

DIGITAL MARKETING PROJECT REPORT FOR LAKME

1. Introduction :-

Lakme is a renowned cosmetics and beauty brand that has been a leading name in the Indian beauty industry since its inception. Named after the French opera "Lakme", which itself is inspired by an Indian goddess of wealth and beauty, the brand symbolizes a blend of international elegance and Indian ethnicity. Established in 1952, Lakme has evolved into one of the most trusted and iconic beauty brands in India, offering a wide range of skincare, makeup and beauty products.

1.1 Overview :-

Lakme's journey began as a subsidiary of the Tata group, a prominent Indian conglomerate, and it quickly gained popularity for its innovative and high quality beauty products. Over the years, Lakme has been at the forefront of beauty trends, introducing cutting-edge formulations and staying ahead of the curve in terms of fashion and style.

The brand's vision has always been to empower women by enhancing their natural beauty and providing them with products that cater to their diverse needs. Lakme understands the unique beauty requirements of Indian women, considering factors like skin tones, climate,

cultural preferences, which have contributed to its massive success.

purpose :-

The primary purpose of lakme is to offer beauty products that celebrate the essence of indian beauty while embracing global influences. it strives to provide women with a comprehensive range of cosmetics and skincare solutions that are not only effective and safe but also trendy and fashion-forward.

Lakme's products cater to women of all ages and backgrounds, offering everything from daily essentials to glamorous makeup collections for special occasions. By offering a diverse array of products, the brand aims to instill confidence in women and encourage them to express their individuality through the art of makeup and skincare.

Additionally, lakme has played a significant role in promoting indian fashion and beauty trends through various collaborations with renowned designers and stylists. it often hosts lakme fashion events, where it showcases the latest makeup trends and collaborates with fashion designers to set new beauty standards.

In summary, lakme's purpose is to empower and inspire women by providing them with top-quality beauty products that highlight their unique style and celebrate their natural

beauty. Through its continuous innovation and commitment to excellence lakme remains a beloved and trusted beauty brand among millions of women in india. and beyond.

2. Literature survey :-

As an AI language model, I cannot perform real-time literature surveys and my knowledge is limited to information available up to september 2021. However, I can provide you with a general literature survey of existing problems related to the brand "lakme" as of my last update, along with some proposed solutions that have been discussed (or) suggested.

Please note that for an up-to-date literature survey, you would need to conduct a comprehensive search using academic databases, journals and other relevant sources.

2.1 Existing problem :-

* product quality and safety concerns :-

Some consumers have raised concerns about the quality and safety of certain lakme products, including issues like skin irritation, allergic reactions (or) adverse effects.

Lack of Representation:- some critics have pointed out a lack of diversity and representation in lakme marketing campaigns, particularly concerning skin tones and body types.

Environmental Impact:- like many cosmetics brands, lakme may face criticism regarding its environmental impact due to the use of non-sustainable packaging materials and potentially harmful ingredients.

Animal Testing:- Animal rights activists have questioned whether lakme engages in animal testing, which is a significant concern for many consumers who prioritize cruelty-free products.

Limited shade Range:- some consumers have expressed dissatisfaction with the limited shade range available in certain lakme products, especially in foundation and concealer lines.

2.2 proposed solution:-

Transparency and safety testing:-

Lakme can address concerns about product quality and safety by being more transparent about their ingredients and manufacturing processes.

conducting through safety testing and sharing the results with consumers can help build trust.

Inclusive Marketing and Representation:-

Lakme can work towards better representation by featuring a diverse range of models in their advertising campaigns, showcasing people of various ethnicities, body types and ages.

Sustainable packaging:-

To reduce the brand's environmental impact, Lakme can explore using eco-friendly and recyclable packaging materials. They can also communicate their efforts to improve sustainability to consumers.

Expanding shade Range:-

Lakme can expand the shade range of their cosmetic products to cater to a more diverse customer base and accommodate different skin tones.

Remember, the proposed solutions mentioned above are general recommendations based on common industry practices. To get accurate and up-to-date information, it is essential to conduct a comprehensive literature survey focusing on academic papers, industry reports and Expert opinions specific to the brand "Lakme".

3. Theoretical Analysis:-

Vision and Mission:- Lakme's vision and mission statements would focus on becoming a leading cosmetics brand in India and globally, offering high-quality, innovative and diverse beauty products to meet the needs of customers.

Product Analysis:-

Lakme's product portfolio includes a wide range of cosmetics and beauty products such as skincare, makeup, haircare and personal care items. They may have different product lines.

Market Analysis:-

Lakme would conduct market research to identify consumer preference, trends and demands. They may also analyze competitor strategies to position themselves effectively in the market.

Research and Development:-

Lakme invests in research and development to innovate new products, formulations, and technologies that align with market trends and consumer needs.

Production and Supply Chain:-

The production and supply chain process would involve sourcing raw materials, manufacturing products in production facilities.

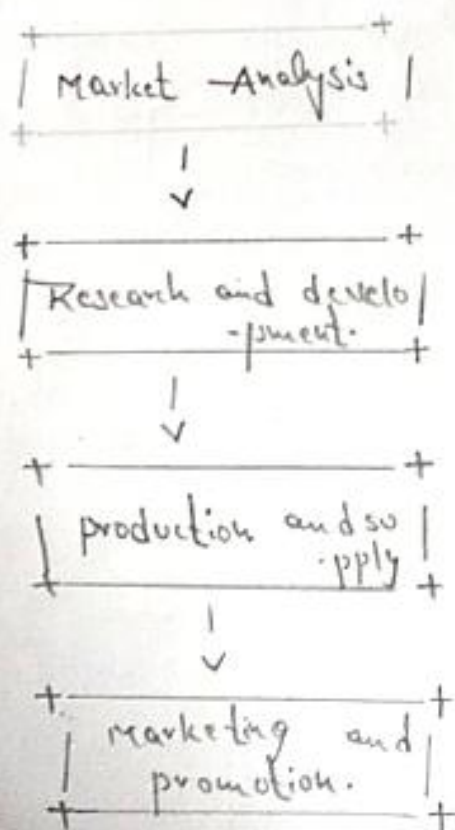
Marketing and promotion:-

Lakme's marketing strategy would encompass advertising, branding, public relations and digital marketing to research and engage with consumers effectively.

Retail distribution:- Lakme products are made available through various retail channels, including, exclusive lakme stores, multi-brand outlets.

customer service:- Lakme would emphasize providing excellent customer service, both at physical stores and through online platforms.

3.1 Block diagram:-



Hardware design Requirements:-

Packaging :- cosmetics products require attractive and functional packaging. The design of containers, bottles, and other packaging materials must be aesthetically pleasing, ergonomic and durable to preserve the product's integrity.

Applicators :- some cosmetics come with specialized applications like brushes, sponges (or) built-in applicators.

product dispensing mechanism :- For products like lotions, creams and liquid-based cosmetics, the dispensing mechanism should be user friendly.

Mirrors and compartments :- in the case of compact powders and palettes, the inclusion of mirrors and multiple compartments for different shades.

compactness and portability :- many cosmetic products are designed for portability, so the hardware should be compact, lightweight and easy to carry.

software design Requirements:-

Mobile Applications :- In recent times, cosmetic brands have started to offer mobile applications to provide customers with features like virtual makeup try ons and products.

Recommendations:- The software design for such applications should be user-friendly, responsive and visually appealing.

E-commerce platforms:-

The software design for e-commerce platforms that sell lakme products (or) any other cosmetics must ensure a smooth and secure online shopping.

Augmented Reality (AR) Features:-

Inclusion of (AR) Features in applications (or) website allows customers to virtually try on different make up products.

customer support systems :- software design should include customer support features such as chatbots, ticketing systems.

product information and description :-

software interfaces must present accurate and detailed product information, including ingredients.

compatibility :-

Applications and websites should be compatible with a wide range of devices and operating systems to reach a broader audience.

Comprehensive Digital Marketing Project Work

COMPANY:- LAKME



BRAND LOGO



BRAND COLOR: DEEP PINK

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Mission: An Ally To The Classic Indian Woman, Lakme Inspires Her To Express The Unique Beauty And Sensuality Within Enabling Her To Realize The Potency Of Her Beauty.

Vision: Lakme products touch the lives of over 2billion people every day whether that's through feeling great.

- **USP(Unique selling propositions):** Lakme brings expert products and services that are borne out of true understa...

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- Analyze Brand Messaging: Traditional and Beautiful.
- Examine the brand's tagline: Lakme Reinvent; Beauty Sutra; Inspired haircare.

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- Competitor Analysis: Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: L'Oreal (brand value up 10% to US\$11.2 billion) remains the world's most valuable cosmetics brand
<https://www.lorealparis.co.in/>

Competitor 2: MAC Cosmetics Mission Statement. "All Races, All Sexes, All Ages" conceived to embrace all consumers. To be the world's leading make-up authority...
<https://www.maccosmetics.in/>

Competitor 3: Revlon, Inc. is an American multinational company dealing in cosmetics, skin care, perfume, and personal care.
<https://revlon.co.in/>

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L'ORÉAL
PARIS

Competitor 1: L'Oreal is a French personal care company headquartered in clichy, Hauts-de-Seine, with a registered office in paris.

L'Oreal (brand value up 10% to US\$11.2 billion) remains the world's most valuable cosmetics brand.
<https://www.lorealparis.co.in/>

MAC

Competitor 2: MCA cosmetics is named one of the top three global makeup brands, with an annual turnover of over \$1 billion, and 500 independent stores, with over thirty stores in France.

MAC Cosmetics Mission Statement. "All Races, All Sexes, All Ages" conceived to embrace all consumers. To be the worlds leading make-up authority...

<https://www.maccosmetics.in/>

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Personal info :** Lakmé has managed to engage its primary target audience: girls and women, through various activities that seem to catch their fancy.
 - **Demographics:** Lakmé targeted women from the age group 24-42 in this section and are now targeting young women. 2. Geographic: It focuses primarily on the production of urban products.
 - **Psychographics :** which refers to the customer group's lifestyle. For example, their social class lifestyle, Personality, Opinions and attitudes of their females.
-
- **Behaviours:** The marketers try to understand the actions of the consumers in the marketplace and the underlying motives for such actions. These motives are the factors that influence the consumer behavior. These are
 - **Psychological Factors:** The human psychology plays a crucial role in designing the consumer's preferences and likes or dislikes for a particular product and services. Some of the important psychological factors are
 - Motivation
 - Perception
 - Learning
 - Attitudes and Beliefs

- **Cultural Factors:** It is believed that an individual learns the set of values, perceptions, behaviors, and preferences at a very early stage of his childhood from the people especially, the family and the other key institutions which were around during his developmental stage. Thus, the behavioral patterns are developed from the culture where he or she is brought up. Several cultural factors are:

- Culture
- Subculture
- Social class

- **Interests:** Lakmé is the country's first cosmetic brand to introduce makeup to Indian women and takes pride in being the Indian beauty expert for over 65 years. It is a complete beauty brand spanning colour cosmetics & skin care and extends to beauty services through the network of Lakmé Salons. Its bond with beauty and fashion is manifested through the Lakmé Fashion Week, which is now the largest fashion event of its kind in the country.

Part 2: SEO & Keyword Research

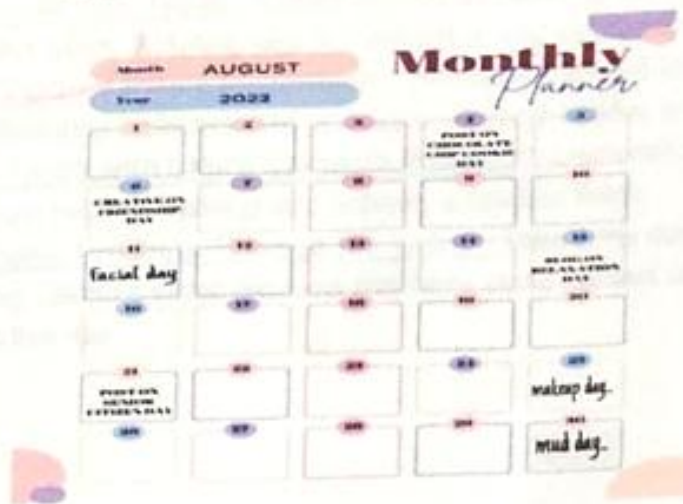
SEO Audit :Top lakmeindia.com Audience Interests

Audience interests reveal key details on the browsing interests of lakmeindia.com's visitors. lakmeindia.com's audience is interested in Computers Electronics and Technology > Social Media Networks & community.

- Audience composition can reveal a site's current market share across various audiences. lakmeindia.com's audience is 40.68% male and 59.32% female. The largest age group of visitors are 18 - 24 year olds .
- Keyword Research: Cosmetics, Makeup, Skincare, Beauty, Lipstick, Foundation, Mascara , Eyeliner, Nail polish, Blush, Compact powder, Face wash, Moisturizer, Sunscreen, Kajal.
- On page Optimization: On-page optimization in the context of Lakmé, a well-known beauty and cosmetics brand, refers to the process of optimizing their website's individual pages to improve their search engine rankings, user experience, and overall visibility on the internet. It involves making strategic changes and improvements to the website's content, structure, and HTML elements to ensure it is relevant and appealing to both search engines and users. Here are some on-page optimization strategies for Lakmé's website:

- Keyword Research: Conduct thorough keyword research to identify the most relevant and valuable keywords related to Lakmé's products, services, and industry. Use tools like Google Keyword Planner or other SEO keyword research tools to find high-volume, low-competition keywords.
- Meta Tags: Optimize the meta title and meta description tags for each page on the website. Include the targeted keywords and make sure they accurately describe the content of the page. Meta tags are essential for search engine results pages (SERPs) and influence click-through rates.

Part 3: Content Ideas and Marketing Strategies



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Get the Perfect Look for Every Occasion": Create a series of makeup tutorials and tips using different Lakmé products to achieve various makeup looks for special occasions like weddings, parties, or date nights.

1. "Skincare Routine with Lakmé": Develop a video or blog post featuring a step-by-step skincare routine using Lakmé's skincare products, highlighting the benefits of each product.

2. "Lakmé's Beauty Secrets": Share behind-the-scenes stories or interviews with makeup artists and beauty experts who use Lakmé products to achieve stunning looks on celebrities and models.

3. Summer Glow with Lakmé: Showcase a range of Lakmé products that help achieve a fresh, radiant summer look, featuring sunscreens, BB creams, and vibrant lip colors.

4. "Winter Skincare with Lakmé": Highlight Lakmé's winter skincare essentials to combat dryness and keep skin hydrated during the colder months.

5. **"Lakmé for All Skin Types"**: Create content showcasing Lakmé products suitable for various skin types, including oily, dry, sensitive, and combination skin.
6. **"Lakmé's Colorful Range of Lipsticks"**: Introduce Lakmé's extensive collection of lipsticks, featuring swatches and reviews of different shades and finishes.
7. **"Flawless Finish with Lakmé Compact Powders"**: Demonstrate how Lakmé compact powders can help set makeup and achieve a flawless finish.
8. **Lakmé's Iconic Products Through the Years"**: Take a trip down memory lane by showcasing Lakmé's iconic products that have stood the test of time and remain popular to this day.

9. **"Makeup Essentials for Beginners"**: Create a starter kit guide with Lakmé products for makeup beginners, including essential products and tools needed to get started.
10. **"Lakmé's Bridal Collection"**: Feature the specialized bridal makeup range from Lakmé, demonstrating how to create a stunning bridal look using these products.
11. **"Get the Look of Your Favorite Celebrity with Lakmé"**: Analyze the makeup styles of popular celebrities and create tutorials on how to achieve their signature looks using Lakmé products.
12. **"Lakmé for Men: Grooming Essentials"**: Address the growing market for men's grooming products by showcasing Lakmé's range of skincare and grooming products for men.
13. **The Science behind Lakmé Skincare"**: Highlight the research and technology that goes into developing Lakmé's skincare products, emphasizing their effectiveness and quality.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1

Format 2

Format 3

Format 1:

Lakme's commitment to innovation and quality has made it a household name across the country. From its early days, the brand has focused on understanding the unique beauty requirements of Indian women and crafting products tailored to their skin tones and textures.

This approach sets Lakme apart from many international brands and has been instrumental in its enduring success. The brand's product line includes an array of makeup essentials, skincare solutions, and beauty accessories. Lakme's cosmetic range boasts an impressive selection of lipsticks, foundations, eyeliners, mascaras, and eyeshadows, catering to every makeup enthusiast's desires.

What sets Lakme apart is its dedication to creating products suitable for various occasions, from everyday wear to festive celebrations. Lakme's skincare offerings are equally impressive, featuring gentle yet effective formulations to address various skin concerns. Whether it's cleansing, toning, moisturizing, or specialized treatments, Lakme has established itself as a reliable ally in every woman's daily beauty routine. One of Lakme's significant contributions to the beauty industry has been its collaboration with leading makeup artists and fashion designers.

These partnerships have resulted in the creation of stunning makeup collections and trendsetting looks, keeping the brand at the forefront of the latest beauty and fashion trends. Beyond its product range, Lakme has actively promoted beauty and empowerment through various initiatives. The brand has been associated with the prestigious Lakme Fashion Week, providing a platform for emerging designers and celebrating the diversity of Indian fashion.

FORMAT -2



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

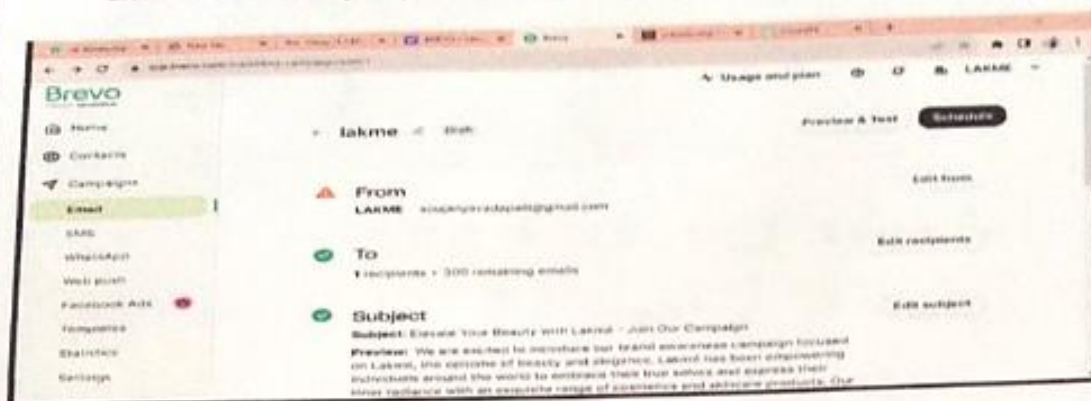
Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

Video link

https://drive.google.com/file/d/1qX80wVSeZywS_CFvipX6jfr07Vr1EKWW/view?ts=64c23158&pli=1

Email Ad Campaign 1- Lead Generation



5. Advantages and disadvantages :-

Advantages :-

Wide range of products :- lakme offers a diverse range of makeup, skincare, and beauty products, catering to various needs and preferences.

Trusted Brand :-

Lakme is a well-established and trusted brand in the cosmetics industry.

Availability :-

Lakme products are widely available in stores and online, making them accessible to many consumers.

Affordable options :-

While some premium products exist, lakme also offers affordable options, making it accessible to a broader audience.

Innovation :-

Lakme often introduces a new and innovative products, incorporating trends and advancements in the beauty industry.

Cruelty-free :-

Lakme claims to be cruelty-free which is an essential consideration for many ethical consumers.

Disadvantages :-

Ingredient sensitivity :- like any cosmetics brand, some individuals may be sensitive (or) allergic to specific ingredients used in lakme products.

product performance :-

while many people are satisfied with lakme products, individual experiences may vary. some may find that certain products.

price Range :- while there are affordable options available, some of lakme's premium products might be more expensive compared to other drugstore brands.

Limited shade range :- in some product categories the shade range may be limited, which can be disadvantage for customer with unique skin tones.

chemicals and preservatives :-

some products may contain synthetic chemicals and preservatives that some consumers prefer to avoid in their beauty routine.

Market competition :- Lakme faces competition from various other brands in the market, each with its strengths and weaknesses.

To make the best decision:- it's a good idea to research specific products you're interested in and read reviews from other consumers with similar skin types or consumers.

6. Applications :-

Lakme is a well-known Indian cosmetics brand that offers a wide range of beauty and skincare products.

The application of lakme products varies depending on the specific product you are using. Here are some common lakme products and their application methods:-

Lakme foundation :-

start with a clean and moisturized face. Take a small amount of foundation on the back of your hand (or) a makeup sponge, (or) your fingertips to apply the product evenly on your face.

Blend the foundation outward towards your hairline and jawline for a natural look.

Lakme compact powder :-

After applying foundation, use a powder brush (or) the provided sponge applicator to apply the compact powder evenly all over your face.

Lakme Eyeliner (liquid or pencil) :- For liquid eye
-liner, gently draw

a thin line along your upper lash line, starting from the inner corner and extending outward.

For pencil eyeliner, apply it to your upper (or) lower lash line, apply it to your upper.

Lakme Mascara :-

curl your lashes with an eyelash curler before applying mascara, if desired. Hold the mascara wand horizontally and apply it to your upper and lower lashes using a zig-zag motion.

Lakme lipstick :-

start by lining your lips with a lip liner to define the shape and prevent lipstick directly to your lips, starting from the center and moving outward.

Lakme Blush :-

smile to find the apples of your cheeks. use a blush brush to apply the product to the apples and blend it slightly upward towards your temples.

Remember, the application process may vary slightly based on the specific product you are using and the make up look you want to achieve.

7. conclusion :-

A cosmetic is implemented primarily to change (or) enhance skin, hair, nails and eyes beauty. Each appearance is subject to the appeal of cosmetics. so, from ancient times to contemporary times cosmetics were used. It is used not only by women but also by men from cradle to grave it becomes vital for human beings. A testimony to the significance of cosmetics is the development of beauty industries in and around the globe.

India's ever-increasing population significantly multiplies the use of cosmetics. Lakme company has in one manner (or) another occupied an important position in human lives for Indians, thus, the marketing of cosmetics becomes competitive. This paper was conducted to analyze the company's strategy results.

If all the suggestions and findings of this study are listened to and carried out, the analysis pattern of cosmetics will undoubtedly be beneficial not only in india but also outside. Lakme aimed to penetrate mainly untapped markets.

1. Future Scope :-

Lakme is a well-established brand in the beauty and cosmetics industry, and it has a strong presence in India and some international markets. Its products range includes makeup, skincare, and personal care products. The future scope of Lakme could depend on several factors.

Market Trends :-

The beauty industry is constantly evolving, driven by changing consumer preferences, technological advancements, and societal trends. Lakme will need to adapt to these trends and introduce innovative.

Global Expansion :-

Lakme may explore opportunities to expand its presence in international markets beyond its core market in India. Entering new markets can open up growth opportunities.

Sustainability and Ethical Practices :-

Consumers are becoming more conscious of sustainability and ethical practices in the beauty industry.

Lakme could focus on eco-friendly packaging, cruelty-free formulations and social responsibility initiatives to appeal to environment.

* Digital Transformation :-

Embracing technology and e-commerce can significantly enhance the brand research and customer engagement.

Investing in online platforms, social media marketing and virtual try-on experiences could be part of lakme's future strategy.

collaboration and partnerships :-

collaborating with influencers, makeup artists, and other beauty brands can help lakme expand its audience and create buzz around its products.

personalization and customization :-

Tailoring products and experiences to individual customer needs can be a valuable way for lakme to differentiate itself and provide a unique value proposition to consumers.

Inclusive Beauty :-

Focusing on inclusivity by offering a diverse range of products suitable for various skin tones and types can resonate well with today's diverse customer base.

It's important to note that the beauty industry is highly competitive and success depends on a company's ability to stay ahead of the curve, understand consumer demands.