

A New Cruelty-Free Product Line Campaign for Glossier

Digital Marketing 2019



Campaign name: Glossier Pure

A new cruelty-free product line to respond to customer needs.

This campaign includes an e-commerce merchandising story, social media plan, display ads for desired marketing websites and a AB Test for email marketing.



Glossier.



[Shop All](#) [Skincare](#) [Makeup](#) [Body](#) [Fragrance](#) [Save on Sets](#) [GlossiWEAR](#) [Feeling like Glossier.](#) [Glossier Pure.](#)

Glossier Pure.

100% cruelty-free & vegan collection

new formulation,
from your inspiration

SHOP NOW



Beauty inspired by real life.

Glossier is a new approach to beauty. It's about fun and freedom and being OK with yourself today. We make intuitive, uncomplicated products designed to live with you.

SHOP ALL

Homepage design

Glossier.

Shop All

Skincare

Makeup

Body

Fragrance

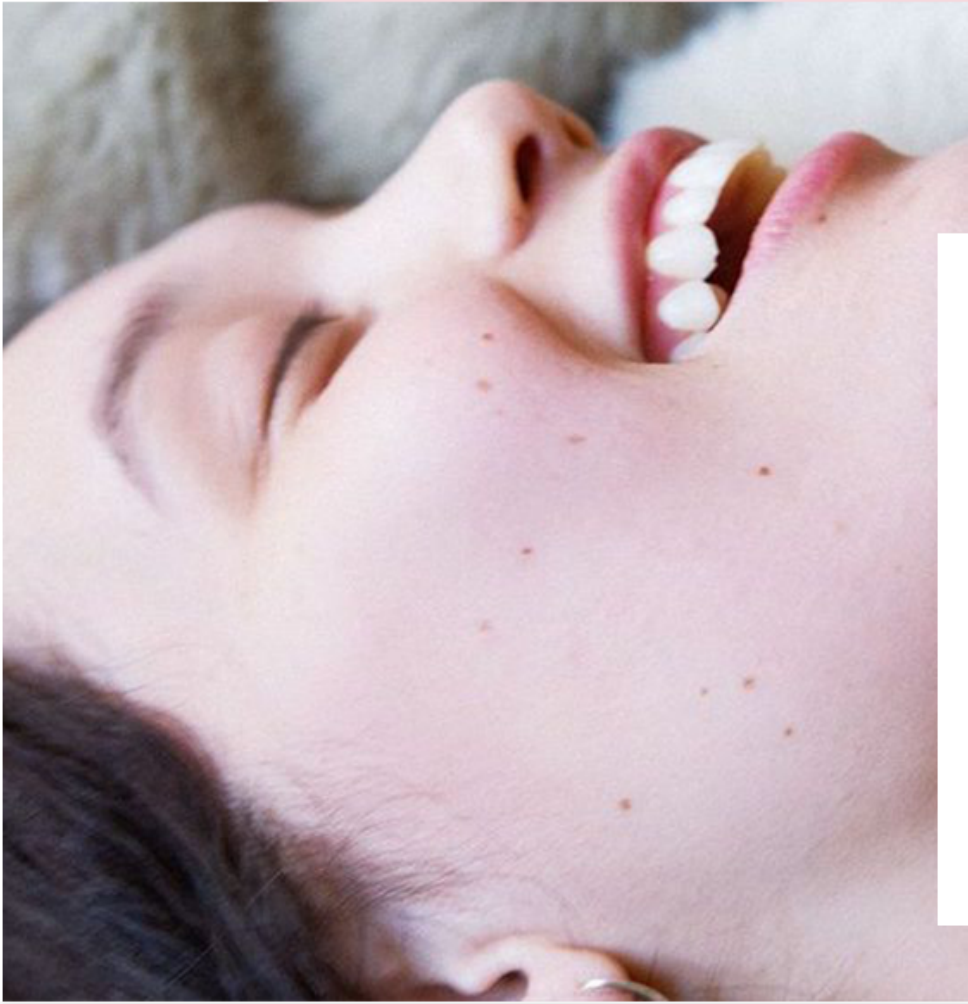
Save on Sets

GlossiWEAR

Feeling like Glossier.

Glossier Pure.


home / products / glossier pure.



Glossier Pure.

A new journey
towards the pure land

We listened to your concerns, and this is how we answer.



Glossier.

Shop All

Skincare

Makeup

Body

Fragrance

Save on Sets


GlossiWEAR


Feeling like Glossier.

Glossier Pure.

_becoming planet saver




It's official! We are proud to share with you a new collection that is 100% creutly free, vegan, paraben free, allergy tested and dermatol-ogist tested. We re slowly but carefully transforming all our product line into this category.





_always something new

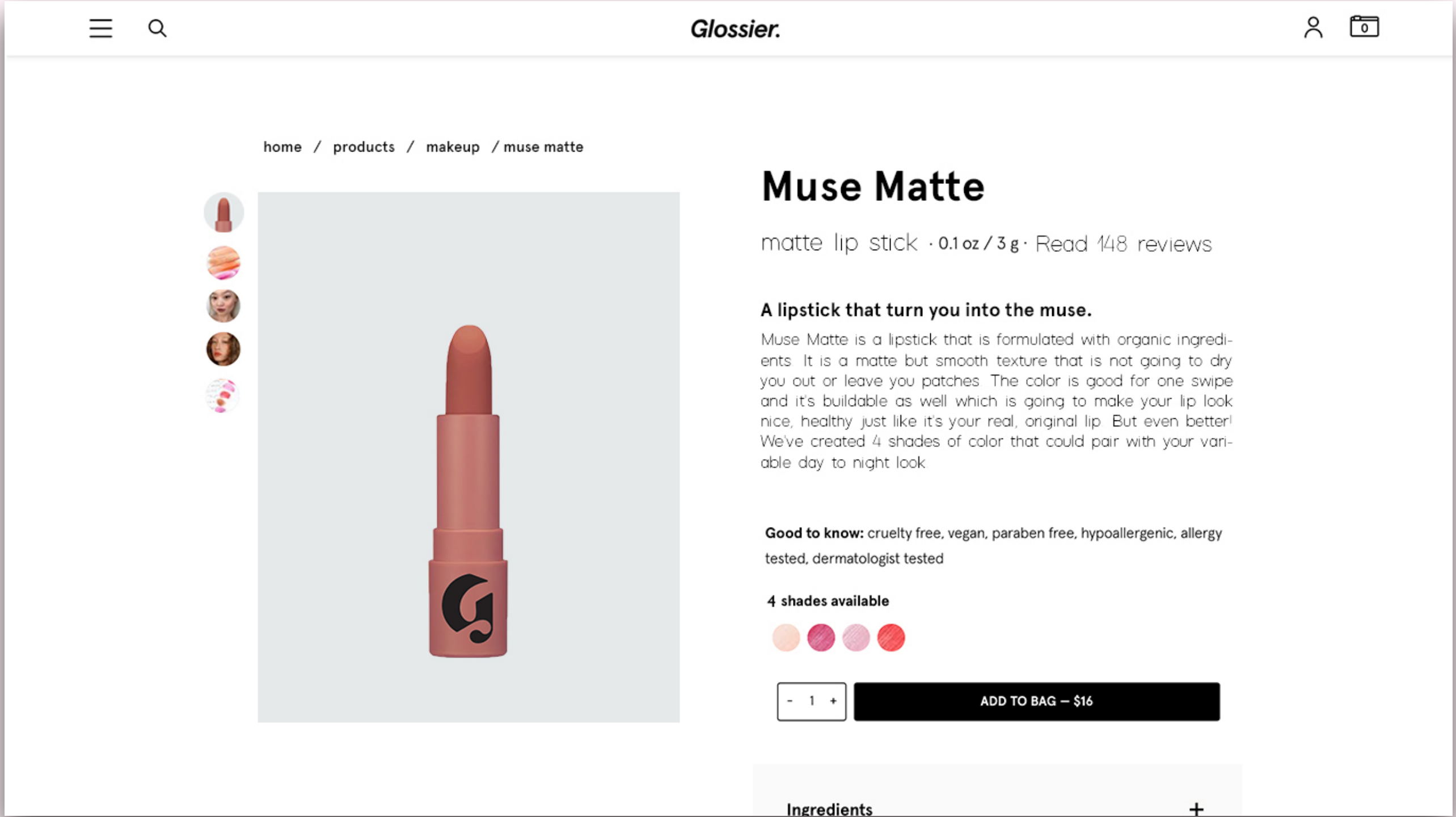
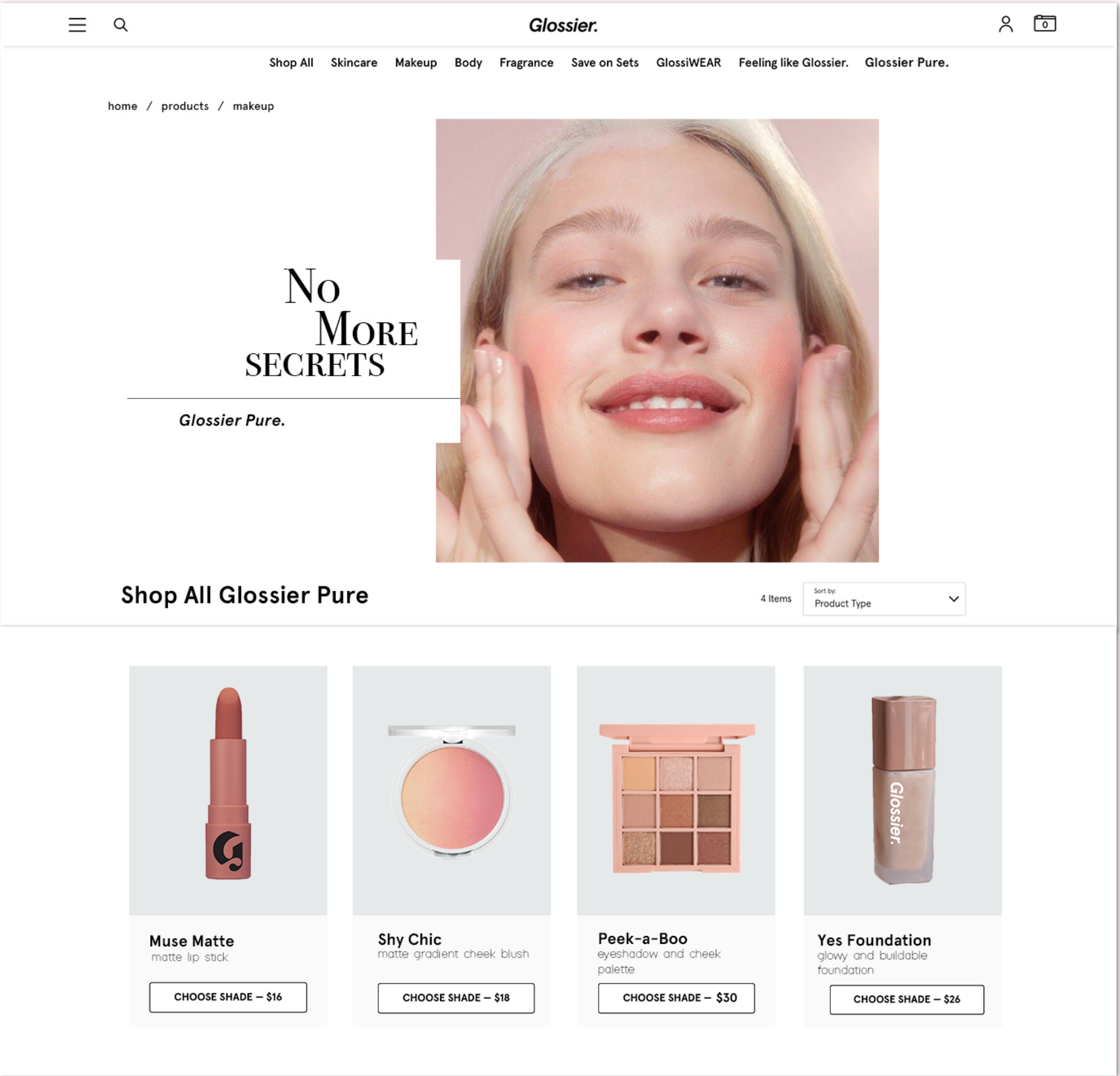
We started out with 4 products only. This time, with the same old intention, we're launching 4 new prod-ucts: Muse Matte lipstick, Shy Chic cheek blush, Peek-a-Boo eyeshadow palette and a layaerble Yes Foundation.



_together, another chapter

Inspiration could always be found in our community. We're not creating something that the Glossier team thrilled to have, but also something you're dreaming about. We might not have shared the past all along, but we shall witness the future together.

Landing page design



Product page design



30,040 Likes

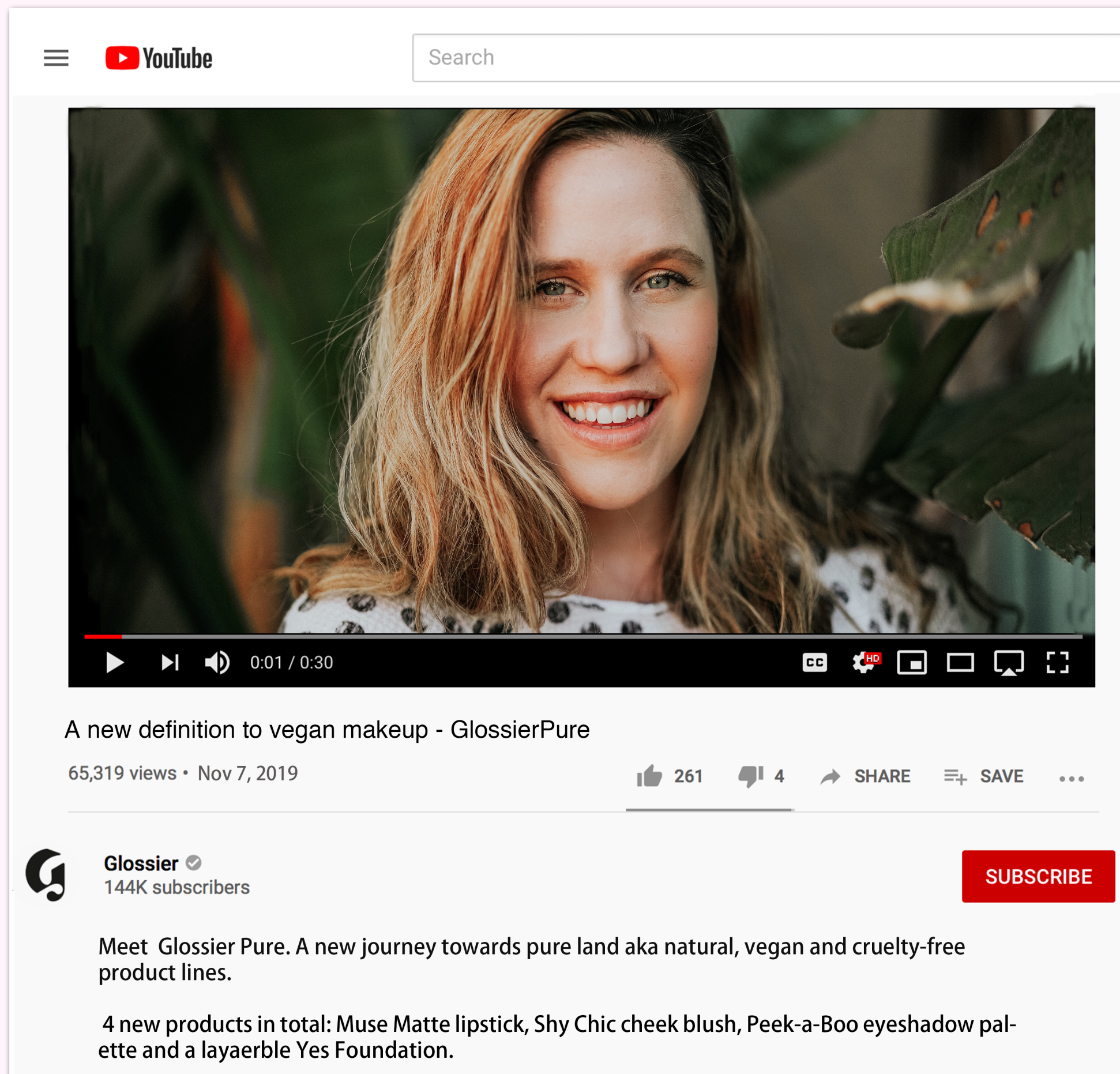


glossier Holiday beauty routine ✨ ✨ ✨



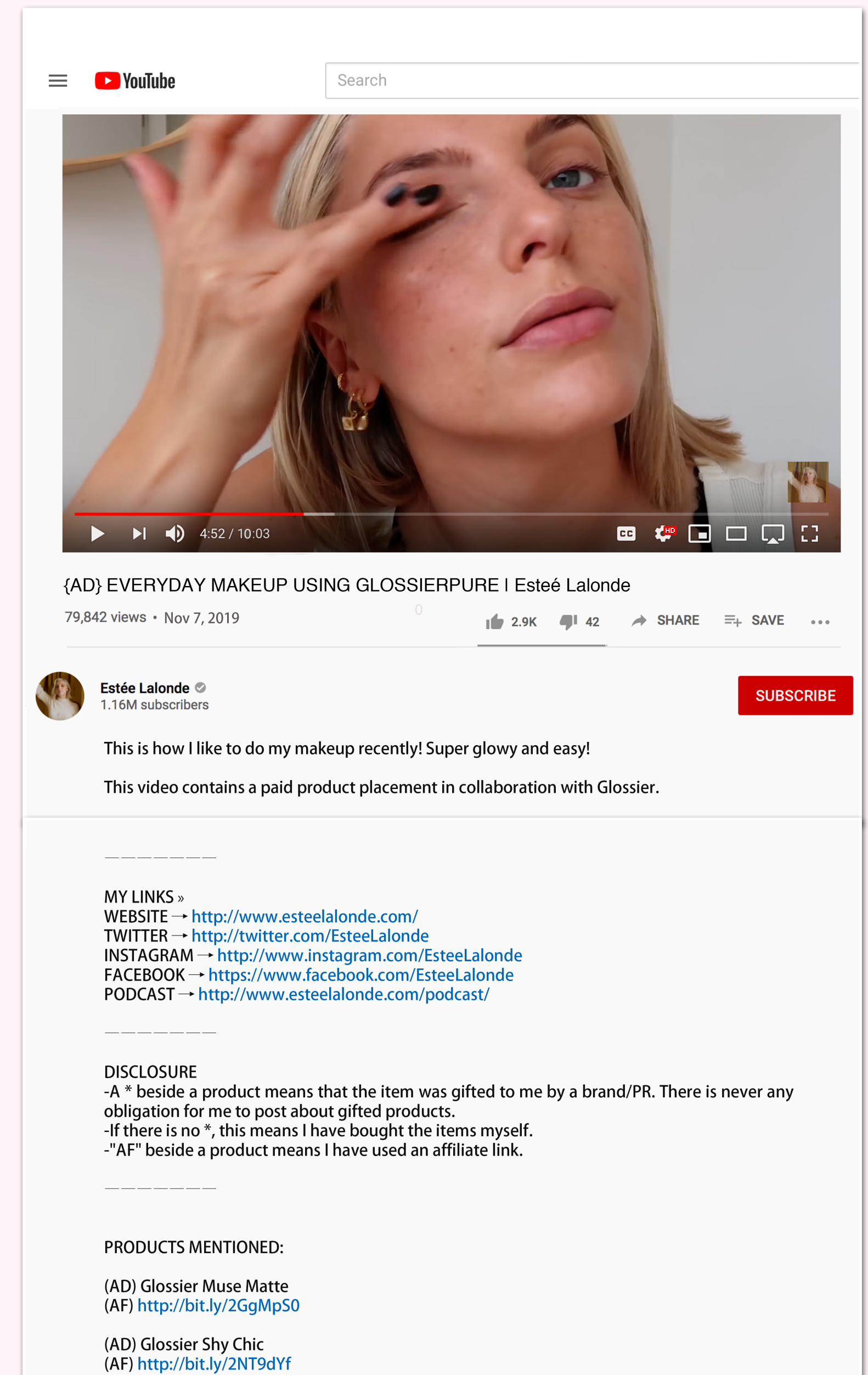
glossier Up close to the beautiful shine of [#GlossierPure](#) eyeshadow palette 🌟🌟🌟

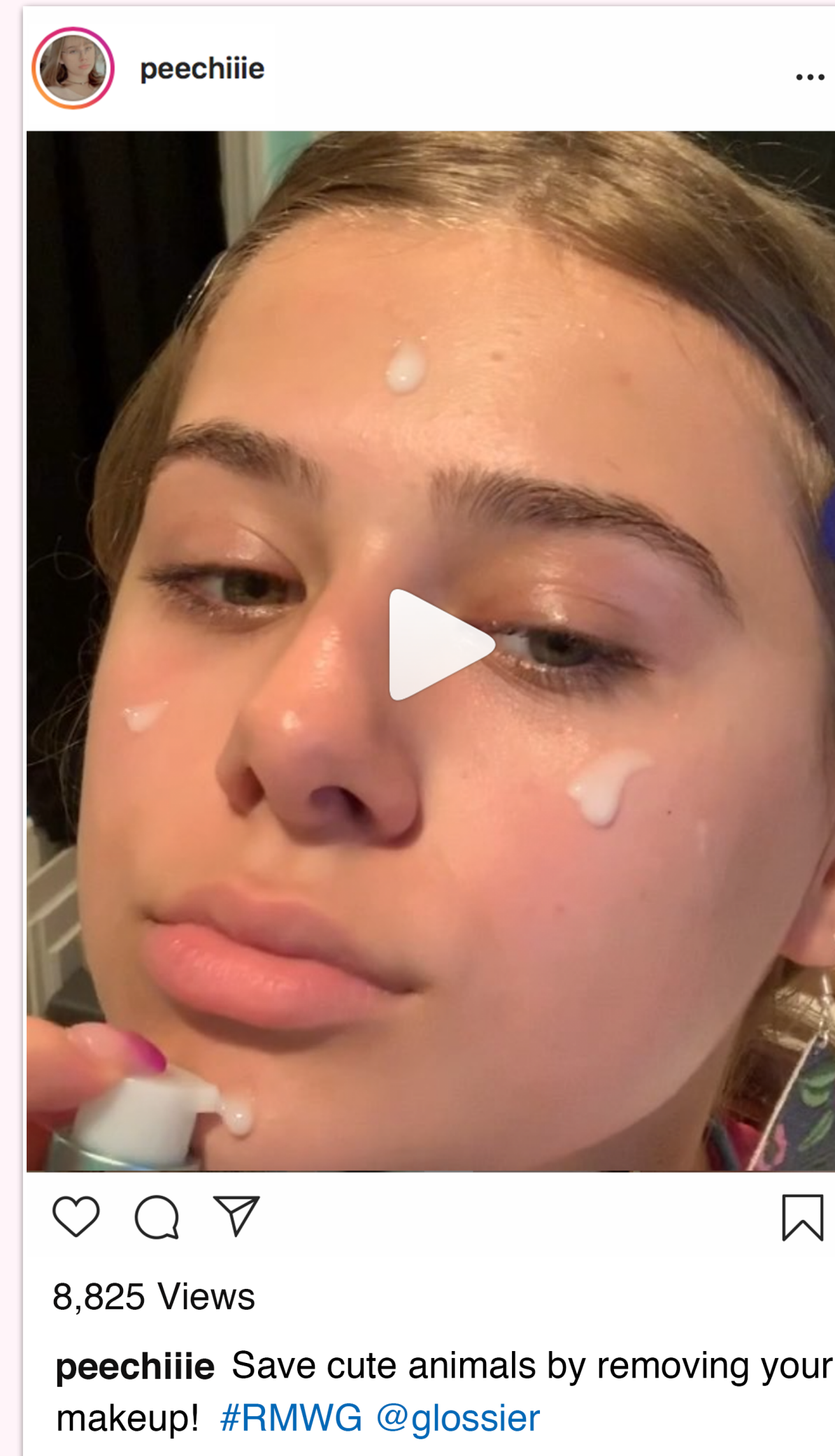
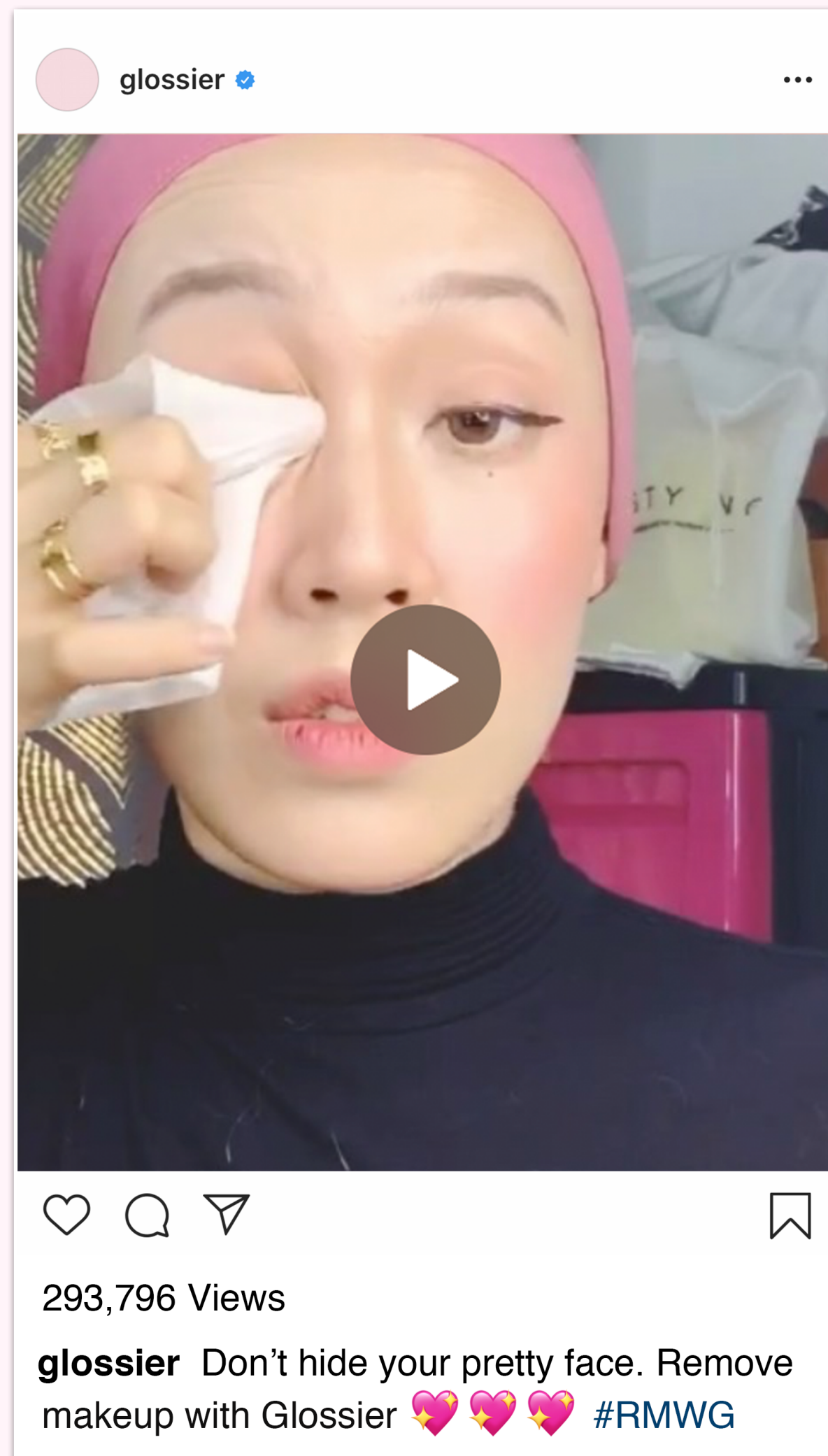
Instagram Post Mockup



YouTube Advertising Video Post Mockup

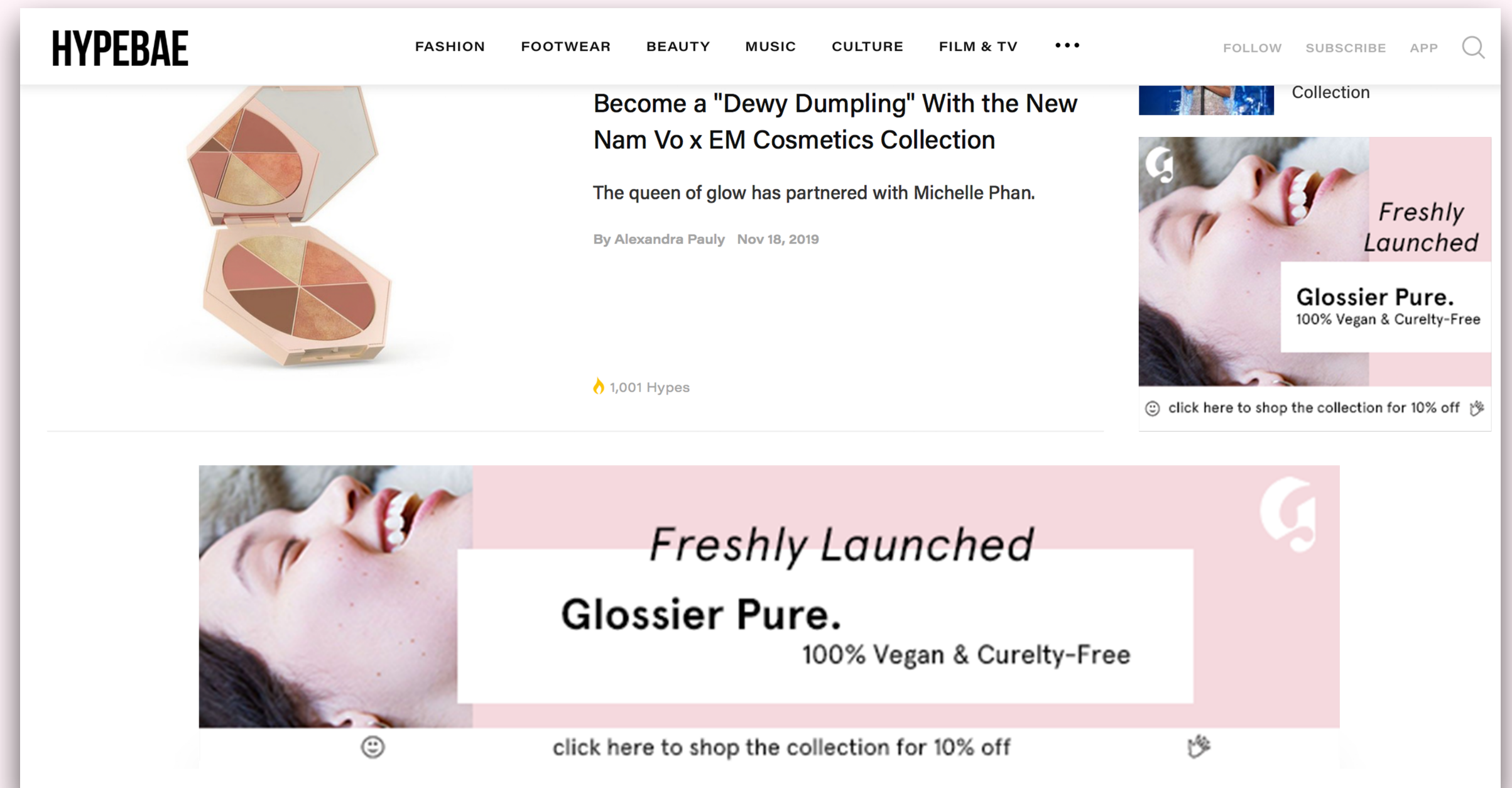
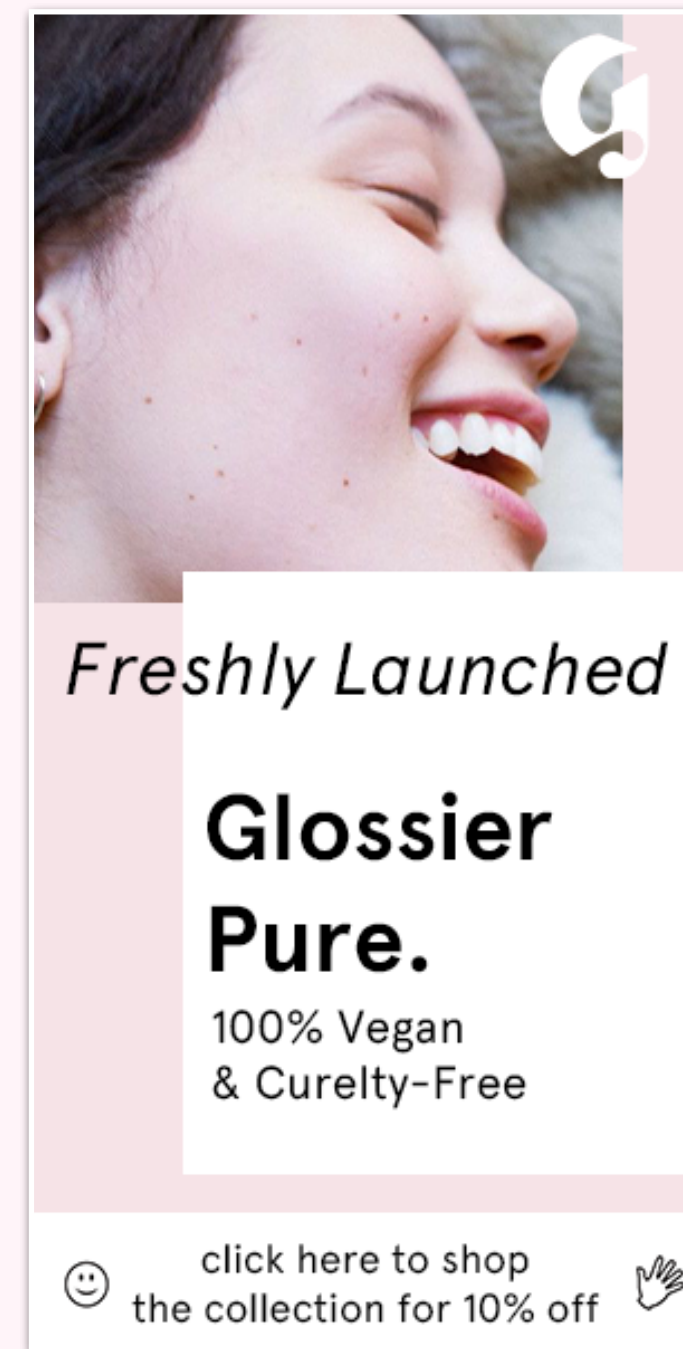
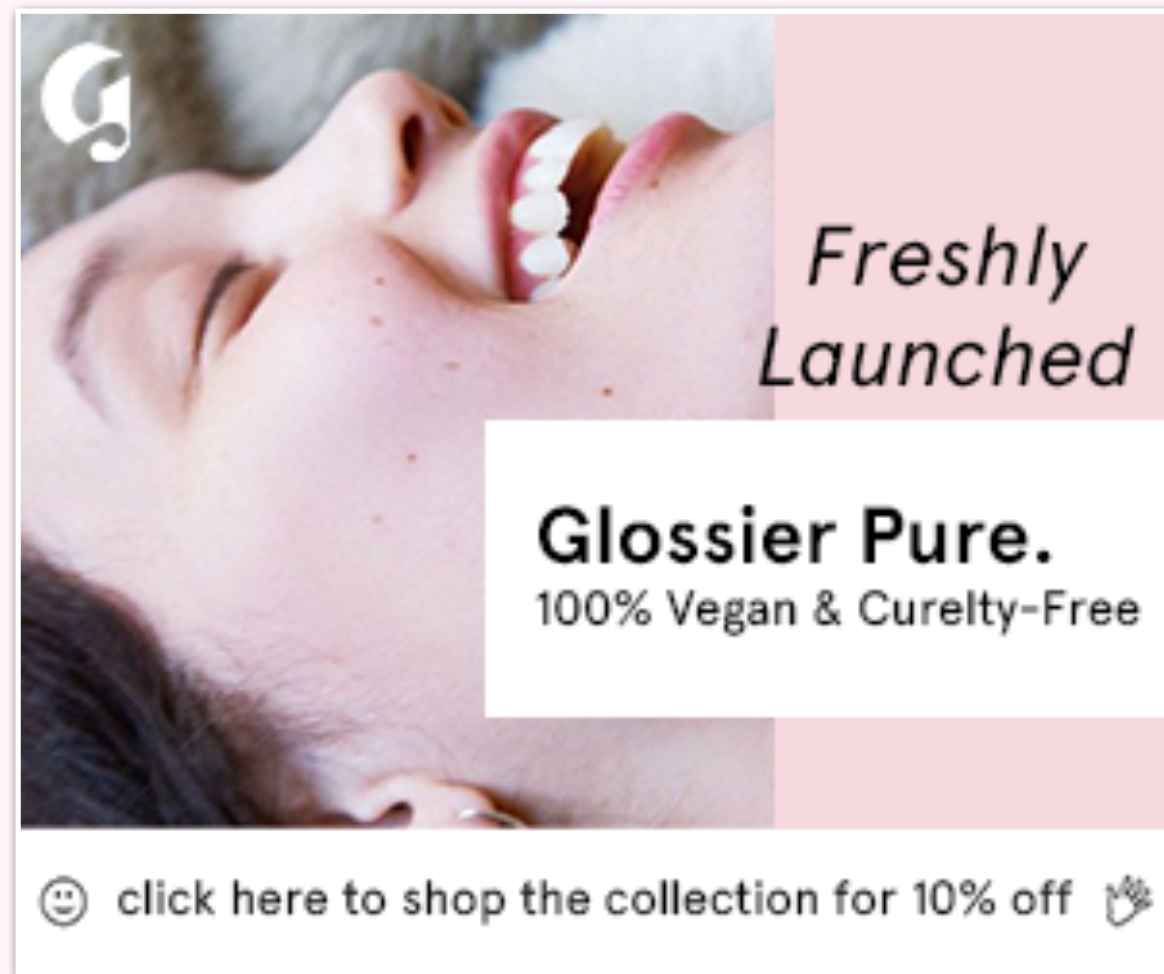
Influencer's YouTube Post Mockup



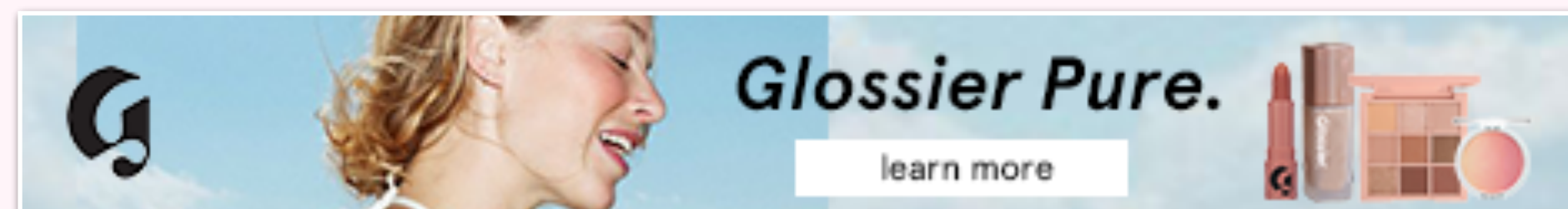
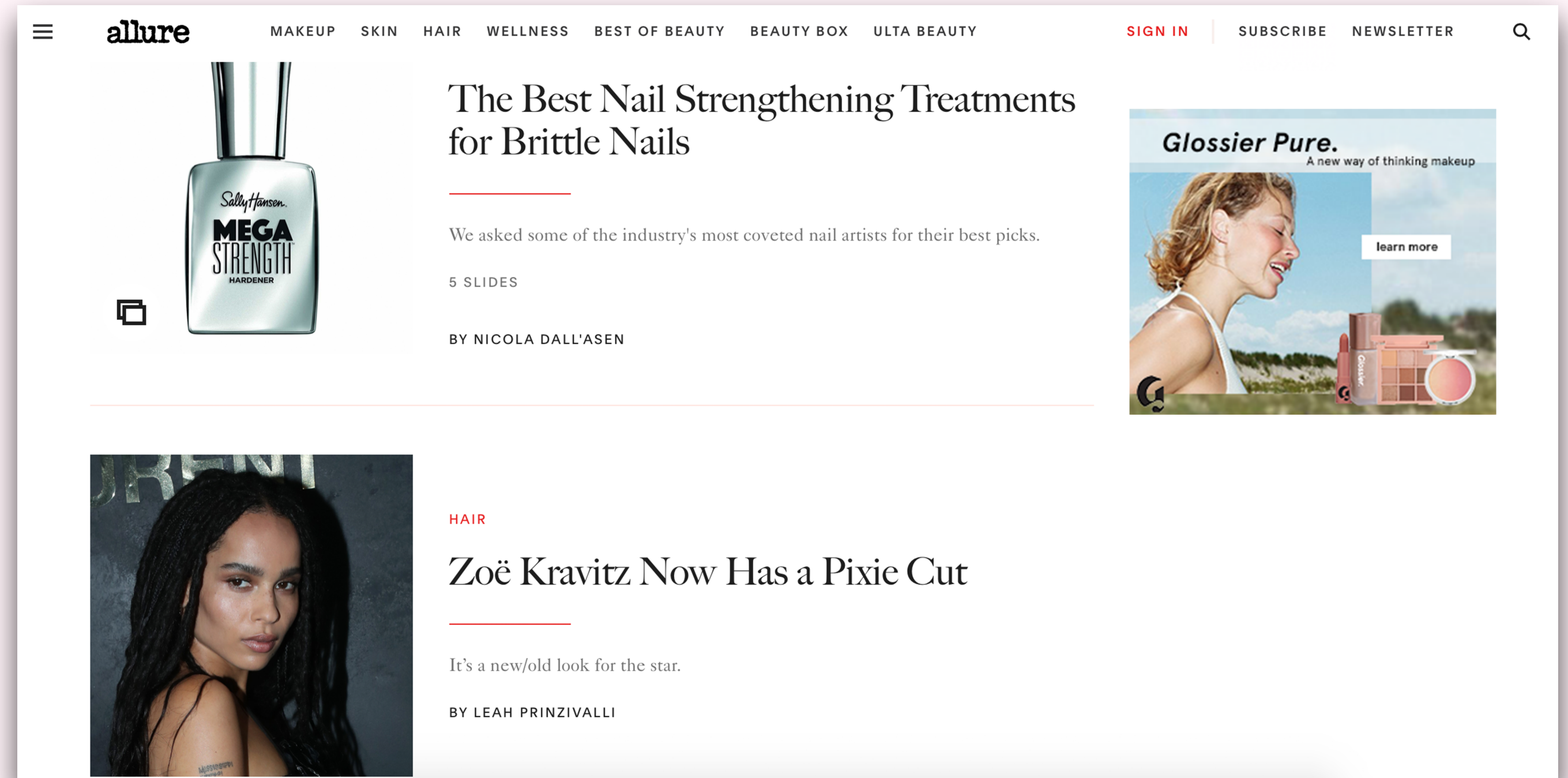


Invite Instagram users to "Remove makeup with Glossier" to encourage people to embrace their natural beauty and to reinforce the collection name and its mission, *Glossier Pure*, as a 100% vegan and cruelty-free collection.

Viral Marketing



Display Ads Designs



Display Ads Designs

Email Marketing


AB Test

No more secrets


Glossier <gTEAM@be.glossier.com>
to me

Fri, Dec 13, 12:53 AM

☆ ↶ ⋮




Your new favorite
vegan makeup collection
is now available!



Proud to introduce you the 100% cruelty-free, vegan, paraben free, allergy tested and dermatologist tested makeup collection, GlossierPure!


SHOP NOW

COMMUNITY FAVORITES




Lash Slick
film form mascara

SHOP NOW




Boy Brow
grooming pomade

SHOP NOW



Milky Jelly Cleanser
conditioning face wash

SHOP NOW



www.glossier.com // gteam@glossier.com

233 Spring Street, Floor 10E
New York, NY 10013

New Street Square
London
EC4A 3TF

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Pure Journey

Glossier <gTEAM@be.glossier.com>
to me

Fri, Dec 13, 12:53 AM


☆ ↶ ⋮



Don't be a stranger.
Start the new chapter with us.

We invite you to become a planet saver by using 100% vegan products that would not harm the environment and to provide a better world for our future generations.


READ MORE STORIES



Meet Estée
content creator/ writer

"You can embrace makeup while living a sustainable lifestyle."


[SEE HER STORY >](#)



Meet Joan
content creator/ radio DJ

"I want to do something that is better for the environment."


[SEE HER STORY >](#)



Meet Carl
blogger/ youtuber

"I truly believe in ethical and sustainable lifestyle."

[SEE HIS STORY >](#)



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Work Cited:

Glossier's official website, Glossier's social media (Pinterest, Instagram, Facebook, YouTube), Hypebae's official website, Allure's official website, Instagram (#foundation, @b.bybanila_offiical, @juhyun_lee13, @espoir_makeup, @elcah, @peechiie, @gabriellerizzo, @esteelalonde, @3ce_official), YouTube (@essiebutton), Unsplash and Emoji.com

Software used: Photoshop