

Sephora Accelerate:

#BeautyofU

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Pitch *Overview*

01 | Research

How we landed on our approach

02 | Insight

The human truth

03 | Strategy

How can we best connect to our target audience while promoting the Accelerate program?

04 | Creative

How it comes to life

05 | Execution

How we envision the campaign extending

Sephora *Background*

- **Sephora** has cemented its place in the beauty industry as a leading retailer.
- Guided by their established values, the brand prioritizes inclusion.
- **The Sephora DE&I Journey:** building inclusive environments for employees, customers and communities with 11 DE&I initiatives, focusing on six DE&I groups.



Sephora's Brand Platform

- **Sephora Accelerate** is a brand incubation program founded in 2016 dedicated to building a community of innovative, inspirational brand founders in beauty.
 - Has supported 65 brands since its founding.
 - In 2020, as a committed to their 15 percent pledge, focused primarily on uplifting BIPOC beauty brands.
 - This program was the first of its kind. Now, many other accelerate and incubator programs have permeated the market.
- **Challenge: Create a communications strategy to support Sephora's 2024 Accelerate program, including but not limited to consumer and trade coverage, founder and executive thought leadership pieces, and relevant award submissions.**

Sephora Sets a *Standard*

- As one of the first accelerate programs, Sephora has set a standard for aspiring beauty brand incubator programs
- According to Carolyn Bojanowski, EVP of Merchandising for Sephora US, there are four lessons they have learned over the past eight years:

1. **Opt for a “Choose Your Own Adventure” vs. “One-Size-Fits-All” Approach:** “...an impactful incubator program offers customization to ensure that every business can address their unique needs”.

2. **Bring In Outside Experts:** “This year, we introduced a dedicated advisor team to each brand – inclusive of a financial and investment expert, a legacy industry partner, and a current brand founder from within the Sephora portfolio of brands to offer ongoing support”.

3. **Building Community is Just as Important as Providing Advice:**

“My favorite part of the Accelerate program was hands down getting to know the rest of my cohort and meeting founders that have been in our position. This is not an easy road to travel, but they’ve pushed through and have broken barriers. Connecting with founders and those who are critical parts of the beauty business has been incredible!”

-Sienna Brown, Glosshood Founder.

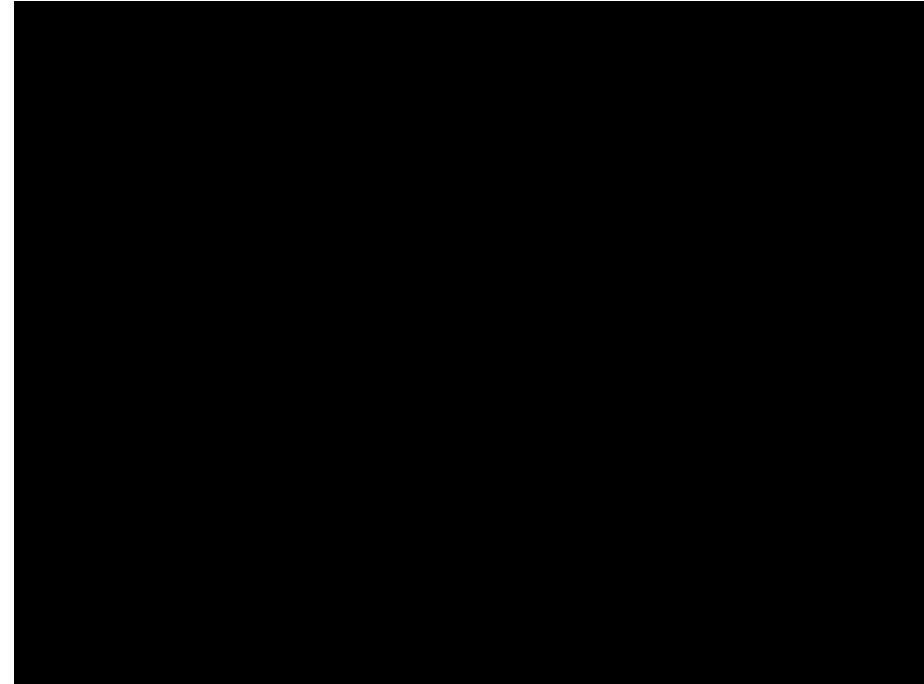


4. **Be a Fan, Not Just a Mentor:** “This passion for the brands is the last, but arguably most important, ingredient in creating and scaling a meaningful incubator program”.

Media Coverage and *Engagement*

Cosmetify's 2022 Assessment for Social Media Engagement:

- Tied with Ulta Beauty for #1 beauty retailer.
- 21,000,000 Instagram followers.
- 10,239,859 Instagram hashtags.
- 0.02 percent engagement rate.
- 12,074,050 monthly engagement.
- **Overall ranking: 7.71/10.**



Sephora Media Coverage

Competing *Programs*



MUSEACCELERATOR



- **Ulta is Sephora's top competitor in the US retail beauty market.**
- Founded in 2022, the MUSE Accelerator program supports eight BIPOC beauty founders per cohort.
- This program is part of Ulta's MUSE (magnify, uplift, support & empower) DEI platform.
- Selected brands receive \$50,000, resources, and mentorship.
- Highlights of program.
 - 10-weeks long.
 - Brand Strategy & Positioning.
 - Retail 101.
 - Supply Chain & Logistics.
 - Demo Week & Celebration.

Our Target Audience

- We are taking a risk and adjusting our target audience of beauty enthusiasts from ages 20-40 to ages 18-26.
 - **Rationale:** According to a 2022 survey by Statista, Ulta Beauty is the leading beauty retail amongst U.S. Gen Z consumers with 42 percent. Sephora ranked second with 25 percent.
- **Demographic Statistics:**
 - In 2022: 65 million Gen Zers in the United States.
 - Currently the third largest generational group, accounting for 20.7 percent of the population in the U.S.
- **Buying Power:**
 - In 2022, Business Insider, estimated their spending power at over \$360 billion in disposable income, more than double what was estimated three years ago.
- **Social Media Engagement:**
 - 54% of Gen Zers use four or more hours daily for social media -Truelist, 2023.
 - A report by the International Council of Shopping Centers states that 85 percent of Gen-Z respondents said social media influences their purchasing choices.
- **What is important to this generation when it comes to beauty?**
 - “Gen Z has embraced a culture of do-it-yourself (DIY) beauty and self-expression. They are passionate about experimenting with makeup, hair colors and unique styles to express their individuality.” -Karen Young, In-Connect Cosmetics, 2023.



Target Audience:

Beauty, Individuality, and *Identity*

- Beauty shares a strong connection to identity and individuality.
 - According to a 2018 study in The Journal of Consumer Marketing, authors Hounaida El Jurdi and Sandra Smith findings indicated that “The pursuit of beauty involves rich processes and is motivated by the search for an authentic self. Participants construct and pursue beauty ideals by mirroring views of their national identity through conformity, identification and subversion”.
- When do people often begin developing their identity?
 - “The environment in which emerging adults face the developmental task of identity is often college or university. College students are generally separating from their families for the first time, and are faced with many decisions that will influence the development identity” - Gabrielle Sophia Avery-Peck, 2017 Boston University School of Education Dissertation.

“I come from a small town where there were only 80 kids in my class. Since we all knew each other, I [was] kind of boxed into a new identity early on,” said Murphy. “Yet here, where I don’t know the same people, it’s been an opportunity to get to know myself.”

-Natalie Kopczewsk
The Gazelle, 2015

Focus Group: How Has College Shaped Your *Identity*?

“It pulled me out of my small privilege bubble. It made me see the reality of my city and country. College made me grow as a person and as a professional.”



Emilia

University of Lima, 23

“... I am able to achieve a lot more than I realize. It has taught me to grow and face challenges and learn from those experiences.”



Marissa

Pasadena City College, 18



Jaelyn

Howard University, 26

“College gave me a community I never knew I needed. I have grown and gained confidence that will last me a lifetime.”



Olivia

Miami University, 21

“... I am more confident as a person, and I am constantly choosing to surround myself with people who bring out the best in me!”

Insight:

College challenges our past and shapes our future.

Our *Approach*

- In connection to Sephora's DE&I goals, we want our target audience of Gen-Zers (18-26) that are current and recent Historically Black College and Universities (HBCUs) graduates to feel connected to Sephora's mission.
- Our goal is to get BIPOC Gen-Z beauty enthusiasts to see Sephora as the premiere beauty retailer for self-discovery and self-expression by building reputation and community with them.



The HBCU *Impact*

- **Historically Black Colleges and Universities (HBCUs)** were created as a necessity for high education for those of African descent when denied by Predominately White Institutions (PWIs) during slavery and segregation.
- Belonging, acceptance and inclusion are core strengths of HBCUs.
- “Even though HBCUs make up just 3 percent of the nation’s colleges and universities, they enroll 10 percent of all African American students and produce almost 20 percent of all African American graduates. What’s more, 25 percent of African American graduates with STEM degrees come from HBCUs” –

“There's nothing quite like being on a campus where you see these people every day when you're at that very vulnerable college student age. The atmosphere of people who share a common desire to strive, excel and achieve versus being surrounded by people who don't believe you can reach your potential—it's almost like a magic and it's very important,” says Conwill.



-Kinshasha Holman Conwill, a Howard University alumna and deputy director of the Smithsonian's National Museum of African American History and Culture in Washington, D.C

A Natural and Authentic Collegiate *Partnership*



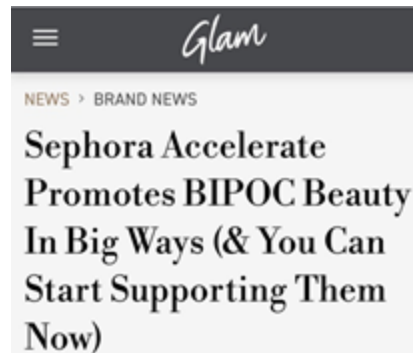
HER205

HOW I WENT FROM HBCU STUDENT TO ENTREPRENEUR & HOMECOMING VENDOR

Anyone and everyone at SPU can join our club! We warmly welcome writers and readers of any gender, race, sexuality, and religion. We are strongly committed to providing a safe space and uplifting the voices of silenced communities.

Our purpose here is to create a space for women and other minorities to use their voice, gain writing and editing experience, grow friendships, and allow for the chance to have creative freedom to write about our interests!

SEPHORA ACCELERATE



Sephora Accelerate is a brand incubation program dedicated to building a community of innovative, inspirational brand founders in beauty. With a focus on founders who are people of color, in line with our commitment to the 15 Percent Pledge, our goal is to ensure there are brands in the beauty industry representative of the colors, races, and ethnicities that make up the Americas.

From Strategy to *Idea*



Sephora Accelerate 2023 Cohort

- **Sephora Accelerate** created access for BIPOC beauty brands in a predominantly white industry.
+
- **HBCUs** provided the Black community access to higher education when admission was not accepted elsewhere.
+
- **Her Campus** was created to amplify women's collegiate stories.
=
- **Sephora Accelerate** will create a campaign entitled, **#BeautyofU**, targeting Gen-Zers at HBCU college campuses
 - Our **#BeautyofU** campaign will highlight entrepreneurship, self-identity, and community amongst HBCU college students and recent graduates.
- **Sephora** will collaborate with **HerCampus** to create events at the ten **HBCU** chapters currently in their cohort for Fall 2024.
 - Sephora will launch the campaign at Howard University with a large-scale activation event.

Campaign *Timeline*

Phase 1

Spring 2024

Start event planning,
confirm keynote speakers
influencer applications open

Phase 3

Fall 2024

Host events at six HBCUs with
HerCampus chapters with
activation event at Howard
University, plan follow-up
workshops and networking events

Phase 5

Spring 2025

Expand campaign to 25
HBCUs, influencers promote
digital & physical campaign

Phase 2

Summer 2024

Activation of influencers, invite media
to program launch

Phase 4

Winter 2025

Launch of #BeautyofU Instagram
campaign, pitch to more HBCUs

#BeautyofU Activation and Partnered *Events*

Activation Launch at Howard University:

- Why Howard University? This institution boasts a high credibility for engaging high profile individuals and media outlets with on-campus events, for example:
 - Vice President Kamala Harris launched presidential campaign in 2019.
 - NYX Cosmetics launched their partnership in 2021.
 - Neutrogena launched a campaign at the 2022 Howard Homecoming with artists, Chloe and Halle Bailey.
- **Keynote Speakers:**
 - George-Axelle Broussillon, Head of DE&I at Sephora.
 - 2024 Sephora Accelerate Cohort.
- **Topic:** “#BeautyofU: A Conversation on Identity, Inclusion and Entrepreneurship”.



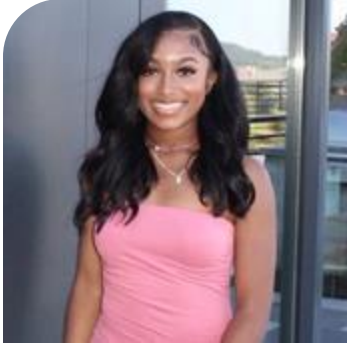
Sephora x HerCampus Events:

- **Locations:** HBCUS with HerCampus chapters (Clark Atlanta University, Hampton University, Florida A&M, NCAT, Savannah State, Xavier University of Louisiana).
- **Keynote Speaker:** One brand founder(s) from the 2024 Sephora Accelerate cohort per event.
- **Topic:** “#BeautyofU: A Conversation on Identity, Inclusion and Entrepreneurship”.



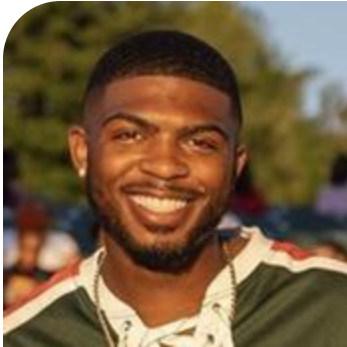
Top: Vice President Kamala Harris,
 Middle left: George-Axelle Broussillon
 Bottom: BROWN GIRL Jane Founders that graduated from Spelman College.

HBCU Influencers



Sienna Brown
178k TikTok followers,
Howard University
Class of '24

Sienna is a lifestyle and beauty content creator, majoring in finance



YuKwon Toney
120k TikTok followers,
FAMU, Class of '24

YuKwon is known for his “A Day in the Campus Life” videos and has lifestyle partnership experience.

Kamerin Ashley

21k Instagram followers,

NCAT, Class of '24
Kamerin founded A World of STEM, a non-profit that helps BIPOC students interested in STEM careers.



Skylar Warren

20k Instagram followers, FAMU,
Class of '24

Skylar is a fashion content creator. She is an HBCU ambassador and has beauty partnership experience.



The Media and Social Media

Pitching the Stories of
#BeautyofU Events & Influencers

ESSENCE

HER CAMPUS™

EBONY

Beauty
Independent

WWD
WOMEN'S WEAR DAILY

teenVOGUE

+ HBCU Campus Newspapers

Encouraging Reflection & Self-Love:
How Have You Grown?



How Will We Evaluate #BeautyofU Campaign?

Create a
Connection

Goal: Create connection with
Generation Z customers via
use of our new platforms.

Connect with
Target
Audience

Aim for **25** HBCUs in cohort by
the end of the first year and **50**
the following year.

A
Good
investment

Create a strong **connection** with **Gen
Z'ers** in their **college years** will be a
good investment for the future. The
demographic will transition to the
job market and have **capital to spend**
in Sephora.

Campaign Awards

PRNews

Digital Awards

Ragan

CSR & Diversity
Awards

PRNews

Impact
Communications
Awards

Beauty
Independent

Beacon Awards