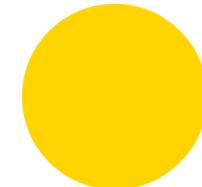




Merchandising Beauty Products  
-Comprehensive Beauty Merchandising Presentation  
featuring a new product launch for Drunk Elephant

## About

Found in 2012 by Tiffany Masterson, Drunk Elephant is a "clean" beauty brand. Focused on what looks good on your skin as well as on your sink. The brand has seen an exponential growth over the past 8 years. Drunk Elephant works to redefine the concept of "clean" beauty by focusing on eliminating the suspicious 6 (essential oils, drying alcohols, silicones, chemical sunscreens, fragrances/dyes, SLS) in all of their products. With the mission to provide clinically-effective and biocompatible skincare, it is a brand that is not meant to be taken seriously, while it does all your skin related homework for you.



[drunkelephant.com](http://drunkelephant.com)

Authorized Retailers  
(Sephora for North America)

In-store  
Sephora  
Sephora at JC Penny

## Target Customer

Millennials & Generation Z



### Demographics

Location: North America  
Gender: Female  
Ages: 25-35  
Income: \$23000 - \$32000  
Entry - Junior level professionals

### Psychographics

- Enjoys fashion trends & lifestyle centered around health and fitness.
- Active on social media
- Interested in trying out newest trends
- Comfort and practicality is important
- Minimalism + Sustainability
- Fun packagings and Flirty product names

"We don't want our mother's brands"

**DRUNK GLOW BLUSH**  
**\$25 (0.106oz/3.01g)**

NEW!

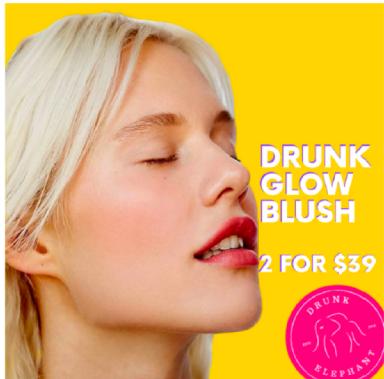
- Cream type blush which can be used for both lips and cheeks.
- Antioxidant rich green tea + vitamin c for glow. Avocado and mango oil gives natural glow and instant hydration.
- No-makeup makeup look.
- Lower than the brand's average product price marketing towards the younger audience who are available on platforms such as Instagram, Tik Tok, and Pinterest.
- Fun, flirty, and memorable brand name
- New product category that merges both skincare/makeup.
- 100% Free of essential oils, silicones and fragrance.



## Promotion Plan

### Double Up Drunk Glow \$39

Product launch exclusive  
Drunk Glow Blush bundle  
Mix and match any two colors of the blush.



### Qualifier Gift with Purchase

Purchase over \$85 and receive a travel kit.  
4 mini Drunk Elephant skincare products in  
a neon colored cosmetic pouch!



## "My Drunk Glow" Summer Pop-Up

- WHO?(DAY BEFORE OPENING)**
- Beauty Influencers part of #MyDrunkGlow Campaign
  - Rohini Elyse, Jenn Im, Taylr Anne, Maggie Macdonald
  - Elle, Vogue, Cosmopolitan Beauty Editor
  - Local Magazine Press
  - VIP customers
  - Everyday Visitors (From 07.15.2020)

### WHERE/WHEN?

- San Francisco, CA (Fillmore Street)
- High foot traffic.
- tourists = Global exposure.
- Area filled with similar brands and cafés with photogenic content.
- 07.15.2020-08.01.2020

### WHAT?

- Drunk Glow Blush display and samples.
- "Find Your Color" Event. Color specialists consults and picks out the best colors from the blush that goes with your skin.
- Photo Spots for consumers visiting to play around with.
- None-Alcoholic sparkling wine

# Marketing Plan

### PRESS RELEASE VOGUE, ELLE, COSMOPOLITAN



### SF DRUNK ELEPHANT POP-UP STORE



### #MYDRUNKGLOW INTERACTIVE SOCIAL MEDIA CAMPAIGN

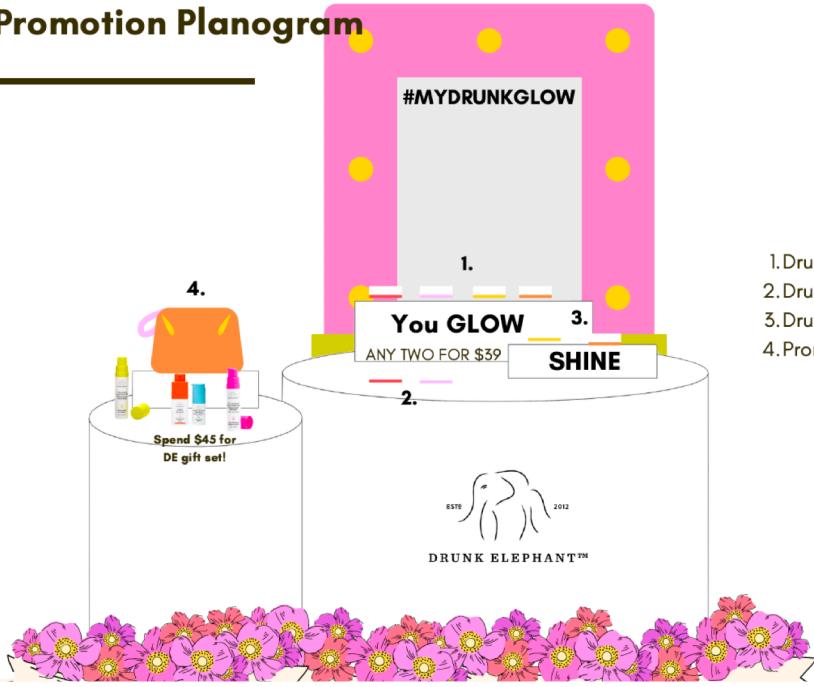
- Share your own drunk glow look!
- Seeding the social media campaign by working with influencers
- \$100 Drunk Elephant gift card giveaway to 5 people who shared their look and tagged #MYDRUNKGLOW



## Event Mood Board

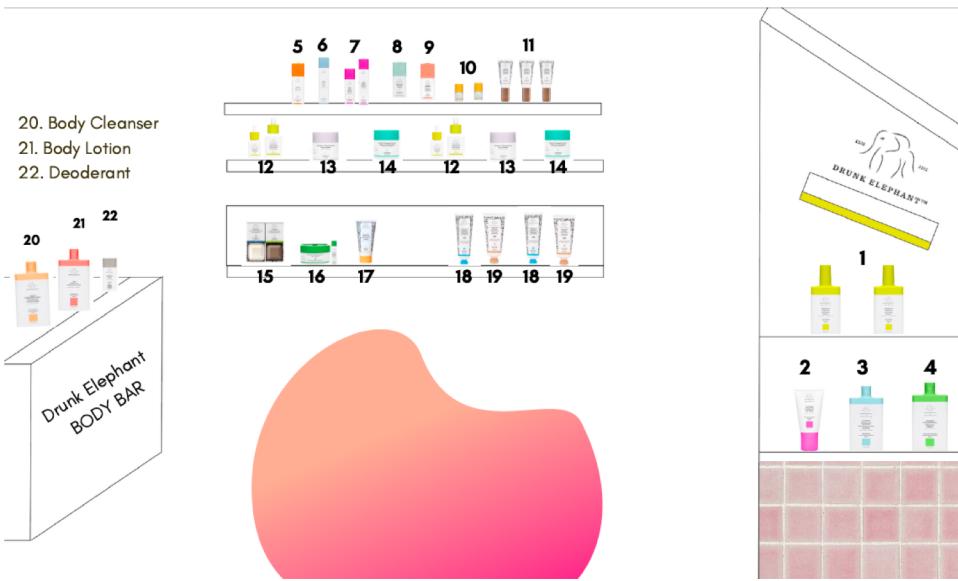


## Promotion Planogram



1. Drunk Glow Blush shade 1,2,3,4
2. Drunk Glow Blush shade 1,2
3. Drunk Glow Blush shade 3,4
4. Promotional Gift pouch and samples

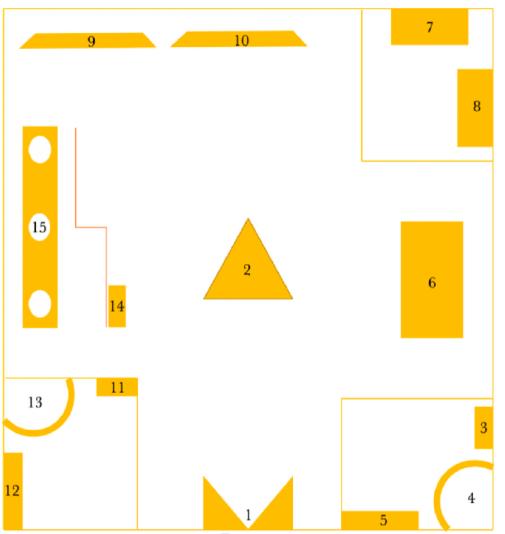
## Original Planogram



1. Tangle Spray
2. Scalp Scrub
3. Cream Conditioner
4. Glossing Shampoo

5. C-Firma Day Serum
6. Hydration Serum
7. Glycolic Night Serum
8. Eye Serum
9. Multivitamin Eye Cream
10. Lippie Balm
11. Sunshine Drops
12. Facial Oil
13. Whipped Cream
14. Polypeptide Cream
15. Juju bar + Pekee Bar
16. Butter Cleanser
17. Jelly Cleanser
18. Sheer SPF 30
19. Tinte SPF 30

## Floor Plan



- Entrance  
 2. Drunk Glow promotion display (Drunk Glow Blush)  
 3. Skincare line wall.  
 4. Drunk Elephant Mirror Selfie Zone.  
 5. Skincare line wall  
 6. Couch  
 7. Hair Care Wall  
 8. Body Care wall with mirror  
 9. Personal Color Consultation Booth  
 10. Gift Bundle set display wall + Drunk Glow (Drunk Glow Blush)  
 11. Couch  
 12. Drunk Elephant Selfie Zone & Posters  
 13. Drunk Elephant Mirror Selfie Zone  
 14. Drunk Elephant Mini Product Display  
 15. Three Checkout Register Line

## Sales Plan

	On Hand	Max	Min	On Order	Unit Cost	Total Cost	MSR	TY Budget	LY	% Change
<b>New Products</b>										
Drunk Glow Blush	50	60	20	0	\$10	\$500	\$25	\$800	*NA (NEW)	*NA (NEW)
<b>Skin Care</b>										
C-Firma Day Serum	26	35	15	0	\$32	\$832	\$80	\$2,300	\$2,100	8.70%
Hydration Serum	20	35	30	15	\$19.20	\$384	\$48	\$1,500	\$1,350	9%
Glycolic Night Serum 30ml	31	35	25	0	\$36	\$1,116	\$90	\$1,750	\$1,700	2.80%
Eye Serum	24	35	25	11	\$24	\$576	\$60	\$2,000	\$1,950	2.50%
Multivitamin Eye Cream	17	30	25	13	\$25.60	\$435.20	\$64	\$1,200	\$1,000	16.66%
Lippe Balm	34	40	20	0	\$7.20	\$244.80	\$18	\$600	\$570	5%
Sunshine Drops	30	30	15	0	\$14.40	\$432	\$36	\$900	\$870	3.30%
Facial Oil 15ml	32	50	20	0	\$16	\$512	\$40	\$1,675	\$1,600	4.50%
Whipped Cream	28	50	15	0	\$24	\$672	\$60	\$2,300	\$1,900	17.40%
Polypeptide Cream	31	50	15	0	\$27.20	\$843.20	\$68	\$2,900	\$2,600	10.34%
Juju Soap Bar	10	20	12	10	\$11.20	\$112.00	\$28	\$350	\$280	20%
Pekée Soap Bar	10	20	12	10	\$11.20	\$112.00	\$28	\$500	\$420	16%
Butter Cleanser	5	30	15	25	\$13.60	\$68.00	\$34	\$1,000	\$780	22%
Jelly Cleanser	5	30	20	25	\$12.80	\$64.00	\$32	\$980	\$800	18.37%
Sheer SPF 30	3	25	15	22	\$13.60	\$40.80	\$34	\$1,321	\$1,000	24.30%
Tinte SPF 30	12	25	15	13	\$14.40	\$172.80	\$36	\$1,250	\$1,100	12%
<b>Hair Care</b>										
Tangle Spray	22	30	20	0	\$10	\$220	\$25	\$800	\$650	18.75%
Scalp Scrub	17	30	20	13	\$14.40	\$244.80	\$36	\$1,100	\$1,000	9.09%
Cream Conditioner	26	40	25	14	\$10	\$260	\$25	\$980	\$850	13.27%
Glossing Shampoo	31	40	25	0	\$10	\$310	\$25	\$1,200	\$1,000	16.67%
<b>Body Care</b>										
Body Cleanser	31	40	30	0	\$8	\$248	\$20	\$890	\$800	10.11%
Body Lotion	32	40	30	0	\$8	\$256	\$20	\$1,300	\$950	26.92%
Deodorant	22	40	30	18	\$6.40	\$140.80	\$16	\$820	\$680	17.07%

MEDIA CONTACT

Eunsae Kim

Drunk Elephant

CKIM25@drunkelephant.com



FOR IMMEDIATE RELEASE

PRESS RELEASE

## Drunk Elephant Releases Glowey Color Makeup Line

Fresh and glowy new cream blush created by Drunk Elephant expected shift the paradigm of their clean beauty look

**San Francisco, CA (May 01, 2020)** – Drunk Elephant (DE) launched a brand-new makeup line which is designed to actually enhance your skin. Over the years, DE has been growing a massive group of followers with their commitment to “clean beauty”. They paved the way of choosing “biocompatible” ingredients in skin care. DE’s ability to communicate with people of all different backgrounds and age, along with a colorful and eye-catching packaging, makes the brand extremely relevant to modern women today. Drunk Glow Blush, which is their new cream type blush and lips is infused with ingredients that gives natural glow and instant hydration to your skin.

“Girls can look beautiful even at their busiest moment, and at some point, I wanted to create a make-up product under our brand that actually works like a skincare product by infusing formulas that give glow, hydration, and energy to women’s skin!” said Masterson (Founder and CCO of Drunk Elephant). The new Drunk Glow Blush enhances your natural cheeks and lips in minutes so you can have more time out in the sun and does good for your skin unlike any other stuffy colored cosmetics. With 4 different color choices, Drunk Elephant’s pop-up in San Francisco will feature gift with promotions and personalized color consultation at the store! Stay updated for the product launch this May!

### AboutDrunk Elephant

With the mission provide clinically-effective and biocompatible skincare created without toxins, sensitizers, irritants, and disruptive essential oils, Drunk elephant is the “clean” beauty brand that aims to boost self-confidence to all people in their skin care journey. Made in the USA, follow the #barewithus movement see everyone’s journey with Drunk Elephant!

More information on [www.drunkelephant.com](http://www.drunkelephant.com)

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