FENTY BEAUTY
BY RIHANNA

Fenty Beauty Strategic Communications Proposal
Campaign Focus: Expanding Fenty Beauty into the South Korean Market

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Executive Summary

This proposal examines the strategic communications plan for Fenty Beauty's expansion into the South Korean beauty market. Fenty Beauty, founded by Rihanna in 2017, has achieved global recognition for its commitment to diversity and inclusivity within the beauty industry. Given South Korea's growing interest in diverse beauty products and the international influence of K-pop culture, this expansion presents a significant opportunity for Fenty Beauty to establish itself in a new, highly competitive market.

The findings reveal that while Fenty Beauty's brand values align with shifting beauty standards among younger South Korean consumers, a strong preference for lighter, skincare-oriented products remains. As such, product adaptation, targeted influencer collaborations, and strategic digital marketing are necessary to ensure brand acceptance. Key recommendations include forming partnerships with K-pop idols, launching exclusive products tailored to local preferences, and employing an omnichannel promotional strategy across KakaoTalk, Instagram, and YouTube.

Applying the SOSTAC framework, this proposal outlines a comprehensive plan to build brand awareness, achieve significant social media engagement, and secure a measurable share of the South Korean beauty market within two years. Continuous monitoring and agility in responding to consumer feedback are essential for sustaining long-term success.

Introduction

Fenty Beauty, launched by global music artist and entrepreneur Rihanna in 2017, has rapidly become one of the most influential brands in the cosmetics industry. Built on the foundation of inclusivity, Fenty Beauty disrupted traditional beauty standards by offering an extensive range of foundation shades that catered to diverse skin tones (Fenty Beauty, 2024). Its commitment to diversity, transparency, and authenticity has earned the brand international acclaim, establishing it as a leader in modern beauty marketing.

Despite its global popularity, Fenty Beauty has yet to make a significant impact on the South Korean market, a region renowned for its sophisticated beauty industry, which is valued at approximately $13 billion in 2023 (Statista, 2024). South Korea's influence on global beauty trends through K-beauty innovation and the widespread reach of Korean popular culture, including K-pop and K-dramas, presents a unique opportunity for expansion. However, this market also presents challenges, including intense domestic competition, differing aesthetic ideals, and consumer expectations favoring lighter, skincare-infused cosmetics (Euromonitor International, 2024).

This proposal addresses the strategic communications needed to introduce and establish Fenty Beauty in South Korea. The key issue centers on how to maintain Fenty's core identity of inclusivity while adapting product offerings and promotional strategies to appeal to South Korean consumers, particularly Gen Z and Millennial women who are increasingly open to global beauty trends but still influenced by local standards. The competitive landscape features entrenched domestic brands, such as Laneige, Innisfree, and Etude House, which require Fenty Beauty to differentiate itself not only by product variety but also by culturally resonant branding.

This communications proposal will use the SOSTAC framework to plan Fenty Beauty's entry strategy systematically. It will involve an analysis of the current situation, clear marketing and communication objectives, a tailored approach for market penetration, creative promotional tactics, a detailed action plan, and control measures to ensure the campaign's effectiveness. By doing so, this report aims to propose a sustainable and culturally sensitive pathway for Fenty Beauty's successful expansion into South Korea.

Discussion of Issues

The SOSTAC Framework

The SOSTAC framework, developed by PR Smith (1990), is a widely used model for strategic marketing and communications planning. It stands for Situation Analysis, Objectives, Strategy, Tactics, Action, and Control. Each element addresses a specific aspect of campaign development, helping organizations create clear, structured, and actionable plans.

One significant benefit of using SOSTAC is its flexibility; it allows marketers to adapt strategies based on changing environments, making it ideal for dynamic sectors such as beauty and fashion. However, a challenge associated with SOSTAC is the need for constant updating and close monitoring to ensure the strategy remains aligned with real-world developments (Smith, 2019).

This proposal will apply the SOSTAC framework to develop a communications plan for Fenty Beauty's expansion into the South Korean market, ensuring that the brand's messaging remains both globally consistent and locally relevant.

Situation Analysis

A situational analysis helps establish a clear understanding of Fenty Beauty's current position and the environment in which it plans to operate. The SWOT framework is used here to assess internal and external factors:

SWOT Analysis

Strengths
- Globally recognized brand built on inclusivity (Fenty Beauty, 2024)
- Strong social media presence and engagement worldwidy
- Backed by a celebrity founder with cross-market appeal (Rihanna)

Weaknesses
- Limited presence and brand awareness in South Korea
- Product lines may not align perfectly with South Korean beauty preferences (lighter, natural looks)
- Lack of local partnerships and retail network in South Korea

Opportunities
- Growing openness to Western brands among Korean Gen Z and Milllennials (Euromonitor, 2024)
- Rising demand for diverse beauty representations (Statista, 2024)
- Global influence of K-pop and K-drama celebrities, creating marketing collaboration opportunities

Threats
- Intense competition from estabiished domestic brands (Laneige, Etude House)
- Different beauty standards emphasizing natural,"glass skin" aesthetics
- Economic fluctuations impacting discretionary spending on luxury goods

This analysis reveals that while Fenty Beauty boasts substantial global equity and a compelling brand narrative, careful adaptation is necessary to cater to the unique beauty preferences of South Korea. Developing local partnerships, tailoring products to suit lighter skin textures and finishes, and leveraging K-pop cultural icons will be essential for success.

Objectives

Setting clear objectives is critical to guiding Fenty Beauty's strategic communications plan in South Korea. The objectives must align with the brand's overarching mission of inclusivity while ensuring relevance within the local market. Following the SMART framework ensures each goal is specific, measurable, achievable, relevant, and time-bound (Doran, 1981).

Marketing Objectives:

- **Achieve 5% market share** within the premium beauty segment in South Korea by the end of the second year after launch (Euromonitor, 2024).

- **Secure partnerships** with at least two major South Korean beauty retailers (such as Olive Young and Sephora Korea) within the first 12 months.

- **Increase online sales by 20%** through Korean e-commerce platforms, including Coupang and KakaoStore, within the first year of operation.

Communications Objectives:

- **Raise brand awareness among Korean Gen Z and Millennial women (ages 18–30)** by **30%** within the first 12 months, measured through brand recognition surveys.

- **Achieve a social media engagement rate** of **at least 8%** on platforms popular in Korea (Instagram, YouTube, KakaoTalk) within the first six months post-launch.

- **Generate 1 million video views** through influencer collaborations and digital campaigns within six months of the campaign's launch.

These objectives are designed not only to build brand visibility but also to drive concrete sales growth, establish brand loyalty, and position Fenty Beauty as a leading inclusive beauty brand in the South Korean market.

Strategy

The strategy outlines *how* Fenty Beauty will achieve its marketing and communications objectives in South Korea. A successful market entry requires careful **segmentation**, **targeting**,

and **positioning** (STP), ensuring that Fenty's messaging resonates with the local audience's cultural values and beauty preferences (Kotler & Keller, 2016).

Segmentation

Fenty Beauty's primary focus will be on **demographic** and **psychographic** segmentation.

- **Demographics**: Target consumers are Gen Z and Millennials (aged 18–30), urban, educated, and active on digital platforms.

- **Psychographics**: Consumers who are beauty enthusiasts, early adopters of trends, socially conscious, and influenced by Western culture and K-pop.

Targeting

A **differentiated targeting strategy** will be employed. Fenty Beauty will tailor its marketing communications to Korean consumers who are open to global brands but still value the skincare-driven, natural makeup aesthetic dominant in the region. Early adopters—particularly those who already engage with Western beauty brands like MAC, NARS, and Rare Beauty—will be prioritized.

Positioning

Fenty Beauty will position itself as the **"Inclusive Beauty Brand for the Modern Korean Consumer."**
 The brand's core value of diversity will be localized to emphasize self-expression, natural beauty enhancement, and skincare-conscious formulations. The positioning statement will be:

> "Fenty Beauty offers beauty products that celebrate all skin tones and redefine beauty standards — now tailored for Korean beauty preferences."

To reinforce this positioning, communication campaigns will highlight Fenty's broad shade ranges, commitment to self-confidence, and newly adapted products that suit Korean skin textures and tones. Emotional branding will also be leveraged, tying the brand to concepts of individuality, empowerment, and authenticity.

This strategic focus will allow Fenty Beauty to differentiate itself from traditional K-beauty brands while building a strong emotional connection with South Korean consumers.

Tactics

Tactics focus on the specific marketing and communication tools Fenty Beauty will implement to execute its strategy. Following the marketing mix (4Ps: Product, Price, Place, Promotion) provides a structured and comprehensive approach (Kotler & Keller, 2016).

Product

Fenty Beauty will introduce exclusive product lines tailored to Korean beauty preferences. Key products will include cushion foundations with high SPF, lightweight hydrating primers, and skincare-infused lip products. These products will retain Fenty's hallmark inclusivity but adapt their texture, finish, and skincare benefits to meet the expectations of South Korean consumers (Euromonitor, 2024).

Price

A competitive pricing strategy will be employed, positioning Fenty alongside premium brands such as NARS, Laneige, and Rare Beauty. Prices will reflect premium quality but offer slightly lower entry-point products, such as travel-size items, to encourage trial and first-time purchase among hesitant consumers.

Place

Distribution will focus on both physical and digital channels:

- Physical: Launch partnerships with Sephora Korea and Olive Young stores for in-store experiences, pop-up events, and exclusive previews.

- Digital: Utilize Korean e-commerce giants such as Coupang, Gmarket, and KakaoStore. Establish an official Korean-language Fenty Beauty website for direct-to-consumer sales.

Promotion

Promotional activities will focus heavily on **digital marketing and influencer collaborations**:

- **K-pop Collaborations**: Partner with a popular K-pop idol or group to serve as brand ambassador (e.g., NewJeans or IVE members), ensuring immediate cultural resonance.

- **Influencer Marketing**: Collaborate with top South Korean beauty YouTubers and TikTokers such as Pony Syndrome and Risabae for product tutorials and reviews.

- **Social Media Campaigns**: Launch targeted campaigns across Instagram, YouTube, TikTok, and KakaoTalk, utilizing hashtag challenges (#FentyKBeauty), video content, and limited-time discounts for early adopters.

- **Events**: Host a high-profile launch event in Seoul featuring local celebrities, beauty editors, and influencers to generate PR buzz, and Live-stream portions of the event to maximize reach.

By integrating product innovation with localized pricing, multi-channel distribution, and culturally resonant promotions, Fenty Beauty will maximize awareness and build loyalty in the competitive South Korean beauty landscape.
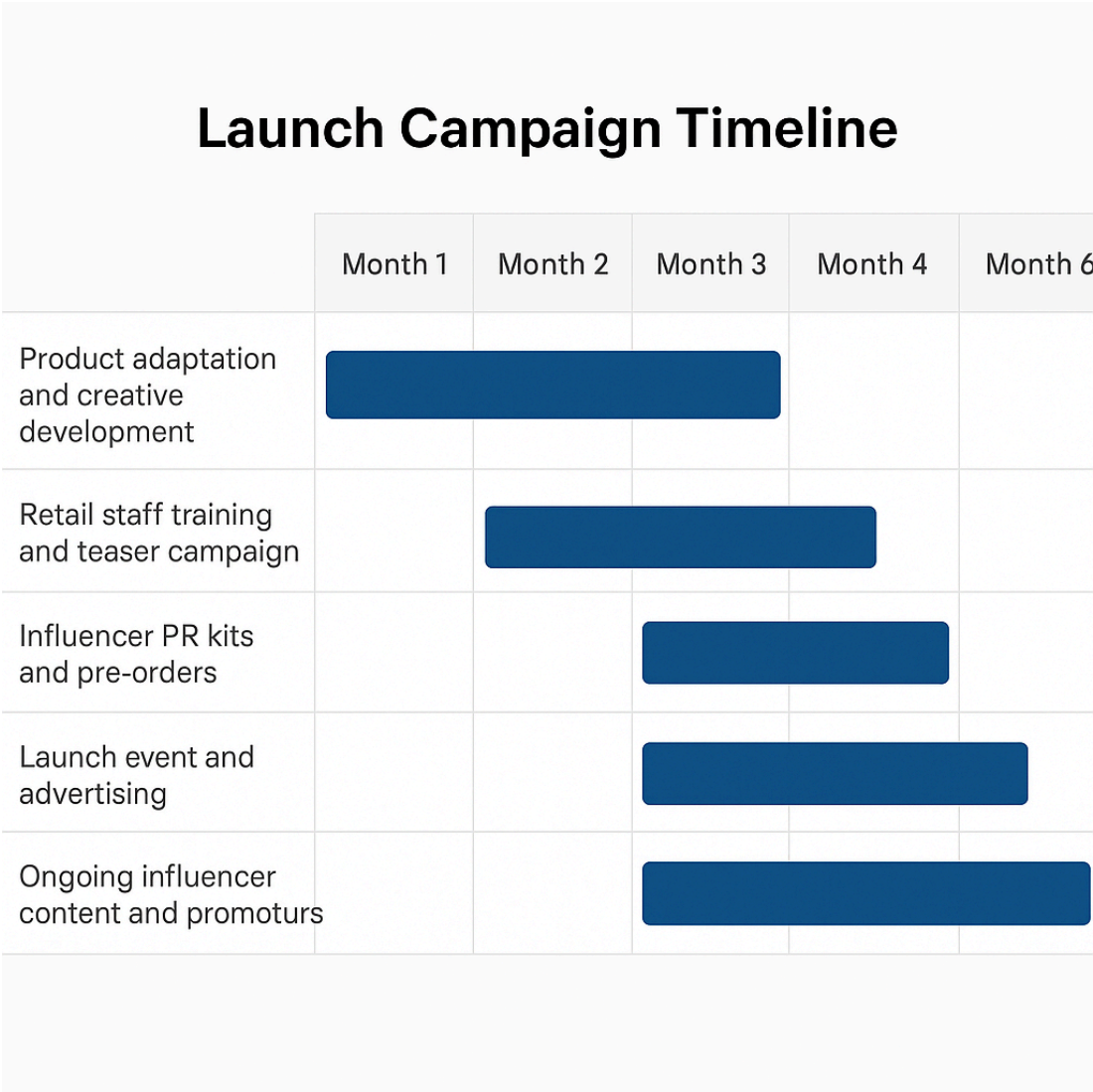
Action

The Action phase focuses on the operational details required to implement the strategic and tactical plans. It ensures that every element is executed on time, by the right teams, and in a coordinated manner. Effective project management, clear delegation, and consistent monitoring are critical to success (Meredith & Mantel, 2017).

A detailed six-month launch timeline is proposed:

Month	Action Steps
1–2	Finalize product adaptation (formulas, packaging, language translations). Develop creative assets for digital campaigns. Confirm brand ambassador partnership with a K-pop idol. Set up Fenty Beauty Korea official website and KakaoTalk channel.
2–3	Train Sephora Korea and Olive Young retail staff. Arrange product placements in-store. Begin teaser marketing campaign across social media (e.g., product sneak peeks, "coming soon" announcements).
3	Distribute PR kits to top South Korean beauty influencers and editors—launch pre-orders for limited-edition Korean-exclusive products on Coupang and KakaoStore.
4	Host official launch event in Seoul. Collaborate with influencers for live event coverage. Begin official advertising campaigns across Instagram, YouTube, TikTok, and KakaoTalk.

5–6   Continue influencer-driven content (tutorials, reviews, collaborations). Launch a social media hashtag challenge (#FentyKBeauty) to encourage users to share their own content. Begin promotional offers such as "first purchase discounts" and "refer a friend" programs.

Launch Campaign Timeline

	Month 1	Month 2	Month 3	Month 4	Month 6
Product adaptation and creative development	██	██	██		
Retail staff training and teaser campaign		██	██	██	
Influencer PR kits and pre-orders			██	██	
Launch event and advertising			██	██	
Ongoing influencer content and promoturs			██	██	██

Key Teams Involved:

- Marketing and Communications Department: oversees digital campaigns, events, and influencer partnerships.

- Sales and Retail Partners: manage product placement and in-store promotions.

- Customer Support: handle inquiries on local platforms and the new website.

- PR Agency (Korea-based): manage media relations and event organization.

Clear internal communication, weekly progress tracking meetings, and flexibility to adjust tactics based on consumer feedback will ensure that the campaign remains agile and effective.

Control

Control mechanisms are crucial to ensure that Fenty Beauty's South Korean expansion campaign remains on track and achieves its strategic objectives. Regular monitoring enables the brand to evaluate the effectiveness of its tactics, measure return on investment, and adjust strategies based on real-time feedback (Kotler & Keller, 2016).

Several **Key Performance Indicators (KPIs)** will be used to evaluate the success of the campaign:

Marketing Performance Metrics:

- **Sales Targets**: Achieving a 5% share of the South Korean premium beauty market within two years, measured through retail and online sales reports.

- **Retail Partnerships**: Securing placement in at least two major retail outlets (e.g., Sephora Korea, Olive Young) within the first year.

- **Product Sell-Through Rate**: Monitoring the percentage of products sold within six months post-launch compared to initial stock levels.

Communications Performance Metrics:

- **Brand Awareness**: Conduct pre- and post-campaign surveys measuring unaided and aided brand recall among Korean women aged 18–30.

- **Social Media Engagement**: Achieving at least an 8% engagement rate on platforms like Instagram, YouTube, and KakaoTalk within six months.

- **Influencer Campaign Impact**: Measuring reach (views, likes, shares) and engagement on influencer-generated content.

- **Hashtag Campaign Metrics**: Tracking the number of user-generated posts and engagement under the #FentyKBeauty hashtag.

Fenty Beauty South Korea Campaign - KPI Performance Tracker
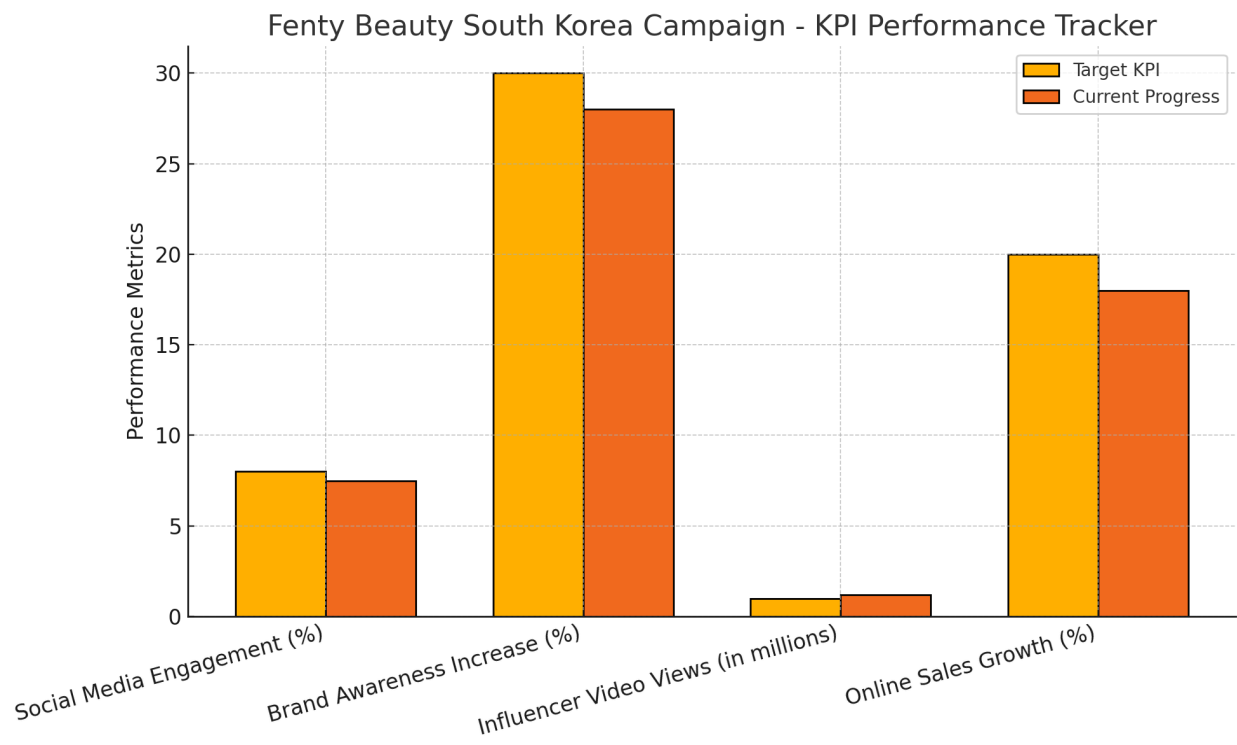
Monitoring Methods:

- **Monthly Reports**: Digital performance dashboards to track website traffic, conversion rates, and campaign engagement.

- **Retail Partner Feedback**: Monthly sales and customer feedback reports from Sephora Korea and Olive Young.

- **Customer Feedback**: Post-purchase surveys and social listening tools to capture real-time consumer sentiment.

Based on the KPI results, Fenty Beauty will hold quarterly internal review meetings to assess progress and adjust marketing communications tactics where necessary. Agility and responsiveness will be key to sustaining momentum in the highly competitive South Korean beauty market.

Conclusion

This proposal outlines a strategic communications plan for Fenty Beauty's expansion into the South Korean beauty market, utilizing the SOSTAC framework to structure the analysis and recommendations. The key issue addressed was how to successfully introduce and establish Fenty Beauty's inclusive brand ethos within a market known for its distinct beauty standards and intense competition.

The Situation Analysis revealed that while Fenty Beauty possesses substantial global brand equity, adaptation to local consumer preferences, such as lighter, skincare-infused makeup products, is critical. Clear marketing and communications objectives were set, aiming to achieve a 5% premium market share, significant social media engagement, and high brand awareness among South Korean Gen Z and Millennial women.

The Strategy emphasized a differentiated approach, targeting socially conscious, trend-driven young consumers and positioning Fenty Beauty as the brand redefining Korean beauty standards through inclusivity. The Tactics section detailed an integrated marketing mix that leveraged product innovation, localized pricing, omnichannel distribution, and partnerships with K-pop idols and key beauty influencers to maximize reach and resonance.

A six-month action timeline was proposed to ensure systematic implementation, with responsibilities assigned to both internal and external teams. Finally, the Control measures defined specific KPIs and feedback mechanisms to monitor campaign effectiveness and ensure agile adjustments when necessary.

In conclusion, Fenty Beauty's success in South Korea will depend on its ability to strike a balance between global brand consistency and local relevance. By embracing cultural nuances while staying true to its core values of diversity and self-expression, Fenty Beauty can establish a meaningful presence in one of the world's most influential beauty markets and set a new standard for inclusive beauty in Asia.

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