

# Group IMC Extension Assignment

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# PART 1: Research Paper for the chosen campaign

Campaign: CHEEKBONE BEAUTY "Glossed Over"

## INTRODUCTION OF THE COSMETIC INDUSTRY AND CHEEKBONE BEAUTY

The beauty industry is a diverse and dynamic sector that is comprised of skincare, makeup, fragrance, nail care, and even haircare. This industry plays a very vital role in society as it influences the cultural standards of beauty and self-expression. As of 2022, the beauty industry is reported to generate approximately USD\$430 billion in revenue (McKinsey & Company, 2023). According to McKinsey & Company, the beauty industry to set to reach approximately USD\$580 billion by 2027 with a projected growth rate of 6% per year.

In Canada, the cosmetic industry has reportedly generated US\$1.24 billion in revenue with industry revenue to expected to grow by 1.45% annually until 2024 (International Trade Administration 2022). Over the past few years, there has been a trend where consumers are preferring to purchase more organic or natural products which are cruelty free and not tested on animals.

Over the years, the standard of beauty has always been targeted to certain demographic groups. During the past few years, there has been a major shift or disruption in the beauty industry as the meaning of beauty has changed. Consumers, especially the younger generations, have begun to set their own definition of beauty (McKinsey & Company, 2023). This shift is much needed as it brings about more diversity, inclusion, and representation.

Cheekbone Beauty is an Indigenous-owned cosmetics company founded by Jenn Harper, an award-winning social entrepreneur from the Ojibwe nation. For Jenn, this brand was sparked by a dream she had which triggered her to get into action and begin building the company. Initially, Harper began the company as a side hustle while she maintained her full-time job in Sales and Marketing in the food industry until the official launch in 2016 (Cheekbone Beauty 2022). Cheekbone Beauty was founded with the aim of uplifting and empowering the Indigenous community while educating the public about the issues they face (Strategy Awards). In the Indigenous community, storytelling is a vital part of their culture as it is a way of sharing and obtaining knowledge from one generation to another. For Cheekbone Beauty, this is their way of passing down their knowledge, narratives, history and traditions with their consumers and readers (Isho 2022).

## **HISTORY OF CHEEKBONE BEAUTY'S ADVERTISING ACTIVITIES**

Cheekbone Beauty has strategically and successfully leveraged its presence by using social media platforms Instagram, X (formerly known as Twitter), Facebook, TikTok, and YouTube. With their social media platforms, the brand has been able to advertise their campaigns to a larger audience, launch collaborations, and post behind-the-scenes content. Cheekbone Beauty has a website where the brand shares its inception story, the purpose for the brand and the products they produce. Their site often releases posts dedicated to the Indigenous culture of Storytelling, the products they produce, inspired looks, articles regarding ways to support Indigenous brands as a non-indigenous person, the brand's annual sustainability report, and self-love articles. Cheekbone Beauty has used their brand and platforms to bring the much-needed attention to social and environmental issues. These advertising efforts with causes truly do resonate with its audience while educating and informing potential new consumers. This approach not only builds a sense of community, but it also highlights the brand as socially responsible.

With respect to the brand's Instagram account, they currently have a following of 162,000. One of their campaigns, "Right the Story" has over 28, 400 views with 209 comments from their followers and consumers. This campaign's main purpose encompasses recentering Indigenous voices (Heaven 2021). In 2021, Cheekbone Beauty was awarded \$1 million worth of Bell Medic inventory for the "Right the Story" campaign in support of Indigenous communities. Due to the success of this campaign, Harper and Sid Lee approached Sephora Canada who agreed to provide funding to produce the campaign, but they also agreed to sell the brand's best-selling lipstick shade, Aki, at 9 of their flagship locations across Canada (Heaven, 2021).

Cheekbone Beauty has adopted a unique, socially responsible and controversial approach to advertising and launching their products and campaigns. This strategy not only brings attention to the brand's products and the company, but it also brings attention to the dire issues at hand that the Indigenous communities continue to face and struggle with. This way, their issues cannot be ignored and swept under the rug, as more and more Canadians are being exposed to their reality.

## BACKGROUND OF THE BRAND'S SELECTED ADVERTISING CAMPAIGN

In 2022, the brand used their platform to bring attention to another issue that the Indigenous community faced. It has been reported that over 100 Indigenous communities are unable to access clean and safe drinking water due to contaminants and inefficient water treatment facilities (Strategy Awards). Many people in these communities are required to boil their water before drinking, cooking, bathing or incur more expenses on buying bottled water. Due to this plight being ignored that public figure heads and politicians, Cheekbone Beauty decided to launch a campaign to bring attention to the issue (Strategy Awards). The "Glossed Over" campaign was created and produced to draw attention and shock value of the contamination problem that is faced by the Indigenous communities. To bring the issue to the forefront, the brand decided to bring the contaminate water from these communities to the lips of the unaffected Canadians so they can get a taste of what the Indigenous communities are facing.

For Indigenous History Month, the brand launched a lip gloss set which comprised of 3 shades: E. Coli Kiss, Mercury Shimmer, and Luscious Lead. While these products contained E. Coli, Mercury and Lead, respectively, it should be noted that the packing of these items followed the standard beauty codes (Strategy Awards). The brand purposefully packaged their lip gloss set as a luxurious product with Indigenous designs to unsuspecting beauty influencers and political figureheads. This launch occurred on Facebook, Instagram, Twitter, and YouTube. The brand created and produced a traditional beauty campaign which was also partnered with Sephora. Sephora pledged and donated sales from all the brand's products to a non-profit organization, whose aim is to fight the water crises (Strategy Awards).

## **BACKGROUND OF ONE COMPETITIVE BRAND'S CONTEMPORARY ADVERTISING CAMPAIGN**

OFRA Cosmetics is reported to be Cheekbone Beauty's top competition in the cosmetics industry (ZoomInfo). Ofra Cosmetics is known for their cruelty and gluten free products. OFRA Cosmetics initially created business-to-business products by producing products for makeup kits for cosmetology schools which later transitioned into direct-to-consumer products (OFRA Cosmetics).

OFRA Cosmetics has a significant online presence. They leverage the power of digital platforms with a strong emphasis on their social media platforms such as Instagram, YouTube, and TikTok. OFRA Cosmetics is known for collaborating with beauty gurus and influencers with respect to launching new products. OFRA clearly understands that by collaborating with popular personalities in the beauty community, they will reach larger and wider audiences. Collaborating with influencers does not only serve as effective product endorsements but it also contributes to the brand's image as innovators and trailblazers. On October 01, 2023, OFRA cosmetics launched a new campaign called "Project Influencer" where they collaborated with 4 influencers to create custom bundles of products (OFRA Cosmetics, @ofracosmetics). This campaign indicates that OFRA's advertising strategy often revolves around highlighting specific products and collections. OFRA cosmetics tends to incorporate messages pertaining to ethical and sustainable production practices. OFRA Cosmetics' contemporary advertising campaigns are a blend of digital mastery, influencer partnerships, product-focused strategies while continuously engaging with their audiences.

## **Month and Year**

The amazing campaign “Glossed Over” was launched in June (Strategy Awards). This time to launch was extremely smart because it has a direct correlation to the campaign (Strategy Awards). The campaign has a focus on lip gloss that has contaminated water from indigenous communities as a key ingredient (Strategy Awards). You might be wondering how this connects to the launch date of June, while as many people probably don’t know June is the Indigenous history month (Strategy Awards). This month has an emphasis on getting people to remember indigenous history which is like what this campaign is doing (Strategy Awards). This campaign is trying to get people to take notice and realize how big the issue of contaminated water is in the indigenous communities (Strategy Awards). We feel this was an excellent time to release this campaign because June is the month with the most focus on the indigenous people (Strategy Awards). They launched their campaign both online and in real life (Strategy Awards). Online they published a video to social media resembling a regular beauty campaign but with a focus on the indigenous water contamination (Strategy Awards). This campaign generated over 36 million views (Strategy Awards)! The products were also sent to influencers and politicians across Canada for them to bring the issue of water contamination to the forefront (Strategy Awards). This was targeted across Canada to non-indigenous areas because those are the areas of the country that need to act and have increased awareness (Strategy Awards). Major news outlets as well as a partnership with Sephora helped to create national awareness and made this campaign so successful (Strategy Awards).

## Reasons for Releasing the Advertising Campaign

In the dynamic world of beauty and cosmetics, brands are constantly striving to differentiate themselves, not only through their products, but also through the stories they create. Compared to other brands, Cheekbone Beauty's is better at using real situations in the community to tell stories. There are several reasons behind their advertising campaign.

1. **Empowering Narratives:** For Cheekbone Beauty's advertising campaigns are no longer just about showcasing products, but an opportunity to tell stories that resonate with their audience. Cheekbone Beauty's advertising campaign conveys a narrative that goes beyond the surface. By pairing their products with these empowering messages, they can not only sell products, but connect with their customers on a deeper, more emotional level.
2. **Emphasize sustainable practices:** In an era where consumers are increasingly aware of the environmental impact of the products they buy, Cheekbone Beauty has been a pioneer in promoting sustainable and environmentally friendly practices. The campaign provides the brand with an opportunity to demonstrate its commitment to ethics. By communicating their environmental and community sustainability efforts through advertising, they attract environmentally conscious and community-focused consumers and contribute to the broader conversation on responsible consumerism.
3. **Engagement:** Nowadays, consumers actively seek interaction with the brands they like. Cheekbone Beauty's advertising campaigns leverage social media and other interactive platforms to create conversations with audiences, telling an emotionally resonant story with the goal of actively engaging customers in conversations about beauty and even environmental issues, building a relationship between the brand and its audience that goes beyond superficial aesthetic standards.
4. **Build brand value:** Cheekbone Beauty remains steadfast in its commitment to promoting diversity, sustainability, and ethical practices in the beauty industry. Advertising campaigns are a powerful platform to amplify these core values. By aligning the brand with social and environmental causes, Cheekbone Beauty not only attracts socially conscious consumers but also positions itself as a force for positive change.

## ADVANTAGES AND DISADVANTAGES

### ADVANTAGES:

1. **Awareness and Education:** The campaign was successful in increasing public awareness of the problems with water contamination that Canada's Indigenous communities face. It raised public awareness of an issue that had gone unnoticed and unreported.
2. **Innovative Approach:** The lip gloss set's usage of tainted water was an inventive and creative way to highlight how serious the problem is. It drew interest and elicited a powerful emotional reaction.
3. **Media Coverage:** The campaign received a great deal of media attention, appearing in more than 100 magazines and news sources. This thorough coverage increased the campaign's overall impact by reaching a large audience.
4. **Partnership with Sephora:** Working with a well-known cosmetics giant like Sephora helped raise money for Water First while also giving the campaign more legitimacy. A sizable donation that might be used to address the water shortage was the outcome of the relationship.
5. **Empowerment Through Training:** The campaign's proceeds went towards teaching young people in Indigenous communities how to operate licensed water treatment plants. This campaign element addresses the issue in addition to merely increasing awareness of it.

### DISADVANTAGES:

1. **Controversial Nature:** Some people could find it unpleasant or inappropriate, and the use of contaminated water in a beauty product could be controversial. This might trigger unfavorable responses or retaliation.
2. **Risk of Misunderstanding:** Some people may not instantly understand the campaign's critical message due to the misleading packing and beauty campaign aesthetics. It's essential to communicate clearly to prevent misconceptions.
3. **Limited Reach:** Even though the campaign had a large audience, it is possible that some people were not made aware of the message. The whole impact is reduced because not everyone uses social media or beauty campaigns.
4. **Sustainability of Impact:** Evaluating the campaign's long-term effects is crucial. While increasing awareness is an important first step, ongoing efforts are required to guarantee that the problem of water contamination receives continual attention and action.
5. **Potential for Backlash:** The promotion may be perceived by some as "guilt marketing" or as taking advantage of a serious situation for commercial gain. The

credibility of the campaign depends on controlling public opinion and responding to complaints.

### **Role of Advertising Agency**

The Cheekbone Beauty campaign has been developed for our target audience, ages 18-45. We focus on individuals who support inclusivity, diversity, sustainability, and social responsibility—prioritizing cruelty-free and natural beauty supplies, heightening brand loyalty through online social media platforms in online communities, for those intrigued by the Indigenous culture, advocating for social/environmental causes, and seeking meaningful content. Our audience will be middle to high-income earners across Canada, with the potential for international clients to make online purchases.

With a substantial budget of **\$1,325,000**, the campaign focuses on captivating content, strategic development, multi-media planning, and formulating a lasting brand impact.

Cheekbone Beauty's Unique Selling Proposition revolves around Indigenous storytelling, addressing social/environmental issues and cultural representation. The brand resonates with consumers seeking a profound connection with socially responsible brands.

#### Role of the Advertising Agency:

1. *Strategic Development:* Executing market research and designing innovative campaign concepts aligned with the brand's objectives.
2. *Creative Content:* Visually and emotionally capturing content that reflects diversity and empowerment.
3. *Media Planning:* Strategic placements in sufficient channels and leveraging social media platforms for maximum reach.
4. *Digital Marketing:* Optimizing online presence, executing targeted advertising, and producing impactful campaign launches.
5. *Brand Positioning:* Developing messages highlighting Indigenous, storytelling, and social accountability.
6. *Community Engagement:* Encouraging conversations, enabling user-generated content, and promoting active participation.

7. *Analytics:* Real-time website and social media monitoring and data analysis.
8. *Long-Term Brand Building:* Contributing to sustained brand growth and analyzing current market opportunities.

### **Advertising Appeal**

The advertising appeal used in the campaign Cheekbone Beauty was a very strong emotional appeal specifically the emotions of sadness and worriedness. The campaign showed the horrors of how over 100 indigenous communities that are within Canada do not have access to clean water. The beauty brand cheekbone was created as the world's first that is indigenous owned. They made the product Glossed Over which is lip-gloss that has been made with their dangerously contaminated waters.

The main reason for this was to ask Canadians the big question "Would you put this on your lips?" So, they partnered with Sephora to get the answers they were looking for. Cheekbone and Sephora launched this product to unsuspecting beauty influencers to talk about it. The influencers were absolutely stunned that the lip-gloss was made using contaminated water. The influencers told their mass audiences that something contaminated shouldn't be put on your lips, so why should others put it to theirs?

This campaign really makes you feel deeply saddened and worried for these indigenous communities. Out of all places, especially Canada you wouldn't think that there was a huge water problem. It makes us feel scared for the health and wellbeing for these indigenous communities and to help them out in any way possible.

The campaign was very successful as the influencers spread the word of how bad the crisis is. They gathered the masses and were able to raise well over \$45,000 and counting for a non-profit organization Water First. This organization is using 100% of the money raised to get clean and safe water for the indigenous communities.

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# PART 2: Create a script, storyboard, and 1–2-minute TV/Video advertisement extension

## TV Ad Script

In the heart of this great nation, where nature's beauty thrives, a somber reality shrouds the lives of our indigenous communities. For generations, they have endured the unimaginable – contaminated water flowing through their homes and lives. Water, the lifeblood that sustains us all, should be pure and safe. But for far too many, it's a daily struggle for survival. It's time to turn the tide. Cheekbone Beauty, in alliance with compassionate hearts across the nation, is committed to addressing this critical issue. The “Glossed Over” line serves as a powerful symbol of advocacy and support for indigenous communities facing water contamination challenges.

This isn't just their fight; it's our fight. Every drop of water connects us, regardless of where we call home. By joining hands, we can create a ripple of change. Together, we can ensure clean water flows in every indigenous community across Canada.

Will you stand with us? Will you be the voice that echoes across this great nation? Let's ignite a movement, a movement that heals the past, safeguards the present, and builds a brighter future for all.

Join Cheekbone Beauty and be the turning point. Together, we can change lives, one drop at a time. Visit our website or call now to learn how you can make a difference. Together, we can create a wave of change that will last for generations to come.

Clean water for all.

# Storyboard

Shot: 1



- Shot of a serene lake surrounded by lush forests.
- Indigenous community members seen going about their daily lives, showing a sense of unity and resilience.

Traditional Indigenous music playing

Fade transition to next slide

Shot: 2



- Close-up shot of a tap turning on.
- Instead of clean water, brown, murky liquid fills a glass.
- Distressed expressions on the faces of community members as they struggle with the contaminated water.

The sound of rushing water

Water drop transition to next slide

Shot: 3



- Wide shot of diverse individuals holding hands, forming a human chain.
- People from diverse backgrounds come together, symbolizing unity and collective action.

The Indigenous singing in background

Overlay transition to next slide

Shot: 4



- Close-up shots of determined individuals looking directly at the camera.
- People actively taking part in advocacy, signing petitions, attending rallies, and spreading awareness on social media.

Background noise of the rally

Slide transition to next slide

Shot: 5



- Celebratory scene with community members and supporters.
- People celebrating clean water initiatives, such as building wells and supplying access to clean water.

All the Indigenous communities cheering

Slow wavy fade to black

Shot:

Action

Dialogue

FX

Shot:

Action

Dialogue

FX

Shot:

Action

Dialogue

FX

## Uploaded TV Ad



Brand: Cheekbone Beauty

Campaign: Glossed Over

Link: <https://youtu.be/mMjyT8TwWro>

# PART 3: Your choice of a radio script and audio advertisement or digital banner advertisement storyboard or social media post

## Radio Ad

Cheekbone Beauty, working closely with the indigenous people. For generations, indigenous communities have endured contaminated water. Water should be pure for all, yet too many struggle just to survive. This isn't their fight alone - we are all connected by every drop. Join us to ensure clean water flows everywhere in Canada. Be the voice that brings hope and change. Together at Cheekbone Beauty and Sephora we can create a wave that transforms lives, one community at a time. Clean water for all starts with all of us.

## Uploaded Radio Ad

[Radio Ad Seneca link](#)