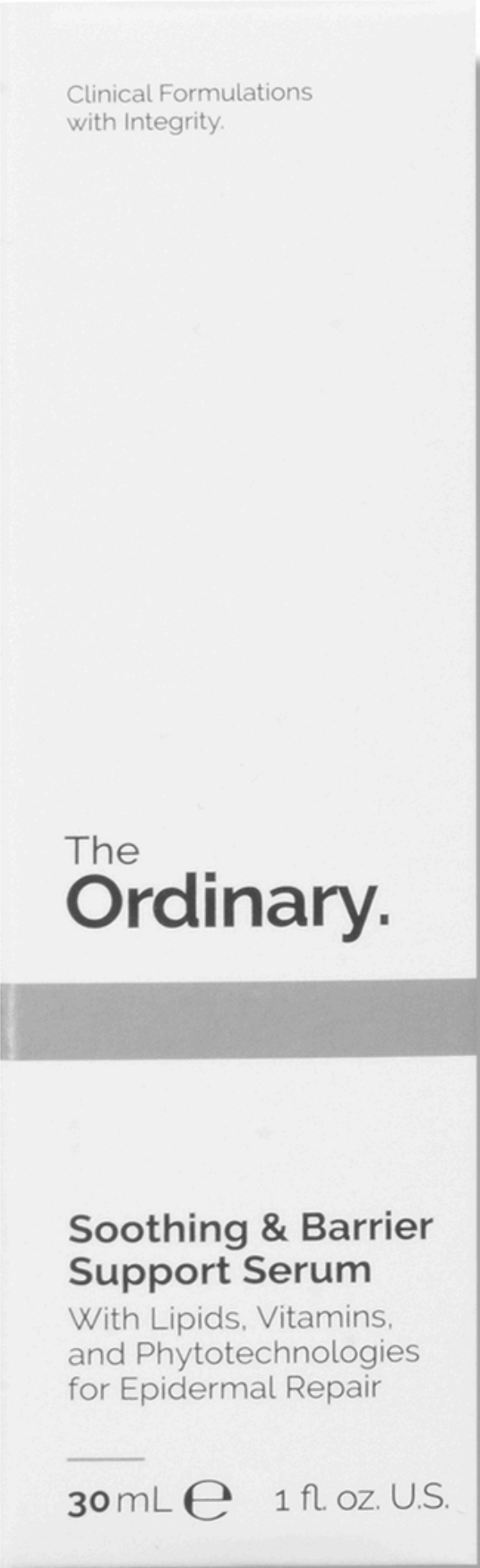


THE ORDINARY

Soothing & Barrier Support Serum



PRESENTED BY
Katelynn Bledsoe, Elizabeth Frost,
Arizona Reyes, Dylan Rubin, Madison Wilson



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

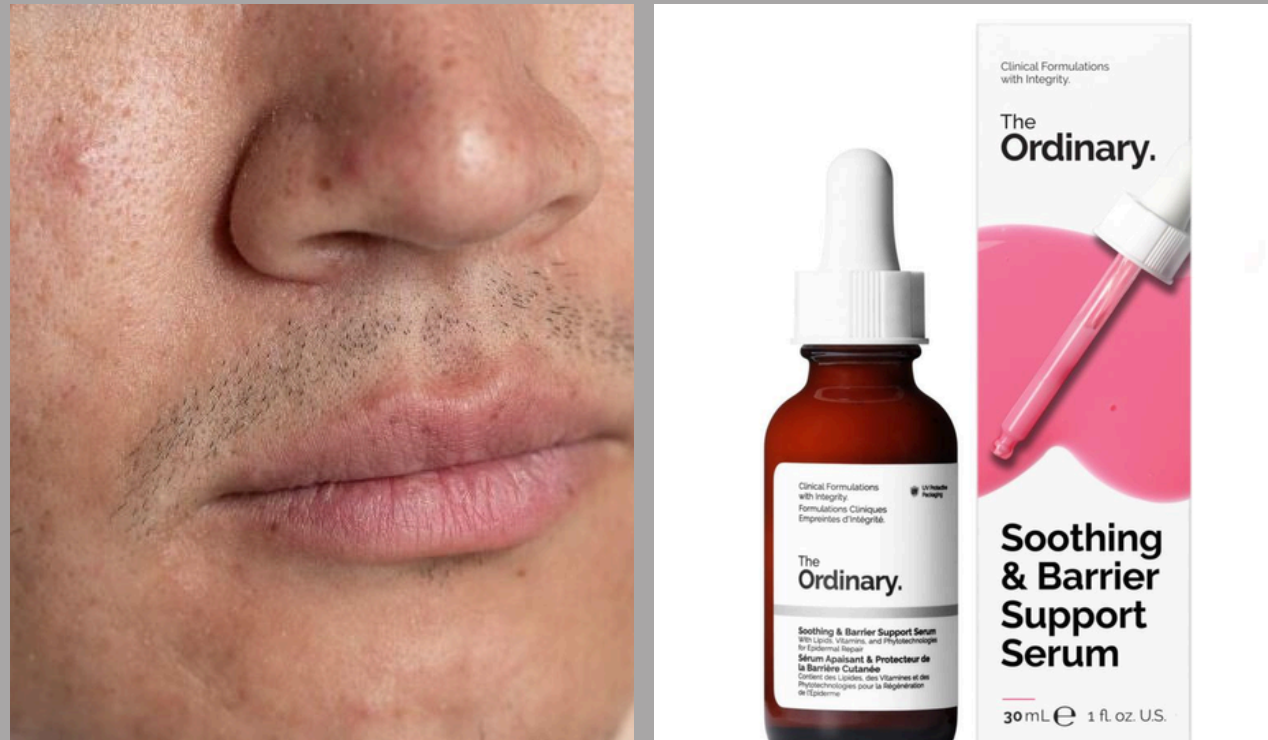
One barrier is the Ordinary's scientific approach to skincare being seen as too ambitious for some.

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



The
Ordinary.

CAMPAIGN GOALS

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

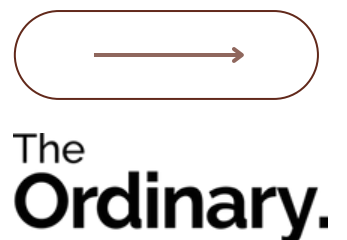
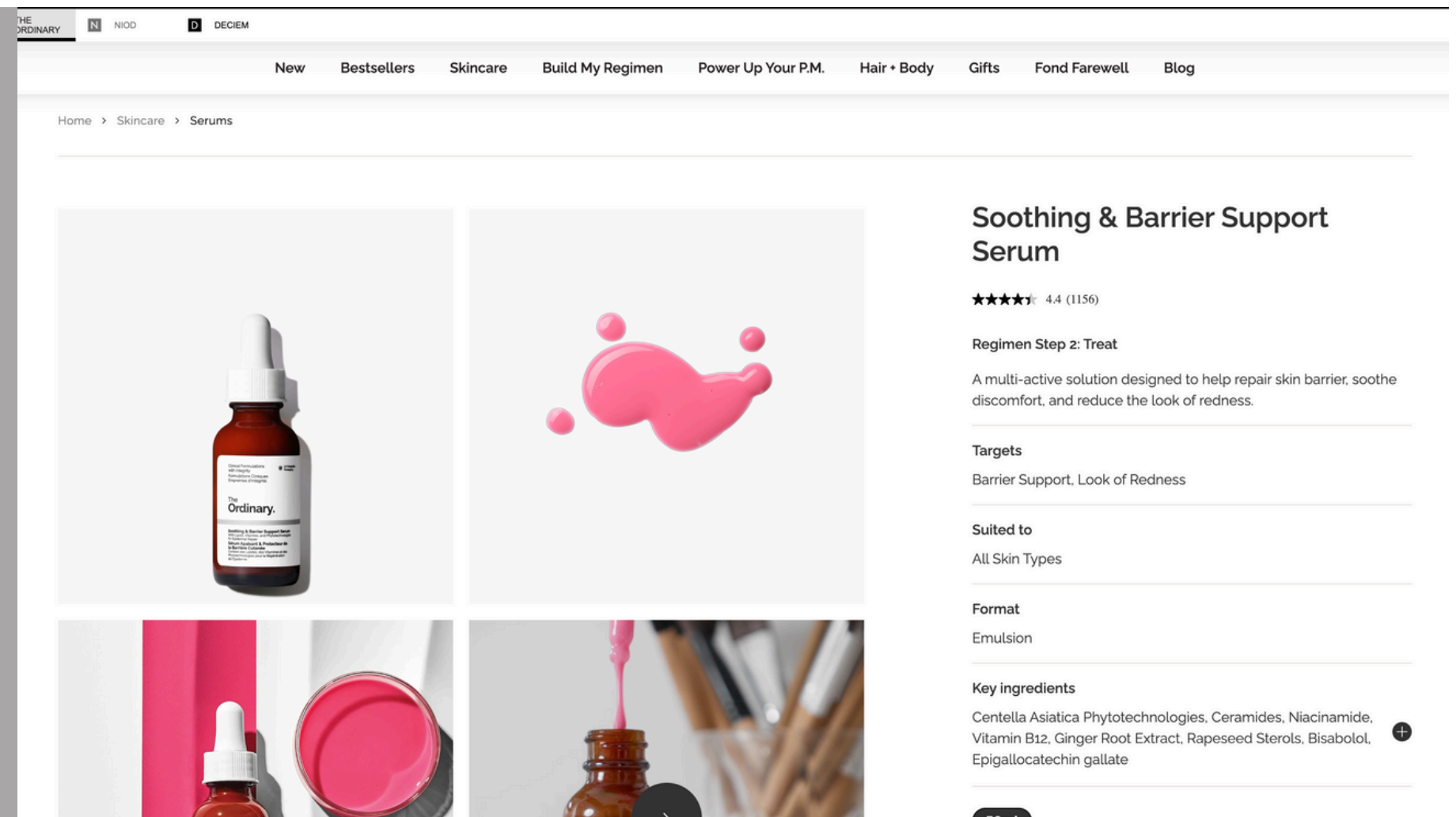
GOAL 2: INCREASE SALES BY **10%** AMONGST MALE CONSUMERS IN THE NEXT 6 MONTHS.



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.



MEDIA PLAN

BUDGET: 1,000,000

Media + Vehicle	Start Date	End Date	Duration	Q 1												Q 2												Q 3												Q 4												Total Spending Per Quarter																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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FLOWCHART LINK



The Ordinary.

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

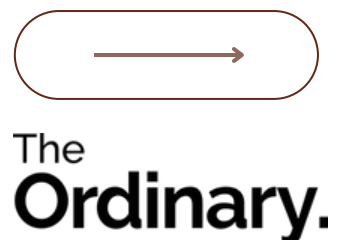
- **Earned**

- 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



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.

