



FENTY BEAUTY  
BY RIHANNA

## Creative Brief

Academic assignment, not affiliated with Fenty Skin

### Background

CEO, founder, and owner Robyn 'Rihanna' Fenty created Fenty Beauty after years of noticing a void in products for varying skin tones and types across mainstream cosmetics brands. Its first launch changed the industry with over 50 foundation shades, positioning Fenty Beauty as the leading cosmetics brand in inclusivity.

### Campaign Goals

The goal of this campaign is to show gratitude to Fenty Beauty consumers and reemphasize that make up is all inclusive. It should remind consumers that Fenty Beauty is and always will be for everyone.

### Brief

#### Create Your Masterpiece

Like any piece of art, every face is a canvas, and each of us holds our own brush. Leave it bare and beautiful or paint it with an array of vibrant colors, the choice is yours! Fans will be encouraged to post their masterpiece under the tag **#FentyMasterpiece**. Thirty-two select participants will be featured on OOH ads in eight major cities in celebration of Fenty Beauty's loyal fanbase.

### Target Audience

This campaign will be targeted toward consumers aged 15-30, primarily POC, who are avid, loyal fans of Fenty Beauty cosmetics.

### Messaging + Tone

This campaign is a way to celebrate the fans and the beauty of makeup on Fenty Beauty's anniversary. The brand should remain humble in its achievements, celebratory and grateful of its consumers + employees, and optimistic for the future of Fenty Beauty and the moves it will make down the line to foster even more inclusivity.

### Media Buy

**Channels:** The campaign will be promoted on all social channels, with an emphasis on Instagram and TikTok. Fenty Beauty subscribers will receive an email newsletter with details, and the company will create a blog post to detail terms and conditions.

**Budget:**

OOH Ads - \$10.7 mil

Promotional Videos - \$20,000

Fan Photoshoots - \$40,000

### Timeline

**August:** Pitch the campaign to beauty journalists and influencer contacts by mid-August.

**September:** Release an anniversary video on behalf of Rihanna. Announce the campaign on 9/8 with a blog post, newsletter, and promotional video. Close the entries on 9/15. Select and announce the 32 participants by 9/22.

**October:** Purchase the OOH space and complete photoshoots of the participants for the OOH ads by 10/5.

**November:** Pull the OOH ads by 11/10.