

CCOM Group Assignment

By: Batel Cohen

The Latinx Market

18.5%

- 18.5% of Americans Identify as Hispanic or Latin.
- Hispanic population is the third fastest-growing population in the U.S and is projected to hit 119 million by 2060.
- Projected total female population in the U.S., by 2035, 17% will be Hispanic women and 30% by 2060.

\$2 Billion

- Latinx women spent over \$2 billion on cosmetics alone in 2019.
- Annually hispanic women spend \$167 on cosmetics vs. the avg \$137.
- 60% of Latinx women use on average 9 skincare products

51% vs 31%

- Hispanic women try new beauty products more often than other races: 51% to 31%

Why Neutrogena Could Fully Own the Latinx Market & Make a Change on Skin Concerns

Larger Voice amounts to Larger Impact

Big beauty giants are not focusing on the Latinx community. Majority of the brands, Influencers, or editors discussing Latinx skincare and concerns are small hispanic/ Latin companies and Individuals.

Technology

Neutrogena has the technology, tools, and team to fully Identify these concerns and provide solutions for the latinx community.

Be Different

Through research, the Latinx community is ready for larger scale companies to cater to their specific needs and be a voice for them. Stephanie Flor celebrity makeup and hairstylist mentioned in an interview that general companies, magazines or outlets typically don't cover Latinx beauty. Neutrogena can be the change to this!



Which Is why I present to you...

The Power of Your Skin Campaign

The Power Of Your Skin Campaign Strategy



Objective

Drive conversion on new Clear Coverage platform by targeting young and multicultural consumers with acne prone skin



Mission

Build awareness & credibility for Neutrogena's Clear Coverage product line through Influencer partnership & events.



Target Audience

US Hispanic Female (25-29); Acne prone skin



Key Messaging

Neutrogena's Clear Coverage line delivers a makeup regimen developed with dermatologists for acne prone skin, infused with niacinamide, and designed to provide multi-tasking benefits that mattify, color correct, and cover blemishes and scars. This makeup is hypoallergenic, non-comedogenic, oil free, and formulated without harsh ingredients to avoid further irritating skin.

2021

Clear Coverage Launch Brunch Event

POWER OF YOUR SKIN *Itinerary*

12:00PM-1:30PM *Lunch catered by Watr
South Beach*

Neutrogena Gift Suite

Neutrogena Facials

Color Match & Makeup Application

Hydrating Cocktails

Experiential Photo Booth Installations

4:00PM *Guest Speakers*



Clear Coverage Launch Brunch Event Cont.

The Power of Your Skin influencer brunch will be a unique experience exclusively for 10-15 influencers in the beauty & skincare industry. The event will announce the launch of Neutrogena's Clear Coverage line, where influencers will get to enjoy a day full of relaxation and beauty. Influencers will have the opportunity to learn about the product line, the reason behind it, the benefits, and much more. Professional makeup artists will color match the influencers and apply the product to achieve the entire experience.



Latinx Dermatologists

Lina Kennedy
@linakennedy_md
20.3K Followers



Lina Kennedy is a board-certified dermatologist based out of Corona, CA. She focuses on common skin concerns and regularly provides her followers with solutions with Q&A prompts. Lina has advised her followers to use Neutrogena's sensitive skin line for acne-prone consumers and oil-free acne wash to treat small bumps. Organically posting about Neutrogena shows Lina as a great dermatologist to work with as she already speaks on the brand's behalf.

Laura Scott
@laurascottandco
168K Followers



Laura Scott understands skincare as a Harvard MD and the current Assoc. Director Skin of Color dept at UM Frost Dermatology she understands the concerns of individuals with colored skin and provides solutions for her followers. Laura brings personality and honesty to her social media which is why people appreciate her recommendations.

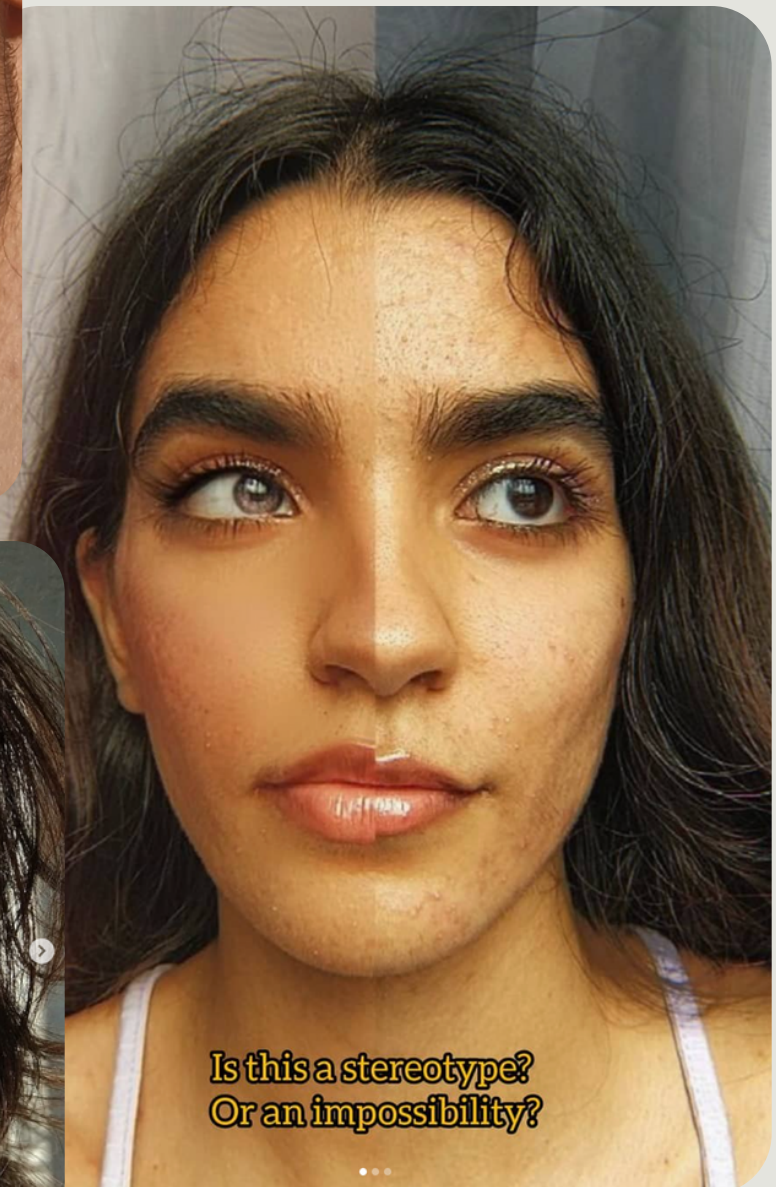
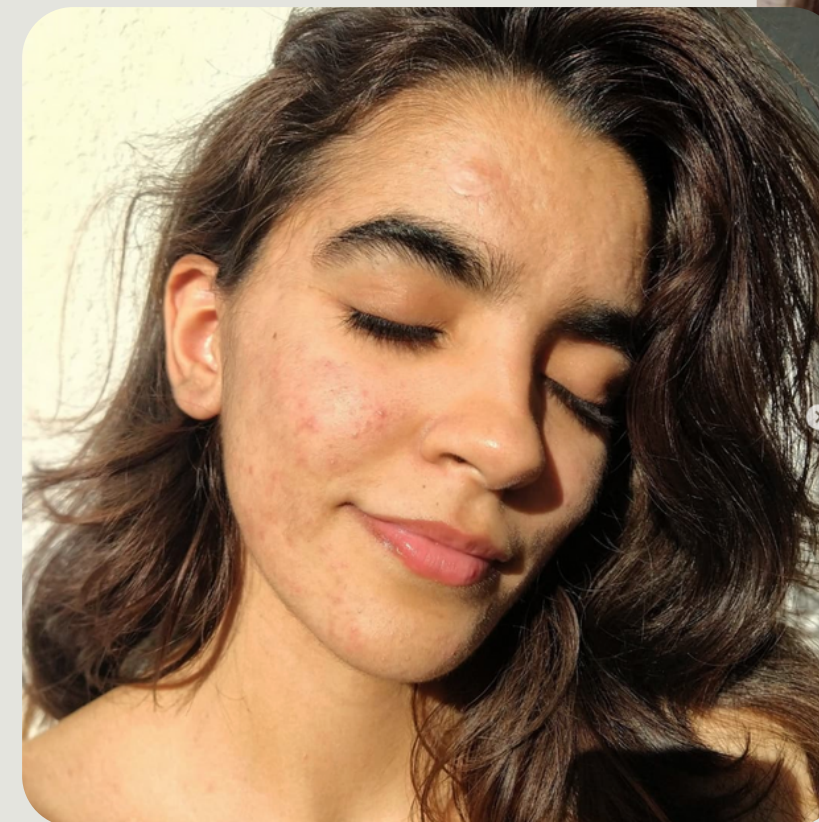
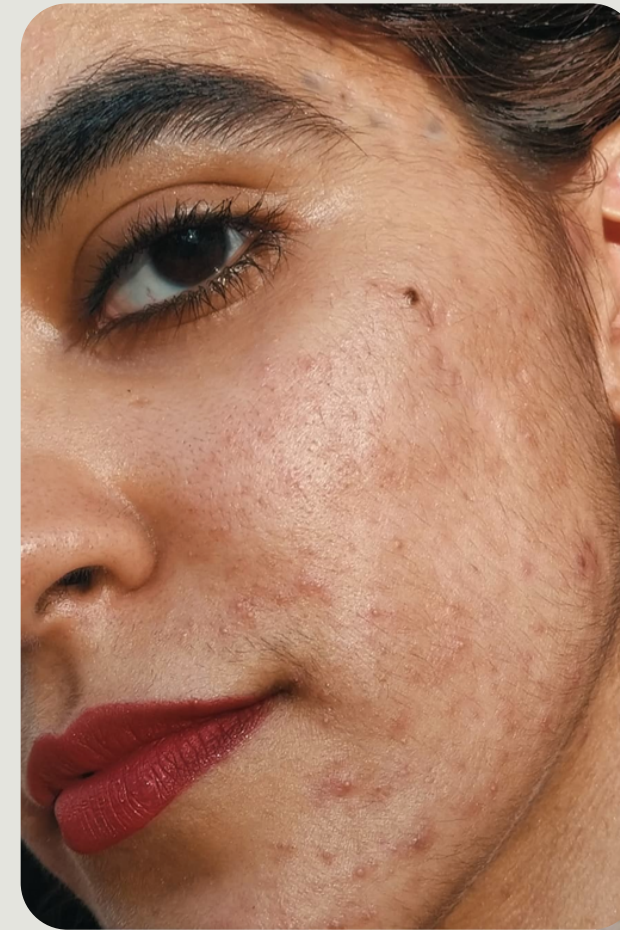
Annie Gonzalez
@dr.g_derm
27.7K Followers



Annie Gonzalez is board-certified dermatologist and medical director at Bowes Derm in Miami. She has been featured in publications, such as, NY Times, Allure, NewBeauty, and many more. Her feature in Allure highlighted Neutrogena's Healthy Scalp collection, and has also recommended Neutrogena Hydro boost water gel in her Q+A IG stories as a moisturizer to followers with oily skin. Annie knows her way around beauty & skincare.

Influencer: Constanza Concha
Handle: @cottyconcha
Followers: 62.1K

Cotty is young, bold, and honest. She is a Latinx influencer who does not hold back on who she is and what others may consider 'imperfections.' She is a realist, stepping out of the norm and creating a movement



Influencer: Monica Veloz
Handle: @monicastylemusa
Followers: 356K

Monica is passionate, lively, proud, and radiates confidence, this Afro-Latina influencer thrives on social media by being honest with who she is by sharing skin concerns, beauty techniques, and some sass.



Why Partner With Cotty & Monica

For influencers to influence their following, they need to be authentic, honest, and trustworthy. Building a genuine and authentic relationship between an influencer and brand begins with a continued partnership. When an influencer promotes a brand consistently, it proves that the influencer has an affinity to the brand, creating believability to the followers. Both Cotty & Monica have partnered up with Neutrogena on the importance of skincare using the Stubborn Acne line. A continued partnership promoting Neutrogena's Clear Coverage line can provide followers with makeup that works with the skin to fight against acne.

Hispanic Makeup Artists

Makeup artists are creative geniuses; they take simple products and create visually appealing looks. The Neutrogena consumer is young, professional, and enthusiastic about skincare and beauty products. These Latin makeup artists embody just that. They speak about their daily lives, concerns and relate to followers, which builds trust. Their US demographic falls between 50%- 75%, between the ages of 25-34 (avg. 54.5%)—the perfect demographic reach for Neutrogena's Clear Coverage The Power of Your Skin Campaign.



Influencer: Gabriella Catano

Handle: @gabriellacatano

Followers: 59K

Gabriella is a TV host, creator and professional makeup artist. She takes her followers with her throughout her day to day and caters to the Latinx community in scale. Her YouTube channel is in both English and Spanish making her inclusive to a broader reach.



Influencer: Camila Bravo

Handle: @kamilabravo

Followers: 427K

Camila is a young, driven and personable makeup artist. Her Instagram is filled with personality, tutorials and much more. She currently has a series on IG for 10 days of natural looks which would make for a great partnership with Neutrogena Clear Coverage.



Influencer: Ariel Diaz

Handle: @theevanitydiary

Followers: 446K

Ariel is a vibrant & lively makeup artist who refers to himself as a cosmetic illusionist. His social media discusses beauty, skincare, and makeup tutorials. Ariel can create looks replicating characters or a natural day to day.

It's time to pave the way
for Latinx beauty.

There is no such thing as imperfections, because your skin IS
perfection.

References

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