



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

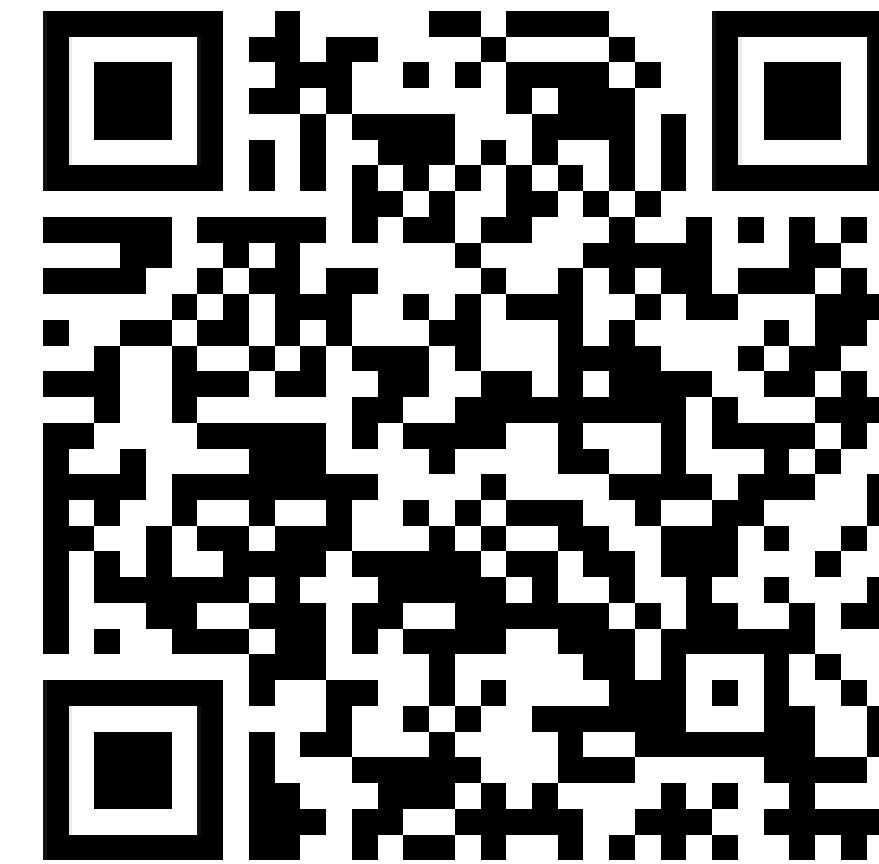
TECONOGICAL: virtual technology in the sephora website and app to test the makeup

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

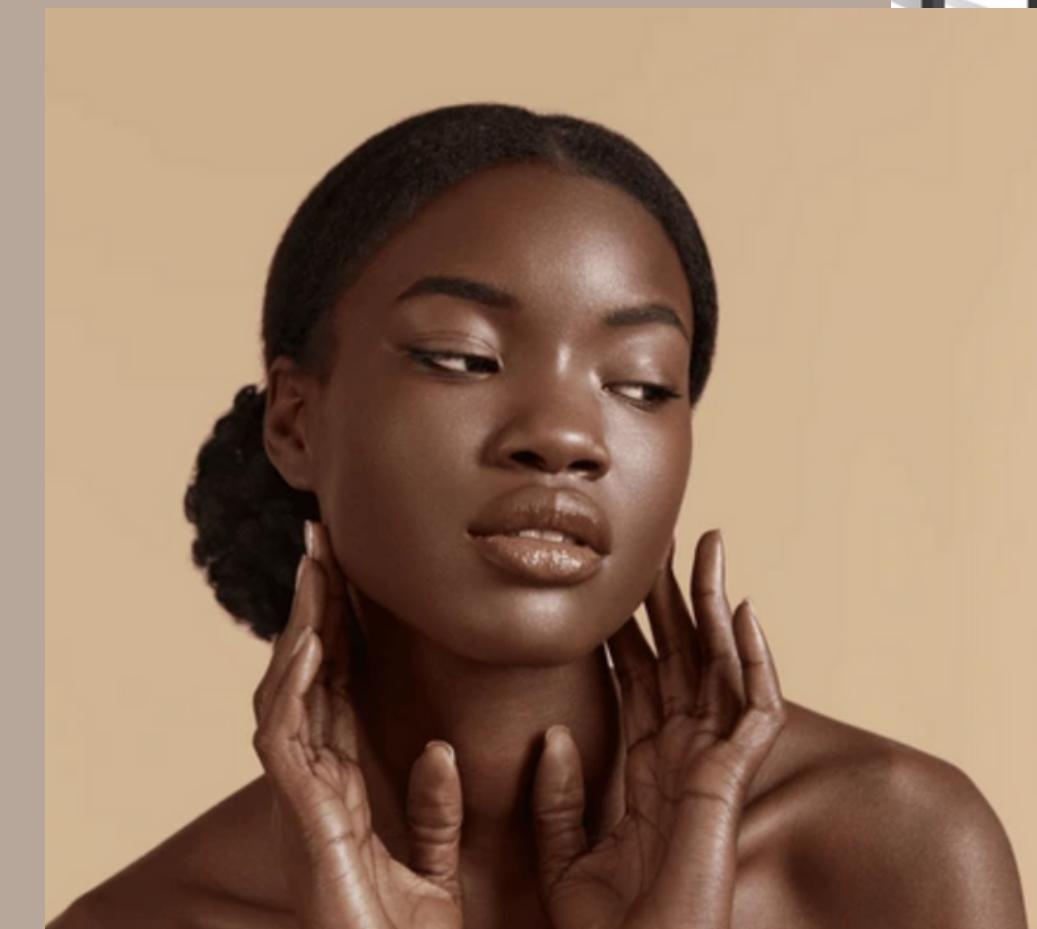


QUALTATIVE RESEARCH

*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

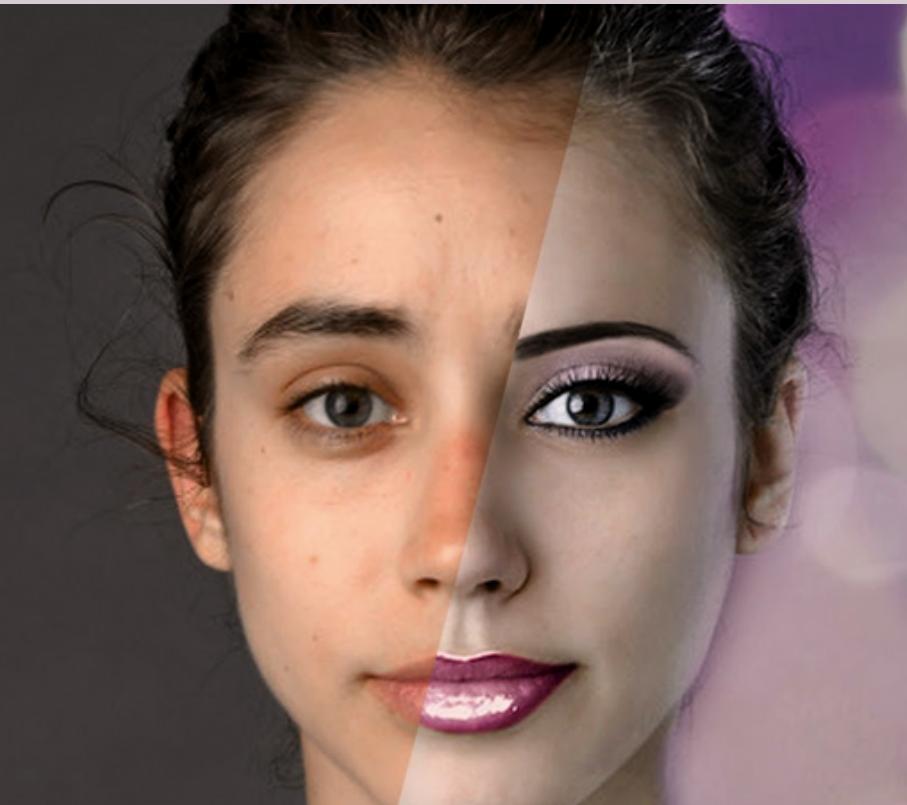
Variety of products
and brands



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

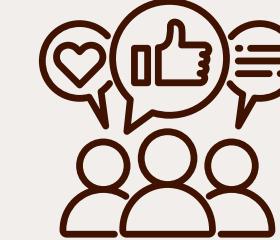
- Hyperpigmentation and uneven skin tones
- lack of representation
- Can't find brands that practice CSR for ethnic minorities

TARGETING STRATEGY

CONCENTRATED



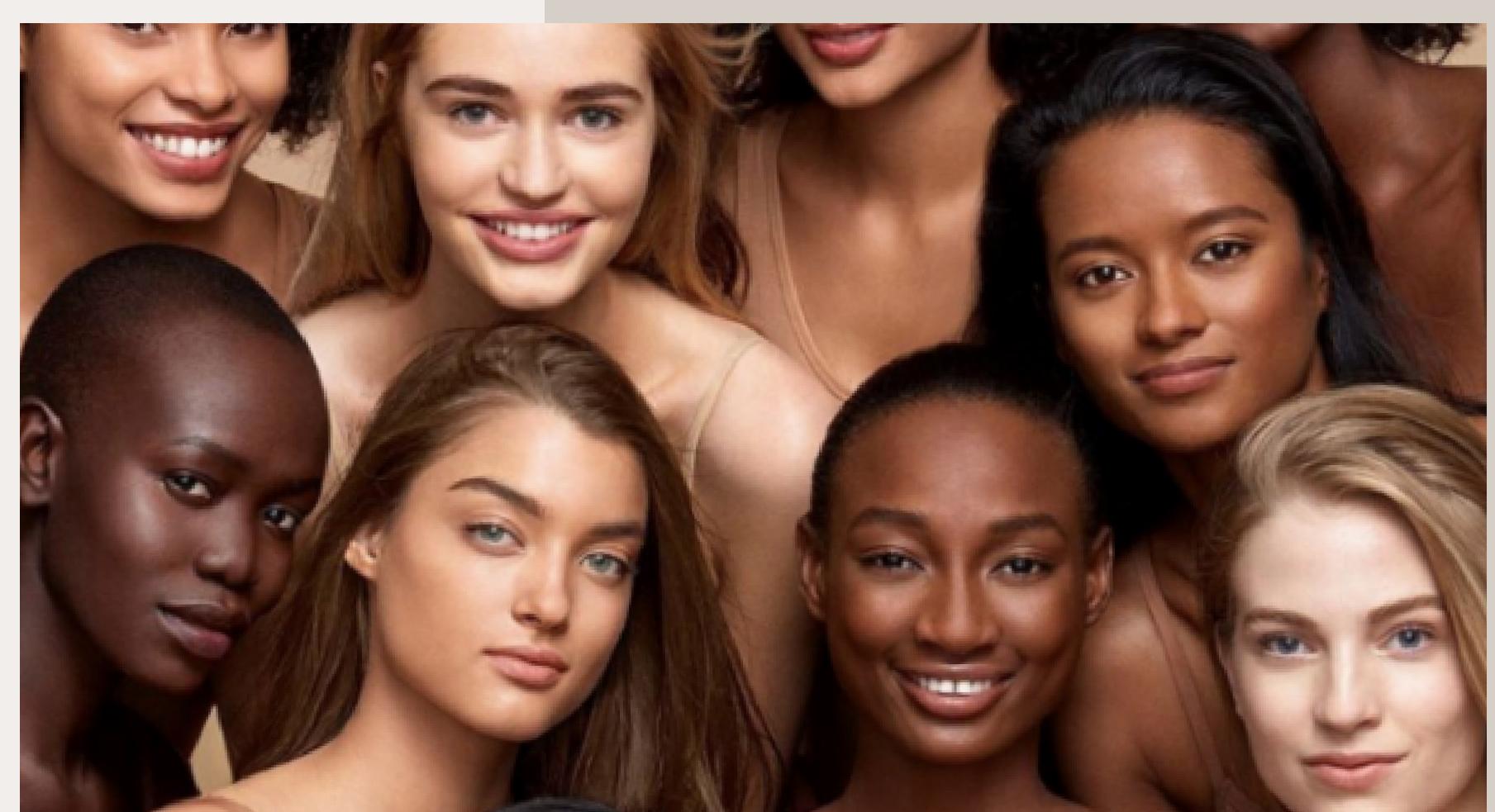
inclusivity



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