



# MARK 301 FINAL ASSIGNMENT ✨

AISHANI VARSHNEY  
SAKINA SUHAIL  
SALMA ISMAIL DAHSHAN  
SHAEEMA SAJID  
SHREYA NAIR  
SURYAPRABH SINGH





# INTRODUCTION ✨

- Gen Z-driven cosmetic brand
- Neon, bold, chaotic aesthetic
- Designed to be camera-ready & social-media friendly
- Focus on individuality & expressive beauty
- Built to generate online buzz

# POSITIONING

**“Not Pretty. Powerful.”**

- Performance-Level Pigment
- Aesthetic-Driven Packaging
- Subculture Positioning (Not Mainstream Beauty)
- Creative-Grade Tools & Makeup
- Premium but Accessible





# BUYER PERSONA

ALT-BEAUTY • Y2K BEAUTY • EXPRESSIVE

## Pain Touch Points

- Products that don't show up on camera or lose vibrancy under ring light
- Makeup that feels "safe," basic, or too neutral
- Beauty brands that preach perfection instead of personality
- Packaging that isn't aesthetic enough for content
- Feeling like mainstream brands all blend together in a blur of perfection
- Overpriced products with weak payoff
- Brands that gatekeep or judge unconventional looks
- Lack of diversity in shades, undertones, or creative color options

## Trust Touch Points (What makes her believe in a brand)

- Real people using products in chaotic, fun, unfiltered ways
- "Before & after" transformations showing authentic non edited looks
- Collabs with alternative creators, micro-influencers, or alt-fashion communities
- Packaging that clearly communicates creativity, boldness, and nostalgia
- Transparency about formulas, pigments, and wear time
- Brands that encourage self-expression, not perfection

## We Say" Statement (Brand POV)

"We say makeup is not about perfection — it's about chaos, color, creativity, and creating your own rules. We make products that are bold enough for your camera, wild enough for your personality, and iconic enough to break the beauty algorithm."

Rina Raiysa

Age: 18

Location: Dubai

Occupation: Student & content creator /

Income: Limited but willing to splurge on statement products

## "They Say" Statement (What the customer says)

"I want makeup that makes noise. If it doesn't pop on camera, I'm not buying it. I'm tired of boring beauty — I want something that feels like my personality: loud, weird, and unapologetic."

## Personality

- Bold, expressive, unfiltered
- Loves being "extra" for the camera
- Comfortable being weird, loud, or chaotic
- Has a curated digital persona but doesn't take herself too seriously
- Memes, neon aesthetics, glitch-core, Y2K references

## Goals

- Stand out online with makeup that pops and photographs well
- Build an aesthetic identity that feels unique
- Find products that feel fun, experimental, and non-traditional
- Be part of brands that feel like a "subculture," not mainstream beauty

DMU Role (Decision-Making Unit Role)

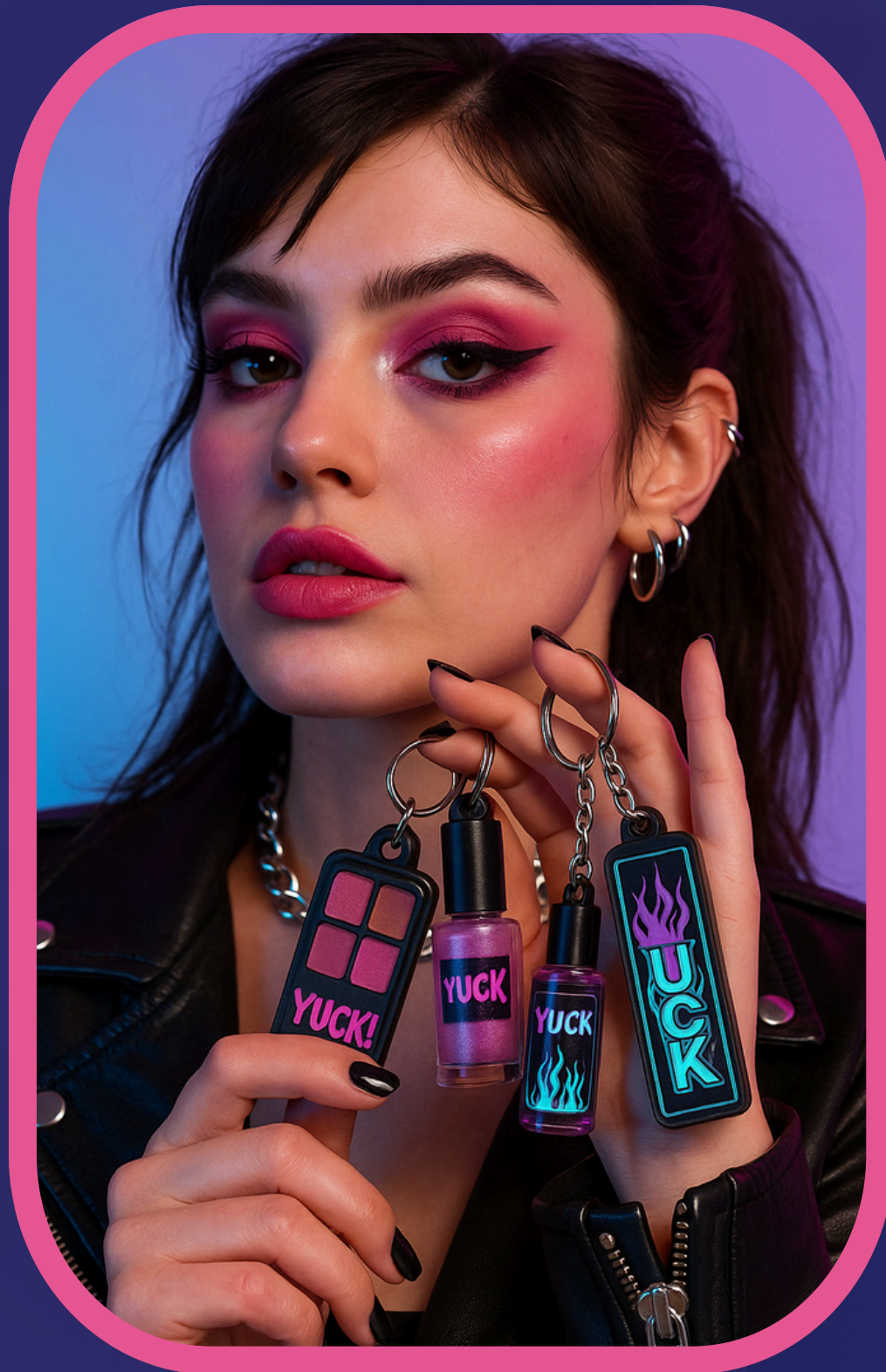
The Experimenter & Trend Amplifier





# PACKAGING ✨

BOLD ● EXPRESSIVE ● PLAYFUL ● Y2K



- Reflects the brand's identity and values
- Aims to provide an engaging unboxing experience.
- Y2K-inspired elements.
- Key feature of the packaging is the mechanical button mechanism on the blush and eyeshadow palettes, which allows the palettes to swing open and reveal the colors inside.
- Featured products include keychain travel size products & mystery beauty packages





YUCK! COSMETICS

# GOALS, OBJECTIVES & KPIs ✨

- Establish high awareness among Gen Z & Millennials by maximizing reach
- Drive Platform Engagement through expressive and bold content
- Achieve high volume of UGC to cultivate a community driven approach
- Drive website traffic and maintain a high click - through rate
- Achieve and maintain a high positive sentimentality





# OWNED MEDIA ✨

- Strong visual identity
- Displays the products available & collaborative collections
- Features YUCK! Cosmetic's signature Mystery Box





# EARNED MEDIA ✨

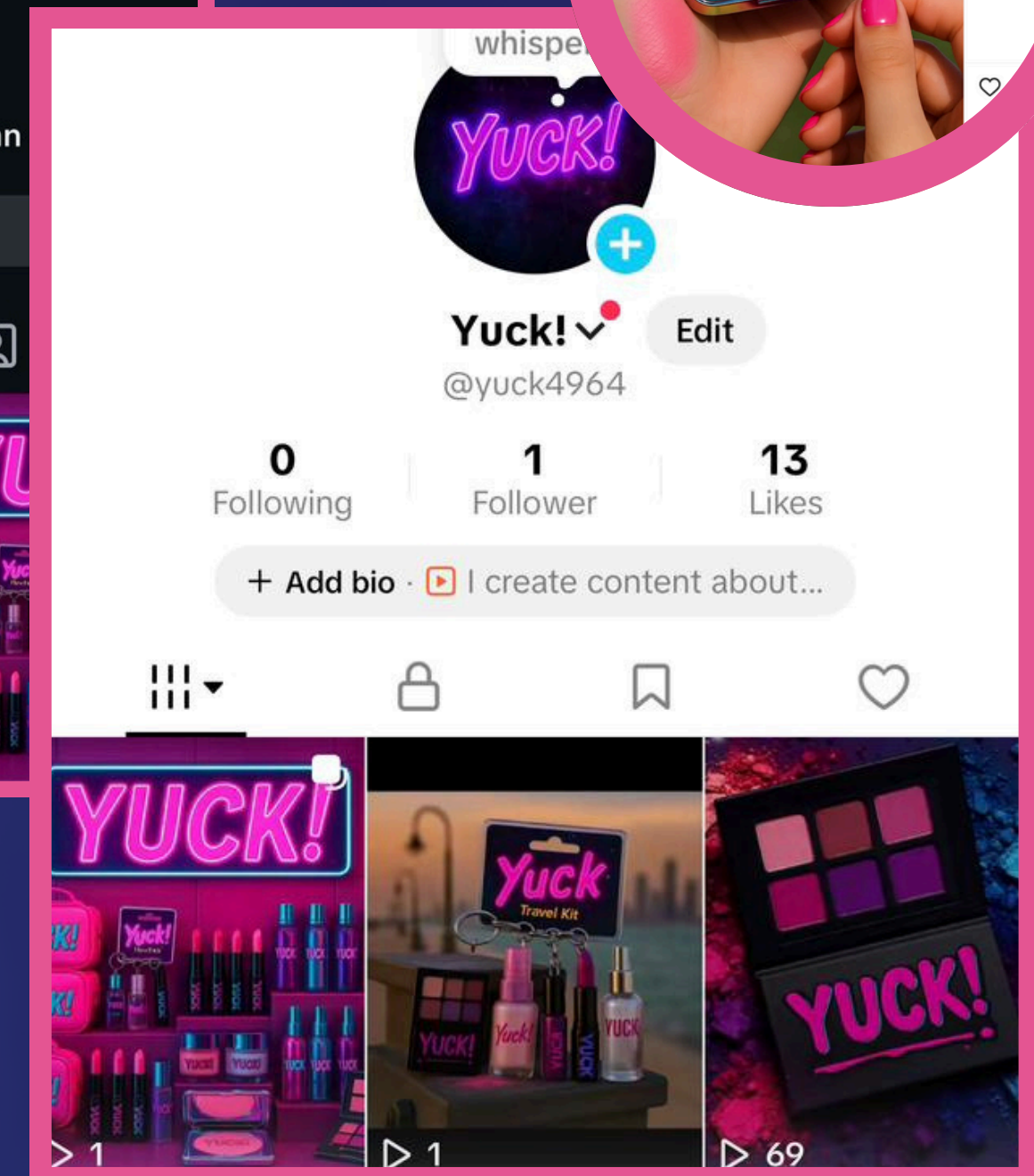
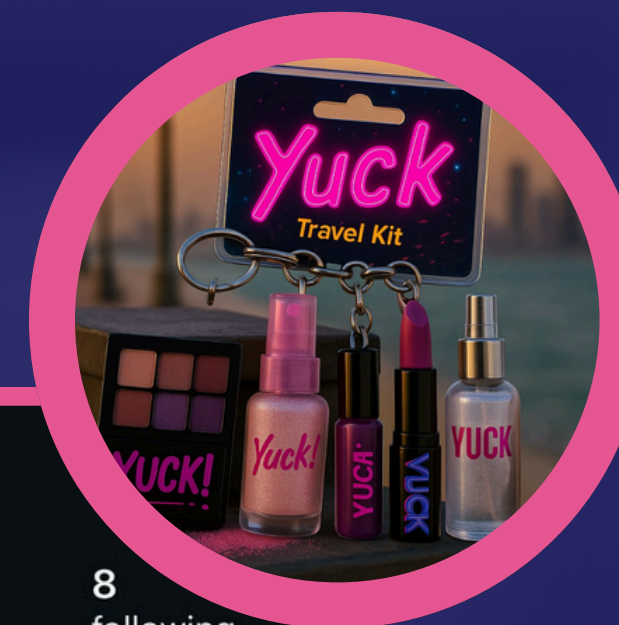
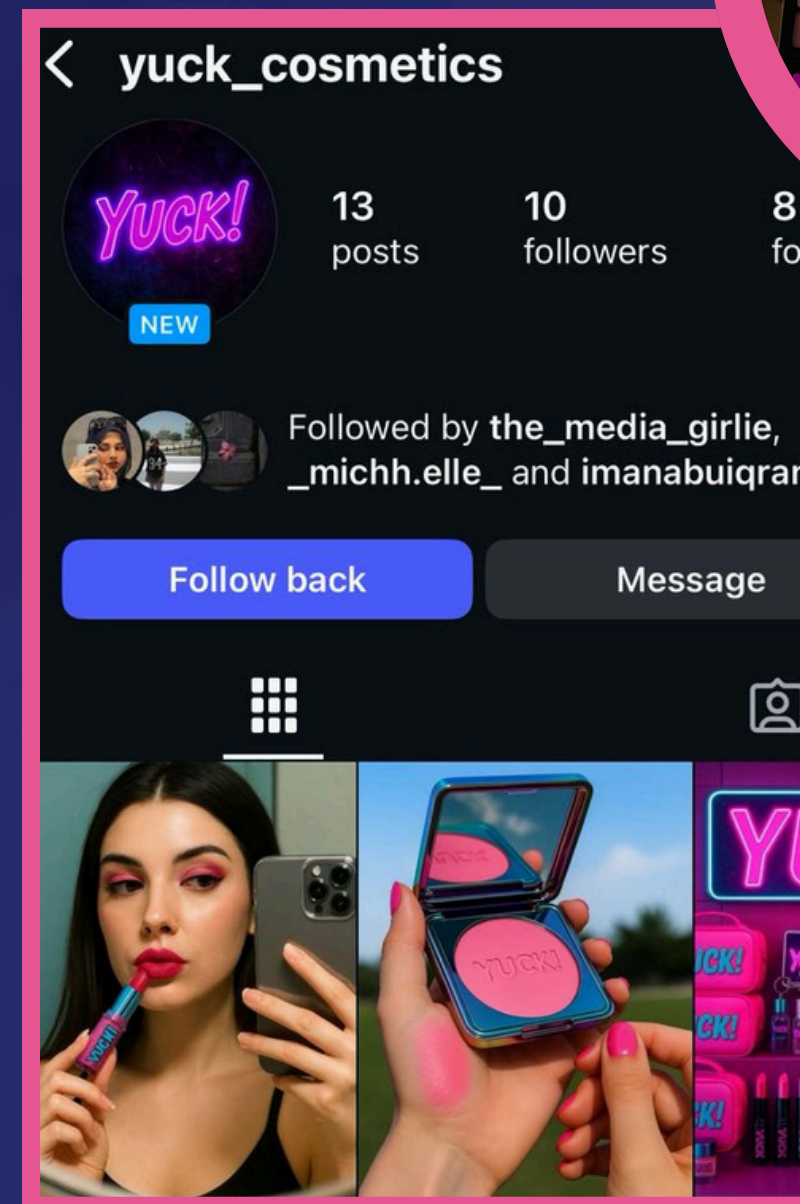
- Organic visibility: shares, tags, UGC, mentions
- Builds trust & authenticity
- Perfect for Gen Z behaviour
- Drives awareness at zero cost
- Creates community-driven growth

## INSTAGRAM

- Mirror selfies + hand shots
- Blush swatches + highlighter smears
- Travel kit lifestyle shots
- Encourages tagging + reposting
- Builds authentic credibility

## TIKTOK

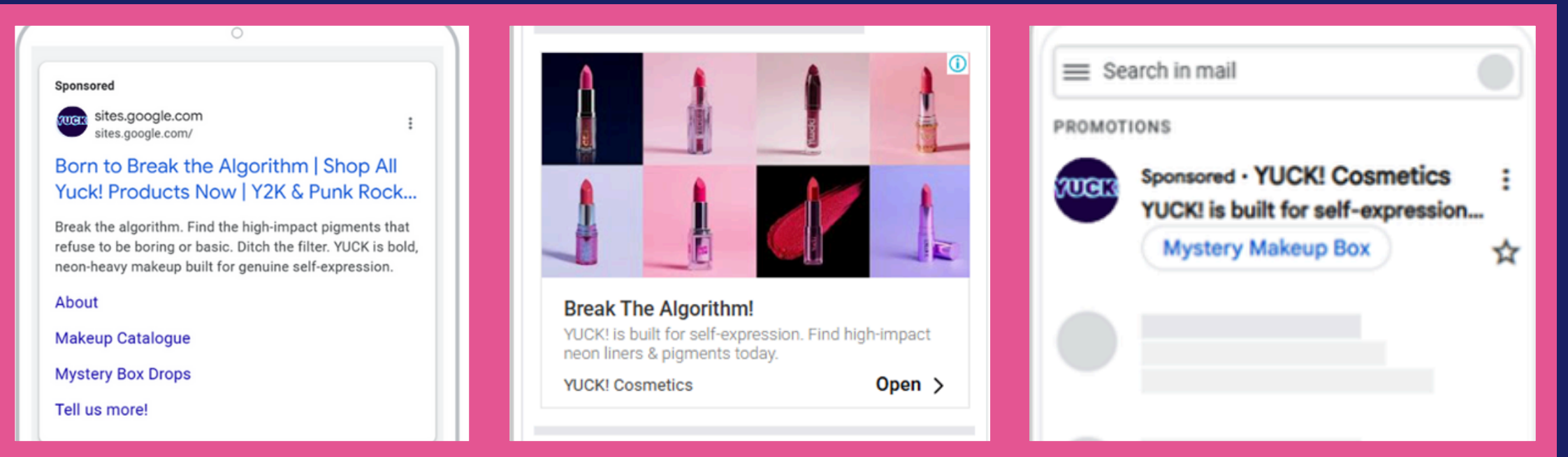
- Unboxings + GRWM
- Short aesthetic clips
- Trend-based content
- Duets, stitches, remixes
- Fast organic reach





# PAID MEDIA ✨

## Mobile Ads



Search

Display

Gmail

## Desktop Ads



Search

Display

Gmail



# THANK YOU FOR YOUR ATTENTION

