, ipsey, glam bag, birchbox, beauty army, urban decay, ulta, sephora, make up tutorials

Success Metrics: Clicks, Landings, Conversions

Social Media

Facebook Sponsored Advertisements

Desktop and Mobile

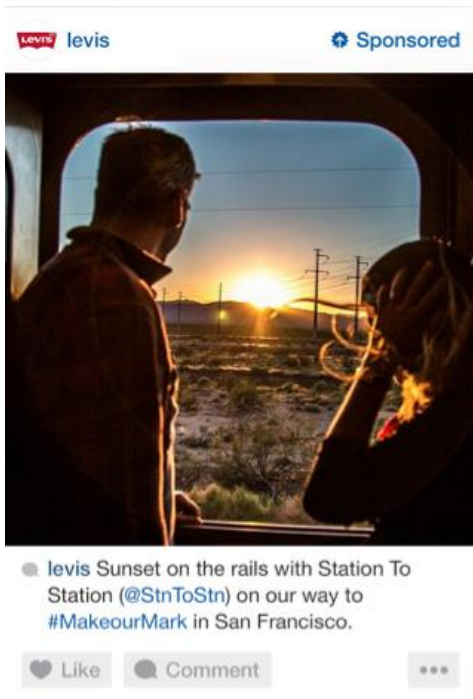


- 1 Premium delivery – desktop News Feed, homepage RHS, mobile News Feed
- 2 Social context
- 3 Call to action
- 4 Large creative
- 5 Social engagement

Targeted by user segments
Demographics: age, gender, location, etc.
Psychographics: interests, specific music, etc.

Social Media

Instagram Sponsored Advertisements

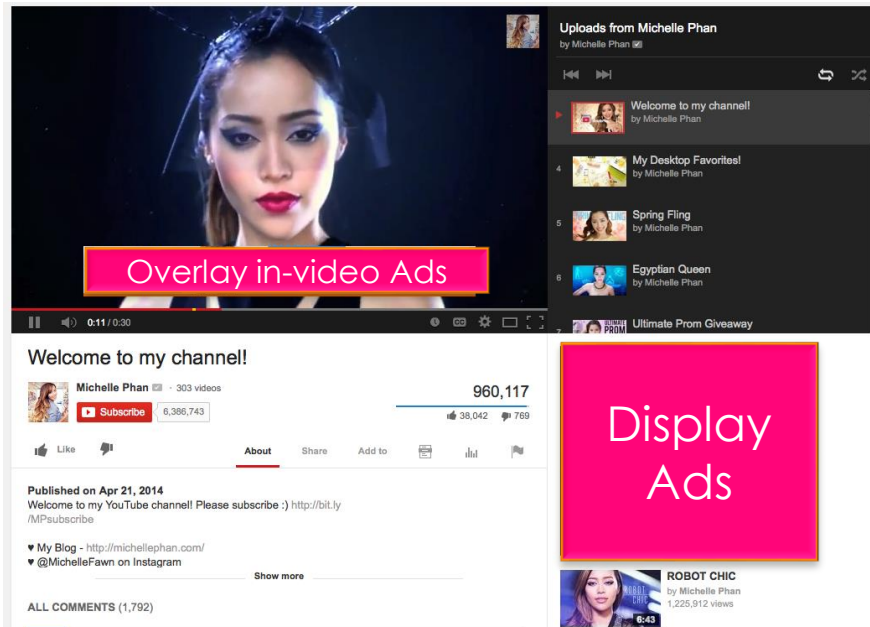


Targeted by user segments

Demographics: age, gender, location, etc.
Psychographics: interests, specific music, etc.

Social Media

YouTube Advertisements



The image shows a screenshot of a YouTube video player interface. The main video area displays a woman's face with a pink overlay box containing the text "Overlay in-video Ads". Below the video player, the channel name "Michelle Phan" is visible, along with a "Subscribe" button and a subscriber count of 6,386,743. The video title is "Welcome to my channel!". To the right of the video player, there is a list of uploads from the channel, including "Welcome to my channel!", "My Desktop Favorites!", "Spring Fling", "Egyptian Queen", and "Ultimate Prom Giveaway". A large pink box with the text "Display Ads" is overlaid on the right side of the channel page. Below the channel page, there is a video player for "ROBOT CHIC" by Michelle Phan, with 1,225,912 views and a duration of 0:42.

Targeted by user segments

Demographics: age, gender, location, etc.
Psychographics: interests, specific music, etc.

Social Media

Incorporating Hashtags

Allows desktop, mobile, internet radio and social media advertising to cross platforms & build brand awareness

#ipsy10

#ipsyglambag

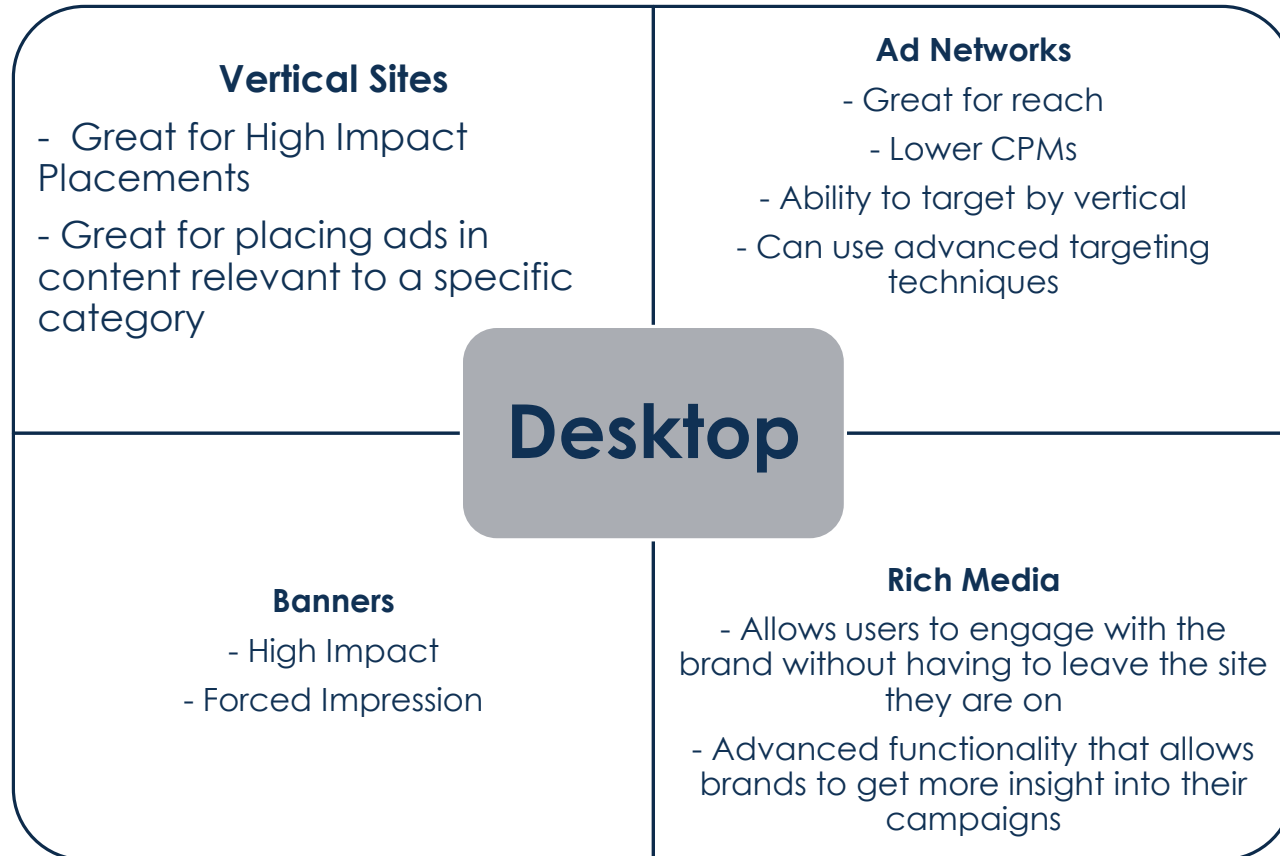
#iloveipsy

#ipsydeals

#inmyglambag

#ipsybeauty

Rationale



Rationale

Mobile

- Usage for mobile is increasing very rapidly
- Banner replacements are great for branding
 - CPMs are very efficient currently
- Target Audience is actively using mobile devices throughout the entire day

Rationale

Internet Radio - Pandora

- 2nd Best Selling Mobile App
- 1st Best Selling Mobile Radio App
- Incorporates audio, visual and video
- 100% registered users allows for specific targeting

Rationale

Paid Search/Search Engine Marketing

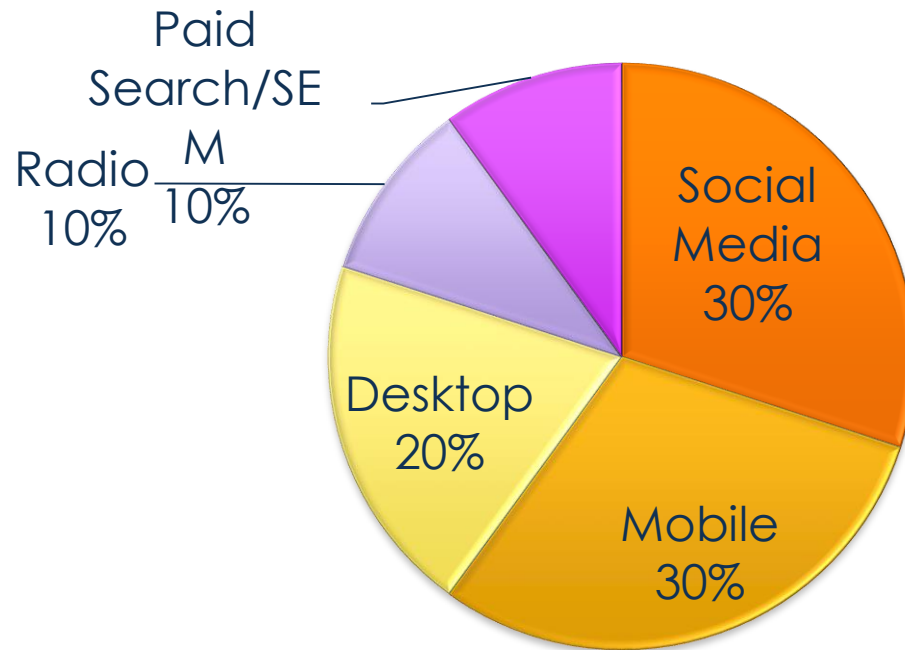
- Great for immediacy
- Best for direct response but may be used for branding
- Text link search results appears as part of user's answer

Rationale

Social Media

- Great for branding
- Great for creating viral buzz
- Allows for advertisers to interact with users

Media Breakdown





Thank You!

For questions, comments and concerns
email Carly McGinley at
carly.mcginley@temple.edu