



Dermacol Cosmetics

- Musical Marketing Plan -

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Strategy Summary



Product

“Dermacol 16H Lip Colour lasts from showtime to encore”



Audience

Age 17-28
Female Concert goers and TikTok users



Positioning

Long-lasting waterproof lip color is ideal for concert outings



Message

Consumers should know our lip color is the best on the market

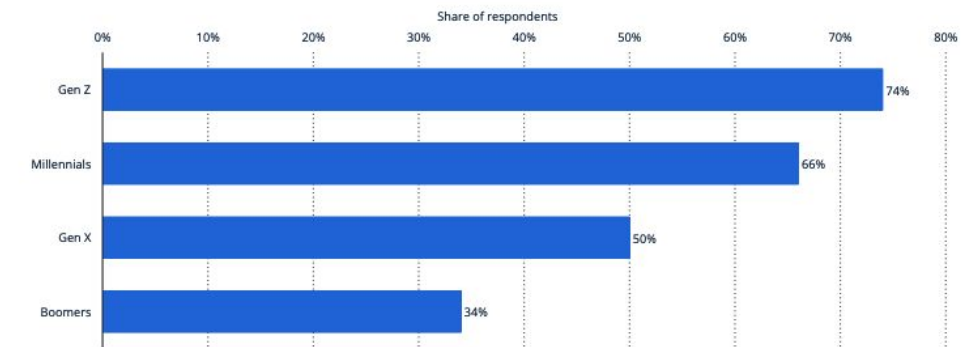
Historical: TikTok Beauty Campaigns

- 2020: NYX TikTok jingle & Hashtag: #PopYourGloss
- “**42% increase in brand awareness**, 10 billion views” (*Glossy Media*)
- 2021: TikTok Influencer Mikayla Nogueira reviewed Korean-Beauty brand Glow Recipe
- “**600% spike in daily sales**, reaching **\$100 million milestone**” (*Forbes*)
- 2021: Makeup Forever TikTok AD campaign
“**94% increase** in conversion rate, **\$25 million** (*TikTok for Business*)”

Makeup and Music: Direct Connection

Impact of influencers on beauty shoppers in the United States in 2021, by generation

Are you swayed by influencers to buy beauty products?



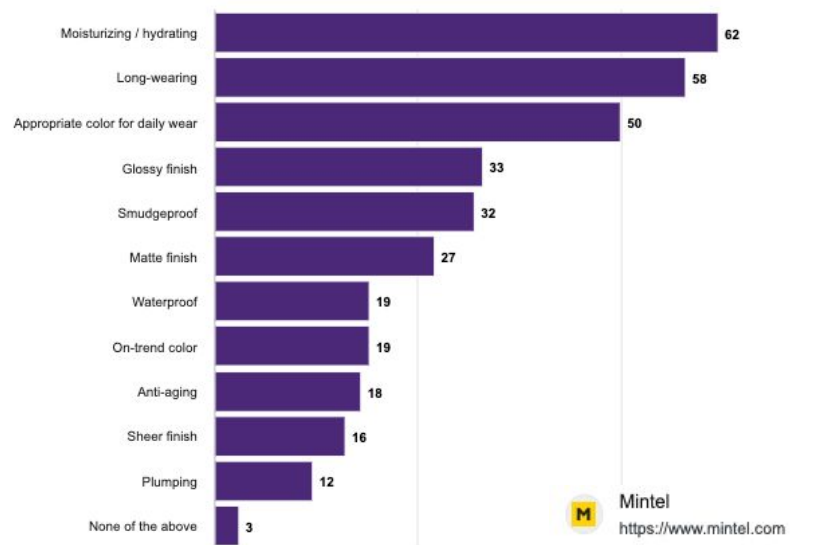
Description: In the United States, 74 percent of Generation Z respondents to a 2021 survey were found to be driven by influencers when buying beauty products. This was true for around 66 percent of millennials and only 34 percent of baby boomers polled for the survey. **Source:** Statista. **United States 2021:** 10,646 respondents; 18-64 years; U.S. beauty shoppers

statista

Benefits sought - Lip makeup

Asked of female internet users aged 18+ who use lip products

[Download Table](#) [Share Link](#)



Mintel

<https://www.mintel.com>

Color Cosmetics - US - July 2018

Makeup and Music: Direct Connection

- **“Importance of long lasting lipstick”** results in 123 million related videos.
- **Concert & Festival** goers in the U.S interact with companies on social media at an average of 20 % more than typical people online.
- **SiriusXM Radio** - 34% growth rate 2020 to 2022. Potential reach of 72 million listeners.
- **Women make up 46.4%** of concert goers, 18-29 year olds make up 27%.
- **Value for money:** Consumers are interested in multi-functional, inexpensive products (A 2-in-1 lip colour)

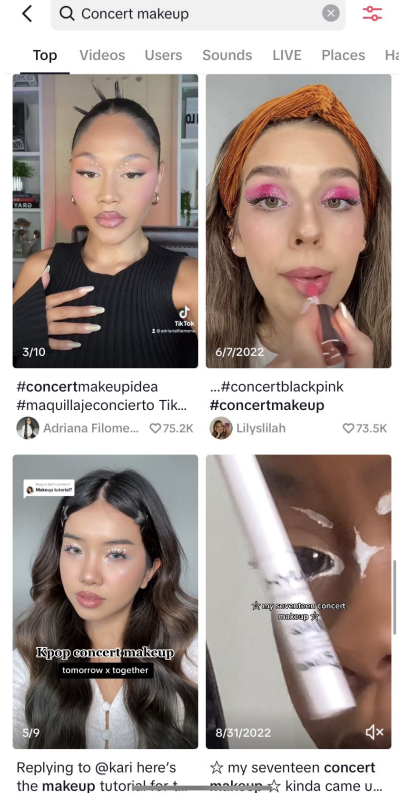


“For many music fans, long days, hot nights and vacation time makes summer the best season for concerts. For the live-music industry, it’s the ideal time to maximize ticket sales,”

-The Wall Street Journal

Social Media: TikTok & Concert Makeup Trends

- **TikTok:** In 2022, TikTok was the leading social media platform for online beauty product purchases in the United States, with a share of **89% of product purchases**.
- **Concert Focus:** The keyword 'Concert Makeup looks' on TikTok recorded **46.6M** views. And 78% of Americans participated in concerts after the pandemic.
#longlastingmakeup 197.3M views
#longwearmakeup 80.2M views
- **Connection with makeup:** When getting ready for a concert, it is clear that people look on TikTok for ideas. Dermacol's lip colour is perfectly aligned with consumer's main interests.



Overall Insights

Historical

PESTC

Marketplace

*Social
Media*

TikTok is a powerful medium for beauty campaigns

Women are prioritizing multi-functional products

Post-pandemic heightened interest in concert makeup

Concert makeup has become its own beauty category on TikTok



Musical Marketing Strategy



Big Ideas

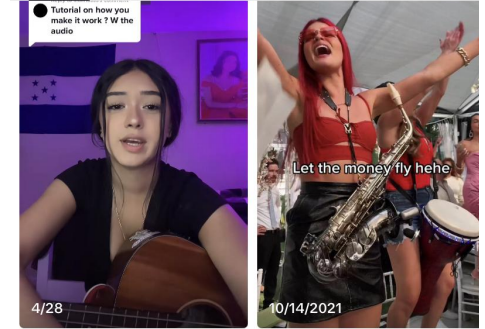
- **Who:** Concert goers and musicians
- **What:** Dermacol's 16H Lip Colour
- **When:** Fall 2024
- **Where:** TikTok and SiriusXM's TikTok Radio
- **Why:** Long-lasting concert makeup that powers through singing and sweat
- **How:** Partnering with TikTok musicians, and free samples during concerts



Target Audience: Musicians and Concert Goers

Female concert goers and TikTok users

- Urban, all ethnicities, aged 17-28



#femalemusician
#northcarolina #bass Re...

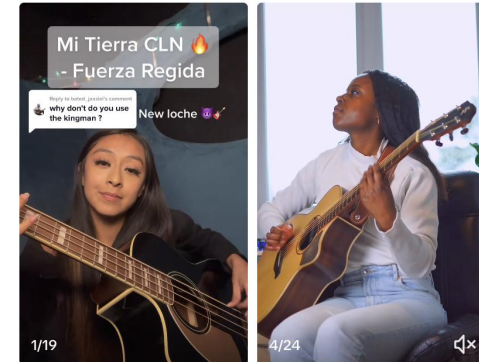


19.6K

#femalemusicians
@crystalpercussion on...



229.4K



Communication Strategy: Jingle & Slogan

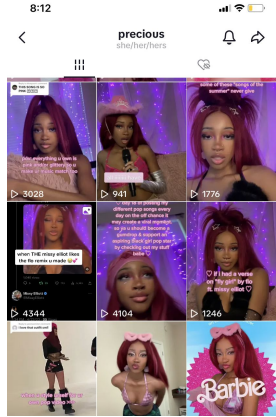


“For concert lovers who want their lip color to last from showtime to encore.”



- Simple, precise, fun
- Choose niche Czech pop artist to create a jingle that portrays both message and product

Strategy: TikTok, Radio, and Concert



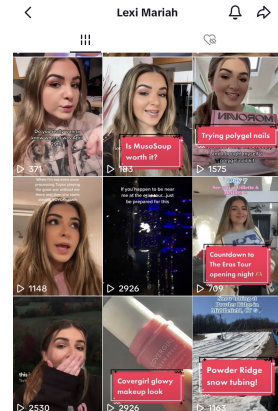
TikTok musician collaborator

- Precious (105.6K followers, 2.5M likes) or Lexi Mariah (13.3K followers, 1.1M likes)
- TikToks showing off the Lip Colour from getting ready, to performance, to after
- As well, strengthening Dermacol's TikTok page with ad-like posts

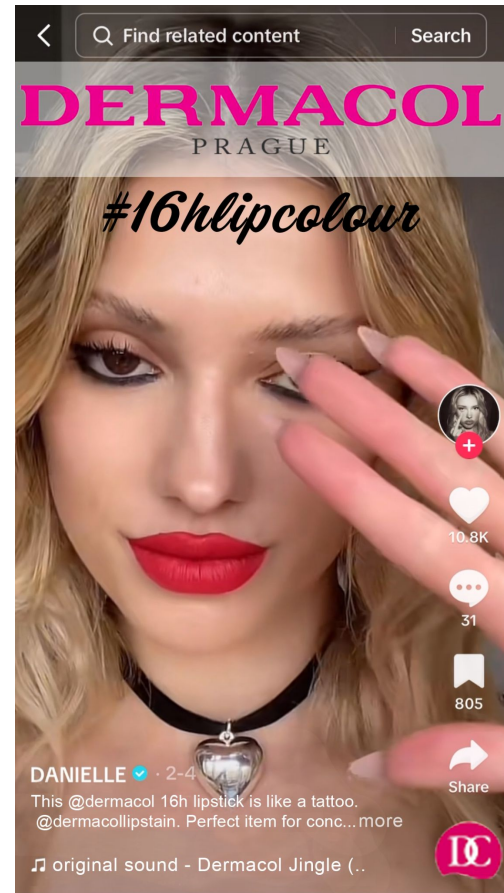
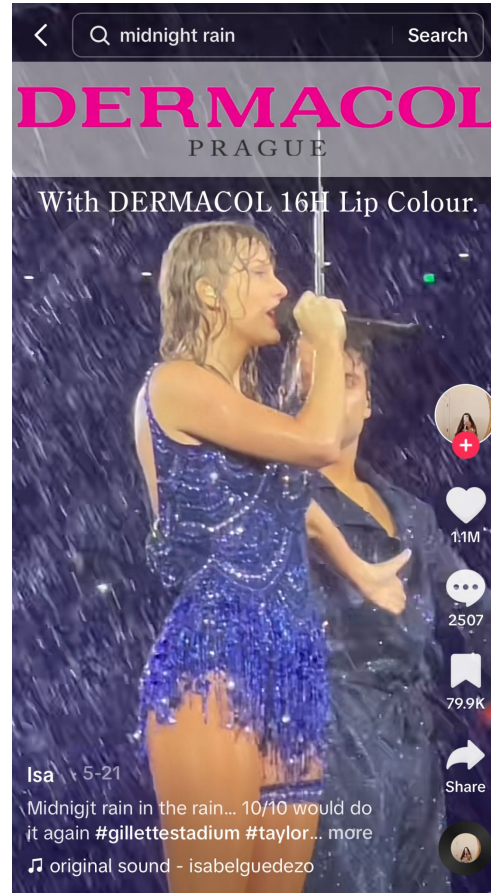
TikTok Radio ad & jingle on Sirius XM

- A music streaming service and radio platform
- Jingle created by Czech artists like Emma Smetana or Barbora Poláková

- During our musician's concerts, Dermacol hands out 16H Lip Colour samples to the first 50 guests during a concert



Creative Examples



Campaign Budget

Cost to hire an influencer	Shipping costs (Prague to Chicago warehouse)	Cost to hire graphic designer per digital poster	Cost to place an add on SiriusXM TikTok Radio	Cost to hire a musician to produce a jingle
28 posts = \$42,000	50 units to giveaway at \$2/unit = \$125	One digital poster for TikTok = \$2,000	\$10,000 per week for 30 second jingle x 4 = \$40	\$250
Flat fee for concert sponsorship = \$130	50 units x 0.10 ml weight = \$540			

Total Budget: \$91,045

Success Measurement Goals

- **Reach:** TikTok broadcast to 300-500 viewers, gain all views to go viral
- **Engagement:** If half of main viewers share, like and comment on TikTok, that gains more traction
- **Amazon:** Increased engagement with Amazon link in Dermacol's TikTok profile.



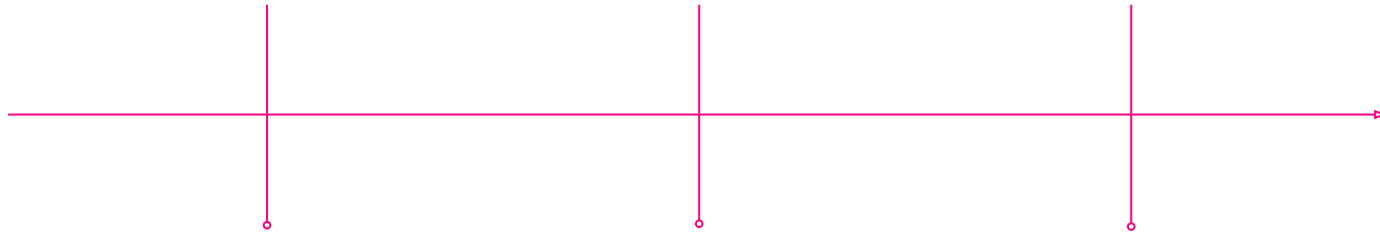
Campaign Timeline



May

June

August 2024



*And still going
strong!*

Influencer

Hire a TikTok musician to create trendy videos with 16H Lip Colour

TikTok Radio

Place an advertisement on TikTok radio, a station on SiriusXM

Concert

When our musicians have concerts, Dermacol will give out samples of the lipstick

Our Personal Suggestions

Ren

NYX and Glow Recipe post on TikTok at least once a day.

Riley

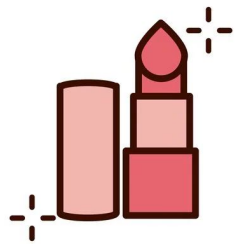
Use diverse models to relate to more U.S. citizens.

Sarang

Select trends and aesthetics to create an organized social media channel.

Chloe

“Be Charity” partnership at the forefront of your U.S. launch.



Děkuji

Otázky?

