

# e.l.f.

eyes lips face sticky

Brand: **e.l.f. Cosmetics**

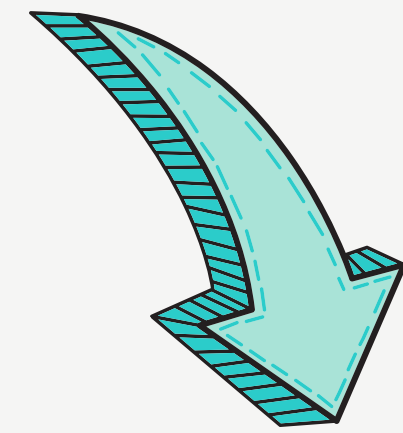
Agency: **Shadow**

Start Date: **January 18**

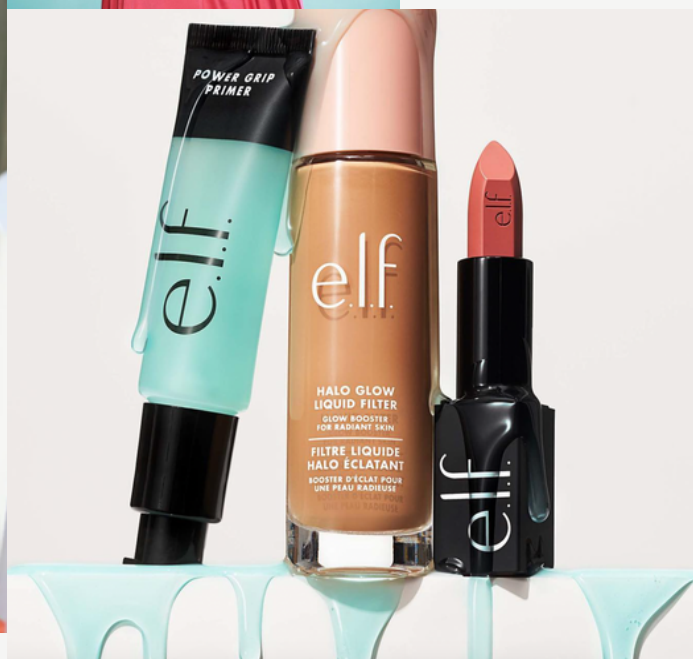
End Date: **February 12**

Tagline: **eyes. lips. face. sticky.**





# How it Started + Campaign Overview



# Best practice: Segmentation

## Demographic

Gender: Female

Age: 18-64

Household Size: 1-4

Single, Married, Divorced

## Geographic

United States

US makes 90% of e.l.f. sales,  
international 10%  
SOURCE: Mergent Inc

## Psychographic

### Value:

Authenticity

Self-expression

Socially Conscious

Cruelty-Free

### Lifestyles:

Social Media Users

Beauty Enthusiasts

### Generation:

GenZ, Millenials, GenX, Baby Boomers

## Behavioral

Affordable Pricing

High-quality products

Inclusive

Gender:

**Female**

Age:

**18-64**

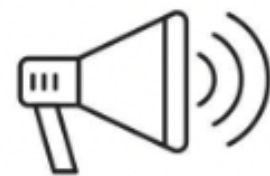
**GenZ, Millennial, GenX, Baby Boomer**

**Social Media Users**

**Entertainment Fans**

**Variety of backgrounds and income**

***Best  
practice:  
Target  
Market***



**Attract a new  
target market**



**Brand Building**



**Respond to  
consumer trends or  
concerns**

***Best practice:  
Marketing Objectives***

# ***Best practice: Communication Objectives***



**Engage with  
consumers of  
viral trends**



**Build emotional  
connection**



**Communicated  
authenticity**



# Campaign Success:

**10B**

earned media impressions  
in 24 hours

**57B**

earned media impressions  
to date

**#1**

ranked in audience  
sentiment of any Super  
Bowl spot

Generated third fastest  
growing beauty hashtag  
**#DolphinSkin**

e.l.f.cosmetics.com saw a  
**68% increase in new users,**  
week over week

**#1 SKU in mass cosmetics**

Went from 1 primer being  
sold every 8 seconds to  
every **3.5 seconds**

SOURCE: Shadow

Me and my besties on our way to stock up on e.l.f. Cosmetics power grip primer



***What this Campaign Led to:***



# Appendix

[http://libproxy.usc.edu/login?url=https://www.proquest.com/reports/e-l-f-beauty-inc/docview/2356012210/se-2.](http://libproxy.usc.edu/login?url=https://www.proquest.com/reports/e-l-f-beauty-inc/docview/2356012210/se-2)

[http://libproxy.usc.edu/login?url=https://www.proquest.com/trade-journals/how-legacy-beauty-brands-are-aging-down-reach-gen/docview/2825646023/se-2.](http://libproxy.usc.edu/login?url=https://www.proquest.com/trade-journals/how-legacy-beauty-brands-are-aging-down-reach-gen/docview/2825646023/se-2)

<https://www.mediapost.com/publications/article/382467/with-sticky-jennifer-coolidge-elf-scores-with.html>

[https://reports-mintel-com.libproxy2.usc.edu/display/1099969/?fromSearch=%3Ffilters.category%3D25%26filters.region%3D14%26freetext%3Dclean%2520and%2520conscious%26last\\_filter%3Dregion%26sortBy%3Drecent%26resultPosition%3D1](https://reports-mintel-com.libproxy2.usc.edu/display/1099969/?fromSearch=%3Ffilters.category%3D25%26filters.region%3D14%26freetext%3Dclean%2520and%2520conscious%26last_filter%3Dregion%26sortBy%3Drecent%26resultPosition%3D1)

[https://www.weareshadow.com/projects/eyes-lips-face-sticky\\_](https://www.weareshadow.com/projects/eyes-lips-face-sticky_)