Ipsy Interactive Media Plan

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Overview

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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
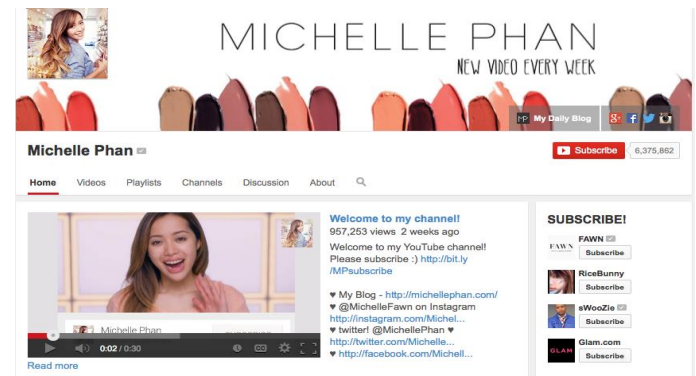
History

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

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 | URBAN DECAY | OLEHENRIKSEN | 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 then $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 then $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

Target: Women 18 – 35 years old

This target is very media savvy and is very beauty focused

Timing Seasonality: Yearly

Makeup is worn daily and trends are always changing

Geography: Nationally (United States)

Ipsy's Glam Bag subscribers are limited to the United States

Focus: Digital Media

Ipsy's services and community are all online and digitally

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 advertisers 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

- 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
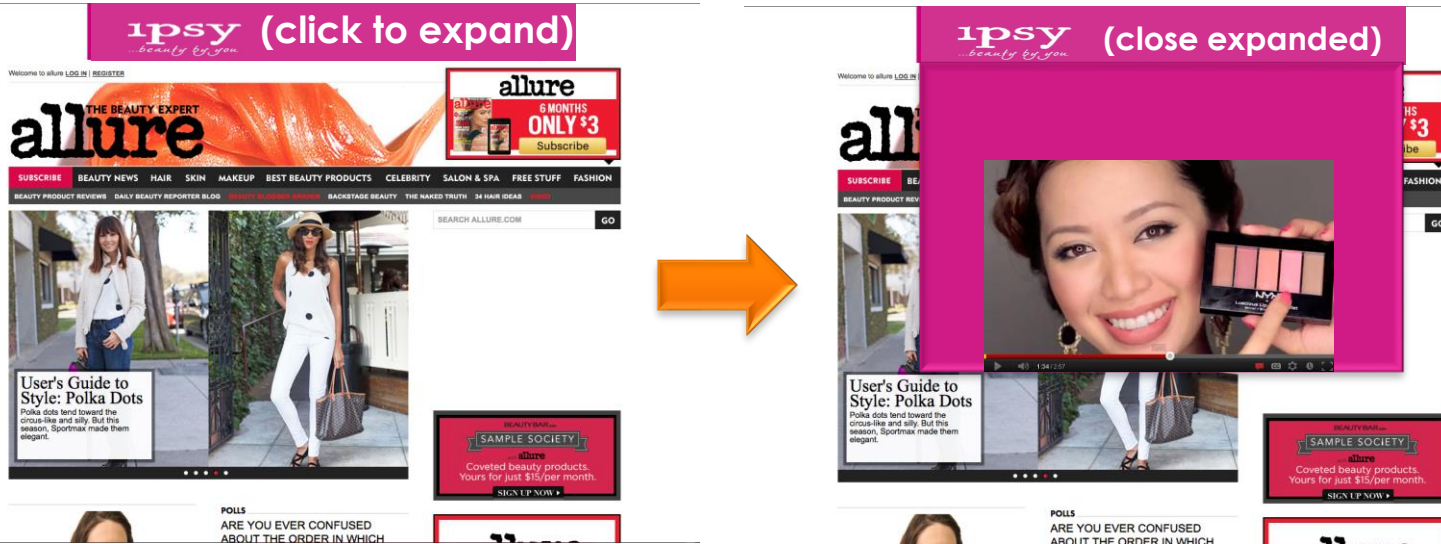
Size: 970x250 (example is not true to scale)
Video Format: True Streaming
Video Duration: 15 seconds max for auto-initiated video. Extended Play available

Success Metrics: Impressions, Cost per Interactions

Desktop

Rich Media

Video Login

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

Full Screen

Banner

LUX
NEW
with BEAUTY OILS

Large Panel

Interstitials

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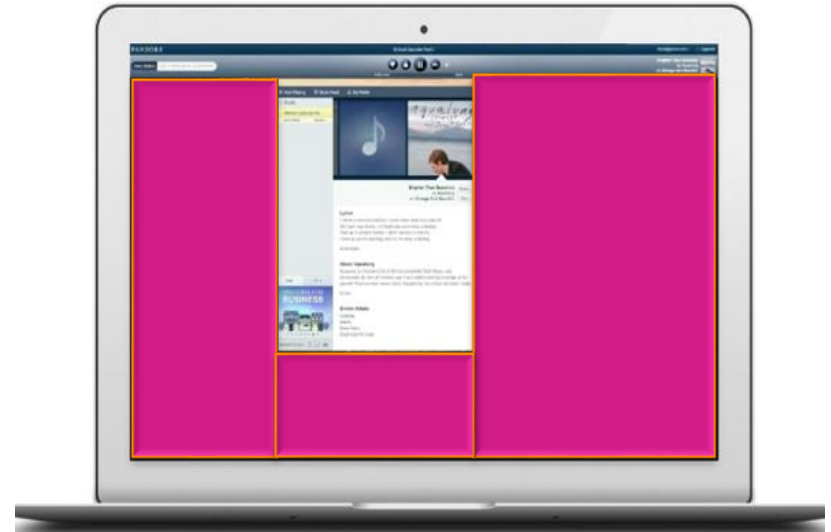
Targeted by user segments
Demographics: age, gender, location, etc.
Psychographics: interests, specific music, etc.
Success Metrics: Number of Listeners, Impressions, Clicks,

Paid Search & Search Engine Marketing

Desktop and Mobile

Keyword List:

makeup, beauty, makeup deals, monthly subscriptions, ipsy, 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
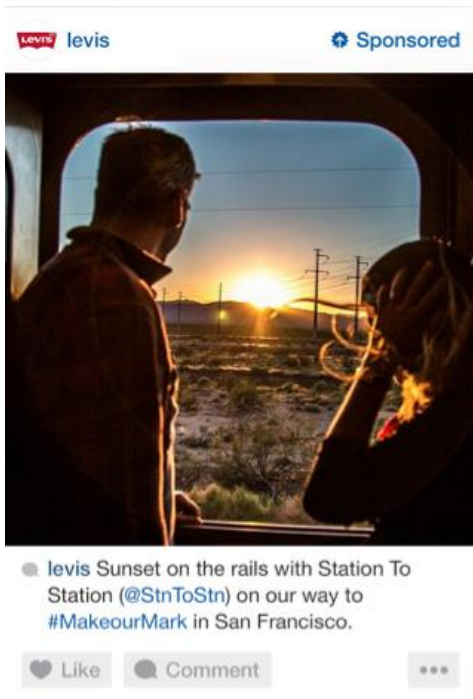
Targeted by user segments
Demographics: age, gender, location, etc.
Psychographics: interests, specific music, etc.

Social Media

YouTube Advertisements

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   #ipsydeals
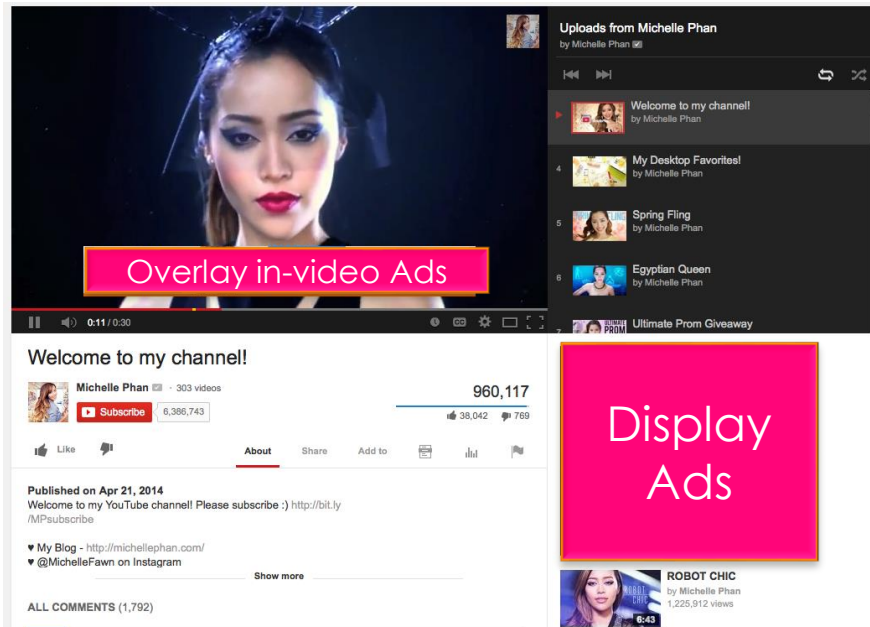#ipsyglambag   #inmyglambag
#iloveipsy   #ipsybeauty

Rationale

Vertical Sites

- Great for High Impact Placements

- Great for placing ads in content relevant to a specific category

Ad Networks

- Great for reach

- Lower CPMs

- Ability to target by vertical

- Can use advanced targeting techniques

Desktop

Banners

- High Impact

- Forced Impression

Rich Media

- Allows users to engage with the brand without having to leave the site they are on

- Advanced functionality that allows brands to get more insight into their campaigns

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
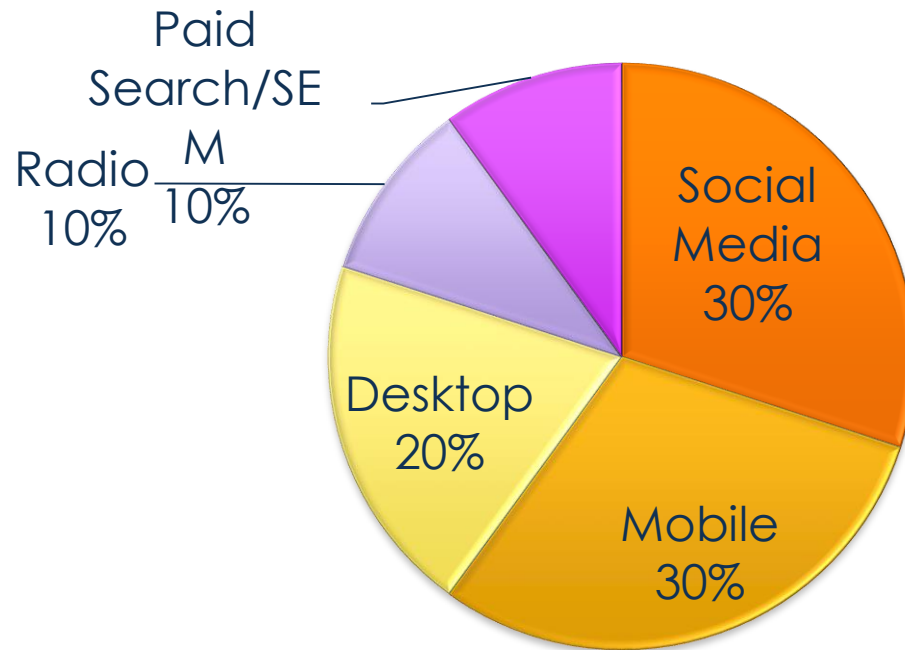- Text link search results appears as part of user's answer

Rationale

Social Media

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

Media Breakdown

Pie chart — Media Breakdown: Social Media 30%, Mobile 30%, Desktop 20%, Radio 10%, Paid Search/SEM 10%

Flowchart

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Nov	Dec
Desktop		■		■		■		■		■	
Mobile	■	■	■	■	■	■	■	■	■	■	■
Internet Radio	■		■		■		■		■		■
SEM	■	■	■	■	■	■	■	■	■	■	■
Social Media	■	■	■	■	■	■	■	■	■	■	■

Thank You!

For questions, comments and concerns email Carly McGinley at

carly.mcginley@temple.edu