

Mini *Estee*

Marketing
material

Alice Chandler
Final Major Project
15109420
FASH6051



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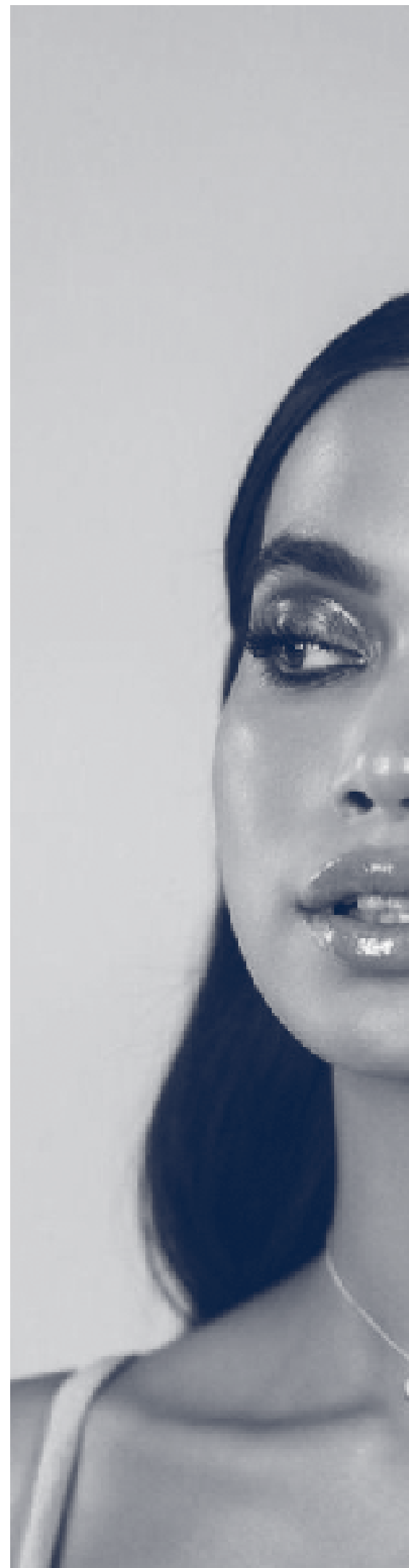
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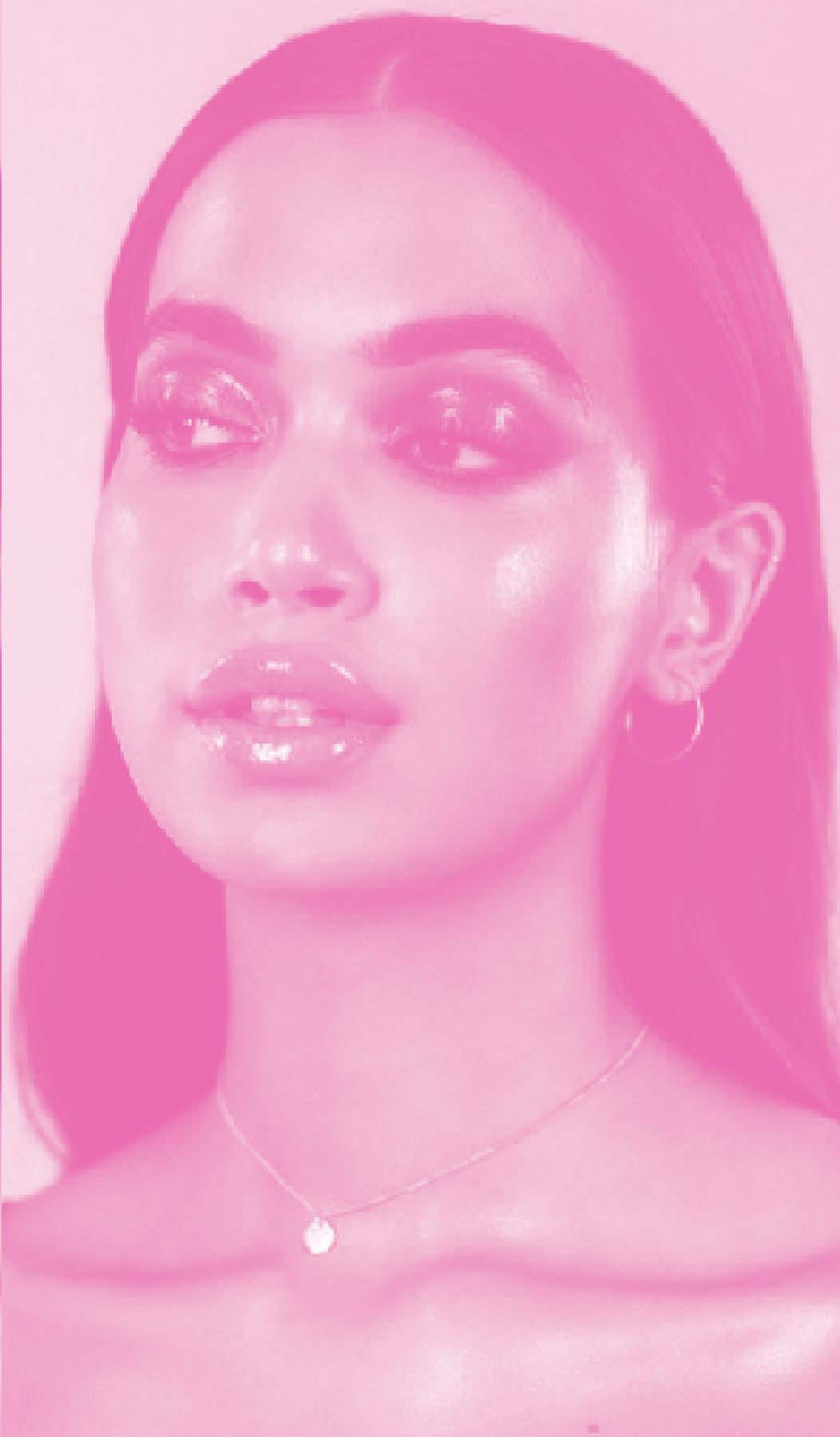


Marketing *summary*

Marketing is important to the launch of Mini Estee and it is essential it will fit in with all 29 companies aesthetic and appeal to a wide audience, not just the core consumer. The marketing will be a mix of social media, magazines, underground and press send outs to make a multi-media impact on the consumers.

The key techniques to spread the word for the launch of Mini Estee is predominately through social media as it is the most popular way to get the word out for the early millennials demographic. This will allow the consumers to interact with Mini Estee all the time through the application and social media giving a multi-channel experience and transparency from head office down to the consumers.





Marketing and PR collaborate to **generate interest and a buzz** for the launch on social media using the hashtag **#miniestee**

Create **advertisements** on all Estee Lauder Companies **social medias** to spread awareness and it has a larger possibility to reach a wider audience

Create Mini Estee social media accounts and **gain a large following**

Use in house designers to start **creating advertisements** for campaigns online and instore

APRIL

Increase of advertisements across all social media platforms and instores

PR send sample boxes to influencers, get them talking about the concept and use **#miniestee** (not sponsored)

Do **instagram adverts** on news feeds until launch and target it at the 'experimentals' instagrams

JUNE

Saturday 10th

e-mail customers about Mini Estee week and how it works where and when

Saturday 3rd-10th- London

Saturday 10th-17th- Birmingham

Saturday 17th-24th - Manchester

Mini Estee week, make your own box in Selfridges

(Manchester, Birmingham and London)

start process of **creating seasonal boxes**

Start **organising of the Mini Estee**

Brunch, make contact with Sketch London

AUGUST

MAY

Send out fliers to beauty counters in stores including department stores

Start **discussing with Selfridges** about Mini Estee week idea and possible weeks it is available to showcase

start **creating PR packages** for influencers send products that are not as popular for them to try out and 'experiment'

JULY

Mini *Estee* LAUNCH

large **social media presence**, lots of tweeting and instagraming and interacting with customers

Saturday 27th

Make **customers aware** of Mini Estee event on social media

Snapchat filter on the day of the launch for all people in the UK aged 18-34

Forecast to have on average **300k** followers on **instagram**

SEPTEMBER

Advertise seasonal boxes starting in October which release every other month to gain a wider audience and for people who cannot afford a box every month or do not know what to try out

Meeting with the Mini Estee team to evaluate success and **plans to make next Mini Estee week in John Lewis** stores to be able to give opportunities to people in more cities in March

2019-2020

Awareness to users of being able to be **invited to brunch** for top 40 users (encourages users to use the app more)

OCTOBER

Web designers make **Christmas aesthetic on the app/website**

Physical invitations go out to brunch **winners**

Contact **Sketch London** again to discuss props and overall aesthetic for event

E-mail all attendees with their **RSVP** at end of the month and invite more if some cannot attend

step up social media as there needs to be as many sales as possible and encourage customers that Mini Estee gifts is what people want for Christmas

DECEMBER

Review and evaluate how Mini Estee sales and promotions did **over the festive season**

Start **prepping Mini Estee week** for

E-mail users about the upcoming event

Mini Estee week John Lewis

Saturday 15th-22nd (will hopefully **encourage people to subscribe** after the Christmas season being tight on money)

FEBRUARY

NOVEMBER

Towards the end of the month start **advertising boxes for Christmas presents** or offers for subscriptions as a gift

Start **promoting exclusive Christmas special products** for next month (to encourage users to keep subscription going through Christmas time)

JANUARY

New year app/ website update with images

New Year, New Estee, **everyone unlocks a new brand** of their choice (encourage purchases as there will not be as many after christmas period)

'new year, new me' to join and subscribe

Prep goodie bags for event

Brunch at Sketch London on **Saturday 18th January**

Large **awareness of event on social media** to make people aware and excited to see and an **incentive to people to keep using** the app and get invited next time

MARCH

One year of Mini Estee staff celebration party

How Mini Estee *Works*

These fliers will be available in the first package customers will receive in case they have not yet discovered all possibilities of the app/website

They will also be available at all Estee Lauder Companies stores

Mini Estee

how it works

You will start with five brands for example
Clinique, Mac, Bumble and bumble,
Glam Glow and Le Labo.

Once you have ordered a sample of a
product, it will then turn into a full sized
product which you can purchase with 10% off

Personally choose samples

You will be given the option to completely choose
what is sent making the delivery totally personal

or

choose a pre-made package

or

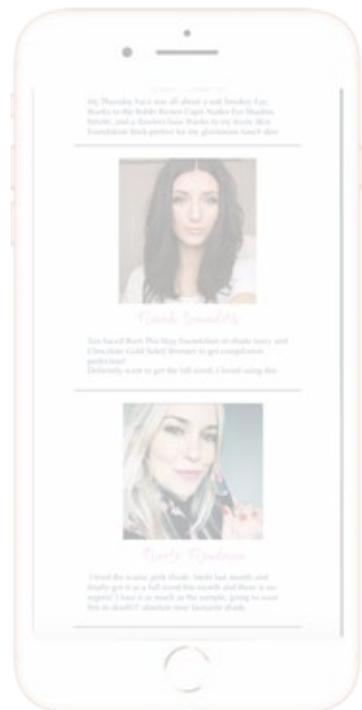
no subscription and choose samples
sent to you for individual prices

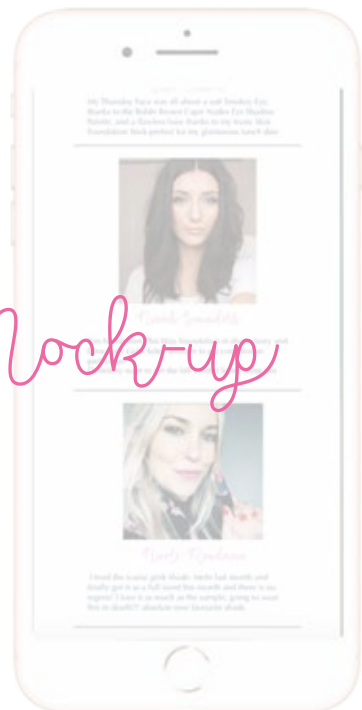
Profiles

Every user has a profile to show reviews about products to
give other users an idea how the product works or encourage
to order it the next month

Compare across brands

Quickly, accurately and easily across all the
brands find your shade for many products





Mini Estee app Mock-up



Mini Estee



MAC Cosmetics Strobe Cream

The ultimate quick fix for skin now in shades of pink (original), peach, silver, red and gold. Super-powered with potent botanicals, it boosts the look of dull, flat or tired-looking skin with nutritious vitamins and a mega-dose of green tea. Brightens and clarifies with iridescent particles and antioxidants. Adds the softest glow to skin in sunlight to spotlight.

see reviews

add sample



header bar navigation

'click' and navigates users to their 'PROFILE' page

'click' and users can go back a page

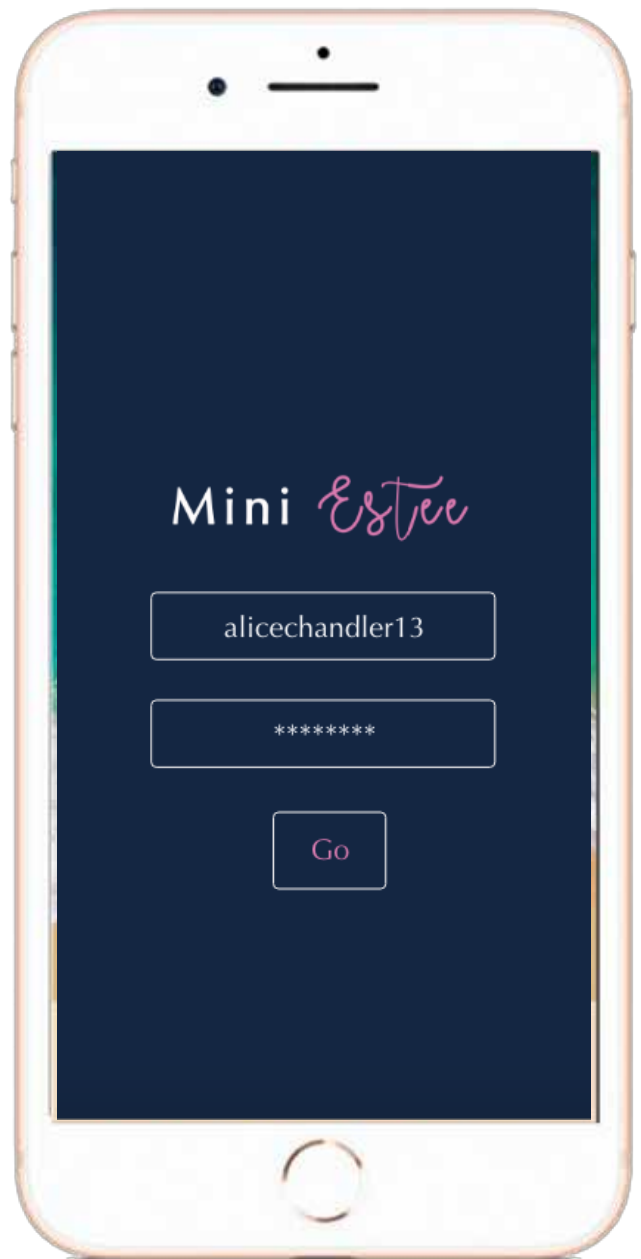
footer bar navigation

'click' and navigates users to the 'HOME' page

'click' and navigates users to the 'NEWSFEED'

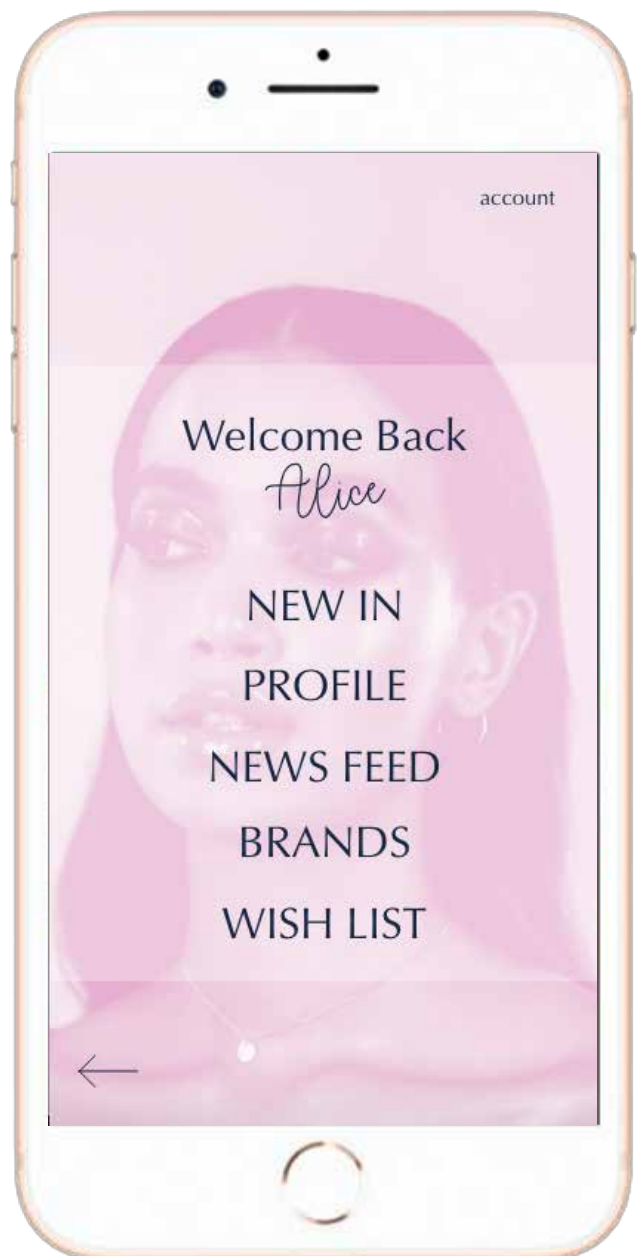
'click' and navigates users to the 'WISHLIST'

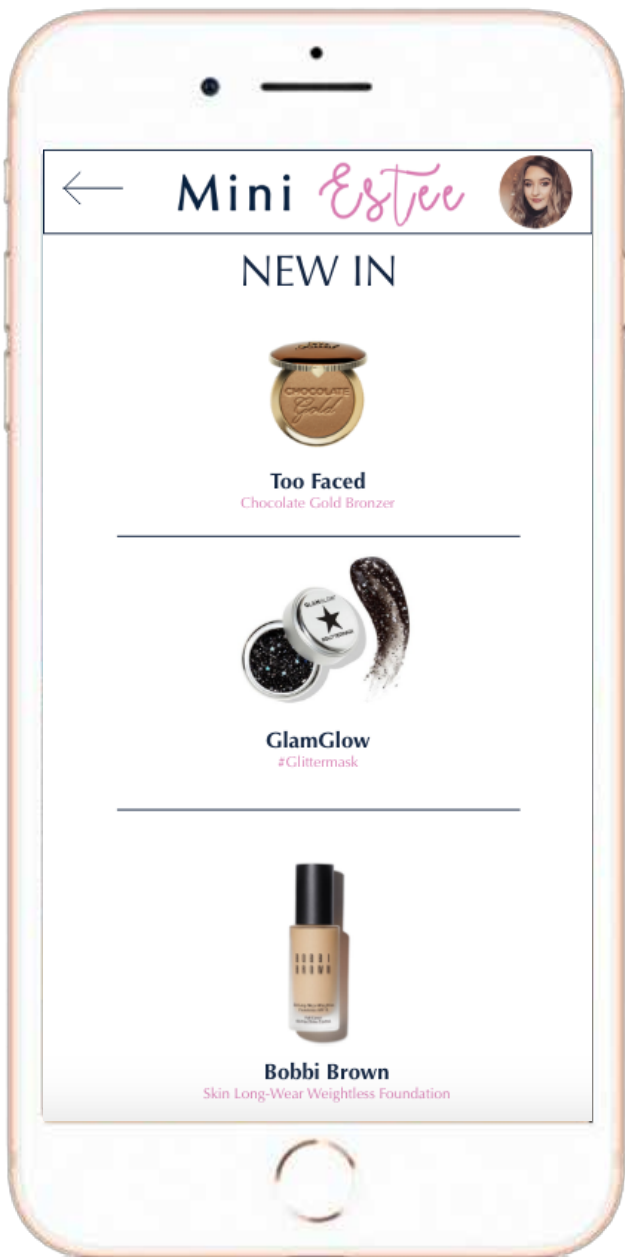
'click' and navigates users to the 'BASKET'



The Login *process*

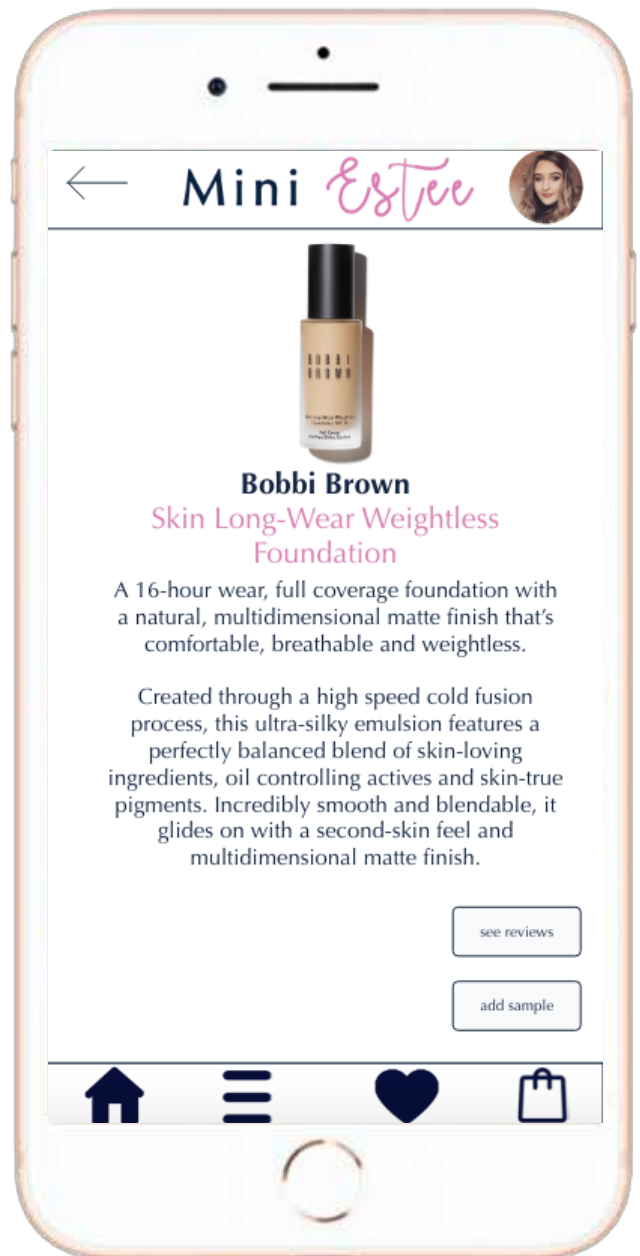
Once the app is downloaded users can make up their own username and input their preferences which then determines which 5 brands they get to start with. They can change the settings if need in the account section on the home page





New *in*

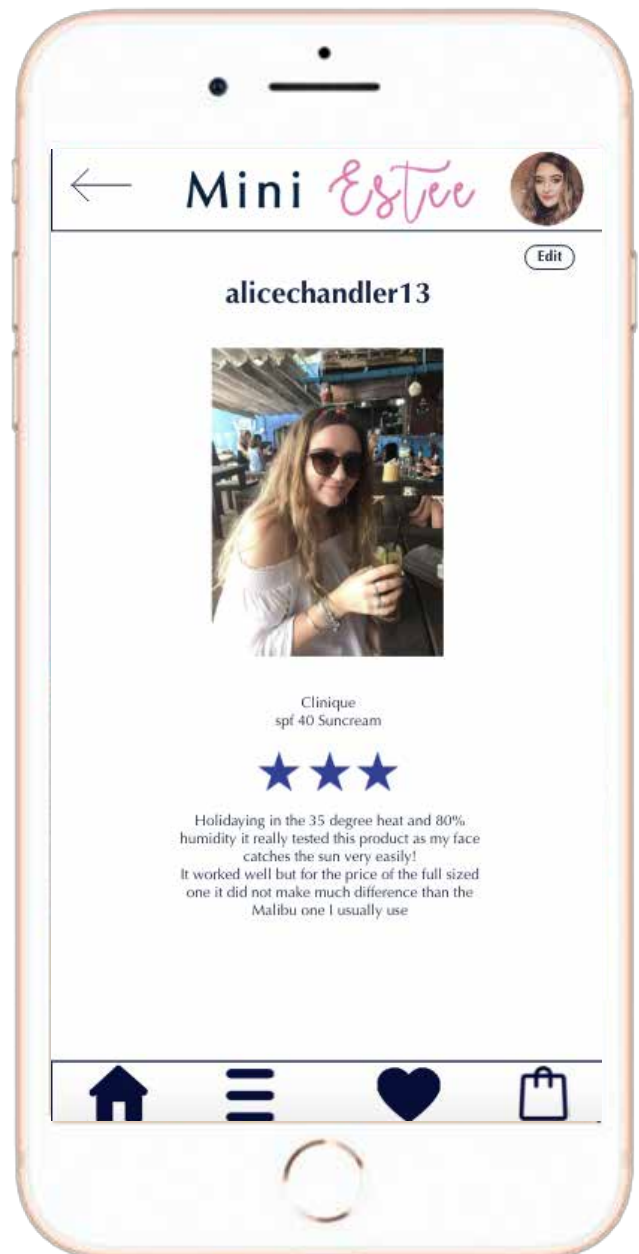
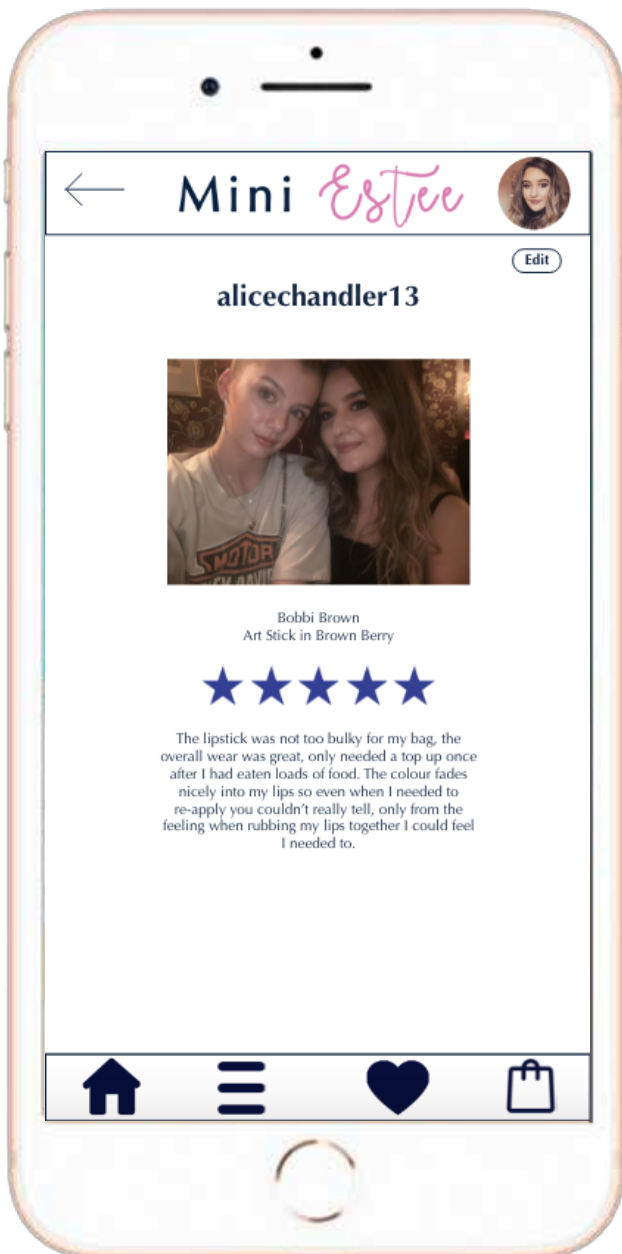
There will be 1 new sample to try every month from each brand that is unlocked for the customer to try, making at least 5 new products to try, they will be in their own section on the home page along with also being in the main brand section.

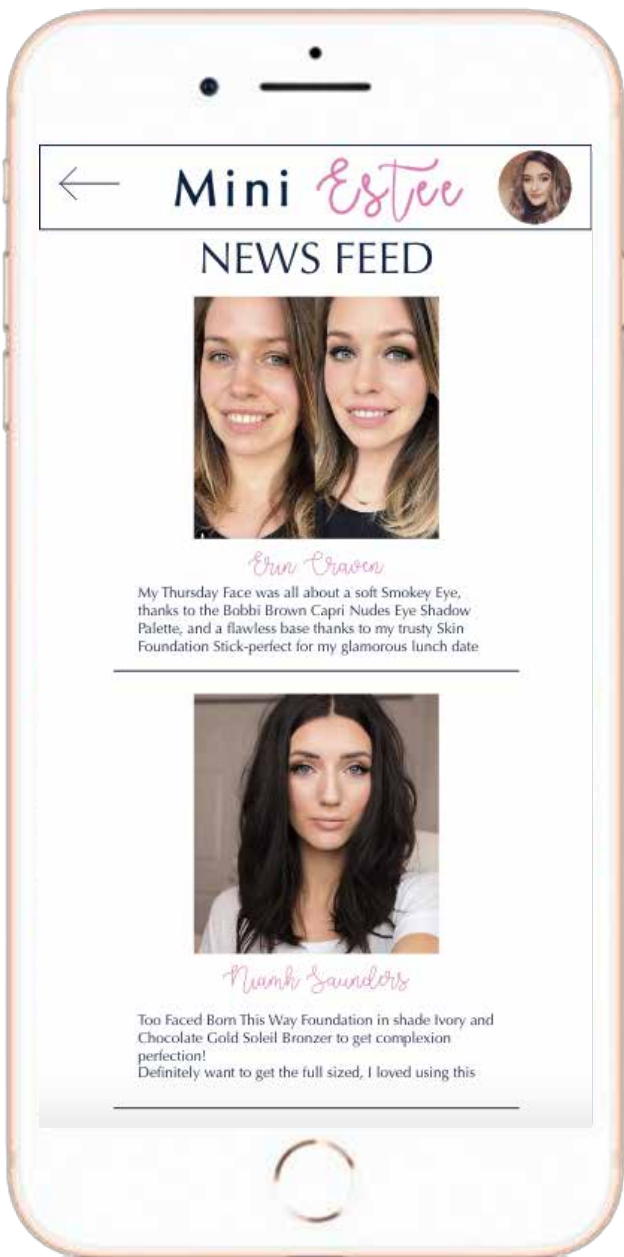




My Profile

Each customer will have their own profiles in which they can write, post photos and give a star rating with whatever they desire about products they have used to inform other users to make stronger reviews of the products.





Mini Estee



NEWS FEED



Erin Croson

My Thursday Face was all about a soft Smokey Eye, thanks to the Bobbi Brown Capri Nudes Eye Shadow Palette, and a flawless base thanks to my trusty Skin Foundation Stick-perfect for my glamorous lunch date



Numbi Saunders

Too Faced Born This Way Foundation in shade Ivory and Chocolate Gold Soleil Bronzer to get complexion perfection! Definitely want to get the full sized, I loved using this



Nicole Readman

I tried the iconic pink shade: Mehr last month and finally got it as a full sized this month and there is no regrets! I love it as much as the sample, going to wear this to death!!! absolute new favourite shade



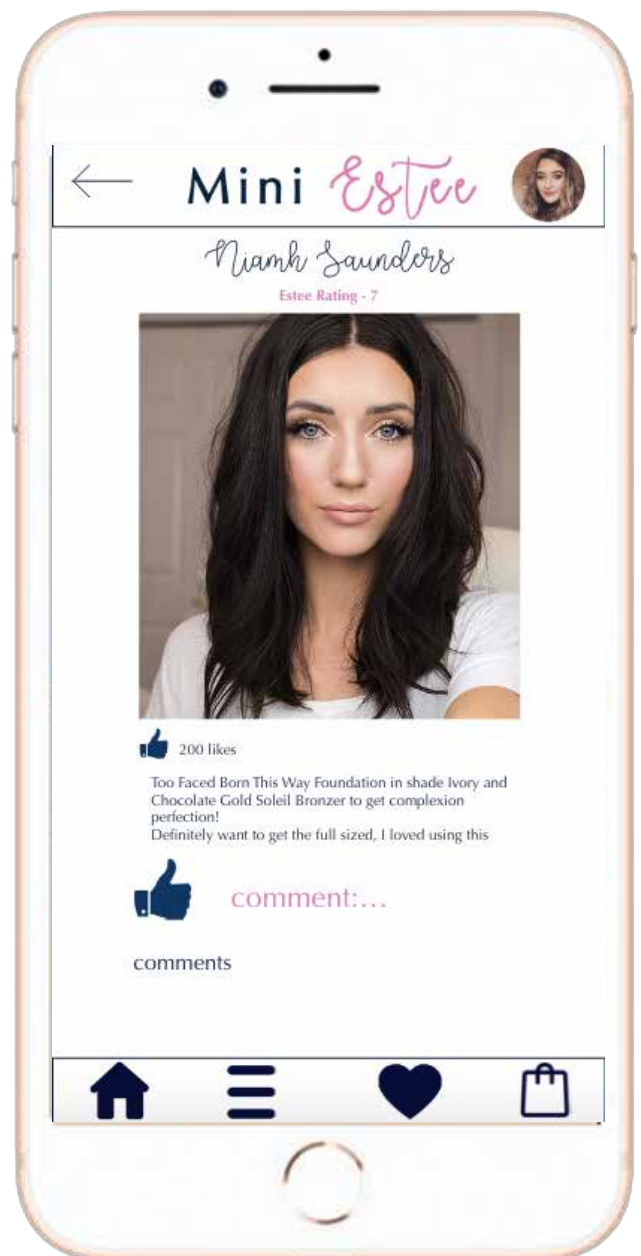
Elle Corrado

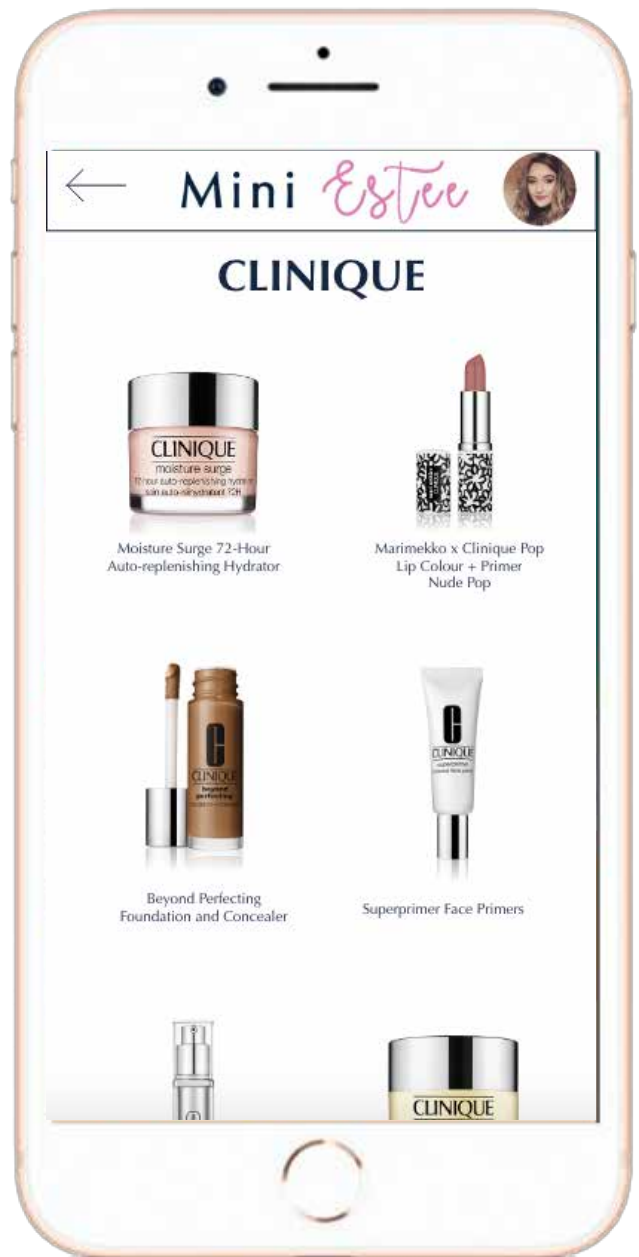
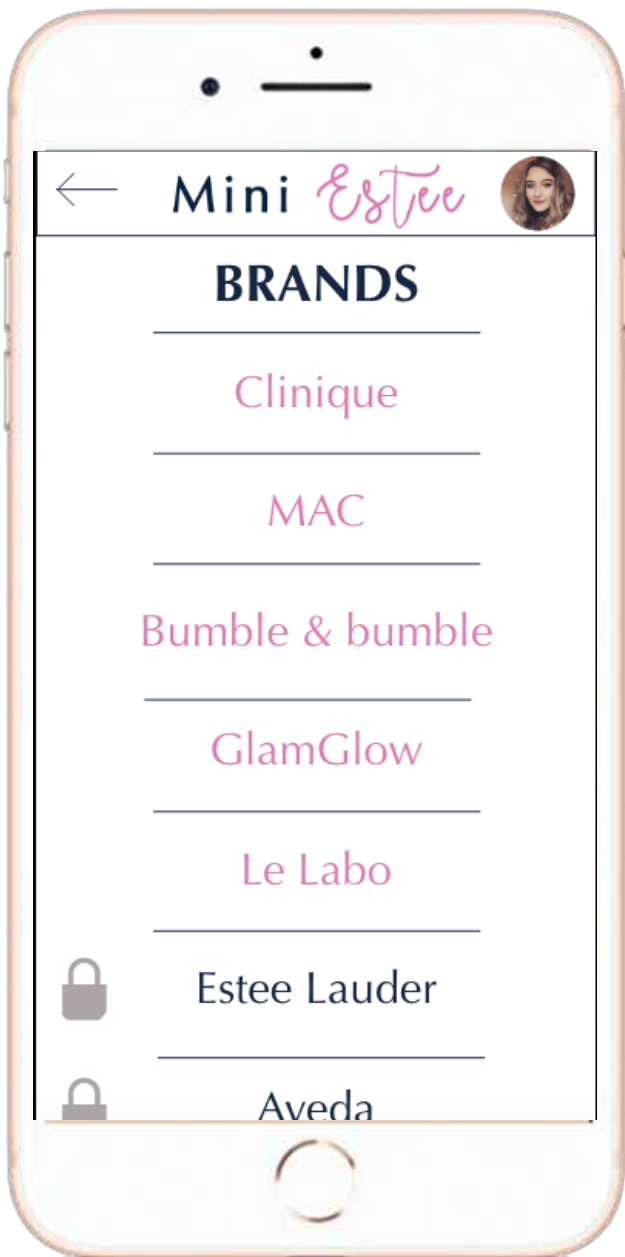
Wearing AlwaysOn Liquid Liner sample today and OMG, it really competes with my Kat Von D tattoo liner! Might have a new staple in my make up bag!!



News *feed*

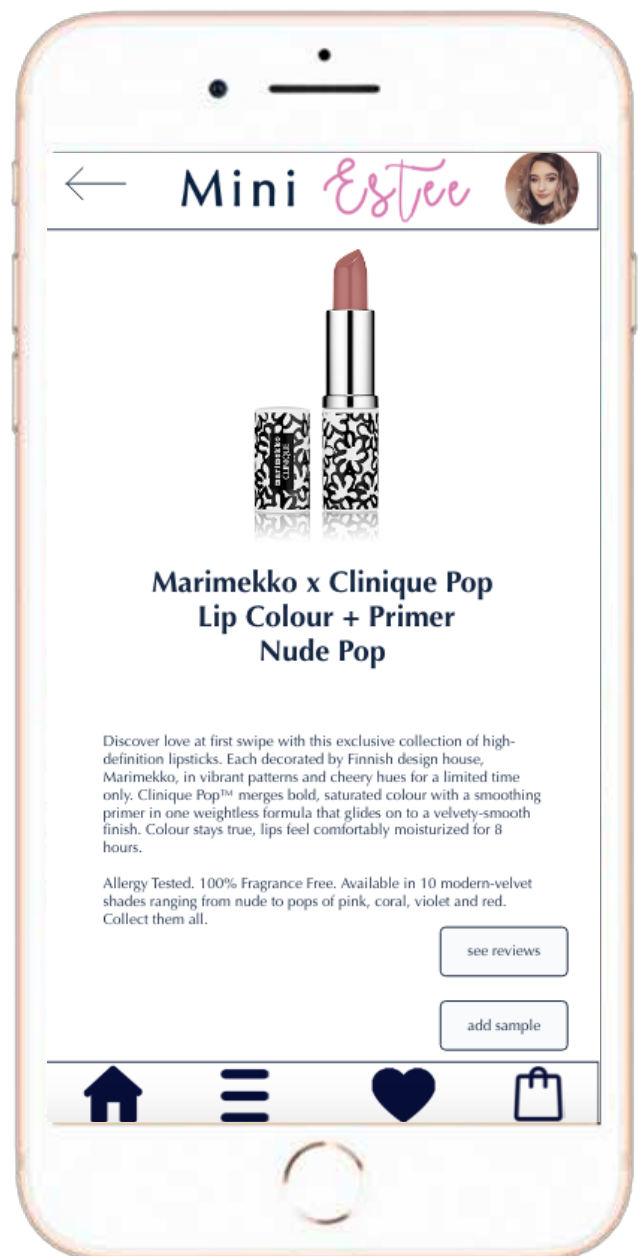
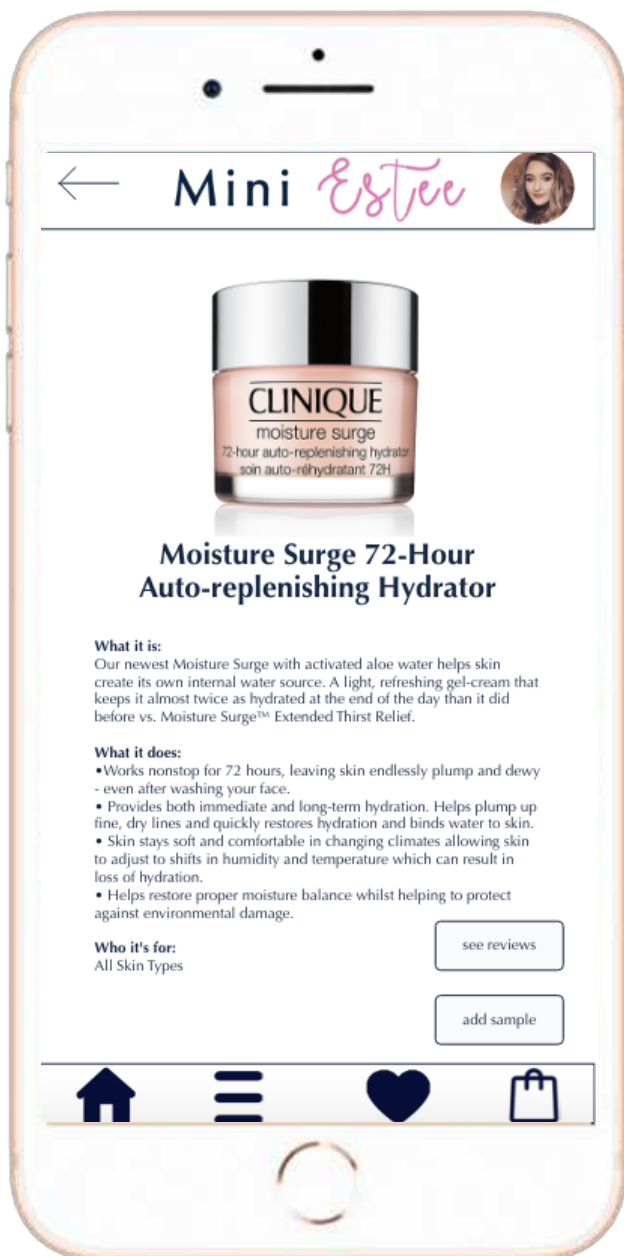
Users can follow each other and their friends posts will come up on their newsfeed so they can see what new products they have got to see if they would want to experiment with the products.

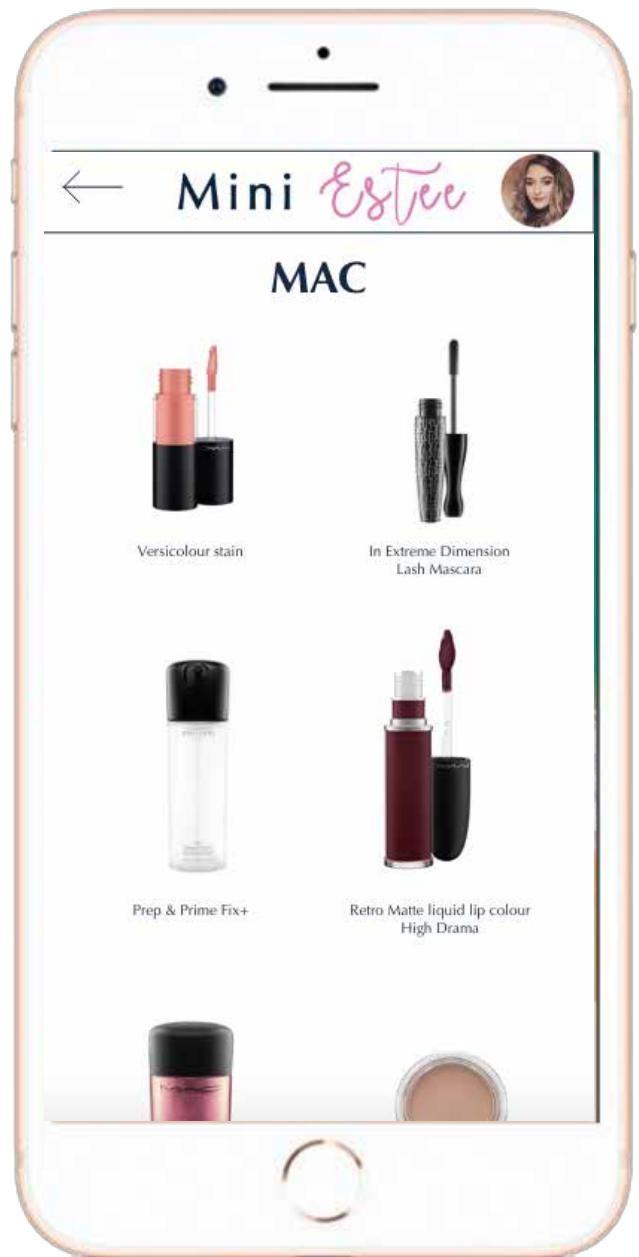
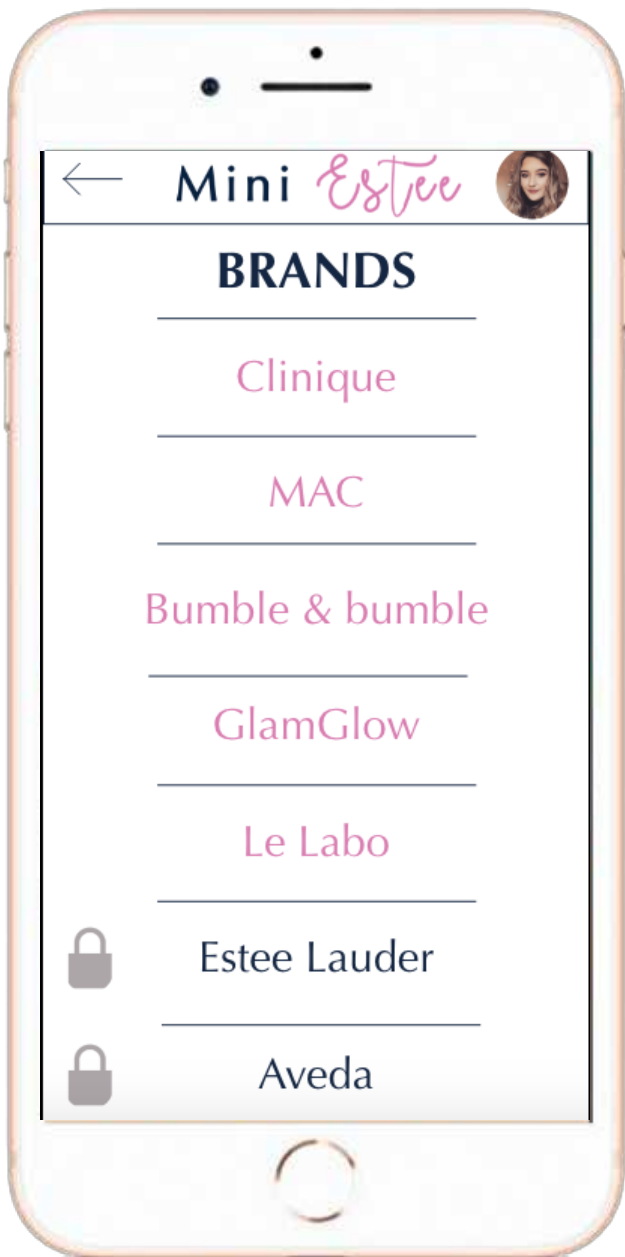


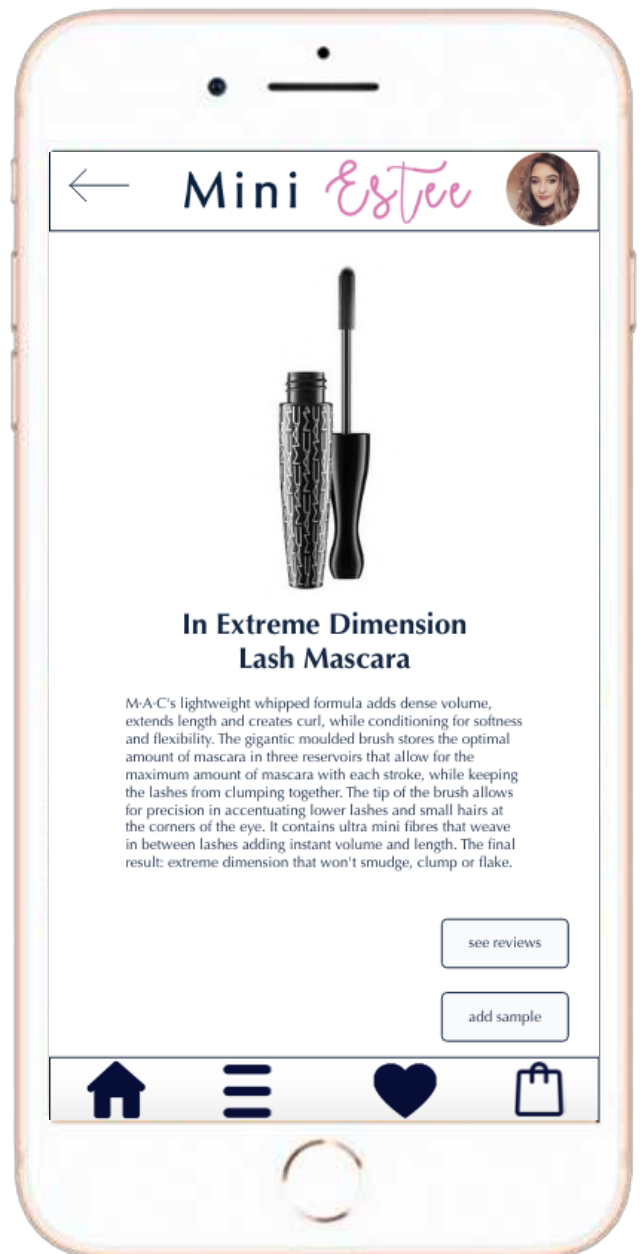
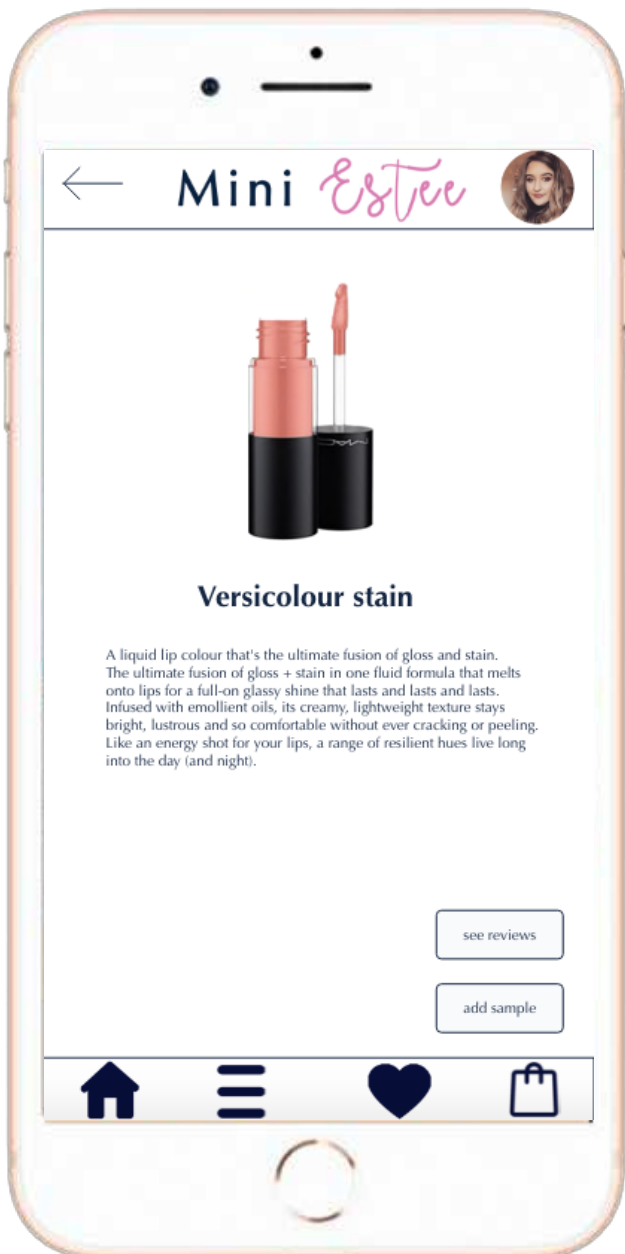


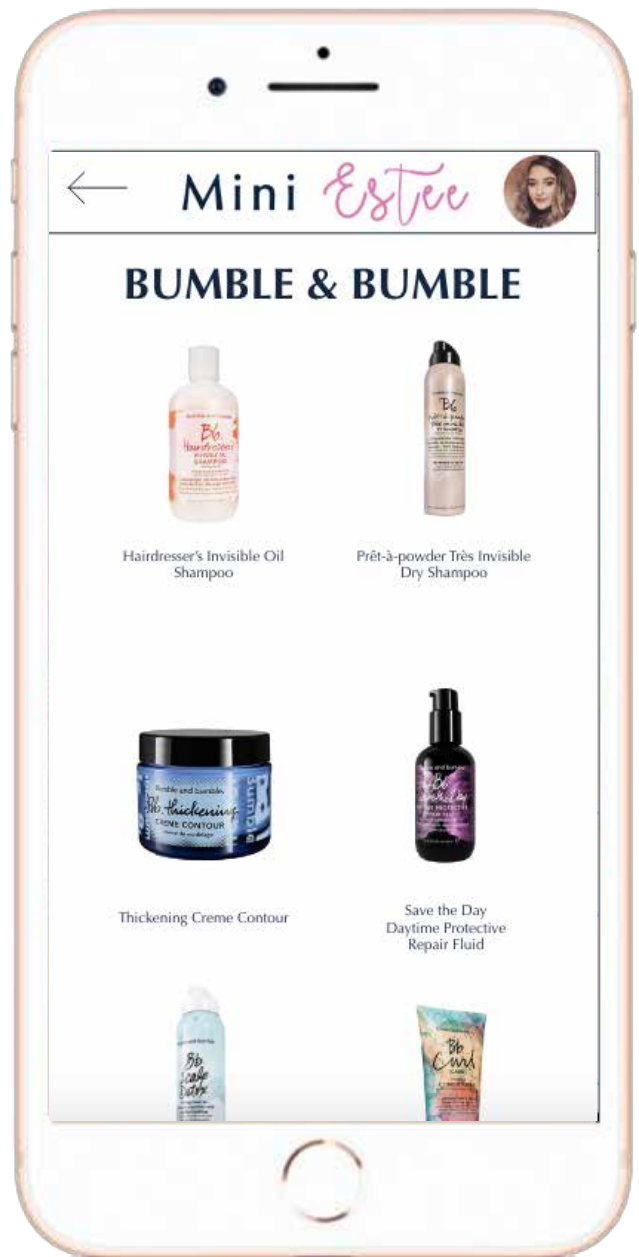
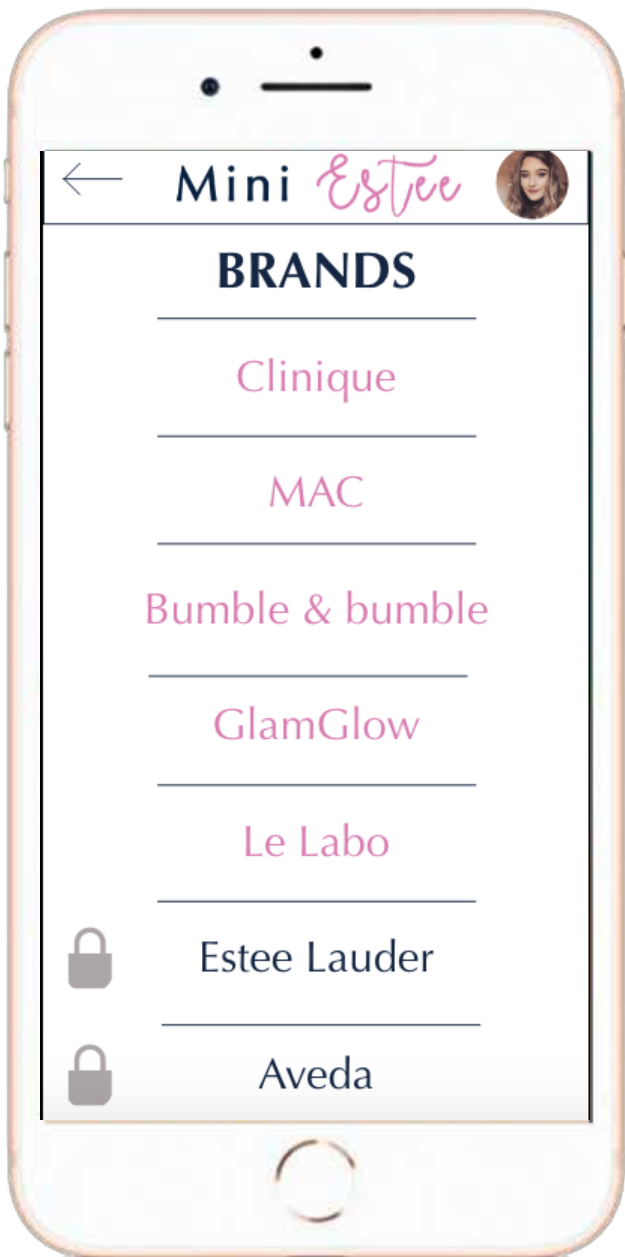
Brand *Options*

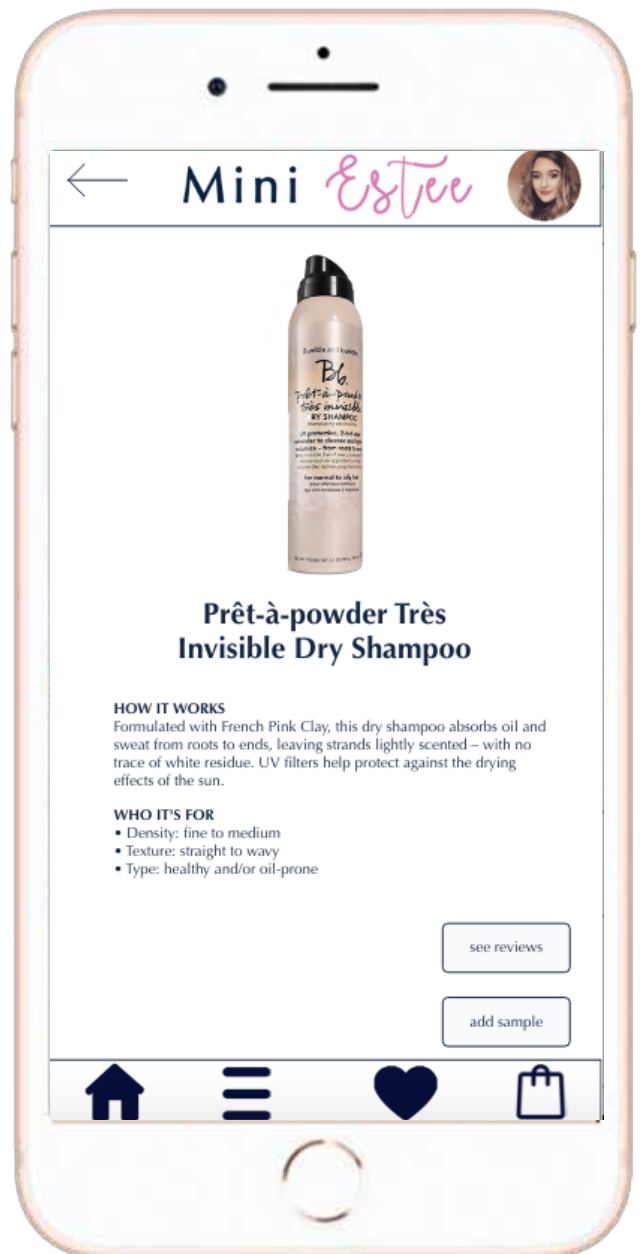
The brands which are automatically picked for the customer will be available in the brands section so the customers can scroll through all the different options then add the samples they want into the basket









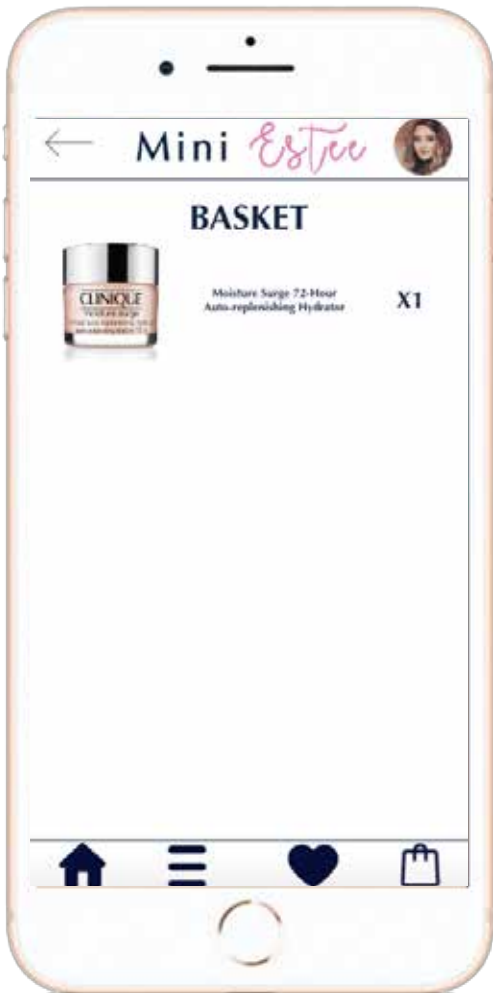




Wish List

As there are so many brands available to purchase from people may loose track which samples they may want to try in the future or see their friends sample so there is a 'wishlist' section where they can save items to for later.







Check out *process*

Users can add whatever they like to their basket easily at the touch of a button.

The subscription cost will already be added and any other products they want extra is £3 which will be added to the overall cost.

There is also the availability to pay on card and paypal.

Once the order is processed the user will have two other brands locked.

Promotional *fliers*

These are the advertising campaigns will be used in magazines, on the underground and fliers at till points in stores and posters around cities

A woman's face is shown in a circular frame with a pink tint. The text is overlaid on this image.

*pick your own
samples*

From 1st July
sample all the most loved products
from your favourite companies

Estee Lauder
Bobbi Brown
SmashBox
Clinique
Aerin
Jo Malone
Origins
and 21 others!

Subscribe for £15 a month at
miniestee.com or download the app

In store and *Online*

These fliers will be on the till points at stores in October to inform customers of the upcoming offer. These offers will be available every quarter of the year to encourage customers to go both into store and go online to the app. It will also encourage sales of full sized products.

6 huiles ultra-légères qui aident à assouplir, satiner, discipliner les frisottis, démêler et protéger

Bumble and bumble

Mini *Estée* Bb.

Try instore
sample online

Buy a full sized product instore

THIS MONTH ONLY

Use the code on your receipt

Get one **FREE** sample
next month!

Bumble and bumble

Bb.
Hairdresser's

INVISIBLE OIL

huile

softens, silkers, tames, de-frizzes, detangles
and protects against heat/UV damage

adoucit, satine, dompte, défrise, détangle et protège

Bumble and bumble

Bb.
Hairdresser's



The *Countdown*

From 5 days before the launch of Mini Estee there will be a count down on the application which people can download although the countdown will be the only thing on there until the launch time







Promotional
Events



Mini Estee *Brunch*

Every **6 months** Mini Estee invites the **40 top rated users** of the app/ website to a **brunch in London** to say **thank you** for the support and **well done** on the high ratings!

No one can be invited twice, to give everyone an opportunity. People who are **already in the public eye** e.g. bloggers, influencers or celebrities (people with over, 20k followers on instagram) **will not be invited** to make the **everyday customer feel special** and it is **realistic** that they can get invited and to make them **feel more included** in the Mini Estee Experience

At the event each person will get a **free brunch, arrival drinks** and **goodie bag** with **new** and **exclusive products** that have not yet launched to get everyone in **conversation** and it will get **reviews** about the products already online **before** they have been **released**

Each invite will be **sent out in the post** to give an **exciting, authentic, personal** feel for the customer.

Brunch at Sketch London

Plan

AUGUST

Monitor how customers are using the app, if they are interested in raising their ratings

Target advertising if customers are not writing reviews to show how beneficial they are and that it can increase the ratings

SEPTEMBER

Advertise how customers can increase ratings

- more likes on their profiles
- good quality reviews
- communicating with other accounts
- overall good social presence on the app

OCTOBER

Contact Sketch London to make them aware of the anticipated event and plans for event to ensure it is viable

Discuss event budget with director, merchandiser (for goodie bags) and marketing to see plans for whole event

NOVEMBER

Increase social media presence to bring awareness of the brunch and that top people could potentially be invited soon

This will hopefully encourage people to raise their ratings to get an invite.

DECEMBER

PR Decide who gets invited then send out physical personalised letter invitations in first week

Choose items for the goodie bags for event with merchandising and ensure there is enough stock

Contact Sketch London again to discuss props and overall aesthetic for event

E-mail all attendees with their RSVP at end of the month and invite more if some cannot attend

JANUARY

PR prepare goodie bags week before

Early Saturday morning prepare Sketch London with props

PR, social media and Marketing attend event to ensure all runs smoothly

Social media tweet and instagram as the event is running

If a success inform customers that it will be repeated in 6 months.

You're *invited*

The invitations will be delivered to them a month before the event in the post so it gives an exclusive personal feel for them.

The background of the entire page is a repeating pattern of pink lip prints, some solid and some semi-transparent, scattered across the white space.

Alice

**YOU were one of the top rated
Mini Estee users over the past
sixth months**

well done!!!

**You're invited to attend a brunch for
only the finest Mini Estee's in London**

**Wear your favourite Lipstick and chat to
others who are as amazing as you!**

On Saturday 18th January 2020

Sketch London
9 Conduit St
Mayfair
London
W1S 2XG

please r.s.v.p. by
December 30th 2019
events@miniestee.com

Brunch



Vibes





JO MALONE
LONDON



WILD
BLUEBELL
COLOGNE

Mini Estee at *Selfridges*

Mini Estee will have a **pop-up in Selfridges** stores across the UK (London, Manchester and Birmingham) for **one week** in each location to give customers **who may not of seen the campaigns** online in the months prior or if they are **unsure** about the concept people can **choose their own samples in-store**

The Mini Estee team will be there to **introduce new customers** to the app or website also **thoroughly explain** if people are **confused** about the concept.

The process will be **nearly the same** as the **online subscription process**

If **already subscribed customers** should say their **username** and if **not recived their monthly samples** they can **choose 6 samples** (as they are not technically paying for postage that month and it encourages the users to come to the event instore and the avaiability to **sample from companies they may not of unlocked** yet)

If **already subscribed** and **got their months samples** they can pay **£15 for 5 samples**, the **same** as a **non-subscribed customers**

Customers can also pay **£3 for one sample** if they do not want 5 or more than 5

This will encourage users to use Mini Estee both **online** and **instore**

Mini Estee week at Selfridges

Plan

MAY

Make contact with Selfridges to discuss anticipated event

Merchandisers make orders with the factories to ensure there is enough stock for each Selfridges event

JUNE

Make advertising campaigns with in house designers to promote the event

Prep employees to ensure they understand the concept to explain to customers from launch day and the up coming event

Ensure there is a leaflet explaining the event in the first parcels delivered from the launch

JULY

MINI ESTEE LAUNCH

E-mail customers to make them aware of the opportunity in Selfridges

Have fliers on the shop floor to advertise the upcoming event



AUGUST

MINI ESTEE EVENT @ Selfridges

Monitor stock over the first event in London to ensure there will be enough for Birmingham and Manchester

Have PR and Marketing at the selfridges store to ensure all is running smoothly and to encourage customers to make their own package

SEPTEMBER

review how the event did on profits, impressions on social media and sales

determine if it is viable to do the event again in the next 6 months

how could the event be improved for the customers.

If a success make the next one in John Lewis as there are more stores accross the UK making it more accessible to more customers.

Selfridges *Event*

These fliers will be in the deliveries sent to all the subscribers in the first month also on beauty counters from mid July to advertise for the upcoming event the following month.



sample your favourites

Instead of waiting for your samples to arrive at your door next month, pick your own in Selfridges this month from all 29 companies!

Saturday 3rd-10th- London
Saturday 10th-17th- Birmingham
Saturday 17th-24th - Manchester

say your username at check out to get

6 minis instead of 5 for £15

also get 10% off your next months subscription

or

pay £3 per sample you purchase

Mini Estee event at

Selfridges









Social Media
Mock-ups

social media *accounts*

Many Estee Lauder Companies social medias have more than one account, there are different ones for different countries and a general one that is just has no specific country which covers to USA and it is the most amount of followers

for example;

Bobbi Brown instagram

@bobbibrown- 2.8M

@bobbibrownuk- 106k

@bobbibrownturkiye-64.6k

@bobbibrownthailand-113k

@bobbibrownaustralia-49.6k

@bobbibrownjapan-32.9k

@bobbibrownphilippines-24.7k

@bobbibrownmiddleeast-119k

As there are so many instagrams for one company, the idea to start the social media accounts for Mini Estee is that there will be one for each social media for all countries so there is no confusion and one social media account can be intouch will all followers even for the forecasted expansion to the USA in the next 3 years. Having the vast amounts of accounts may confuse followers and having the one brings all the followers together and all the products will be the same whatever country the subscribers are in.

smashbox

smashbox

smashbox

smashbox

smashbox

smashbox

smashbox

smashbox

smashbox

smashbox

Snapchat *filter*



Mini *Estee*



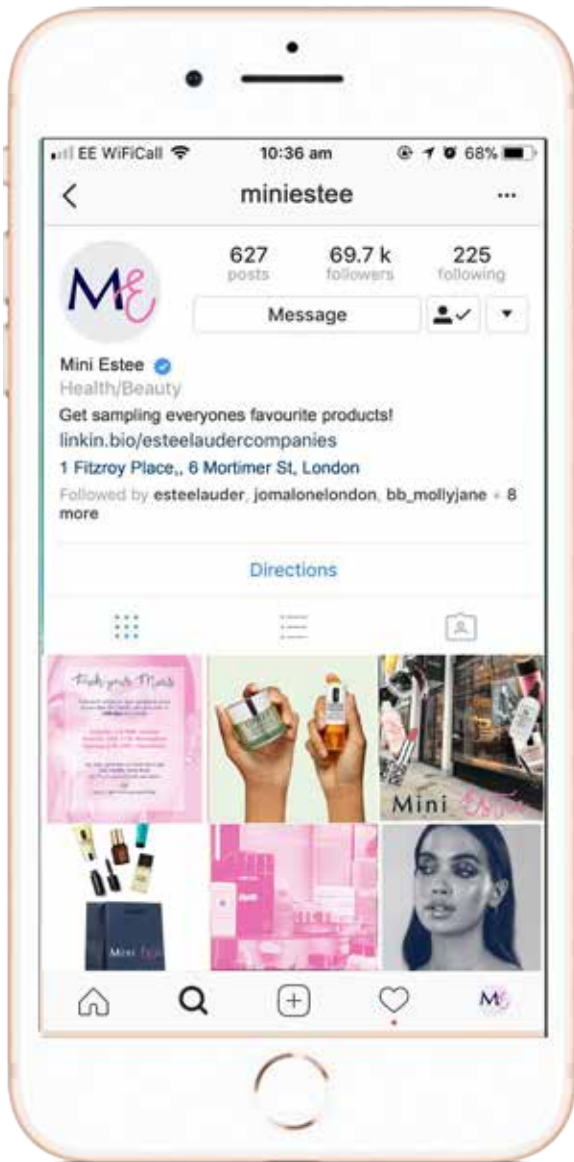
This Snapchat filter will be available on all phones across the UK in the 16-34 age bracket on the 1st July to spread awareness of the launch and encourage the users to go online and order samples themselves

Having the products all around the screen should catch the eye of the snapchatters and give them an inspiration and an insight in what they can test out if they subscribe to Mini Estee

Mini

Estee

Instagram



facebook

Twitter



Snapchat

Company *advertis*

There will be promotional fliers in all the Estee Lauder Companies shops and at beauty counters.

Promotional posts for Mini Estee will also be posted on their social medias as every company is involved and they can promote their own products that are available to order from online which means Mini Estee has free promotions from them and they have atleast 50k followers on all of their instagram accounts



Mini *Estee*

Get your sample of bestselling

**BOBBI BROWN
POT ROUGE**

experiment with all the
best Bobbi Brown products

Go online to
miniestee.com
or download the app

Get involved and follow us
#miniestee
@miniestee



Mini *Estee*

Get your sample of bestselling

**GLAMGLOW
GLITTER MASK**

experiment with all the
best GlamGlow products

Go online to
miniestee.com
or download the app

Get involved and follow us
#miniestee
@miniestee



Mini *Estee*

Get your sample of bestselling

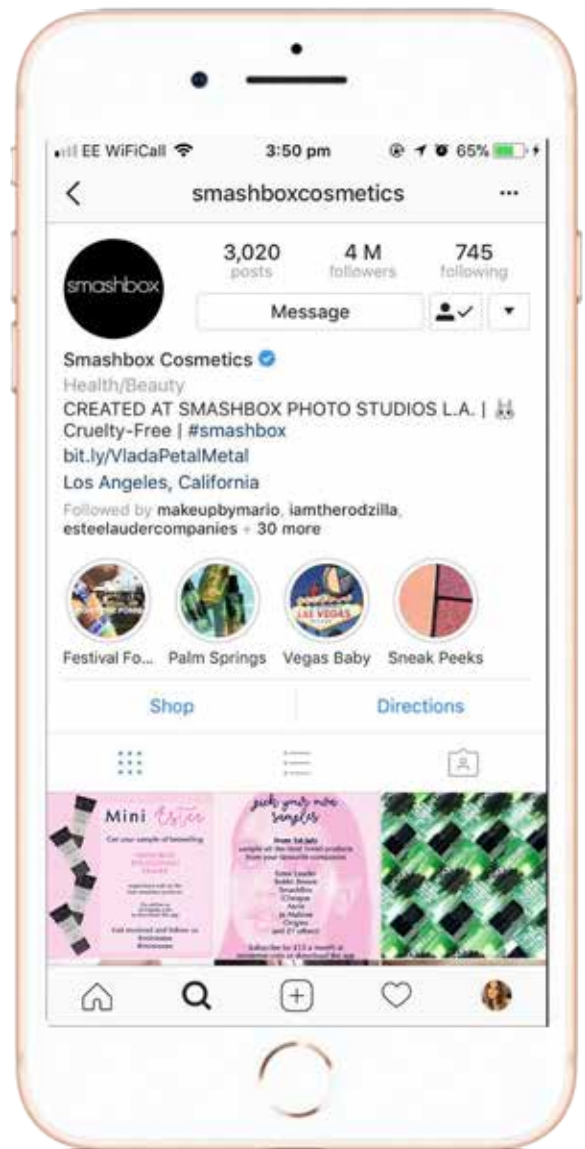
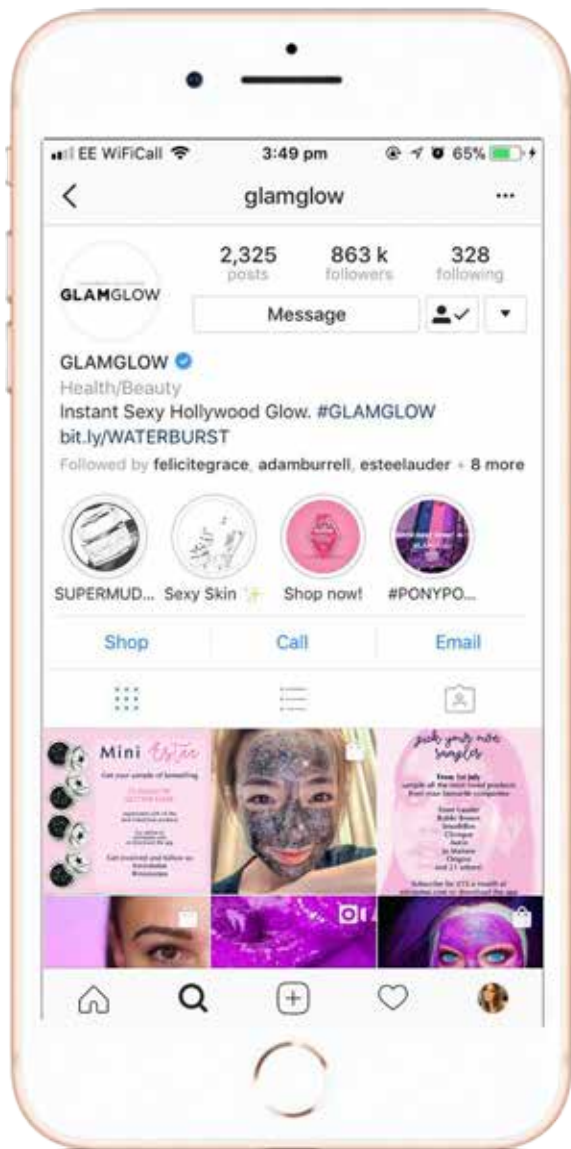
**SMASHBOX
PHOTOFINISH
PRIMER**

experiment with all the
best smashbox products

Go online to
miniestee.com
or download the app

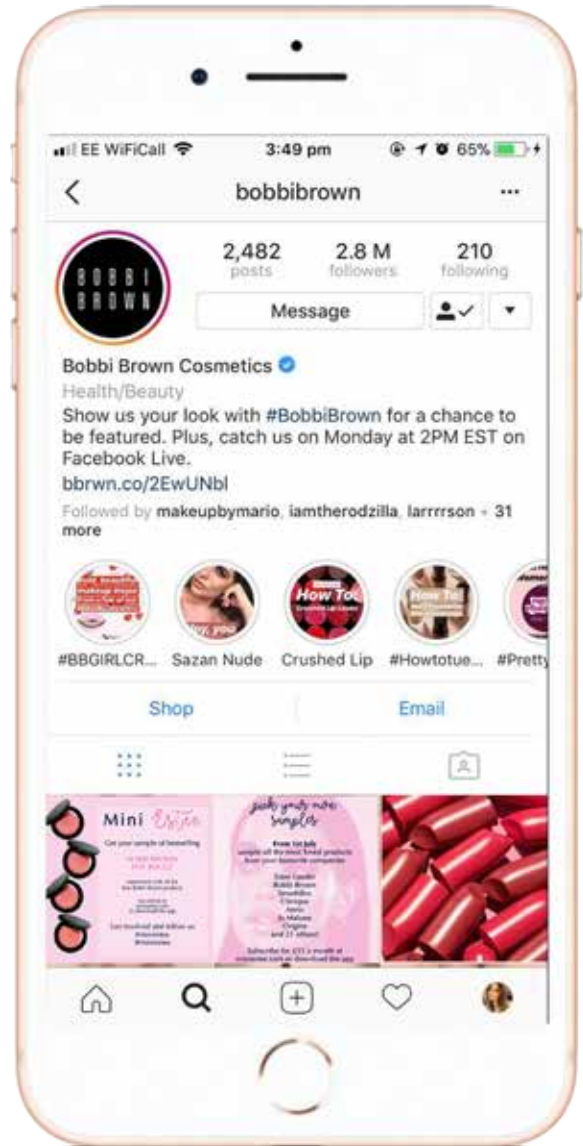
Get involved and follow us
#miniestee
@miniestee

Glam Glow



Smashbox

Estée Lauder Companies



Bobbi Brown



Fliers and Posters

Other ways of advertising is fliers and posters in and around the beauty counters of the Estee Lauder Companies stores and department stores such as Selfridges and John Lewis as it will catch the consumers eye when shopping and know that they have the opportunity to try sampling first when they have the products in front of them.





Underground *advertising*

The underground is also a key place to advertise with the availability to have a high budget it is a great investment as 1 in 5 London Underground users are aged 15-34 and the users have a 57% higher income average, proving that they will most likely be able to afford the service.



Press *Sendouts*

Mini Estee does not believe in 'sponsoring' influencers as it does not portray a truthful review and contradicts the transparency and honesty Mini Estee's values hold. Therefore a month before the launch sample boxes will be sent to 100 influencers and 100 newspapers/magazines with the hope that they will speak their opinion of the idea which is hopefully positive as it shows a company has faith in their product if it is sent out for free.

Magazine *Adverts*

Glamour magazine has 350 thousand readers of its bi-annual magazine across the UK with 63% of readers aged 16-34 it is inevitable that Mini Estee will be advertising in the magazine.

There will be a single page advert in the first 30% in Glamour magazine in August to give an extra boost after the launch and another in December to inspire customers to purchase the subscription at Christmas time.

The largest demographic for Cosmopolitan is women aged 18-34 making 34% of the 9 million readers overall. There will also be single page advert in Cosmopolitan magazine in the first 30% in July and November also to promote in the launch month and then for Christmas time.

There will also be a beauty channel take over to bring awareness on the Cosmopolitan Youtube channel to bring more multi-channel awareness with 641 thousand followers on their channel. On the channel they will explain the concept and how people can get their hands on it.

73% of Glamour readers agree

**“I am more likely to buy a product if
I can try a free sample of it first”**

GLAMOUR

ALL NEW
Volume 1

glamour.com

Huda Kattan

The no-BS
Instagram star
on Botox,
bodies + being
badass

Also
starring:
Zoella /
Patricia
Bright

Spring/
Summer
Inspo

531

Trending
make-up /
next-level skin
/ fierce fashion
ideas

Beauty book

Your new-season style guide

SS18

being *generous*

Vouchers are available to purchase from the Mini Estee Application or website to send to friends or family with a variety of options to choose from

These vouchers are redeemable only on the Mini Estee application or website

Mini *Estee*

You have a £15 voucher for
Mini Estee

use code
F3L0GR71N

use by 31/12/2019

Mini *Estee*

You have 3 free minis of
your choice on Mini Estee

use code
M7N26NA04

use by 31/12/2019

Mini *Estee*

You have free month of
Mini Estee subscription

use code
M7N26NA04

use by 31/12/2019

sample your favourites

Instead of waiting for your samples to arrive at your door next month, pick your own in Selfridges this month from all 29 companies!

Saturday 3rd-10th- London
Saturday 10th-17th- Birmingham
Saturday 17th-24th - Manchester

say your username at check out to get
6 minis instead of 5 for £15
also get 10% off your next months subscription
or
pay £3 per sample you purchase

This promotional flier will be in the first months box to promote the next months event in Selfridges to encourage the subscribers to go as they get one extra product and they have the opportunity to choose from any brand, not just the ones they are given on the app/website



Body Cream spf 40

Innovative SolarSmart technology stabilizes high-level protection against the aging and burning effects of UVA and UVB rays. Shields skin against environmental aggressors with an antioxidant boost. Gentle enough for sensitive skins. Dermatologist tested. Oil-free.



English Mint & Ginger Lip Care

Nourishing English Mint & Ginger Lip Care. Softens, soothes and repairs dryness. Enriched with moringa butter, rose flower wax and kukui seed oil to help condition and protect lips. Scented with enlivening notes of mint. Balanced by the lively brightness of ginger. An irresistible combination of the fresh and the spicy. Perfectly-sized to take with you.



Rose Pigment

A highly concentrated loose colour powder that contains ingredients to help it adhere to the skin. Create a subtle wash of colour or an intense effect. Does not streak or cake. Easy to blend and long-lasting. Please note: Pigments are sold by weight, not volume. Containers can appear to be less than full due to settling of the product.



Hairdresser's Invisible Oil Shampoo

A blend of six featherlight oils helps soften, silken, tame, de-frizz, detangle, and protect against breakage- without weighing hair down.



ROSE 31, eau de parfum

The perfume's aim is clear: to transform the famous Grasse Rose, a symbol of voluptuousness and unqualified femininity, into an assertively virile fragrance that can be worn by men and women...

Every month there will be a press release in each box to explain each product to the customer to create a 'PR package' that bloggers receive to make customers feel like their package is special and personalised

Final Product *Mock-up*

