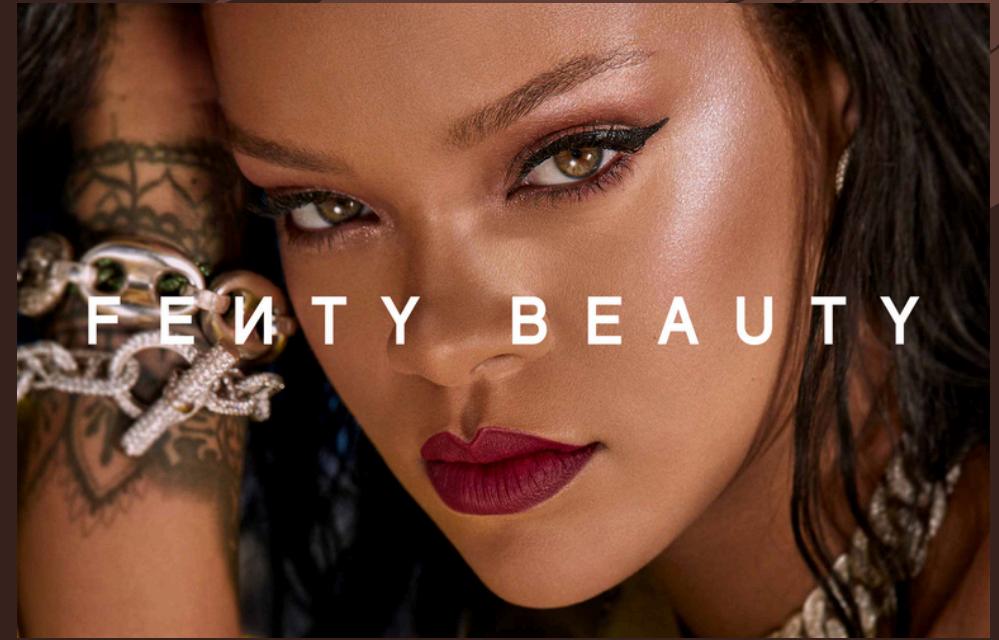


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Fenty Beauty



Presented by Nia Bishop
RJ Floyd
Julia See
Alankrita Srivastava

New Target Segment “Polished Long-wear Minimalists”



Who they are

- Their needs: long-wear makeup durability + simple/minimal, yet confident look that stays intact and sweat-proof through long days of work, and activity.
- Includes people who wear light makeup to the gym or pilates to feel confident without full glam, and busy individuals who need low-maintenance makeup that doesn't require touch-ups. (2)

Why this Segment?

- Global waterproof/long-wear makeup market is large and growing ≈ \$15.8B market in 2024, forecasts a 6.2% growth by 2030. (1)
- 38% of women wear makeup to the gym, demand for durable, sweat-proof, active-friendly looks. (2)



Fit with Fenty's Strengths

- Fenty is known for inclusivity, self-expression, and complexion leadership, especially with the 50-shade Pro Filt'r foundation which is climate-adaptive, sweat-resistant. (3)
- Brand already has credibility in performance + inclusivity which can be a strong base to own “long-wear + minimal” positioning which provides an everyday polished + sweat-proof makeup.

Competition and Reachability

- Competitors like Estée Lauder and Huda Beauty push a very “full-glam”, “event-style” messaging leaving space for an “everyday”, polished, active lifestyle angle. (4)(5)
- Segment is easy to reach through beauty, wellness, and fitness creators on social media platforms.

R&D | Product Features | Improvements

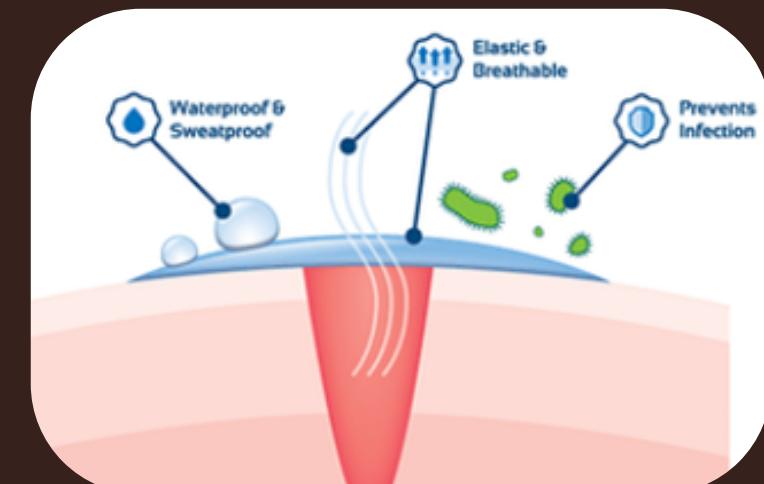
Face Products

- Enhance Pro Filt'r to make it even more breathable & non-comedogenic for active use. (6)
- Add a lighter sweat-proof skin tint with natural, polished coverage, similar to CliniqueFIT workout makeup. (8)



Format & Packaging

- Expand travel-size, stick, and compact formats for carrying it to work or the gym.
- Develop an "Active Essentials Kit" with minis of the base product. (7)(9)



How we identified the features

- Benchmarking Fenty's long-wear technology (6)(7)
- Reviewing active lines of the competitors like CliniqueFIT. (9)
- Expert recommendations from beauty experts and editors (10)(11).

Priorities for the Products

- Better water resistance, oil control, and breathable ingredients (10)(11)
- Soft-matte finishes that hold up in heat and humidity. (10)



Pricing Strategy

The Pricing Strategy

- Value Based Pricing "Distinguished but Accessible"
- Consumers value our product for its long-wear performance, skin friendly formulas (free of parabens, vegan, and cruelty free), and dynamic shade range (12)



Alignment with our Current Market

- Inclusivity: Diverse shade offerings with a large appeal (14)
- Competitiveness: Fenty is priced slightly higher than drugstore brands, but more affordable than most prestigious brands. The brand feels luxurious without having to break the bank, while also being accessible to their consumer (15)



How was Value-Based Pricing Chosen

- A Value-Based Strategy allows our new segment to find their niche after satisfaction and familiarity with other Fenty Beauty Products. Price Sensitive Buyers or First Timers have the opportunity to purchase trial sizes before committing to a full size item. (13)
- Brand Loyalty in the Beauty Industry allows consumers to experiment with new products and adapt to consumers as they invest in their beauty purchases.
- Product Features:
- Soft Matte Formula + Papaya and Pineapple Fruit Extracts
- Hydrating Formula + Grapeseed Oil, Hyaluronic Acid

Positioning we want to Achieve

- Perceived Value and Product Quality: Fenty uses quality formulas, skin healthy ingredients and easy application.
- The long wear formula has inclusive shades highlighting an even complexion and shade match.

Promotion Strategy



Content Themes & Messaging

- Highlight “polished, all-day confidence” for active professionals.
- Showcase sweat-proof, breathable wear in real routines (commutes, meetings, Pilates, gym).
- Emphasize natural, polished finishes over full glam. This aligns with our target’s need for sweat-proof, polished, low-maintenance makeup.



Primary Promotional Tactics

- Primary Promotional Tactics:
- Influencer marketing (beauty, fitness, professional lifestyle micro-creators)
- Short-form performance ads (TikTok, Reels, YouTube Shorts)
- Social proof + UGC → #PolishedAllDayChallenge



Experiential Promotion

- Drive trial through challenges, wear-tests, and samples.
- Use in-store demos, gym partnerships, and corporate pop-ups for proof-of-performance.
- Highlight sweat proof + breathable + natural finish benefits repeatedly.

Channel Strategy

Primary Channels (Core)

- Fenty.com (DTC - website/app)
- Full assortment, personalization, subscriptions
- Fast delivery & auto-replenish for busy pros
- Sephora / Ulta (Prestige Retail)
- In-person shade/texture testing
- Credibility + discovery + professional trial (12)



Secondary Channels (Convenience & Reach)

- Click-and-Collect & Same-Day Delivery
- Perfect for long-work-hour professionals needing convenience
- Selective Online Marketplaces
- Extended reach without diluting brand
- Corporate District Pop-Ups & Travel Retail
- Captures commuters, gym-goers, and frequent travelers (12) (18)



Trial & Reassurance Tactics

- Mini travel sizes + "8-hour sweat-proof" samples
- Wear-test demos (app + in-store)
- Test-at-gym/work guarantee

Recommended Strategy Mix

- Pull Strategy (Primary)
- Performance-focused content + influencer wear tests
- Targeted ads to urban, active professionals
- Loyalty perks + DTC retention
- Push Strategy (Supporting)
- Retail demos, sampling, staff incentives
- Endcaps + long-wear product displays (18)

Why This Works for the Segment

- Busy adults want convenience + proof + reliability
- Trial at Sephora/Ulta builds trust in long-wear claims
- DTC maximizes profitability, personalization, & replenishment
- Matches how "Long-Wear Confidence Seekers" shop and repurchase (18)



Positioning Statement

For Long-Wear Confidence Seekers, Fenty Beauty is the only makeup brand among all prestige cosmetics that delivers all-day, sweat-proof wear with a polished, natural finish because its formulas are performance-tested, shade-inclusive, and designed for a practical, busy lifestyle.



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