

AN INTEGRATED MARKETING COMMUNICATIONS CAMPAIGN FOR COLLECTIONS COSMETICS

I. Executive Summary

A. Scope and Limitation

The discussion of this paper is limited to the following makeup products used by women: mascara, eye shadows, eye pencils, eye liners, eye definers, eye rolls, eyebrow shadows, lip stick, lip gloss, lip lacquer, lip pencils, lip shimmers, lip tints, lip tint, lip balm, foundation, bb cream, compacts, concealer, blush ons, blush sticks and facial highlighters. The products discussed in the paper does not include makeup removers, makeup primers, nail polish, eyelash curlers, trimmers or individual brushes used in applying makeup.

The research used in making the Integrated Marketing Communications (IMC) campaign is based on the primary and secondary research of the colour cosmetics industry in the Philippines. The data was sourced from reliable sources such as Euromonitor International and Nielsen, the brief given by Collections Cosmetics to Campaigns & Grey Philippines and the primary and secondary research conducted for the paper.

Collections Cosmetics is an account handled by the advertising agency Campaigns and Grey Philippines in July 2012. This advertising campaign is developed for the Philippine market only and limited for the year of 2015

B. Definition of Terms

Colour Cosmetics (also known as makeup) - Cosmetic product primarily used to give colour to the skin of the person to enhance and accentuate their looks.

CAGR (Compounded Annual Growth Rate) – The ‘year-over-year growth rate of an investment over a specified period of time.

Millennials -Sometimes referred to as Generation Y; People who are born between 1980 and 2000. They are also known to celebrate diversity, optimistic, self-inventive. They use technology to socially connect and be closer to their friends and family.

Bold Colour – Strong and vivid appearance

Vibrant Colour - Bright and striking

Classification of makeup products:

1. Face Makeup - Cosmetic product used colour and highlight facial features. Products categorized as face makeup are concealers, base, primers, blushers, foundation & powder.
2. Lip Makeup - Cosmetic product used to give colour to the lips to highlight women's looks. Products categorized as lip makeup are lipstick, lip liner, lip tint & lip gloss.

3. Eye Makeup - Cosmetic products used around the eyes to enhance the appearance of the eyes and to emphasize the beauty of the eyes. Products categorized as eye makeup are eyebrow pencil, eyeliner, eye shadow & mascara.

Types of makeup products:

1. Mascara - Cosmetic product used to enhance the appearance of the eyes by thickening, lengthening and darkening the lashes
2. Eye shadow - Cosmetic product used to apply around the area of the eyes to enhance and accent the appearance of the eyes.
3. Eyeliner - Cosmetic product used to emphasize the contour of the eyes.
4. Eyebrow pencil - Cosmetic Pencil used for darkening the eyebrows.
5. Lipstick - Cosmetic product used for spreading colour on the lips that usually comes in the form of a stick
6. Lip gloss - Cosmetic product used for the lips to make them appear shinier and smoother
7. Lip Liner - Cosmetic product used to apply on the outline of the lips, mainly to prevent the unwanted spreading of lipstick or lip gloss

8. Lip Tint - Cosmetic product used for the lips to give them colour, often without much gloss of shine included. Mostly used for the bare lips over dry weather.
9. Foundation, Base & Primer - Used to prepare the skin to better absorb and hold longer other cosmetic products.
10. Concealer - Cosmetic product used to mask irregularities in the skin such as pores, discolorations, pigment spots & blemishes
11. BB Cream (short for beauty or blemish cream) - Known to be a tinted moisturizer that hydrates the skin and evens out the skin tone at the same time.
12. Pressed Powder Compact - Cosmetic product applied to the face to absorb excess oil and produce a smooth matte finish. Also used to change the appearance of the skin, particularly to show even colouring in the skin.
13. Blusher - Cosmetic product used to apply colour to accent and highlight the cheekbones or cover up skin imperfections

II. Situation Analysis

A. Introduction

Makeup is a tool that women use to express how they want to be perceived by society. When women wear makeup, they do not have the intention of concealing who they are. They are not trying to fool anyone when they dab eye shadows or smear lipstick on their face. They just want to look good; however, the underlying reason for some girls who wear makeup is their desire to be socially accepted². We all know that looks matter when it comes to leaving a lasting impression on people, so they use makeup to show their personal style in defining the look that they want people to remember. Whichever style they choose to wear, women choose makeup that complements their looks³.

In 2011, a study conducted by the University of Basque Country, it showed that consumers buy cosmetics primarily for their emotional value. The result of the research showed that a unconscious emotional desire to look attractive as it increases the chance for social interaction, particularly with the opposite sex⁴.

In the Philippines, innovation for the colour cosmetics is driven mainly by product innovation with leading manufacturers such as Avon Cosmetics Inc taking the lead such as its introduction of “True Color Technology”, which is demonstrated in its packaging. This keeps consumers interested in the brand and a differentiating factor. Competition is also increasing in

¹Euromonitor “Colour Cosmetics in The Philippines”

²Euromonitor “Colour Cosmetics in The Philippines”

³Fashion times “The Benefits of Makeup: A Guide for Non-Makeup Believers”

⁴FECYT- Spanish Foundation for Science and Technology “Do we buy cosmetics because they are useful or because they make us feel good?”

the recent years with brands such as NYX, BYS and Happy Skin coming in to have slice of the Philippine market².

In terms of prospects, given the fact that there is now a wider variety colour cosmetic products that are now available in the Philippines thanks to more brands, Filipino consumers are more likely to experiment with new looks from different brands to see which ones suit them the most. Acceptance on the usage of cosmetics is also growing in the younger demographics as teens are exposed to cosmetics at a younger age and that good looks are strongly associated with social acceptance. Despite these prospects, safety is still highly valued when it comes to cosmetics being used on their skin. This raises the opportunity for products that have a selling point for being naturally made and safe on the skin².

In 2013, a new brand of cosmetics entered the Philippine market. Collection Cosmetics, a colour cosmetics brand from the UK, is a makeup brand whose key features are its more bold and vibrant colours compared to its competitors. This type of colour choices makes it more suitable for youths seeking to express themselves. Currently, the main thrust of its marketing is the “Work the Color” campaign where it encourages young women to experiment on Collection Cosmetics’ products to create their own looks and styles.

²Euromonitor “Colour Cosmetics in The Philippines”

³Fashion times “The Benefits of Makeup: A Guide for Non-Makeup Believers”

B. Industry Review: Size, Growth and Trend

a. Overall Size

As early as 2012, colour cosmetics in the Philippines was already a P112 billion industry. In terms of the overall beauty and personal care category, a large chunk of the market is held by the mass colour cosmetics category. Sales of colour cosmetics is primarily through direct selling at 67.6% while store-based retailing only accounts for 32.2% ⁵.

The Philippine market for cosmetics is littered with dozens of foreign brands while a handful of local brands are also competing aggressively. Dominating the mass colour cosmetics market is Avon Cosmetics Inc with a 37.8% share of the market. Their dominance is mainly attributed to their direct distribution system, therefore making their products available almost everywhere in the Philippines outside of department stores. The distant second is local manufacturer Ever Bilena Cosmetics Inc with a 21.8% share of the market which caters to the more price sensitive consumers while making quality products².

²Euromonitor “Colour Cosmetics in The Philippines”

⁵Euromonitor “Beauty and Personal Care in the Philippines”

b. Industry Growth

The CAGR of mass cosmetics is estimated to be around 5.0%, totaling 27.4% from 2007 to 2012. Specifically for 2011 to 2012, growth rate was at 4%².

However, it should be noted that colour cosmetics registered a slower retail value of 3% in the 4th quarter of 2013. This is attributed to the effects of Typhoon Yolanda that hit Visayas where it affected store based retailers and direct sellers.

PS million	2007	2008	2009	2010	2011	2012
Mass Cosmetics	80,791.3	85,917.5	88,390.7	94,411.9	98,645.3	112,930.6

Euromonitor, 2013

²Euromonitor “Colour Cosmetics in The Philippines”

c. Projected Growth

Under the overall beauty and colour cosmetics category, the most vibrant of all categories continues to be the mass colour cosmetics category. Continuing growth for colour cosmetics is driven primarily by thriving economy and larger disposable income as well as desire to look physically presentable. Expansion of the colour cosmetics customer base, along with Filipino's willingness to try out new looks, is expected to bring about a wider range of purchasing colour cosmetics. Aside from these, there is a growing acceptance of colour cosmetics for the younger demographics. Younger audiences are more exposed to colour cosmetics who are willing to try these out as they see this as a sign of being socially accepted².

Potential growth for colour cosmetics for the Philippine market is expected to have a CAGR of 1.9% from 2012 to 2017⁵.

PS million	2012	2013	2014	2015	2016	2017
Mass Cosmetics	102,947.3	104,300	106,080.7	108,212.2	110,501.2	112,930.6

Euromonitor, 2013

²Euromonitor "Colour Cosmetics in The Philippines"

⁵Euromonitor "Beauty and Personal Care in the Philippines"

d. Competition

Collection Cosmetics, a relatively new brand in the Philippine Market, stands against globally known competitors such as Avon Cosmetics Inc and local giant players such as Ever Bilena Cosmetics Inc. As recent as 2013, Avon Cosmetics Inc. controls 37.8% of the market share. Under Avon Cosmetics Inc. are local brand names such as Simply Pretty and Avon Color. Avon's closest competitor is Ever Bilena Cosmetics Inc. with 21.8% of the market, under which are local brand names such as Advance and Ever Bilena².

Direct competitors are identified based of the same features (bold and vibrant colours selling point), target market and place of distribution, i.e. Robinsons Department Store with Collections Cosmetics. Indirect Competitors are based from the fact that while they might not be competing with Collection Cosmetics in terms of specific target market, they may be serving the same needs and wants to the consumers that may be won over due to popularity of the brand. The following are the competitors of Collections Cosmetics:

²Euromonitor "Colour Cosmetics in The Philippines"

Direct Competitors:

1) Ever Bilena Cosmetics Inc



Ever Bilena have been in the cosmetics industry in the Philipphines for 30 years. The brand was established by a single proprietor named Dioceldo Sy, with his philosophy for the brand being that “Filipinas should not spend too much in order to look good and be confident”⁷.

Ever Bilena Cosmetics, Inc. Or EBCI started its line of products on nail polish, but two years later, it has grown into a full cosmetic line. Its popularity is primarily attributed to its affordable price and wide variety of colours that appeals to the masses.

⁷ Philstar “To Say is to believe”

Price

Most of their products fall into a price range of PHP 60.00 to PHP 295.00.

Eye makeup products	PHP 60.00 to PHP 200.00
Face makeup products	PHP 100.00 to PHP 220.00
Cheeks makeup products	PHP 175.00
Lips makeup products	PHP 60.00 to PHP 255.00
Sets makeup products	PHP 185.00 to PHP 295.00

Place

Products of Ever Bilena Cosmetics are distributed in shopping malls, drugstores and thru direct selling. The products could be purchased at leading department stores nationwide, SM Department stores, Watsons, Mercury Drug, Ever Bilena direct selling and other stores.

Promotions

Ever Bilena reaches its consumers through its website, facebook page, YouTube channel, blogs and direct selling. The brand features celebrity endorsers such as Sunshine Cruz and Christine Reyes to encourage the audience to buy their product. Their website shows all of their makeup product list with their corresponding description. The Ever Bilena Facebook page currently has 17,223 likes. Their YouTube channel is composed mostly of videos on their direct sales method.



Lip Products



Brandy Rose Brandy Rose Dark Wood Solid Pink Sandal Quicksand Solid Pink Buccaneer



Oriental Pink Rose Taupe Well Red Falu Red Falu Red Dark Pink Cardinal Fire Brick



Sun Tickle Me Pink Tickle Me Pink Pink Sundown Carnation Pink Puce

Eye Products



Aquamarine Light Green Pelorous Carulean Blue Cabaret Charm Rich Blue Puce



Pink Flare Blossom Salt Box Gunpowder Brown Bianble Dallas Black

2) Fashion 21 Cosmetics



Fashion 21 Cosmetics is a well known makeup brand in the Philippines for 25 years. The makeup product line was designed by Fanny Serrano, one of the best makeup artists in the Philippines. He has worked in the fashion and movie industry for many years.

Fashion 21 Cosmetics is known as an affordable makeup brand for the masses. Its lineup has products that also come in a wide variety of colors to attract teenagers to buy from them. One product of Fashion 21 Cosmetics that best showcases their ability to create variety and colour vibrancy would be the “Color Set”, an eyeshadow kit with 48 colors, worth PHP 150.00. The affordability and colorful makeup of Fashion 21 attracts the younger girls to buy from them.

Price

Most of their products fall into a price range of PHP 29.00 to PHP 185.00.

Eye makeup products	PHP 65.00 to PHP 150.00
Face makeup products	PHP 165.00 to PHP 185.00
Cheeks makeup products	PHP 150.00
Lips makeup products	PHP 29.00 to PHP 150.00
Sets makeup products	PHP 150.00 to PHP 375.00

Place

The makeup products of Fashion 21 is widely distributed especially in shopping malls where teens can find them. The products could be purchased at all leading department stores nationwide, Watsons Outlets, Landmark, Cinderella Ermita and other stores.

Promotion

Fashion 21 Cosmetics is not heavily advertised. The brand only reaches out to consumers through its website and a facebook page. Their website shows all the brand's makeup products with their corresponding description and also a statement on each page that reads "Because youthful look always stays in fashion." The facebook page of Fashion 21 Cosmetics has 6,630 likes. Fashion 21 is not known to have any television commercials, branded content videos or radio commercials. The brand currently does not have any endorser.

Fashion 21

Lip Products

							
Falur Red	Falur Red	Falur Red	Carmine	Carmine	Carmine	Mandarin Orange	Mandarin Orange
							
Brown	Brown	Brown	Fire Brick	Free Speech Red	Fire Brick Red	Grenadier	Venatian Red
							
Crimson	Red	Eggplant	Razzmatazz	Ruby	Ruby	Cabaret	Light Coral
							
Venatian Red	Razzmatazz	Wild Watermelon	Brink Pink	Tickle Me Pink	Brink Pink	Tea Rose	Carnation Pink
							
Carnation Pink	Carnation Pink	Sunset	Dark Pink	Valencia	Indian Red	Vaponica	NY Pink
							
Contessa	Terra Cotta	Medium Carmine	Medium Carmine	Rose	Turkish Rose	Coral Tree	

Fashion 21

Eye Products

Single Eye Shadow



Lotus Russett Copper Rust Leather Domino Bone Thatch Calico



Slate Grey Envy
Trio Eye Shadow



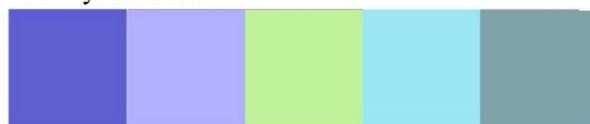
Apache Asparagus Old Copper Steel Blue Mako Very Light Grey



Raffia Falcon Bizarre Pale Taupe Vanilla Au Chico



Deep Lilac White Shade Cupid Regent St. Scooter Shadow Green
Set Eye Shadow Blue



Slate Blue Lavender Reef Blizzard Blue Ziggurat
Blue

Fashion 21

Eye Products cont.



Cigar Sante Fe Peach Puff Beauty Bush Egg Sour



Macaroni & Cheese Mortar Dark Gray West Coast Gainsboro

3) Maybelline



Maybelline started in 1915 as a small family business in America, but today, it is one of the world's leading cosmetics brand under the L'Oréal group and is available in over 128 countries. Maybelline all started when a young woman from Chicago named Mabel Williams tried to experiment by stirring coal dust and vaseline to put on her eye lashes and eyebrows. Her brother, Thomas Williams, had an idea to put up Maybelline Laboratories and began selling his sister's creation through mail. The product eventually gained popularity from women all over the US, and Maybelline Laboratories took advantage by offering more makeup products.

Maybelline has a comprehensive color collection which is categorized into four color families that includes 52 shades. Maybelline has over 200 products that covers eye makeup, face makeup and lip makeup products.

Price

Most of their products fall into a price range of PHP79.00 to PHP 805.00.

Face makeup products	PHP 200.00 to PHP 600.00
Eye makeup products	PHP 149.00 to PHP 805.00
Lip makeup products	PHP 79.00 to PHP 399.00

Place

Maybelline makeup products can be bought from leading department stores nationwide, Watson outlets and other retail stores.

Promotion

“Maybe she’s born with it. Maybe it’s Maybelline.” is the popular slogan that Maybelline has been using since 1991.

In the Philippines, Maybelline has strong digital efforts. They promote the brand’s products on Facebook and Twitter. Their Facebook page contains posts and apps that help girls apply makeup and currently has 380,860 likes. Maybelline has developed 3 Facebook applications which are Maybelline Fresh in Five, First Impressions Meter and Super Powder.

In June 2014, Maybelline launched a campaign called Fresh in Five. The campaign featured Alex Gonzaga teaching girls how to apply makeup in five steps. Maybelline posted 2 videos in line with the campaign and had booths set up in schools to teach girls how to be “Fresh in Five”.

In 2013, Maybelline aired a 15 second Television Commercial advertising its Clear Smooth BB Stick that has sold 30 million units in Asia. A 30 second Television Commercial advertising Maybelline’s Clear Smooth Pressed Powder was also aired in 2012.



Lip Products Red Collection



Blushing Berry Wine Brick Red Summer Sunset Passion Red

Pink Collection



Pink Bloom Plum Perfect Bon bon Pink Soft Azalea Pink Petal Pink Peach Lust for Blush Who wore it Red-er Oh la Lilac Made for Magenta



Cherry OnTop One Size Fits Pearl Petal Rebel Pink Possibilities Faint for Fuschia

Coral Collection



Coral Pink Bronze Orange Cozy Tangerine Coral Sunrise Angel Rose Pin Up Peach Coral Ambition Orange Attitude

Nude Collection



Buff Chestnut Toffee Cream Windsor Rose Go Nude Bare to be bold Some like it taupe Mocha Muse

Eye Products



Half & Half Tan Fallow Brown Derby Athens Grey Shuttle Grey Oil Bunker Promenade Green White



Manatee Kimberly Gun Powder Opal Envy Cape Cod Scampi White Lilac Melanie Suva Grey



Eye Products (cont.)



4) In2It



In2It's humble journey began when like-minded artists and designers had a plan to develop cosmetics for fun. These enthusiasts made the products for their friends and exclusive customers only. When the orders grew in the year 2000, they decided to share it to the public and name their brand In2It. In2It is currently owned by Asia Pacific Cosmetics Corporation, which is located in Hong Kong. The brand, In2It, is now available to thousands of stores. The brand believes that their products are specially formulated for Asian skin, thanks to the technology they use from Japan and Europe for development. Like Collection, In2It promises its consumers that their products are of high quality at affordable prices.

Price

The price range of In2It makeup products falls between PHP 219.00 and PHP 700.00

Face makeup products	PHP 319.00 to PHP 700.00
Eye makeup products	PHP 219.00 to PHP 400.00
Lip makeup products	PHP 319.00 to PHP 420.00

Place

In2It booths and stores are usually located in several department stores in SM, Robinsons, Metro Guisano, Crossings, and The Landmark. It is also found in all Watsons outlets.

Promotion

In2It tries to promote their product by using different online makeup sites that the consumers would trust. There were product reviews by bloggers 2011 until 2013. They don't engage much on advertising their product. Their Facebook page is bombarded with information about their product and promos. Even though they only have a few likes as compared to Collections, the likers were active in liking and sharing each posts.

IN2IT

Lip Products



Cumin Vin Rouge Copper Falu Red Scarlett Cadillac Medium Violet Red Blush Fire Brick Cardinal Persian Red



Alizarin Mahogany Cerise Carissima Illusion

Eye Products



Black Livid Brown Sleak Brown Brown Red Dark Rum Indian Tan Cioccolato Very Dark Hairy Heath



Van Chef Liver Oil Eternity Atomic Fiord Regent Grey Saratoga West Coast



Husk Wasabi Green Smoke Coriander Chino Allports Viking Onahau Barossa



Fedora Falcon Cosmic Strikemaster Scampi Cold Purple Falu Red Bright Red Flame Pea



Grenadier Au Hippie Tosca Crown of Thorns Solid Pink Rose Taupe Turkish Rose My Pink



Contessa Viola Careys Maverick Pink Flare Oyster Pink Very Light Grey Desert Medium Wood

IN2IT

Eye Products (cont.)



Brandy Rose Japonica Dark
Salmon Sour
Dough Rose Shilo Tumbleweed Rodeo Dust Calico



Cashmere Pancho Parchment Silver
Sand Catskill
White

Indirect Competitors:

AVON



Avon is the world's biggest direct selling makeup brand. The business started growing when Mr. McConnell, a successful businessman, knew that building personal relationship would earn the trust of women in becoming an Avon brand loyalist. He started employing women as sales representatives because he observed how women were usually bored at their homes while their husbands were away. Now, Avon has successfully linked their brand to women empowerment. They have campaigns such as fighting against domestic violence and breast cancer awareness that aim to help women around the world. Avon eventually started selling perfumes and makeup. It has now expanded to selling underwear, lotions, and practically everything that women needs to look their best.

Price

The price of Avon makeup products varies between PHP 69.00 to PHP 599.00.

Face makeup products	PHP 95.00 to PHP 420.00
Eye makeup products	PHP 69.00 to PHP 349.00
Lip makeup products	PHP 115.00 to PHP 599.00

Place

As mentioned above, Avon earns their sale through direct marketing by assigning representatives to convince potentials buyers.

Promotion

Avon is highly active and heavily publicized in the media industry. They were able to get popular young celebrities like Anne Curtis, Angel Locsin, Georgina Wilson ,and Lucy Torres to help them influence buyers. They hold women empowerment events like Avon Pink War, which is Avon's latest movement in raising awareness against breast cancer. The campaign was getting published everywhere and was participated by several known artists such as Anne Curtis and Georgina Wilson that helped the brand earn fans.

III. Corporate Profile






Collection Cosmetics, formerly known as Collection 2000, is a UK-based cosmetics brand founded on 1987 and a subsidiary for Li and Fung Group of companies.




Known in the UK for their young and fashionable outlook at an affordable price, Collection Cosmetics is one of the top 3 drugstore brands found in the UK. One of the brand's key selling points is their tagline of "Own it. Work it. Love it" where Collection encourages its consumers to create their own style of young and hipness depending on their colours with their products instead of merely just reproducing existing looks.




Collection Cosmetics was recently introduced in the Philippines last year 2013 and has now established a presence through store retailers such Robinson Malls, Glorietta Malls and many other stores. However, Collection Cosmetics has not yet established a mark on SM's Watsons stores despite the popularity of SM malls. Celebrities that are endorsing Collection Cosmetics include popular fashion bloggers Camille Co and Laureen Uy, as well as makeup artist and actress Solenn Heussaff.


The table next page shows the prices, packaging and advertising of the products of Collection Cosmetics and the places where these can be bought




Product	Price	Packaging	Promotion	Place
Big Fake Mascara (Black)	PHP 399.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p>	<p>Online shops Zalora.com Lazada.com</p> <p>The Landmark TriNoma The Landmark Makati The Ramp Glorietta The Ramp TriNoma The Ramp Shangi-La Plaza Crossings Department Store</p>
Multiplier Mascara (Black)	PHP 349.00		<p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p> <p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p>	<p>The following Robinsons Department Stores located in: Robinsons Galleria Robinsons Place Manila Robinsons Metro East Robinsons Star Mills (San Fernando City) Robinsons Place (Dasmariñas City)</p> <p>Cash & Carry Department Store</p>
Colour Lash Mascara (Clear)	PHP 299.00		<p>Features of Collection Cosmetics at Meg Magazine</p>	<p>The following Metro Department Stores located in: Alabang Town Center The District (Imus City) Market! Market! (Taguig City) Super Metro Anonas</p>




Longer Lash Waterproof Mascara (Black)	PHP 299.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>Fisher Mall Department Store</p> <p>Shopwise Alabang</p> <p>Shopwise Libis</p> <p>Shopwise Antipolo</p> <p>The following Mercury Drug Stores located in:</p> <p>TriNoma at Quezon City</p> <p>Shoppesville at Greenhills Shopping Center</p> <p>Market! Market! at Taguig City</p>
Eye Palettes (Smokey Eyes)	PHP 349.00			
Eye Palettes (Bedazzled)	PHP 249.00		<p>Getting fashion bloggers like Camille Co, Lauren Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	


Work the Colour Trio Eye Shadow (Choc Chip, Naughty N Nude, Smoke Screen, Thunder Storm, Champagne Fizz, Very Berry)	PHP 169.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p>	<p>Online shops Zalora.com Lazada.com</p> <p>The Landmark TriNoma The Landmark Makati The Ramp Glorietta The Ramp TriNoma The Ramp Shangri-La Plaza Crossings Department Store</p>
Intense Colour Super soft Pencils (Black Magic, Birdy Song, Peacock Feather, French Kiss, Love Bird, Blue Belle)	PHP 249.00		<p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>The following Robinsons Department Stores located in:</p> <p>Robinsons Galleria Robinsons Place Manila Robinsons Metro East Robinsons Star Mills (San Fernando City) Robinsons Place (Dasmariñas City)</p>
Extreme 24 Hour Felt Tip Eyeliner (Black)	PHP 299.00		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	<p>Cash & Carry Department Store</p> <p>The following Metro Department Stores located in:</p> <p>Alabang Town Center The District (Imus City) Market! Market! (Taguig City) Super Metro Anonas</p>

Fast Stroke Eyeliner (Available in Brown and Black)	PHP 249.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>Fisher Mall Department Store</p> <p>Shopwise Alabang</p> <p>Shopwise Libis</p> <p>Shopwise Antipolo</p> <p>The following Mercury Drug Stores located in:</p> <p>TriNoma at Quezon City</p> <p>Shoppesville at Greenhills Shopping Center</p> <p>Market! Market! at Taguig City</p>
Eye Definer (Available in Brown and Black)	PHP 249.00			
Lasting Colour Gel Eyeliner (Brown and Black)	PHP 399.00		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	






<p>Eye Brow Definer (Available in Blonde and Black)</p>	<p>PHP 249.00</p>		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>Online shops Zalora.com Lazada.com</p> <p>The Landmark TriNoma The Landmark Makati The Ramp Glorietta The Ramp TriNoma The Ramp Shangi-La Plaza Crossings Department Store</p>
<p>Lasting Colour Lipstick (11 shades: Pink Shock, Passion Fruit, Queen of Hearts, Sweet Tart, Sugar Plum, Bubblegum, Coffee Break, Birthday Suit, Mango Tango, Valentine, Vintage Rose)</p>	<p>PHP 199.00</p>		<p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>The following Robinsons Department Stores located in:</p> <p>Robinsons Galleria Robinsons Place Manila Robinsons Metro East Robinsons Star Mills (San Fernando City) Robinsons Place (Dasmariñas City)</p>
<p>Volume Sensation Lipstick (13 shades: Pretty Please, Plum Perfection, Ruby Red, Sugar Pink, Sea Shell, Perfect Pink, Forever Heather, Cherry Pop, Grape Glitz, Peachy Keen, Hot Chocolate, Satin Bow and Tea Rose)</p>	<p>PHP 249.00</p>		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	<p>Cash & Carry Department Store</p> <p>The following Metro Department Stores located in:</p> <p>Alabang Town Center The District (Imus City) Market! Market! (Taguig City) Super Metro Anonas</p>

Hot lights Lip-gloss (6 shades: Sparkle, Star, Glow, Dazzle, Glimmer and Shine)	PHP 349.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>Fisher Mall Department Store</p> <p>Shopwise Alabang</p> <p>Shopwise Libis</p> <p>Shopwise Antipolo</p> <p>The following Mercury Drug Stores located in:</p> <p>TriNoma at Quezon City</p> <p>Shoppesville at Greenhills Shopping Center</p> <p>Market! Market! at Taguig City</p>
Lock N Hold Lip-gloss (5 shades: Body Pop, Beat Box, Rock Steady, Break Dance and Urban Punk)	PHP 249.00		<p>Getting fashion bloggers like Camille Co, Lauren Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	
Pure Gloss (5 shades: Lollipop, Cupcake, Honey, Short cake and Jam Tart)	PHP 169.00			

Colour Pro Lip Lacquer (4 Shades: IT Girl, Rebel, Show Off and Prom Queen)	PHP 299.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>Online shops Zalora.com Lazada.com</p> <p>The Landmark TriNoma The Landmark Makati The Ramp Glorietta The Ramp TriNoma The Ramp Shangi-La Plaza Crossings Department Store</p>
Lip Pencils (6 colors: Natural, Paprika, Pink Heaven, Chocolate, Clover Pink and Marshmallow)	PHP 169.00		<p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>The following Robinsons Department Stores located in: Robinsons Galleria Robinsons Place Manila Robinsons Metro East Robinsons Star Mills (San Fernando City) Robinsons Place (Dasmariñas City)</p>
Colour Pout Lip stain (6 colors: Flirt, Heartbraker, Kiss, Pout, Pucker and Tease)	PHP 349.00		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	<p>Cash & Carry Department Store</p> <p>The following Metro Department Stores located in: Alabang Town Center The District (Imus City) Market! Market! (Taguig City) Super Metro Anonas</p>

Cover & Go Foundation Duo (3 shades: Fair, Natural and Medium)	PHP 399.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p>	<p>Fisher Mall Department Store</p> <p>Shopwise Alabang</p> <p>Shopwise Libis</p> <p>Shopwise Antipolo</p>
BB Secrets Beauty Balm (2 shades: Light and Medium)	PHP 249.00		<p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>The following Mercury Drug Stores located in:</p> <p>TriNoma at Quezon City</p> <p>Shoppesville at Greenhills Shopping Center</p> <p>Market! Market! at Taguig City</p>
Colour Match Foundation (3 shades: Fair, Natural and Medium)	PHP 399.00		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	

Ultimate Fix Compact Foundation (3 shades: Ivory, Honey and Bisquit)	PHP 249.00		<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p> <p>Solemn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	<p>Online shops Zalora.com Lazada.com</p> <p>The Landmark TriNoma The Landmark Makati The Ramp Glorietta The Ramp TriNoma The Ramp Shangri-La Plaza Crossings Department Store</p>
Naturally Matt Foundation (4 shades: Blonde, Ivory, Almond and Beige)	PHP 299.00		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solemn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	<p>The following Robinsons Department Stores located in: Robinsons Galleria Robinsons Place Manila Robinsons Metro East Robinsons Star Mills (San Fernando City) Robinsons Place (Dasmariñas City)</p>
Lasting Perfection Concealer (2 shades: Fair and Medium)	PHP 299.00			<p>Cash & Carry Department Store</p>
Lasting Perfection Powder (2 shades: Fair and Medium)	PHP 169.00			<p>The following Metro Department Stores located in: Alabang Town Center The District (Imus City) Market! Market! (Taguig City) Super Metro Anonas</p>

Shimmer Shades (2 sets of shades: Blushalicious and Way to Glow)	PHP 349.00	 	<p>The cosmetic products are promoted through Collection's Facebook Page that has 63,430 likes and a Twitter account that has 958 followers with the tagline "Own it. Work it. Love it."</p>	<p>Fisher Mall Department Store</p> <p>Shopwise Alabang</p> <p>Shopwise Libis</p> <p>Shopwise Antipolo</p> <p>The following Mercury Drug Stores located in:</p> <p>TriNoma at Quezon City</p> <p>Shoppesville at Greenhills Shopping Center</p> <p>Market! Market! at Taguig City</p>
Powder Blush (2 shades: Trouble and Bashful)	PHP 199.00	 	<p>Solenn Heussaff endorses Collection Cosmetics products in the Philippines.</p> <p>PR efforts in the Philippines:</p> <p>British themed event at Rockwell Tent to launch Collection Cosmetics.</p>	
Bright and Glow (Light and Medium)	PHP 349.00		<p>Getting fashion bloggers like Camille Co, Laureen Uy and Solenn Heussaff to blog about the brand.</p> <p>Features of Collection Cosmetics at Meg Magazine</p>	



Lip Products



Hairy Heath Carmine Burgundy Matrix Hippie Pink Hippie Pink Sungio Indian Red



Frolly Tonys Pink Sante Fe Terra Cotta Crusta Salmon Tonys Pink Dark Salmon



Negroni Apricot Apricot Free Speech Red Crimson Cinnabar Cinnabar Cinnabar



Tomato Radical Red Persian Rose Cerise Violet Red Violet Red Persian Pink Deep Blush



Pale Violet Red Deep Illusion Pale Magneta Lavender Pink Deep Cerise Deep Cerise Deep Cerise



Medium Violet Red Cardinal Cranberry Cabaret Blush Medium Sante Fe Can Can



Tapestry Charm Can Can Can Can Chantilly Copper Rose

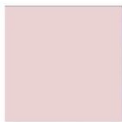


Eye Products

Smokey Eye Shadow



Bombay Eclipse White Smoke Del Rio Squirrel Dust Storm White Lilac Kabul



Vanilla Ice

Bedazzled Eye Shadow



Biloba flower Tiara White Linen Gulf Stream Zambezi Corvette San Marino White



Sante Fe Black Nutmeg Gulf Stream De York Topaz Dodger Blue

Trio Eye Shadow



Crater Brown Spicy Mia Pot Pourri Tawny Port Thatch Pink Flare



Shark Aluminum Twilight Shuttle Grey Gunsmoke Porcelain



Eye Products cont.



Logan Link Water Pink Cone Parlova Bizarre Kimberly

IV. Population – General/Perspective

A. Demographic Characteristics

Age: 16 – 21

Sex: Female

Educational Attainment: College level analysis

Occupation: College Student

Weekly Allowance: P800 to P2000/week

Socio-economic class: B to C.

Location: Urban shopping malls

B. Psychographics

As young millennial women enter their college years, they experience a new sense of freedom and independence. They are no longer confined mainly to their academic life and are exposed to a new type of environment where they can socially interact more actively and be accepted as demonstrated by one of the levels in Maslow's Hierarchy of Needs. These women are young, fearless and bold in their endeavors. They express themselves by letting their looks define who they are.

After graduating, these young women are no longer confined to the way that their high school academic institution wants them to behave. As soon as they enter college, they are no longer required to wear uniforms (in most cases). They are now free to wear whichever

appropriate clothing they choose to wear as well as create their own style to suit their personality. Aside from their choice of clothing, they are now free to choose who they want to be. Whether they want to be a social butterfly, an academic-minded person or a vibrant and fierce athlete, it is now their time to choose which ever path they desire to be.

In order to do so, they often change how they look so people perceive them as such. They can choose to have a feminine personality or an adventurous one. Regardless, whichever path they take, their looks will always define who they want to be. To start off with, it is through their change of clothing that defines who they are. Their preference for pants, skirts or dresses define who they will be. After their clothing changes, it is only then that they focus on how their facial features will be. This is where they understand how the colours they chose to put on themselves matter and mean to everyone else. Noticably, it is the lips that is probably the most important of her facial features. More often than not, the lips is often portrayed as the most distinct feature of the face simply because of its unique colour compared to the skin. This makes the choice of which colour to use on the lips quite important as well.

While they use makeup primarily to make themselves look presentable, they also use this as a form of expression. Given that each shade of colour has its own meaning, they decide which shade to use to best express their personality for the day. This gives them the confidence from which they can be empowered to make it through the day⁶.

⁶ Euromonitor “Consumer Lifestyles in the Philippines”

⁷ Perreault, Cannon, McCarthy. Basic Marketing: A Marketing Strategy Planning Approach

C. Identification of Target Market

Target Market

“College female millennials, aged 16 to 21 years old, from socio-class B to C, who are seeking to express themselves through their physical appearance.”

Each makeup brand have their own unique varieties and features in their products. Since there are different skin types and colours, it is difficult to pin point which will suit a person's needs. When the colours are chosen correctly, a woman can send the right message without the need to explicitly say it.

Collection Cosmetics is aimed towards the 16 to 21 year old college students, who are exposed to a new environment after entering college. Coupled with a new sense of independence and social position, these millennials are the ones that regularly use makeup to enhance their looks and express their personalities. Using makeup gives them the confidence they need and empowers them to overcome their endeavors⁶.

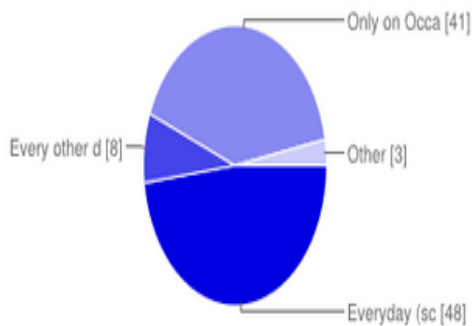
Collection Cosmetics aims to empower these youth in their endeavors to express themselves through the bold and vibrant colours that the brand offers in their products.

⁶Euromonitor “Consumer Lifestyles in the Philippines”

D. Target Market Product and Media Behavior

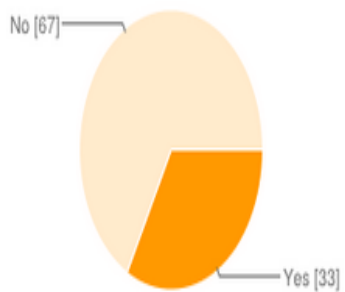
The researchers conducted a random survey to create a general perception on the target market's perception, behavior and usage of cosmetics as well as their media behavior. The following charts display the results:

How often do you use cosmetics?



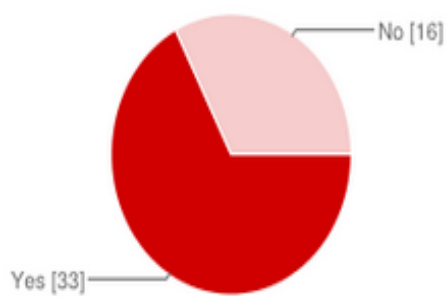
Everyday (school days, office days)	48	48%
Every other day	8	8%
Only on Occassions (ei: parties, dates, celebrations)	41	41%
Other	3	3%

Do you have skin allergies?



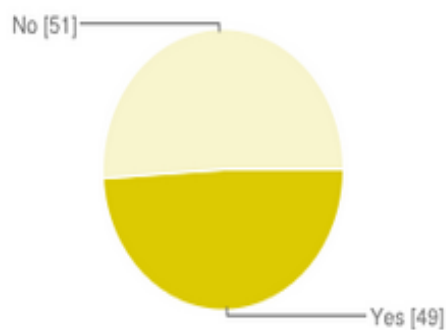
Yes	33	33%
No	67	67%

If so, does this affect the way you buy cosmetics?



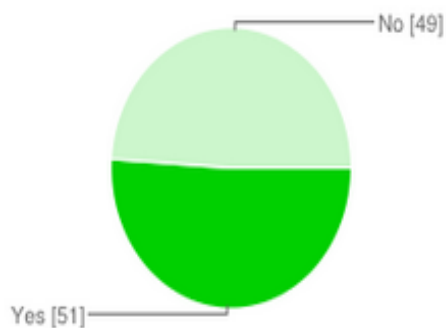
Yes	33	33%
No	16	16%

Do you pay attention if the ingredients on your makeup are hypoallergenic?



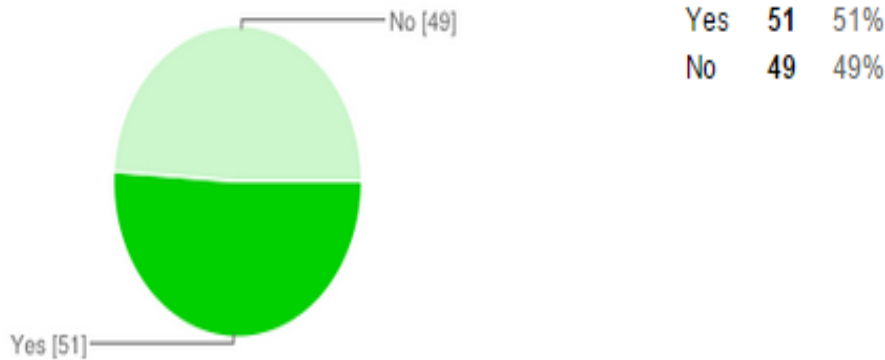
Yes	49	49%
No	51	51%

Do you pay attention to how the cosmetic product was manufactured?

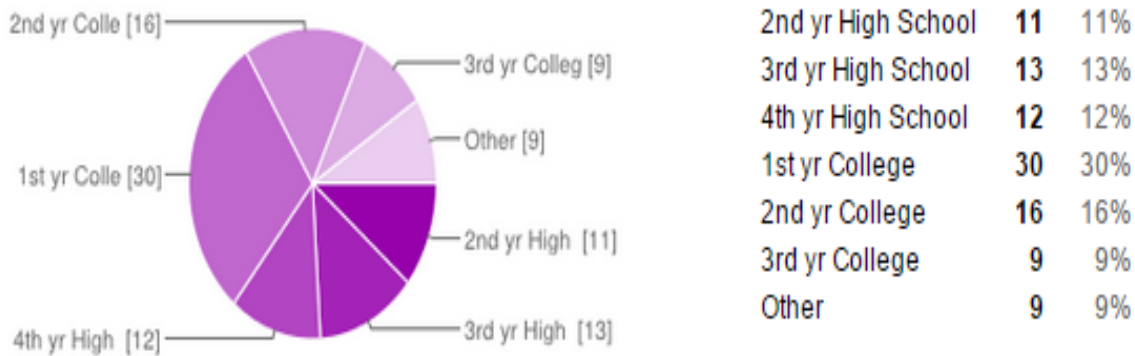


Yes	51	51%
No	49	49%

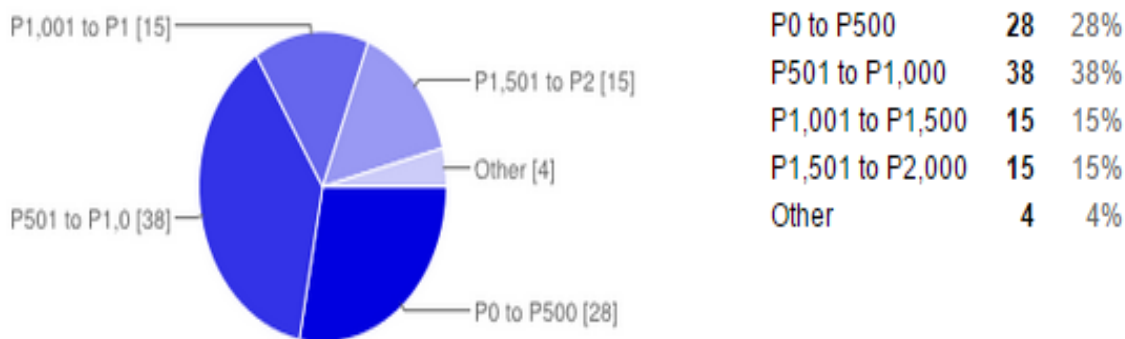
Do you pay attention to how the cosmetic product was manufactured?



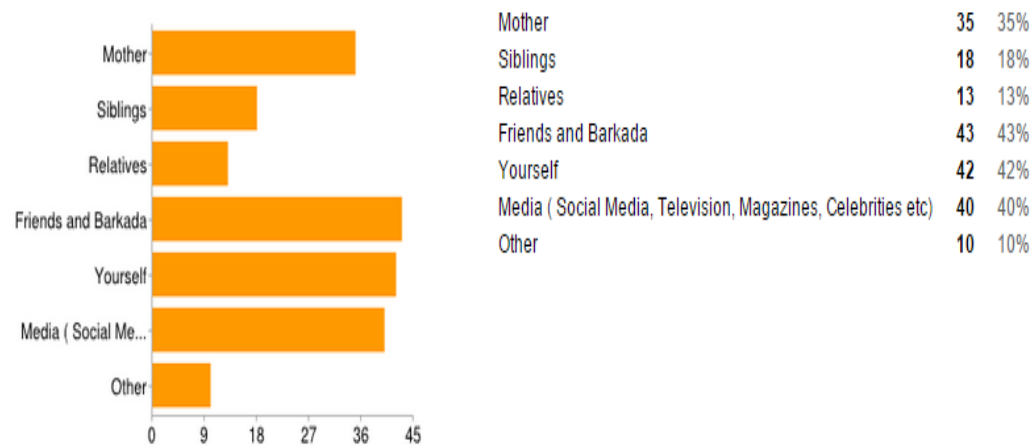
When did you start wearing makeup?



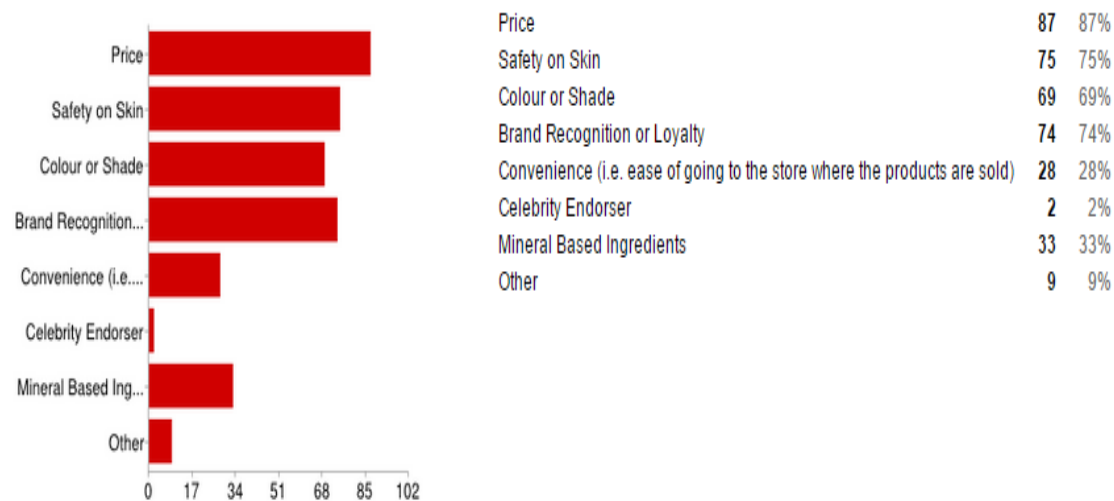
How much do you spend on makeup whenever you buy?



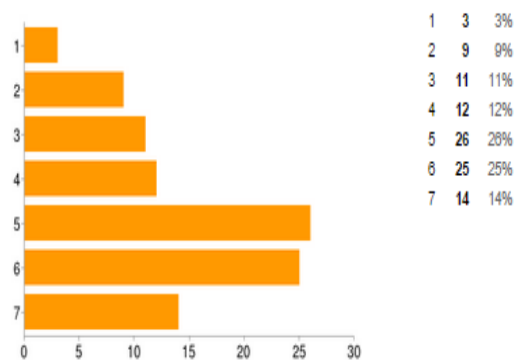
Who influenced you to start using makeup?



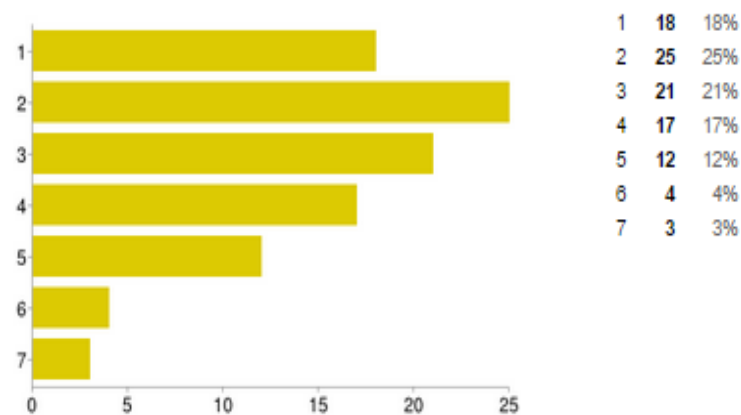
Which factors do you consider when buying makeup?



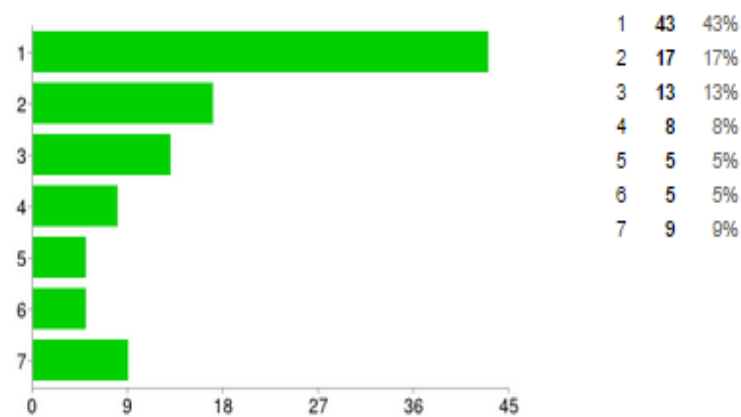
Convenience (i.e. ease of going to the store where the products are sold) [Please rank each factor being considered when buying make up according to their importance.]



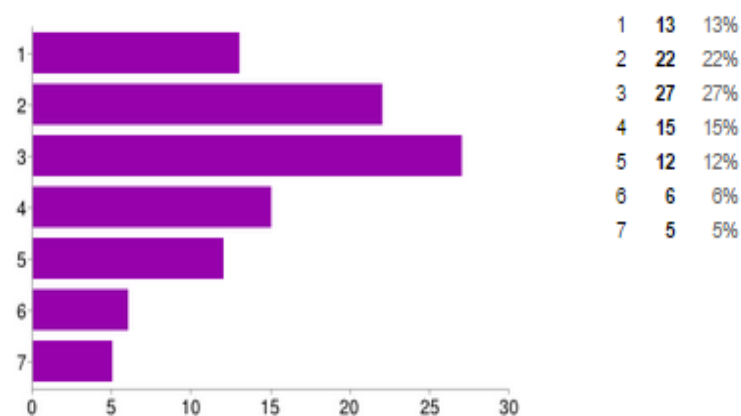
Price [Please rank each factor being considered when buying make up according to their importance.]



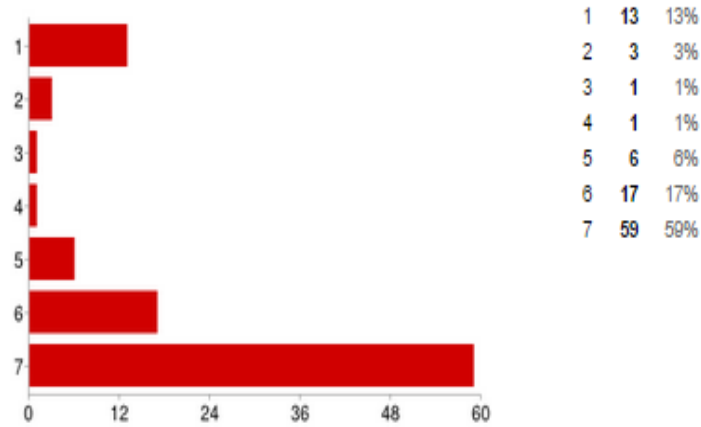
Safety on Skin [Please rank each factor being considered when buying make up according to their importance.]



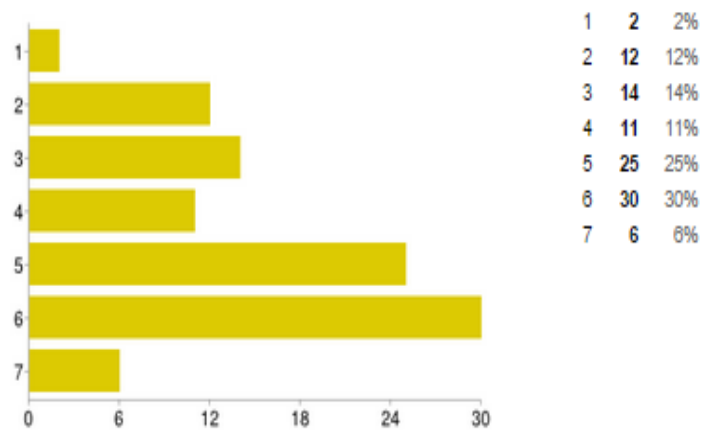
Colour or Shade [Please rank each factor being considered when buying make up according to their importance.]



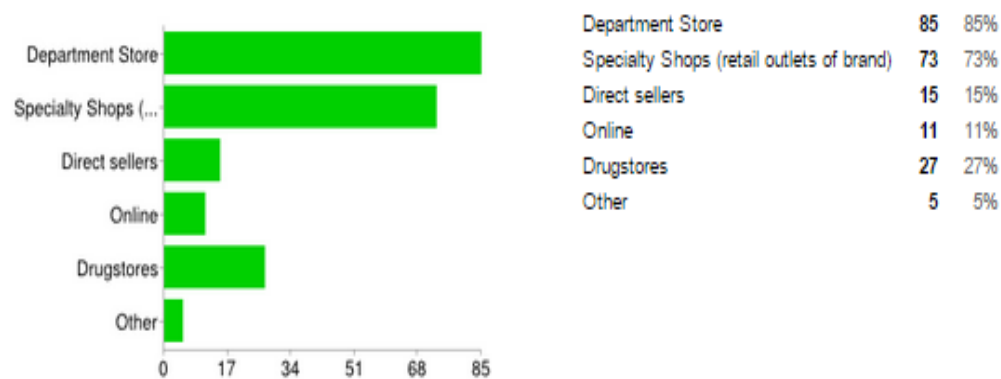
Celebrity Endorser [Please rank each factor being considered when buying make up according to their importance.]



Mineral Based Ingredients [Please rank each factor being considered when buying make up according to their importance.]

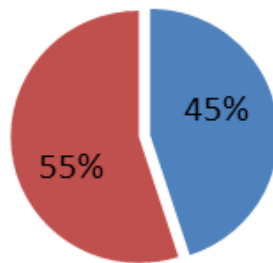


Where do you buy makeup?

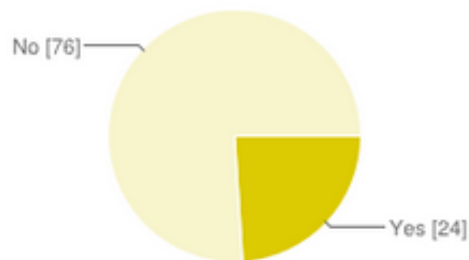


Are you loyal to the brands that you buy in the previous question?

■ Yes ■ No

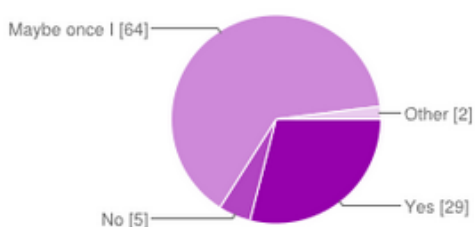


Are you aware of Collection Cosmetics?



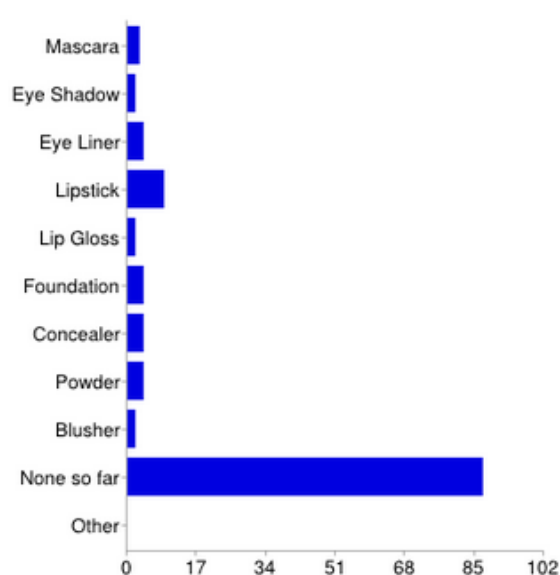
Yes	24	24%
No	76	76%

Are you willing to try out this new brand?



Yes	29	29%
No	5	5%
Maybe once I find out more about it	64	64%
Other	2	2%

If you have tried out their product, which product did you use?



Mascara	3	3%
Eye Shadow	2	2%
Eye Liner	4	4%
Lipstick	9	9%
Lip Gloss	2	2%
Foundation	4	4%
Concealer	4	4%
Powder	4	4%
Blusher	2	2%
None so far	87	87%
Other	0	0%

Accordingly, the researches have identified the following media as an effective tool to reach the target market.

Medium	Rationale
Word of Mouth	Based from our survey, 64% of our respondents say that word of mouth influences their choice of makeup.
Digital Assets	Based from our survey, 67% of our respondents answered that they are influenced by social media such as Facebook when it comes to their choice of makeup. However, the group has noticed while Collection Cosmetics has a large fan base of 63,451, engagement rate is a mere .02% compared to industry standards of .61%. With our campaign, we plan to increase that level of engagement between the

	<p>Facebook page and its consumers.</p> <p>YouTube has become a great medium through which videos can be shown. While Collection Cosmetics does have a YouTube page, it is currently inactive and underutilized.</p> <p>A significant portion of our target market is likewise browsing the web through their mobile phones.</p>
Print Magazine	Based from our target market, magazines have a significant influence on our consumers, accounting for 69% of influence. A reason behind why magazines account for a significant influence is their readership count and credibility for fashion tips and issues.
Radio	Interestingly, radio is still an important touch point for the target market. 56% of the respondents regularly listen to the radio and consider the activity as an important routine during school days. They mostly listen at night while doing assignments to listen to their favorite music.
Television	The target market still watch television, despite the prevalence of the online medium as a source of entertainment. However, a gradual shift in choice of channels – from major television networks to cable channels such as HBO, ETC, AXN and Star World has been noted.
Experiential	Experiential is used especially for makeup as girls tend to choose their makeup based on how the product works for them. And in general, the college years is a time for the target market to branch out and gain new experiences.

E. Personification of Target Market



Elise de la Serre is a 18-yr old, 1st yr advertising student from De La Salle University. She comes from a middle class family.


Elise started using makeup in a regular basis as soon as she entered college. Given that she previously came from a conservative academic institution, she is still new at putting makeup regularly and is still experimenting with the looks that she thinks will look good on her.

Given that she is exposed to a whole new environment, she loves meeting new people in school and getting to know them. She loves to interact with others so they she may know she who can form a friendship with.

Before she started using makeup on a regular basis, she first changed how her clothes looked. She choose clothes that suit her personality or her mood for the day. After some time, she started to put on makeup on a regular basis to look presentable. Elise also carefully chooses which clothes to wear and the right shade of make up to use because she believes her looks play an important role in expressing who she is to people.

Elise feels that if she can express herself through how she looks and colours, the more confident she feels when dealing with everyday situations. In short, her image is her pride.

V. SWOT Matrix

	STRENGTHS Consistent Brand Image Strong Social Media Base Recognizable Celebrity Endorsements Wider Variety of Consumer Choice	WEAKNESSES Relatively New Brand in the market Low Distribution Process Social Media Engagement
OPPORTUNITIES Large Young Population	MAXIMIZATION Since the brand image gives an impression that it is for <i>fashionistas</i> , Collection Cosmetics should use this advantage to appeal to the young population given that the young market has a taste for these kinds of cosmetics. (S2,O1)	IMPROVEMENT Despite its status of being new in the Philippine market, Collection Cosmetics should utilize its large fan base to spread out and attract its target market to become relevant. (W1, W3, O1) With a large market available, Collection Cosmetics should make their brand readily available to their consumers such as through direct selling. (W2, O1)
THREATS Maturity of the cosmetics market in the Philippines Perception of health risk	WATCH OUT Collection needs to emphasize well on the uniqueness of their brand, as being “a bold and vibrant product”, to differentiate itself. (S1,T1) Collection should show that the products are of UK-standards and are tested that will assure its consumers that the ingredients are all completely safe. (S1, T2)	AVOIDANCE Avoid being compared to competitors. Brand should be differentiated from its competitors to give it an identity. (W1, T1) Collection should vamp up their image as something that is not cheap. They should veer away from getting associated to low quality products that might cause the consumer to be skeptic of its safety to their skin. (W1,T2)

STRENGTHS

Brand Image

Throughout all of Collection Cosmetics' collaterals, their image as a bold and vibrant cosmetics brand is consistent. Aside from its image, there is also their origin. Collection Cosmetics is a brand in the U.K. This gives the brand the upper hand as compared to its locally made competitors. People usually view imported products as of superior quality⁵.

Strong Social Media Base

Given that the Philippines has a large social media penetration, having an extensive presence on social media is a must to complement campaigns. Currently, Collection Cosmetics has relatively high follower base at 63,451 followers on Facebook.

“Internet Penetration continue to deepen, and Filipinos take advantage of connectivity to gather information and share their views online. Social media is emerging as an important channel, as consumers increasingly participate in online forums, read blogs and use social networks”⁵

Recognizable Celebrity Endorsements

To complement its look as a cosmetics brand for the hip and young, Collection Cosmetics also works with famous bloggers such as Camille Co and Laureen Uy. An article of When in Manila describes Camille and Laureen as being the top fashion bloggers in the Philippines with 262,236 and 496,682 Instagram followers respectively.

Wider variety of consumer choice

No one shade can be used by everyone especially given preferences and skin tone. Collection Cosmetics offers a wider range of its products. For instance, Collection Cosmetics' lip products alone have 55 varieties.

WEAKNESS

Relatively New Brand in the market

Given that Collection Cosmetics has only recently introduced in the Philippine Market last 2013, it is still a relatively unknown brand. Other than celebrity endorsements by Collection Cosmetics, no other celebrities has openly expressed their views on Collection Cosmetics. As a result, early adoption rate for the brand is slow with only those who are willing to try it out the ones who actually buy the product.

Low Distribution Process

Competitors such as Avon and Ever Bilena rely on a large chunk of their sales to direct selling. This form of distribution constitutes to 67% of colour cosmetics sales while store based retailing has only accounted for 32% of sales⁵. Collection Cosmetics, on the other hand, is only available via store based retailing and has yet to penetrate the direct sales distribution. This makes availability quite a problem given that consumers have the option to choose between which brands they can easily buy out of convenience of purchase.

Social Media Engagement

According to the Social Bakers, the average page engagement rate for Facebook is 10K to 99,999 followers should be .61%¹¹. Collection Cosmetics falls short of the number, achieving a mere .02% in social engagement despite having 63,451 likes as of 11/13/14. This means that Collection Cosmetics' Facebook page is underutilized despite its size. In terms of its other social media accounts, its Twitter and Instagram accounts have also not yet been updated ever since July 2014¹⁰.

OPPORTUNITIES

5 Euromonitor "Beauty and Personal Care in the Philippines"

10 Social Bakers: Finding the right Engagement rate for your Facebook page

11 Social Bakers: A Metric you can count

Large young population

In a Euromonitor report, young adults account for 22% of the Philippine population or 21.5 million as of 2012 and expected to reach 22.5 million by 2015. These are the generations that are hip and trendy and more likely to spend for non-essential goods such as cosmetics or gadgets. This gives Collection Cosmetics an advantage by having the potential population that it can target and grow⁶. In a report about “Colour Cosmetics in the Philippines”, there is also a growing acceptance of usage of cosmetics by the younger demographics given that fact that they are exposed to cosmetics at an earlier age with teens in particular attracted by the prospects of looking good to be socially accepted. With this, more and more young people are flocking to social media either to express their views, gather information or socially engage with their friends. In a report by Nielson, made by the Global Web Index, the Philippines was ranked to have the largest internet growth as of the last five years at 531% from 2009 despite only having 37 million internet users. In the same report, this time a study conducted by LoyaltyOne and two leading North American academic institutions, social media interaction between the consumer and brand can drive immediate long term sales increases by up to 30%. The study also expressed “the higher the level of participation in a social media event, the greater the impact on a consumer’s purchasing activity”⁸.

²Euromonitor “Colour Cosmetics in the Philippines”

⁶Euromonitor “Consumer Lifestyles in the Philippines”

⁸ Nielson: Millenials: Technology = Social Connection

THREATS

Maturity of the cosmetics market in the Philippines

There is an estimated 26 other cosmetic brands in the Philippine market, all of which are competing for the mass colour cosmetics market. With so many brands that are readily available, be it through direct selling or retail stores, this leaves the consumer weary of which brand to choose from. As a result, consumers are more likely to switch from one brand to another that can match their colour rather than stay loyal with one brand⁵.

Perception of Health Risk

Not all makeup brands are created equally. There are those that can be affordable but do not pass the standards set by the FDA⁹. As recent as May 2014, the Philippine Inquirer reported a raid by the NBI on fake cosmetics¹³. These fake products included chemicals such as Toluene, Dioxane and Acrylamide; all of which are lethal in cases where it is indigested in the human body. As a result, women are less likely to buy cosmetics for fear that it can be harmful to them as the price of looking beautiful is not worth a shade of a lipstick if it can permanently harm their bodies.

⁵Euromonitor “Beauty and Personal Care in the Philippines”

⁹FDA Philippine Cosmetics Regulations

¹³ Inquirer: NBI Seizes Fake perfumes, cosmetics in Manila market

VI. Conclusion

Overall, despite we live in a fast-paced world, it is still important to look presentable. People these days are more conscious by how they look and how others perceive them especially those in college, where young women are seeking to express themselves in a way that they can also be accepted by a social group. It is a delicate balance by which they usually do their best to get the most of each side. As a result, they see to it that the cosmetic products that they buy could really help them achieve their desired ideals. Trust is a vital consumer behavior that would help drive sales for a brand. Something new may be exciting but is, at the same time, risky for a consumer to do. The ones with the most likely chances to try a product are the younger demographics given they have the energy and curiosity to do so.

For a new brand such as Collection Cosmetics, this poses a challenge that needs to be overcome if it wants to make its mark in the Philippine market. Aside from affordability and brand image, it should place itself importantly as the brand to go for the hip and young seeking for bold and vibrant cosmetic colours. It should not only gain awareness but the consumer's trust if it wants to be recognized.

At current, the key drivers of the brand is its wide variety of colour cosmetics, with 54 shades of bold and vibrant colours to choose from. Aside from that, it also comes with a unique array of glittered eye shadow that none of its competitors has. The brand also maintains an image of bold and vibrant colours for the youth throughout all of its collaterals such as through the use of ideal personalities.

The key barriers of the brand is its position as a relatively new brand in the market, with the challenge of how to stand out in a market already filled with dozens of other competitors. In this case, how can Collection Cosmetics make an impact on its consumers enough for them to remember who Collection Cosmetics is.

In conclusion, the group has proposed an Intergrated Marketing Communications campaign that will emphasize what Collection Cosmetics stands for and how the brand can help consumers express themselves and implemented using social media and word of mouth as preferred by our target market.