

The MAC logo is displayed in a large, white, stylized font at the top of the page. The background of the entire page is a close-up portrait of Lisa from the K-pop group Blackpink. She has dark hair with bangs, green eyes, and is wearing heavy eye makeup and large hoop earrings. She is holding a MAC lipstick tube in her hand, which is visible in the lower right corner. The background is a soft, peachy color with some faint, white, leaf-like patterns on the left side.

MAC

NOV 2020

M·A·C'S NEW FACE

BLACKPINK'S MEMBER LISA
COLLABORATES WITH MAC
FOR THE NEW HOLIDAY
COLLECTION

HEADING YOUR WAY

THE NEW LINE YOU'VE BEEN
EYEING.... FOR YOUR HAIR



MAC

THE MAKE-UP



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Letter From the Team



LEFT: YUEYAO CHEN
CENTER: YUXIAN MA
RIGHT: LAQUANIUS CUTNER

SOMETHING NEW

FOR AS LONG AS we have known about M·A·C, it has been about the bold, vibrant, and daring colors associated with photography as well as the celebrity hype. A stand out brand that has always been hip to every high profile individual and trend, while still staying true to itself as a brand.

From Disney, to actors and actresses, from the nostalgic celebrity angels to recently, Korean pop stars, the brand has kept its guarantee of being all inclusive by having someone everyone can relate to. Through this project, we introduce a product that surely most M·A·C lovers and users have often wondered about, hair color. An extensive look into the research and planning of this brand extension.

In keeping with the traditions of the brand, to introduce the new M·A·C Lox hair color line, we chose to collaborate with Brad Mondo who has been popular in reviewing home hair color videos on YouTube as a licensed cosmetologist. Brad's kind, yet outgoing personality, made him a prime candidate to collaborate with for the introduction of the product.

We took it a bit further to start another M·A·C fund, this time focused on the fight against cancer. The brand already has a fund that helps with AIDS, it seemed fitting to go even further to help with another crippling issue that most of the world has seen or even experienced.

We hope you enjoy reading the process of the brand extension in the form of the first issue of M·A·C magazine.

XO,

Yuxian Ma
Yuxian Ma
Yueyao Chen



*Dance like no one is
watching!*



Model: Carolyn Lacasse
Photographer: Marc-Andre Riopel
MUA: Agence Sophie B
HAIR: Rodrigo Araneda

Contributors



Professor Carin Wightman

Professor Wightman has been a pivotal piece in this project. Without her expertise in the subject matter, this would not have been a smooth journey. Her contributions throughout the course to our thought process during the research and strategy of designing a brand extension was beyond reproach.



MAC Store Employees

The employees at the MAC store on Broughton Street in Savannah, Georgia, contributed largely to the store research. Their customer service was impeccable. Each employee not only entertained the team's project questions, but also engaged in casual conversation, which spoke volumes to their interpersonal skills, something that cannot be taught. And of course, they were fashionably dressed, even if they were dressed in MAC uniform with the added addition of a mask!

THE FOUNDATION



Co-Founder: Frank Toskan

About M•A•C

M•A•C is a producer and the world’s leading professional makeup authority and beauty trendsetter. This is credited to their expertise in artistry due in great deal to their founders. MAC collaborates with high profile names in popular culture, art, and fashion which also attributes to their expertise and being the go to make-up brand for trends.

Throwback to 1984

M•A•C is the popular name that stands for Make-up Art Cosmetics. The brand started life in Toronto, Canada. Founded in 1984 by Frank Angelo, a Toronto-based salon owner and Frank Toskan, a makeup artist and photographer, who met in the 1970s. They both were frustrated with the way makeup read in their photos and decided

to work with a chemist and Frank Toskan’s future brother-in-law, Vic Casale, to produce their makeup in the back of one of Frank Angelo’s hair salons.

The first lipstick color was inspired by a bold Crayola crayon color named Flamingo. Toskan, the photographer, made mention that it was the first matte lipstick that kept its color from the tube to the model, to the photograph. They went on to create 23 other crayon-inspired shades of lipsticks, which also expanded to pencils and powders.

WORD OF MOUTH is how their brand got around from Canada to the United States. It even made it to as far as the up and coming star, Madonna. Once Madonna requested a lipstick, in which they created Russian Red for her, many other music artists, makeup artists, and models began to take notice of the brand and started

purchasing makeup for their kits. The duo decided to package their products in black pots instead of compacts, this quickly became the company’s signature.

In 1994, as HIV and AIDS continued to spread globally, MAC made HIV/AIDS organizations beneficiaries of the company’s philanthropy and established the MAC AIDS Fund, providing financial support to men, women, and children affected by the pandemic worldwide. The burgundy-red VIVA GLAM lipstick was modeled by RuPaul who, at the time, was on the rise as a drag sensation. To this day, 100 percent of every VIVA GLAM product sold goes to the M.A.C AIDS Fund. In the same year, Estée Lauder Companies took control of 51% of MAC Cosmetics’ shares. In 1997, co-founder Frank Angelo died of cardiac arrest during surgery at the age of 49. Then Estée Lauder Incorporated increased its ownership to 70% in March of 1997. Frank Toskan decided to sell his remaining shares shortly thereafter before leaving the company, so Estée Lauder completed the acquisition in 1998.

Mission Statement

According to *Mission Statement Academy*, MAC’s mission is “to be the world’s leading makeup authority among both professional make-up artists and consumers. To meet customers’ needs for superior quality services and to provide a secure and challenging work environment for employees.”

Vision

Per the Director of Makeup Artistry of MAC, Terry Barber, MAC’s vision is “to bring to life professional knowledge, incredible craftsmanship and great product through an experience that

allowed everyone to find something that would cater to their needs — from runway to real life.”

Values

MAC has five values: diversity, individuality, social responsibility, community, and trendsetting. MAC celebrates diversity and individuality since MAC is for all ages, all races, and all genders. The brand believes in social responsibility, with initiatives such as the AIDS fund coupled with VIVA Glam at the heart, soul, and core of its unique culture. MAC is a proud community of professional makeup artists working together to bring their vision to life. At the forefront of fashion trendsetting, MAC collaborates with leading talents from fashion, art and popular culture. MAC’s artists also create trends backstage at fashion weeks around the world.



Co-Founder: Frank Angelo

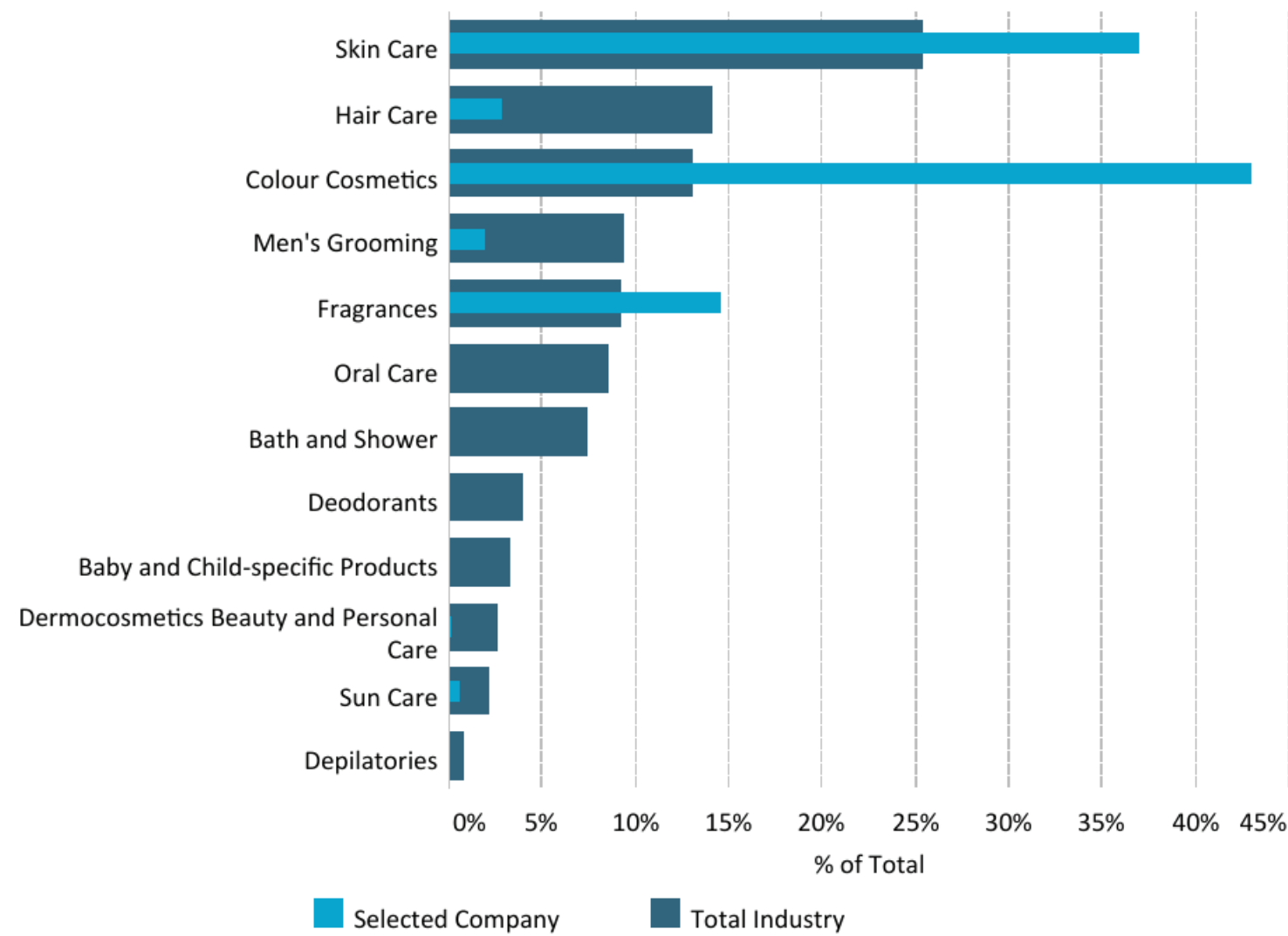
Brand Architecture

When it comes to brand architecture, MAC Cosmetics does not have multiple brands and is not considered to have a brand architecture. MAC was acquired by Estée Lauder Companies which is a house of brands. Estée Lauder Companies operates as a group with multiple separate brands in the company portfolio, including MAC Cosmetics.

ALL ABOUT THE MONEY

MAC Cosmetics' parent company is Estée Lauder, in which all financial data is assumed via their reports.

Estée Lauder Cos Inc vs. Beauty and Personal Care: Distribution of Sales by Category, 2019
Company Retail Sales RSP - USD million - Current - Fixed 2019 Exchange Rates



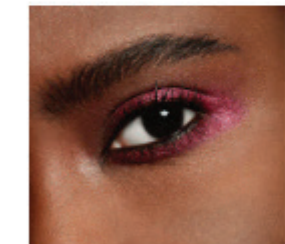
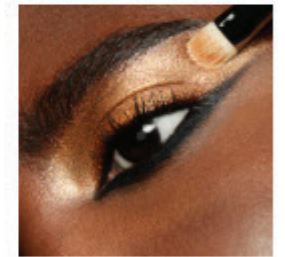
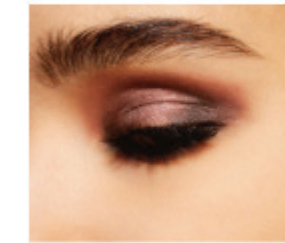
Estée Lauder Companies as a whole is in the bright blue. Compared to the industry, their color cosmetics, which includes MAC, is doing extremely well compared to their peers. In the hair care category, which includes hair color, the company has room for improvement. Hair care would be a great opportunity to expand.



BEST-SELLING EYE SHADOW SHADES

Pure colour — the way you crave it!

SHOP THE COLLECTION



“

THERE IS A SUMPTUOUSNESS, AND THERE IS A LUXURY FEEL TO THE TEXTURES OF THE NEW COLOURS.

EYE BROWS BIG BOOST FIBRE GEL

Give brows a mega-volume boost in a single swipe! This new formula builds, defines and shapes brows in eight smudge-proof, flake-proof unstoppable shades.

Small synthetic microfibres create fuller, fluffier brows.





Model: Carolyn Lacasse
Photographer: Marc-Andre Riopel
MUA: Agence Sophie B
HAIR: Rodrigo Araneda

GET READY WITH US!

M·A·C has a great merchandising mix with products you need to enhance those beautiful features. We've thrown together a natural look for you to start. No worries though, you can easily add color wherever you like! Face, lips, or eyes, ensure skincare and add fragrance \$24-64 to make 'em melt! So many products for each part of your face.



1 HYPE UP THE BROW

Some people like to put brows after foundation, why not boost them up with our *big boost fibre gel*, \$23.

Shop our website for more brow products.

2 PREP FOR STUDIO

Prime your face with our *prep+prime natural radiance*, \$42. Then smooth on our *studio fix foundation*, \$33 to make those pictures pop. Lastly finish your look with our *mineralize skin finish natural*, \$36.

Shop our website for more foundation products. \$7-70



3 EXTENDED IN THE EYE OF THE BEHOLDER

Extend the life of your eye shadow, \$18, with our *prep+prime 24-hr extend base*, \$24.50. Add a wing with our *liquidlast 24-hr waterproof liner*, \$22. Then get playful with the *extended play gigablack lash mascara*, \$21.

Shop our website for more eye products. \$8-75



4 KISSABLE LIPS

Prime those lovely lips with our *prep+prime lip*, \$19, then apply that fine line with a *lip pencil*, \$18 right before applying our *powder kiss lipstick*, \$21.

Shop our website for more lip products. \$12-24

5 SET THE LOOK

Complete the look with *prep+prime fix+*, \$29.

Shop our website for more skincare products. \$15-45



DON'T FORGET THE TOOLS

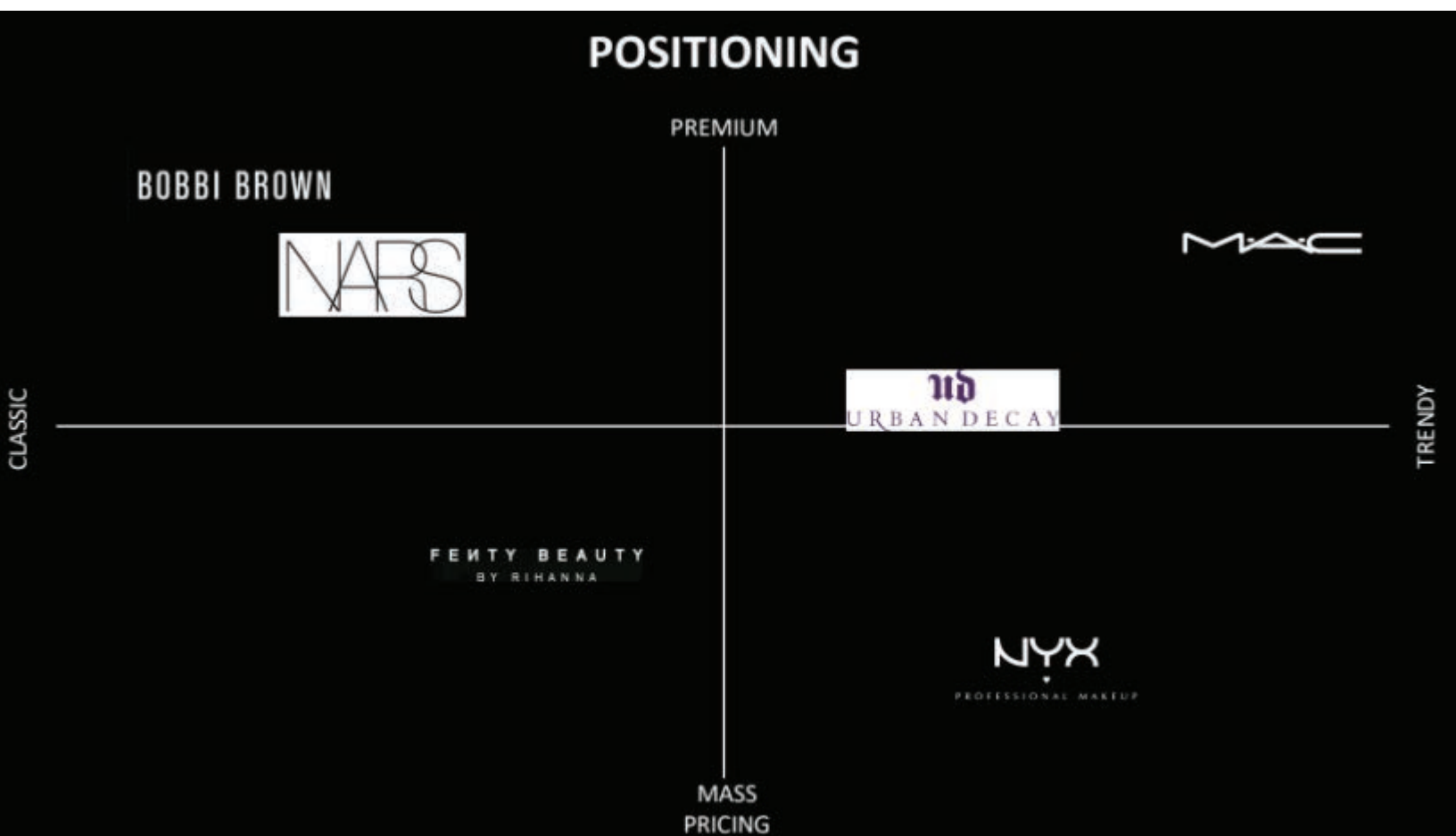
Can't beat your face without beauty tools

Shop our website for more accessories and brushes. \$10-53



BOOK AN APPOINTMENT WITH US AT YOUR LOCAL M·A·C STORE!

POSITION, PRICING, AND WHO DO WE THINK WE ARE



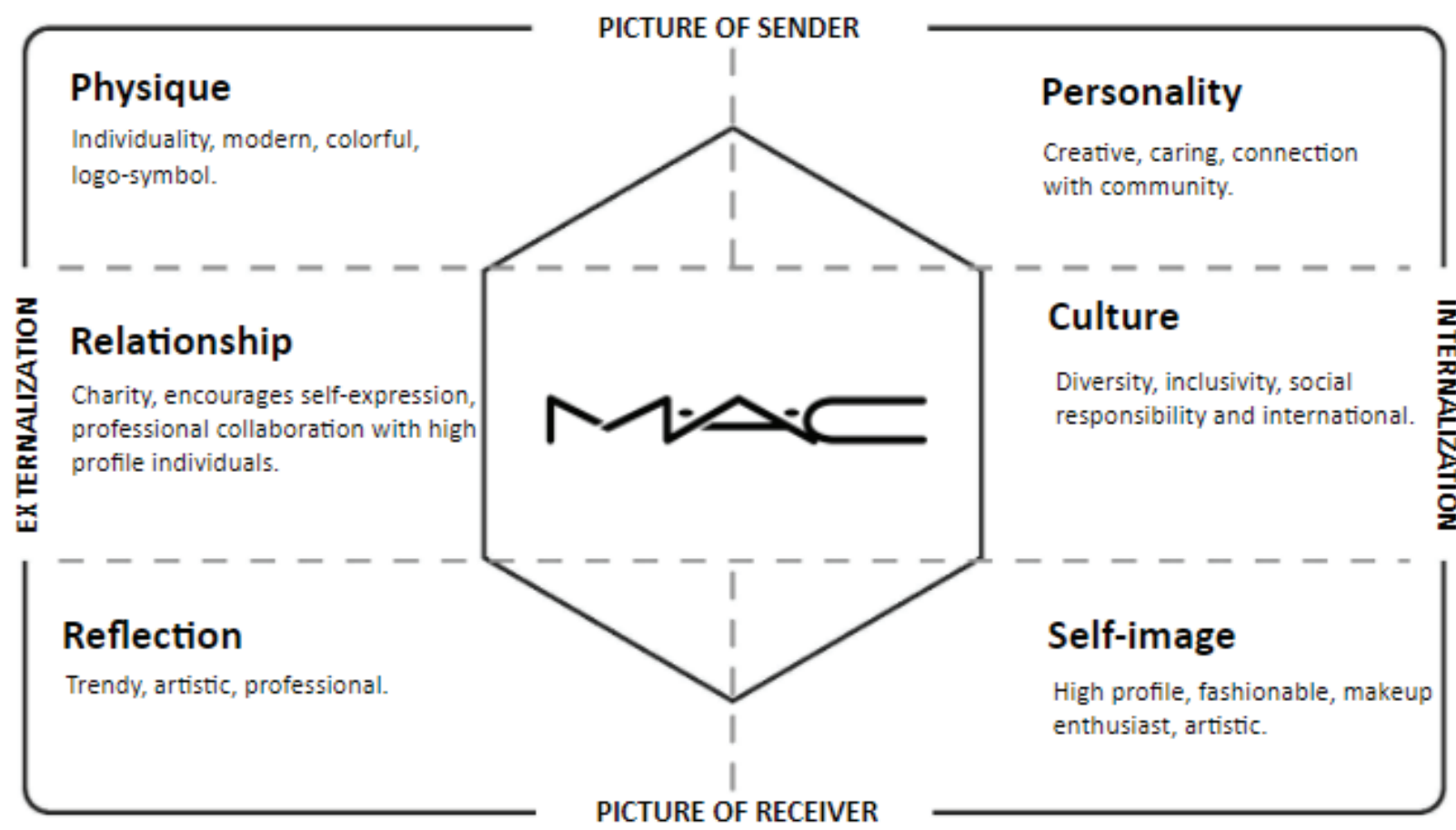
“It’s like a jungle out there!”

IT’S DEFINITELY A JUNGLE OUT THERE! While re-researching the company and the industry, there were a few other brands that stood out. Many of them started by artists themselves. That, we saw to be as serious competition. So, we delved a bit deeper into their companies to see what stood out and what made M·A·C that much more appealing to the consumer.

The first thing we looked at was price, premium pricing versus mass pricing. M·A·C has a premium price strategy, in which they price their products within reach, yet still high enough to be seen as the quality brand that they truly are.

Next we searched to see who was more artistic and trendy and offered more colors than the others. With these two factors, the perception map above is where we placed the competition.

BRAND IDENTITY PRISM



INDIVIDUALITY, modern, colorful, and the brands logo symbol are all things that contribute to the company’s physique. Most people know the brand by their packaging, either white with black pinstripe letters or vice versa.

The company has a endearing connection with the community with their VIVA Glam fund and through collaborations with high profile individuals, this nails their reflection as being trendy, artistic, and professional.

The personality of the brand is creative and caring. They are all about diversity and inclusivity with an international background. They truly accept everyone as their true selves.



WHERE TO BUY?

Past Distribution

In the brand's history, before the company of M·A·C Cosmetics started, Frank Toskan and Frank Angelo sold makeup products straight to fellow makeup artists, models, and photographers. Word of mouth was a big thing, especially when up and coming artist Madonna found out! It was like once she requested a special color lipstick the product couldn't get into the hands of customers fast enough. At that time, it was a direct to consumer distribution. They sold products directly from producer to consumers.

MUA: Lana Llon

Current Distribution

Today, M·A·C Cosmetics has an intensive multi-channel distribution process. It has more than 4,500 personal retail stores in more than 120 countries and regions. The artistry brand also sells products through its official website and Instagram shop. In addition, MAC products are available through authorized wholesalers, franchised shops, and outlets. But overall, MAC focuses more on its own stores which has higher conversions.

M·A·C utilizes a retail marketing channel to sell products in its own stores and official digital channels. They also use authorized wholesalers, including House of Fraser, Debenhams, Selfridges, Ulta Beauty, Sephora, and ASOS, in which ASOS was just added in July. Another wholesale company the brand uses that belongs to a wholesale marketing channel is The Cosmetics Company, who too falls under Estée Lauder. Sales are also conducted through over 1,000 franchise shops and outlets.

During the pandemic they have rerouted their distribution process to be an omni-channel one. The customer can now buy online and pick up their products the same day in store, curbside, or even choose Postmates delivery at checkout!

PUTTING OURSELVES OUT THERE

BTS of Fashion Week

MAC has been supporting Fashion Week since the late 1990s. For more than a decade MAC has established ties with powerful brands such as Prabal Gurung, Altuzarra, Vivienne Westwood, Chromat, Alberta Ferretti, and A.F. Vandevorst.



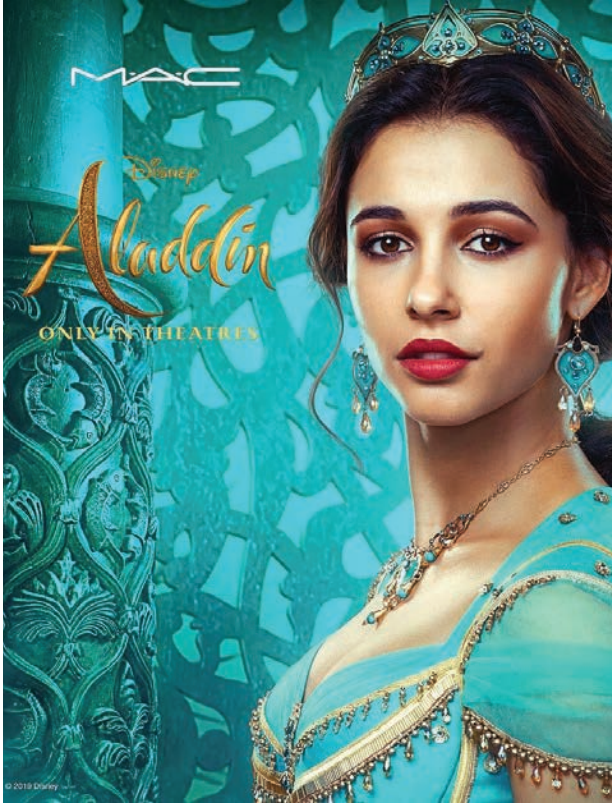
Holiday Campaigns

The new faces of M·A·C for the holiday collections are Bretman Rock, showcased above holding the new collection. Shown below is Lisa, from the Korean pop group Blackpink, the other new face of the brand. Celebrity collaborations are a big part of the marketing strategy to reach further into the market.

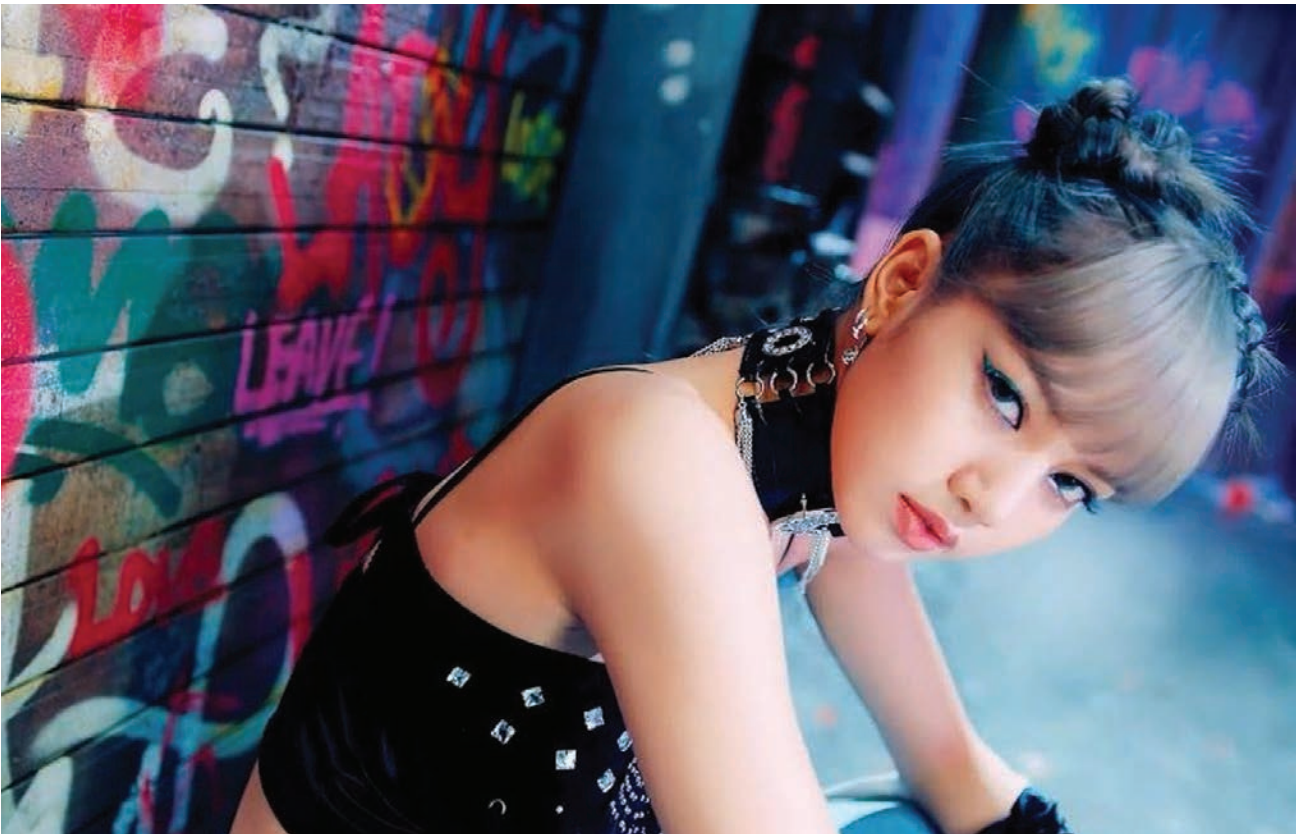
Mac uses QR codes to further activate consumer purchases. The QR code is printed on a thank you card that is sent to the customer with the call to action “Scan the QR code for instant access to the latest senior artist videos for enhancing your eye look.” They are taken to the mobile page where they can watch video tutorials as well as shop the look.

The Archives

MAC has a history of collaborating with well-known, high profile individuals and creating a line or using licenses to create new lines with names of celebrities. As seen below, they have collaborated with the late singer and actress, Aaliyah. The ad campaign to the left was a collaboration between MAC and Disney’s movie take on the original Aladdin.



- OBJECTIVES:**
The purpose of collaboration are
1. Create digital traffic
 2. Interact with key audiences
 3. Reach new customers
 4. Enhance conversions
 5. Improve brand awareness
 6. Create positive brand association
 7. Build strong brand identity





LET'S CHAT



M·A·C Cosmetics ✓

@MACcosmetics · Product/Service

Sign Up

bit.ly

Home Events Videos Photos More ▾

Liked

Search

More

About See I Create Post

Check in Tag Friends

Social Media Is The New Television

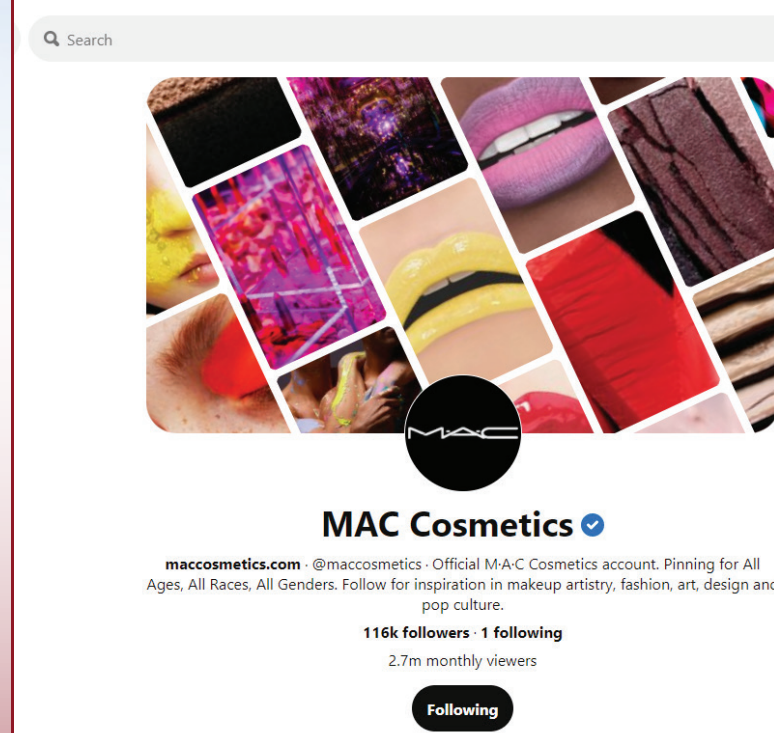
WHY WATCH TELEVISION WHEN WE CAN GET EVERYTHING WE NEED FROM SOCIAL MEDIA? WANT TO COMMUNICATE? PUT IT ON SOCIAL PLATFORMS

Everyone is on social media these days. M·A·C Cosmetics does a great job on social media. The brand created \$69.6 million earned media

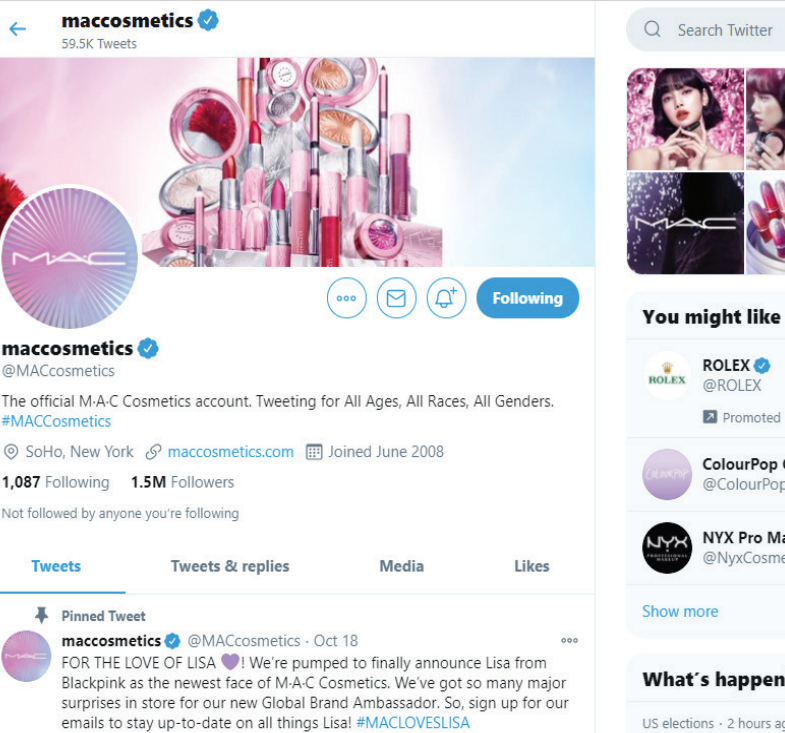
value (EMV) as of February 2018 and it was the top two beauty brands with the highest EMV. The main online platforms operated by MAC are Instagram, Facebook, and YouTube even though they also have Twitter and Pinterest. The content posted on MAC Instagram and MAC Facebook accounts are relatively similar, both for the purpose of displaying products. There are also some consumer feedback pictures they showcase.

There are more than 20 million fans on MAC Facebook and Instagram. However, the frequency and digital traffic on MAC

Instagram are higher. On Instagram, posts are updated more than twice a day. Each post has tens of thousands of likes, and even millions of people have watched their videos. On Facebook, posts are updated approximately once a day, creating less digital traffic than Instagram. On YouTube, MAC has more than 600,000 subscribers, and the videos are mainly focused on products and makeup tutorials. MAC updates YouTube less frequently than the other two, about two to three videos are updated a week, and the frequency of recent updates are higher. It is worth noting that no matter what the platform is, MAC will respond to all comments.

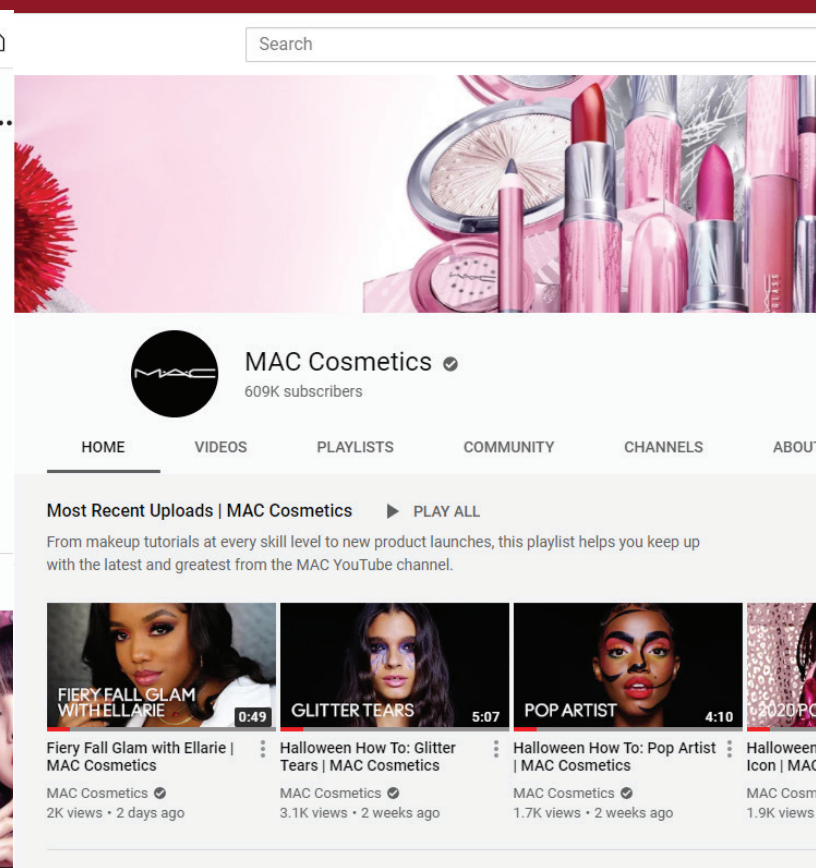
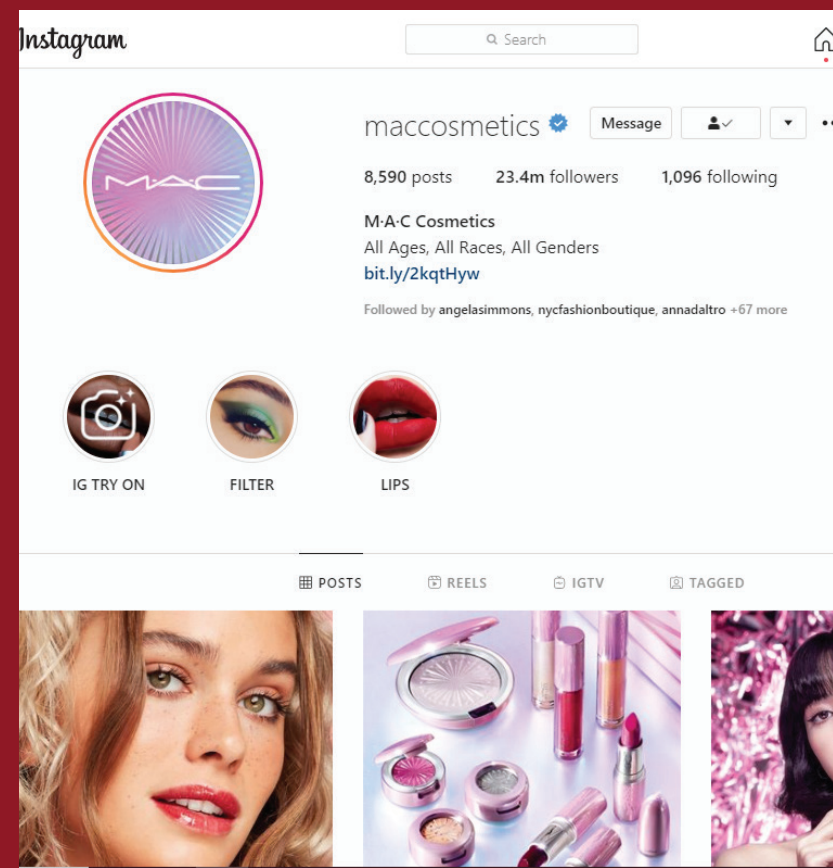


Pinterest is another platform used by MAC. The platform boasts 116,000 followers with product posts and celebrity posts. MAC is mainly focused on selling products on this website. Most customers don't go to Pinterest to shop, most of them are focused on searching for DIY's or even ideas for their house. If a product pops up and it is intriguing enough, they will click on it and have the opportunity



to be redirected to the MAC website.

Twitter is another platform used by the brand, but not as heavily used as the first three mentioned. MAC has over 1.5m followers and post celebrities and products anywhere from 1 to 2 days, so not everyday.



OUR ENTOURAGE



MUA: Ekomobon Akinseye

M·A·C is always welcoming to everyone, but not everyone wants to hang out with MAC and that is ok. The brand is for All Ages, All Races, All Genders, but why not go into detail about who tends to be a part of the entourage.

The added demographics of people are financially independent and at times are well-educated with higher education, not all are, but some. That isn't a deal breaker though as we accept everyone as they are.

Although MAC started in Toronto, Canada we are fully welcoming to a large array of new and old friends in the Asia and Pacific regions. We also are always hoping our friends in Europe and the Middle East are living comfortably and at peace, much like our massive entourage in the Americas. They all

mainly live in urban or suburban areas so hopefully not too many of them run into issues when it comes to peace and comfort. Though, you know what they say, just because the grass looks green, doesn't mean it is always.....or something like that.

The psychographic traits of our entourage are pretty amazing as well, they are confident, outgoing, self-expressive people. We always want them to feel comfortable expressing their inner self. Though, we don't see why they wouldn't, because they are also dance enthusiasts, social media addicts, love being entertained and enjoy partaking in celebrity shenanigans and all things that entails great experiences. Sounds like they are a fun bunch of people right? Well they also want to make sure that every brand they come across has some sort of social responsibility about themselves, otherwise they stop hanging out with them. So glad MAC isn't part of the mean crowd that skims on fairness and quality.

Behaviorally our friends aren't too loyal, and we respect that as a brand. They play with other brands too, as long as they provide them with the image and functionality they seek.



Photographer: Magdalena Sobieska
MUA: Katy Khmelova
Model: Jagoda Erol



Functional Seeker

Our first persona is the functional seeker. She is 38 years old and the assistant to the CEO of a major bank corporation making \$100,000 a year. With no children, that salary is all for her.

She is an ordinary office woman. In her everyday life, she only does daily and natural make-up, rarely making a breakthrough. In her heart, she wants to be more confident, more outgoing, and more visible. MAC Cosmetics is an outlet for her. She is exactly like MAC, with black and white simple packaging, but colorful on the inside.

This lovely woman spends money like an older woman, but is young at heart. She dances in her car after a hard day at work, just out of pure excitement to be off of work. She plays her music loud when driving home. Her hidden secret is that she loves to attend cosplay events.

Everyday she posts an outfit of the day on social media to her loyal followers who enjoy her fashion. Natural hair colors is what she prefers in order to hide her seven strands of gray hairs.

This persona purchases mainly functional products, but every three months as a way to reward herself for her hard work, she buys cosmetics, luxury bags and shoes. She truly enjoys special products that add value to her life.



Photographer: Tomasz Przewoznik
MUA: Inga Marniok
Model: Malgorzata Anna Wiktovia



MUA: Jennifer Ellis
Photographer: Aaron McPolin

Image Seeking

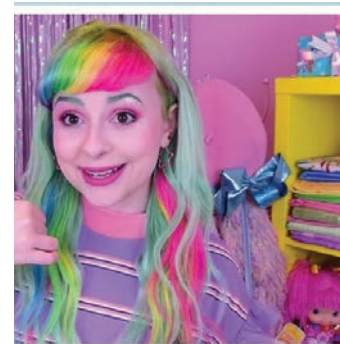
Persona two is the image seeking consumer. He's a 27 year old diva who makes \$45,000 a year. He is a licensed cosmetologist with no children and very confident in his own skin. This outspoken persona lives with his partner in the amazing city of Atlanta, Georgia.

In his off time he is a YouTube influencer with a cult following that he takes time to respond to....every....single...comment.

He enjoys partying and hanging out with his best girlfriends. During those times he enjoys doing personal photo-shoots with his friends as his personal photographers.

This diva enjoys searching online for the right outfit and then going in store to purchase when he is pressed for time. The dressing rooms of the store becomes his personal runway to put on a show for his friends to see what he picked out. He shops at MAC for all of his makeup needs and loves changing his haircolor whenever he is in a different mood.

Out of the two personas we chose to cater to persona one. Nothing against him, but we felt as though we could reach a lot more people with the functional seeker.



OUR COMPETITORS



Arctic Fox

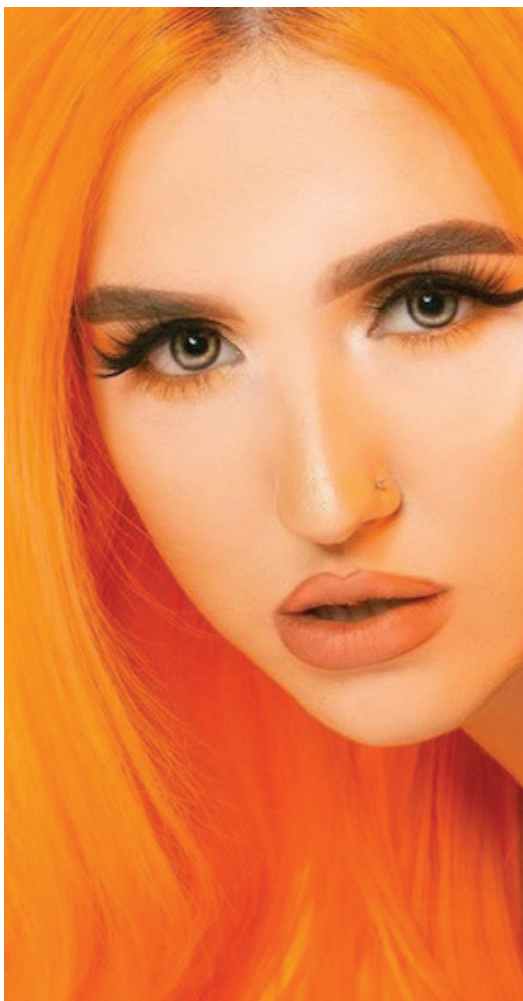
Arctic Fox is a niche hair color company that was founded in 2014 by influencer and animal lover Kristen Leanne and partner Ryan Morgan. The brand encourages inclusivity, equality, love, and is a catalyst for standing out.

Their mission is “to provide the world with a variety of high-quality hair color and care products that can be used as tools for self-expression. AF believes everyone has a unique voice and should have the opportunity to define who they are. Through open and engaged dialogue, it strives to create an accepting and supportive space for people to share their creative looks and inspire one another. AF will always be a catalyst for standing out, inclusivity, equality, and love. A paralleling component of its mission is to provide help for those without a voice:

animals in need. AF’s products are and always will be 100% vegan and cruelty-free. The company actively assists in preventing cruelty towards animals and educating the public on how they can get involved.”

Arctic Fox’s target consumers are both women and men ages 18-35 who are edgy, chic, unique, and have a passion for color, self-love, self-expression, and care about animals.

MANIC PANIC



Manic Panic

Manic Panic is a cosmetic hair coloring brand based in New York. It was founded in 1977 and owned by sister musicians and philanthropists Tish and Snooky Bellomo.

Their mission “has been to share our rainbow vision of Peace, Love and Glamour throughout the universe while staying true to our core beliefs. Charitable before it was lit, we donate as much as possible every year (a minimum of 15% of our net profits!) to various charities including BCRF, PETA and The World Wildlife Fund.”

The company’s target customer are mostly women from 18 to 30 years old. As punk rock pioneers and tastemakers, Tish and Snooky’s brand Manic Panic appeal to those who are punk, independent, goth, chic, edgy as well as unique.



Splat

Splat is a hair color company based in California. They were founded in 2010.

Their mission is “to provide the most extensive, cost effective, high quality semi-permanent hair color experience for our customers.”

They target mostly 14-30 year old females and male consumers which both identify as edgy rebellious, and expressive. They target anyone who’s willing to stand behind a vegan product with all natural ingredients.



Hair: Kati Suokas
MUA: Tiina Lamberg
Photographer: Mikko Karekivi
Model: Tähkä Heino

What Did We See?

All three of these companies are niche companies that had something unique yet similar about them. We appreciated their community service in which they donate 15% of their profits to select charities. Although this is a smaller portion than M·A·C’s donations, it is still commendable.

They may have a similar market, but they are vegan and cruelty free as well as 100% AGAINST BULLYING!

S

Strengths

The products are high-quality and cruelty-free. MAC's Aids Fund, VIVA Glam contributes to social responsibilities by giving back to communities they have found themselves associated with upon inception of the company. The brand is inclusive for all ages, sexes, and races. It also has a strong promotion strategy that adopts multichannel and omnichannel approaches. MAC establishes good relationships with influencers and celebrities. Moreover, a strong global network, including physical stores and online channels, is a big strength.

W

“A new brand in the hair industry amongst veterans.”

- Not having an extensive skin care line

Model: Ashley Jobe-Parket
Hair: Carolyn Jayun Gahan
MUA: Lola Teillet

O

Opportunities

The market value of the hair color industry is constantly expanding. According to the report Hair Color Market in the U.S., provided by Statista, the market value of hair color worldwide will increase from 24 thousand million in 2017 to 40 thousand million in 2023, a growth rate of 65%. Consumer behavior is also changing. Consumers want sophisticated and customized hair color products. During the pandemic, consumers

increased their spending on home hair color products . They chose to dye their hair at home vice using a salon service. Bolder and more unique hairstyles can help them change their mood and bring life back. At the same time, unisex hair color products are becoming more and more popular. According to the data by Mass Market Retailers, sales of unisex hair color products increased by 31% to \$17 million.

PRIME
Studio

MUA: Bobina Marina

T

Threats NYX just developed a hair color line!

Plus mature competitors in the hair industry.

Model: Carolyn Lacasse
Photographer: Marc-Andre Riopel
MUA: Agence Sophie B
HAIR: Rodrigo Araneda



MUA: Marine Galstyan

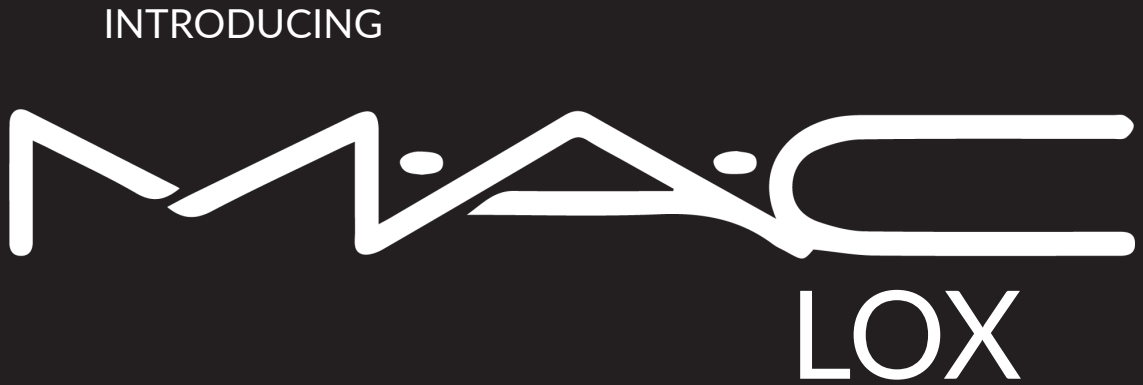
HOW WE GET DOWN

It’s all in how you strategically plan your steps, that makes the dance that much smoother.

Never go into a new venture without a plan. Now that we have the SWOT Analysis and who our target customer is, it is now time to plan every move to ensure a successful launch of the new hair color line, M·A·C Lox.

We see how everyone has responded to the way we have always gotten down on the dance floor, so there’s no need to create new moves when the bass line is already there.

The goal is to diversify the brand portfolio and bring something new. Sometimes you just have to break out of the normal everyday scene. This new product development will be a step, pun intended, in the right direction to perfect the product assortment as a trendy beauty brand.



SINGLE COLOR

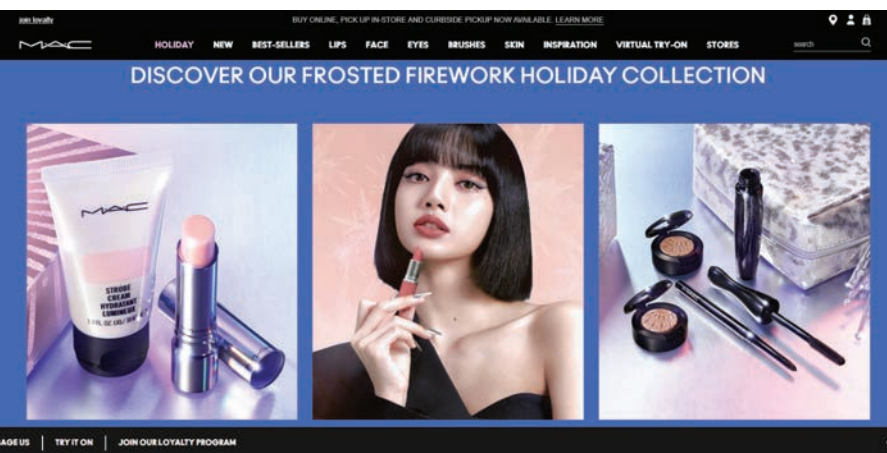


DELUXE COLOR KIT

We have developed a new hair color line, that we are planning to be successful as well as offer seasonal hair colors consistent with the brand identity. There will be 12 colors to start with that will coincide with the current promotional eyeshadow colors being offered, i.e. the hair colors will caveat the new eyeshadow palettes that come out during collaborations and holidays. In order for customers to try it out physically, we are extending our services to include a licensed and/or trained artist. This will not include a full head color service. The idea is to have

one of our professionals dye a streak of the customer’s hair the color of their choice, during their booked appointment.

The price of MAC’s hair color products will also be in line with the positioning of its luxury beauty brand. Taking the price of MAC’s eyeshadow palette as a reference, the individual hair color product is priced at \$32, and its hair color deluxe kit is priced at \$75, including three hair colors. The consumer can freely choose three different colors to customize the kit, just like customizing an eyeshadow palette.



WHERE CAN I FIND THAT NEW MAC HAIR COLOR?

M·A·C Lox will have multiple distribution channels. The products will be available in MAC's brand stores as well as MAC's official website.

In keeping with the brands channels now, as an easy incorporation strategy, the new product will be sold at retailers like Sephora and Ulta Beauty.



WE ALL HAVE A PART

And every department counts.



ACCOUNTING

The ultimate force behind the company. They tell us whether we can afford to fund this new brand extension. With their approval and financial advising on how much money to invest in what, we can use all funding in a successful manner.

MARKETING & PR

The marketing department will reach out to the high profile individuals that we want to collaborate with, but first, they will research who our target market is and gather as much info on them so that we can appeal to what they didn't know they need in our new product. From there they will design an ad campaign and marketing strategy to ensure a successful launch.



HUMAN RESOURCES

This department is the right hand man to the accounting department. They will ensure the company has the right amount of manpower and ensure that all employees will be properly trained on how to use the new products.

SUPPLY & OPERATIONS

Supply chain management and sourcing will begin with finding the materials needed for the product and coordinate the move to get it to the manufacturers. Upon the completion they will get with logistics to figure out the movement from the manufacturers to the warehouses and out to the stores. The store operations manager will communicate to ensure the SCM knows how much inventory is available as well as overall operations including employee management and visual merchandising at the store.



MERCHANDISING

Ultimately without the merchandising department, how will we know what store needs what and when? They will make sure that the product is in every store and the right store. They work closely with the suppliers, the retailers, and manufacturers to ensure the product is right where it needs to be. And if a certain color isn't selling in a particular location, it will be rerouted elsewhere.



LOVER-ONLY PRODUCTS

BACK-TO-M·A·C EXPANDED PLUS TRACKER*

SPECIAL SEASONAL OFFERS

FREE MAKEUP SERVICES** (DEVOTED: 30-MIN / OBSESSED: 2 X 60-MIN)

EARLY ACCESS TO NEW COLLECTIONS AND COLLABORATIONS

BIRTHDAY GIFT

FIRST ACCESS TO NEW PRODUCTS

FREE 2-DAY SHIPPING (\$50 MINIMUM)

EXCLUSIVE INVITES

LOVER LEVEL 01 When you make it official	DEVOTED LEVEL 02 When you spend \$150 or more*	OBSESSED LEVEL 03 When you spend \$500*

*You can return, 1, 2 or more primary packages and we'll track them until you reach 6 and qualify for a complimentary Back-to-M·A·C product. Once you have reached 6, you can receive a free M·A·C Cosmetics lipstick, lipglass or single eye shadow of your choice. Some exclusions apply. | [TERMS & CONDITIONS](#)

TOO OBSESSED TO BE STRESSED

We love to shower and reward our loyal customers with incentives just for being a lover, a devoted friend, and downright obsessed. Just keep in mind that those are levels to this program.

Level 1 is the Lover level. This level is when you sign up to make it official. Everyone is in on the lover-only products, the back to MAC expanded plus tracker which takes the think work out of tracking the product packaging. Once you reached 6, you receive a free M·A·C Cosmetics lipstick, lipglass or single eye shadow of your choice. Lastly in this level are special seasonal offers.

When you spend \$150 or more, you hit level 2, it is then that you are considered devoted to the brand. Every thing in level one is included, but you also get a free make up service limited to 30 minutes. We keep you in the know by giving you early access to new collections and collaborations and if that isn't showing you our love, we'll even give you a birthday gift.

Reaching level 3 when you spend \$500 is when we know you are truly obsessed, and that's ok! You'll have access to everything the lover and devoted has but we give you first access to new products, 2 60-minute free makeup services and if you ever need a product shipped we will give you free 2-day shipping as long as it is at least \$50 worth. To reward you even more, we will send you exclusive invites.

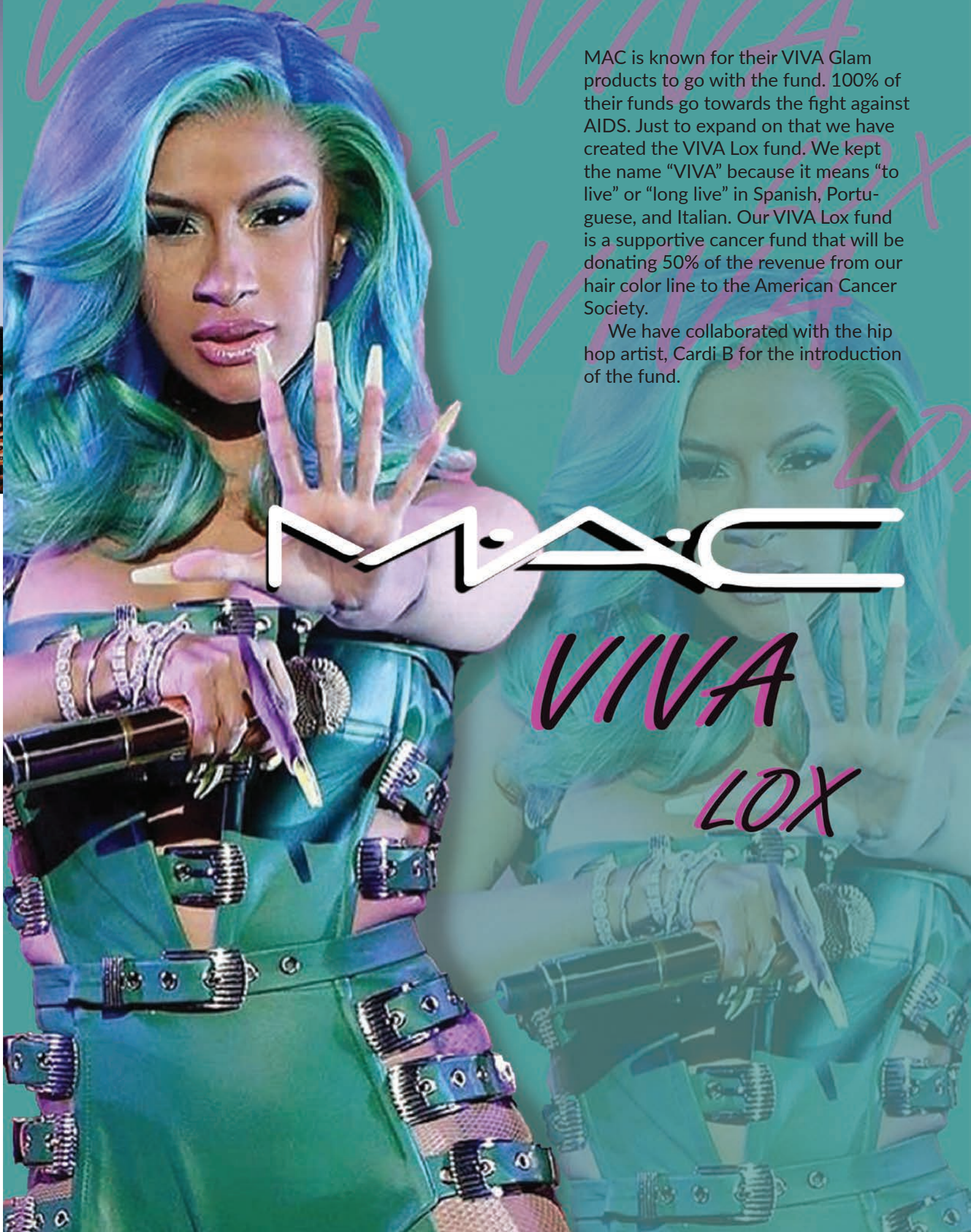
MAC Lox will be added to the loyalty program.

HAIR SHOWS INCLUDED

Hair: Jamie Wiley
Photographer: Richard Monsiers
Top Model: Jessica Witkowski with Factor & Chosen
Centered Model: Kelsea Campbell with Fenton Models



Well not really. Much like we are behind the scenes at fashion shows across the globe, we will expand our services to be included in hair shows and not just our makeup, but M·A·C Lox is coming too! We've got our eyes on The Hair Project in Belgium!





Collab with Brad Mondo

For the launch of M·A·C Lox, we have decided to collaborate with the celebrity hair stylist, entrepreneur, and YouTuber Brad Mondo. Brad has styled celebrities like Vanessa Hudgens, Heather Marks, and Shay Mitchell to name a few. He is known for his YouTube video reactions to home hair coloring videos.

Brad owns a hair care line called XMONDO Hair. Although he is not booking any hair appointments he will definitely keep up with his social media followers and respond to their questions and comments about hair color and hair care. Through this collaboration we are strategically planning to gain awareness with his 6.33 million YouTube followers as well as his 1.7 million Instagram and Twitter followers.

Disclaimer: Brad Mondo is currently planning the launch of his own hair color line XMONDO Color. It is due to launch November 19, 2020. He made it known via Instagram on November 4, 2020. (Could be considered a threat.) We started the project September 23, 2020.

PUTTING IT ALL OUT THERE

MAC Cosmetics' uses social media to promote their campaigns and collaborations

2021 FEBRUARY						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4 Beyond Beauty Americas	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28 The Hair Project	29	30	31			

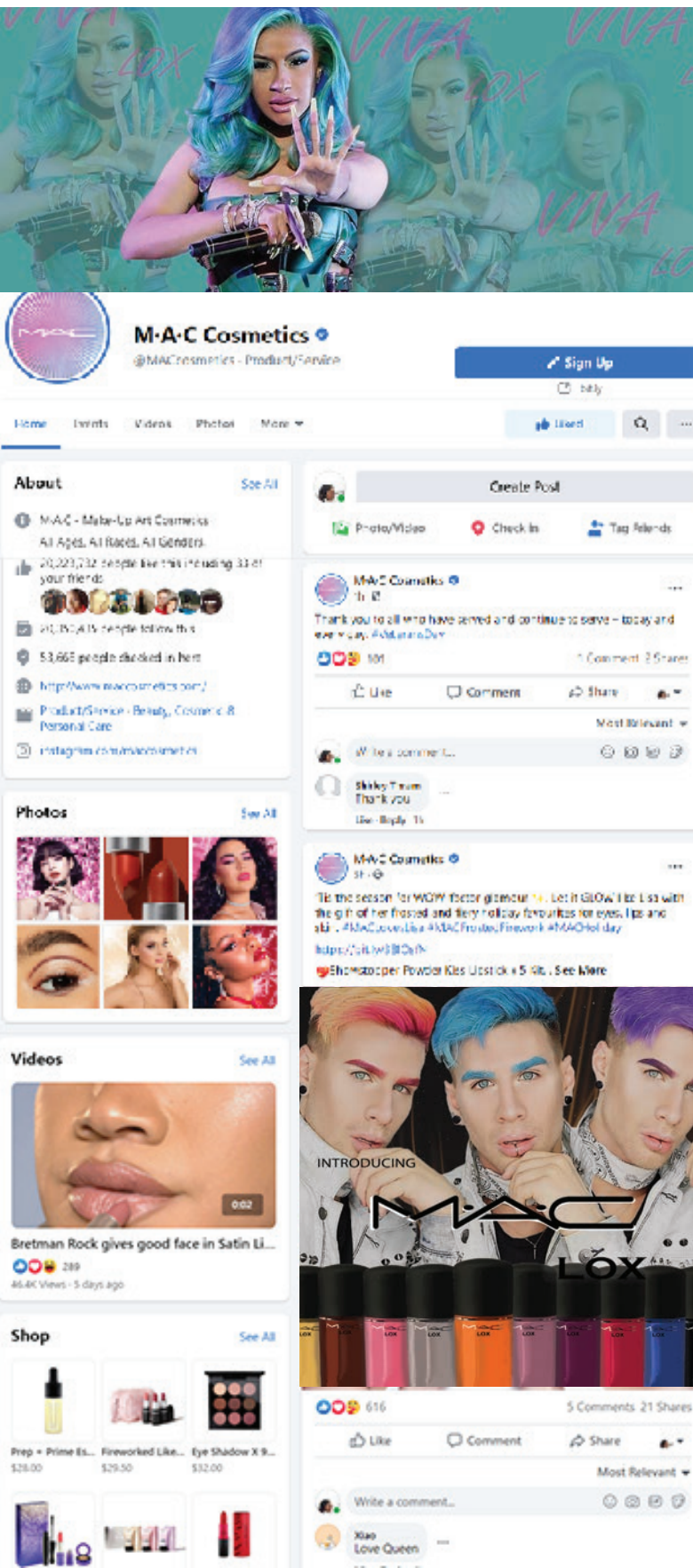
- Launch Day
- Instagram
- Facebook
- YouTube & Pinterest

Our social media manager has an extensive calendar that they can use to show when they will post where and on what day. Having a social media plan is very important and should also be in good keeping and cohesive with the brand personality. The ad campaigns will be posted on the days of their photos and on the days where the photos are not prevalent, the SM manager will post other content as normal.

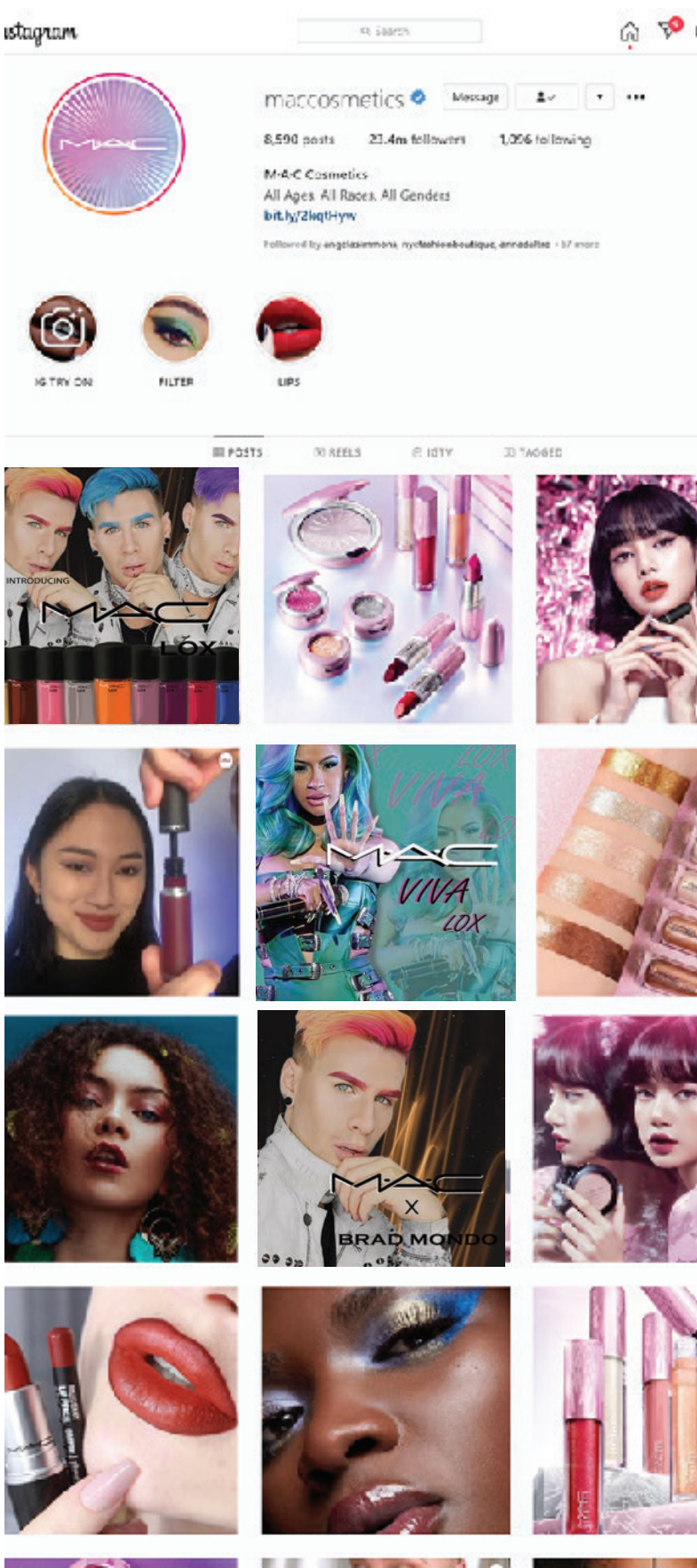
The launch of the product is on a Saturday near the end of the month which will give consumers the chance to go into the store to try it out. The date was chosen around The Hair Project which is a hair show based in Belgium. This particular hair show is one that MAC will be participating in for the first time.

FOR THE LOVE OF SOCIAL MEDIA

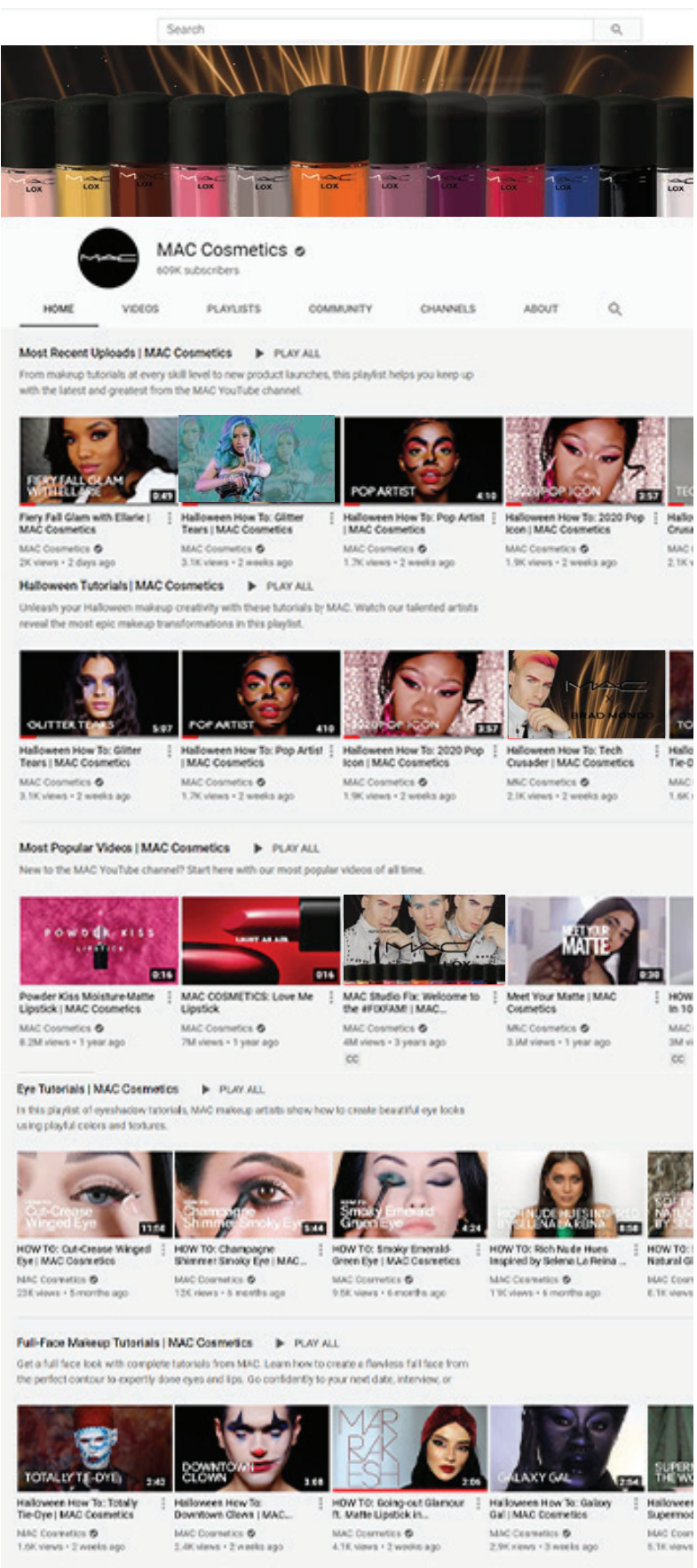
FACEBOOK



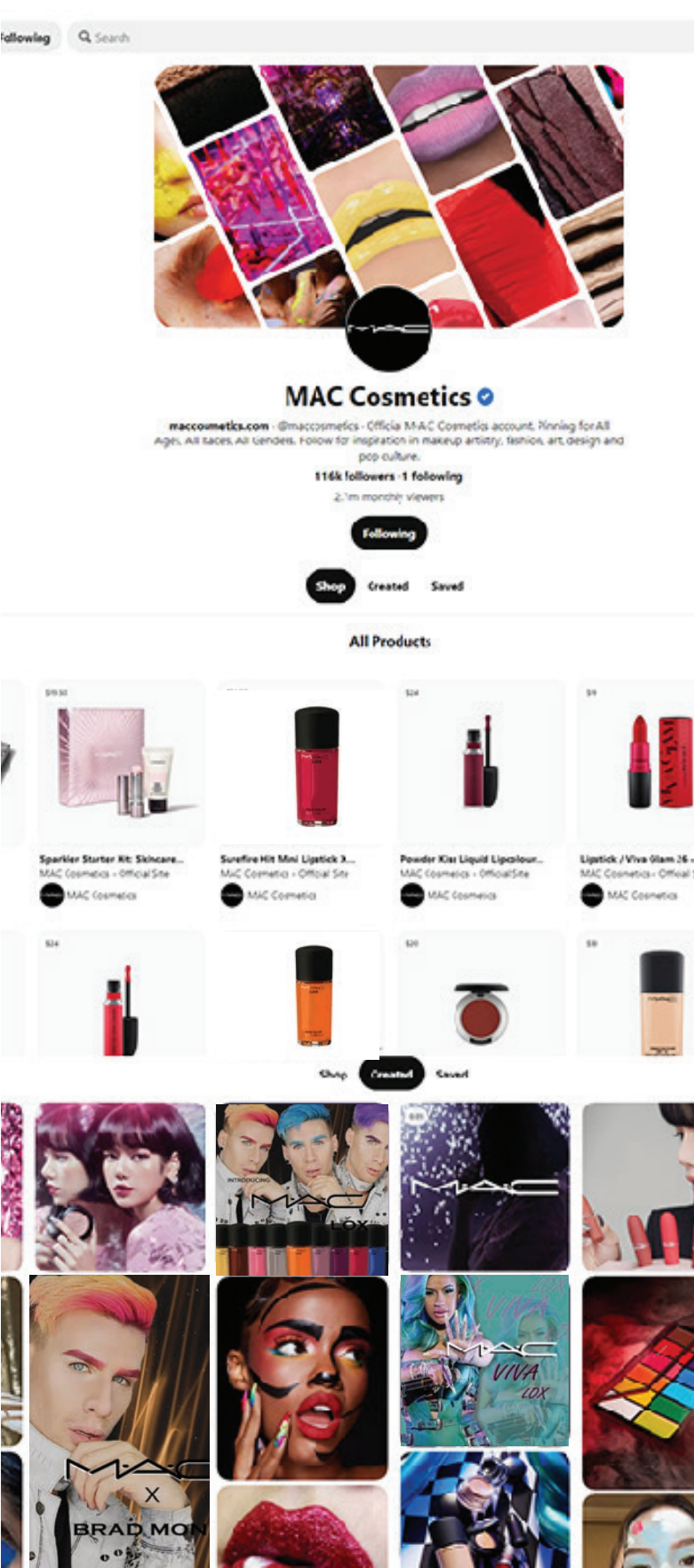
INSTAGRAM



YOUTUBE



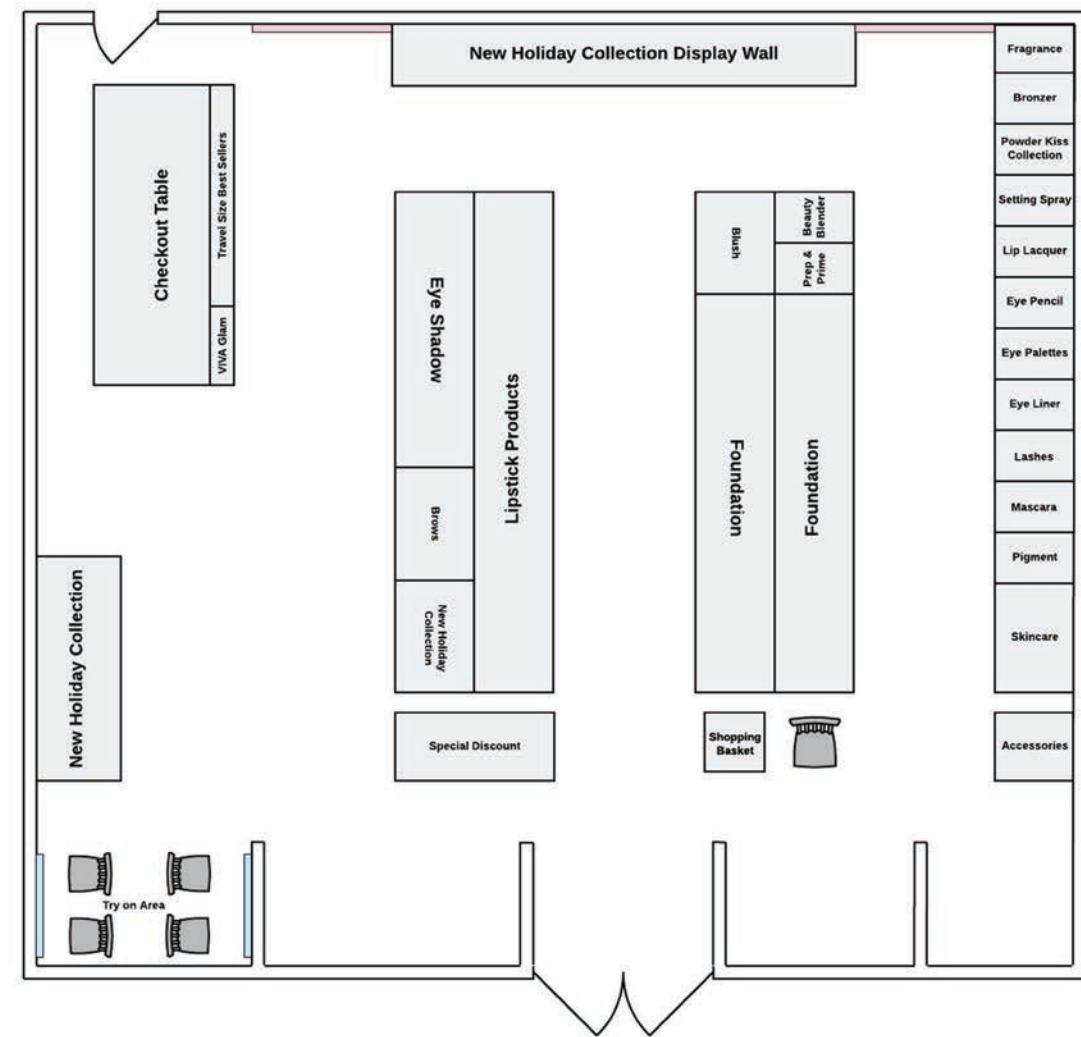
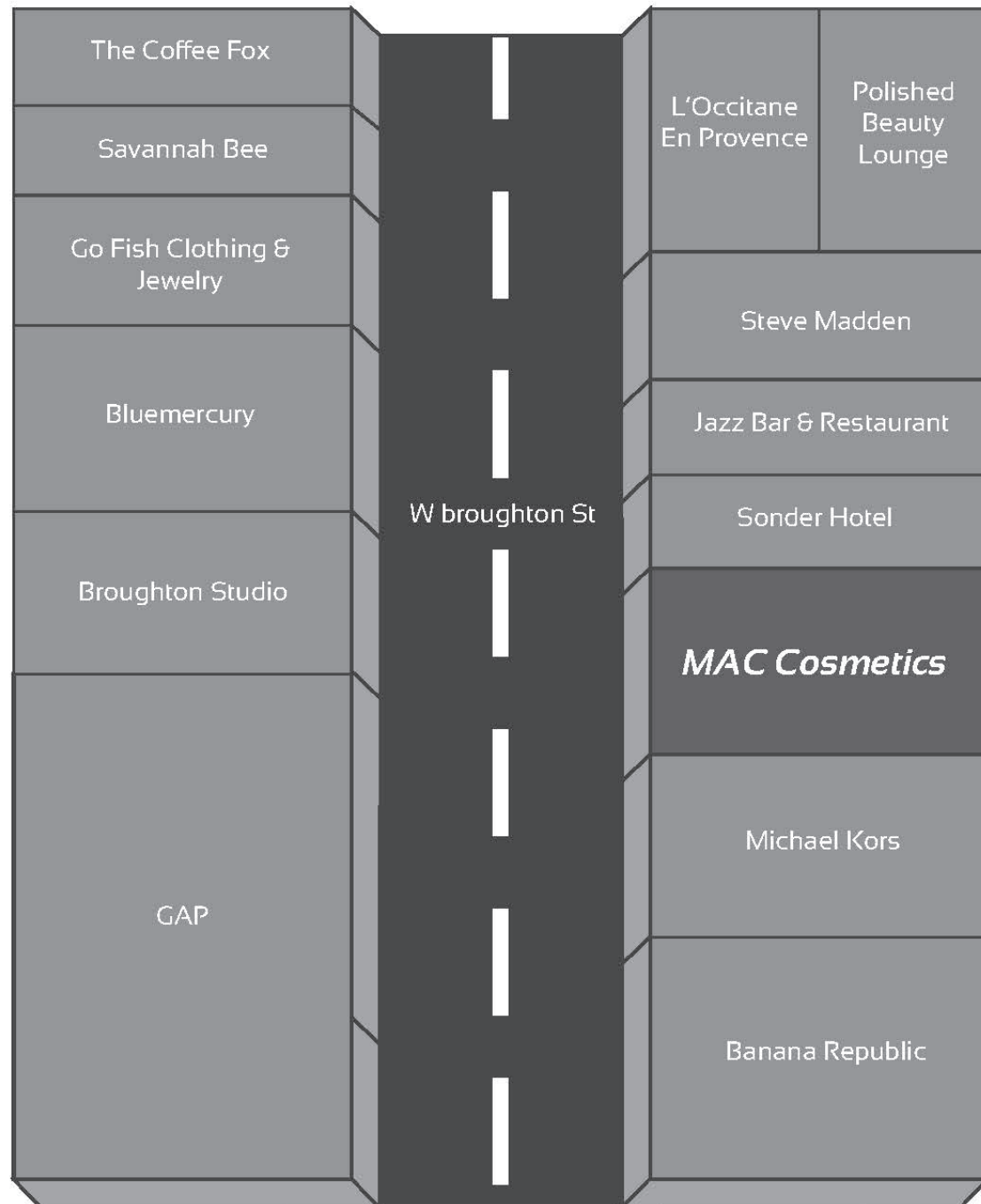
PINTEREST



M·A·C ON BROUGHTON

The M·A·C store we chose is located on West Broughton Street in Savannah, Georgia. According to this street view, we can see that there is a Bluemercury, where it has cosmetics, skincare products, and perfumes from different brands, but no store or brands nearby has similar hair color products. The store is about 900 square feet. A very intimate setting.

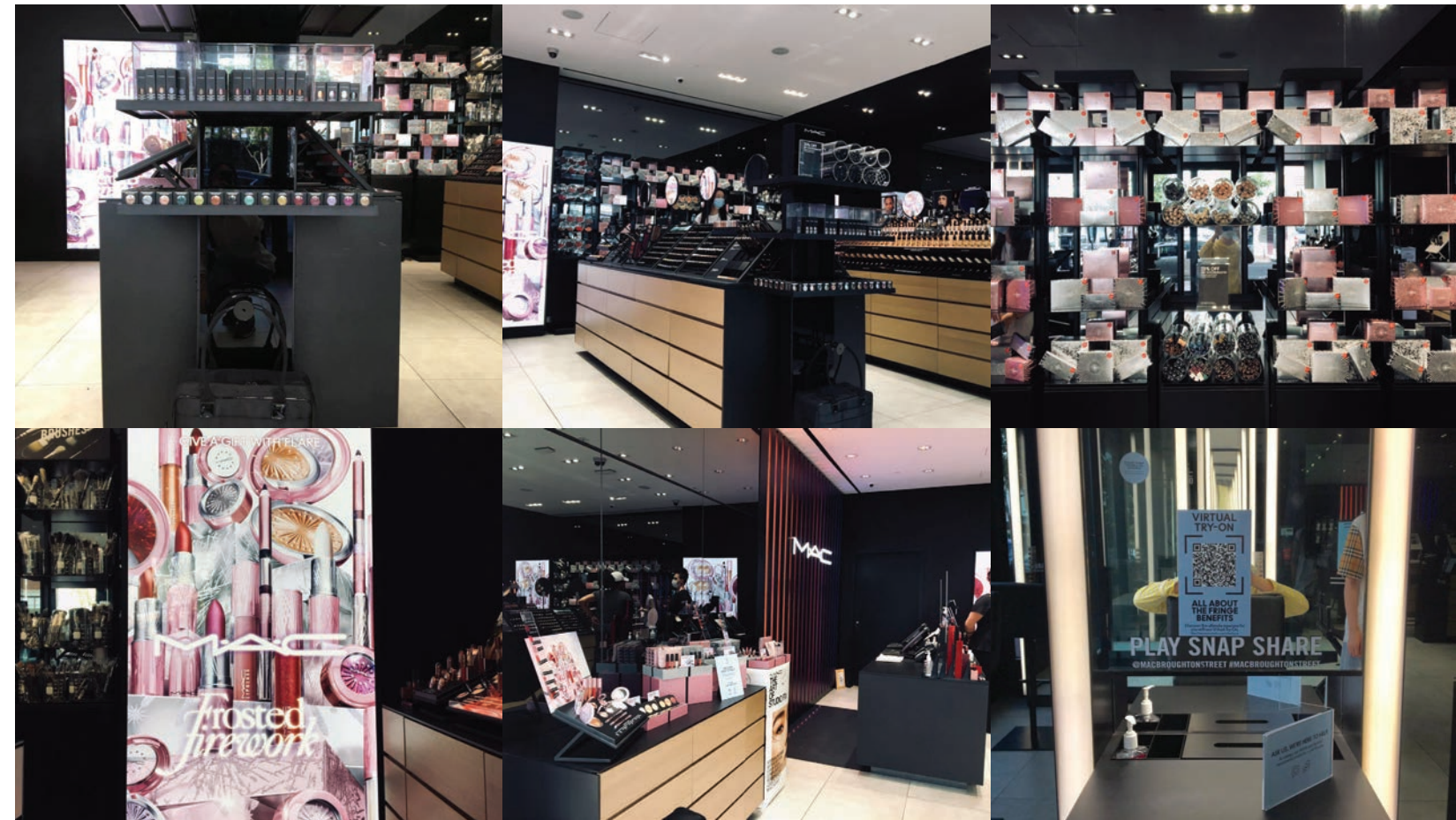
Location:
113 W Broughton Street
Savannah, GA 31401



This is the current layout of the store. It has soft lighting with no fragrant smell. They keep the store fairly sanitized and clean. To the left is a detailed view of the store with pictures to show real time below.

There are over 300 SKUs in this location all sorted by category and then by collection. The business contribution of this store is in four parts.

40% from face products.
35% from color products.
(like lipsticks and eye-shadows).
12% from skincare
13% from other products like accessories and fragrances.





MAC

Inside the iconic store on Broughton

The iconic M·A·C on Broughton store was open, despite the ongoing COVID-19 pandemic, better known as Corona, or the rona. We grabbed our masks and hand sanitizer and the team proceeded to the store. We arrived in two separate cars. I ended up driving around for 5 extra minutes and finally found a parking spot.

Broughton Street is located in the downtown area of Savannah, Georgia. It's a street filled with shops and cafes. There is no, "I'm going to run down and get a park really quickly," especially if the day just so happens to be even the slightest of busy. It was around 2:30 p.m. when we arrived so there were little to no parking left.

I found a parking spot just a block away. After using the parking app on my phone to take a gander at how long we were going to be there, I paid and proceeded to walk. Now pause for a moment. I can never remember where I parked. It is almost like living in Washington, D.C., there are quite a bit of grids that all look the same, so I took a picture of

the area I was parked in so that I could find it later.

Finally, I arrived to the store and we all met in person for the first time. "Hi, ladies!" I exclaimed, excited to finally meet the women I teamed up with for this amazing brand extension project. "Hi!" They yelled back in unison. They road together and was lucky enough to get the parking space I was trying to circle the block to get. It just happened to be right in front of the store.

As we walked in, we immediately started to survey the store. The sign placed at the end of the small walkway said they were open for business and to please wear a mask. Once we got all the way in we were greeted by the lovely MAC employee, Kailey Allen. She was lively and welcoming and ready to help with anything we may have needed. "Welcome to MAC!" she said in an upbeat voice. Instantly I felt the M·A·C spirit volt through my veins, awakening the outspoken diva in me. "Hey girl, hey!" I said with a smile, "How are you today?" Immediately girl talk began and we had a conversation about the store while Yueyao Chen

began to take pictures, and I'm pretty sure Yuxian Ma was shopping. Who can blame her, because I definitely walked out of there with a few items as well.

"We are here on a project as a team. We just wanted to see how the store is laid out, where we would put our products, and how you do business." She happily ensured that it was ok as I proceeded to tell her that everytime I pass a M·A·C store I can never resist the urge to shop. We laughed and she agreed that working there was a struggle to not spend her paycheck. After lightening the mood, I walked off to aide in surveying the store and Chen walked towards her to start her interview. Talk about working the store! She had no idea what we did there.

STOP. Rewind.... what was that word she used?!

"Do you know how big the store is?", Chen asked.

"Ummm, big by diameter?", responded Kailey.

"Yes."

"To be honest with you I don't. I've only been here for two months."

"Can you guess the number?", pushed Chen. Now at this point as I walked about the store, I knew by her response that she was probably not ready for an impromptu interview. That or she really didn't know how big it was either. After going to the room in the back of the store to ask someone, she said "about 50 sq ft."

As Chen and Yuxian Ma, known by Amber, proceeded with the interview I walked around to see what was next to what and if there was a way they organized things. Instantly I saw the trend. The

store was catergorized from the eyes and brows down to the bare of the face with foundation. The trendy items were on the back wall. Their holi-day floor set was already in place, which was very beautiful might I add.

I walked back over as I heard Chen asking about appealing to the 5 senses of the consumer. "So we as a company, kinda will fix any kind of issue. So we handle lighting, we handle all sanitation. we clean the store 4 times a day, which is usually every other hour. We sanitize the complete store." she explained so diligently, but to push further the next question was on lighting and fragrance.

"I would say the lighting are LED lights, but I do think they're made for, like, photography, so they're a bit softer," she suggested. "So what about for smell?"

"It's Fabuloso 'cause we clean the floor every night with Fabuloso. So that's probably where the smell comes from." I can tell Amber wanted to break the question down further for a better answer, so she asked about fragrance.

"No, we don't typically spray perfume."

"For allergy reasons." I chimed in.

"Do you know the merchandising mix, like for example the percentage of each category?"

"To business?" inquired Kailey. "Yes." we affirmed.

"Yes. So like typically my foundation business is 40%. 35% is eyeshadows. About 12% skincare, and then anything else is miscellaneous, so that can be brushes, that can be perfume, that can be sponges, it can be lashes."

Of course, Amber pushed for more answers with a question we all were wondering, but didn't have the chance to voice before she quickly asked, "So, what about lipsticks?"

"Lipstick will be in the color category, so it will be with eyeshadows," Kailey responded.

"Do you have any principles, like how do you decide where the products will go? Like for example,



CONTINUED FROM PAGE 52

why do you display eyeshadow here?"

That's when I heard it, at that moment, Kailey confirmed all of my suspicions by saying, "That's through the company. So the company will send us a visual merchandising calendar. And they also send us the etageres that it goes on. So basically its a directive that comes straight from the company."

STOP. Rewind....what was that word she used?!

Secretly asking my friend Google, what is adagiers...of course Google corrected me, "Etageres are shelves in French." That is when I realized, the company used some French terms since they were founded in Toronto, Canada. It made me fall even more so in love with the brand. It definitely showed me that it stays true to its roots.

OK. Press play again.

"So all MAC stores?"

"Yes, all MAC stores, even partner stores."

Unfortunately, I believe Kailey had other duties that she had to partake in so we had to stop the interview with her there. But another employee came out with bright orange hair and a yellow streak in the front. Surely she would purchase M·A·C Lox if it became a thing. Instantly the team began to interview her. Her name was Claudia Walker.

"What age group do you see that mostly buys MAC?"

"I would say around 20s and 40s is mostly what I see for customers that come in." she said matter-of-factly.

"So mostly women?" Chen asked.

"We see a lot of women. We see drag queens too around here since Club 1 is around here, we see a lot of drag."

"Where do you put the latest products?" Now that is the true question that needed to be known. I was waiting impatiently, yet patiently to hear that response.

"The latest products? Usually they are going to be right in front of the store. Right now since we have holiday, you'll see special packaging around the store."

"Is this the shelf for later?" Chen pointed at a bay right behind it, housing the new holiday collection as well.





"So this one over here, so the tower, we usually put here what's on discount right now or whenever we have special promotions going on."

After the interview, we all thanked them and asked if we could take photographs and video of the store in which they happily welcomed as long as we didn't capture them in the pictures.

The experience was really nice and welcoming. Something you would expect nothing less than coming from a brand who capitalizes on being all inclusive. The team said our goodbyes, as we all parted ways.

I quickly pulled out my phone to find the picture of where I parked my car, just so I knew what direction to turn. And no worries, I found it with ease.



	Mac Lox x Brad Mondo (New Hair Color Line)				
Date	1/21/2021	1/27/2021	2/26/2021	2/27/2021	05/21/20201
Week Day	THURSDAY	WEDNESDAY	FRIDAY	SATURDAY	FRIDAY
Example Project	Content 1 / Phase 1	Content 1 / Phase 2	Content 1 / Phase 3	Content 1 / Phase 4	
		Content 2 / Phase 1	Content 2 / Phase 2	Content 2 / Phase 3	Content 2 / Phase 4
			Content 3 / Phase 1	Content 3 / Phase 2	Content 3 / Phase 3
	All Brad Mondo Window Clings/Promo Ads			LAUNCH DAY!!!	
		All VIVA Lox Window Clings/Promo Ads	Floor Set completed and ready for launch		Remove ads; Put hair color in permanent location

MAC is a top down merchandising company. All MAC stores and retailers have to follow the company’s direction for merchandising the store.

The company manages all stores when it comes to merchandising. This includes all M•A•C stores and retailers and department stores that carry M•A•C products. The company successfully tells each store where to put the product and when through the use of a visual merchandising calendar. The calendar is sent to all store managers and the information is disseminated to the employees from there. It is a well thought out calendar that ensures uniformity as much as possible within stores.

Another thing that is in the visual merchandising calendar are promotional materials like ads, window clings, and shelving signs that are to be put up with any new products. It is implied, if not sent via email content what signage stays and what signage is to be taken down.

The visual merchandising calendar above is a phase by phase, content by content calendar of how the visual promotion will be set out as well as when the floor set will be.

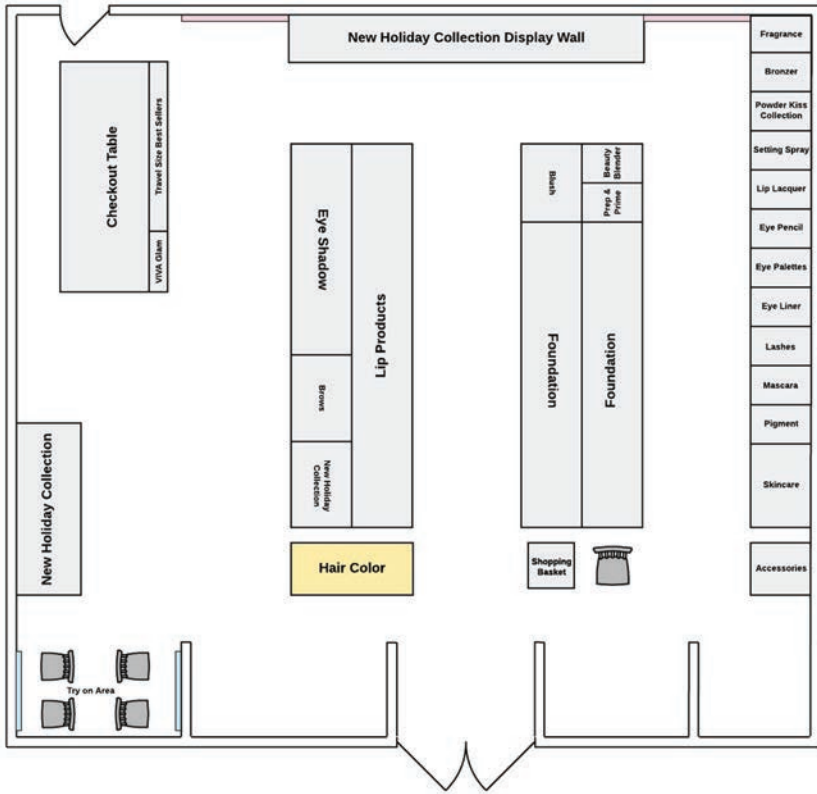
Content 1 of Phase 1, Thursday, January 21, 2021, the store will put out all promotion ad signs and window clings with Brad Mondo to let the consumer know that the new M•A•C Lox hair color line

will be coming. Most promotions start 30 days in advance to stir a lot of hype for the product. Content 2 Phase 2, all VIVA Lox window clings and promotional signs will go out on Wednesday, January 21, 2021.

Floor set usually happens the day before the product is due to launch. So after the stores close, all employees know that floor set means a longer night to ensure everything is right for the next day. In this case, M•A•C on Broughton is a rather smaller store, so it won’t take them long at all. This will happen Friday, February 26, 2021.

Launch day is Content 3 Phase 2 of the process. This falls on Saturday, February 27, 2021. The launch date was decided based on the hair show that M•A•C was looking to participate in which is the Hair Project in Belgium. Their show is that weekend, February 28 - March 1 2021. We also decided to do the launch on a Saturday so that not everyone would have an excuse as to why they didn’t come and shop the new line.

Content 3 Phase 3 of the process is due on May 21, 2021 which is three months after the drop date. This is when the new hair color product will be moved to a more permanent shelving location that will be used to house more colors and they are introduced.



LAUNCH PARTY!!!

THE BEST PART OF THE PARTY is seeing everyone come in to see and enjoy the new hair color line! The floor will be set to look like it does in the top left photo. M·A·C Lox will be placed where everyone can see it as soon as they walk into the door. It will stay on this shelf for 3 months until another collection or collaboration comes out.

Above is an example of the window clings during the promotion period. This will stay on the front window until the company directs the store to move it.

On the bottom left is a visual of where the product will go after the promotion period ends. This is where all hair color products will be stored after the new colors and collections are introduced to M·A·C Lovers and fans in the future.



Photographer: Luis Aragon
Hair: Gwendolyn L Geohoghan
MUA: Kat Aragon
Model: Mearg Tareke with T.H.E. Agency
Wardrobe Stylish: Stef Pharr

COMPUTER LOVE



M·A·C LOX

The vibrant eye-color you love – now for your hair.

[shop](#)



COLOR NOW, PAY LATER

Buy hair color products now and pay later in four installments on all orders over \$35.

[learn more](#)

HAIR

Hair Color
Custom Deluxe Kit

[shop](#)

SERVICES

Gift Cards + eGift Cards
Order Today, Get It Today
Message An Artist
Video Chat With An Artist
Virtual Try-On



M·A·C LOX

The vibrant eye-color you love – now for your hair.

[shop](#)



VIVA LOX

International icon Cardi B stars as the new face of M·A·C VIVA LOX

[shop](#)

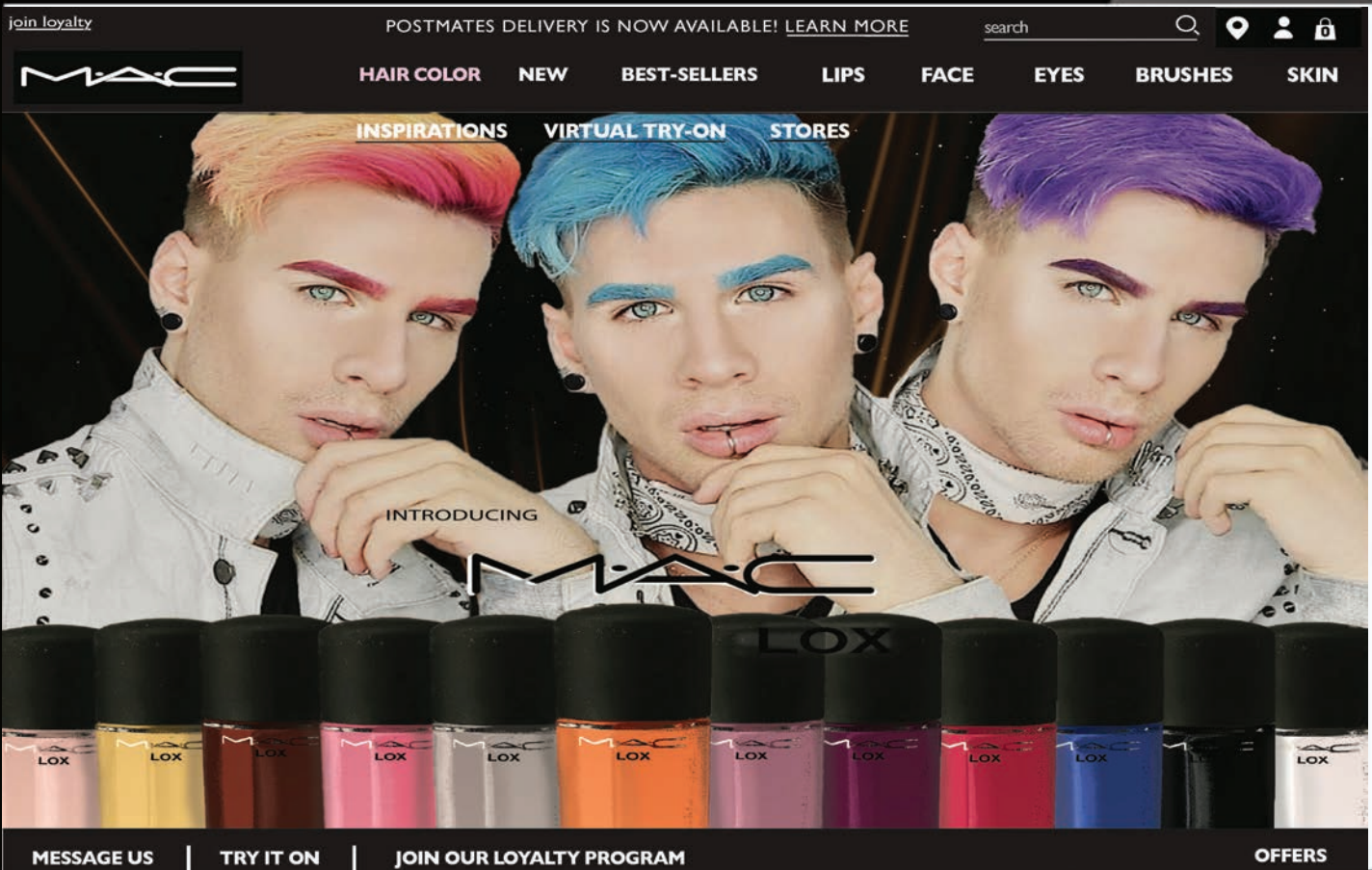
JUST IN

M·A·C Lox
Viva Lox
True or False Lashes
Powerglass Plumping Gloss
Powder Kiss

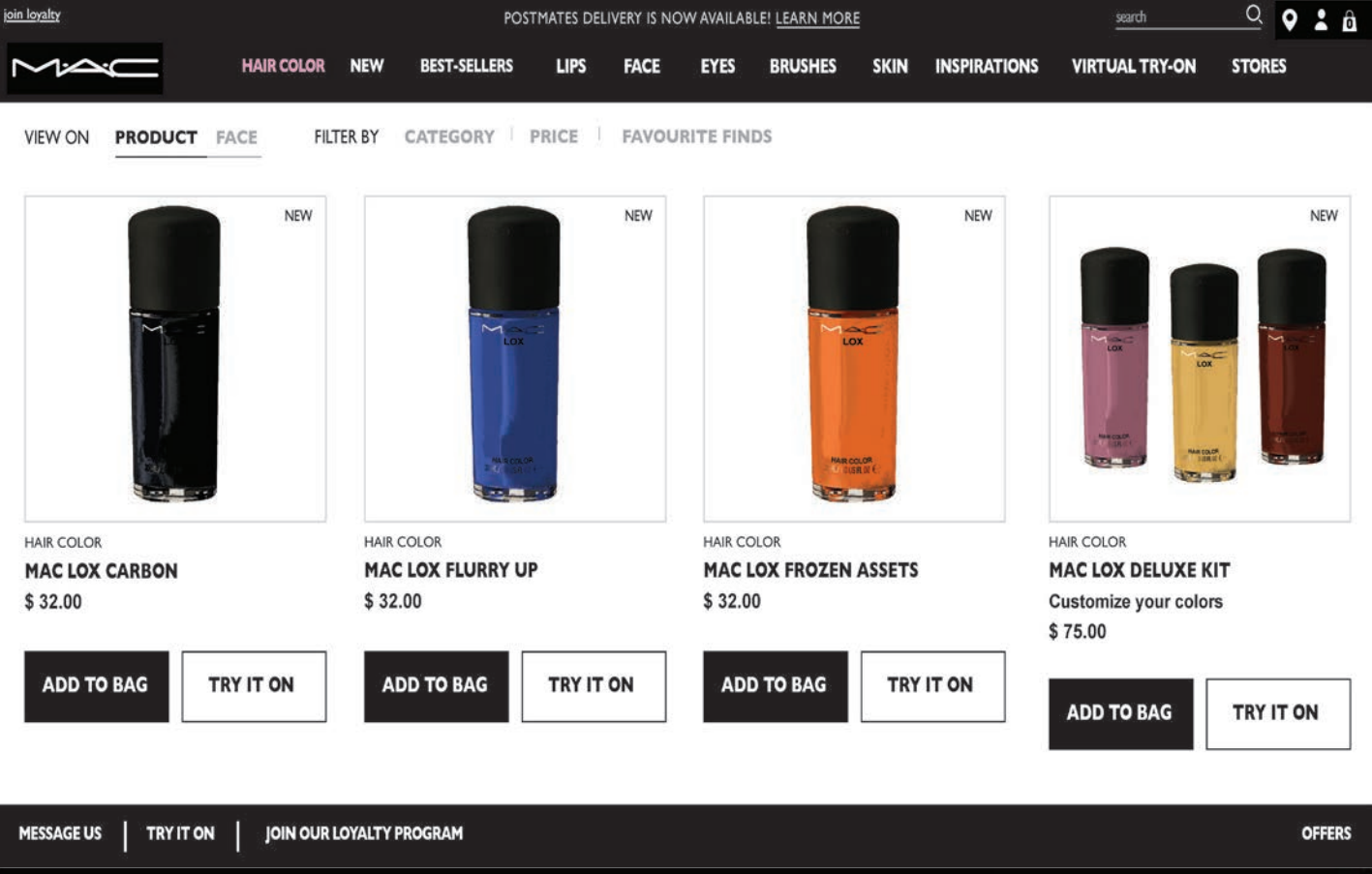
[see all collections](#)

KITS

Value Kits



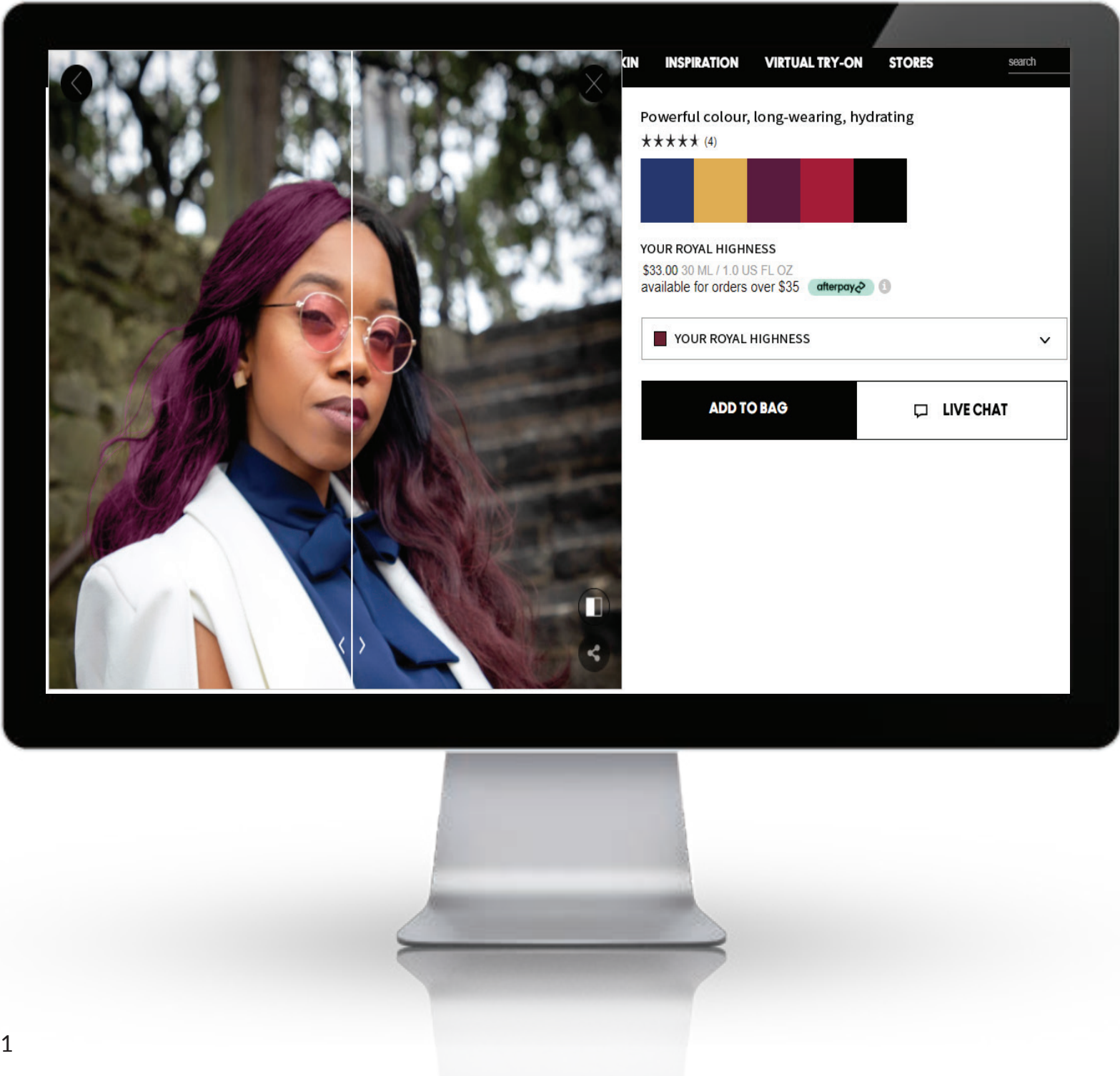
Upon the page load the customer will see the new Brad Mondo X M·A·C Lox collaboration ad. Above is the hair color hair menu that will be seen when hovering over the HAIR COLOR tab.



When the customer hovers over the NEW tab the drop down menu will look like the photo above. Upon the page load, the M·A·C Lox products will be seen with a purchase option.

VIRTUAL TRY-ON

The virtual try-on will be implemented on the website for the hair color line as well. It will give you the same options to try on all 12 colors. This option is also available by scanning the QR code in store



BOLD HAIR
COLOR TO
EXPRESS
THE ARTIST
IN YOU...

BRAND CONFIDENCE

...NO MATTER
WHO YOU ARE



So What's Next for M·A·C?

While there was a lot of information retained along the research journey of the brand extension project, one major takeaway is that word of mouth and inclusion through collaboration is a major marketing venture that has been successful for M·A·C.

Going forward there are a couple things that would push the brand further in this venture of hair color. One being to add a few extra seats in the stores where a hair coloring service could be included. As well as opening future stores with that service in mind during the interior design process.

Second on the endeavors that we as a team believe M·A·C should partake in, is putting the new hair color line in professional salons to sell to salon clients as well as add the product to the M·A·C Pro stores for sell to professional cosmetologists.



Model: Alexis Soleil
Photographer: Sonja Grigsby with Tempête Unlimited
Fashion Designer: LaQuanius Cutner
MUA: Eva Gonzalez

Credits

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