

# Rare Beauty

BY SELENA GOMEZ

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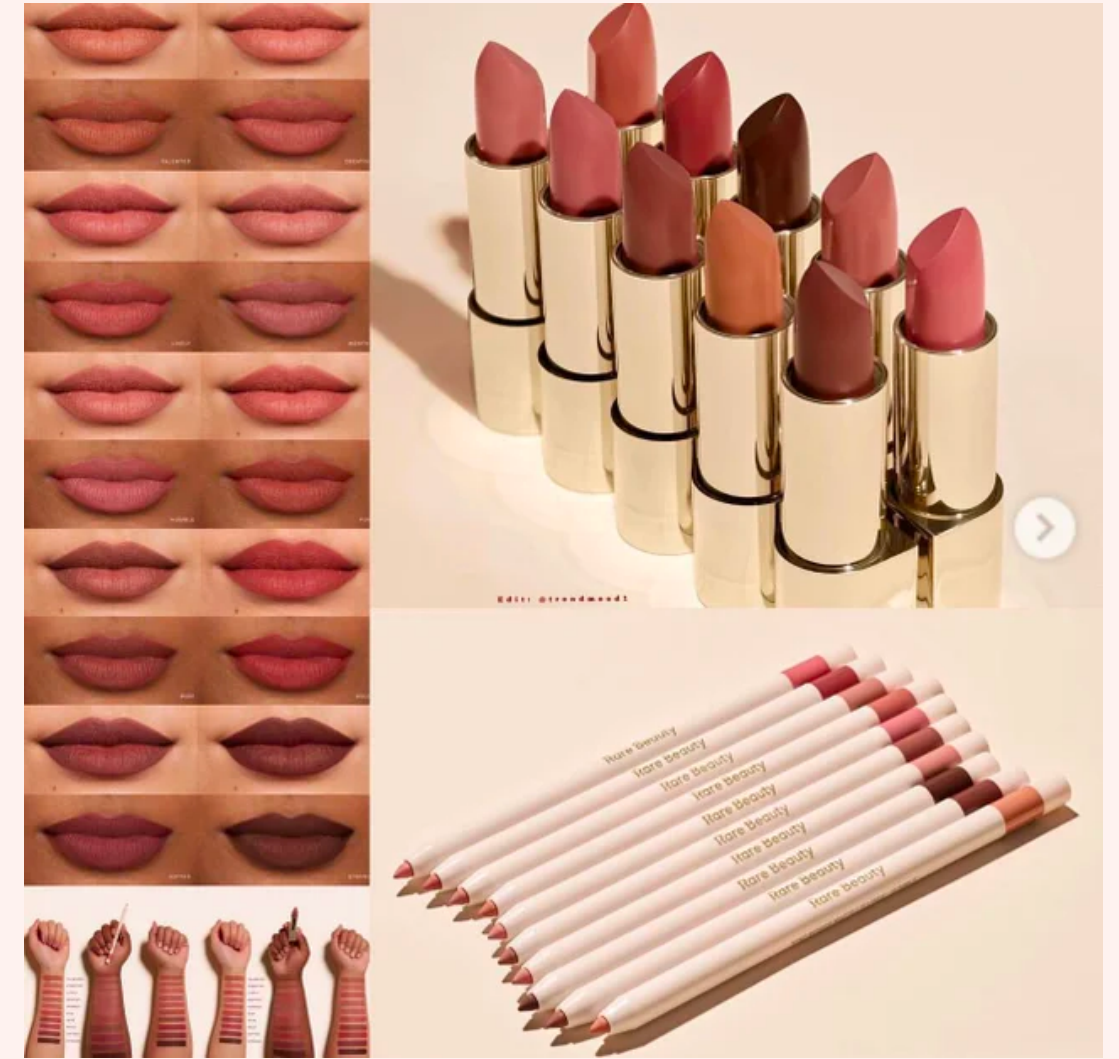
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- Target publics and stakeholders
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- Tactics
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# Our Goal Statement

*Awareness of Rare Beauty's accessibility and inclusivity as the core of its practices as a cosmetics brand must be refreshed.*





# General Goals

1

To adequately represent individuals with physical disabilities in the brand's marketing.

2

To specifically create and promote accessible packaging for the products.

3

To promote the brand's mission further, ensuring its products are upholding its claims of inclusivity.

5

To amplify the voices of individuals with physical disabilities within the beauty industry.

4

To position Rare Beauty as the most physically accessible and easy-to-use beauty brand in the industry.

# Our Objectives

## *Informational*

Increase public awareness of Rare Beauty's accessibility and inclusivity goals and efforts by 60% by July 2023.

## *Attitudinal*

Create a supportive attitude towards the need for accessible packaging in the beauty industry, reaching favourable views of 98% by July 2023.

## *Behavioural*

Employ at least three influencers, models, and or ambassadors of varying physical abilities for the brand by July 2023.

## *Behavioural*

Ensure manufactured products with physical ability in mind within the beauty industry rises to 7% by July 2023.

## *Behavioural*

Have at least 100,000 individuals using the #MyRareAbility on various social media platforms (e.g. Instagram, Twitter) by July 2023.

# Target Publics and Stakeholders

General  
Beauty  
Consumers/  
Community

Physically  
Challenged  
Make-Up  
Users

Beauty  
Industry and  
Media

Employees in  
the Rare  
Beauty Team

# Key Messages



Rare Beauty is an inclusive brand for people of all physical and mental abilities.

Your abilities are what make you Rare

Rare Beauty is striving towards creating universally accessible and inclusive packaging

Rare Beauty is committed to upholding and responding to the accessibility needs of diverse people



# Our Tactics





# Tactic 1. Media Release #1



## Media Release

THURSDAY, 6 OCTOBER, 2022 | FOR IMMEDIATE RELEASE

### Rare Beauty celebrates disabilities with new social media campaign

Rare Beauty is launching #MyRareAbility to raise more awareness and celebrate those with physical and mental disabilities. This social media campaign is in line with the company's mission to "delight, empower and inspire." This was done to propel the company's vision in creating a safer and more inclusive space that welcomes those with all their imperfections and individuality, from gender to sexuality, race and ability.

**Rare Beauty CEO Selena Gomez** said this campaign to not only highlight her company's new inclusive packaging but also give an opportunity for people to share their stories with the help of their products.

"Social media has always been a place of social and political advocacy, to raise awareness of issues and communities that are seen in the mainstream media. Why not use this as an opportunity to shine on the voices of those with disabilities," she said.

According to the World Health Organisation, 15% of the world's population suffer from some form of disability. That is 1 billion people. Unfortunately, "disability is a human rights issue" where they are often subjected to acts of violence, discrimination, stigmatisation and abuse. They often face barriers to their healthcare, social, emotional and physical needs.

The World Health Organisation said that disability inclusion is vital to creating better well-being as those with disability are:

- "4 - 10 times more likely to experience violence"
- 3 times more likely to be denied health care
- 4 times more likely to be treated horribly by the healthcare system
- 50% more likely to suffer catastrophic health expenditure

"As someone with a physical and invisible disability (lupus), I understand how it feels for my needs to be dismissed and ignored, especially by others and myself," said Gomez. "Hence, through our products and social media campaign, I want to promote compassion towards others' unique abilities and, most importantly, to our own too."

ENDS

Rare Beauty Support Team: 1-888-892-RARE (7273), Monday-Friday, 7am-4pm PT

Contact: [media@rarebeauty.com](mailto:media@rarebeauty.com)

Social media: @rarebeauty

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[www.rarebeauty.com](http://www.rarebeauty.com)

- Social Media Campaign #MyRareAbility to share disability stories through our products
- Emphasises importances of disability inclusivity through disability statistics
- Quotes from Selena Gomez about physical and invisible disability

This allows media outlets to create personable and socially important news stories



# Tactic 2. Backgrounder

●●● Rare Beauty has produced cosmetics appropriate for all skin tones since we embrace difference and individuality. A total of 48 shades ensures you'll discover the perfect match.



●●● Rare Beauty provides vegan and cruelty-free products, and uses 100% recyclable boxes created from materials obtained ethically.



●●● With the aim of raising \$100 million over the following ten years, the Rare Impact Fund was created to give people access to mental health therapies.



THURSDAY, 6 OCTOBER, 2022 | FOR IMMEDIATE RELEASE

### What is Rare Beauty?

Rare Beauty is a makeup brand officially released on the 3rd of September 2020 by Selena Gomez, who is a singer, songwriter, actress and disability and mental health advocate. What makes Rare Beauty different from other celebrity beauty brands in general, is Rare Beauty features makeup made to feel good in, without hiding what makes you unique. Being true to who you are rather than being someone else is what Rare Beauty stands by.

### Everyone is Rare

Diversity and uniqueness are important to the company, which is why Rare Beauty has launched cosmetics suitable for all skin tones. With a total of 48 different shades, you are guaranteed to find your perfect match. It has never been easier for you to find their shade range, Rare Beauty offers an option to help find your shade by asking a series of questions on the Rare Beauty website. Following the questions on your skin's undertone colour, you are asked to select the group that most accurately describes your skin tone, which can range from light to dark. Rare Beauty will provide you with the products that best suit your replies based on them.

### Environmental Impact

In late 2021, Rare Beauty plans to gradually introduce packaging from post-consumer recycled materials to eliminate waste. Currently, Rare Beauty uses 100% recyclable boxes made from responsibly sourced, FSC-certified materials, and printed with water-based ink. Rare Beauty uses cruelty-free and vegan products, certified by PETA's Global Beauty Without Bunnies. Each product is formulated with sensitive skins in mind and is dermatologist tested. Rare Beauty is partnered only with Cosmetic GMP Certified Suppliers to help ensure product safety, quality, and consistency.

### Rare Impact

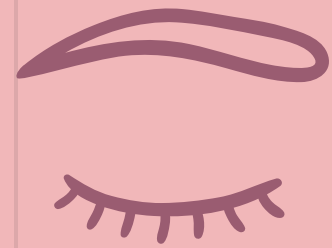
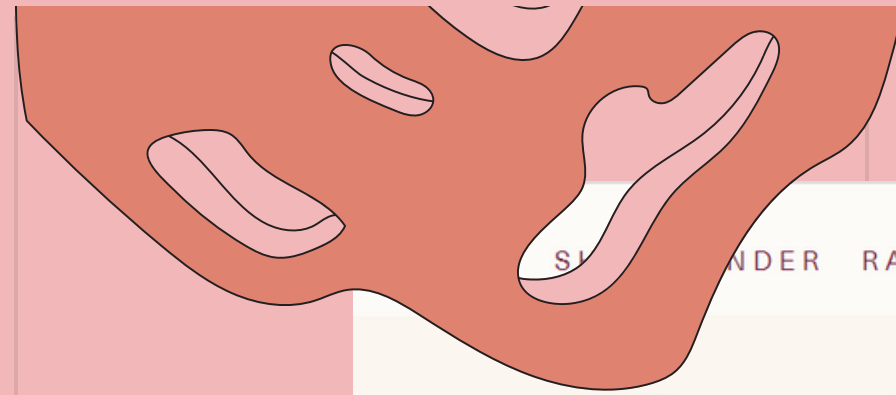
Rare Beauty is more than just a beauty brand, but also created to make an impact. In 2020, Selena Gomez created the Rare Impact Fund, which was launched with the intention of raising \$100 million over the next 10 years towards giving people access to mental health services. One percent of Rare Beauty's annual sales will go directly to the Rare Impact Fund to help reach this goal. Rare Beauty currently has 11 different partners and supports local, national, and global organisations. 100% of their donations are directed to their grantees and strategic initiatives.

### ENDS

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# Tactic 3. Vision Statement



SLIMMER RARE IMPACT


## Rare Beauty

Search    

### Our Vision

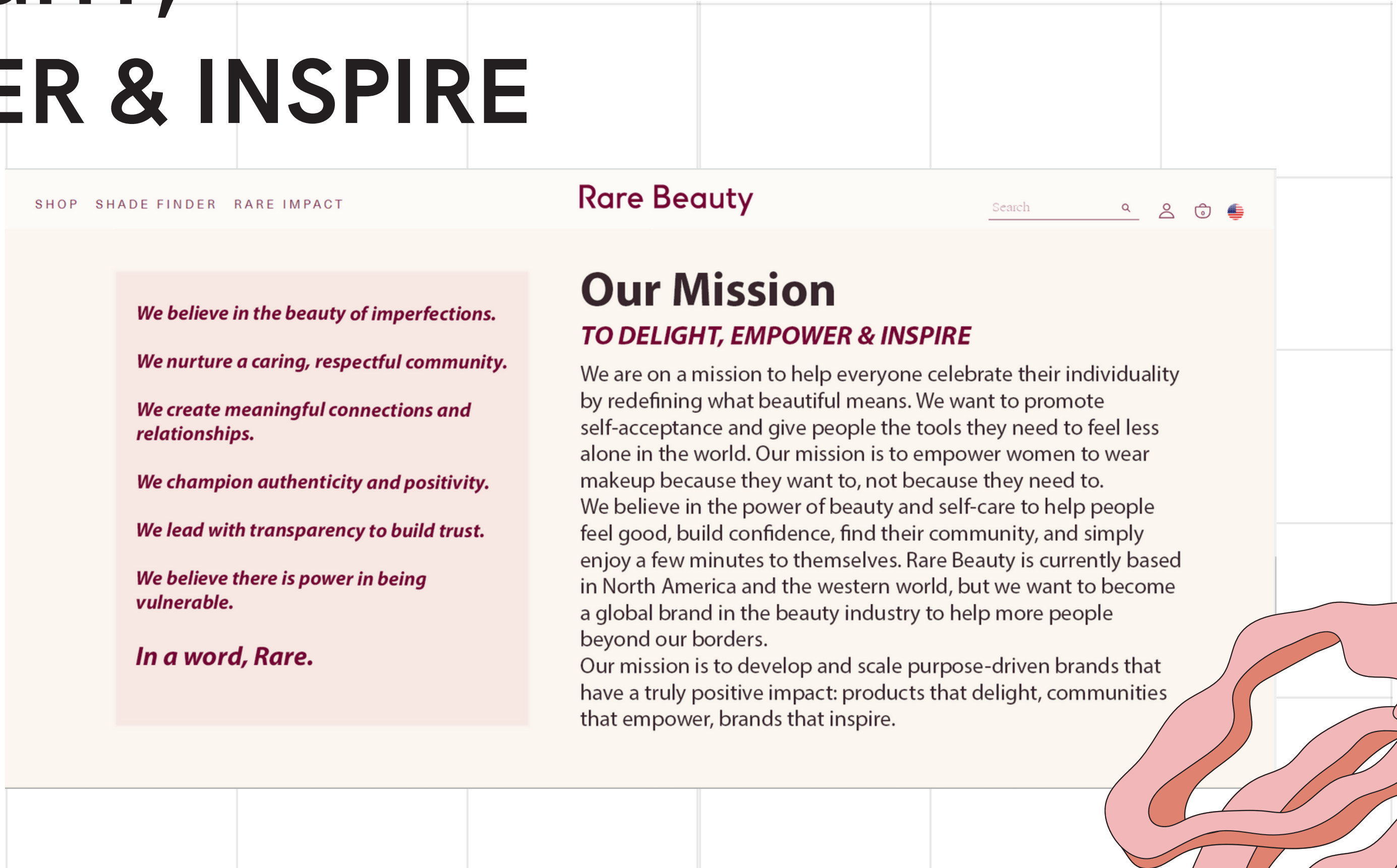
*"Rare Beauty is not about being someone else, but being who you are."*

Our vision is to create a safe, welcoming space in beauty—and beyond—that supports mental well-being across age, gender identity, sexual orientation, race, cultural background, physical or mental ability, and perspective. Rare Beauty makeup is made to feel good in, without hiding what makes you unique. We want to break down unrealistic standards of perfection and make an impact to stop comparing ourselves to each other and just start embracing our own uniqueness.



# TO DELIGHT, EMPOWER & INSPIRE

## Tactic 3. Mission Statement



SHOP SHADE FINDER RARE IMPACT

Rare Beauty

Search

**Our Mission**  
***TO DELIGHT, EMPOWER & INSPIRE***

We are on a mission to help everyone celebrate their individuality by redefining what beautiful means. We want to promote self-acceptance and give people the tools they need to feel less alone in the world. Our mission is to empower women to wear makeup because they want to, not because they need to. We believe in the power of beauty and self-care to help people feel good, build confidence, find their community, and simply enjoy a few minutes to themselves. Rare Beauty is currently based in North America and the western world, but we want to become a global brand in the beauty industry to help more people beyond our borders. Our mission is to develop and scale purpose-driven brands that have a truly positive impact: products that delight, communities that empower, brands that inspire.

*We believe in the beauty of imperfections.*

*We nurture a caring, respectful community.*

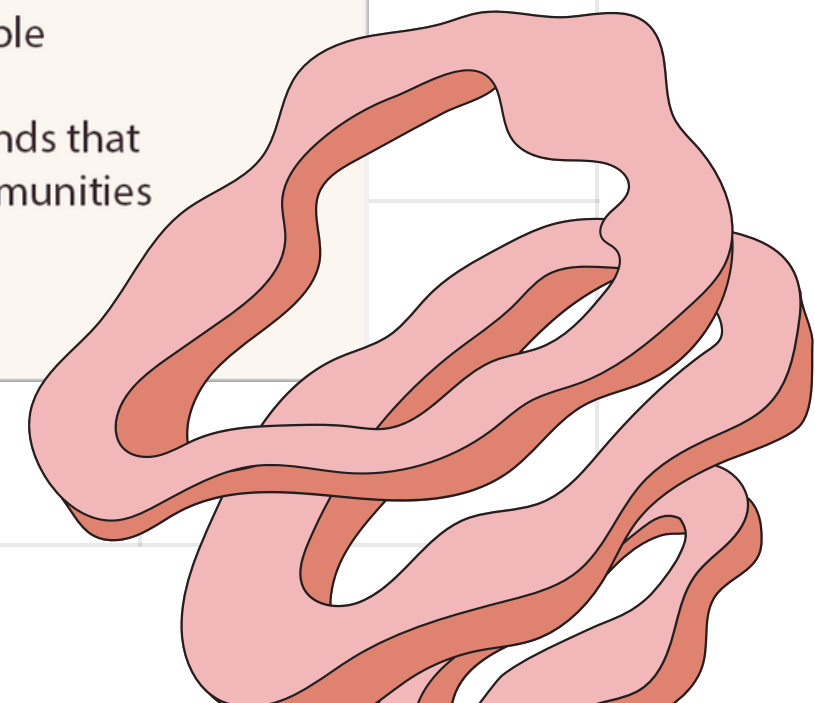
*We create meaningful connections and relationships.*

*We champion authenticity and positivity.*

*We lead with transparency to build trust.*

*We believe there is power in being vulnerable.*

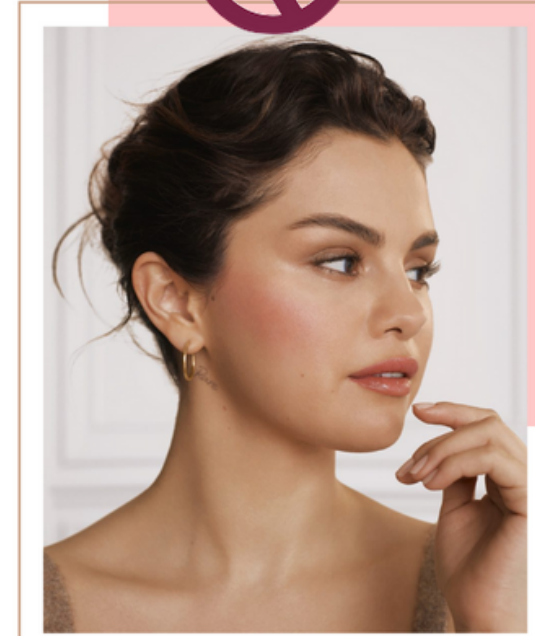
*In a word, Rare.*



# Tactic 4. Profile Article on CEO/Founder

*"I think Rare Beauty can be more than a beauty brand-it can make an impact. I want us all to stop comparing ourselves to each other and just start embracing our own uniqueness."*

Selena Gomez  
Founder of Rare Beauty



Selena Marie Gomez, the founder of Rare Beauty, is a popular American singer, songwriter, and actress who has garnered a legion of supporters. With over 364 million online followers on Instagram, Gomez aims to be a positive influence within the beauty landscape, helping people like herself feel comfortable and confident.

Since the age of 7, Gomez was already working as an actress, situated constantly in the hair and makeup chair. Through this experience, she had learnt vital lessons about the beauty space, feeling crowded and peeved by the unrealistic messages that pervaded her daily life. Gomez wanted to create quality products that would revolutionise the current backwards notions of what being beautiful means; to change the narrative and knockdown outdated beauty norms.

Furthermore, Gomez's own struggles with lupus; an inflammatory, autoimmune disease which causes damage to the joints, kidney, heart, and lungs. Lupus causes flare ups and episodes in which she experiences extreme fatigue, excruciating pain, and tremors. Since 2015, she has been very transparent with this debilitating disease; from posting about her kidney transplant and sharing her chemotherapy treatments, Gomez raises awareness about her disability and how it has affected her.

With such a background, Rare Beauty's brand strives to incorporate Gomez's vision of inclusivity and accessibility. With products that not only enhance one's beauty but are easily accessible, the brand aims to provide tools for people to feel comfortable being them.

ELLE

# Selena Gomez



Founder of Rare Beauty

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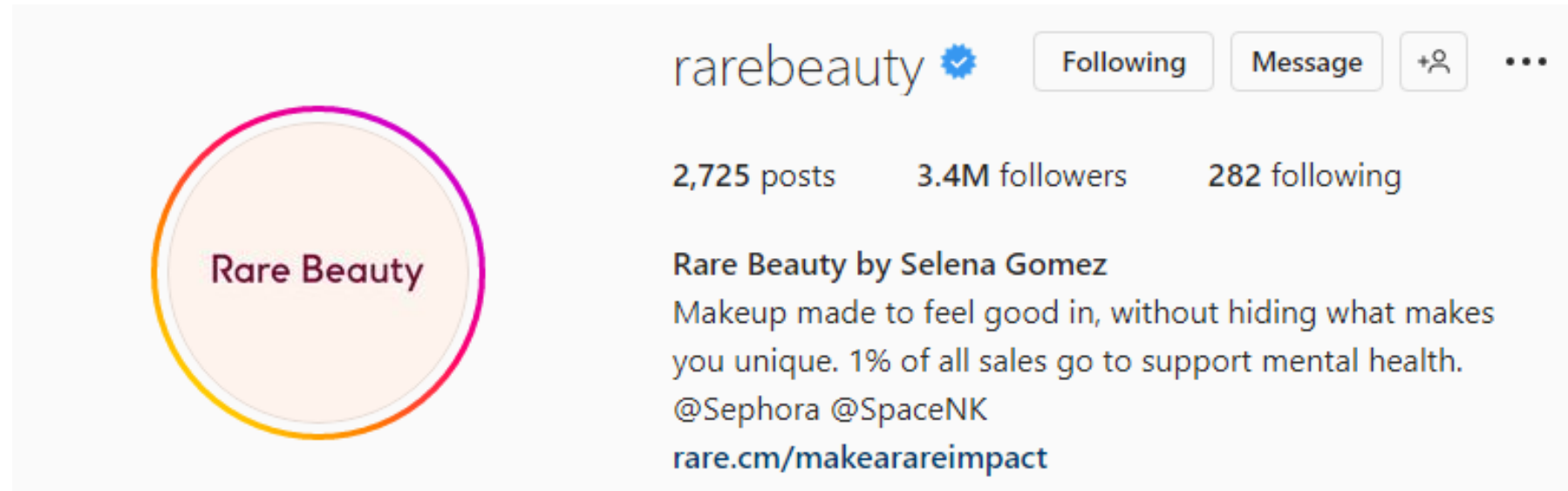
Rare Beauty is a brand with lots of heart. Created as a result of Gomez's personal dispositions, it comes from a place of love and support. Mental health remains something personal to her; figuring out how to manage her own mental health has always been an uphill struggle, and she hopes she can help others work on it too. With this motive, Gomez shares her own story through her brand, connecting more people to resources that may support them.

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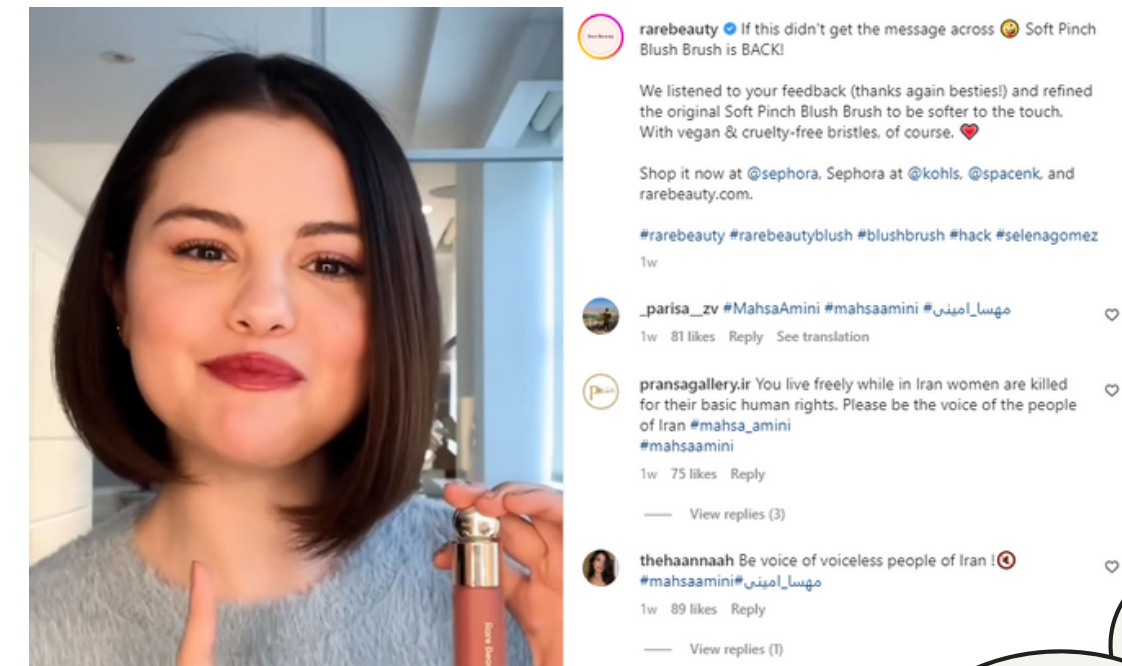
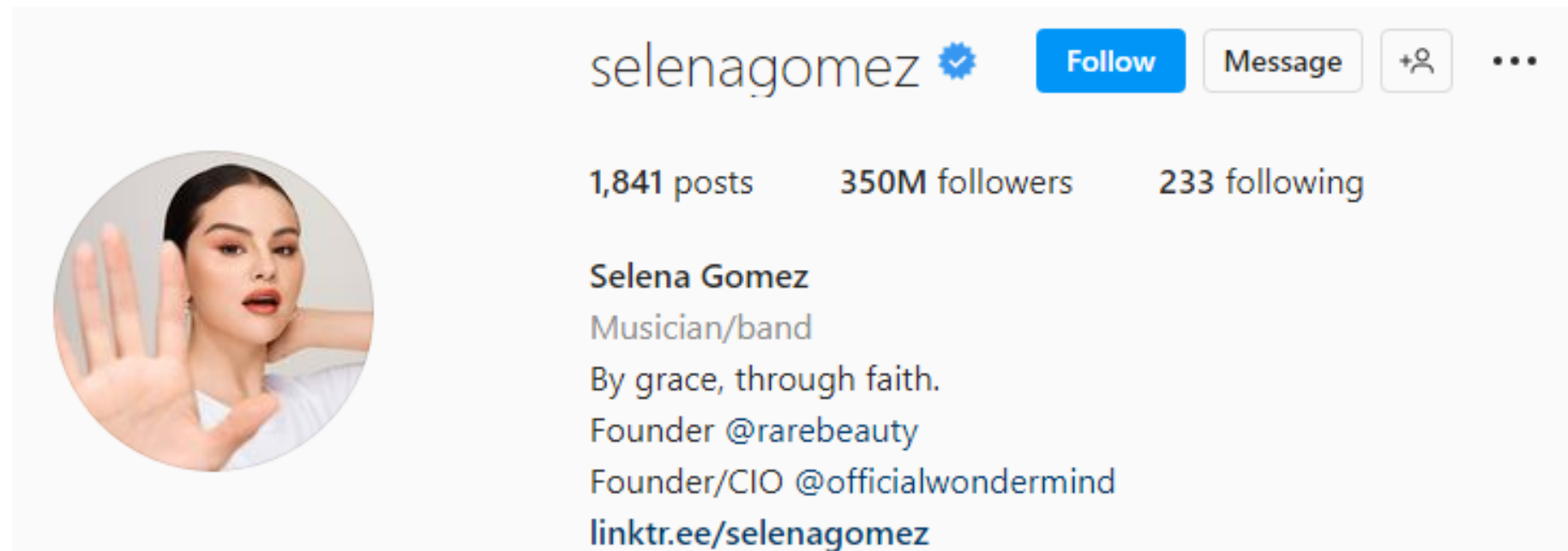
*"I think Rare Beauty can be more than a beauty brand-it can make an impact. I want us all to stop comparing ourselves to each other and just start embracing our own uniqueness."*

# Tactic 5. Social Media Campaign



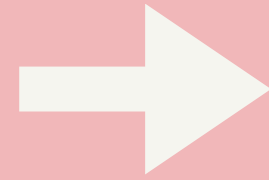
## #MyRareAbility

Selena Gomez will personally launch this campaign

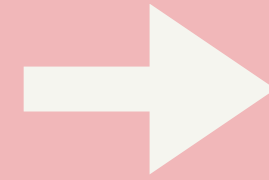


# Social Media Influencers

Post video following Gomez's exemplar



Speak about their personal experiences



Share **5x** posts & stories involving Rare Beauty products

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Bernadette Hagans  
33k Followers

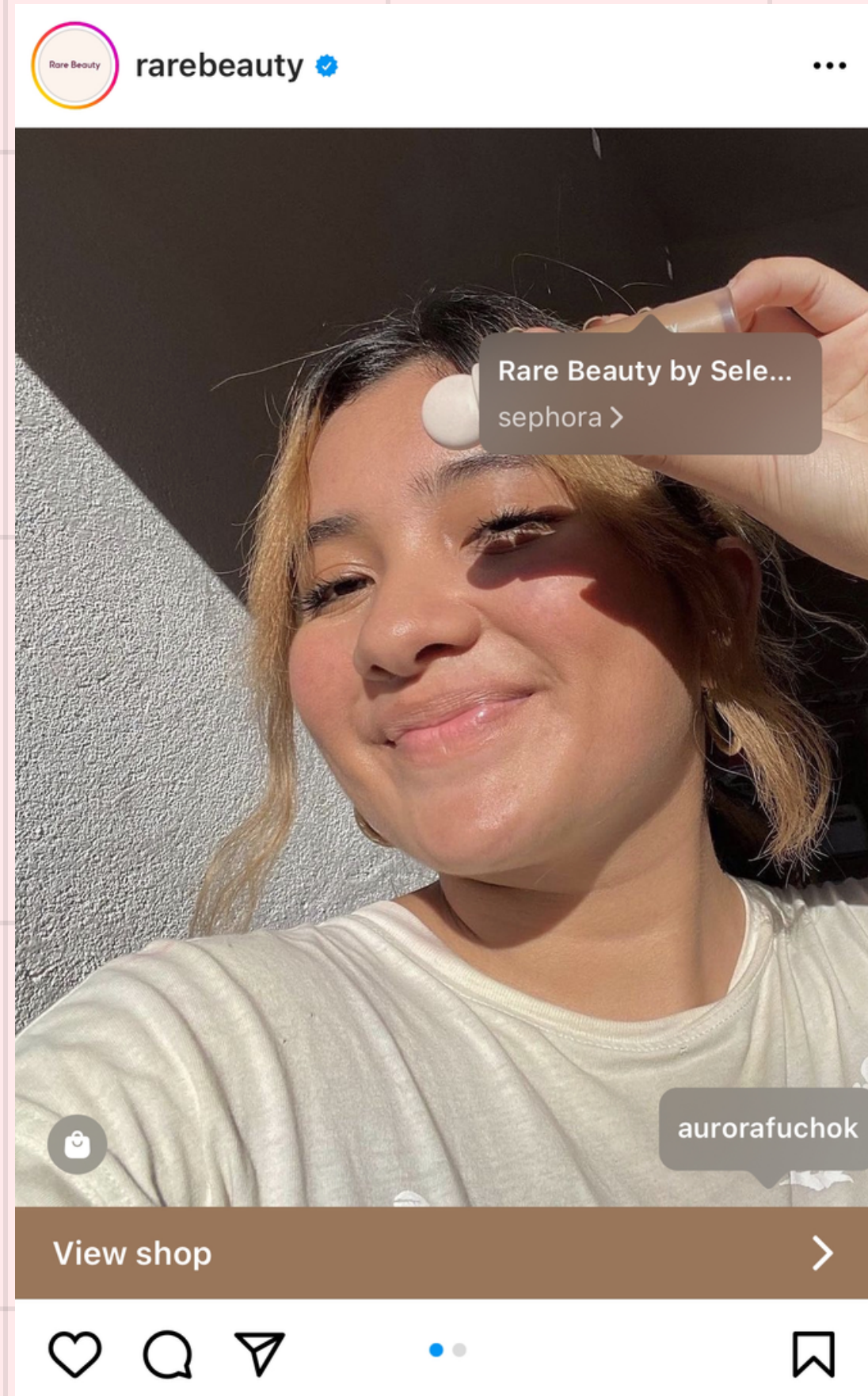


Aaron Philip  
213K followers

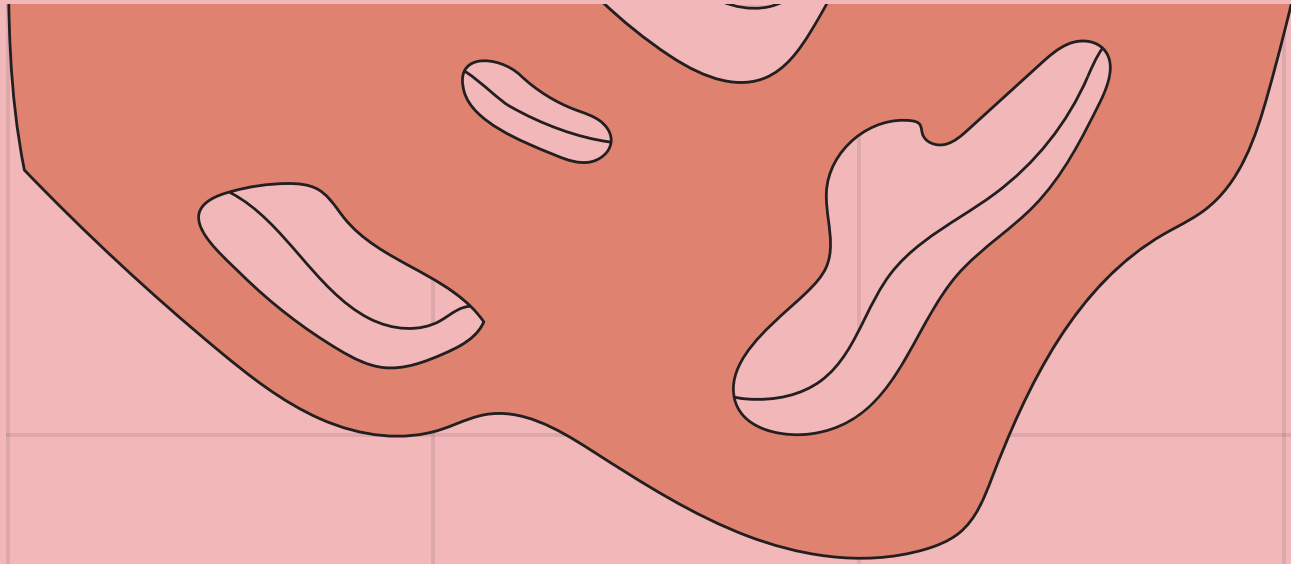


Ellie Goldstein  
87.1K followers



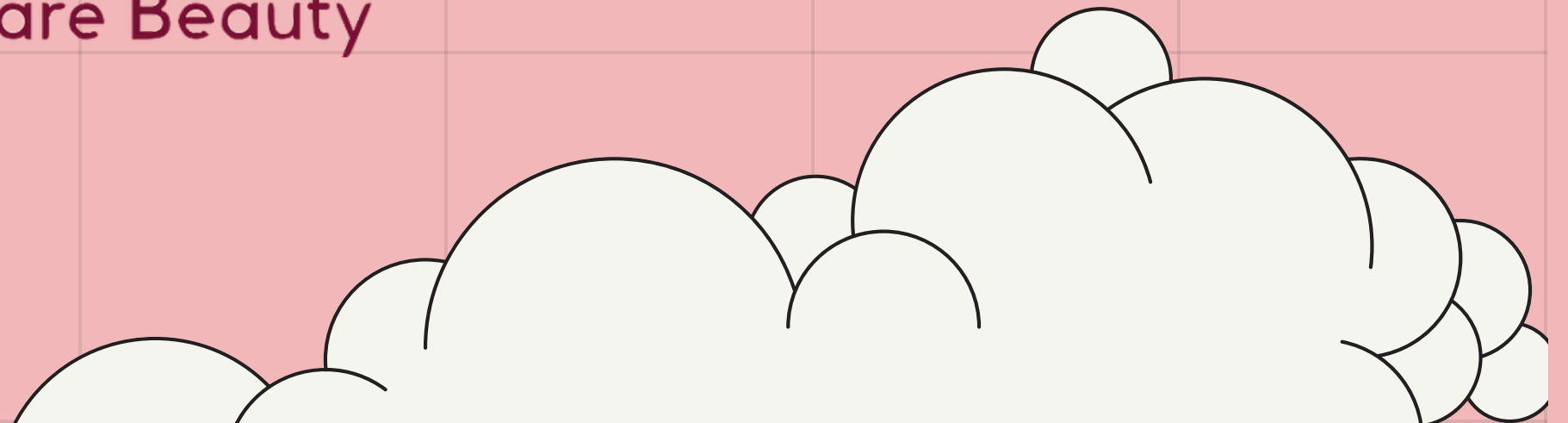


- 5 Instagram posts & stories involving our products
  - Context and caption is dependent on influencer
- Posted within the Sept-Jan
- **#MyRareAbility** must be included in the caption
  - Must tag the products
  - Must tag @rarebeauty



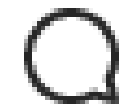
**#MyRareAbility**

**Consumer Involvement**





USERNAME\_HERE



Tactic 6. An issues billboard for a strategic location



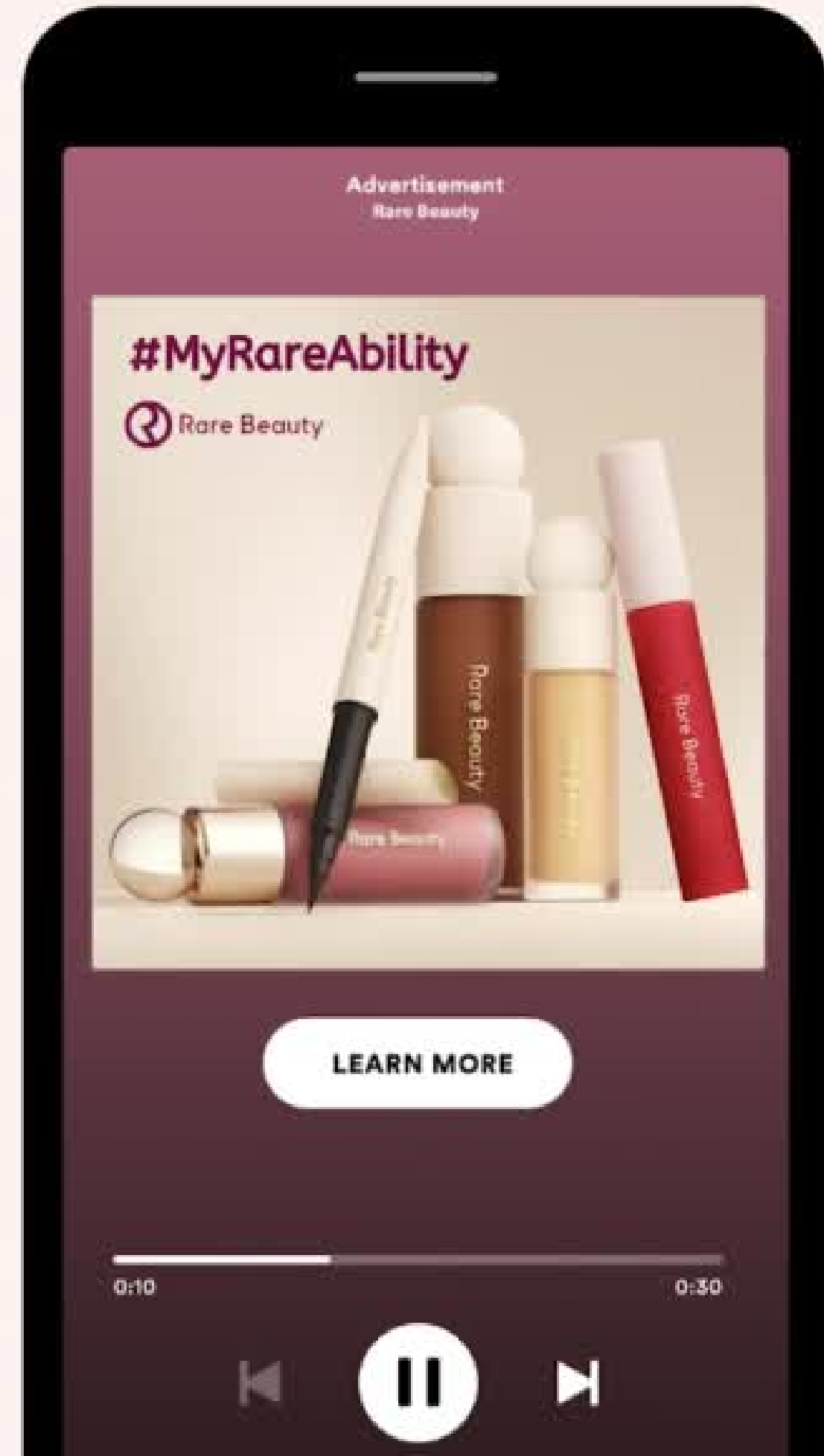






# Tactic 7. Our audio advocacy ad

A Spotify Ad that promotes the *#MyRareAbility* social media campaign.





# Tactic 8. Media Release #2



## Media Release

MONDAY, 31 JULY, 2023 | FOR IMMEDIATE RELEASE

### Rare Beauty redesigns products for disability needs

Rare Beauty is updating existing designs to be more accessible for those with physical disabilities after suggestions were received from the general public.

These changes were implemented after comments and reviews were given under the #MyRareAbility campaign, which aimed to open up communication with the public directly and listen to what design features were currently lacking and what would help them more.

With the launch of these design updates, **Rare Beauty CEO Selena Gomez** says that Rare Beauty is continuing to work towards being a more universally accessible brand, for people of all mental and physical abilities.

**I** "The initial designs were made with ease-of-use in mind, and had features that helped me personally. But Rare Beauty should also be able to help people with a wider variety of needs, and these were the improvements made to reflect that," said Gomez.

"Makeup should be inclusive. We're helping push that idea by changing our designs. Everyone deserves to find something that they can feel comfortable with and makes life just that bit easier."

Altered design features include matte packaging on tubes to give them better grip and make them easier to unscrew with one hand, and makeup brush handles being wider and flared at the bottom to fit better in the hand. The rounded cap design on bottles has improved its shaping and size for people with dexterity issues, as well as tactile markers being placed on all products to help those with visual impairment to differentiate between items.

Changed features went through a detailed trial process, with multiple prototypes created and testing conducted by focus groups with a variety of physical disabilities and needs.

Previous designs will now be discontinued across all stores that carry the Rare Beauty brand, and replaced with the new designs moving forward.

ENDS

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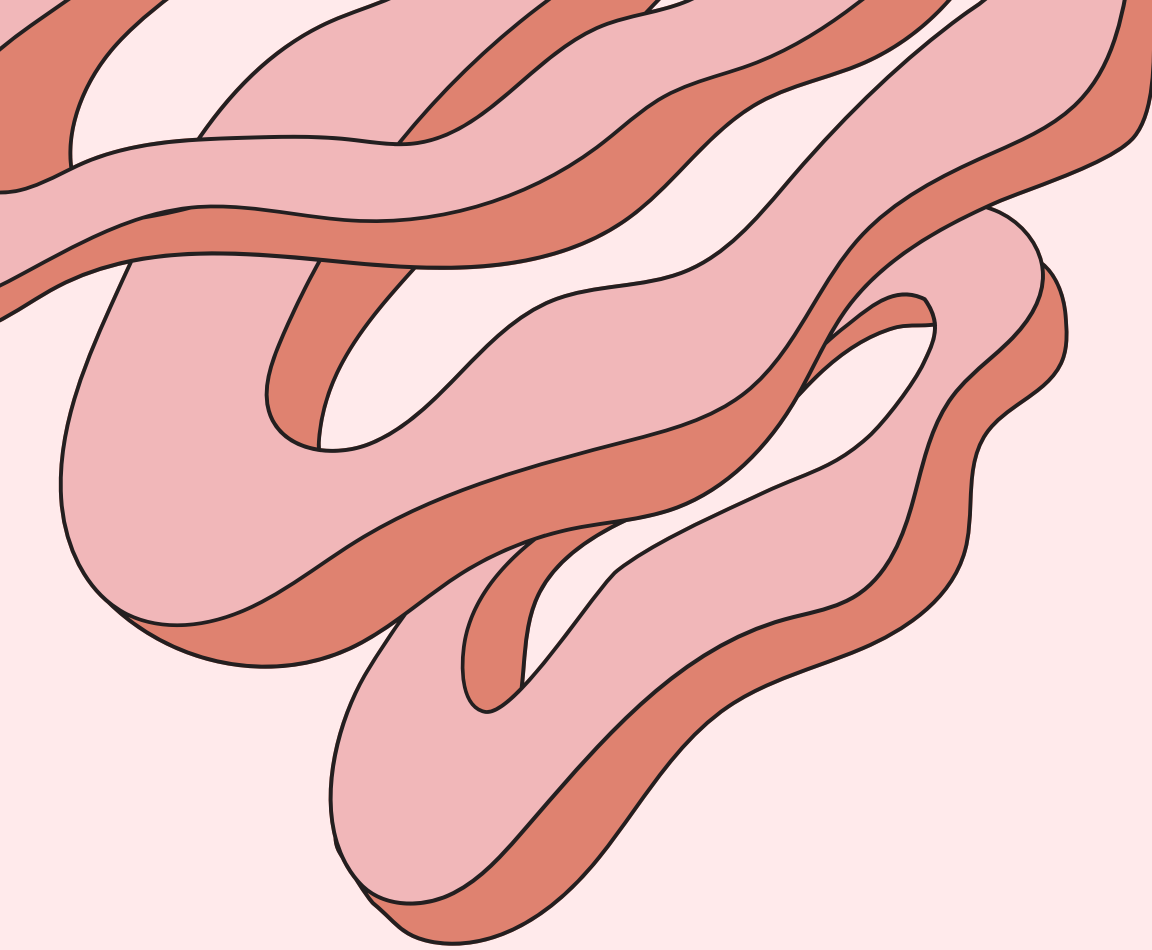
- Redesign of Rare Beauty's product packaging as a result of #MyRareAbility
- Emphasises open communication and implementation of public feedback
- Quotes from Selena Gomez about present and future accountability

This allow media outlets to create follow ups from the previous media release, completing the story.

# Evaluation

- 1. Increase public awareness of Rare Beauty's accessibility and inclusivity goals and efforts by 60% by July 2023**
- 2. Create a supportive attitude towards the need for accessible packaging in the beauty industry, reaching favourable views of 98% by July 2023.**
  - Monitor posts, media reach, impressions
  - General survey
- 3. Employ at least three influencers, models, and or ambassadors of varying physical abilities for the brand by July 2023.**
  - **Measured early into campaign**
- 4. Ensure manufactured products with physical ability in mind within the beauty industry rises to 7% by July 2023.**
  - P&G investigative research report
- 5. Have at least 100,000 individuals using the #MyRareAbility on various social media platforms (e.g. Instagram, Twitter) by July 2023.**
  - Statistics available on respective social media





# Thank you!

