

Case Study or Real-World Example

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[The Rare Beauty by Selena Gomez - Makeup Made to Feel Good In campaign](#) is a great example of how to use PR to launch a product line and create a positive brand image. This campaign [launched](#) in Sept. 2020 during COVID-19 introduced the Rare Beauty makeup line, promoting its use of high-quality, cruelty-free ingredients and sustainable packaging with a focus on inclusivity.



2024 Allure Best of Beauty Awards winner for Rare Beauty's Brow Harmony Precision Eyebrow Pencil

The campaign emphasized celebrating individuality, self-acceptance and mental well-being encouraging people to embrace their unique qualities and imperfections. Rare Beauty seeks to help people feel good about themselves unlike many celebrity beauty brands. According to [Time magazine](#), rather than selling an unattainable image, the brand promotes mental health and supports initiatives to reduce stigma and provide resources. The campaign fostered a sense of community and encouraged open conversations about self-love and mental health. The campaign included a variety of promotional materials, such as press releases, [a website](#), [social](#)

[media posts](#), advertising campaigns and partnerships with influencers. Rare Beauty has built a strong brand identity and loyal customer base by consistently reinforcing these values.

The campaign targets individuals who feel pressure to conform to societal standards of beauty. The brand leans into authenticity, with “Rare” symbolizing everyone’s uniqueness—a powerful message in the beauty industry. Selena Gomez herself emphasized that “Rare” eliminates the idea of perfection, focusing instead on authenticity and self-love. As she says,

“Rare is a beautiful word when applying it to people.”



Selena is shown naturally, wearing only a red lip, reinforcing the idea of embracing one’s natural beauty in the campaign. This resonated with viewers, as seen in comments like, “Nice to see a beauty brand that shows skin looking like skin!” and “Finally, a makeup brand that empowers women by giving them the tag of being rare.” This messaging—that makeup is fun but not essential to feeling beautiful—struck a chord with audiences.

Rare Beauty faced some criticisms particularly around the brand’s initial shade range and marketing. Some argue that it could do more to promote [inclusivity](#) despite the brand having since expanded its shade offerings and featured a diverse range of models. The campaign could

have been more inclusive of people of color from the start despite being successful. Rare Beauty could have better highlighted the specific benefits of the Rare Beauty makeup line while it emphasized self-acceptance. Rare Beauty has acknowledged these criticisms and committed to continued improvements in this area.



The campaign was successful in [generating excitement](#) and building a new community around the values of the Rare Beauty makeup line despite these challenges. The brand received positive reviews from customers and beauty experts and the line sold out quickly at Sephora. It effectively communicated the brand's values and reached a wide audience through careful planning and execution.

Key takeaways from this campaign are valuable for PR professionals. Rare Beauty exemplifies the importance of having clear objectives and a well-thought-out plan. Rare Beauty establishes a strong, consistent brand identity that is essential in resonating with your target audience. Rare Beauty demonstrates the power of using a [diverse range of promotional channels](#) to maximize reach and engagement including partnerships with influential figures. Rare Beauty did this with Selena Gomez and mental health organizations which can significantly amplify

brand awareness. PR practitioners can create impactful campaigns by incorporating these strategies.

Rare Beauty sets itself apart from other beauty brands by focusing on mental health, individuality and self-acceptance. Rare Beauty places emphasis on the fact that beauty comes from within and encourages people to feel comfortable in their own skin. This campaign demonstrates that successful PR is about more than just product promotion—it's about creating a meaningful connection with your audience and promoting values that resonate with them.

References

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