



# Cosmetic Product Branding

Look-beauty company launched a new cosmetics brand targeted at millennial women, focused on natural ingredients and self-expression.

# COLLECTION

Home / Brush

## Category

Natural Care

Fragrance

Lip Linear

## Availability

In stock (8)

Out of stock (0)

Clear

Apply

## Price



## Brush



Paginate by 9

Sort by Featured

Sale

# Features

## Branding Strategy

- ✓ Target Customer Persona
- ✓ Desired Brand Identity

## Product and Packaging

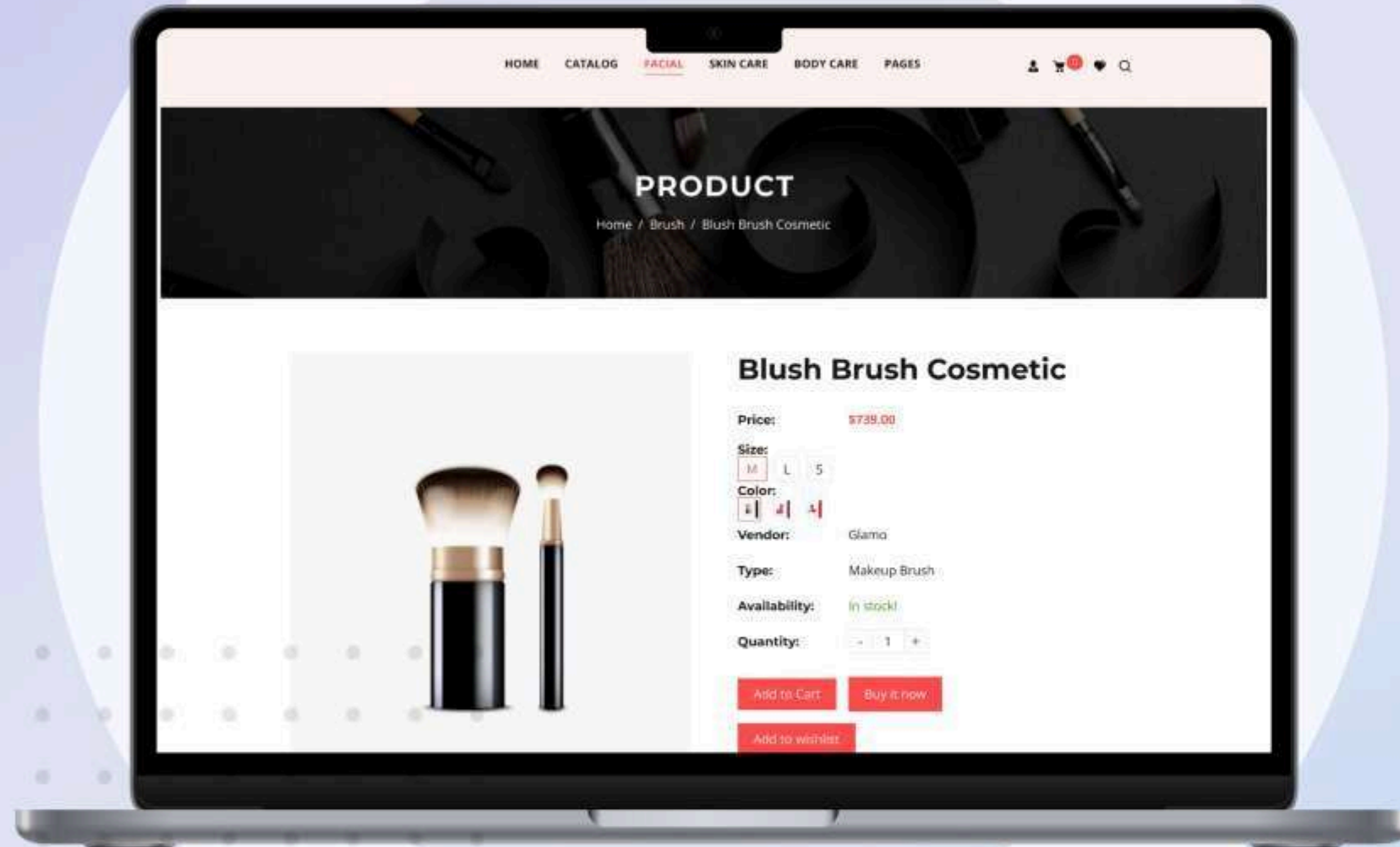
- ✓ Formula and Ingredients
- ✓ Packaging Design

## Marketing and Advertising

- ✓ Owned Content
- ✓ Retail Partnerships

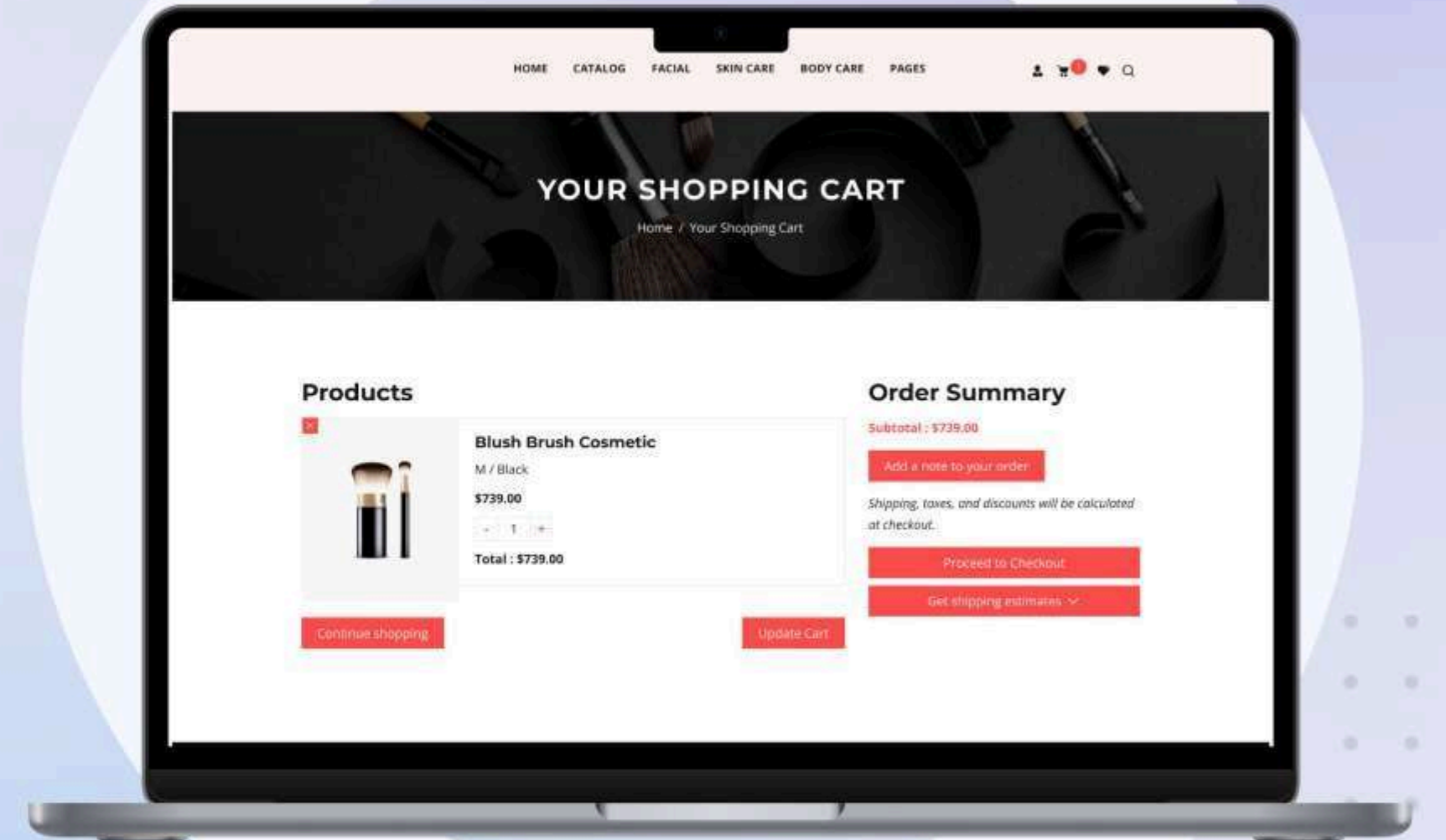
## Omnichannel Considerations

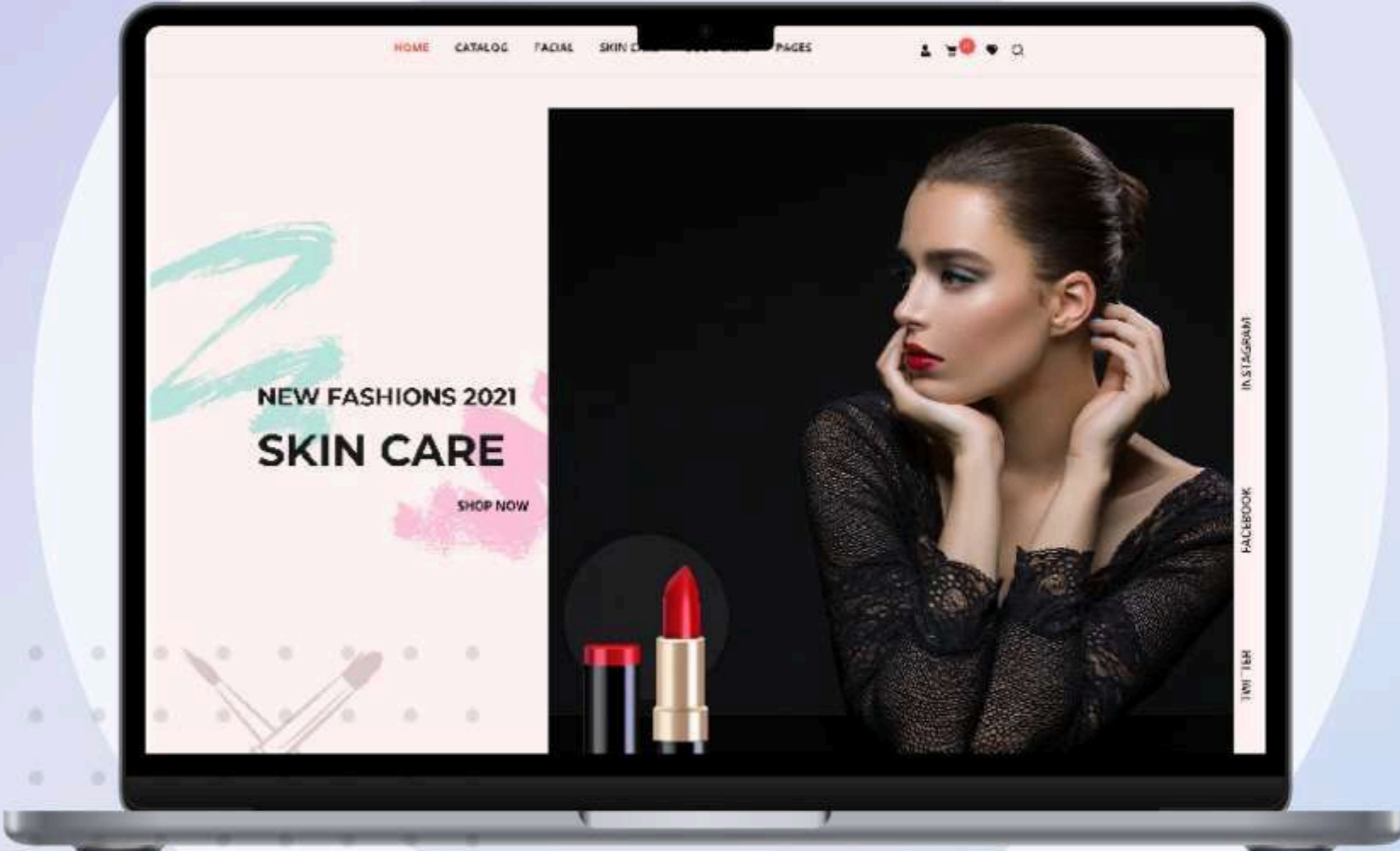
- ✓ Ecommerce Experience
- ✓ In-Store Experiences



# Challenges

- ✓ Differentiating from competitor brands
- ✓ Building customer loyalty
- ✓ Maintaining brand integrity across regions
- ✓ Ensuring supply chain transparency





# Solutions

- ✓ Established strong visual identity and personality
- ✓ Implemented CRM program with rewards tiers
- ✓ Created localized brand guidelines for regions
- ✓ Audited and certified ethical sourcing

# Impact

- ✓ 90% brand awareness among target audience
- ✓ 25% repeat purchase rate within first year
- ✓ 97% brand identity consistency globally
- ✓ 100% supplier conformity with ethical codes

