

**Tarte Cosmetics Beauty Shade Inclusivity Retreat: #TrippinTogetherWithTarte**

Sylvie B. Feldman

S.I. Newhouse School of Public Communications, Syracuse University

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Professor Brad Horn

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## RESEARCH

Tarte has successfully employed extravagant influencer branding trips, exemplified by the hashtag #TrippinWithTarte, effectively marketing their launches across various social media platforms. Their strong influencer marketing strategy, coupled with enticing photoshoots and sponsored vacations, including an all-expenses-paid trip to Bora Bora for influencers, has garnered substantial attention. Additionally, Tarte has showcased a talent for creating exciting and fun packaging, featuring unique products such as unicorn and mermaid brushes. The Tarte Rainforest of the Sea collection incorporates moving water in the palette which exemplifies the company's commitment to innovation. Tarte Cosmetics has always been dedicated to the integrity of the ingredients used in its products, prioritizing skin health and enhancing beauty.

Tarte Cosmetics faced criticism on social media when an influencer publicly disclosed her exclusion during an influencer brand trip. The influencer alleged that the company prioritized featuring more images of white participants, raising concerns about diversity and inclusivity. Tarte Cosmetics has many allegations regarding racism and discrimination. Bria Jones, a Dallas-based social media influencer, who was invited on a Formula 1 Miami brand trip with Tarte Cosmetics, figured out that her invitation was different from the ones given to white influencers based upon her race. She also never actually got to go to the race, but in fact just the practice. She publicly expressed her disappointment and immediately took this to her social media platform.

Tarte has the opportunity to right past mistakes, address the call for diversity and serve a wider spectrum of skin tones in the cosmetics business. Tarte's market dominance is threatened by rivals such as Fenty Beauty who prioritize diversity. Tarte faced significant backlash in 2018 following the launch of Shape Tape Foundation, when it was criticized for its lack of inclusivity in both foundations and concealers. The controversy stemmed from its limited shade range that did not cater to deeper skin tones. This oversight led to widespread criticism from consumers, influencers and individuals in the beauty industry, yielding negative publicity. Tarte failed to target its entire audience, as the initial shade range did not align with the diverse demographic of beauty enthusiasts. The release of Fenty Beauty's foundation in 2020 intensified the conversation around shade inclusivity, resulting in the #BoycottTarte movement on social media.

## GOAL

The recommended goal for Tarte Cosmetics is to learn from Fenty Beauty's success and prioritize shade inclusivity. Fenty Beauty has made tremendous efforts from a diversity perspective and has garnered widespread praise for their unprecedented 40-shade foundation range. Fenty Beauty set an industry standard that the beauty industry never experienced before. Consumers and industry experts applauded the company for their attention to detail and received many positive reactions.

## INNOVATION

The choice of innovation lies in transforming Tarte Cosmetics into a diverse entity that stands for equality and inclusivity. By prioritizing shade inclusivity, Tarte can position its beauty and makeup products as therapeutic and stress-relieving, providing a positive escape for individuals. This strategic shift aligns with the brand's constant pursuit of new launches and innovations that captivate consumers. Tarte should implement a positive work environment for both their employees, their influencers who attend these branding trips, and those using their makeup products.

My innovation proposes a brand trip focused on shade inclusivity, serving as a robust public relations strategy for Tarte Cosmetics. The envisioned initiative is an inclusive and exclusive beauty retreat named "TrippinTogetherWithTarte," designed to bring together individuals from diverse backgrounds, including influencers, makeup artists, and beauty enthusiasts. The theme of the retreat, "TrippinTogetherWithTarte," aims to highlight Tarte Cosmetics' dedication to providing makeup for every skin tone while emphasizing unity in diversity. Instead of merely launching a campaign, Tarte Cosmetics should strategically take steps to reclaim its reputation, with the overarching goal of celebrating diversity and inclusivity while rebuilding a positive brand image.

## **OBJECTIVES**

To achieve these objectives, Tarte Cosmetics should curate a guest list representing a spectrum of skin tones, ethnicities, and backgrounds, inviting influencers and makeup artists renowned for championing inclusivity. The beauty retreat should feature makeup workshops and master classes led by industry professionals with experience working on diverse skin tones. Panel discussions involving leaders, influencers, and beauty experts can provide a platform for sharing stories and experiences related to diversity and inclusion. Participants at the brand trip should actively collaborate in creating foundations, concealers, and overall products, including naming and designing product packaging. The campaign must prioritize representation in both shades and formulations.

An inclusive photoshoot, showcasing the beauty of diversity among all attendees, should be organized. The hashtag #TrippinTogetherWithTarte should be leveraged on social media to promote the campaign, events, and the overall trip. Tarte should initiate a TikTok challenge under the same hashtag, allowing individuals to showcase the diverse makeup products. Beyond the campaign and trip, Tarte Cosmetics should engage in community outreach projects by collaborating with local organizations supporting underrepresented communities in the beauty industry, thereby extending the impact of the initiative. Live streaming and behind-the-scenes content creation during the beauty retreat, including candid moments and interviews, can be shared on Tarte's social media platforms to portray authenticity and humanize the brand.

As the brand trip concludes, Tarte should foster long-term relationships and continue collaborations with attendees, amplifying and strengthening their voices in the beauty community. This comprehensive approach ensures a multifaceted and sustained effort toward inclusivity, positively impacting both the brand and the wider beauty industry.

## **AUDIENCE**

The new launch should target Tarte's original audience, including social media influencers, makeup artists, beauty enthusiasts and individuals who love makeup in the beauty industry. Tarte Cosmetics has a primarily female audience with approximately 85.16% female and 14.84% male visiting their website. Since there are so many different ages that enjoy using makeup, Tarte Cosmetics' age demographic can range from 18-24, 25-34, 35-44, 45-54, 55-64, and 65+. The main age group Tarte Cosmetics tends to target is 25-34 year olds. This innovation targets all ages, regardless of race, ethnicity, or skin tone, and demands representation for diversity in the beauty industry, which makes it a perfect fit for my audience.

**PESO-Analysis**

Tarte Cosmetics would benefit from utilizing the PESO model to plan their communication strategy. Paid media would involve allocating funds for marketing to actively promote the upcoming shade-inclusive product. Earned media entails obtaining influencer endorsements and securing favorable press coverage to organically enhance brand awareness for Tarte Cosmetics. Tarte Cosmetics should urge customers to share content about the new shade-inclusive product on social media through the development of captivating ads and brand excursions to encourage shared media. Owned media involves taking control of the narrative on Tarte's official channels, ensuring that the brand's messaging is communicated in a methodical and unified manner.

**CONCLUSION**

By embracing diversity and inclusivity, Tarte Cosmetics has the potential to not only regain consumer trust but also position itself as a socially responsible and innovative brand in the beauty industry. This strategic shift aligns with evolving industry expectations and ensures a positive impact on the brand's reputation and market standing.

The outcomes of this beauty retreat "TrippinTogetherWithTarte" will be transformative for Tarte Cosmetics. Positive media coverage will show Tarte's ongoing commitment to inclusivity, providing representation for change industry-wide. The retreat aims to focus on diversity in the beauty space and increase social media engagement. Tarte Cosmetics will establish partnerships and amplify their brands values by cultivating long-term and meaningful relationships with influencers, makeup artists and industry experts that share an equal passion for inclusivity. The retreat will create a more diverse audience and consumer base allowing Tarte to foster enhanced brand loyalty. This will put Tarte Cosmetics in the position to become an industry leader, gaining back their reputation overcoming inclusion and diversity, setting a new standard for beauty worldwide.

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