

## one4all cosmetics, llc.

501 E Lawson St  
Durham, NC 27707  
(919) 903-1570

# Sales proposal, biweekly

October 9, 2018

## Product overview

As the cosmetics industry makes strides to promote diversity throughout their current range of products, we at one4all have decided to flip the script: rather than providing dozens of shades of foundation that may not even adequately represent nature's diverse range of skin tones, we

have developed one single liquid foundation that services every consumer, providing them with full coverage and protection from ultraviolet (UV) rays. When it comes to high-quality yet low-cost foundation, there's "only one, worn by all."



## Formulations

### Original (\$11.99/1 fl. oz.)

Our flagship formula (pictured left) takes it back to the basics for healthy-looking skin. Made with heat-activated pigments that adjust to skin's natural melanation levels and hydrating compounds for a dewy finish, our original formula also contains SPF 30 to make sure that your skin is protected while it's being perfected.

### **Sensitive (\$13.99/1 fl. oz.)**

In order to provide the same benefits of the original formula to customers with sensitive skin or those looking for a natural look made with natural ingredients, our sensitive formula includes the replacement of other chemical compounds with coconut and argan oils, two non-comedogenic powerhouses that provide a Vitamin E boost while soothing skin.

### **Oil control (\$12.49/1 fl. oz.)**

Need more help with unsightly facial bumps or blemishes than just covering them up? Our oil control formula counterbalances acne-drying tea tree oil with aloe vera gel to reduce redness underneath the pigments that make one4all a universally-applicable favorite.

## **all4one product package**

Available at Sephora as both an online and in-store retail exclusive, the all4one bundle lets customers find out which of our three formulas is right for them. The three-item bundle retails at \$30.00 for three full-sized products, bringing the customer a savings of \$8.47 (28 percent). The package is a no-brainer for sharing amongst friends as well. Saving money never looked so good.

# **Advertisement**

## **Content description**

Styled like a fragrance commercial, our 30-second 'Worn by All/Cityscape' video spot lets the natural beauty of the four models shine through in the fresh, welcoming environment of downtown Durham's American Tobacco Campus. All four women, though dressed similarly, represent different skin tones that can all be serviced by one4all.

## **Script**

Video spot script is attached to the report.

## Advertising distribution

During the two-week sales period, our marketing team was given \$10,000 to use for advertising costs in whatever way they saw fit. All promotion materials, from print advertisements to the aforementioned video spot, were produced in-house at no extra cost to the marketing team.

### Mediums & outlets selected

#### Television broadcast

As a Triangle-based company, it's important to us that we begin promoting our products right here at home. The easiest way to do that is through airing our 30-second video spot on three major cable networks: BET (owned by Viacom), E! and Bravo (both owned by NBC Universal). These three networks were chosen because their typical viewer (i.e. female, potentially a person of color, and lifestyle-oriented) is highly likely to buy a product like one4all or refer it to a friend.

In an effort to simplify our ad distribution, each network has been assigned a time slot that they will remain in throughout the two-week period:

- BET; 9 a.m. to 4 p.m. for **\$125.00**; chosen as the daytime network due to multiple ad breaks within movies or syndicated television shown during typical working hours
- E!; 6 p.m. to 8 p.m. for **\$400.00**; chosen as the second-shift network due to heavy competition from the network itself promoting its original content
- Bravo; 8 p.m. to 11 p.m. for **\$600.00**; chosen as the primetime/watershed-adjacent network due to its strong nightly content with fewer intra-network advertisements than E!

The total amount spent on broadcast slots adds up to **\$1,125.00**.

#### Print (magazine/billboard)

Like the aforementioned television broadcast set-up, our primary goal in print advertising is to build up our fledgling fanbase on a local level. In an effort to court the female 18-35 market, we've placed one ad to run for a two-week/single print period in the following Triangle publications:

- Duke University *Chronicle* for **\$280.00**, running 5 days/week (10 prints)

- N.C. Central University *Campus Echo* online newspaper for **\$256.00**, running in side-article banners; reduced rate negotiated
- *Carolina Woman* for **\$594.00**, running half-page ads within 6 prints

The total amount spent on handheld print publications is **\$1,130.00**.

Outside of handheld print publications, we have also purchased a billboard in downtown Raleigh through OOH Advertising that will cost **\$5,620** to run for a month (no shorter timespan offered). While this might seem like a lot of money to place in one medium, the billboard advertisement is estimated to reach over 970 thousand potential customers, bringing our cost down to \$16.53 per thousand viewers (CPM).

### Sponsorship

Canadian fashion model and vitiligo awareness advocate Winnie Harlow has agreed to take one a two-week sponsorship campaign at a reduced rate of **\$1,000** for 7 Instagram (cross-posted on her professional Twitter and Facebook accounts) posts over the two-week period. Post content will include recorded demos of Harlow using the product on her own skin and discussing the impact a product like this can make on the cosmetic industry as a whole with an emphasis on corporate social responsibility.

### Social media

The remaining **\$1,125.00** in the advertising allotment goes toward the most abstract of advertisement in terms of spending: social media.

We are focusing on three major social media platforms to promote one4all on:

- **Instagram** — utilizing the platform's demographic and geographic advertisement tailoring, the 30-second spot will be inserted on users' feeds alongside a clickable link banner to our website underneath the video above the caption section; CPM cost is roughly \$6.70
- **Twitter** — roughly the same idea as the Instagram advertisements, but with a focus on what the platform calls an 'awareness' campaign that emphasizes (and only has us pay for) tweet engagements; automatic bidding selected the best results for the lowest price (no less than 50 cents/impression) competing against other ads within the same industry

- **Snapchat** – the simplest of all platforms to promote on with just a geofilter; cost is roughly \$5 per 20,000 square feet, so placement is key

The hashtag **#wornbyall**, a shortened version of our product tagline, will be promoted across all platforms as a brand indicator for the company.

## Schedule of timed advertisements

Sun. 1	Mon. 1	Tues. 1	Weds. 1	Thurs. 1	Fri. 1	Sat. 1
Harlow post		Harlow post		Harlow post		Harlow post
	BET; 9 a.m. to 4 p.m.		BET; 9 a.m. to 4 p.m.			
					E!; 6 p.m. to 8 p.m.	E!; 6 p.m. to 8 p.m.
			Bravo; 8 p.m. to 11 pm.		Bravo; 8 p.m. to 11 pm.	
Sun. 2	Mon. 2	Tues. 2	Weds. 2	Thurs. 2	Fri. 2	Sat. 2
	Harlow post		Harlow post		Harlow post	
					BET; 9 a.m. to 4 p.m.	BET; 9 a.m. to 4 p.m.
	E!; 6 p.m. to 8 p.m.		E!; 6 p.m. to 8 p.m.			
	Bravo; 8 p.m. to 11 pm.					Bravo; 8 p.m. to 11 pm.

The above table is a rough breakdown of how the various timed advertisements will be broadcast in the two-week sales period.