

Maybelline "Fit For All" Inclusive Foundation Range Brief

Campaign Objective

Expand Maybelline's Fit Me foundation line with 20 new shades to position the brand as a leader in inclusive beauty at accessible price points.

Key KPIs

- 35% increase in foundation sales among underrepresented skin tone groups
- 50,000 uses of #FitForAll hashtag across social platforms
- 25% increase in market share in the mass-market foundation category

Target Audience

Diverse consumers of all ethnicities, ages 18-35, who have historically struggled to find foundation matches at drugstore prices. They are savvy shoppers who prioritize value but are unwilling to compromise on performance. They are active on social media and respond to authentic representation. They appreciate brands that acknowledge past industry shortcomings and demonstrate genuine commitment to change.

Campaign Theme

"Beauty That Fits Everyone"

Messaging Direction

Celebrate diversity through inclusive visual content that showcases the expanded shade range on real people. Incorporate customer testimonials and before/after content to demonstrate the perfect match promise. Address the historical underrepresentation in beauty directly while positioning Maybelline as part of the solution.