

**Marketing Plan: *PureGlow***

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## Executive Summary

*PureGlow by CeraVe* is a skincare and beauty product that combines the benefits of healthy and beautiful skin. With *PureGlow*, women ages 13 and up will be able to do their full skincare routine in just one product while also applying makeup with a natural and glowing finish. *PureGlow* allows skincare and beauty users to save money and time by simply purchasing and using one product. CeraVe wants its consumers to have beautiful and healthy skin, with the added benefit of easy makeup application. Other makeup products such as bronzer, highlighter, blush, etc. will blend flawlessly with the finish of *PureGlow*.

To promote and market *PureGlow*, CeraVe's marketing team will implement strategies such as relationship marketing, word-of-mouth marketing, paid/digital media marketing, influencer marketing, and traditional marketing (Shaw, n.d.) CeraVe will email *PureGlow* information to its current customers through relationship marketing. Dermatologist recommendations of *PureGlow* will also be provided. For digital media marketing, CeraVe will use its own social media accounts to promote *PureGlow*, along with social media ads, and influencer reviews. For traditional marketing, *PureGlow* will be on billboards, radio ads, and TV ads across the world.

Overall, *PureGlow* will meet consumer needs and trends such as organic skincare products, the growing beauty industry, and timely routines. The goal of *PureGlow* is to provide healthy and beautiful skin to CeraVe's customers while remaining affordable.

## Company Background

CeraVe was founded in 2005 when skincare experts noticed a similarity between all skin conditions (CeraVe, n.d.). Since finding that a compromised skin barrier is common among all skin conditions, employees at CeraVe have been devoted to restoring the protective skin barrier that is so crucial to the health of one's skin. CeraVe combines three essential ceramides with each of its products to create a blend that no other skincare company has. These ceramides such as hyaluronic acid, niacinamide, vitamin C, and salicylic acid, help all skin types to restore the protective skin barrier. The mission statement of CeraVe is: "Developed with dermatologists, CeraVe offers a complete line of skincare products that contain three essential ceramides enhanced with a revolutionary delivery system to help restore the skin's natural protective barrier" (CeraVe, n.d.). Currently, CeraVe is introducing a product that combines skincare with beauty. This product, called *PureGlow*, will be an all-in-one product in which consumers may cleanse, hydrate, apply sunscreen and makeup, and remove makeup.

## Situational Analysis

Today, the "skincare industry is worth \$171.7 globally" (Howarth, 2023). Expected to generate \$177 billion dollars, the skin care industry is growing rapidly (Howarth, 2023). Most of the revenue from skincare is generated in the US (Statista Research Department, 2023). Taking a closer look at the economic market of beauty and personal care, "clean beauty products generate \$400 billion in annual sales" (Howarth, 2023).

For the past few years, L'Oréal has dominated the beauty and personal care industry. Other leading companies include Unilever, Estee Lauder, P & G, and Shiseido. As of 2023, L'Oréal is leading in sales with an \$11 billion gap between L'Oréal and its close competitor,

Unilever (Howarth, 2023). For the demographic of age, most consumers of beauty products are millennial women (25-44), “followed by women aged 45-54” (Helplama, 2023). For skincare, Gen Z dominates as consumers, followed by Millennials. The target market of skincare is “women aged 18 to 41” (Helplama, 2023). Men do not dominate as consumers of skincare, as women spend approximately \$69 more than men on beauty and personal care products (Helplama, 2023).

\$3,756 is spent on beauty and personal care products by American women every year. Every day, women typically use five different products for their skin. These statistics equal \$10 per day on beauty. In the beauty industry, skincare is the dominant segment with 42% of the market share. Skincare is a big deal, and it is an investment. On a smaller scale, cleansers are consumed by 38% of skincare customers (Howarth, 2023). In recent years, people have become more aware of the ingredients used in their skincare products, resulting in a higher demand for organic products (Skincare Market Size, n.d.). Consumers of skincare are now looking for simple, organic, and healthy ingredients in all products they purchase (Hancock, 2021). From 2023 to 2027, “the organic skincare market is expected to grow by 8.72%” (Howarth, 2023).

The technological advancements in the beauty and skincare industry are immense and sometimes overwhelming. The advancements in the use of social media, virtual reality, AI, and online shopping have affected the beauty and skincare market (MacLeman, 2021). These advancements are important to become aware of because “82% of beauty shoppers use Instagram” each day, 42% of consumers report that they would buy a product promoted by an influencer, “cosmetic retailers report \$17.09 billion in online sales,” and “6% of consumers use augmented or virtual reality technology when purchasing cosmetics” (Howarth, 2023).

Technological advancements have even changed the manufacturing of beauty and personal care

products in that the organic movement has caused stronger relationships between the beauty industry and farmers (MacLeman, 2021).

## **Competitor Analysis**

### **Glossier**

Glossier has strengths in its brand and understanding of consumer needs (Cajigal, 2021). Other strengths involve social media usage such as Instagram and the use of influencer promotion across many social media platforms. This strong social media presence is also considered a weakness considering that the customer experience of Glossier is closely associated with social media. Glossier's weaknesses include limited physical locations, lack of pigmentation in makeup products, and "overpriced" items. Glossier can expand by building more physical locations for better customer service, expanding its portfolio with products focused on diversity, and the continuation of influencer promotions. However, Glossier's threats include larger companies that offer more online and in-person services compared to its own along with limited global access (Cajigal, 2021).

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Strong brand awareness</li> <li>• Good understanding of target’s trends &amp; needs</li> <li>• Instagram usage</li> <li>• Influencer usage</li> </ul>	<ul style="list-style-type: none"> <li>• Only 12 physical locations in the world</li> <li>• Lack of color in products</li> <li>• Products considered “overpriced”</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Expand by opening more physical stores</li> <li>• Product focus on diversity</li> <li>• Expand with more products</li> <li>• Continue to promote with influencers</li> </ul>	<ul style="list-style-type: none"> <li>• Larger companies offer more online &amp; in-person services</li> <li>• Customer experience mainly linked with social media</li> <li>• Limited global access</li> </ul>

### L’Oréal Paris

L’Oréal’s main strength is that its company owns the largest share of beauty and cosmetics (Frue, 2018). Other strengths include high brand awareness, a wide variety of products, global distribution and production of products, and a new organic product line to address current trends in consumer behavior. However, the overflow of new beauty and care companies entering the market results in weakness for L’Oréal, along with profit losses and slow department decisions due to its large size. L’Oréal can enter the personal care industry easily considering its other strong product lines in makeup and beauty. The rapid come-and-go trends serve as a major threat to L’Oréal as well as a cash flow risk due to the changes in the economy (Frue, 2018).

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Leading name in beauty &amp; cosmetics</li> <li>• High brand awareness</li> <li>• Wide variety of products</li> <li>• Global distribution &amp; production</li> <li>• New organic product line</li> </ul>	<ul style="list-style-type: none"> <li>• Overflow of new beauty &amp; care companies</li> <li>• Losing profits</li> <li>• Slow departments due to size</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Can enter personal care industry</li> <li>• New/more organic products</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid changes in trends</li> <li>• Cash flow risk</li> </ul>

### Customer Analysis

*PureGlow by CeraVe* is for women ages thirteen and older who are in search of affordable skincare and makeup that is quick and easy to apply and will encourage the health of their skin. Affordable meaning that *PureGlow* will cost \$35.99, and this price will include both the morning and night serum. *PureGlow* is for those who care about their skin and/or suffer from dry skin, oily skin, eczema, acne, sensitive skin, psoriasis, and/or aging skin (CeraVe, n.d.). This market includes women ages 13 and up who live in the US, go to high school or college, work, are mothers, and/or use makeup and skincare products regularly, such as CeraVe. To use the morning serum of *PureGlow by CeraVe*, one should wash their face with warm water, apply the serum and scrub gently, wash off with warm water, apply again for the makeup look, and add other products between or after as needed. For the night serum of *PureGlow*, the user will repeat the same steps. However, reapplying the serum as the last step will hydrate and apply important ceramides rather than applying a makeup look.

To reach women ages thirteen and up to use *PureGlow by CeraVe*, CeraVe will first advertise to current/past CeraVe users by email and other advertisements. Another method of marketing for CeraVe's new product is through social media. Social media ads will be targeted to women aged thirteen and up on Instagram, Facebook, and TikTok. CeraVe will also contact three popular and trending influencers to try out *PureGlow by CeraVe* and post a review that will reach different age groups of women. The last method of marketing CeraVe's new product will be in discussion with dermatologists around the US. Dermatologists will be contacted, informed about *PureGlow*, and asked to suggest the product to their patients who are in search of affordable skincare and makeup. Advertisements will also be implemented in the lobby/waiting area of select dermatology offices with brochures and informational slides for monitors and TVs.

### **Marketing Objectives**

*PureGlow by CeraVe* will be released in March of 2024. By March 2025, *PureGlow* is projected to have a market share of .001% of the skincare market. The market share of *PureGlow* will harbor \$1.77 million of the projected \$1.2 billion of CeraVe's revenues. 20 million units of CeraVe's new product will sell 20 million units by March 2025, with a profit margin of 19.4%.

### **Product Analysis**

*PureGlow* has strength in CeraVe being a trusted and well-known brand with high-quality ingredients in all products and simplicity in its packaging. *PureGlow* includes useful and new unique features and benefits for consumers while providing satisfaction for consumer trends of organic products. *PureGlow*'s weaknesses include its brand commonly having items that are out-of-stock. Additionally, the product itself may seem complicated to use. *PureGlow* has opportunities to satisfy customer needs for skincare and makeup. A major opportunity for

*PureGlow* is that there is no other product that includes the benefits of healthy skincare and a medium-coverage foundation of makeup. Some threats to *PureGlow* include inflation, the changing economy, and the brand strength of CeraVe's competitors such as L'Oréal and Glossier. Glossier is selling a new product called *Futuredew* (n.d.) which combines the skincare routine for a reasonable price further threatening the product *PureGlow*.

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Trusted brand</li> <li>• Well-known brand</li> <li>• High-quality ingredients</li> <li>• Useful features &amp; benefits</li> <li>• Unique product</li> <li>• Simple packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Known for products out of stock.</li> <li>• Can be seen as hard or complicated to use.</li> </ul>
Opportunities:	Threats
<ul style="list-style-type: none"> <li>• Organic skincare trend</li> <li>• High demand for skincare &amp; makeup</li> <li>• No competition for this specific product: the combination of skincare &amp; makeup</li> </ul>	<ul style="list-style-type: none"> <li>• Inflation</li> <li>• Brand strength of competitors</li> <li>• Glossier's new hybrid serum: <i>Futuredew</i></li> </ul>

### Marketing Strategy and Tactics

The goal of *PureGlow by CeraVe* is to promote healthy skin that is time-efficient with the added beauty of makeup. The focus of this product will be the benefits of healthy skin and less

time spent on taking care of one's skin and applying makeup. Some marketing strategies that will be implemented include relationship marketing, word-of-mouth marketing, paid/digital media marketing, and traditional marketing (Shaw, n.d.). CeraVe will use marketing strategies directed toward women ages 13 and up. CeraVe will email its current customers via email with advertisements of *PureGlow* listing the benefits and provide a coupon for their first purchase exclusive to anyone who has purchased a CeraVe product before. Regarding word-of-mouth marketing, dermatologists and select estheticians will be contacted to test and advise the use of *PureGlow* for the benefit of the skin. Within dermatologist clinics and esthetician offices, advertisements for *PureGlow* will be implemented such as information pamphlets, a slide for monitors and TVs in the lobbies, and posters. As for traditional marketing, billboards will be posted in areas with high demand for organic ingredients and healthy skincare products and services, radio ads that promote healthy skin and time-efficiency for women and mothers will be distributed, and short TV commercials will be shown based around TV shows which are also targeted to women ages 13 and up. CeraVe will use Instagram, Facebook, and TikTok will be used to promote and market *PureGlow*. Not only will CeraVe's existing accounts promote this new product, but also paid ads will be distributed throughout these social media platforms to promote the use of *PureGlow*. Three popular women influencers will be chosen to review and recommend *PureGlow* to their viewers. Each will be chosen according to their viewing on each of the platforms. For example, one will have high views on Facebook, then the other on Instagram, and then one on TikTok.

### **Market Position**

CeraVe is positioned on the uniqueness of its new product: *PureGlow* (Ranjhaa, n.d.). *PureGlow* is the first-ever skincare product to provide three uses in one product that combine

skincare and makeup. The three uses are taking care of the skin, applying makeup, and removing makeup. No other product can produce time efficiency and beauty while promoting healthy skin like *PureGlow*.

### Timeline for Promotional Activities

CeraVe will begin radio ad promotions, social media ads, and other marketing of *PureGlow* to promote awareness before the product hits the market. The day before *PureGlow* is released, dermatologists will begin to recommend *PureGlow* to clients and marketing will be presented in the lobby of dermatology offices. *PureGlow* will be released on March 15<sup>th</sup>, 2024, along with *PureGlow* ads such as billboards, TV ads, and edited radio and social media ads. Exactly a week after *PureGlow* is on the market, influencers will begin to post reviews and recommend *PureGlow* to their audiences on Facebook, Instagram, and TikTok.

<b>Date</b>	<b>Event/Activity</b>	<b>Cost</b>	<b>Comments</b>	<b>(Projected) results</b>
11/15/23	Radio ads begin	\$2,500	" <i>PureGlow</i> coming soon"	Increase product awareness
12/15/23	Social media ads & marketing begin	\$1,500		Increase product awareness
3/14/23	Dermatologists & estheticians recommend	\$3,000	Will recommend and implement marketing in the offices/lobbies	1,000 more consumers at release
3/15/23	Product release	\$800		Consumers begin purchases
3/15/23	Billboard, radio, & TV ads go up	\$8,500	Focus on benefits of <i>PureGlow</i>	8,000 more purchases
3/22/23	Influencers post reviews & recommendations	\$3,500	Facebook, Instagram, TikTok	20,000 more purchases

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