JMS 562

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COMPANY: Ulta Beauty

PRODUCT: Beauty Products

JMS 562 - CAMPAIGN 1



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Company Name: Ulta

Product/Service: beauty products retailer

Product/Service & Market Background:

-Started as Ulta in Chicago with five Chicago suburbs
-targets women ages 16-25, about 57% of shoppers
- “beauty enthusiasts”
- “all things beauty, all in one place”
-Sells cosmetics, perfumes, skincare etc.
-provides services such as hair styling, piercing, makeup, eyebrow waxing

Competition:
a. Sephora, Sally beauty, Nordstrom, Bed Bath & Body Works

b. Compared to Sephora and Nordstrom, Ulta is has a larger variety of cheaper products. Ulta’s competitors are known for selling higher-end, luxury brands of makeup. However, Ulta is known in the industry to be more reasonably priced.

c. Ulta has the unique benefit of providing a variety of products for a variety of uses. It is what many in the industry would consider to be the “one stop shop” of cosmetics, self-care, hair care, perfume, etc. While competing brands such a Sephora might have some of each kind of product, they are often from unaffordable brands and have little variety to choose from.

d. Our competitors value proposition is to provide consumers with high end cosmetic products products.

Business/Advertising objective:
The adjective of this campaign is to drive up awareness of Ulta’s uniqueness as a beauty brand and to revitalize their social media so that younger audiences can be reached.

Media: Print Advertisements 8.5 x 11 vertical.

Target Audience:

a. Our consumer really wants one place to get all the beauty products they need. They want their usual products to be of good quality but also be of a reasonable price. They want to feel beautiful and maintained on a daily basis.

b. Ulta has a wide variety of beauty products, so customers only have to make one stop to get their makeup, haircare, skincare, etc. This solves the problem of having to go to multiple stores and is therefore a more efficient option. Ulta also has budget-friendly brands that their customers consistently use. Ulta also has services that can help customers feel well-maintained and beautiful, and where they can learn to do, for example, their makeup at home.

c. Factors such as community and self-esteem play a role in Ulta customers’ buying decisions. With Ulta’s rewards program and beauty experts to assist you at anytime, customers feel valued and like they are part of a community. Also, Ulta’s mission to make their customer’s feel beautiful helps consumers boost their self-esteem and feel and look the best they can be.

d. Our new/existing customers choose Ulta over it’s competitors because of it’s wide variety of affordable products and it’s ability to be the only stop they make for all their beauty needs. Competitors such as Sephora, mainly focus on cosmetics, specifically high-end, that require a higher price range and an extra stop on the way home for a hair product that they probably didn’t have. For example, while Sephora might have some high end shampoos,
Ulta will have a wider range of inventory and types of products for hair and even tools to style it that will meet any budget restrictions.

Tone of Voice:

a. A cheerful, treble tone that uses language of younger generations (slang) would be useful in reaching our target audiences.

b. Words such as: Skin-care, glow-up, self-care, embrace, love you, be you, shine, glow, sparkle, flawless

c. **“**You glow, girl!” OR “Find a filterless, flawless you at Ulta”

Mandatory Campaign Elements:
Concept & USP. Headline, visual, body copy (pay-off headline & visual), logo, call-to-action(s), tagline (optional)

Final Unique Selling Proposition (USP):
“Ulta offers the most variety of beauty products at the most afforable prices out of all the other brands in the beauty industry”

Q/A
What are your considerations when identifying your ideal prospect? Please fill in:
We are considering age, gender, and lifestyle.

What does your customer really need or want?
Our customer really needs an efficient way to get all their beauty products. They want to feel beautiful at work and on the weekends, but have little time and money to do so.

How can your solution or service solve their problem(s)?
Ulta is a “one stop shop” for all beauty needs and is therefore very accomodating to busy lifestyles with any budget. Since Ulta has such a wide variety of products, its customers won’t need to waste time making multiple stops to feel beautiful and can focus on their active lifestyles.

What factors motivate their audience buying decisions? (Weigh logicals and emotionals)
Logical: Efficiency, time saving, ease, cost, variety

Emotional: Quality, personability, self-esteem, need to feel beautiful

Why do your exisiting (or new) customers choose your buisness over your competitors?

Customers choose Ulta over our competitors because it has a variety of products from drug store prices to luxury prices. Ulta adheres to its customers’ lifestyles not only in budget but also in variety. Customers of Ulta only have to make one stop to buy all their favorite products at their favorite prices.

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Company: Ulta Beauty

Campaign USP: *Ulta offers the most variety of beauty products at the most affordable prices out of all the other brands in the beauty industry.*

Top Concept:
1. A fresh-to-face experience
2. We got you
3. Your makeup pitstop

Mindmap

INSPIRATION PHRASE “BIG IDEAS”

self-care warehouse
An all-inclusive self-care experience

360 experience
We got you

No budget needed because you won’t go over
Extreme couponing without the mess

Make you feel unlimited
Feel rewarded

Your personal makeup studio
You are royalty

a fresh-to- face experience
Feel secure

All you need
One Stop is all it takes

Enjoy every moment
No time wasted with Ulta

Leave the headache to us
Find hidden treasure without the digging

Let us show you
With friends is always better

Arrive before your ETA
Your makeup pit stop

set personal bests with Ulta
Take a break at Ulta

Feel like a star
Find inner peace

Winning
Let us do the work

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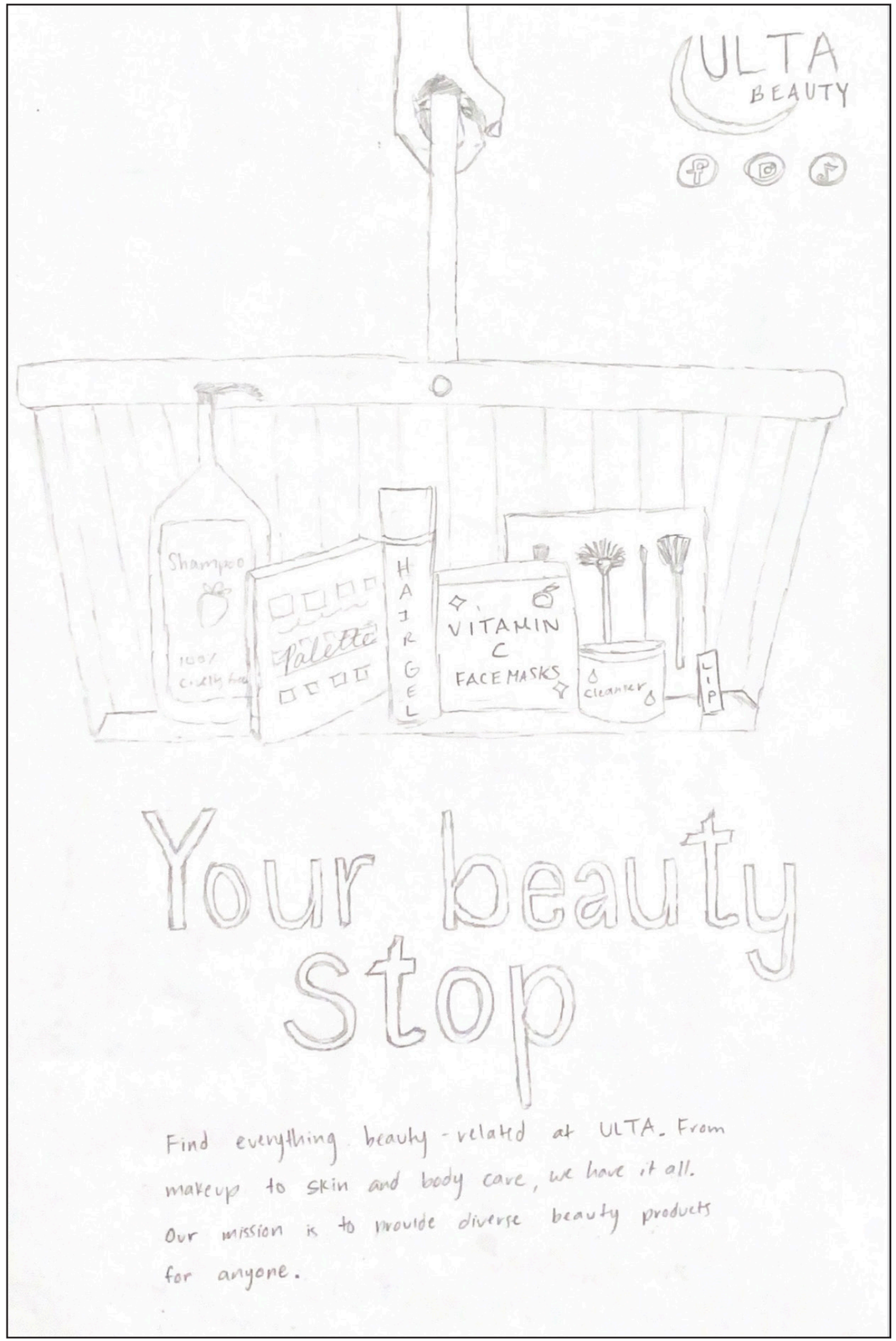
Ad Concept: Your makeup pit stop

Ad Concept Rational:
The ad shows a basket of different types of beauty and self-care products that can be bought at ULTA.

The title signifies that there is no other beauty store that a person has to go to because UKTA has everything.

The ad's caption talks about how customers can find everything beauty related at ULTA and that there are various beauty products that can cater to anyone.

Ad Concept D



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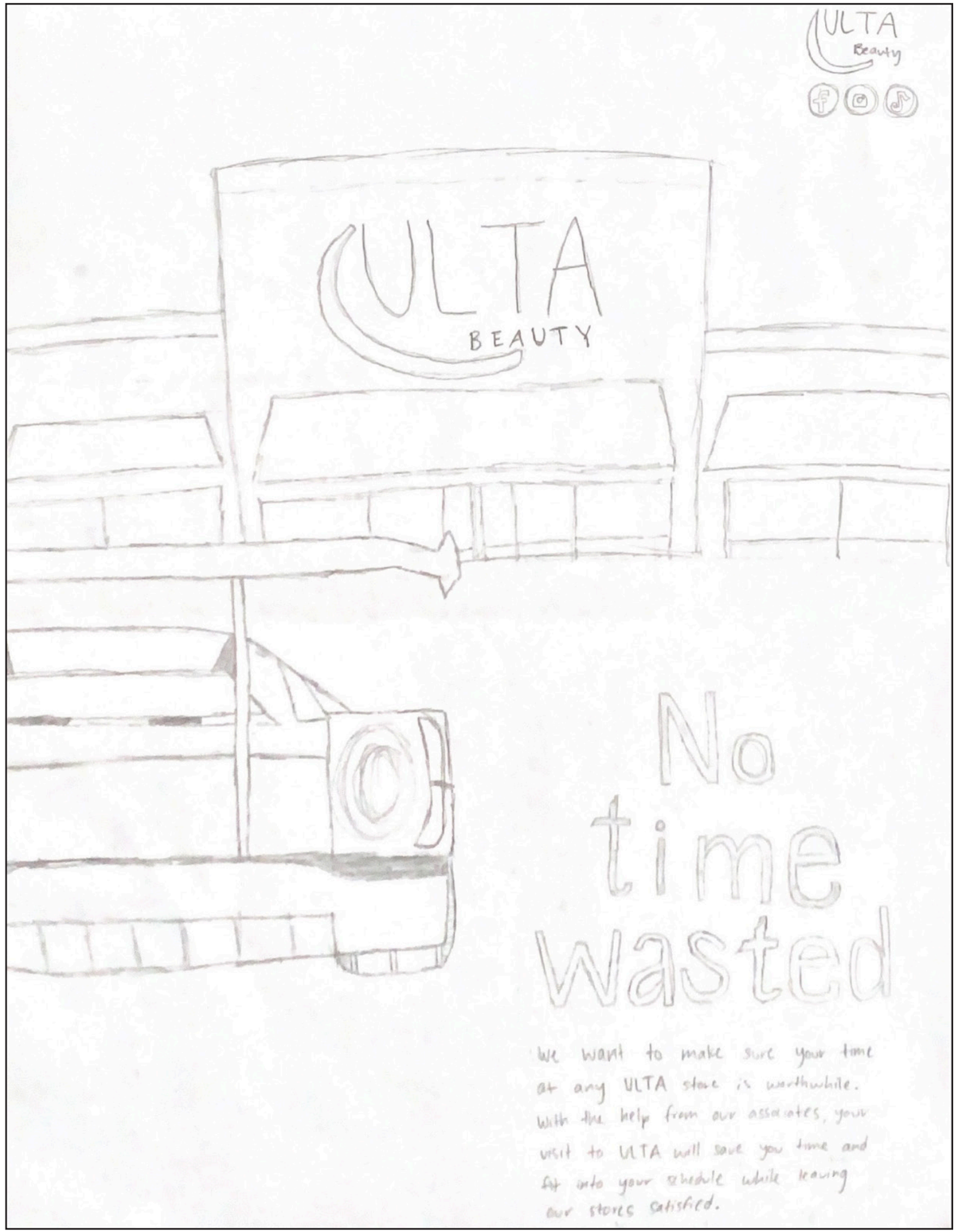
Ad Concept: Your makeup pit stop

Ad Concept Rational:
The ad shows a race car in front of a ULTA store, insinuating that a customer is running on a tight schedule. Underneath the ULTA logo at the top right are social media platforms that ULTA has.

The title ties into how ULTA values a customer's time and that a customer can stop by ULTA even on a tight schedule.

The ad's caption talks about how customers can save their time at ULTA since their stores offer a variety of different products as well as help from associates.

Ad Concept E



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Ad Concept: Your makeup pit stop

Ad Concept Rational:

The ad shows a car right next to a drive-thru window. Despite ULTA not having an actual drive-thru, they do offer curbside and walk-in pick up options. This allows customers to plan accordingly to their own time.

The title ties into how customers don't have to wait in line if they were to use these types of services that ULTA offers.

The ad's caption talks about how ULTA provides different methods of getting beauty products. It also mentions how anything beauty and self-care related can be found at ULTA.

Ad Concept F

