

A Communications Plan

for

Perfect Diary

prepared by

Penovus

in partial fulfillment of the requirements for the successful completion of

CM 215 B2

Professor Todd Van Hoosear
Spring Semester, 2024

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Executive Summary

Perfect Diary is a dynamic and innovative beauty brand that has rapidly gained prominence in the beauty and cosmetics industry, particularly in China. Founded with a vision to democratize beauty by making high-quality, affordable cosmetics accessible to young consumers, Perfect Diary has mastered the art of digital engagement. The brand is known for its adept use of social media and e-commerce to create direct connections with its audience, bypassing traditional retail barriers. As Perfect Diary continues to expand globally, it seeks to adapt its successful strategies to resonate with international markets, particularly in the West. This includes overcoming challenges such as cultural differences and competition with established brands. Perfect Diary, with its robust product development pipeline and commitment to incorporating global beauty trends and technology, stands poised to transform the international beauty landscape.

Your Needs

- **In-depth Local and International Market Insights:** With expertise in diverse markets, Penovus can guide Perfect Diary through the complexities of varying consumer preferences and regulatory environments.
- **Insight into Global Beauty Trends:** Penovus offers valuable insights into emerging beauty trends worldwide, helping Perfect Diary stay ahead in a competitive industry by adapting these trends to their product lines and marketing strategies.
- **Expertise in Digital Engagement:** As Perfect Diary leverages digital channels for growth, Penovus' expertise in digital marketing and engagement strategies will enhance its ability to connect with consumers in both existing and new markets.
- **Commitment to Brand Storytelling:** Penovus understands the importance of a compelling brand narrative. By refining Perfect Diary's storytelling, Penovus will strengthen the brand's identity, enhance customer loyalty, and attract new users by communicating the brand's values and vision effectively.

Our Team

Zitong (Becky) Zheng: Facilitator / President / CEO

Becky brings extensive experience in strategic leadership and a profound understanding of global markets.

KeKe Cen & Huaiyue (Avis) Yun: Project Manager / Chief Operations Officer

KeKe and Avis specializes in operational excellence and project management, ensuring efficient execution of strategies.

Zimo (Maria) Wang: Content Manager / Chief Content Officer

Maria oversees all content strategies, driving brand engagement and storytelling.

Pinhan (Grace) Wang: Communications Manager / Chief Communications Officer

Grace leads our communications strategies, enhancing brand visibility and media relations.

Qianyu (Mia) He: Finance Manager / Chief Financial Officer

Mia manages financial strategies and ensures the sustainability of financial resources.

Difu (Chase) Ke: Account Manager / Chief Services Officer

Chase provides excellent client service and maintains client relationships.

Xinkai Dan: Analytics Manager / Chief Measurement Officer

Xinkai specializes in market analytics and data-driven decision-making.

This Plan

This communication plan aims to elevate Perfect Diary's brand presence and global market share through targeted digital campaigns, influencer partnerships, and localized brand initiatives. Expect a comprehensive approach with a focus on enhancing digital engagement, adapting to consumer trends, and storytelling that resonates with diverse audiences. This plan will position Perfect Diary as a leader in the global beauty industry, capable of meeting the dynamic demands of consumers across various markets.

Research

Our team conducted a lot of research to learn about the complexities of the global beauty industry and Perfect Diary's distinct place in this cutthroat market in order to create a thorough communication plan for the brand. Our situational analysis, based on a direct-to-consumer business strategy that appeals to younger consumers and creative digital marketing tactics, demonstrated the brand's explosive growth in the Chinese market. But as Perfect Diary enters Western markets, issues with perception of the brand and cultural adjustment arise. Using a thorough SWOT analysis, we were able to pinpoint Perfect Diary's strengths—product innovation and digital engagement—while also pointing out its weaknesses—market dependence and brand credibility. This study supports our aim to increase Perfect Diary's global footprint and provide the framework for strategic activities that anticipate market dynamics and consumer habits, adapting its successful Chinese market strategies to effectively engage and captivate a diverse international target market.

Situational Analysis

Perfect Diary is an emerging beauty brand in China that has rapidly emerged in the domestic market since its emergence and is now becoming more and more popular globally. With a mission to provide high-quality, affordable cosmetics to young consumers, Perfect Diary has quickly gained popularity through its innovative marketing strategies and products. The brand blends the latest beauty and trend trends with cutting-edge technology, making it a favorite among millennial and Gen Z consumers.

Since its inception, Perfect Diary has strategically positioned itself within the competitive and fast-paced beauty and cosmetics industry by leveraging social media platforms and e-commerce channels to engage directly with its audience. This direct-to-consumer approach bypasses traditional retail models, allowing the brand to swiftly adapt to consumer trends and preferences. Perfect Diary's commitment to rapid innovation and responsiveness to the market is evident in its broad product range, which encompasses makeup, skincare, and beauty accessories. The brand's product development pipeline is robust, frequently introducing new and innovative products that align with the evolving tastes and needs of consumers. This strategy has not only enabled Perfect Diary to remain relevant in a highly competitive sector but also to continuously captivate its target audience, with offerings that meet their desire for quality, affordability, and trendiness.

Perfect Diary is now expanding outside of China to focus on the Western market, having found tremendous success in the Chinese market. Perfect Diary's entry into the Western market will, however, provide a variety of chances and problems, including overcoming the "Made in China" label, competing with other local or C-beauty products, and changing customer behavior. Digital

marketing tactics and creative collaborations have contributed to the brand's success in China. Still, given the disparities in the attitudes and habits of Western customers, this may not translate to success elsewhere. In China, for instance, the company has had success using virtual influencers and private traffic. However, Western customers may perceive authenticity and privacy differently, necessitating a reassessment.

Sector and Status

Perfect Diary operates in the private sector as a for-profit business. Its legal status is part of a corporation under *Yatsen Holding Limited*. Yatsen Holding Ltd, the parent company of Perfect Diary, is publicly traded on the New York Stock Exchange (NYSE) under the stock symbol "YSG."

As of the information available, Yatsen Holding Ltd successfully went public in November 2020, raising \$617 million through its initial public offering (IPO). The company's shares surged 75% on its first listing day, indicating strong market reception and financial health. There are no indications that Yatsen Holding Ltd is undergoing any bankruptcy proceedings.

Headquarters and Major Operational Geographies

Headquartered in Guangzhou and featuring a key retail hub integrating work and training in Shanghai, stands at the forefront of the beauty industry, demonstrating a blend of innovation and efficiency. Catering to an expansive global clientele exceeding 40 million, the brand boasts a robust presence with over 300 offline stores. They have 3,355 diverse employees distributed among the following departments: customer service, online operations, R&D, and supply chain.

Primary Industry/Industries

Perfect Diary operates primarily in the Cosmetics, Beauty Supplies, and Perfume Stores industry, classified under NAICS code 446120. This industry encompasses companies specializing in retailing cosmetics, beauty supplies, and fragrances.

Markets Served

Perfect Diary has solidified its stature as an influential entity within the Chinese beauty sector, achieving remarkable prominence within the domestic market. A strategic emphasis on digital marketing initiatives and the adept utilization of social media platforms, including Weibo, WeChat, and TikTok, characterized the brand's inception. This digital-centric methodology was instrumental in its expeditious ascent.

Expanding its horizons, Perfect Diary has initiated penetration into international markets, encompassing partnerships with prominent beauty influencers on platforms like YouTube and

securing celebrity endorsements to elevate brand visibility and resonate with Western consumer bases. Furthermore, the acquisition of EVE LOM, a prestigious British cosmetics brand, not only diversified Perfect Diary's product range but also endowed it with critical insights into the dynamics of the Western beauty industry. This dual-market strategy, characterized by its adaptability to diverse consumer behaviors and preferences across geographies, underscores Perfect Diary's adeptness in leveraging digital marketing, influencer collaborations, and strategic acquisitions to cultivate its global brand presence.

Financials

Since Perfect Diary is an unlisted company but a subsidiary of Yatsen, considering the fair value of the Group, we decided to use the financial statement of its holding company.

Metric	FY22	FY21	Change
Net Revenue (Yatsen)	¥ 3.71 Billion	¥ 5.84 Billion	¥ 2.13 Billion
Net Revenue (Division)	¥ 2.42 Billion	¥ 4.87 Billion	¥ 2.45 Billion
Division %age	65.2%	83.4%	18.2%
Yatsen Profit (Loss)	(¥ 815.37 Million)	(¥ 1.54 Billion)	¥ 724.6 Million
Yatsen Profit Margins	n/a	n/a	n/a
Share Price Max	\$2.20	\$25.47	\$ -23.27
Share Price Min	\$0.3879	\$1.79	\$ -1.4021
Earnings Per Share (EPS)	¥0.34	¥0.61	¥ -0.27
Price-To-Earnings (PE)	4.29x	3.52x	0.77x

Losses may result from unfavorable operating conditions of other subsidiaries within the group rather than Perfect Diary itself. Therefore, in assessing the value of Perfect Diary's investment or the efficiency of its operations, its financial performance should be considered independently rather than simply basing conclusions on the financial results of the parent company as a whole.

Organization Timeline and Milestones

- **Founding and Early Strategy (2016):** At its inception, the Chinese cosmetics market was characterized by the strong presence of international brands, leaving a gap for local brands to innovate and capture the market through digital channels. Perfect Diary leveraged this gap by focusing on online sales channels, particularly leveraging social media platforms and e-commerce to reach younger consumers. This strategy was revolutionary at the time, allowing for rapid brand growth without the need for a traditional physical retail presence.
- **Digital Marketing Innovations (2017-2018):** Perfect Diary quickly seized emerging digital marketing trends. It utilized influencer partnerships and social media engagement to boost its brand awareness. Perfect Diary was among the first in China to collaborate extensively with influencers (KOLs) and leverage WeChat and XiaoHongShu (Little Red Book) to engage directly with customers. This approach was instrumental in building a solid community and loyal customer base, propelling the brand's growth.
- **Expansion and Product Diversification (2019):** By 2019, Perfect Diary expanded its product range beyond just makeup to include skincare products, further broadening its market appeal. This year also saw the brand's first foray into physical retail with the opening of its flagship stores, which provided a high-tech, immersive shopping experience.
- **IPO and International Expansion (2020):** Yatsen Holding Limited, the parent company of Perfect Diary, made a significant move in November 2020. It went public on the New York Stock Exchange, marking an important milestone in the brand's journey. This IPO showcased the brand's rapid growth and its ambitions beyond the Chinese market. Post-IPO, Perfect Diary continued to explore international expansion, making its mark in Southeast Asia and setting its sights on Western markets.
- **Challenges and Adjustments (2021-Onwards):** Like many rapidly growing companies, Perfect Diary faced challenges related to market saturation, increased competition, and the need to innovate in a fast-paced industry continuously. The brand has been focusing on product quality, expanding its offline presence, and exploring new technologies like augmented reality (AR) for virtual try-ons to maintain its competitive edge.

Brand Foundation

Perfect Diary is a relatively new player in the beauty and cosmetics industry, established in 2017. Despite its recent entry, it has quickly risen to prominence, especially in China, where it is based. The brand has gained a strong reputation for its high-quality products at affordable prices, leveraging social media, influencer partnerships, and innovative marketing strategies to build a robust online presence.

Perfect Diary's brand identity enjoys strong recall among its target demographic, particularly younger consumers who appreciate its modern approach to beauty. It has successfully cultivated an emotional connection with its audience by emphasizing inclusivity, diversity, and the empowerment of its customers to express their unique beauty.

Perfect Diary's brand story resonates with many because it presents itself as more than just a cosmetics company; it is also a brand that understands and caters to modern consumers' multifaceted desires and needs. It emphasizes innovation, customer-focused product development, and a keen understanding of the digital landscape, which has been key to its rapid growth and popularity.

Perfect Diary entices consumers not only with its products, but also with the values it embodies.

The brand's mission and vision are centered on breaking traditional beauty barriers, making high-quality cosmetics accessible to all, and nurturing a community of beauty enthusiasts who support and inspire each other. This inclusive and empowering approach has enabled Perfect Diary to establish a strong market presence in China and start expanding globally, garnering a loyal following and marking it as a significant player in the global beauty industry.

Brand Identity

The brand identity of Perfect Diary is carefully designed to mirror its contemporary, groundbreaking, and all-encompassing approach to beauty. The essence of its brand identity is intricately connected to its aim of democratizing beauty and ensuring that high quality cosmetics are within reach of all individuals.

Logo Design



In April 2020, the brand upgraded its logo wordmark to two letters, **P** and **D**. “**P**” stands for "perfection," and “**D**” is not just simply for "diary" but also for “discovery, difference, and diversity.”

- **Imagery:** The Perfect Diary logo is sleek and modern, featuring clean lines with an impactful design. The imagery generally aims for elegance and simplicity.
- **Colors:** The logo uses black and white. This choice of colors reflects a chic, professional look.
- **Font:** The font used in the Perfect Diary logo is typically modern and sans-serif, emphasizing clarity. This choice mirrors the brand's approachable and straightforward ethos.

Perfect Diary's brand identity has evolved to keep pace with trends and consumer preferences while staying true to its inclusivity and innovation core values. Initially, the brand focused more on attracting a younger demographic with bolder, trendier designs. However, as it has grown, Perfect Diary has refined its identity to appeal to a broader audience, emphasizing quality, sophistication, and a sense of community among its users.

Perfect Diary's brand identity extends well beyond its logo, encompassing a range of visual and experiential elements.

- **Color Scheme:** Beyond the monochromatic, the brand occasionally incorporates vibrant colors into its packaging and marketing materials. The brand chooses these colors to showcase the diversity and creativity of its product offerings, encouraging individual expression and boldness.

Brand Story

The story begins with a question: “Why should premium beauty be the privilege of the few?” The founders, driven by a vision of inclusivity and accessibility, embarked on a mission to bridge the gap between high-quality makeup and everyday consumers. This question laid the foundation for a brand that aimed to democratize beauty, ensuring everyone could discover their ideal match without sacrificing quality or overspending. The brand was built on the belief that beauty is limitless and that it should cater to the diverse, vibrant community it serves.

In 2016, the brand founder from Harvard College and the British fashion designer met in London, hoping to have the opportunity to bring European and American makeup fashion back to Asia and make a breakthrough in visual image. Perfect Diary takes inspiration from the runways and refines elements and colors, such as fashion week, to provide makeup products and beauty solutions for young women and encourage the younger generation to pursue individuality and freedom. Perfect Diary’s newest goal is to become a “Chinese Beauty Icon” with international influence.

From the outset, Perfect Diary showed an unparalleled understanding of its audience. Perfect Diary leveraged cutting-edge technology and social media to create a platform that amplified voices and celebrated individual beauty. The brand distinguished itself by listening to and actively engaging with its community, co-creating products that resonate with their desires and aspirations.

Slogans and Taglines

Perfect Diary, a brand renowned for its innovative approach in the cosmetics industry, emphasizes the philosophy of "Unlimited Beauty." This core belief reflects their commitment to embracing uniqueness and diversity, allowing individuals to express and pursue their beauty effortlessly.

As for specific slogans or taglines that fit into emotional, rational, and PR categories, Perfect Diary's public-facing content primarily highlights its brand philosophy and values rather than particular slogans. Their emphasis on "Unlimited Beauty" could serve as a comprehensive expression of their approach, blending emotional appeal with a rational outline of their unique value proposition, including their focus on diversity, quality, and creativity.

Vision Statement

Perfect Diary aspires to establish itself as a "Chinese Beauty Icon" with a global reach. Despite its current limited international recognition, the brand is actively pursuing this ambition by engaging with influencers from America and Europe. This strategic approach, underpinned by a robust public relations campaign, signifies Perfect Diary's commitment to achieving its vision of international influence and recognition in the beauty industry.

Mission Statement

Perfect Diary emphasizes the belief that embracing diverse beauty aspirations enhances the world. Committed to crafting high-quality, innovative, and user-friendly products, the brand aims to empower everyone to easily express and pursue their unique beauty. This philosophy, focused on effortless beauty, fosters a deep emotional connection with customers. Through continuous innovation, Perfect Diary diligently works to offer superior products, reinforcing its dedication to meeting customer needs and aspirations in the beauty landscape.

Brand Purpose

The Yatsen Group is Perfect Diary's parent company. Founded in 2016, Yatsen Group wanted to create an exciting new journey of beauty discovery for customers in China and around the world. Perfect Diary is among China's top three most popular brands among Gen Z consumers. In 2019, Perfect Diary ranked first among cosmetics brands and the top three beauty brands on Tmall.

Brand Personality/Values

The core value of Perfect Diary is “there is no end to the pursuit of perfection.” Adhering to this value, Perfect Diary always strives for perfection when developing its products.

Brand Promise

Perfect Diary states on its website, “We encourage all to express themselves. Through unique and original beauty products, we support everyone in realizing and demonstrating their beauty. We love and respect the uniqueness of each individual and embrace the diversity of beauty in the world. We are committed to becoming an international beauty icon.” Perfect Diary respects all of its stakeholders and believes that every individual should be able to show their beauty.

DEI/CSR/ESG Initiatives

Perfect Diary, as a sub company of Yatsen, doesn't have its own ESG report. In addition, Chinese cosmetics brands, as news to industry, have not been able to put enough effort on global sustainability and the SDG goals. However, Yatsen has published their first ESG report in 2021, which indicates a good start for the company to take a step in global sustainability. Yatsen has been upgraded from a grade of A from CCC which underscored their effort in their social responsibility. Yatsen is in the process of producing sustainable products, involved in some of the philanthropic programs, and promoting equity. Perfect Diary has gained lots of support for their initiatives, and their ESG report indicates that they've not been involved in any major controversies.

DEI Initiatives

Equal Employment

- Perfect Diary has developed its own institutional frameworks and systems to promote equal employment, including the Guidelines for Recruitment and Employment Management, the On-boarding Management Guidelines, the Guidelines for Internal Transfer, and the Resignation Management Guidelines. They have also developed their new system: Methods for managing Interns, and revised the existing systems.
- They prohibit discrimination based on gender, age, religion, nationality, and other factors during recruitment, onboarding, training, and work arrangements. It is worth mentioning that 78.49% of the employees are female within the company.

Protection of Rights and Interests

- Yatsen has formulated their Employee handbook, including information of recruitment, remuneration, benefits, promotion, leaves, and resignation to protect the rights of each individual. They have been put an email address for grievances and regularly promote knowledge on workplace discrimination and sexual harassment.
- There is a 100% employment contract signing rate of all employees.
- 15.5% of employees participated in the Share Incentive Plan.

In general as a Chinese based company, due to the lack of diversity within the country, Perfect Diary has shown consistent effort on promoting equity diversity and equity within the company.

CSR Initiatives

Yatsen is committed to bring beauty to more people by implementing responsible business practices. They have participated in public welfare undertakings, spread goodwill and warmth to society. They are trying to promote beauty in different aspects, including the human environment.

Caring for Children

- In April 2022, Yatsen together with Hearts Private School Foundation, Warm Current Volunteers, and Longsheng Town Youth League Committee and County Committee, delivered 8000 pencil cases to students in eight township schools to provide supplies for left-behind children in China who lacked stationary.
- In November 2022, Yatsen, together with Abby's Choice, launched a charity donation to the local public welfare organization. Delivering urgently-needed living materials, products for the fighting against COVID-19 and toys and books to dozens of children with serious illness and their families in Guangzhou.

Rural Revitalization

- On January 18, 2022, Yatsen donated 100000 rob to help charities in Haizhu District in Guangzhou, Guangdong Province and rural revitalization in Guizhou Province.
- In September 2022, Yatsen donated a batch of computer hosts and displays as well as five projectors to the People's Government of Shaoguan City, in order to accelerate the information construction of villages and towns.

Education and Research Development

- A donation of 10 million RMB over three years to the Education Development Foundation of Sun Yat-sen University and the establishment of the "Sun Yat-sen University - Yatsen Research and Development Fund".

Generally Perfect Diary- Yatsen has shown a positive attitude toward giving back to the society by producing CSR activities. However, currently most of the CSR activities Yat Sen conducted are short term. For their future plan, they could conduct long term and consistent CSRF activities. By doing so, it not only helps the company to better achieve the SDG goals, but also will facilitate some profit returns and investment.

ESG Initiatives

ESG scores

According to the ESG report from the MSCI website, Yatsen has been upgraded from a score of CCC to A in 2022. It indicates that Yatsen has put consistent effort in achieving the SDG goals. Perfect Diary (Yatsen) has a score of 4.2 for environment which is higher than the industry

average of 3.8. They are on good tracks of packing materials and product's carbon footprint. However, they have a score of 2.0 on raw material sourcing due to the limit of sustainable sourcing initiatives. They have a score of 3.2 on the social aspect which is only 0.1 higher than the industry average. They also have a governance score of 5.0 which is lower than the industry average of 5.3. This is due to the concern related to executive pay and ownership structure.

Environment

- Perfect Diary as a cosmetics brand has a huge limitation on source choosing. However, Yatsen as its parent company, showed a positive attitude toward finding sustainable raw materials. They incorporate the concept of “Clean Beauty” into their products.
- Yatsen adheres to low-consumption and high-efficiency development. They reduce energy consumption through management. For example, set office lights to manual mode and reduce the duration of light use; promote paperless offices and prioritize the use of recyclable paper; promote online video meetings and reduce staff travel to reduce carbon emissions.
- They also have supplier energy management initiatives, including construct rooftop photovoltaic power stations, adopt the PV power generation mode, replace a portion of traditional energy consumption with green energy, and improve the energy structure within plant areas; replace diesel forklifts with electric ones and reduce the consumption of fossil fuels; Use environment-friendly refrigerants, improve the refrigeration systems, and reduce the energy consumption of equipment.
- In 2021, Perfect Diary selected their core product Slim Heel Lipstick to commence carbon footprint assessments. They invited their-party institutions to conduct carbon emission certification and obtained the product carbon footprint certificates.
- In 2022, Perfect Diary adjusted the weight and size of their product cartons, switched to watermarked boxes, and adopted eco-friendly Kraft paper materials, reducing paper consumption by 25%.

Social

- Perfect Diary attach great importance to the training and development of employees, make efforts to improve the personnel training system, and have set up multiple career development channels.
- A total of over 14012 hours of training among all employees
- 2401 enrollments in 36 sessions of professional training program
- 2398 enrollments in 29 sessions of new employee orientation
- 290 enrollments in 17 sessions of leadership training program
- 1280 enrollments in 27 sessions of ongoing training program.
- Established internal remuneration systems such as the “Remuneration Management Manual and Performance Appraisal guidelines” to standardize the composition and management of employee remuneration and benefits.

- Actively seek employee's feedback through various channels such as Downhill Meetings, team building activities, labor union meetings, and the employee grievance systems.
- Various philanthropy program mentioned before

Governance

- 80% of the board group are male and 20% are female.
- The original COO Yuwen Chen has quit the company in 2021.
- There is a change of CTO (Weihua Chen) in 2022, and Jiang Cheng has replaced his job.

Currently the focus for Perfect Diary should be seeking sustainable raw materials, which could improve their performance on protecting the environment. In addition, Yatsen(the parent company) is experiencing changes in their board group which makes their governance unstable, as they could stabilize their board group members, the governance score will increase accordingly.

Media Audit

Paid Channels:

Perfect Diary has utilized a range of innovative digital marketing strategies rather than traditional large-scale paid advertising campaigns. Their success has largely been built on savvy digital marketing efforts, leveraging social media platforms like Little Red Book, Bilibili, Weibo, WeChat, Tmall, and Douyin(Tiktok China Version).



One of their notable campaigns featured top beauty influencer Li Jiaqi and his puppy "Never," promoting an animal-themed eye palette, which generated significant buzz among young netizens.



Perfect Diary has also been known for its partnerships with cultural institutions like the British Museum and the New York Metropolitan Museum of Art to launch unique beauty products,

which have become hot topics of discussion and helped the brand achieve substantial sales during key shopping festivals like Alibaba's 11.11.

While specific large-scale paid advertising campaigns weren't highlighted, Perfect Diary's strategic use of digital marketing, influencer partnerships, and community-building efforts have been central to its rapid growth and success in China's beauty market.

Earned Channels:

Perfect Diary has garnered considerable media attention, achieving a solid presence in news coverage, interviews, and features. Widespread coverage of the brand's innovative marketing strategies and collaborations has bolstered its position as a leading makeup brand in China.



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完美日记亏损加剧：营收一大半都花在营销上

Mar 11, 2021 — 在完美日记内部，流量天花板已不是秘密。此前有媒体报道称，在近期一次券商组织的完美日记专家电话会议中，前完美日记中高层曾直言公司的天花板已到：“ ...

Sina Finance: the advantage and disadvantage of Perfect Diary

The report, authored by Zhengqing Miao and published on Sina Finance's account, indicates that among the national female population aged 18 - 25, which amounts to approximately 250 million, about 120 million are considered potential makeup users after excluding those who do not wear makeup or are of high net worth. Perfect Diary has reached about 40 million consumers within this group, achieving a coverage rate of roughly 35% - 40%.



Reuters

<https://www.reuters.com> > article ⋮

'All girls, buy it!' In China, Perfect Diary gives cosmetics ...

Aug 25, 2020 — ... Li Jiaqi here. Yelling his catchphrase "All girls, buy it!", Li has given Perfect Diary products rave reviews in popular live streams on ...



News report shows that Too Faced huge influence

One notable collaboration that caught extensive attention was with the Discovery Channel to create animal-themed eye palettes, which included a special edition featuring Li Jiaqi's puppy, Never. This collaboration alone generated considerable buzz, with users spontaneously creating

hashtags like “Li Jiaqi Never Eye Palette,” leading to 85,000 monthly sales of the palettes on Tmall and over 156,000 orders during the presale for Perfect Diary’s “Super Brand Day.”

Perfect Diary's tie-up with the British Museum to create a 16-color eyeshadow palette for Singles Day resulted in the brand becoming a hot topic among beauty enthusiasts and cultural creatives. Their limited-edition collection of lipsticks inspired by the Metropolitan Museum of Art's royal paintings also enjoyed massive success, driving 110 million reactions on Weibo and selling 800,000 units.

Shared Channels:



Home page from Weibo



Home page from Douyin (Chinese version TikTok)



Perfect Diary完美日记 ✓ 2天前更新

小红书号: perfectdiary

美妆品牌 | 粉丝 · 202.1万 | 笔记 · 133

Home page from Little Red Book

Perfect Diary's strategy on shared channels involves a sophisticated mix of content marketing and influencer partnerships, particularly on platforms like Weibo, Douyin, and Little Red Book. By adopting a narrative-driven approach and sharing compelling content, including new product launches and behind-the-scenes glimpses, Perfect Diary has significantly enhanced its social media engagement. Their efforts in community building, especially through WeChat groups, have cultivated a vast and dedicated follower base, underpinning a highly effective private traffic strategy.

In terms of the scale of their earned media, Perfect Diary has managed to leverage its digital footprint to capture the hearts of Millennials and Gen Z consumers. The brand has successfully maintained its momentum primarily through digital platforms, including Little Red Book, Bilibili, Weibo, WeChat, Tmall, and Douyin, with notable campaigns like the one featuring Li Jiaqi and his puppy. This digital-first approach has allowed Perfect Diary to not only achieve high engagement rates but also significant sales milestones.

- such as becoming the top Chinese makeup brand during Alibaba's 2018 11.11 shopping festival by turning over 141 million RMB in just 13 minutes.

Owned Channels:

渠道概况 ⓘ

Dec 2023 - Feb 2024 Worldwide 所有流量



Data from SimilarWeb

As Perfect Diary looks beyond its home market, it has set its sights on Southeast Asia for its initial phase of international expansion. The brand has skillfully localized its marketing initiatives, as evidenced by its co-branded series with Sanrio and collaborations with local

celebrities. These strategies have borne fruit, with Perfect Diary achieving top rankings across various product categories in Malaysia, Singapore, Vietnam, and the Philippines. However, as the brand ventures into Western markets, it encounters challenges related to differing consumer preferences and the heightened need for localization. Despite these hurdles, Perfect Diary's pioneering digital marketing tactics, community engagement efforts, and strategic partnerships have distinguished it within the competitive Chinese beauty landscape. The brand's success in Southeast Asia underscores its potential for global reach, although navigating the complexities of Western markets remains a critical challenge.

Trends Report

The beauty and cosmetics industry is rapidly evolving, influenced by a multitude of factors, ranging from technological advancements to changing consumer behaviors and expectations. Three major trends significantly impacting Perfect Diary and its key competitors are the rise of clean and sustainable beauty, the digitalization of consumer experiences, and the growing importance of inclusivity and diversity. While these trends are distinct, they share a common underpinning of shifting consumer values towards health, ethics, and personalization. Although distinct, these trends share a common characteristic: they all reflect a shift towards more conscious and informed consumer behavior, demanding innovation and responsibility from brands.

Trend #1: Social

Consumers today are more informed and concerned about the social, ethical, and environmental implications of their purchases than ever before. This trend is characterized by a demand for transparency, sustainability, ethics, and inclusivity in product development and marketing practices.

For Perfect Diary, this trend represents both a challenge and an opportunity. To navigate this shift successfully, the brand must emphasize its commitment to these values across all aspects of its business. This includes ethically sourcing ingredients, ensuring fair labor practices, developing sustainable packaging solutions, and promoting diversity and inclusivity within its marketing campaigns. Failing to align with these consumer values could result in lost market share, while embracing them can differentiate Perfect Diary from its competitors and drive loyalty among a growing segment of conscious consumers.

Trend #2: Technology

The integration of technology into consumer experiences, particularly through augmented reality (AR) and advanced personalization, represents a transformative shift in the beauty industry. AR technology allows consumers to virtually try on makeup products, while data-driven personalization offers tailored product recommendations based on individual preferences and skin types.

For Perfect Diary, investing in AR technology and personalization algorithms can significantly enhance the online shopping experience, offering a competitive advantage in both domestic and international markets. This technology not only engages consumers in a novel and interactive manner but also addresses the challenge of shopping for beauty products online by reducing uncertainty and improving satisfaction. As these technologies become more sophisticated, brands

that effectively leverage them will likely witness increased conversion rates, higher customer satisfaction, and strengthened brand loyalty.

Trend #3: Environment

Environmental concerns are increasingly influencing consumer choices in the beauty industry. This trend encompasses a move towards more sustainable and ethically sourced products, focusing on reducing environmental impact through eco-friendly packaging, natural ingredients, and cruelty-free practices. Consumers are becoming more conscious of the environmental footprint of their beauty routines and expect brands to take responsibility for minimizing their impact on the planet.

For Perfect Diary and its competitors, this trend demands a comprehensive approach to sustainability that spans the entire product lifecycle, from sourcing to manufacturing to packaging. While this can involve significant upfront costs and challenges in sourcing and supply chain management, it also offers an opportunity to attract environmentally conscious consumers and differentiate from competitors. Brands that can effectively communicate their commitment to sustainability and demonstrate real impact can build a strong, loyal customer base and potentially command a premium for their products.

Competitive Analysis

Perfect Diary's competitive landscape is within the highly dynamic and saturated global beauty and cosmetics industry. This marketplace is characterized by rapid innovation, shifting consumer preferences, and emerging new trends. Companies in this sector continuously address critical consumer problems, such as the need for high-quality, affordable, and accessible beauty products that cater to a wide range of beauty standards, preferences, and skin types. The marketplace is also seeing an increased focus on inclusivity, sustainability, and digital-first marketing strategies to connect with younger generations/Gen Z. Brands are leveraging technology and social media to offer personalized experiences and to foster community while also navigating the challenges of global expansion and the constant evolution of consumer tastes. This landscape requires Perfect Diary to innovate in product development and marketing and build a brand that resonates deeply with its target audience globally to build strong brand loyalty.

Existing Competitors

Perfect Diary operates in a competitive landscape that is dominated by a mix of large multinational conglomerates as well as emerging, nimble players that are highly focused on the beauty and cosmetics industry. The companies it competes with are primarily entrenched in this sector, offering a wide range of products from skincare and makeup to beauty accessories. These competitors typically have a significant online presence and utilize a direct-to-consumer sales model alongside traditional retail distribution. Their solutions, encompassing innovative product formulations, cutting-edge beauty technologies, and diverse marketing strategies.

- Glossier - <https://www.glossier.com/>
- Huda Beauty - <https://www.hudabeauty.com/>
- Colourpop - <https://colourpop.com/>
- Fenty Beauty - <https://fentybeauty.com/>
- Morphe - <https://www.morphe.com/>
- Too Faced - <https://www.toofaced.com/>

Emerging Competitors

Given the evolving dynamics of the beauty industry, future competition for Perfect Diary could emerge from various unconventional sectors. These potential competitors may not originate directly from traditional beauty and cosmetics spaces but from new technology, such as AlphaSense and H2O.ai, or biotechnology industries. Their approach could significantly diverge from traditional by integrating advanced technologies or novel business models that disrupt conventional market dynamics.

Substitution Threats

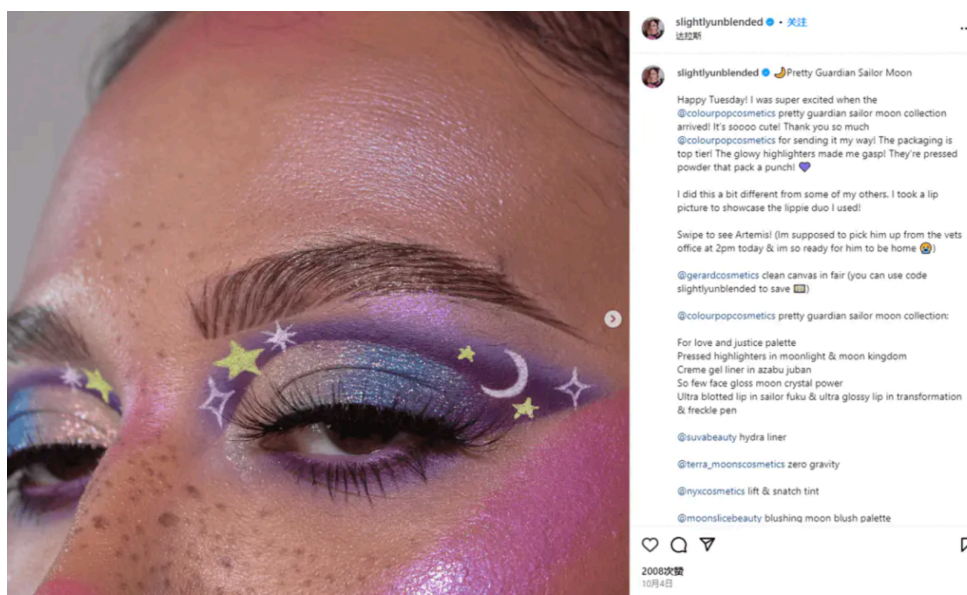
- **Advancements in Skincare Technology:** Innovations that offer long-term solutions to skin concerns, such as advanced dermatological treatments or genetically personalized skincare, could diminish the demand for traditional cosmetics. If consumers can permanently alter their skin's appearance or health, the need for makeup as a corrective tool could decrease.
- **Regulatory Changes:** Tightening regulations around ingredients and sustainability could impact Perfect Diary. For instance, a ban on certain synthetic ingredients deemed harmful or non-eco-friendly packaging could force the brand to reformulate products or change packaging, potentially increasing costs or disrupting supply chains.
- **Digital and AR Applications:** The rise of AR technology, allowing virtual try-ons and makeup simulations, could shift consumer spending from physical products to digital applications. As these technologies become more sophisticated and widespread, the need for actual makeup products could be reduced, especially for daily use or experimentation.
- **Cultural shifts toward minimalism and natural beauty:** A growing cultural movement towards minimalism and natural beauty, emphasizing skin health over makeup, could lead to decreased demand for cosmetic products. Social media influencers and public figures could accelerate this shift by advocating for less reliance on makeup.
- **DIY and Customize Beauty:** The rise of at-home beauty devices and products that offer personalized beauty solutions tailored to the individual's specific skin type or color could challenge Perfect Diary's off-the-shelf product range. If consumers can create or customize products at home, the appeal of mass-produced items might wane.
- **Sustainability-Driven Substitutes:** An increase in the supply of sustainable, zero-waste beauty products could create a substitution threat by appealing to eco-conscious consumers. If these alternatives become more affordable and accessible, they could significantly impact Perfect Diary's market share among environmentally aware demographics.

These potential substitution threats highlight the importance for Perfect Diary to continuously innovate, adapt to emerging trends and technologies, and maintain a keen understanding of evolving consumer preferences and regulatory landscapes.

Key Competitor 1: Colourpop

Colourpop Cosmetics, founded in 2014 by Seed Beauty, quickly established itself as a major player in the affordable beauty segment. Known for its high-quality products at drugstore prices, ColourPop has quickly created a vast range of makeup and skincare products that cater to a diverse audience. Industry experts widely acknowledge the company for achieving significant online sales volume and rapid growth, even though it does not publicly disclose specific revenue figures due to being privately held. ColourPop's brand story revolves around offering trendy, high-quality makeup at an affordable price, enabling it to appeal to a wide demographic, particularly younger consumers who value both cost and quality. It has built a reputation for launching new products frequently, keeping up with the latest trends in beauty and fashion. The brand's ability to rapidly bring products to market is a cornerstone of its success, appealing to a young, trend-savvy consumer.

Colourpop's Paid Channels



Instagram: beauty creator is advertising their product

Dynamic use of social media ads across platforms like Instagram, Facebook, YouTube, and, more recently, TikTok, ensuring wide visibility for its diverse product range. ColourPop's collaborations with influencers and beauty creators are a cornerstone of their paid strategy, featuring everything from product reviews and makeup tutorials to unboxing videos and collaborative product lines. These partnerships are carefully chosen to align with the brand's image and appeal to its target demographic, emphasizing authenticity and engagement over sheer reach. One of the key messages in ColorPop's paid campaigns is the affordability and quality of its products, which resonates well with a young, trend-conscious audience looking for value

without compromising performance. The brand also highlights its cruelty-free ethos and extensive color ranges, appealing to a wide spectrum of beauty consumers. The reception to ColorPop's paid efforts is generally positive, with high engagement rates and strong conversion metrics. Influencer collaborations, in particular, have successfully driven brand awareness and direct sales, often selling out limited edition collections quickly. The brand has not specifically mentioned receiving awards for its campaigns, but its marketing strategies are often cited as examples of best practices in digital marketing within the beauty industry.

Colourpop's Earned Channels



License Global
<https://www.licenseglobal.com> › Beauty & Cosmetics

ColourPop Expands Disney Range

ColourPop, an American cosmetics brand, is again collaborating with Disney, this time with the Disney Princess Vault. The collection, called Heart of Gold, ...



ABC News - Breaking News, Latest News and Videos
<https://abcnews.go.com> › GMA › Style › story

ColourPop and Disney join forces to release a Baby Yoda eye ...

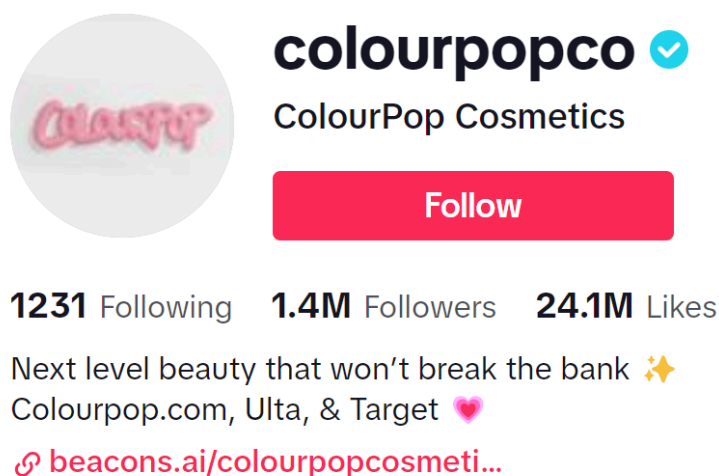
Oct 27, 2020 — ColourPop and Disney join forces to release a Baby Yoda eye shadow palette on Oct. 29. The force is strong with this limited-edition collection.

News report shows that ColourPop's huge influence

The brand is frequently featured across a wide array of media outlets including beauty blogs, online magazines, and traditional publications, highlighting its ability to stay at the forefront of beauty trends. ColourPop's collaborations with popular cultural icons, influencers, and franchises (e.g., Disney) have garnered considerable media attention, showcasing the brand's knack for tapping into current trends and consumer interests. The sentiment in media coverage tends to be overwhelmingly positive, with journalists and beauty influencers praising ColourPop for its high-quality products at affordable prices, its cruelty-free stance, and its quick adaptation to beauty trends. Specific campaigns, such as their themed collections or new product launches, often receive a lot of coverage, underscoring the brand's ability to generate buzz and keep the conversation going. However, it's not just the product launches that get noticed; initiatives like ColourPop's commitment to sustainability and inclusivity also get highlighted, further strengthening its brand image. The frequency of media placements for ColourPop is relatively high, thanks to the brand's continuous stream of new products and collaborations. This constant innovation ensures that there is always something new for media outlets to cover, keeping the brand in the public eye. In terms of which messages are getting pulled through to journalists' coverage, product quality, affordability, and innovation seem to be the most resonant themes.

Colourpop's Shared Channels

Utilizing shared channels, mainly social media, to engage with its audience, launch new products, and build its brand community. The brand is highly active on platforms such as Instagram, Twitter, TikTok, and YouTube, posting frequently with a mix of product announcements, beauty tutorials, customer reviews, and engaging visuals. ColourPop's content strategy is dynamic and responsive, often leveraging trending hashtags, participating in viral challenges, and interacting directly with followers through comments and polls. This approach has fostered a highly engaged community of beauty enthusiasts who actively participate in discussions, share content, and contribute to user-generated content campaigns.



Home page from TikTok

Colourpop's Owned Channels

ColourPop excels at using its website, email newsletters, and blog as key owned channels, effectively engaging and informing its audience. The website offers an appealing, easy-to-navigate shopping experience with frequent updates on new products and collaborations. Email campaigns are strategically timed to highlight launches and promotions and designed with eye-catching layouts to boost engagement and sales. Although the blog is updated less frequently, it provides in-depth content on beauty trends and brand insights, adding value to the brand narrative. These channels contribute to ColourPop's strong brand loyalty, seamlessly blending marketing with the user experience to maintain a dynamic and cohesive brand presence.

渠道概况 ①

Dec 2023 - Feb 2024 全球 所有流量



Data from Similar Web

Key Competitor 2: Too Faced

Too Faced cosmetics brand has become a highlight of the beauty world with its unique packaging design and high-quality products. The brand is known for innovative beauty solutions and eye-catching product looks, such as the famous "chocolate bar" eyeshadow tray and "Sweetheart blush," which impress the eyes and win over consumers with their excellent quality and use experience. Too Faced's product line covers a wide range of cosmetics, from eyeshadow and blush to foundation and lip gloss, to meet the beauty needs of different consumers. Their consumers are mainly young and young-minded, pursuing personalization, high quality, and innovative spirit. The brand's uniqueness lies in its success in integrating fun and innovation into cosmetics, allowing consumers to enjoy the fun of makeup while pursuing beauty.

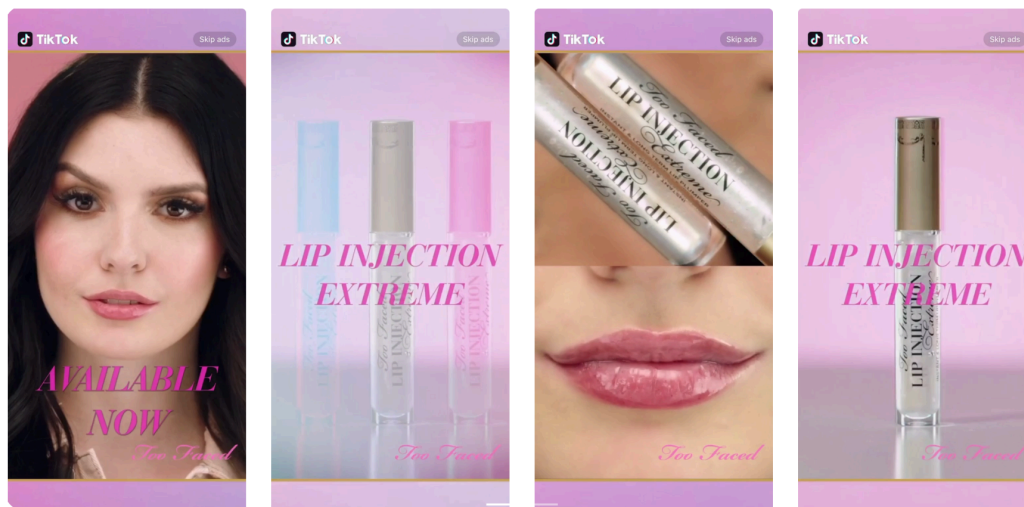
Too Faced, with its unique brand concept, eye-catching product design, and quality product results, has taken its place in the beauty industry, attracting a wide range of consumers who seek high-quality, personalized beauty products.

Too Faced's paid Channels

Too Faced designs its paid channel to reach consumers at various touch points throughout the buying journey, building awareness, driving consideration, and ultimately encouraging purchases. They can effectively target their desired audience by leveraging a mix of digital and traditional channels—the paid channel for Too Faced. The brand runs targeted ads on platforms like Instagram, Facebook, and YouTube, leveraging their vast user data to reach potential customers most likely interested in their products. These ads often showcase new product launches, bestsellers, and limited-edition collections, driving traffic to Too Faced's website and encouraging purchases—another important paid channel. The brand partners with macro and

micro-influencers in the beauty space, paying them to create sponsored content featuring Too Faced products. These influencers have built trust and credibility with their followers, and their endorsements can significantly impact sales and brand perception.

Too Faced also invests in display advertising, running banner ads on beauty and lifestyle websites to build brand awareness and drive traffic to their site. They may also use retargeting ads to reach users who have previously interacted with their site, encouraging them to return and complete a purchase.



TikTok open screen advertising

Too Faced's Earned Channels

Too Faced has successfully built a strong presence across several earned channels. The brand consistently posts engaging content, makeup tutorials, and product launch announcements on social media platforms like Instagram, Facebook, Twitter, YouTube, and TikTok. This strategy helps Too Faced generate significant organic reach and engagement. The brand also partners with popular beauty influencers and YouTubers to create sponsored content, product reviews, and tutorials featuring Too Faced products, exposing the brand to the influencers' dedicated followings. Beauty and lifestyle media outlets frequently feature Too Faced's products, both in print and online.

The brand receives coverage in product roundups, editor reviews, and gift guides, driving further awareness. Too Faced has also cultivated a passionate fan base that actively recommends their products to friends and shares their experiences on social media, amplifying the brand's reach through organic word-of-mouth. In retail stores like Sephora and Ulta, Too Faced's eye-catching and Instagram-worthy product displays attract customer attention and encourage sharing on social media. By leveraging a multi-channel earned media strategy, Too Faced effectively builds

brand awareness, engages customers, and maintains a strong presence in the competitive beauty industry, with their playful brand personality shining through and resonating with their target audience.



News report shows that Too Faced huge influence

Too Faced's Shared Channels

Too Faced leverages shared media channels to collaborate with partners and extend its reach to new audiences. One key shared channel for the brand is influencer partnerships. Too Faced works with beauty influencers and content creators to develop co-branded content, such as special-edition product lines or limited-edition collections. These collaborations often involve the influencer promoting the products to their followers, while Too Faced promotes the influencer to its own audience, creating a mutually beneficial partnership.

Too Faced engages in brand partnerships with companies outside of the beauty industry. For example, they may collaborate with a fashion brand on a makeup collection inspired by the brand's iconic styles or partner with a popular entertainment franchise to create character-inspired makeup lines. These partnerships help Too Faced tap into new audiences and generate buzz around their products.

Too Faced also participates in industry events and trade shows, such as BeautyCon or Cosmoprof, where they can showcase their products alongside other brands and connect with industry professionals, influencers, and consumers. These events provide a platform for Too Faced to network, build relationships, and generate buzz around their brand.



toofaced

Too Faced

Follow

687 Following

1.3M Followers

10.2M Likes

We're a serious makeup brand that knows how to have fun

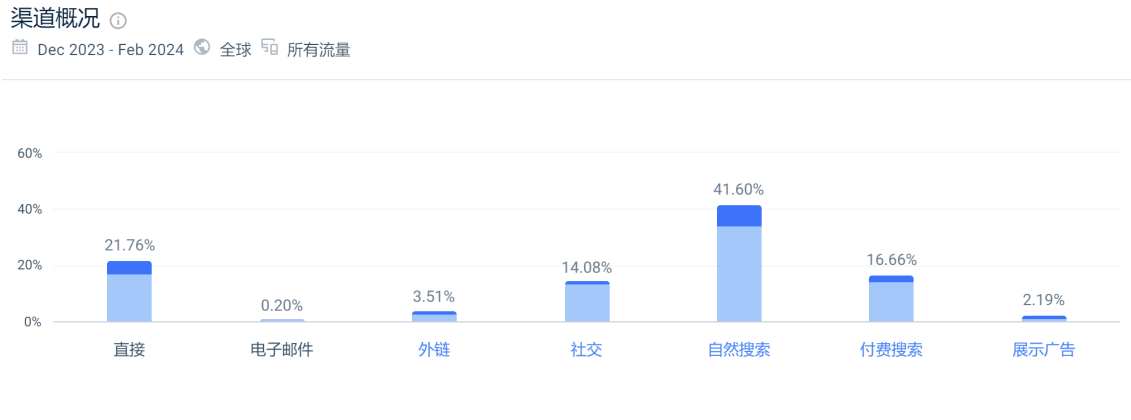
#tfcrueltyfree

www.toofaced.com/

Home page in TikTok

Too Faced’s Owned Channels

Too Faced has a strong presence across its owned media channels, which serve as the primary touchpoints for the brand to connect with its customers and showcase its products. One of the most important channels owned by Too Faced is its website, toofaced.com. The website is an e-commerce platform where customers can browse and purchase products directly from the brand. It also features product information, makeup tutorials, and brand storytelling content that helps to engage and educate consumers.



Data from Similar Web

Stakeholder Analysis

Perfect Diary's stakeholders are diverse and dynamic. These publics encompass customers, who are at the core of Perfect Diary's mission and business strategy; employees, whose dedication and talent drive the brand's innovation and operational excellence; suppliers, who are essential partners in Perfect Diary's commitment to quality and sustainability; media entities, which play a pivotal role in shaping the brand's narrative in the public domain; competitors, who define the competitive landscape and push the brand towards continuous improvement; and government bodies, whose regulations and policies frame the operational context in which Perfect Diary operates. Identifying all relevant stakeholders is the first step in crafting a nuanced and effective communications plan that addresses each group's needs, thereby ensuring a harmonious and mutually beneficial relationship with each stakeholder.

Stakeholder Group	Relationship with the Organization	Recommended Action
Customers	Positive - Perfect Diary is committed to delivering high-quality, innovative beauty products and often receives positive feedback from its consumer base.	Manage closely: Enhance two-way communication channels. By effectively conveying its brand image and values, Perfect Diary can foster positive identification and deeper loyalty among its customers.
Employees	Neutral - No significant indicators from platforms like Glassdoor to suggest widespread dissatisfaction or advocacy.	Keep satisfied: Improve two-way communication flows. Understanding employee needs and productivity.
Media	Neutral - Media coverage varies, with both positive and negative narratives.	Manage closely: Monitor and influence reputation in the media through proactive PR strategies and engagement to ensure balanced and favorable coverage.
Supplier	Positive – Suppliers offer a stable and sustainable supply chain to Perfect Diary.	Manage closely: Strengthen relationships through contractual agreements and regular engagement to ensure a reliable and ethical supply chain.

Competitor	Negative – Direct competition over similar target customer segments.	Keep informed: Explore opportunities for cooperation or partnerships that may lead to mutually beneficial outcomes and a healthier competitive environment.
Government	Neutral – Perfect Diary must adhere to government regulations, but may also benefit from supportive policies such as tax incentives.	Keep satisfied: Maintain an active dialogue with government bodies to ensure compliance and to stay informed of any policy changes that may affect operations.

SWOT Analysis

Strength

- **Affordable High-quality Product:** Perfect Diary offers products that are both affordable and high quality, appealing to a broad demographic of consumers, particularly younger females aged between 17-25.
- **Various Product Options:**
- The brand offers a wide range of products, from various makeup to skin care, which satisfy different beauty needs from consumers.
- **Frequent Online Presence:** Perfect Diary utilizes social media frequently. It has traffic on a wide range of social media platforms. They have pop-up ads in places like Tiktok, Xiaohongshu, Taobao, etc. Their strategy of prioritizing digital marketing enabled them to reach out to more audiences and create brand impressions to the general public.
- **Effective Marketing Strategy:** Influencer marketing is one of the strategies Perfect Diary uses most of the time. It hires influencers to do testing and propagating. Influencers, with their large and highly-engaged following can help increase brand awareness. Influencers endorsement can directly boost sales. Followers inspired by influencers' content might have a higher desire of purchasing the product, in order to replicate the looks or benefits illustrated by influencers.

Weakness

- **Dependence On Chinese Market:** One major weakness of Perfect Diary is its dependence on the Chinese market. While it has expanded its market to foreign countries, most of its sales still come from China. This may be risky for them when the domestic economy is not in an ideal situation.

- **Authenticity Issue:** Perfect Diary sometimes faces skepticism. Their claims about using valuable and skin-friendly elements cause doubts for consumers due to its low price.
- **Exist and Increase Competition:** In China, the cosmetics industry is highly competitive. There are new brands, attractive designs, and different marketing strategies occur continuously. It is hard for Perfect Diary to stand out from the existing and future competitors.
- **Limitations in Purchasing Approach:** Perfect Diary mainly rely on online purchasing. This may decrease their opportunity to reach out to potential customers who prefer in-store shopping and areas that do not include free shipping.

Opportunities

- **Product Diversification:** Perfect Diary has already gained some popularity. It can add more different types of goods. For example, hair care products, body and skin care products, or a more complete series of skin care products. With the existing popularity, adding different types of products enable Perfect Diary to attract more customers in more fields.
- **Expanding International Market:** Perfect Diary has great potential in expanding into foreign markets. Its online marketing method can be applied in foreign markets. Its low price also provides it with competitiveness in foreign beauty markets. Also, there is a growing interest in beauty products in many countries. The environment of the cosmetic industry is suitable for Perfect Diary to expand their market.

Threats

- **Price War:** Many brands will lower prices to increase sales in order to gain popularity. This is a threat to Perfect Diary and may lead to a loss of customers.
- **Fake Product Affects Reputation:** There are some counterfeit products occurring in the market, which will not only decrease consumers' experience using products, but also hurt the brand reputation. This may also lead to less sales and a bad brand impression.
- **Changing Trend:** The beauty industry is rapidly changing. There are new trends and new customer preferences occur every once in a while. It is a threat for Perfect Diary if they are not sensitive enough to keep up with the popular trend. This may lead to a decrease in customers' amount and sales.

Problem/Solution Statement

Problem

In today's fast-growing and highly competitive Chinese cosmetic market, shoppers are overwhelmed by the enormous selection of makeup brands and products, each promising to be the best and newest in quality, effectiveness, and uniqueness. This situation makes it difficult for customers to identify products that fulfill their unique beauty requirements and satisfy their ethical beliefs, price expectations, and etc. Furthermore, many businesses continue to fall short in giving such a broad range of alternatives, despite the growing need for personalization and offers that cater to a wide variety of skin types, shades, and concerns. Customers are in search of a makeup brand that distinguishes itself through not only its product excellence but also its dedication to inclusivity, creativity, and affordability, all while maintaining high ethical standards.

Solution

Perfect Diary offers a solution to these challenges. In an effort to satisfy the many demands and wants for beauty that exist throughout the world, they are revolutionizing the beauty industry by combining innovative, top-notch products with an inclusive philosophy, aiming to meet the abundant global beauty needs and desires. The core of the Perfect Diary ethos is a dedication to reasonable costs without sacrificing quality. The brand uses advanced technology and research to provide outstanding cosmetics that are affordable for all consumers yet competitive with those in the luxury market. This method democratizes beauty by guaranteeing that everyone can discover their ideal match from a variety of options, regardless of skin tone, types, or concern.

Action Planning

Perfect Diary's action plan is mainly focused on exploiting insights into audience personas and tapping into its unique feature, which will help them expand the market and increase sales. Aside from that, Perfect Diary will have a clear communication goal to maximize impact and gain expected customer loyalty.

Audience Persona

We chose most of the traits for audience personas based on the existing data about user demographics in the Chinese market and also the brand values. The age, personalities, needs, etc. were chosen based on the data in the Chinese market. The personality trait, aspiration, etc. were chosen based on values that Perfect Diary wanted to achieve. We target this specific segment of audience because some of their traits overlap with those of Perfect Diary's existing users in the Chinese market. Moreover, they believe in the values that our brand is delivering, so they are more likely to become loyal customers.

Name: Makeup Lily



MAKEUP LILY

age: 20
gender: Female
Language: English
Location: New York City

Education: in college
annual income: \$40,000
marital status: unmarried
Housing: school dorm

aspiration

- Career goal: becomes the editor of Vogue
- financial goal: low entry salary but gradual increase over the years
- experience goal: finding an intern with opportunities to interact with the fashion industry

motivation

efficiency: having makeup work better
personal value: also believe in beauty is diverse

Challenge

1. not knowing the brand 2. not trusting the quality of the products 3. limited information on media

Personality Traits

- extrovert
- love embracing new concepts and trying new things
- active on social media
- like partying
- love art and fashion

Needs:

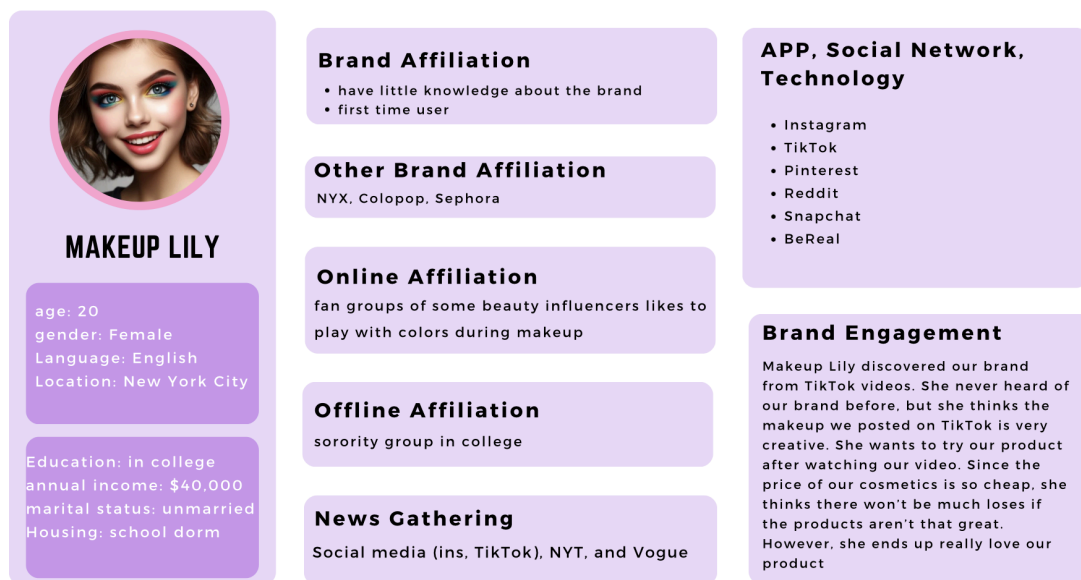
Makeup Lily loves being creative about her makeup, and she wants to apply her ideas about makeup. However, doing creative makeup needs so many different products, and they are often pretty expensive. There are some cheaper makeup available, but they are not working well. Lily really needs cosmetics that are cheap and can work well.

interests

partying, watching makeup tutorials, painting & drawing, reading fashion magazine & news

Personality Archetype

Fashion Lover



Product Deep Dive

Perfect Diary has partnered with a wide range of products, from animated characters to wildlife foundations. The design of animated characters and wild animals helps them create unique brand images and stand out from the other cosmetic brands. These strategic collaborations enhance brand visibility and appeal. Their products also help them increase competitiveness. There's something for everyone in Perfect Diary's portfolio. For foundations and concealers, they come in a variety of shades to match every skin tone. Their design ensures flawless coverage and skin protection. For eye makeup, Perfect Diary's eye makeup line inspires creativity and self-expression with vibrant eyeshadow palettes inspired by nature and culture. For lip products, Perfect Diary's lipstick and lip gloss have an array of colors and textures to suit the makeup style of the day, occasion, and preference of every user. They want to make sure that every customer can find the perfect match. Moreover, the skin products are also useful. Perfect Diary understands healthy skin is the foundation of beauty, so they offer hydration, anti-aging, and brightening products formulated with traditional Chinese ingredients.

Business Goal

In two years (by 2026), Perfect Diary will:

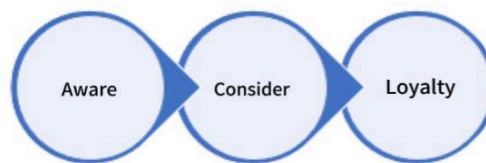
- Increase its international market share by **25%** as measured by overseas sales revenue
- Establish a robust global reputation for quality and innovation, reflected by growing to **2 million** followers on international social media platforms like TikTok
- Achieve a customer loyalty rate of **40%** in international markets, measured by repeat purchase rate and positive brand sentiment on social media

This business goal focuses on Perfect Diary's international expansion objectives over the next two years. The goal includes specific and measurable targets related to overseas market share growth, building a strong global brand image centered on product excellence, and cultivating deep customer loyalty in international markets.

The social media follower and customer loyalty rate metrics provide tangible ways to assess progress on brand reputation and emotional connection with the global consumer base. Overall, this articulates an ambitious yet achievable business goal that aligns with Perfect Diary's aspirations to become an internationally recognized leader in the beauty industry. The communication plan will support these overarching business priorities.

Communication Objectives

- Increase awareness of Perfect Diary's high-quality, innovative products among millennials and Gen Z female consumers in international markets by **50%** as measured by aided brand awareness surveys by **Q1 2025**.
- Drive consideration of Perfect Diary as a top beauty brand choice among the target demographic by **30%** as measured by purchase intent surveys and website traffic from international IP addresses by **Q4 2026**.
- Spark brand loyalty among Perfect Diary's international customer base by **20%** as measured by repeat purchase rates and positive brand sentiment on international social media platforms by **Q4 2026**.



Key Insights

- **Our customers are increasingly seeking authenticity and personalized experiences:** Given Perfect Diary's target market of millennials and Gen Z, who highly value authenticity and personalized engagements, there's a clear opportunity to deepen brand loyalty and connection through personalized product offerings and authentic storytelling. This demographic has shown a strong preference for brands that offer genuine, relatable narratives and tailor their products to meet individual needs, preferences, and values.
- **There is a disconnect between the perceived value of 'Made in China' products and the quality offered by brands like Perfect Diary:** As Perfect Diary expands globally, addressing the skepticism associated with 'Made in China' products is crucial. The brand's success in the domestic market, underscored by its innovative product lines and strategic digital marketing, demonstrates that it can redefine the narrative around Chinese beauty products by emphasizing quality, innovation, and global aesthetic appeal.
- **We have an untapped opportunity to leverage digital innovation for a competitive edge:** Perfect Diary's adept use of digital platforms for marketing and its exploration of AR for virtual try-ons position it well to lead in digital innovation within the beauty industry. There's significant potential to further harness these technologies to enhance the customer experience, from personalized beauty recommendations powered by AI to immersive digital try-on experiences, thereby setting a new standard for online beauty retail.

PR Strategy

The target audience values exploring beauty, being one's true self, and embracing diverse beauty standards. Therefore, communications will show how our brand promises to "encourage all to express themselves," "support everyone in realizing and demonstrating their beauty," and "love and respect the uniqueness of each individual" align with these values.

Mass media content, such as Instagram and TikTok, has the greatest influence on the target audience. As a result, the plan will collaborate with these third parties to enhance the content's credibility.

The target audience will respond best to the integrative gratification principle of persuasion because the brand promise emphasizes encouraging the young generation to express themselves, realize themselves, and demonstrate their beauty. The brand's promises also support the target audience's self-identity and values.

The converging ideas storytelling approach with a rising story arc would work best because the brand's story begins with the question "why beauty should be the premium access for the few." As the brand evolves, it incorporates an increasing number of values, such as appreciating beauty across diverse cultures and acknowledging that imperfection can also be a source of beauty. The brand is constantly growing and learning new values, just like the target audience's experience of growing up, learning to embrace themselves, and learning how beauty standards can vary.

The company will have a functional, emotional, and economic approach for crafting messages that will work best because these three key features meet almost every demand that young people need for cosmetics. Perfect Diary not only offers a variety of cosmetics at a lower price but also gives customers emotional support by emphasizing the company's key value of imperfection, which is beauty. With these three approaches, Perfect Diary will be able to differentiate itself from other cosmetic brands and become the top choice among other beauty brands among the younger generation.

The audience would respond best to an influencer's recommendation video content when a trusted and popular influencer can make a recommendation and mention the brand's promise as well as the brand value in the video on shared media.

The communications should occur before certain western holidays like Thanksgiving and Easter Break because Perfect Diary wants to increase brand awareness internationally. During this period, more people are likely to travel, so the demand for cosmetics will increase. However, the most important factor to consider is when the Perfect Diary will make a product that meets the demands of the US market.

To encourage audience participation, communications will launch a tik-tok challenge, #embracing imperfection with Perfect Diary. Perfect Diary initiated this challenge to encourage their customers to share their stories of embracing their imperfections and making them beautiful.

Communication Implementation

Communication Actions (Overview)

The overall purpose of the communication action of Perfect Diary is to raise awareness and expand the international market. Perfect Diary as a brand that is not mature in the international market, one of the most important steps is to make the consumer aware of the emerging brand.

Action 1: Celebrity Collaboration – *Sydney Sweeney*

To meet the needs of the expanding international market, the PR team is going to find a new KOL who is more influential in the international market, especially in the U.S. We are going to facilitate more business collaboration with *Sydney Sweeney*, in order to raise the awareness of the brand in the market. *Sydney Sweeney* has 19.6 millions of fans on instagram which indicates her influence. Her fans' portraits also highly overlap with our target customers.

	Method	What will it say?	Frequency	Desired Outcome
Paid Media	Collaborate with high-profile celebrities Sydney Sweeney in the U.S. who align with the brand's values for sponsored content.	Highlight Perfect Diary's commitment to quality, innovation, and inclusivity in beauty, emphasizing the brand's unique offerings and the new ambassador's genuine endorsement.	Launch campaign phases to coincide with product releases or significant cultural moments, ensuring ongoing visibility.(once quarter).	Increase brand awareness and interest among U.S. consumers, driving traffic to Perfect Diary's online and physical stores.
Earned Media	Leverage press releases and media pitches to announce the new partnership, focusing on the ambassador's alignment with the brand's mission.	Emphasize the significance of the partnership in bridging cultural gaps and introducing Perfect Diary to a broader audience, highlighting product innovations and sustainability efforts.	Key announcements at the beginning of the partnership, followed by periodic updates showcasing the collaboration's impact(once a months)	Generate positive media coverage in beauty, lifestyle, and mainstream outlets, enhancing brand credibility and reach.

Shared Media	Utilize social media platforms for cross-promotion between Perfect Diary and the celebrity, encouraging user-generated content through challenges or contests.	Share behind-the-scenes content, ambassador testimonials, and interactive posts that invite engagement and personal beauty stories from the audience.	Regular posts and updates to maintain engagement, with special emphasis during launch periods or promotional events.	Foster a community around the brand and ambassador, increasing social media engagement and word-of-mouth recommendations.
Owned Media	Feature the collaboration prominently on Perfect Diary's website, in newsletters, and through other direct communication channels with customers.	Deliver exclusive content, such as interviews with the ambassador, insights into their beauty routines featuring Perfect Diary products, and early access to co-created product lines.	Consistent updates and features in line with the overall marketing calendar, ensuring the ambassador remains a central figure in brand storytelling.	Strengthen brand loyalty and customer retention by providing unique content and experiences, driving direct sales and repeat purchases.

Action 2: Membership discount program

Customers will use their email to register for a free membership. They will receive a 15% off for every product they purchased at the first time of their return. They will also receive some extra discount during holidays. The program will help the brand to increase the customer retention rate which will also help the company save more money on advertising.

	Method	What will it say?	Frequency	Desired Outcome
Paid Media	Use targeted online ads (e.g., social media ads, search engine marketing) to reach potential customers based on their interests, demographics, and online behaviors.	Highlight the exclusive benefits of the free membership program, emphasizing the immediate 15% discount on first purchases and additional holiday discounts. Include a clear call to action to sign up and save.	Launch ads in strategic cycles, especially ahead of major shopping periods or holidays, to maximize sign-ups.	Drive sign-ups for the membership program, increase website traffic, and ultimately boost sales through the use of discounts.

Earned Media	Pitch stories about the launch and benefits of the membership program to beauty and lifestyle publications, blogs, and news outlets.	Emphasize how the membership program adds value to customers by offering exclusive discounts and how it sets Perfect Diary apart from competitors.	Coordinate pitches with the launch of the program and before major retail holidays to maximize coverage.	Generate positive coverage in influential media outlets, increasing program awareness and credibility.
Shared Media	Utilize social media platforms to share information about the membership program. Engage with followers by hosting Q&A, sharing testimonials, and highlighting membership benefits.	Focus on the savings and exclusive opportunities members will enjoy, encouraging followers to sign up and share the program with friends.	Regular posts and engagement activities, with increased activity around launch and holidays.	Build community engagement around the program, encourage shares and referrals, and increase sign-ups through social proof and community support.
Owned Media	Leverage Perfect Diary's website, email newsletters, and in-app notifications to inform existing customers and visitors about the new membership program.	Detail the program's benefits, including the 15% off on first purchases and extra discounts during holidays, and provide an easy sign-up process. Highlight stories of how membership provides exclusive access and savings.	Initial announcement upon program launch, followed by periodic reminders and special holiday discount alerts.	Convert existing customers and website visitors to program members, enhancing customer loyalty, and driving repeat purchases through the use of exclusive discounts.

Action 3: Instagram influencer advertisement

Adding 50 more Instagram influencers for advertisement. 25 of them are going to post videos of using our product to do makeup and talk about the feeling of using our products. The other half of the influencers are going to add our product into their recommendation list. To expand the international market, it is important to first raise the awareness of our products. The target influencers are mainly the post-00s generation.

	Method	What will it say?	Frequency	Desired Outcome
Paid Media	Collaborate with beauty influencers to create sponsored posts and stories on Instagram. Utilize Instagram's paid promotion features to boost these posts, ensuring they reach a broader audience beyond the influencers' followers.	Showcase real experiences of using Perfect Diary products, emphasizing the quality, affordability, and variety. Influencers should share personal testimonials about their favorite products and the difference they make in their beauty routines.	Schedule posts to align with product launches, special promotions, or significant shopping dates (e.g., Black Friday, Cyber Monday) to maximize engagement and conversion.	Drive traffic to Perfect Diary's website and Instagram page, increase product awareness, and generate sales through direct links in influencer posts and Instagram Shop features.
Earned Media	Generate buzz around the influencer campaign by securing coverage in beauty and fashion blogs, digital publications, and news outlets. Encourage influencers to tag Perfect Diary in their posts to increase the brand's visibility and encourage reposts by these media outlets.	Highlight the unique collaboration between Perfect Diary and influential beauty influencers, focusing on the authentic experiences shared and the high-quality, accessible beauty products offered by the brand.	Coordinate with key campaign milestones and product launches to ensure timely coverage and maximum exposure.	Amplify the reach of influencer endorsements through third-party validation, enhancing brand credibility and attracting a wider audience.
Shared Media	Leverage Perfect Diary's own social media channels(Tiktok,Instagram) to share and repost selected influencer content, creating a cohesive campaign narrative across platforms. Engage with comments and share user-generated content inspired by the influencer campaign.	Promote the collaborative spirit of the campaign, highlighting how Perfect Diary listens to and engages with its community through Beauty influencer partnerships. Feature testimonials and product recommendations from influencers as a credible source of beauty advice.	Maintain a consistent posting weekly schedule throughout the campaign, with regular updates to keep followers engaged and encourage participation.	Foster a sense of community and trust around the Perfect Diary brand, encouraging interaction, user-generated content, and ultimately driving sales through social proof and influencer validation.

Owned Media	Feature the beauty influencer campaign/channels/accounts prominently on Perfect Diary's website and in email marketing. Create dedicated sections or landing pages showcasing influencer content, favorite products, and exclusive offers tied to the campaign.	Highlight the partnership with influencers as an extension of Perfect Diary's commitment to quality and community, showcasing the real benefits and experiences of using their products as shared by trusted beauty figures.	Launch campaign content on owned channels in conjunction with influencer posts to create a unified marketing front. Use email marketing to provide updates, special offers, and behind-the-scenes content to subscribers.	Drive direct conversions through the website and email marketing, utilizing influencer endorsements to guide potential customers through the purchase journey, from awareness to consideration to decision.
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Action 4: Pop-up store at New York Soho

Open a pop-up store for 3 months at New York Soho. Selling our signature products and giving free samples and limited edition souvenirs.

	Method	What will it say?	Frequency	Desired Outcome
Paid Media	Utilize a mix of online and offline advertising channels, including social media ads(instagram, Tiktok), Fashion magazines(Vogue,Elle) , and outdoor advertising (e.g., billboards, subway ads) in the New York area to promote the pop-up store.	Highlight the exclusive nature of the pop-up store, emphasizing the availability of signature products, free samples, and limited edition souvenirs only available at the Soho location. Invite people to experience the brand in person.	Begin the campaign three weeks before the store opening and continue throughout the 3-month period to maintain interest and attract foot traffic.	Increase awareness of Perfect Diary and the pop-up store event, driving foot traffic to the store and ultimately boosting sales and customer engagement.
	Pitch stories to fashion and beauty editors, local New York City lifestyle magazines, and influential	Emphasize Perfect Diary's commitment to bringing innovative, high-quality beauty products directly to	Target initial coverage for the store opening, with follow-up opportunities tied to specific events or	Generate buzz and media coverage that draws visitors to the store, elevating Perfect Diary's brand profile

Earned Media	bloggers and vloggers to cover the pop-up store opening, exclusive offerings, and any in-store events.	consumers in a unique, engaging setting. Highlight any special events or partnerships associated with the pop-up.	milestones during the 3-month period.	among new and existing customers.
Shared Media	Leverage Perfect Diary's social media channels to create excitement around the pop-up store. This can include countdowns to the opening, behind-the-scenes looks at the setup, live streams of events, and interactive posts encouraging user engagement.	Share the unique experiences available at the pop-up store, showcasing product demos, customer experiences, and the exclusive souvenirs and samples on offer.	Post regularly in the lead-up to and during the operation of the pop-up store, with daily updates during key events or promotions.	Build anticipation and maintain momentum around the pop-up store, encouraging shares and visits, and fostering a community around the Perfect Diary brand.
Owned Media	Use Perfect Diary's website, email newsletters, and in-store digital displays to inform and attract customers to the pop-up store.	Provide detailed information about the location, opening hours, and exclusive offerings of the pop-up store. Include testimonials or previews of the limited edition products and experiences that customers can expect.	Update the website and send out newsletters with regular intervals before and during the pop-up store's operation, highlighting different attractions or promotions to keep the audience engaged.	Directly engage with Perfect Diary's customer base, driving online followers to offline engagement, and enhancing the overall brand experience through a cohesive online to offline journey.

Crisis Communication Overview

Perfect Diary engages with a vast online community, the integration of digital platforms in their crisis communication is crucial. They would need to rapidly address issues via social media and other online forums where their customers are most active, ensuring transparency and maintaining consumer trust.

Crisis Scenario 1: “Contaminated Color: The Product Recall Crisis”

Scenarios Overview: A batch of Perfect Diary’s popular liquid lipstick has been found to contain a harmful chemical due to a manufacturing error. Customers have reported allergic reactions, leading to widespread concern on social media. This scenario poses a serious threat to consumer trust, and brand reputation, and could potentially lead to financial and legal

repercussions. The likelihood of this crisis is low, but the impact could be highly disruptive, drawing attention to quality control and consumer safety.

Operational Response:

- **Preventative Measures:** Reinforce our supply chain oversight to prevent future issues. Increase the frequency of random product testing.
- **Detection Measures:** Implement a more rigorous quality assurance process to catch defects before products reach the market.
- **Impact Analysis:** Calculate the scope of the affected batch, potential financial loss, and estimated reputational damage through social media sentiment analysis.
- **Response Actions:** Initiate a voluntary product recall, set up a customer service hotline to manage returns, and offer full refunds or exchanges.
- **Response Evaluation:** Monitor return rates, customer feedback, and media coverage to assess the effectiveness of the operational response.

Communication Response:

- **Channels Activated:** Company website, press releases, social media platforms (Instagram, Twitter, Facebook), and email notifications to customers.
- **Key Messages:**
 - Acknowledge the issue and apologize sincerely to those affected
 - Emphasize the brand's commitment to safety and quality
 - Provide clear instructions on how customers can return affected products
 - Reassure customers with information about the corrective actions being taken.
- **Response Evaluation:** Track engagement metrics on communication channels, survey customer sentiment post-response, and adjust messaging as needed based on feedback.

Crisis Scenario 2: "Influencer Infamy: Brand Ambassador Scandal"

Scenarios Overview: A high-profile influencer who is the face of Perfect Diary's latest campaign has been embroiled in a serious scandal, which includes allegations of illegal behavior and offensive remarks. The incident has spread everywhere, casting a shadow over Perfect Diary's brand image due to the association with the influencer. The potential for this crisis is medium as influencer partnerships can be unpredictable, and the disruption is likely to be high, affecting brand perception, especially among the socially conscious demographic.

Operation Response:

- **Preventative Measures:** Regularly conduct thorough background checks on potential brand ambassadors and establish clear moral clauses in endorsement contracts.

- **Detection Measures:** Monitor social media and news outlets for any breaking stories related to brand partners.
- **Impact Analysis:** Evaluate the immediate association of the scandal with the Perfect Diary brand and anticipate possible consumer boycotts or negative sentiment.
- **Response Actions:** Temporarily suspend the campaign featuring the influencer, assess the contractual obligations and potential exit strategies, and prepare to shift marketing strategies if needed.
- **Response Evaluation:** Monitor sales and website traffic for changes, gauge customer sentiment through social listening tools, and analyze media coverage to measure the impact of the scandal.

Communication Response:

- **Channels Activated:** Press statements distributed through media outlets, updates on official Perfect Diary's social media accounts, and internal communication to brief staff on the situation.
- **Key Messages:**
 - State the company's stance on the allegations and reaffirm brand values.
 - Clarify the steps being taken regarding the partnership with the influencer in question.
 - Reiterate the brand's commitment to ethical practices and respect for all individuals.
 - Offer reassurance that Perfect Diary prioritizes responsible marketing and is dedicated to upholding high standards.
- **Response Evaluation:** Assess the effectiveness of the communication response by analyzing customer feedback, media responses, and changes in brand sentiment post-communication.

Crisis Scenario 3: "Discount Disarray: The Promotional Pitfall"

Scenario Overview: Perfect Diary recently launched a highly anticipated promotional campaign, promising substantial discounts and exclusive bundles across its product range. However, due to a glitch in the e-commerce system, the advertised discounts were not applied at checkout, leading to customer confusion and frustration. The issue was quickly spotlighted on social media platforms, with customers expressing their dissatisfaction and questioning the brand's reliability. This scenario poses a significant risk to the brand's image as a customer-centric and trustworthy entity, potentially leading to a dip in customer loyalty and sales. Although the likelihood of technological glitches is always present, the scale of impact,

particularly during a major promotional event, is notably disruptive, highlighting the need for robust e-commerce systems and clear communication channels.

Operational Response:

- **Preventative Measures:** Conduct comprehensive audits of the e-commerce platform to identify and rectify potential vulnerabilities. Implement enhanced testing protocols before launching future promotions.
- **Detection Measures:** Establish real-time monitoring systems for online transactions to quickly identify and resolve issues.
- **Impact Analysis:** Assess the extent of affected transactions, estimate potential revenue loss, and evaluate the negative sentiment on social media to gauge reputational damage.
- **Response Actions:** Correct the glitch and extend the promotional period to allow more customers to benefit from the offer. Provide immediate refunds of the difference to customers who purchased at the incorrect price.
- **Response Evaluation:** Monitor the volume of corrected transactions, track customer feedback, and review social media and sales data to assess the effectiveness of the corrective actions.

Communication Response:

- **Channels Activated:** Company website, social media platforms (Twitter, Facebook, Instagram), direct emails to affected customers, and press releases.
- **Key Messages:**
 - Acknowledge the error and express sincere apologies for any inconvenience caused to customers.
 - Assure customers of the immediate steps taken to correct the pricing error and prevent future occurrences.
 - Announce the extension of the promotional period and the process for obtaining refunds.Reaffirm the brand's dedication to customer satisfaction and trust.
- **Response Evaluation:** Measure the reach and impact of communication efforts, analyze customer engagement and sentiment post-communication, and adjust future promotional strategies based on lessons learned.

Crisis Scenario 4: "Launch Letdown: The Product Availability Crisis"

Scenario Overview: Perfect Diary planned a major launch for their innovative new line of eco-friendly cosmetics, generating significant anticipation through a pre-launch marketing blitz. However, due to unforeseen supply chain disruptions, the brand was unable to meet the promised

launch date, leading to product shortages and delayed deliveries. The situation quickly escalated on social media, with eager customers expressing disappointment and skepticism regarding the brand's operational capabilities and reliability. This crisis threatens to erode consumer trust and loyalty, potentially impacting long-term brand perception and sales. While supply chain issues are increasingly common in the industry, the timing and visibility of this disruption have amplified its impact, underscoring the importance of robust supply chain management and transparent communication.

Operational Response:

- **Preventative Measures:** Enhance supply chain resilience by diversifying suppliers and increasing inventory buffers for key product launches. Implement scenario planning for future launches to anticipate and mitigate potential disruptions.
- **Detection Measures:** Establish real-time supply chain monitoring to identify potential disruptions early. Create a rapid response team to address supply chain issues as they arise.
- **Impact Analysis:** Determine the extent of product shortages, estimate potential sales impacts, and assess customer sentiment through social media analysis.
- **Response Actions:** Communicate transparently with customers about the cause of the delay and the steps being taken to resolve it. Offer compensation, such as discounts or exclusive offers, to affected customers as a gesture of goodwill.
- **Response Evaluation:** Track the resolution of supply chain issues, monitor changes in customer sentiment, and assess the effectiveness of compensation offers in retaining customer loyalty.

Communication Response:

- **Channels Activated:** Official website, email newsletters, social media platforms (Instagram, Twitter, Facebook), and press releases.
- **Key Messages:**
 - ➔ Acknowledge the delay and express sincere apologies for any inconvenience caused to customers.
 - ➔ Explain the reasons behind the product availability issues in a clear and transparent manner.
 - ➔ Outline the specific actions being taken to resolve the supply chain disruptions and prevent future occurrences.
 - ➔ Communicate compensation offers to affected customers and provide updates on the expected resolution timeline.
 - ➔ Emphasize the brand's commitment to quality and customer satisfaction, despite the unforeseen challenges.

Response Evaluation: Analyze engagement and feedback across communication channels, track the effectiveness of compensation offers in mitigating customer dissatisfaction, and adapt future product launch strategies based on lessons learned.

Evaluation

Crafting an effective daily budget allocation for advertising campaigns and potential PR crises is paramount for businesses operating in today's highly competitive beauty market. A well-devised budget in these areas ensures organizations can strategically invest in promoting their products or services through targeted advertising initiatives while simultaneously reserving contingency funds to swiftly address any emerging public relations emergencies. By striking the right balance between advertising expenditure for robust market visibility and a judicious crisis management reserve, companies can proactively drive brand awareness and sales while safeguarding their brand equity from potential reputational threats. This strategic budgeting approach enables agile responses to evolving market dynamics and consumer sentiments, positioning businesses for sustained success.

Budget

The budget for this plan has been calculated based on our understanding of your organization's total income, industry standards for marketing budgets, and the importance of the proposed actions. The total plan budget represents a small but important fraction of what we believe your total marketing budget should be, not to exceed 8%.

- Total revenue: \$120,000,000 (estimate based on 2022 Color Cosmetics Brands revenue)
- 10% of revenue target total marketing budget: \$12,000,000
- Total Plan Budget: \$632,000 (5.2% of marketing budget)

In the table below, we outline the specific recommended budget for each of the four Action items described above. Key PESO Tactics are called out for each Action, but they are not intended to be a comprehensive list of all tactics or budget components for each Action. Thus, the Action subtotals may be larger than the sum of all key tactics.

Also included are crisis communication response costs. The crisis communication budget reflects preventative/mitigation costs, as well as the expected cost of both operational and communication responses for each crisis scenario.

All costs and budget recommendations are estimates only and are not intended to serve as a binding contractual commitment.

	Key PESO Tactic	Key Tactic Description	Budget
ACTION 1	Adding new ambassador		416,000
Paid media	Celebrity endorsement	Invited Sydney Sweeney to be the spokesperson. Highlight Perfect Diary's commitment for product release one time a quarter.	400,000
Earned media	Press release	Emphasize the significance of the partnership in bridging cultural gaps through press releases once a month.	6,000
Shared media	Social media	Utilizing social media platforms for cross-promotion between Perfect Diary and the ambassador, encouraging user-generated content through challenges or contests regularly.	10,000
ACTION 2	Membership discount program		6,000
Paid media	Targeted online ad.l	Membership will have the immediate 15% discount on first purchases and additional holiday.	5,000
Earned media	Pitch story	Pitch stories about the launch and benefits of the membership program to beauty and lifestyle publications, blogs, and news outlets.	1,000
Owned media	Official website	Detially talks about benefit.	0
ACTION 3	Instagram influencer advertisement		79,000
Paid media	Collaborate with beauty influencer	Utilize Instagram's paid promotion features to boost these posts, ensuring they reach a broader audience beyond the influencers' followers.	69,000
Earned media	Post on influencer campaign	Highlight the unique collaboration between Perfect Diary and influential beauty influencers, focusing on the authentic experiences shared and the high-quality, accessible beauty products offered by the bran.	10,000
Shared media	creating a cohesive campaign narrative	Leverage Perfect Diary's own social media channels(Tiktok,Instagram) to share and repost selected influencer content to create.	0

ACTION 4		Pop-up store at New York Soho	72,000
Paid media	Promote pop-up store	Utilize a mix of online and offline advertising channels, including social media ads (Instagram, TikTok), Fashion magazines (Vogue, Elle), and outdoor advertising (e.g., billboards, subway ads) in the New York area to promote the pop-up store.	60,000
Earned media	Collaborate with news writer	Pitch stories to fashion and beauty editors, local New York City lifestyle magazines, and influential bloggers and vloggers to cover the pop-up store opening, exclusive offerings, and any in-store events.	5,000
Shared media	Creating excitement around the pop-up store	Leverage Perfect Diary's social media channels to create excitement around the pop-up store. This can include countdowns to the opening, behind-the-scenes looks at the setup, live streams of events, and interactive posts encouraging user engagement.	7,000
CRISES		Crisis Communication Scenarios	475,000
Crisis Scenario 1	“Contaminated Color: The Product Recall Crisis”	A batch of Perfect Diary’s popular liquid lipstick has been found to contain a harmful chemical due to a manufacturing error. Customers have reported allergic reactions, leading to widespread concern on social media. This scenario poses a serious threat to consumer trust, and brand reputation. The likelihood of this crisis is low, but the impact could be highly disruptive, drawing attention to quality control and consumer safety.	100,000
Crisis Scenario 2	“Influencer Infamy: Brand Ambassador Scandal”	A high-profile influencer who is the face of Perfect Diary's latest campaign has been embroiled in a serious scandal, which includes allegations of illegal behavior and offensive remarks. The incident has spread everywhere, casting a shadow over Perfect Diary's brand image due to the association with the influencer. The potential for this crisis is medium as influencer partnerships can be unpredictable, and the disruption is likely to be high, affecting brand perception, especially among the socially conscious demographic.	320,000

Crisis Scenario 3	“Discount Disarray: The Promotional Pitfall”	Perfect Diary recently launched a highly anticipated promotional campaign, promising substantial discounts and exclusive bundles across its product range. However, due to a glitch in the e-commerce system, the advertised discounts were not applied at checkout, leading to customer confusion and frustration. The issue was quickly spotlighted on social media platforms, with customers expressing their dissatisfaction and questioning the brand's reliability. This scenario poses a significant risk to the brand's image as a customer-centric and trustworthy entity, potentially leading to a dip in customer loyalty and sales. Although the likelihood of technological glitches is always present, the scale of impact, particularly during a major promotional event, is notably disruptive, highlighting the need for robust e-commerce systems and clear communication channels.	35,000
Crisis Scenario 4	“Launch Letdown: The Product Availability Crisis”	Perfect Diary planned a major launch for their innovative new line of eco-friendly cosmetics, generating significant anticipation through a pre-launch marketing blitz. However, due to unforeseen supply chain disruptions, the brand was unable to meet the promised launch date, leading to product shortages and delayed deliveries. The situation quickly escalated on social media, with eager customers expressing disappointment and skepticism regarding the brand's operational capabilities and reliability. This crisis threatens to erode consumer trust and loyalty, potentially impacting long-term brand perception and sales. While supply chain issues are increasingly common in the industry, the timing and visibility of this disruption have amplified its impact, underscoring the importance of robust supply chain management and transparent communication.	20,000
TOTAL COST			632,000

Timeline

Developing an effective action plan is crucial, and a clear, actionable timeline is key to ensuring those plans are executed successfully and on schedule. A comprehensive timeline serves as a reliable guiding track for monitoring progress and making adjustments throughout the execution process.

Period / Key PESO Tactic	Description/Notes
Quarter 1	
Paid media	Collaborate with high-profile influencers or celebrities in the U.S. who align with the brand's values for sponsored content.
Earned media	Leverage press releases and media pitches to announce the new ambassador partnership, focusing on the ambassador's alignment with the brand's mission.
Shared media	Utilize social media platforms for cross-promotion between Perfect Diary and the ambassador, encouraging user-generated content through challenges or contests.
Week 4	
Paid media	Use targeted online ads (e.g., social media ads, search engine marketing) to reach potential customers based on their interests, demographics, and online behaviors.
Earned media	Pitch stories about the launch and benefits of the membership program to beauty and lifestyle publications, blogs, and news outlets.
Owned media	Leverage Perfect Diary's website, email newsletters, and in-app notifications to inform existing customers and visitors about the new membership program.
Month 2	
Paid media	Collaborate with beauty influencers to create sponsored posts and stories on Instagram. Utilize Instagram's paid promotion features to boost these posts, ensuring they reach a broader audience beyond the influencers' followers.
Earned media	Generate buzz around the influencer campaign by securing coverage in beauty and fashion blogs, digital publications, and news outlets. Encourage influencers to tag Perfect Diary in their posts to increase the brand's visibility and encourage reposts by these media outlets.
Shared media	Leverage Perfect Diary's own social media channels(Tiktok,Instagram) to share and repost selected influencer content, creating a cohesive campaign narrative across platforms. Engage with comments and share user-generated content inspired by the influencer campaign.
Daily	

Paid media	Utilize a mix of online and offline advertising channels, including social media ads(instagram, Tiktok), Fashion magazines(Vogue,Elle), and outdoor advertising (e.g., billboards, subway ads) in the New York area to promote the pop-up store.
Earned media	Pitch stories to fashion and beauty editors, local New York City lifestyle magazines, and influential bloggers and vloggers to cover the pop-up store opening, exclusive offerings, and any in-store events.
Shared media	Leverage Perfect Diary's social media channels to create excitement around the pop-up store. This can include countdowns to the opening, behind-the-scenes looks at the setup, live streams of events, and interactive posts encouraging user engagement.

Monitoring & Measurement

"Monitoring & Measurement" as a core component of a Crisis Communications Plan ensures that Perfect Diary can not only react to crises effectively but also adapt their strategies based on real-time data and feedback.

Key PESO Tactic	KPI	Desired Outcome	Tool/Method	Frequency
PAID				
Collaborate with high-profile influencers or celebrities in the U.S. who align with the brand's values for sponsored content.	Click throughs	Traffic to the web site	Twitter analytics	Daily
Use targeted online ads (e.g., social media ads, search engine marketing) to reach potential customers based on their interests, demographics, and online behaviors.	Conversion Rate (measures the percentage of users who take a desired action on a website or in a digital campaign) Cost Per Acquisition	Increase in sales and customer acquisition.	Facebook Ad Manager, Google AdWords, platform-specific ad insights.	Real-time monitoring, with detailed analysis weekly.
EARNED				
Example: Hard news	Reporter	Reporter replies to	Manual tracking of	Weekly

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pitch	engagement, coverage	pitches, arranges interviews, publishes content, content is positive, content drives coverage to Web.	interactions; Cision to track published coverage; Web analytics	
Securing a feature article in a top-tier beauty magazine	Number of articles, readership reach, quality of publication	Enhanced brand credibility and reach within the beauty community.	Media monitoring services, readership statistics from publishers.	Monthly tracking of features and publications.
SHARED				
Example: TikTok Ask Me Anything about the Chief Diversity Officer (also shared on Instagram)	Views, likes, shares, comments	Raising awareness	TikTok and Instagram analytics; tracking chief diversity officer's name.	Daily
User-generated content campaign encouraging customers to post their makeup looks with Perfect Diary products	Number of user posts, engagement rates	Foster a community around the brand and generate positive content.	Social media monitoring tools	Weekly monitoring of campaign progress
OWNED				
Email newsletter	Opens, click through	Recipients respond to the email	MailChimp or Constant Contact	After each newsletter is sent
Regularly updated beauty blog on the Perfect Diary website	Blog post views, engagement time, number of shares	Positioning Perfect Diary as a thought leader in beauty trends and techniques.	Social share tracking tools, Web analytics for traffic and engagement.	Analysis after each blog post is published;

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