



# Rare Beauty

## COMMUNICATION STRATEGY PLAN

Accessible Products and #MyRareAbility

# TABLE OF CONTENTS

<b>INTRODUCTORY INFORMATION .....</b>	<b>2</b>
<b>Executive Summary .....</b>	<b>2</b>
Aims .....	2
<b>RESEARCH AND ANALYSIS .....</b>	<b>3</b>
<b>Background .....</b>	<b>3</b>
<b>Situation Analysis .....</b>	<b>4</b>
<b>Research Findings .....</b>	<b>4</b>
Primary Findings Rare Beauty Makeup Survey .....	4
Secondary Findings .....	5
<b>STRATEGY DEVELOPMENT.....</b>	<b>6</b>
<b>Goals .....</b>	<b>6</b>
<b>Objectives .....</b>	<b>6</b>
<b>Publics and Stakeholders .....</b>	<b>7</b>
<b>Key Messages .....</b>	<b>7</b>
<b>Tactics .....</b>	<b>7</b>
<b>Third-Party Actions .....</b>	<b>8</b>
<b>Risk Management.....</b>	<b>8</b>
<b>Ethical Considerations .....</b>	<b>8</b>
<b>Budgeting .....</b>	<b>8</b>
<b>IMPLEMENTATION .....</b>	<b>9</b>
<b>Project Management .....</b>	<b>9</b>
<b>Timing .....</b>	<b>10</b>
<b>EVALUATION AND ADJUSTMENT .....</b>	<b>11</b>
<b>REFERENCE LIST.....</b>	<b>12</b>

# INTRODUCTORY INFORMATION

## Executive Summary

Rare Beauty is a beauty makeup brand founded by popular singer, song-writer, and actress Selena Gomez (Rare Beauty, 2022). Rare Beauty believes in the beauty of imperfections and embracing one's uniqueness, with the brand's core mission to help celebrate individuality by redefining the pre-existing notions surrounding beauty and perfection; as the tagline states, *"You are Rare"*.

With inclusivity being the brand's core value, Rare Beauty aims to promote self-acceptance and assist in self-expression for those from all walks of life. The brand prides itself in its goals to create an impact by nurturing a safe and accepting community; with the brand hosting its very own mental health campaign, having an impressive skin-shade range, and its products boasting supposed accessible packaging, it is absolutely vital for such feats to be at the forefront of Rare Beauty's brand.

This document outlines the Rare Beauty Communication Strategy Plan, providing details as to how the brand shall redefine and refresh its unique identity and vision of inclusivity for its consumers, therefore ensuring high awareness and visibility amidst the exceedingly competitive celebrity beauty industry. Rare Beauty will do this through extensive research regarding accessible packaging and advertising such through the social media campaign #MyRareAbility.

## Aims

The core aims of Rare Beauty are:

- To propel the brand's image of being the most inclusive makeup brand in the beauty space.
- To emphasise the inclusive nature of its products, giving the brand high relevance and visibility.
- To boost the confidence of their consumers through its products, celebrating the importance of individuality.
- To encourage open dialogue with targeted consumers.

# RESEARCH AND ANALYSIS

## Background

Though officially released to the market on the 3rd of September 2020, the launch of Rare Beauty was first teased on Gomez's personal Instagram account to her 344 million followers, accumulating mass traction towards the brand (Figure 1, 2020).

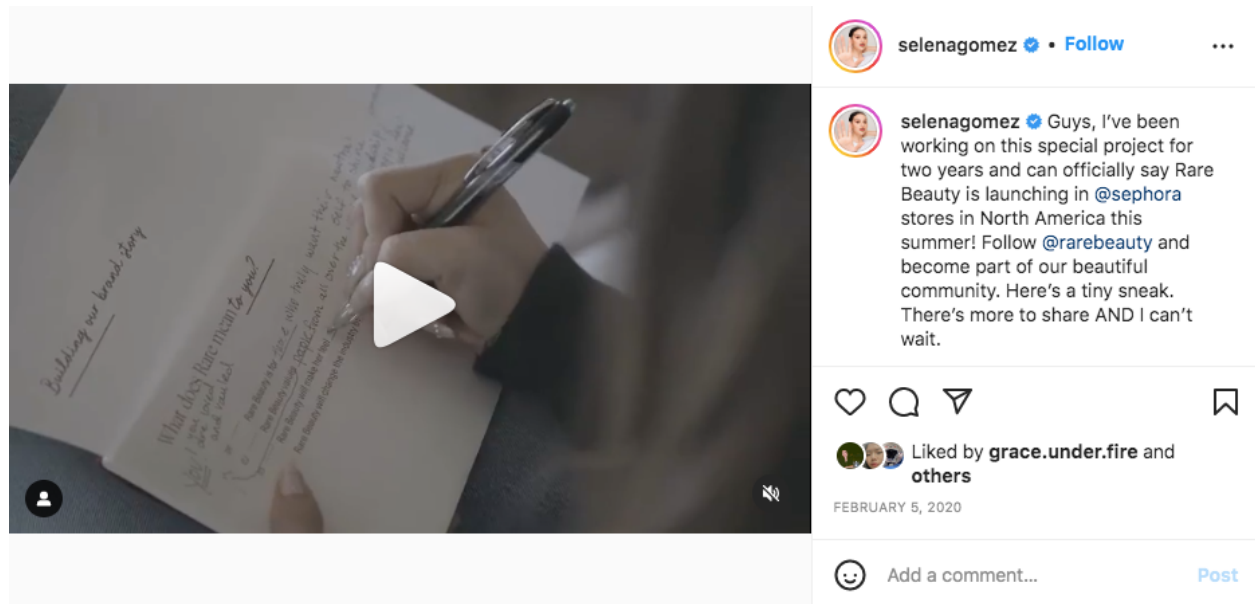


Figure 1 - Video promotional teaser for Rare Beauty's official launch, Instagram, 2020

*"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, 2022*

Gomez describes how embracing uniqueness and being comfortable in one's self-acclaimed identity are her own core values that she wants to extend into her brand; as Gomez stated, *"I just want to be me... Rare Beauty isn't about how other people see you. It's about how you see yourself"* (Figure 1, 2020). Thus, the brand aims to create tools in order to redefine the unrealistic and backwards standards of perfection (Rare Beauty, 2022). As a result of her transparency regarding her lupus diagnosis and mental health issues, Rare Beauty's vision is profoundly refreshing and extraordinary.

## Situation Analysis

With its mission in mind, Rare Beauty has most certainly solidified its position in the beauty industry as an all-inclusive make-up brand, however there remains a lot of room for improvement, specifically in regards to involving individuals with physical disabilities in their branding and promotions.

Despite such efforts, minimal has been done to address Rare Beauty's inclusion of those physically impaired. Essentially, the aspect of physical accessibility and disability representation being an important part of the brand's creation has been rather neglected, with no physically challenged model or influencer shown on its website or advertisements (Rare Beauty, 2022).

Furthermore, the brand has yet to conduct adequate research into ensuring their packaging design is accessible; though individuals with dexterity challenges have stated the rounded edges of the products make it easier to use (RawBeautyKristi, 2022), no official testing has confirmed such claims (Rare Beauty, 2022). Rare Beauty has since released a statement assuring that testing will be conducted in the future; *"Ease of use and inclusivity are highly prioritized at Rare Beauty and it's something we're continuing to test and explore in the future."* (Rare Beauty, 2022).

Since this was released, there has not been any progress regarding their attempts to address this gap in their mission. This is a major concern as Rare Beauty's accessibility statement has yet to be properly addressed; *"Rare Beauty is committed to the principles of accessibility and inclusion"* (Rare Beauty, 2022).

In order to uphold this claim, this communication strategy plan has been created.

## Research Findings

### Primary Findings

#### [Rare Beauty Makeup Survey](#)

Through a survey conducted through Google Forms and circulated through social media platforms, over 80 individuals submitted answers regarding what they look for in makeup brands and how they feel towards accessibility in the beauty space. The questions also revolved around how participants found out about Rare Beauty and their sentiments surrounding the brand. Most people who participated in this survey were 18-24 years old and 68.6% of them identified as female (Rare Beauty Makeup Survey, 2022).

Results 74.4% of consumers value the reputation of the brand itself when looking for any beauty products, with 72.1% also voting that accessible packaging and easy application is vital to the products they purchase (Figure 2, 2022).

What do you tend to look for in any beauty product? TICK ONLY THREE.

86 responses

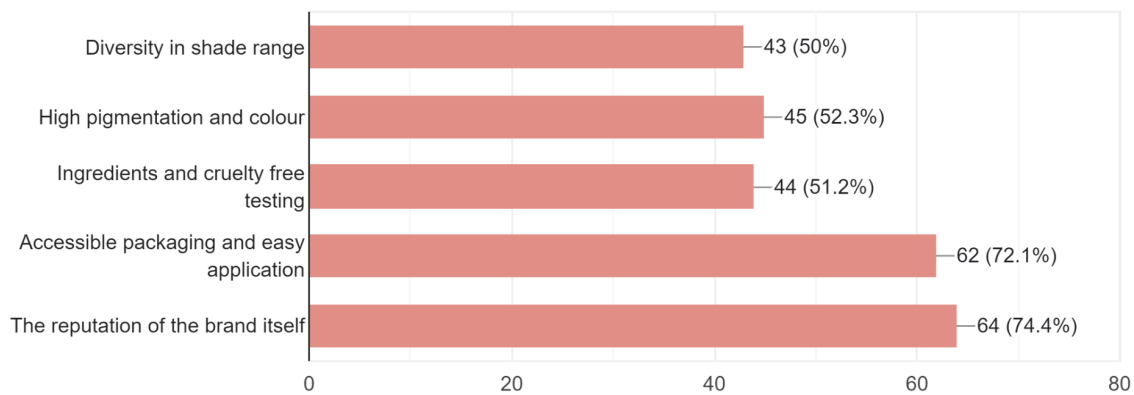


Figure 2 - Rare Beauty Makeup Survey Results, 2022

Furthermore, 82.7% of people expressed that those physically challenged are under-represented in the beauty industry. 94.3% of participants also believe accessible packaging is vital to the products they buy (Rare Beauty Makeup Survey, 2022).

Notable answers when asked how they think physical disability inclusion should be addressed in the beauty industry include:

- Diversity in model representation in promotional material
- Accessible packaging and products (e.g. easy to apply products, inclusive labelling like braille)
- Makeup tutorial for different physical disabilities
- A product design process in consultation with people with disabilities; direct input from those with disabilities

*"I think it should be subtle and addressed as if normalised, as it should be. I think it could be very easy to market to people with disabilities in a patronising way (only seeing the disability they live with), so I think if it's marketed like any other product, an inclusive design will make sure anyone can use it whether they identify with a physical disability or not, and is convenient to use."* – Anonymous, Rare Beauty Accessibility Survey, 2022

## Secondary Findings

According to a research conducted by Procter & Gamble (2019), only 4% of beauty and personal care brands create products that cater for physical disabilities. A 2021 Women's Health Magazine article investigates this dilemma surrounding disabilities and the apparent exclusion of physically challenged people in the creation of makeup products; *"People with disabilities have been largely left out of the conversation"* (Santilli, 2021).

With 1 in 6 (18%) of people in Australia alone having a disability of some kind (AIHW, 2022), it is more than important to adequately address this gap in the makeup industry.

Moreover, whilst trying to find examples of physical disabilities on advertisements of popular makeup brands, it yielded minimal results. The Dove *#ShowUs* project is something this communication strategy will draw heavy inspiration from (Horn, 2021). The campaign resulted in a collection of over 10,000 photos depicting unique women, including those of different ability levels (Dove, 2022).

## STRATEGY DEVELOPMENT

The above research highlights the need to incorporate accessibility in Rare Beauty's packaging and the importance of inclusive advertising. Thus, in order to launch this communications strategy, it will employ the two-way symmetrical model by Grunig and Hunt (1984). This model argues that the public relations practitioner should listen to the public and change according to their needs. The two-way symmetrical model ensures clear dialogue between consumers and the organisation.

The primary goals and objectives of this communication effort are listed below.

### Goals

- To adequately represent individuals with physical disabilities in the brand's marketing.
- To create a social media campaign *#MyRareAbility* to propel disability awareness and advertise accessible products.
- To specifically create and promote accessible packaging for the products.
- To promote the brand's mission further, ensuring its products are upholding its claims of inclusivity.
- To position Rare Beauty as the most physically accessible and easy-to-use beauty brand in the industry.
- To amplify the voices of individuals with physical disabilities within the beauty industry.

### Objectives

In regards to creating clear and achievable objectives, Wilcox et al. (2003) has advised how they should be measurable and represent the finale of a strategic plan rather than the means of it, allowing a solid evaluation of effectiveness. The objectives of this communication plan are to consolidate Rare Beauty's core beliefs and further redefine its brand image of inclusivity.

- Employ at least three influencers, models, and or ambassadors of varying physical abilities for the brand by July 2023.
- Create a supportive attitude towards the need for accessible packaging in the beauty industry, reaching favourable views of 98% by July 2023.
- Ensure manufactured products with physical ability in mind within the beauty industry rises to 7% by July 2023.
- Have at least 100,000 individuals using the #MyRareAbility on various social media platforms (e.g. Instagram, Twitter) by July 2023.

## Publics and Stakeholders

Publics and stakeholders include:

- Customers/consumers (general public) - understanding and listening to the desires of the brand's consumers can assist in developing products that meet their needs, especially when challenged with inclusivity.
- Physically challenged makeup users (aware public) - individuals who recognise the problem
- Media industry - media coverage is a form of publicity.
- Rare Beauty Team - the employees represent the brand, ensuring its reputation and mission is upheld internally.

## Key Messages

- Rare Beauty is an inclusive brand for people of all physical abilities.
- Your abilities are what make you Rare.

## Tactics

- #MyRareAbility - a social media campaign hashtag used to bring awareness to individuals with physical disabilities in the makeup space. Through this hashtag, users and influencers will bring attention to Rare Beauty's inclusive makeup packaging and be able to express their story with products.
- Advertisements and posters in stores - by featuring models and influencers of various physical abilities, the promotional activities will make sure the concept of inclusivity is accentuated and the brand is proliferated effectively.
- Selena Gomez media statement - the owner of Rare Beauty reiterating the brand's motives and mission.
- Website updates - consistent updates on the research progress of the packaging published under #MyRareAbility.



## Third-Party Actions

Without a parent company, Rare Beauty is an independently owned company. However, the makeup line is sold exclusively at the commercial beauty outlet Sephora (Collins, 2020). Sephora will implement the brand's promotional advertisements in store.

## Risk Management

Potential Risk	Solution
People misinterpreting the strategy as a PR stunt for profitable gains	Make sure to liaise with individuals with physical disabilities. Accentuate through social media Rare Beauty's mission and stance on inclusivity.
Inappropriate photos posted under #MyRareAbility	Have an online monitoring and filtering system.

## Ethical Considerations

This communication effort will rely on the input from affected disabled individuals affected. Thus, it will fulfil all ethical considerations, especially disability codes such as the NDIS code of conduct.

## Budgeting

As there has yet to be a financial report from Rare Beauty themselves, this communication plan will rely on LVMH's Half-Yearly Financial Report, 2022. It must be noted that Rare Beauty is a much smaller United States brand founded in 2020, thus the estimated budget will be extrapolated and significantly lower. All finances will be in AUD.

Avenue	Cost
Staff: PR staff, social media manager, marketing team, graphic design team, researchers etc.	\$320,000 - \$400,000
Campaign fees: social media influencers, media releases	\$7000 - \$15,000
Research funding	\$15,000 - \$20,000 (440Industries, 2022)

**Total cost:** \$342,000 - \$435,000

# IMPLEMENTATION

## Project Management

Who	Information be distributed	Types of meetings	Who does it involve	Where
PR Staff	Contact influencers, models, ambassadors. Notify them about the campaign and what to post.	Team meetings One-on-one with talents	Models, influencers, ambassadors	Instagram, Twitter, Facebook, TikTok
Social media manager	Details about the campaign. Promoting the new packaging and campaign.	Team meetings	Publics and stakeholders	Instagram, Twitter, Facebook, TikTok, Rare Beauty website
Marketing team (graphic design)	Create promotional posters and advertisements. Media releases.	Team meetings Financial meetings	Models	Rare Beauty website
Researchers and scientists	Publishing research transparently.	Team meetings Major milestones Problem resolution	Publics and stakeholders	Rare Beauty website

## Timing

	September	October	November	December	January	February	March	April	May	June	July
Introducing #MyRareAbility, utilising the hashtag											
Research on accessible packaging											
Launch claims and introduce/re-introduce products											
Contact influencers models											
Promotional photo shoots, development of material											
Promotional activity surrounding products											

## EVALUATION AND ADJUSTMENT

To evaluate this communication plan, outputs, and outcomes must be taken into consideration.

Objective	Outputs	Outcomes	Evaluation
Employ at least three influencers, models, and or ambassadors of varying physical abilities for the brand by July 2023	Emails, phone calls, media reach	Better representation, promotional value	Have them a part of the Rare Beauty team
Create a supportive attitude towards the need for accessible packaging in the beauty industry, reaching favourable views of 98% by July 2023.	Posts, media reach, impressions	Attitude changes, advocacy, informed behaviours	Through a survey, the views can be thoroughly measured
Ensure manufactured products with physical ability in mind within the beauty industry rises to 7% by July 2023.	Product evaluations	Upholding mission	Investigative research conducted by P&G.
Have at least 100,000 individuals using the #MyRareAbility on various social media platforms (e.g. Instagram, Twitter) by July 2023.	Posts, media reach, impressions	Publicity and promotional value, advocacy	Checking impressions and reaches of the hashtag.

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