

Glossier Creative Brief - Oct 2025

#Effortless Glow



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ABOUT THE BRAND

Glossier's belief is that makeup should enhance, not mask. With the mantra "*skin first, makeup second*," Glossier champions effortless beauty that feels authentic and inclusive. The brand's mission is to celebrate individuality and give everyone products that fit into their lives, not the other way around.

Glossier isn't just selling makeup, it's inspiring a lifestyle rooted in **confidence, self-expression, and community.**

<https://www.glossier.com/pages/about?ref=atmBdroxip2slc7QHP52Q1stNmQm4480o1lE-S3aCvCA9mB1m5vwp0l>

A BRIEF HISTORY

Glossier was founded in 2014 with a simple but powerful vision: beauty should be personal, approachable, and fun. Built from the blog *Into the Gloss*, the brand flipped the beauty industry by putting community first which was listening to real people and creating products inspired by their routines. Glossier came up during the time of heavy makeup, and really got popular during the 2019 era due to youtubers like Emma Chamberlain. However, the "clean girl" aesthetic has taken over making it overly difficult to stand out with other competitors.

<https://www.glossier.com/pages/about?srsltid=AfmBOoqzqe2nscGOIPS2O3dNnwQm1a8GdIB-5oACvCA8h8Urtvvaqo0>

Glossier.

Beauty that starts with you.





TARGET AUDIENCE

Gen Z women (18–28): social media-savvy, who want quick, minimal products that enhance rather than cover up
Millennial women (29–35): seeking practical, stylish beauty.

https://canvasbusinessmodel.com/blogs/target-market/overview-target-market?srsltid=AfmBDoMmAMouAYNcJrKInYyoOmTYePQs3HnAXisZV_7e83CFish



*"I WANT MAKEUP THAT'S
QUICK, FUN, AND
MAKES ME LOOK LIKE
THE BEST VERSION OF
MYSELF WITHOUT
TRYING TOO HARD."*

Sophia, 21, Los Angeles

#EFFORTLESS GLOW

This campaign will show how quick and multi-useable Cloud Paint is as it gives anyone a natural flush of color within seconds. Through TikTok trends, influencer collabs, and user-generated content, Glossier will reconnect with its audience and put Cloud Paint back at the center of the beauty conversation.

- Reintroduce Cloud Paint to Gen Z as a fun, everyday essential.
- Strengthen Glossier's image as the effortless beauty brand.
- Inspire UGC (user-generated content) through the hashtag **#EffortlessGlow**.
- Drive measurable growth in engagement, brand mentions, and product sales.

STRATEGIES

1. Leverage TikTok Culture

- Use short-form, authentic content (GRWMs, quick tutorials).
- Partner with micro- and mid-tier influencers who align with Glossier's inclusive image.
- Launch #EffortlessGlow challenge (before/after Cloud Paint application).

2. Amplify User-Generated Content (UGC)

- Repost customer TikToks/Instagram Stories to highlight real people using Cloud Paint.
- Feature community photos in newsletters and on the website.
- Incentivize UGC with features, giveaways, or shade-matching shoutouts.

3. Create Shade Discovery Tools

- "Find Your Glow" interactive quiz on website/email to help users choose their perfect Cloud Paint shade.
- Instagram polls and filters to gamify the process.

4. Highlight Simplicity Through Visuals

- Minimalist creative direction: quick application, soft colors, effortless looks.
- Campaign tagline used consistently across TikTok, Instagram, and email.

5. Build an Inclusive Community Narrative

- Showcase diverse skin tones and lifestyles in all campaign content.
- Position Cloud Paint as *everyone's blush* — adaptable to any routine.

GRWM/UGC EXAMPLES



FIND YOUR GLOW QUIZ

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SKINCARE MAKEUP BALMS BODY FRAGRANCE GLOSSIER GOODS SETS SHOP ALL

Q US STORES LOG IN BAG 101

STEP 1/3

Select which shade family best matches your skin tone.

01 Very Deep - a range of 4 shades

02 Deep - a range of 5 shades

03 Medium Deep - a range of 4 shades

04 Medium Tan - a range of 5 shades

05 Medium - a range of 5 shades



Haze

Beam

Dawn

Dusk

Storm

Puff

Spark

Ever

GOALS, GOALS, GOALS

Budget: 200-250K

- Increase Instagram/TikTok engagement by 10% in three months.
- Generate at least 5,000 uses of the campaign hashtag (#EffortlessGlow) in the first month.
- Drive a 10% lift in Cloud Paint sales during the campaign period.

Success Metrics

Engagement rates, hashtag usage, and sales lift of Cloud Paint.

A close-up, split-screen image of a woman's face. The left side shows her eyes closed, and the right side shows her eyes open. Her skin has a bright, golden glow, particularly on her cheeks and forehead. She has dark, well-defined eyebrows and long, dark eyelashes. Her lips are slightly parted, showing a natural pink color. The word "Glossier." is written in a large, white, sans-serif font across the center of the image, spanning both halves of the split screen. The background is dark and out of focus.

Glossier.

lalerome@bu.edu
+1234567890