



F L O R A L S

*Fenty Beauty*

B L U S H

**CAMP AIGN**

PRESENTED BY NISSA PHILLIP



# **Fenty Beauty is an inclusive, diverse, and bold luxury makeup and cosmetics brand.**

Approaching the spring and summer season they are releasing a line of **brightly colored blush shades inspired by different tropical flowers**. This line will be titled Florals by Fenty Beauty Blush. The brand needs to create awareness and excitement for this upcoming product line launch that will boost sales.



**Fenty Beauty has the opportunity to have the largest spring/summer 2025 product line launch in the cosmetics industry with their Florals by Fenty Beauty Blush.**



## TARGET AUDIENCE

**18–25 year old  
makeup wearers  
who value  
experimentation and  
self expression  
through creative  
makeup looks.**

Our target audience values vacationing, bright colors, and the fun things in life. Our audience comes from a diverse demographic makeup, including many races, sexual orientations, and gender identities.



## CAMPAIGN OBJECTIVES



**10%**

Engagement increase on Instagram and TikTok



**12%**

increase in SMS/Email subscribers



**COHESIVE**

Brand messaging throughout campaign



**2,000**

Total attendance at pre-launch events

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These campaign objectives will be achieved throughout the course of the integrated marketing campaign and will lead to a successful product launch.



# SWOT ANALYSIS

## STRENGTHS

- Strong brand loyalty, awareness, and recognition globally
- Inclusive shade range/formula
- Extensive budget

## OPPORTUNITY

- Wide range of influencers to work with
- Digital marketing and AI allows for digital try-ons

## WEAKNESSES

- Pricing may make this drop more exclusive to younger audiences
- Saturated blush market, especially in summer

## THREATS

- Global shift from maximalism to minimalism
- Economic uncertainty
- Risk of being copied by cheaper brands



# STRATEGIES/TACTICS

## PRE-LAUNCH EVENTS

Events tour across major cities in America and Europe featuring Rihanna and a guest celebrity MUA.

Speakers give a bit of information on product, a brief class/workshop, and product samples.

Events are marketed similar to a music tour. Media passes are available for local influencers and media outlets to cover the event.

## INFLUENCER BRAND TRIP

Influencers are taken on a tropical brand trip, where they will go on different excursions to see the local flora and fauna that inspired the blushes.

Each day, they can film get ready/come with me content, featuring the blushes as well as other Fenty Beauty products.

This can possibly be an opportunity for a crossover with sister brand Savage X Fenty loungewear.

## EMAIL AND SMS MARKETING

Campaigns will direct viewers to subscribe to either text and/or email marketing to stay in the know.

Once potential customers are subscribed, they will receive regular updates on product launches and availability, garnering excitement.

This group will also have access to an exclusive early product launch or discount.



# **PESO MODEL**

## **PAID**

- Paid influencer collaborations and posts (including brand trip)
- Paid social media ads, targeting our specific demographics

## **EARNED**

- Earned reviews from people who get the product early through samples
- Earned stories and videos from people that attend pre-launch events

## **SHARED**

- Social media challenges, hashtags, and filters will allow people a chance to be featured on our page
- Some influencer content and photoshoots will also be featured as a collaboration post

## **OWNED**

- The Fenty Beauty website and social media pages will have product photos, infographics, and other information
- Newsletter subscribers will get exclusive information featuring the product



🌸 BLOOM in color, baby 🌸

Our Florals Blush collection brings the softest cream blush shades inspired by the flowers of the tropics. Buildable. Blendable. Always bold. ❤️🌟🌸

Tap into your soft glam era—shop now at [fentybeauty.com](https://www.fentybeauty.com).

#FentyFace #BlushBloom  
#FloralFlush #FentyBeauty  
#CreamBlush #SpringMakeup



Potential ads for release on Instagram stories/feed or within email marketing, would include appropriate call to action(s). Here is a sample caption.



# PROPOSED INFLUENCER COLLABORATIONS



**RIHANNA**

Founder of Fenty Beauty, renowned star and mogul



**MAKEUP BY CHELSEA**

Celebrity Makeup Artist + TikTok Influencer



**BRETMAN ROCK**

Influencer and Makeup Guru



**JACKIE AINA**

Entrepreneur + Beauty and Lifestyle Influencer



FOR IMMEDIATE RELEASE

PRESS RELEASE

April 10, 2025  
[Press@fentybeauty.com](mailto:Press@fentybeauty.com)  
(850) 599-3000

### **Fenty Beauty Announces New “Florals By Fenty” Blush Collection**

Los Angeles – Fenty Beauty is bringing the heat this season with the launch of Florals by Fenty, a tropical flower inspired blush collection. This limited-edition line will debut globally in May 2025, just in time for summer.

The collection features six brand-new shades, each named after the tropical flowers of the Caribbean islands. New shades include Hibiscus, Lignum Vitae, and Birds of Paradise. Florals by Fenty will be highly pigmented with a dewy finish, perfect for a sun-kissed natural look or an exotic tropical glam, perfect for brunch or the beach.

“We wanted this collection to feel like a vacation in a compact,” said Rihanna, Founder of Fenty Beauty. “Each shade is inspired by tropical flowers and golden hours around the world. Whether you’re on a vacation or staycation, these blushes will give you a perfect glow.”

Fenty Beauty’s commitment to inclusivity continues with this campaign, featuring a diverse lineup of models and influencers from around the globe. These pigments are skin-friendly and cruelty free with ingredients approved by dermatologists.

“Florals by Fenty” will be available at [FentyBeauty.com](https://www.fentybeauty.com), Sephora, Ulta Beauty, and select global retailers beginning May 3, 2025, while supplies last.

For press inquiries or product samples, please contact: [press@fentybeauty.com](mailto:press@fentybeauty.com)

###

Rihanna was inspired to create the world of Fenty Beauty brands after years of partnering with the best of the best in the beauty industry—and still seeing a void for products that performed across all skin tones + types and hair textures.



FLORAL BY FENTY BEAUTY BLUSH



FLORALS  
*Fenty Beauty*  
BLUSH

**THANK YOU!**