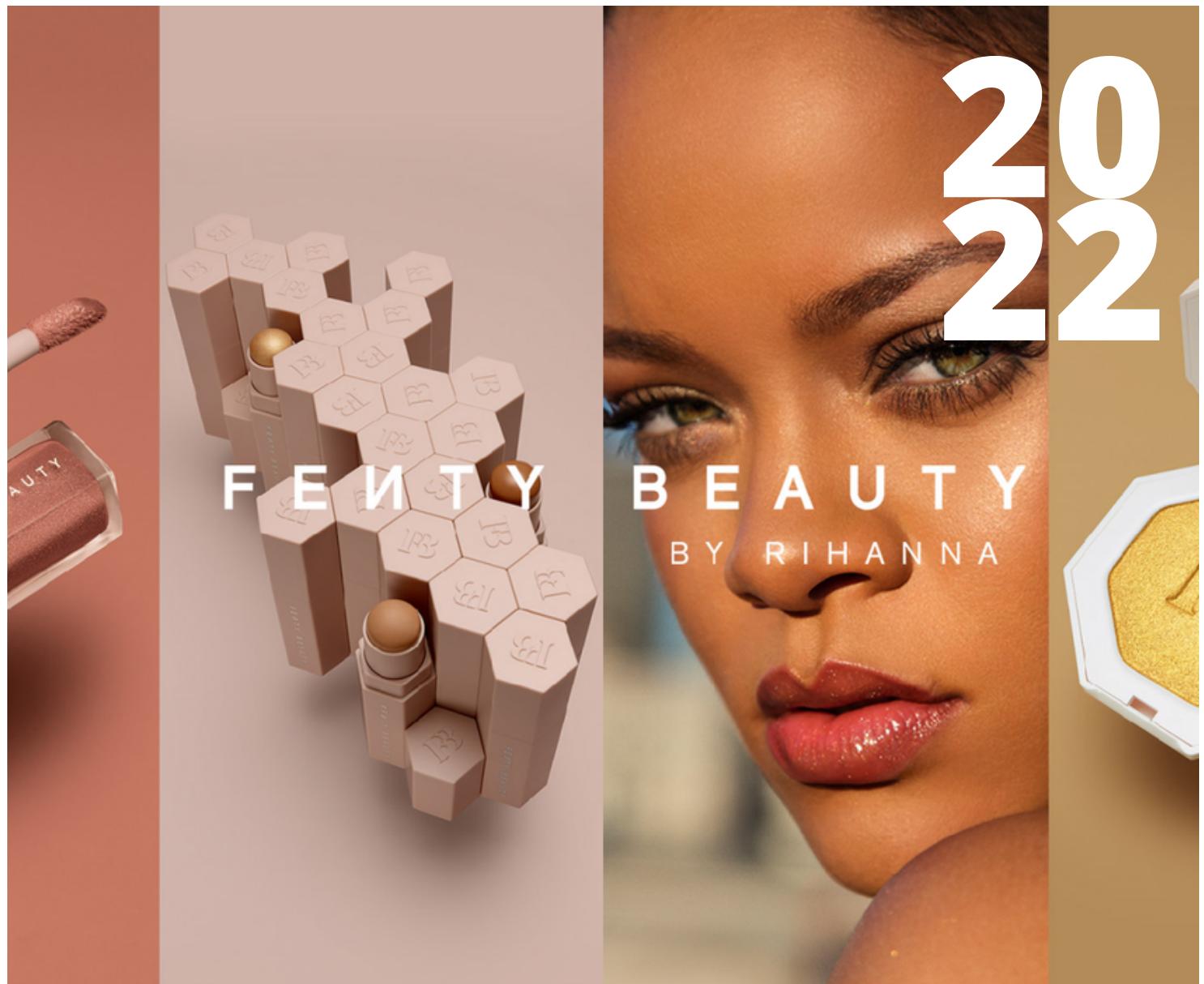


Building A Beauty Brand

Fenty Beauty: An Inside Look

Jessica Kalinowski
MEA 4600 - Walsh
Tuesday, May 3



INTRODUCTION

To no surprise, today the beauty industry “is a multi-billion-dollar global industry, with consumers having each spent on average more than 330 dollars on cosmetics around the world,” (Jones, 2010, p. 1). From moisturizers to mascaras, the beauty industry is timeless. Throughout time, the beauty industry has thrived from *picture-perfect* content that idolizes a specific image that women desire to obtain. In fact, researchers have found that “for countless consumers, advertising imagery has elicited dreams of living the perfect life and procuring material pleasures,” (Hunt, 2020, p. 1). Historically women have judged beauty advertisements based on the appeal they have to this so-called *dream* look. However, today the idea of beauty and the way companies advertise its products has changed immensely. This research aims to explain how and why advertising has changed drastically for beauty brands. Specifically, through the lens of Rhianna’s Beauty line, *Fenty Beauty*.

From the 1900s to today, it is evident that there has been a huge shift in the purpose, presentation, and perception (the three P’s) of beauty brands. Beauty brands today have transformed their purpose from basic skincare needs to prevent anti-aging to being revolved around self-expression. Today, there are so many beauty brands that launch creative, unique products which appeal to consumers since they allow them an outlet to be themselves. In turn, this contributes to how beauty brands present their ads to their consumers. Beauty brands today want to stick out like a sore thumb; they want to be their own product. This changes the game in the sense that the brands stray from the basics, and prefer to enhance their products with either vegan ingredients or simply by being so unique that no one else can compete with them. Overall, this shift has also changed the way beauty brands want to be perceived by their consumers. There has been a large movement in beauty brands to be ethically sound. This means that they cater to all skin types and as well utilize a diverse range of models in their campaigns. Beauty brands today want to push inclusivity and authenticity onto their consumers.



GOALS & QUESTIONS

The research aims to discuss not only how the beauty industry has progressed in its advertising but also highlights how Rhianna's brand, Fenty Beauty, skyrocketed the industry's desire to be more inclusive and unique. Fenty Beauty was so significant due to the fact that it was created by a celebrity as well as it included a whopping 50 shades of foundation; a brand that truly is meant for all. While conducting research, the purpose, presentation, and perception (the three P's) of beauty brands will be considered. Specifically, the questions I want to explore are:

- What is the primary purpose of Fenty Beauty and how does it differ from its competitors?
- How has Fenty Beauty by Rhianna demonstrated the progression of beauty brand advertising socially?
- In what ways has Fenty Beauty utilized social media to build brand awareness and increase brand engagement?
- How is Fenty Beauty perceived by consumers?

Ultimately, the goal of this research is to show how beauty brands have shifted their advertising from traditional to digital ways as well as how beauty brands have become more inclusive and catered more to its consumer. Traditionally beauty brands purely wanted to just compete with other brands but nowadays they want to be diverse in their product range and truly stand apart from their competitors. This is important to discuss as it displays how society has positively changed to truly want to support its consumers when producing their products. Fenty Beauty by Rhianna is a perfect example of this as Rhianna was successfully able to curate a product line that sparked important conversations around inclusion and overall was just an amazing campaign.



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METHODS

In the past, celebrities have utilized their names to build beauty brands purely based on that; their name, popularity, and fan base. However, Rhianna's brand stands out from its competitors as she curated products that are built for the consumer, opening the door for larger diversity in the beauty industry.

In order to receive conclusive data, the research will mainly focus on Rhianna's brand, Fenty Beauty. Specifically, through conducting a content analysis of the @fentybeauty Instagram campaign launch back in 2017. First, there will be a discussion of what Fenty Beauty is: its mission, audience, brand hashtags, and positioning map in its market. Next, a total of nine Instagram posts will be analyzed based on the date posted, the number of likes, the number of comments, and the caption used. This will be done in order to see the preliminary success that the Fenty Beauty campaign had on Instagram. As well, the research will present the numerical success of the campaign through the use of graphics and statistics based on data gathered from "Hitwise" a digital marketing company that tracks consumer behavior.

After the research has been documented purely on Fenty Beauty, a comparison will be conducted on the success of Rhianna's, Fenty Beauty, campaign compared to Kylie Jenner's, Kylie Cosmetics, campaign.

Ultimately, the goal of this research is to show how beauty brands have shifted their advertising from traditional to digital ways as well as how beauty brands have become more inclusive and catered more to its consumer. Traditionally beauty brands purely wanted to just compete with other brands but nowadays they want to be diverse in their product range and truly stand apart from their competitors. This is important to discuss as it displays how society has positively changed to truly want to support its consumers when producing their products. Fenty Beauty by Rhianna is a perfect example of this as Rhianna was successfully able to curate a product line that sparked important conversations around inclusion and overall was just an amazing campaign.



METHODS

First, a total of six posts will be analyzed on Kylie Jenner's 2021 "rebranding" campaign based on the date posted, the number of likes, the number of comments, and the caption used. Then a numerical analysis will be conducted on the end market value of each company-when Fenty Beauty first launched. This is based on data gathered by "Tribe Dynamic" an influencer marketing company from Diane Penlope's discussion on the two companies.

Lastly, a discussion of the findings will be presented to show how Rhianna's campaign changed the game for all beauty brands. From the data, conclusions will be drawn based on how and why Rhianna's Fenty Beauty is so successful. Common messages and themes will be addressed as well as strategic marketing methods that contributed to Fenty Beauty's success.



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FENTY BEAUTY
BY RIHANNA

WHAT IS FENTY BEAUTY?

MISSION STATEMENT - "Rhianna launched a makeup line "so that people everywhere would be included," focusing on a wide range of traditionally hard-to-match skin tones, creating formulas that work for *all* skin types, and pinpointing universal shades," (Fentybeauty.com).

INCLUSIVITY

AUTHENTICITY

INSPIRATIONAL

AUDIENCE -

"A brand for all."



BRAND HASHTAGS -

- #Fentyface (222,628 posts)
- #Fentybeauty (5,504,667 posts)
- #Fentyfamily (39,819 posts)
- #Rihannafenty (643,546 posts)

These hashtags are used to spread brand awareness and generate UGC.

- #Fentybeautyuniversity (4,877 posts)

This hashtag is used to share tips and tricks of using Fenty Beauty products.

- All products have their own personalized hashtag.
For the purpose of this research, it will focus on
#Profiltr (32,951 posts)

This hashtag is used to display the range of the 50 shades of foundation.

POSITIONING MAP

PRESTIGE PRICE

MASS MARKET

F B
FENTY BEAUTY
BY RIHANNA

EXCLUSIVITY

MAYBELLINE
NEW YORK

AFFORDABILITY

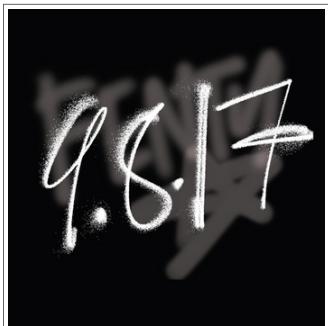
F B

FENTY BEAUTY
BY RIHANNA

INSTAGRAM ANALYSIS @fentybeauty

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Date: 9/1/2018
Likes: 48,517
Comments: 1,585
Caption: @fentybeauty is coming!!!!
 Countdown to September. 8. 2017 starts now.
 #FENTYBEAUTY will be available globally at
 @Sephora and @harveynichols. Link us at
 FentyBeauty.com #gram @badgalriri



Date: 9/7/2017
Likes: 168,809
Comments: 969
Caption: "Lemme help you with
 that glow" #KILLAWATT



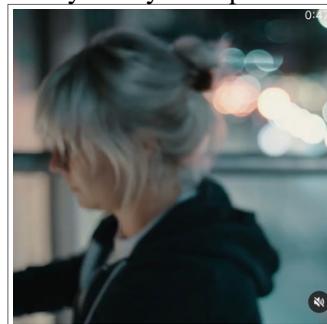
Date: 9/8/2017
Likes: 207,472
Comments: 6,127
Caption: Foundation for all. 40
 shades. What's yours?
 #PROFILTR #FENTYBEAUTY



Date: 9/1/2017
Likes: 30,582
Comments: 741
Caption: FENTYBEAUTY.com starts
 shipping globally at midnight on
 September 8th! #fentybeauty by
 @badgalriri



Date: 9/7/2017
Likes: 84,809
Comments: 449
Caption: Meet the
 #FENTYFAMILY ❤️ @badgalriri
 #fentybeautyworldpremiere



Date: 9/8/2017
Likes: 36,126
Comments: 354
Caption: Epic Watch
 #fentybeauty unfold over a
 week at @harveynichols in
 the U.K.!



Date: 9/2/2017
Likes: 59,392
Comments: 1,290
Caption: TROPHY WIFE.
 9.8.17. #fentybeauty by
 @badgalriri



Sephora

Date: 9/8/2017
Likes: 307,301
Comments: 3,605
Caption: It's finally here!!



Harvey
Nichols



Date: 9/12/2017
Likes: 220,766
Comments: 2,409
Caption: Thank you to the 1 MILLION
 #fentyfamily that agree that beauty is inclusive
 of all. Welcome to the new generation of
 beauty. This is the future!!
 #1MILLIONFOLLOWERS
 #newgenerationofbeauty @badgalriri making
 #histoRIH!

CAMPAIGN SUCCESS

\$72 million in sales in the first 30 days.

Searches for the word “Fenty” increased by **916%** in the month of Sep.

3 of 5

Top searches drove traffic to Sephora.com included the word “Fenty”

At its peak in Sep. “Fenty Beauty” drove **6%** of all traffic to Sephora.com

BEFORE LAUNCH (August)

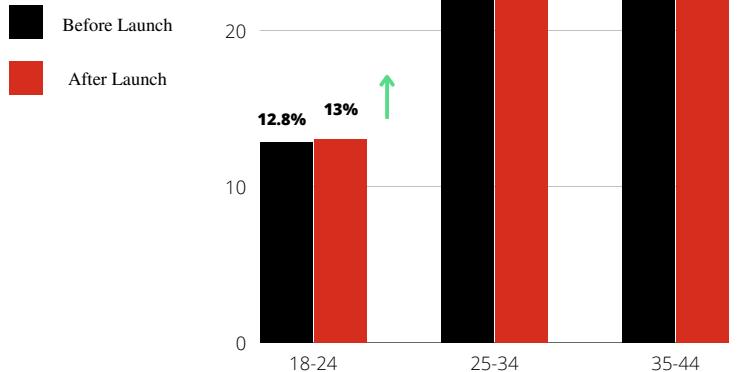
Term	Visit Share	Brand
1 Subculture Eye Shadow Palette	0.66%	Anastasia
2 Give Me Some Nude Lip	0.57%	Multiple
3 Contour Kit	0.55%	Anastasia
4 Everlasting Liquid Lipstick	0.53%	Kat Von D
5 Naked Smoky Palette	0.50%	Urban Decay
6 Amuse Bouche Lipstick	0.46%	Bite Beauty
7 MatteTrance Lipstick	0.46%	Pat McGrath
8 Ultra HD Invisible Foundation	0.44%	Make Up For Ever
9 Radiant Creamy Concealer	0.40%	NARS
10 Skin Twinkle Lighting Palette, Vol. II	0.38%	tarte

FENTY LAUNCH (September)

Term	Visit Share	Brand
1 Pro Filt'r Soft Matte Foundation	6.90%	Fenty
2 Killawatt Freestyle Highlighter	2.13%	Fenty
3 Match Stix Trio	1.41%	Fenty
4 Match Stix Shimmer Skinstick	1.16%	Fenty
5 Gloss Bomb Universal Lip Luminizer	0.88%	Fenty
6 Peach Perfect Matte Foundation	0.79%	Fenty
7 Everlasting Liquid Lipstick	0.67%	Kat Von D
8 Match Stix Matte Skinstick	0.67%	Fenty
9 Just Peachy Eyeshadow Palette	0.58%	Too Faced
10 Glitter Flip	0.55%	Ciaté

↑ 6% increase in the percentage of black women visiting Sephora.com

AUDIENCE COMPOSITION



Prior to Fenty Beauty's Launch in 2017, many other brands dominated the industry such as Anastasia, Urban Decay, NARS, and many more. However, when Fenty hit the market consumers could not get enough. Not only did sales reach \$72 million in the first 30 days, but they also increased traffic to Sephora, especially for black women.

INSTAGRAM ANALYSIS @kyliecosmetics

While Kylie Cosmetics first launched in 2015, in 2021 she totally rebranded her brand by changing her social media strategy. As seen below, most of her content today is catered around "buy my stuff" and using personal photos to build a *brand name*.



CB https://www.cosmeticsbusiness.com > ...

⋮

Kylie Cosmetics teases beauty overhaul by deleting all Instagram posts

May 6, 2021 — The beauty brand of the youngest Kardashian-Jenner clan shared a picture of the 23-year-old entrepreneur with the caption: 'Something is...



Date: 5/4/2021

Likes: 668,002

Comments: 5,210

Caption: something is coming



Date: 6/18/2021

Likes: 233,259

Comments: 2,091

Caption: Meet the new Lip Kit. Lightweight, Smudge resistant, 8 hour wear. #comingsoon



Date: 6/18/2021

Likes: 233,259

Comments: 2,091

Caption: the new high gloss. available in 30 shades, vegan, non-sticky... #comingsoon



Date: 6/23/2021

Likes: 163,951

Comments: 1,111

Caption: the new Kylie matte lip. all the shades you love, refreshed and reformulated.



Date: 6/24/2021

Likes: 406,899

Comments: 1,514

Caption: Introducing my NEW gel eyeliners...xo Kylie.



Date: 6/24/2021

Likes: 107,699

Comments: 662

Caption: 15 matte and shimmer gel eyeliner shades for smudge resistant, all-day wear. Can't wait for you guys to try these..

KYLIE VS RHIANNA

Fenty Beauty and *Kylie Cosmetics* have only one aspect in common: they're both created by celebrities. Kylie Cosmetics launched in 2015 by Kylie Jenner was originally utilized to promote her lip kits. This trend took off in 2015 to allow others to duplicate the effect of lip fillers. While Kylie's brand is successful, it has been scrutinized for being revolved solely around Kylie and her preferences rather than the consumers. Kylie even explains, "I made this the perfect palette for me," (Penelope, 2017, 1). On the contrary, with the introduction of *Fenty Beauty* by Rhianna in 2017, Kylie's brand-and sales-took a toll. Rhianna emphasizes, "I want women of all colors and races to feel included," (Penelope, 2017, 1). Ultimatley, *Fenty* transformed the makeup world as it offers 50 shades, compared to Kylie's 30, and it truly caters to the consumers' needs.

TRIBE DYNAMICS

5

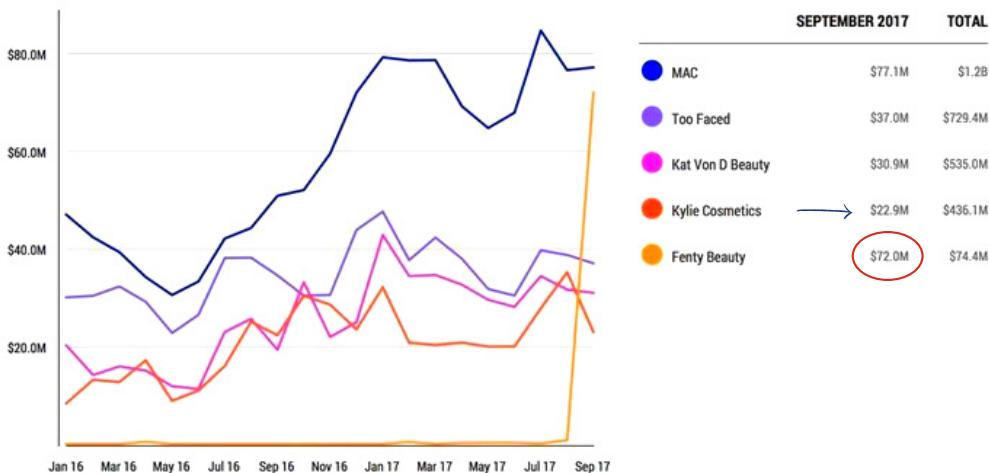
Overall EMV Performance

January 2016 to September 2017

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TRIBE DYNAMICS

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EMV Growth Summary

September 2017

	TOTAL	M/M GROWTH	Y/Y GROWTH	SPONSORED
MAC	\$77,142,212	+1%	+52%	1.4%
Fenty Beauty	\$72,029,501	+9,748%	N/A	0.5%
Too Faced	\$36,995,397	-4%	+7%	1.8%
Kat Von D Beauty	\$30,937,956	-2%	+61%	1.1%
Kylie Cosmetics	\$22,886,293	→ -35%	+3%	1.4%

- When Fenty first launched in Sep 2017, they made **\$72 million** in revenue. Opposed to this, *Kylie Cosmetics* was down \$23 million, indicating that Fenty overtook them on sales, (Penelope, 2017, p. 1).

- Fenty had a **9,748%** increase whereas Kylie Cosmetics was down 35%, (Penelope, 2017, p. 1).

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DISCUSSION

The goal of this research is to analyze what makes a beauty business thrive; specifically, by looking at Rhianna's Fenty Beauty. In past scholarship, it is revealed that brands used to care primarily about the success of their product rather than catering directly to the consumers' needs. When Fenty Beauty launched in 2017, it blew the beauty industry by storm because it opened the door to inclusivity and truly catered to consumer needs. With the introduction of 50 shades of foundation, Rhianna sparked a movement from beauty brands to be inclusive and unique in the beauty world. Opposed to this, Kylie Jenner launched her brand, Kylie Cosmetics, in 2015 and faced a large amount of criticism for lacking this quality. She was called out for her brand being "a vehicle for self-promotion," (Penelope, 2017, 1) and for failing to foster a raw relationship with her audience. Below is a discussion of what elements made Fenty Beauty so successful overall displaying how beauty brands can make themselves stick out in today's world.

A Strong Brand Message

To start, it is clear that Fenty Beauty has an incredibly strong brand message; Rhianna describes the mission of her brand directly as:

"MAKEUP IS THERE FOR YOU TO PLAY WITH. IT'S THERE FOR YOU TO HAVE FUN WITH. IT SHOULD NEVER FEEL LIKE PRESSURE, AND IT SHOULD NEVER FEEL LIKE A UNIFORM," (fentybeauty.com).

Its main purpose is to promote inclusivity and diversity and provide a makeup brand for all by offering 50 shades of foundation. When launched in 2017, it delved into a progressive topic and was perceived as pushing the boundaries in a good way. As well, the product itself is accessible to consumers due to its reasonable price point compared to its competitors. As seen on the positioning map above, Fenty falls into the mass market and semi-affordable price range as opposed to Kylie Cosmetics which falls into the exclusivity category. Kylie Jenner's brand message is the polar opposite of Fenty Beauty's. Kylie Jenner says, "I created Kylie Cosmetics to give my fans access to the makeup products that I love and use every single day to create my looks," (kyliecosmetics.com). The way which Kylie presents her brand is self-promotional and therefore makes consumers feel as though it is an exclusive brand. This is due to the fact that she pushes a look-like-me mentality rather than focusing on what her audience desires in a product.



DISCUSSION

Overall, Fenty Beauty does a spectacular job at making consumers feel heard and involved in the products she makes. Because she curates a positive message, Rhianna has made an empire out of Fenty Beauty.

A Genuine Voice

Another aspect of *Fenty Beauty* that contributes to its success is the fact that the brand has a genuine voice. By this, it means that Rhianna speaks to her audience in a way that makes them feel included and as though Rhianna genuinely cares about their needs. This can be seen through the Instagram analysis directly. It is evident that *Fenty Beauty*'s captions were authentic and real as opposed to those on Kylie's profile. One example of this is the caption corresponding to a post that was posted on September 7, 2017, which read: "Lemme help you with that glow #KILLAWATT." The picture itself was of Rhianna putting on makeup for Leomie Anderson, an influencer friend of hers. The account itself constantly posts content that encourages consumers to interact while also presenting Rhianna in a light where she is seen to be there for her consumers. Her social media strategy does a great job at steering away from only posting buy-my-stuff content. Rhianna consistently alternates content with photos of her and others included which curates a genuine voice. Compared to this, *Kylie Cosmetics* fails to do this and rather posts only buy-my-stuff content and photos of herself using the product. As well, her captions are bland such as this one that reads: "Meet the new Lip Kit. Lightweight, Smudge resistant, 8-hour wear. #comingsoon." Kylie's brand lacks voice and personality and that is why it is less successful. By solely promoting the product, Kylie fails at truly catering to the voice of her consumers.

Fostering a Community

Due to the fact that *Fenty Beauty* has a strong brand message and genuine voice, it has curated a sense of community among the brand's consumers. As discussed above, the brand's voice is genuine and real which fosters this sense of community among consumers; specifically, for those who do not feel included in other beauty brands' product lines. Through the use of brand hashtags, Fenty Beauty has been able to spark conversation and spread the word about its brand. Some of these brand hashtags include #Fentyface #Fentyfamily #Profiltr and #Fentybeautyuniversity.



DISCUSSION

Overall, Fenty Beauty does a spectacular job at making consumers feel heard and involved in the Many consumers actively engage with these hashtags in fact over five million posts have been shared using the hashtag #Fentybeauty. The words utilized in these hashtags display a sense of community themselves by using vocabularies such as family, university, and face. It makes consumers feel as though they are a part of the brand themselves. Opposed to this, Kylie Cosmetics lacks in this area as their only prominent hashtag is #KylieCosmetics with a total of 4.9 million posts. Although she has a large number of posts on this hashtag, there is no real sense of community that she fosters with her followers. In turn, this leads the audience to feel as though they are not included in the brand but rather are just promoting a product made by a celebrity.

CONCLUSION

The above study provides insight into how beauty brands successfully create a brand; most prominently through analyzing Rhianna's Fenty Beauty. Not only does it display the progressive changes the beauty industry has made, such as becoming more diverse and inclusive, but it also shows what digital marketing tactics curate a successful brand. This research aids in how beauty brands can build an empire through digital marketing campaigns by having elements of a strong brand message, genuine voice, and fostering a community among their consumers. Ultimately, this research explains why and how Fenty Beauty is such a successful brand.

One limitation of this research is that Fenty Beauty is not the first brand to launch an inclusive line. These brands include but are not limited to, Maybelline, MAC Cosmetics, and Bareminerals. These beauty brands also provide consumers with multiple foundation options and have attempted to open the door to inclusivity. However, these brands have failed to be as successful as Rhianna's brand because they lack certain elements in their advertising as discussed above. Another limitation of this research is that Fenty Beauty and Kylie Cosmetics are not the only two brands controlling the beauty world. This means that Rhianna's brand may not have been the sole force behind Kylie's sales plummeting. These two brands were specifically chosen because they are similar in the sense that they are both run by well-known celebrities and have often been compared to each other in previous research.



CONCLUSION

Future research could explore the campaigns through the lens of influencer marketing. Both brands are well-known and have been known to use influencers in order to leverage their campaigns. By doing so, researchers could determine how much the use of influencer marketing boosts the success of a beauty brand. As well, researchers could determine what tactics influencers use to make them a reputable source for consumers in which influences their purchasing decisions.

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FENTY BEAUTY
BY RIHANNA

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F E I T Y B E A U T Y
B Y R I H A N N A