



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.



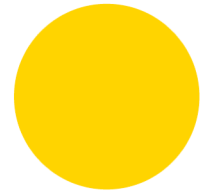
Retail Location



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!

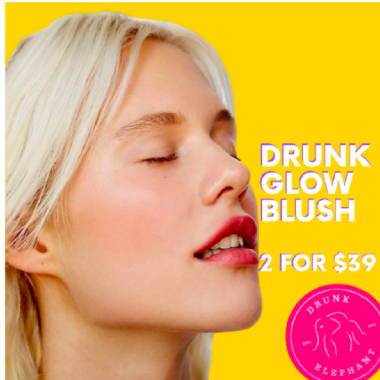
- Cream type blush which can be used for both lips and cheeks.
- Antioxidant rich green tea + vitamin c for glow. Avocado and mango oil gives natural glow and instant hydration.
- No-make up make-up look.
- Lower than the brand's average product price marketing towards the younger audience who are available 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

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

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)

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

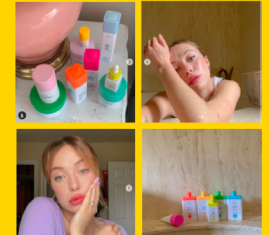
SF DRUNK ELEPHANT
POP-UP STORE

#MYDRUNKGLOW
INTERACTIVE SOCIAL MEDIA
CAMPAIGN

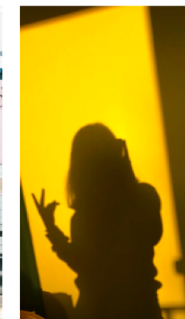
- Pop-up store in San Francisco Fillmore street "MyDrunkGlow" Summer Pop-up.



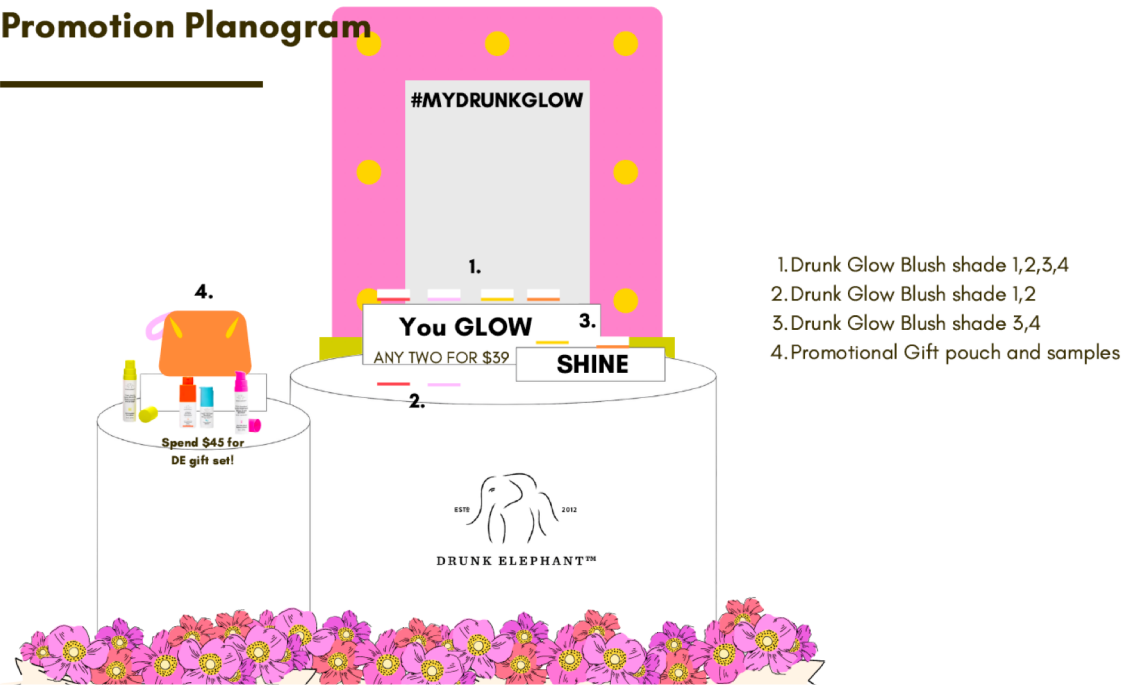
- Share your own drunk glow look!
- Seeding the social media campaign by working with influencers
- \$100 Drunk Elephant gift card giveaway to 5 people who shared their look and tagged #MYDRUNKGLOW



Event Mood Board



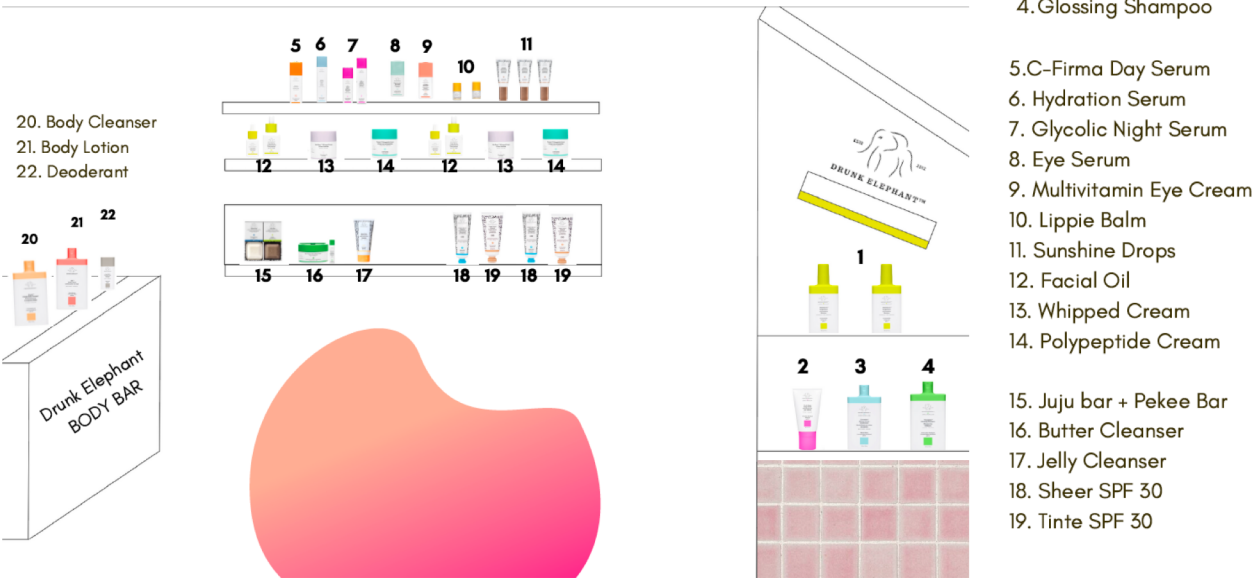
Promotion Planogram



Floor Plan



Original Planogram



Sales Plan

	On Hand	Max	Min	On Order	Unit Cost	Total Cost	MSR	TY Budget	LY	% Change
New Products										
Drunk Glow Blush	50	60	20	0	\$10	\$500	\$25	\$800	*NA (NEW)	*NA (NEW)
Skin Care										
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%
Peekee 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%
Hair Care										
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%
Body Care										
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%

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FOR IMMEDIATE RELEASE

PRESS RELEASE

Drunk Elephant Releases Glow 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!

About Drunk 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

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CITATIONS

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