

# COLOR INFINITY



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# *What are the Pain Points?*

- Limited Global Presence
- Low Purchase Frequency
- Limited Exposure to Media



## **AIMS**

- Market Expansion
- Brand awareness
- Purchase Frequency
- Eco-friendly Products

**POP UP Stores in 5 different cities globally!**

**Co-branding with**

**MAC**

# Why MAC ?

## Weakness of Benjamin Moore:

- Limited Global Presence
- Low Purchase Frequency



## Strengths of MAC:

- Strong Global Awareness
- Popularity Among Women

## Weakness of MAC:

- Lack of Collaboration and Limited Editions
- Lack of Eco-friendly and Edible Prod



## Strength of Benjamin Moore:

- Expert on colors
- Strong R&D department

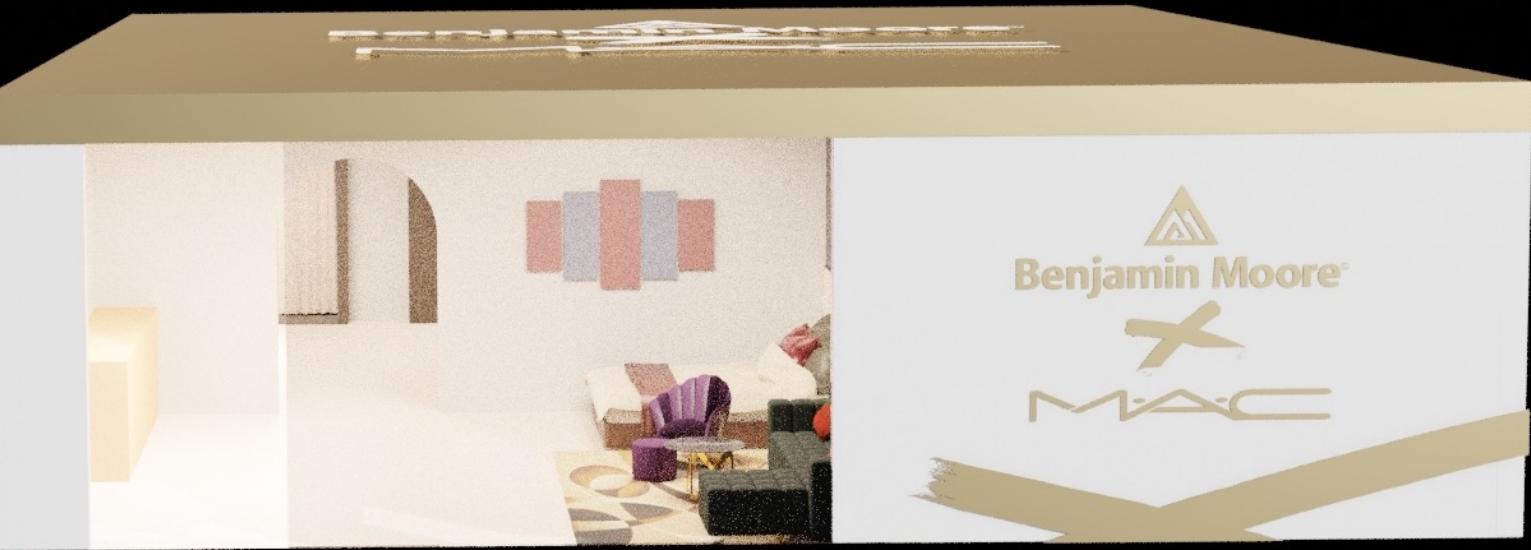
# *Co-branding Product*

5 Colors of 2024 / Eco-friendly / Edible



*DEFINE MY OWN COLOR*

# POP-UP



# POP-UP



# *Who are we targeting?*

**Beachhead Market:**  
**Females above 18**

## **End-user Profiles**

1. Female, 18 to 42 years old
2. Urban women
3. Annual income \$70,000
4. Explore fashion & new things
5. Prefer engaging and entertaining ads
6. Quality over quantity
7. Familiar with cosmetics brands

## **Social & Emotional Needs**

1. Love indoor decoration / DIY crafts
2. Open to diversity
3. Self-expression



# *Who are we targeting?*

## End-user Profiles

- 1. Females, 43+**
- 2. Annual household income of more than \$150,000**
- 3. Office ladies or housewives**
- 4. Passionate about interior decoration**
- 5. Read books on interior decoration or DIY**
- 6. Do DIY with their kids**

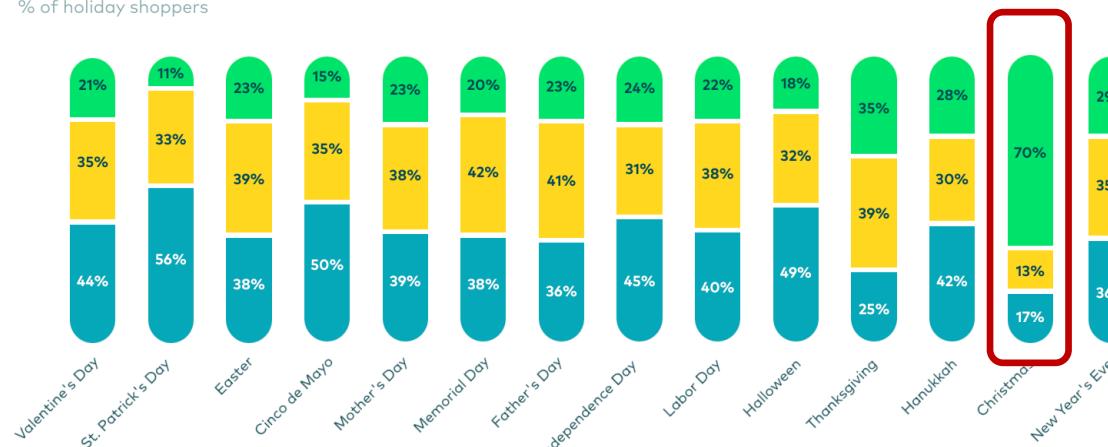
### **Social & Emotional Needs**

- 1. Role as the hostess**
- 2. Dedicate themselves to family**
- 3. Financial decision maker**



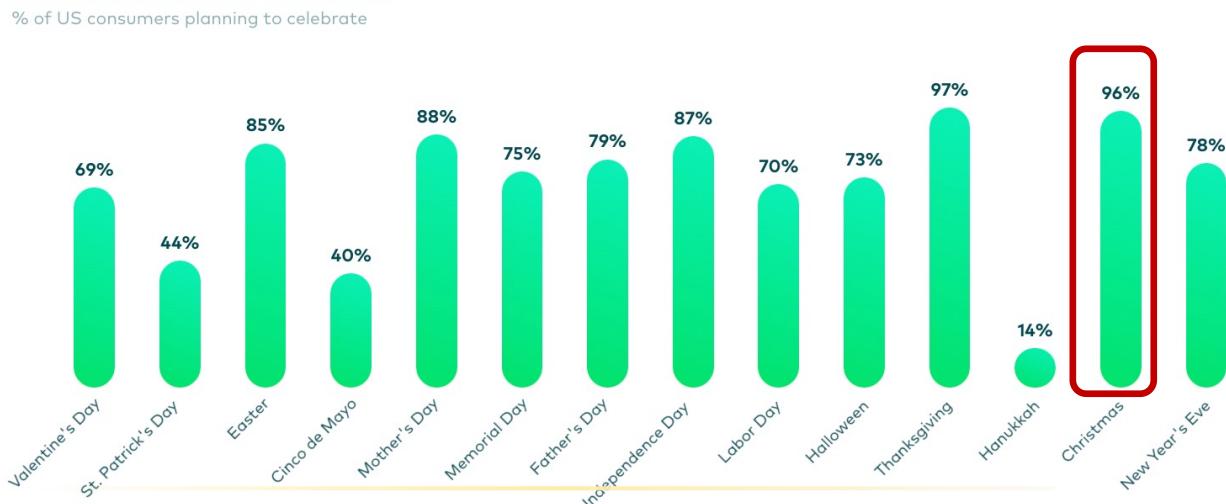
# Why Christmas?

HOLIDAY SPENDING % of holiday shoppers



Source: Numerator 2023 Holiday Preview 1/19/2023 (n=5,263) | How much do you expect to spend on items for [holiday]?

CELEBRATION INTENTIONS % of US consumers planning to celebrate



Source: Numerator 2023 Holiday Preview 1/19/2023 (n=5,263) | Do you expect to celebrate the following 2023 holidays? "Definitely" or "Probably" shown

Christmas is the holiday with the highest expected spending, with 70% of shoppers planning to spend \$100+ on Christmas

96% of US consumers plan to celebrate Christmas

# Why these 5 cities?

Based on our consideration of significant cities with the highest foreign-born residents & cities that have Benjamin Moore Painting offline stores



New York



Singapore



Paris



Sydney



Shanghai

The top ten metropolitan areas by total foreign-born population:

- New York City, United States (5,656,000)
- Los Angeles, United States (4,421,000)
- London, United Kingdom (4,051,502)
- Toronto, Canada (2,870,000)
- Hong Kong (2,793,450)
- San Francisco, United States (2,634,270)
- Paris, France (2,429,223)
- Sydney, Australia (2,072,872)
- Miami, United States (1,949,629)
- Melbourne, Australia (1,801,139)

The top ten major cities by percentage of foreign-born residents:

- Miami, United States (58.3%)
- Toronto, Canada (49.0%)
- Sydney, Australia (45.4%)
- Vancouver, Canada (42.5%)
- Melbourne, Australia (41.3%)
- San Jose, United States (39.3%)
- Los Angeles, United States (37.7%)
- New York City, United States (37.5%)
- London, United Kingdom (36.4%)
- San Francisco, United States (34.9%)

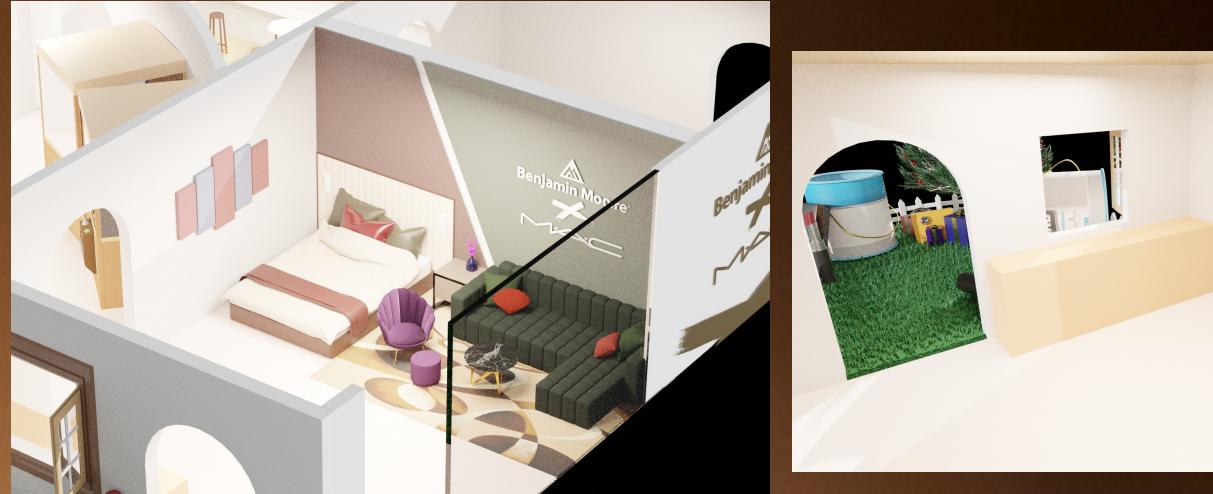
# POP UP STORE



# The Colorful Mystery of Christmas

## WHAT CAN YOU DO

- Take pictures
- Get to know more about the colors
- Paint your own small wooden Christmas tree



## WHAT DO WE WANT

- Leading consumer into the Christmas atmosphere
- Increase Exposure
- Learn about the variety of paint colors



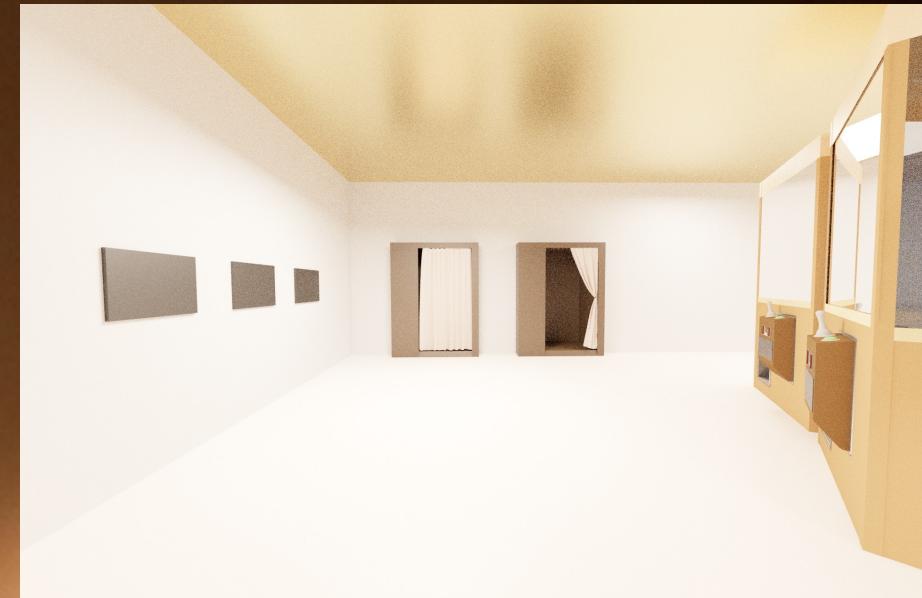
# Hi, *FIVE* Colors of Me

## WHAT CAN YOU DO

- Personalized Christmas Card
- Take picture in the photo booth
- Play with a claw machine and earn a sample of Mac's best sellers color lipstick

## WHAT DO WE WANT

- Immersive experience
- Magnifying Benjamin Moore's advantages
- Increase exposure on social media



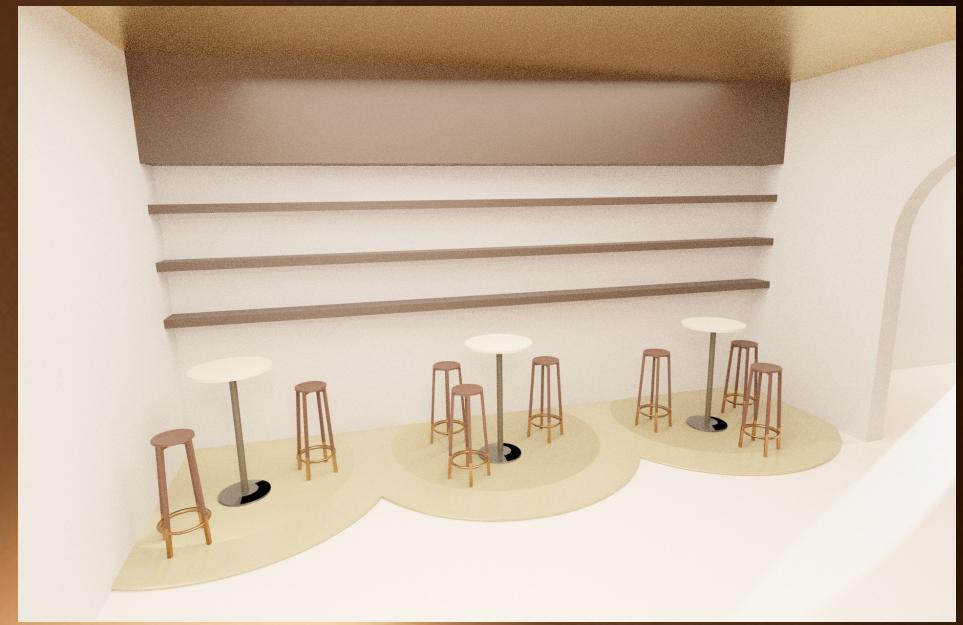
# *The Color of 2024*

## WHAT CAN YOU DO

- Try the different lipstick colors through the machine and see which one you like and take a sample of it.

## WHAT DO WE WANT

- Promote co-branded products



# *Small Change, Evoke Splendid Life*

## WHAT CAN YOU DO

- **Get a trim paint can from Benjamin Moore**  
(visitors can choose the color themselves)
- **Buy the paint**

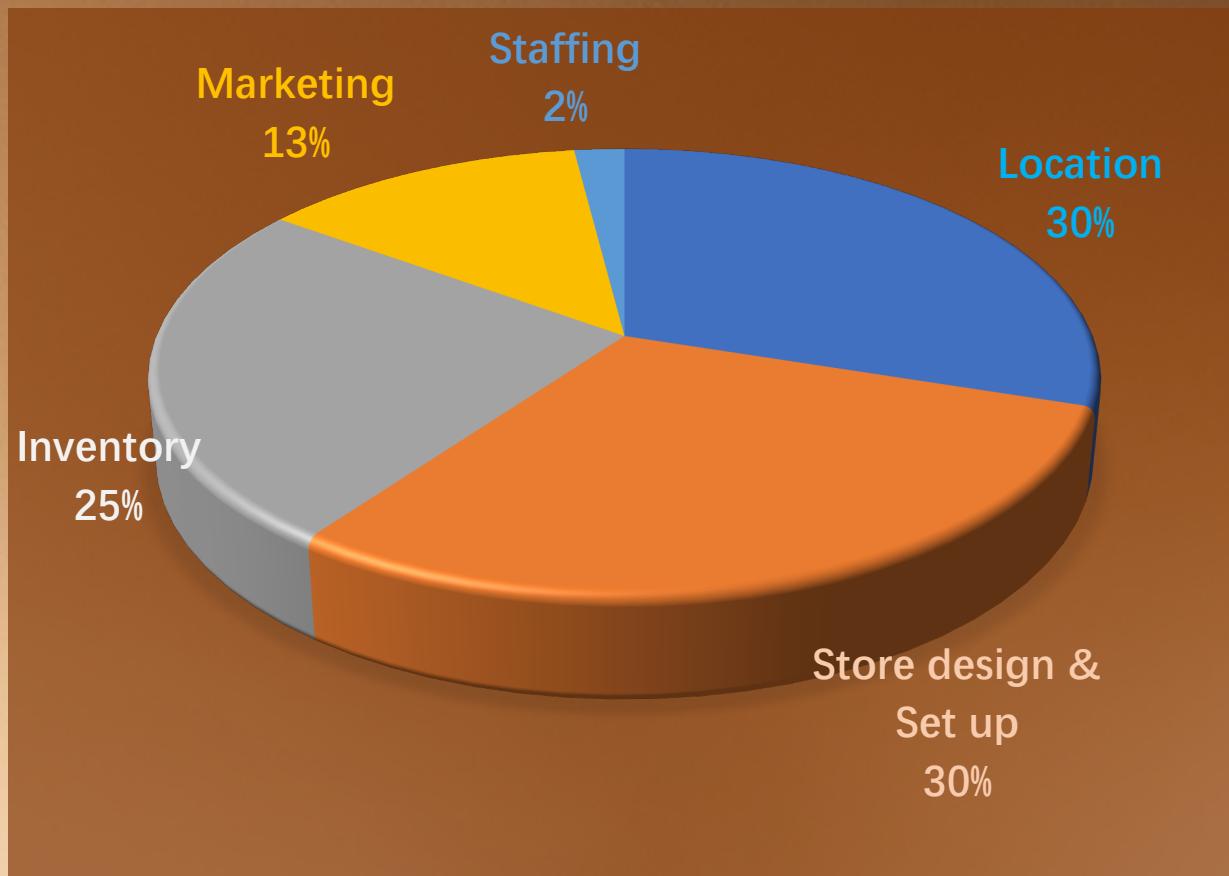
## WHAT DO WE WANT

- Expand product usage scenarios
- Enrich the reasons for using paint
- Emphasize the diversity of uses of paint
- Increase customer repurchase rate
- Deepen customer's impression



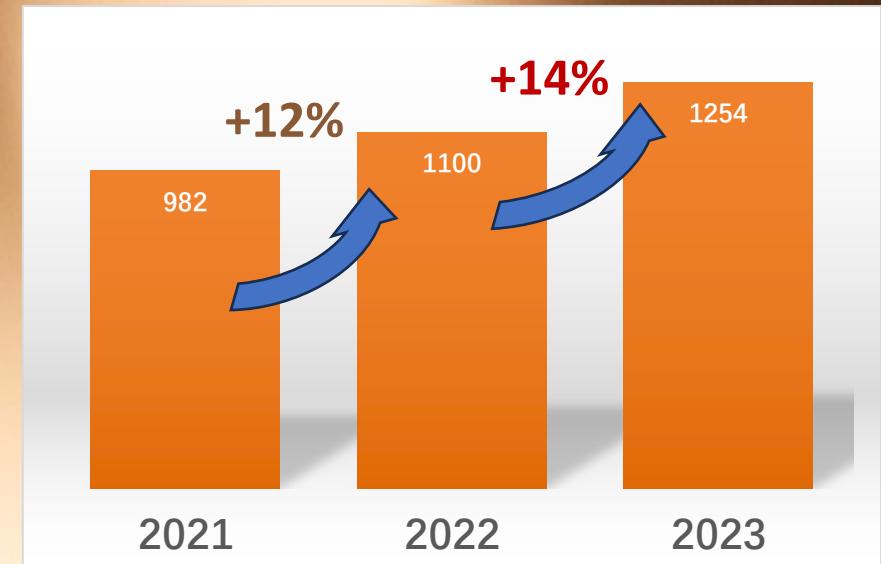
# Finance Budget

Total Budget:  
\$8M (1/4 of Promotion Budget a year)



more female consumers

Revenue increase:



*Define My Own Color*

THANK YOU



**Benjamin Moore®**