

ADVT 360

Professor Piacentine

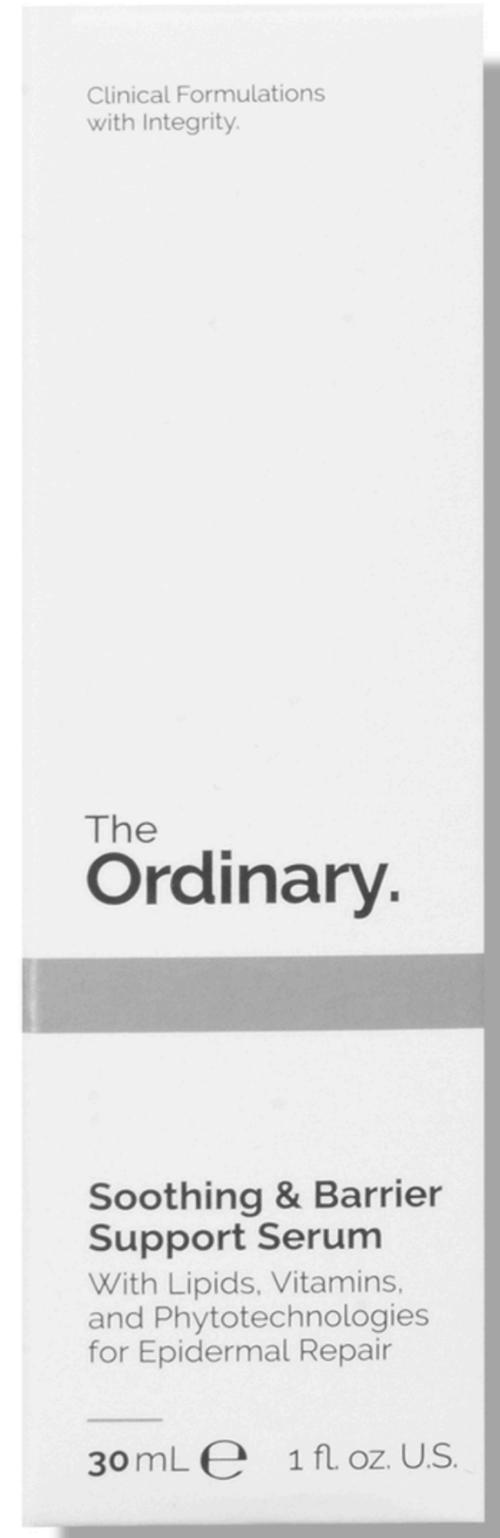
THE ORDINARY

Soothing & Barrier Support Serum



PRESENTED BY

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THE BRAND

The Ordinary is a skincare brand founded by DECIEM, a company which has the slogan "The abnormal beauty company."

What makes The Ordinary different is how transparent the company is with its ingredients and formulations of its products at a modest price.

PROMOTION

The Ordinary is introducing a product called the soothing and barrier support serum.





DRIVER

One driver for The Ordinary is the low price of the products.

BARRIER

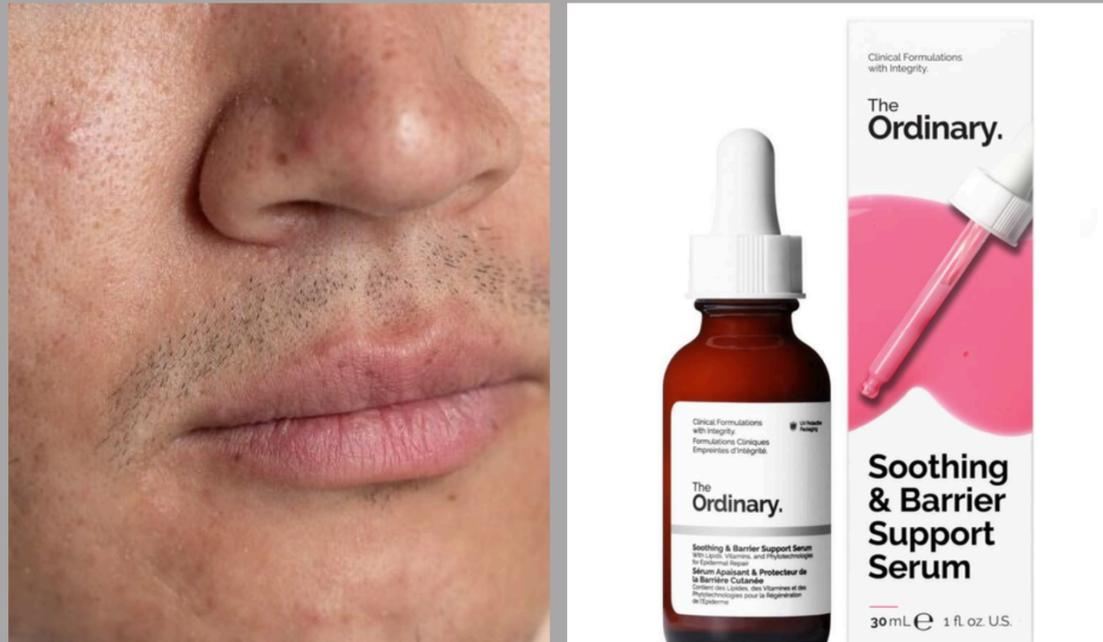
One barrier is the Ordinary's scientific approach to skincare being seen as too ambitious for some.

BUSINESS CHALLENGE



The Ordinary's Business Challenge is to persuade male consumers to care for their skin by purchasing the Soothing & Barrier Support Serum from campaigning as an informationally transparent brand.

BUSINESS OBJECTIVE



The Ordinary's Business Objective is to increase unit sales by targeting a new demographic of male consumers whom may not understand what particular skin care products are right for them.

Simple transparency is key.



TARGET AUDIENCE

Our target audience is men between the ages of 25 and 40 who have an interest in health and wellness.

The Ordinary's latest product is designed to be an affordable, simple option for those who don't know where to begin.



CUSTOMER JOURNEY

AIDA MODEL

AWARENESS

THIS PLAN IS TARGETING THE FIRST PHASE OF THE MODEL TO HELP THE MALE DEMOGRAPHIC WHO MAY NOT BE AWARE OF THE ORDINARY BRAND AND THE PRODUCT

ACTION

THIS PLAN TARGETS THE LAST PHASE OF THE MODEL TO LEAD THE MALE DEMOGRAPHIC TO PURCHASE THE PRODUCT TO INCREASE THE SALES UNITS



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CAMPAIGN GOALS

GOAL 1: INCREASE WEBSITE VISITS FROM MEN BY **15%** IN THE NEXT 3 MONTHS.

GOAL 2: INCREASE SALES BY **10%** AMONGST MALE CONSUMERS IN THE NEXT 6 MONTHS.



METRICS

Cost per Click (CPC) will be important to understand how cost effectively and efficiently ad spending led to more men clicking links to the site. This will be used to gauge the success of goal 1.

Return on Ad Spend (ROAS) will be used to see how well we accomplished goal 2 of increasing sales amongst men.

The screenshot shows the product page for 'Soothing & Barrier Support Serum' on The Ordinary website. The page layout includes a navigation bar at the top with links for 'New', 'Bestsellers', 'Skincare', 'Build My Regimen', 'Power Up Your P.M.', 'Hair + Body', 'Gifts', 'Fond Farewell', and 'Blog'. Below the navigation is a breadcrumb trail: 'Home > Skincare > Serums'. The main content area features a grid of four images: a full bottle of the serum, a pink liquid splash, a close-up of the bottle and a pink jar, and a close-up of the serum being dispensed into a jar. To the right of the images is the product title 'Soothing & Barrier Support Serum', a 4.4-star rating (1156 reviews), and a 'Regimen Step 2: Treat' label. The description states: 'A multi-active solution designed to help repair skin barrier, soothe discomfort, and reduce the look of redness.' Below this are sections for 'Targets' (Barrier Support, Look of Redness), 'Suited to' (All Skin Types), 'Format' (Emulsion), and 'Key ingredients' (Centella Asiatica Phytotechnologies, Ceramides, Niacinamide, Vitamin B12, Ginger Root Extract, Rapeseed Sterols, Bisabolol, Epigallocatechin gallate).



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ENGAGEMENT

VEHICLES

- **Paid**

- Sponsored YouTube podcasts + digital ads on Instagram & Facebook
- Boosted TikTok content (TikTok Shop)

- **Owned**

- Creating male-targeted content
- Enhancing their website for the target audience

- **Earned**

- Gaining influencers/shoutouts on TikTok, Instagram, Facebook

- **Shared**

- Content on Instagram, Facebook, and TikTok
- Partnering with men's retail

- BRINGS ATTENTION TO TARGET AUDIENCE
- NOT JUST FOR WOMEN
- MAXIMIZE IMPRESSIONS
- OPTIMIZE MEDIA DELIVERY & ROI/ROAS



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CONCLUSION

To summarize, our campaign for The Ordinary's Soothing & Barrier Support Serum is more than just marketing a product; it is about empowering a generation of men to take ownership of their skincare journey.

By simplifying the process and being open about our ingredients, we are breaking down barriers and making skincare more accessible to everyone. We are convinced that by implementing effective marketing strategies such as social media ads and influencer partnerships, we will not only raise awareness but also drive large sales among our target group.

We're not just selling serums; we're changing men's perceptions and priorities for skin care.

Let's make The Ordinary the go-to brand for any man looking for healthier, happier skin.

