

# Brand study

## \*Brand Identity :

\*Mission: Our mission of empowering individuals to look and feel their best through innovative beauty and facial fitness techniques.

\*Vision: Vision has always been to make beauty accessible to everyone

\*USP: Kay Beauty products are cruelty free and truly define the premium category through its packaging and finest quality formulations. Besides being true to the global trend of #MakeupOnTheGo, the products are high on performance.



*\*Analyze Brand Messaging:* *Kay Beauty employs a mix of traditional and digital advertising to reach its audience. The brand's promotional campaigns often feature Katrina Kaif, leveraging her star power to attract*

*\*Examine the brand's tagline:* *attention*

*Our core message is encapsulated in our slogan, "It's Kay to Be You," which embodies the brand's commitment to inclusivity and diversity.*





# Competitor Analysis





# Buyers & Audience Persona

## 1. Target Audience Interests & Preferences:

A. Skincare Enthusiasts : People looking for high-quality, long-lasting, and skin-friendly Make up

B. Conscious Consumers : Those who prefer cruelty-free, paraben-free, and vegan beauty options. Working Professionals & Busy Individuals: Looking for easy-to-use, everyday wear makeup.

## 2. Marketing & Brand Positioning Celebrity Influence:

Leveraging Katrina Kaif's image for aspirational branding.

A. Inclusivity: Wide shade ranges and diverse product offerings.

B. Collaboration with Influencers: Partnering with Indian beauty influencers and makeup artists.