



MINIMAL



INCLUSIVE



CLEAN

# GLOSSIER MEN'S

A STRATEGIC MARKETING PLAN



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# About Glossier

Glossier is a beauty and skincare brand that has redefined the beauty industry with its customer-first, minimalist approach. The company has become a trailblazer in direct-to-consumer beauty, emphasizing simplicity, inclusivity, and community-driven product development.

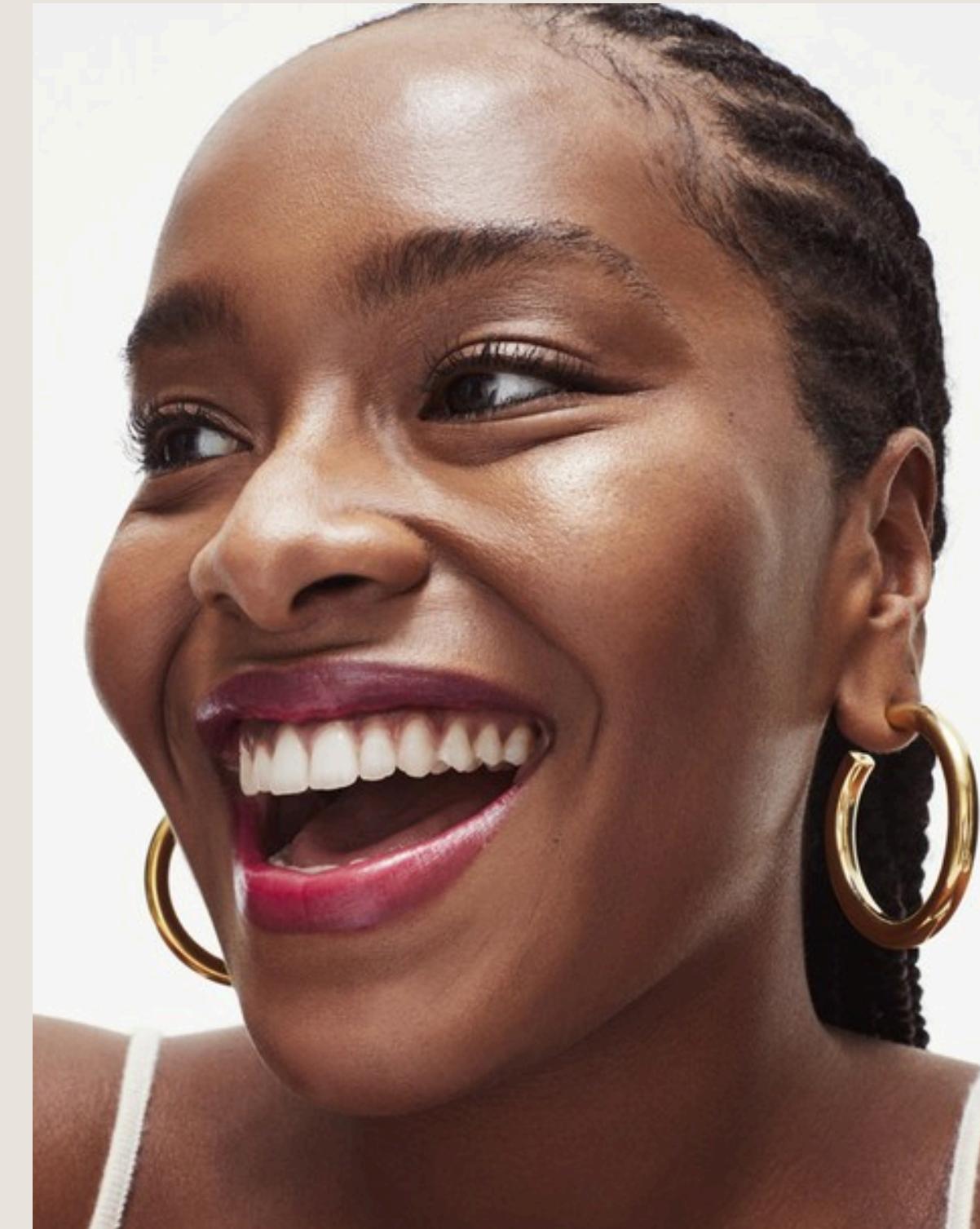


[www.glossier.com](http://www.glossier.com)



# Our Mission

At Glossier, we make products inspired by real life, embracing the ethos of Skin First. Makeup Second™. We believe beauty is about having fun, celebrating freedom, and being present. No matter where you are in your beauty journey, you look good.



# Strengths

## **STRONG BRAND IDENTITY**

AESTHETIC | PACKAGING | LOYALTY

## **COMMUNITY-DRIVEN APPROACH**

FEEDBACK | ENGAGEMENT

## **DIRECT-TO-CONSUMER (DTC) MODEL**

SELF-RELIANT | ONLINE

## **INNOVATION**

ICONIC | RECOGNITION

# Weaknesses

## **LIMITED PRODUCT RANGE**

SKU | LAUNCHES

## **SCALING CHALLENGE**

DELAYS | BOTTLENECKS

## **OVERDEPENDENCE ON ONLINE CHANNELS**

TOO RELIANT ON ONLINE | PHYSICAL SALES LIMITED

# Opportunities

## **GLOBAL MARKET EXPANSION**

ASIA-PACIFIC & EUROPEAN MARKETS

## **RETAIL FOOTPRINT GROWTH**

BRICK & MORTAR | RETAIL EXPANSION

## **SUSTAINABILITY INITIATIVES**

CAPTURE ECO-CONSCIOUS CONSUMERS

## **BROADER PRODUCT OFFERINGS**

HAIRCARE | WELLNESS | MEN'S

# Threats

## **INTENSE COMPETITION**

FENTY BEAUTY | MILK MAKEUP | KOSAS

## **ECONOMIC DOWNTURN**

INFLATION | DECREASE IN CONSUMPTION

## **DEPENDENCE ON SOCIAL MEDIA**

VISIBILITY | PLATFORM INSTABILITY

## **REGULATORY RISKS**

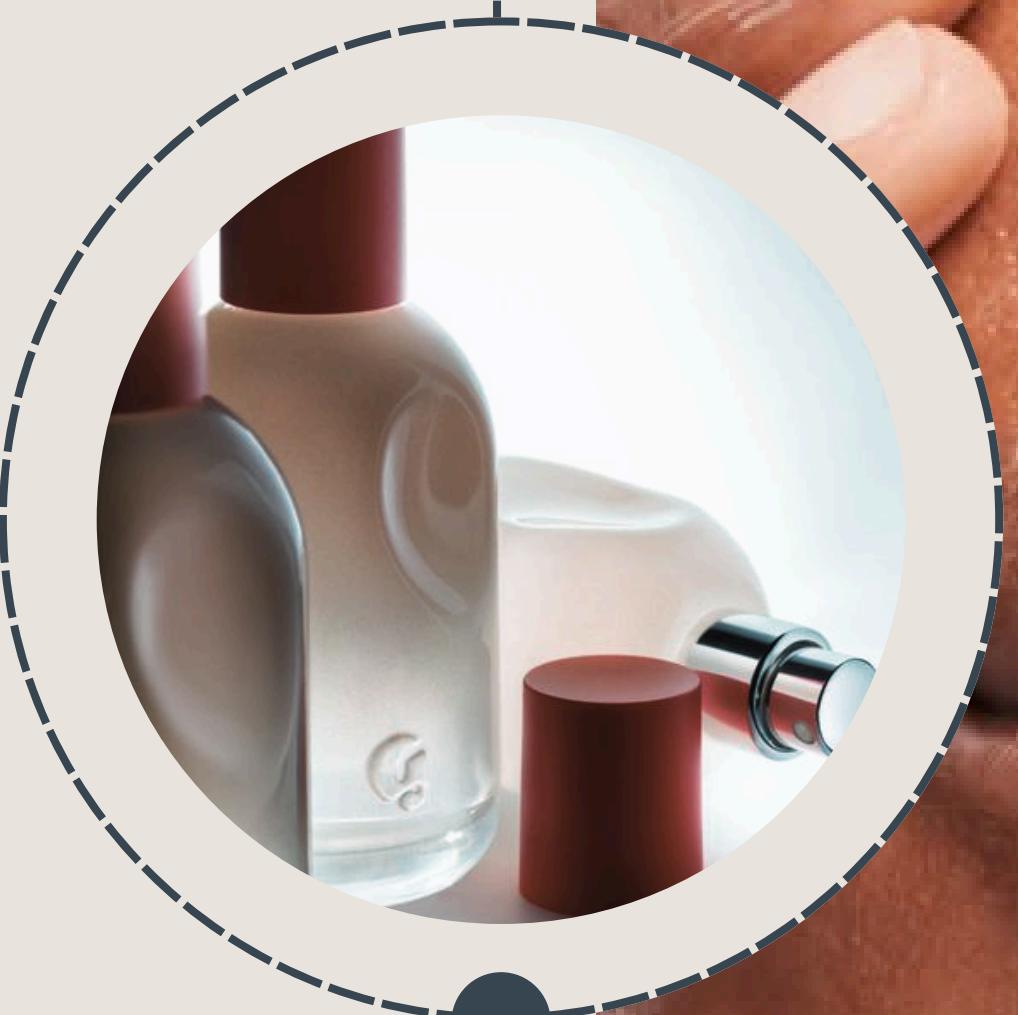
CLEAN BEAUTY CLAIMS | REPUTATION

# Glossier: Men's

AN APPROACHABLE FRAGRANCE LINE DESIGNED TO COMPLEMENT  
GLOSSIER'S CURRENT FEMININE SCENTS

Three distinct scents that complement the essence  
of the women's fragrances but stand out with  
uniquely masculine notes

This new collection offers versatility, marketed as a  
standalone men's line or a duo for couples, perfect  
for special occasions like Valentine's Day





Glossier.

# Segmentation

## DEMOGRAPHICS

MEN | 18-35 | SELF-CARE

## PSYCHOGRAPHIC

ACCESSIBLE

## BEHAVIORAL

DTC SHOPPING | TRENDS



# Targeting

## PRIMARY

YOUNG MEN | SIGNATURE SCENT

## SECONDARY

WOMEN | BUYING GIFTS  
POTENTIAL VALENTINES FOCUS



# Positioning

## GENDER-NEUTRAL

MASCULINE | SOFT-

## FRESH & MINIMALIST

EXISTING AESTHETIC

## DUAL-PURPOSE

STANDALONE | PAIRING | GIFTING



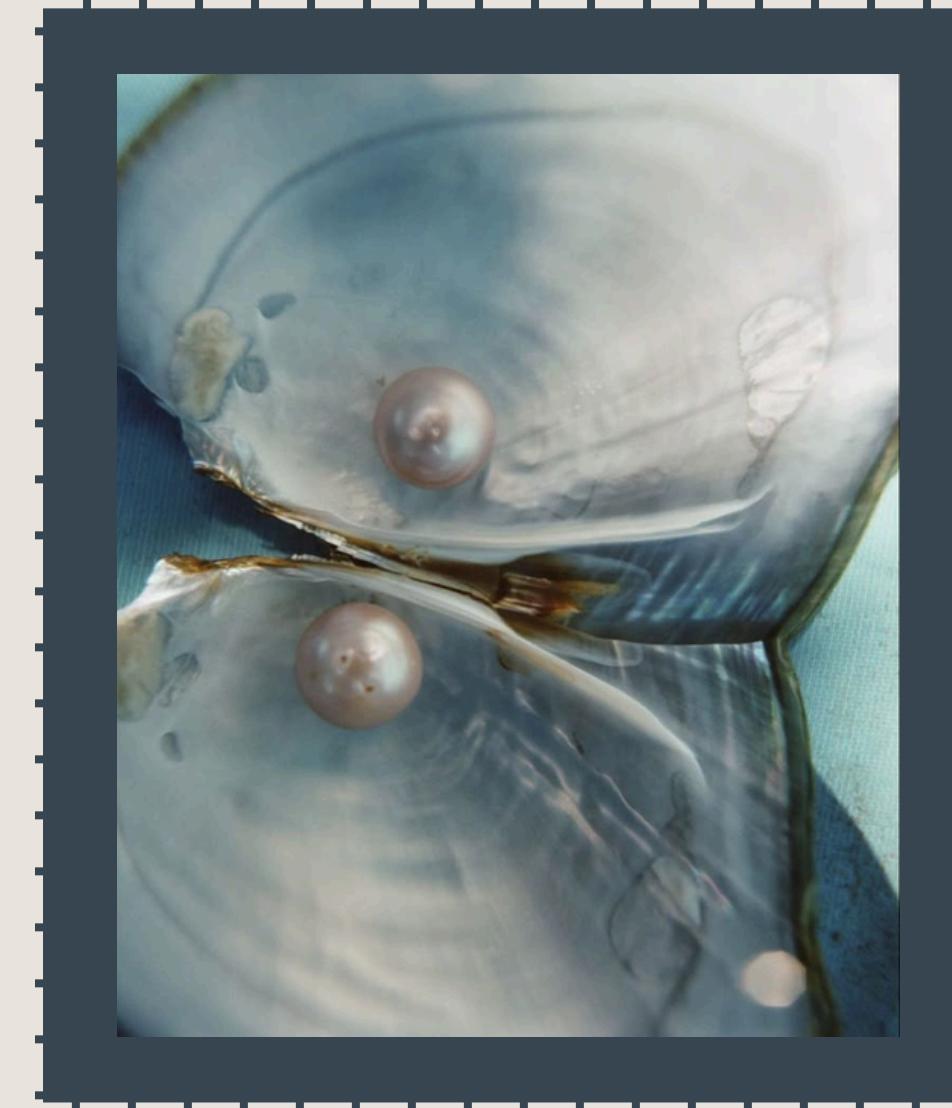
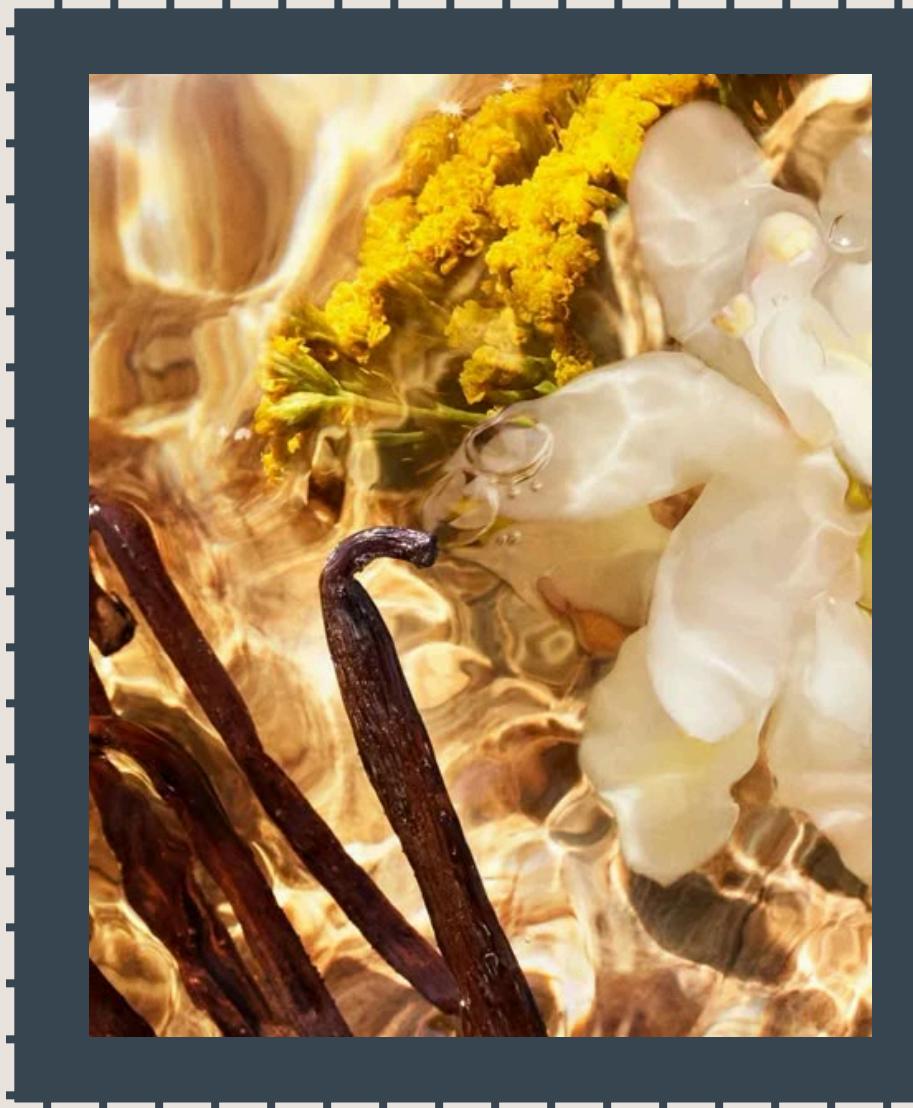
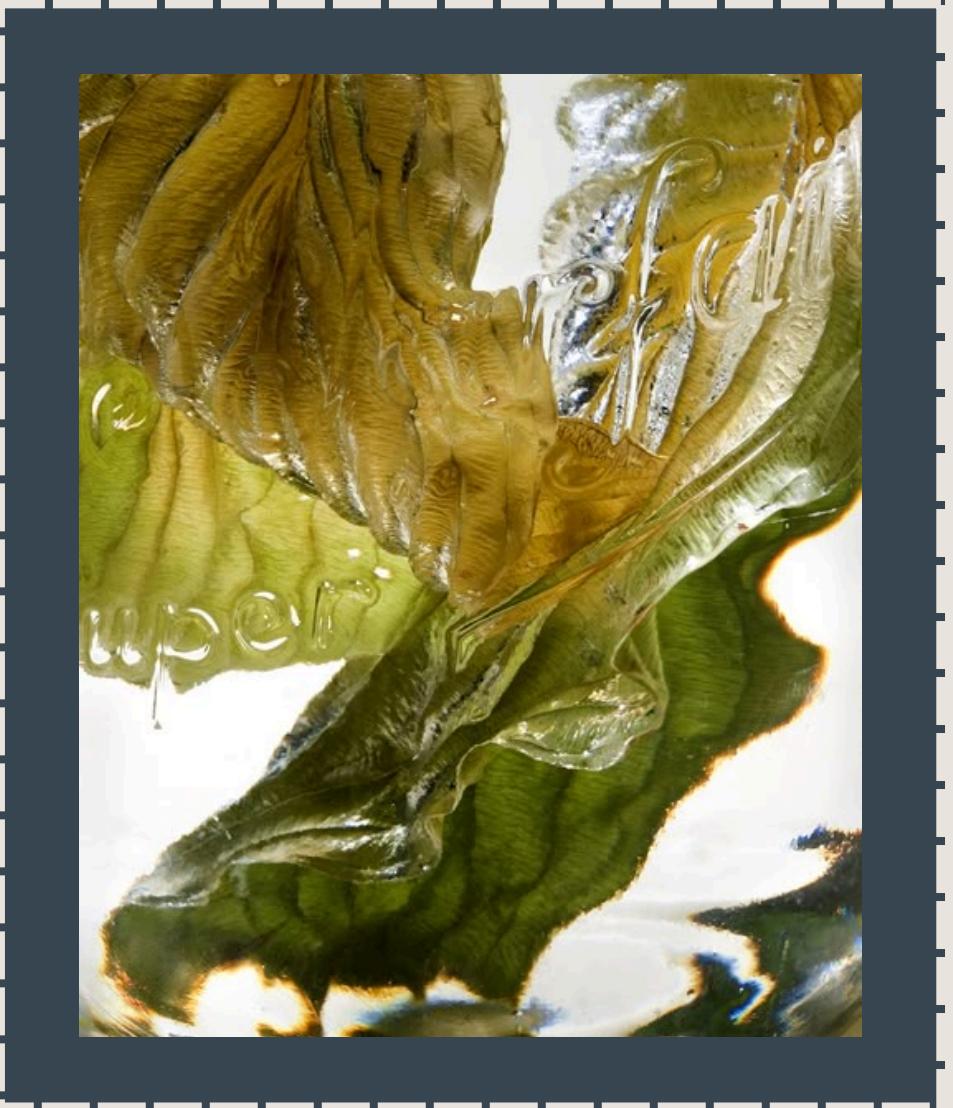
GLOSSIER: MOSS



GLOSSIER: SMOKE



GLOSSIER: TIDE



### PRICE PER BOTTLE

\$78 | PREMIUM-BUT-AFFORDABLE

### COUPLES SET

\$135 | VALENTINES GIFT OPTION

### SUBSCRIPTION MODEL

10% OFF REPEAT | INCREASE CLV



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# Place

**ONLINE-FIRST**

GLOSSIER.COM

**RETAIL PARTNERSHIPS**

NORDSTROM | SEPHORA

**IN-PERSON EXPERIENCE**

POP-UPS | SEASONAL | VALENTINE'S



# Promotion

**SOCIAL MEDIA CAMPAIGN**

**#PERFECTLYPAIRED**

TIKTOK | INSTAGRAM | UGC

**EMAIL MARKETING - VIP**

EARLY ACCESS | SUBSCRIBERS

**PRESS & PR**

GQ | VOGUE | ELLE

# Key Performance Indicators (KPIs)

## **SALES GOAL**

\$3M IN FIRST 6 MONTHS

## **SOCIAL ENGAGEMENT**

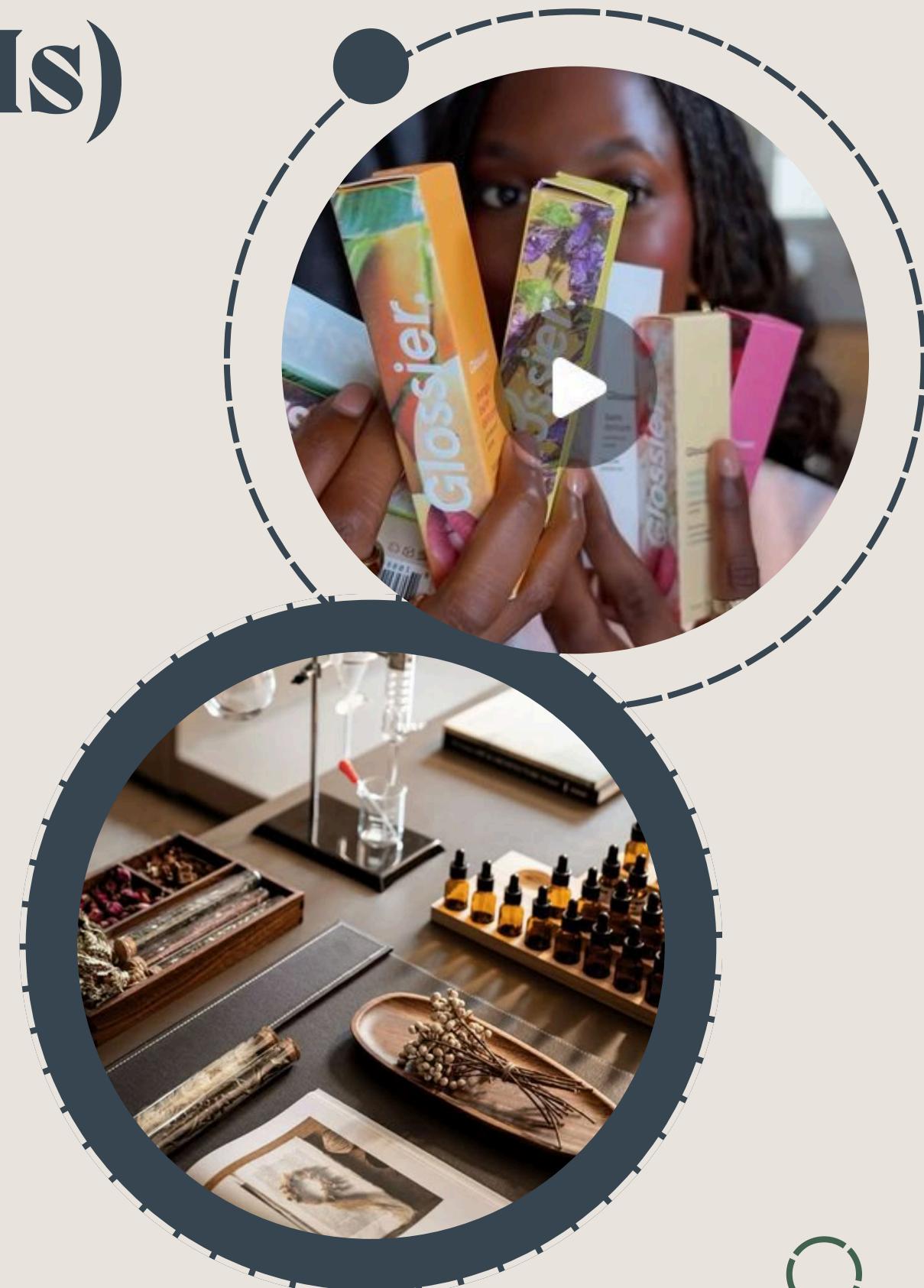
100K+ UCG HASHTAG USES

## **RETAIL PARTNERSHIP**

3 MAJOR RETAILERS ON BOARD  
BY YEAR 2

## **CUSTOMER RETENTION RATE**

80% REPEAT PURCHASE AFTER 3  
MONTHS



# Post-Campaign Evaluation

## **AD CREATIVES**

A/B TESTING  
CONVERSION RATES

## **PRODUCT DEVELOPMENT**

FEEDBACK SURVEYS  
REFINE PRODUCT DEVELOPMENT

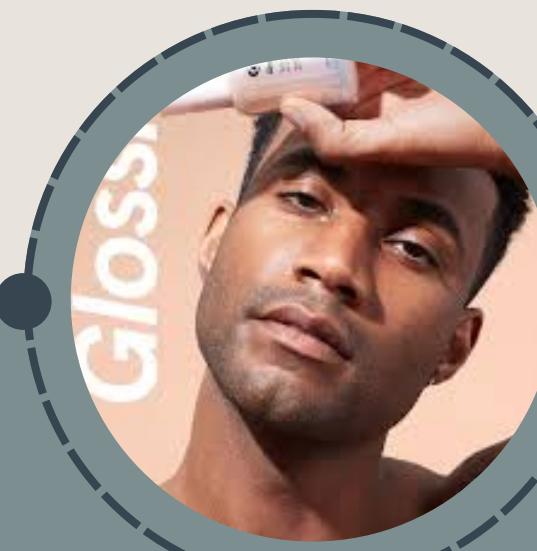


# Glossier: Men's

BY LEVERAGING, GLOSSIER'S  
**BRAND LOYALTY, INNOVATIVE POSITIONING, AND MARKET TRENDS,**

**GLOSSIER. MEN'S FILLS A GAP IN THE FRAGRANCE INDUSTRY.**

OUR PLAN DELIVERS A COMPELLING, SCALABLE, AND PROFITABLE  
**DIVERSIFICATION STRATEGY** THAT MAXIMIZES BOTH CUSTOMER  
ENGAGEMENT AND REVENUE POTENTIAL.



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