



sephora

TEST & PLAY

Summer  
Vibes

# TARGET AUDIENCE



# PESTEL

**POLITICAL:** Recruiting policies lead to a diverse workforce

**ECONOMIC:** Low purchasing power of ethnic minorities

**SOCIAL:** The sephora squad with social media influencers, and they are allways on top of trending products

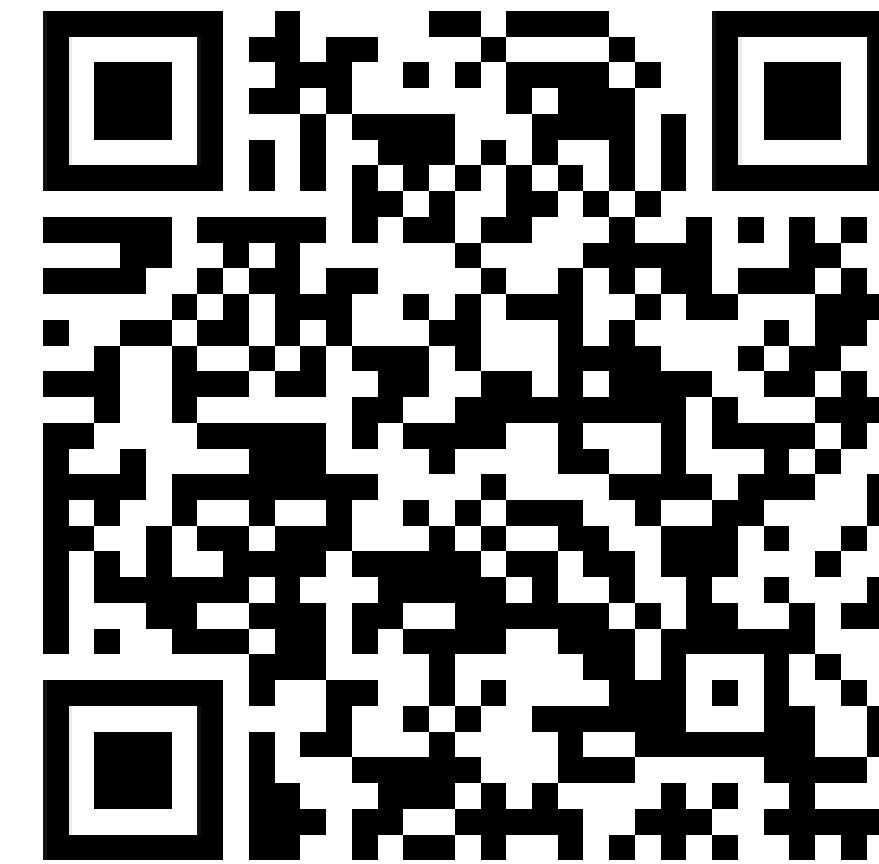
**TECONOGICAL:** virtual technology in the sephora website and app to test the makeup

**ENVIORMENTAL:** Sephora works with vegan and cruelty free makeup brands

**LEGAL:** anti-discrimination regulations, Regulation and product safety



SEPHORA - PHILIPINES



SEPHORA - USA



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# 5C's

## Company

- Directly from brands, less than the retail price
- Luxury products



## Context

- "Inclusive beauty"



## Collaborators

- Portfolio of over 300 brands
- 3% are black-owned brands
- Opportunity to expand



## Costumers

- Create a welcoming shopping experience
- Huge ethnic minority purchases

## Competitors

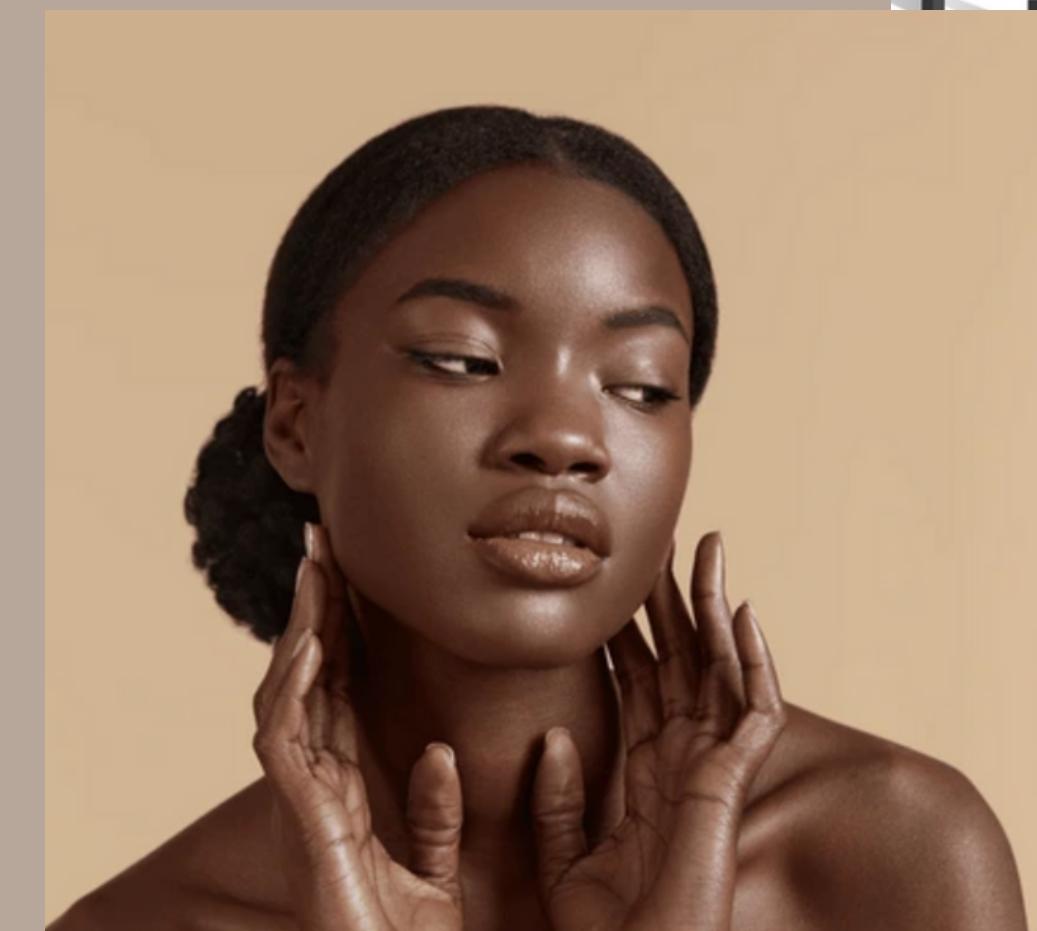


# QUALTATIVE RESEARCH

*Understanding whether women of colour feel represented  
and included by the Sephora company or not*

## Methodology:

- Purposive sampling
- 10 individual interviews
- Sephora Store



# Execution of survey



Why do you feel represented  
by Sephora?

# CONCLUSION OF SURVEY

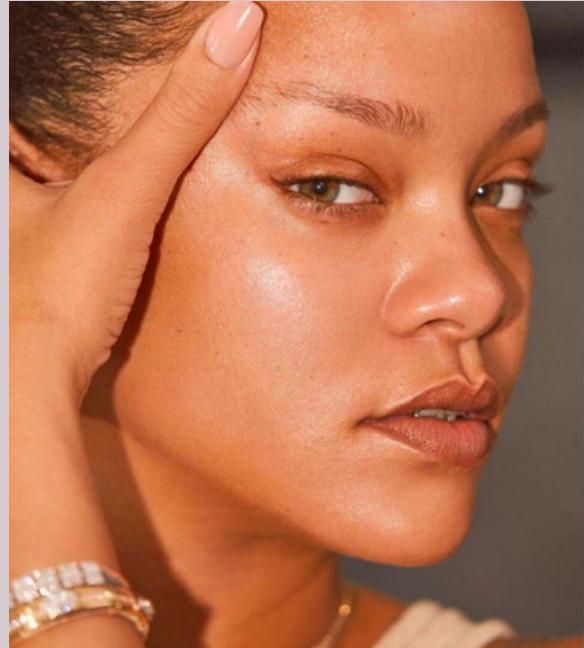
Variety of products  
and brands



High quality



More hair products



Representation  
Confidence

Wider range of dark  
shades



**Destiny**  
25 year old  
Marketing coordinator

“ The culturally aware, social media maven that sets the style ”

#### CHARACTER

- Authenticity, inclusivity, and diversity
- loves friend recommendations
- Shops from brands that celebrate her culture

#### INTERESTS

- beauty trends in social media
- protests for social causes
- Gyms for a healthy lifestyle

#### PRODUCT SELECTION

- Benefit eyebrow pencil
- Wet n Wild MegaGlo Highlighting Powder
- Maybelline fit me matte poreless liquid foundation

#### CHALLENGES

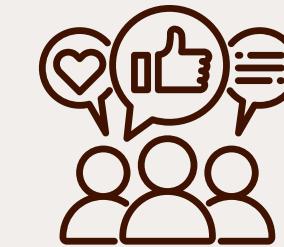
- Hyperpigmentation and uneven skin tones
- lack of representation
- Can't find brands that practice CSR for ethnic minorities

# TARGETING STRATEGY

CONCENTRATED



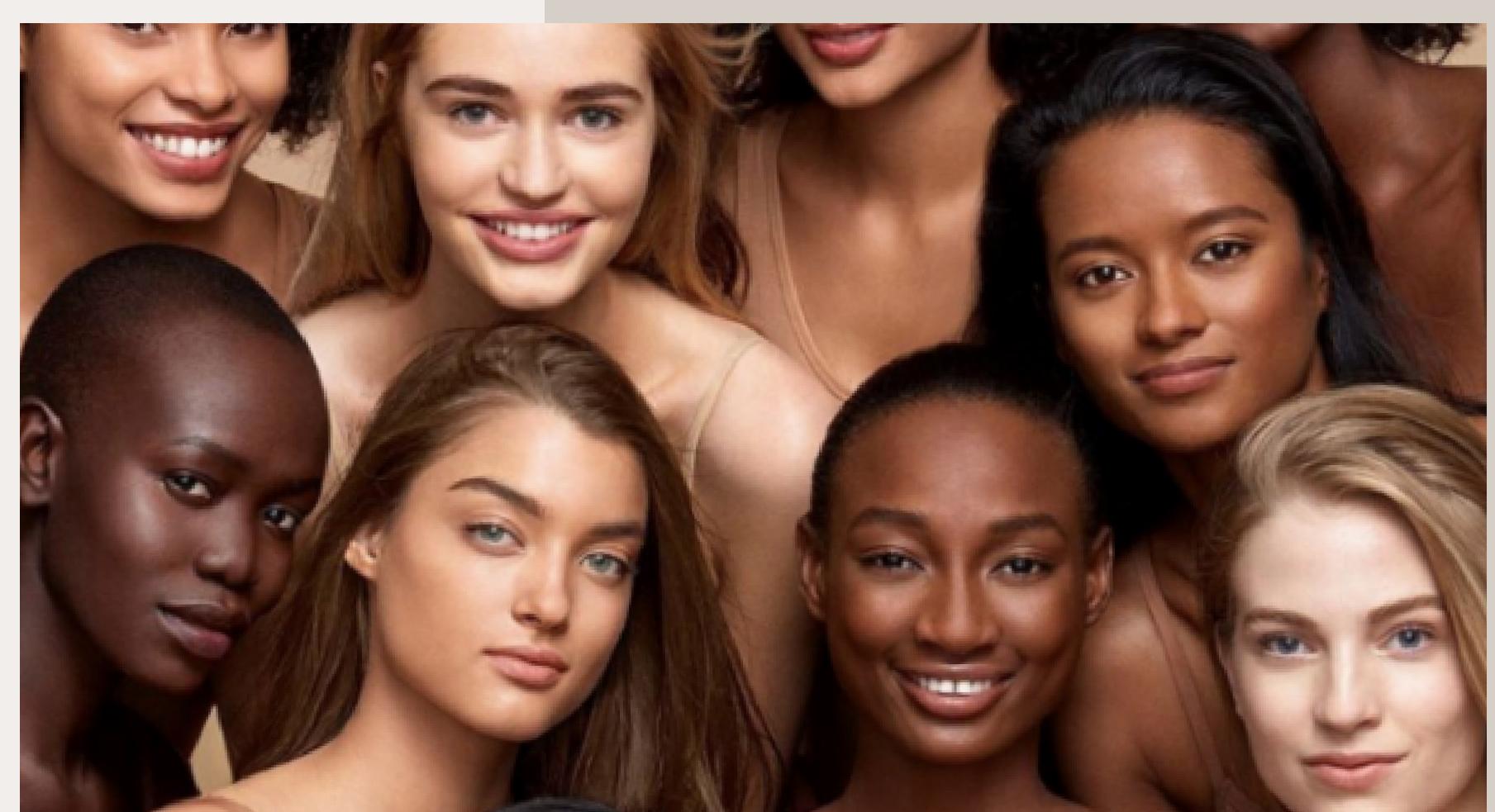
inclusivity



community



Comparative  
Advantage



# WE BELONG TO SOMETHING BEAUTIFUL

At Sephora, we stand by having something for **everyone** in our **community**. We don't see beauty as a **standard**; instead, we see beauty in the creative ways our customers use our tools to **express themselves**. Through our obsessive **customer service** and a wide range of products, we **embrace differences** because they're beautiful.



**Value  
Proposition**

# Embrace your culture



## BE YOUNTIFUL

With Sephora