

Part 2: Identifying Publics and Stakeholders

Sylvie B. Feldman

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

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Primary Publics:

1. **Customers:** Those who purchase Rare Beauty products such as young adults, adults, Gen Z, millennials etc.
2. **Industry Professionals:** Those who are experts in the industry and have a strong passion for beauty and cosmetics.
3. **Employees:** Those who work for Rare Beauty whether that is customer service, manufacturing etc.
4. **Investors:** Those who have invested in Rare Beauty whether that's individuals or organizations including CEO Scott Friedman and Nikki Eslami.

Secondary Publics:

1. **Sephora:** A major retail partner that has an extensive network which provides a significant distribution channel, broadening the brand's exposure and increasing sales.
2. **Media:** Those who cover beauty and fashion content including journalists, bloggers, social media influencers, content creators and those who utilize social media in general.
3. **Suppliers:** Those who provide materials, ingredients for the cosmetic products or services to Rare Beauty such as companies.
4. **Regulatory Bodies:** Those who oversee the beauty industry including government agencies such as the Food and Drug Administration.

Key Stakeholders:

1. **Selena Gomez (Founder and Creative Director)**
 - **Power Level:** High
 - **Interest Level:** High

As the founder and creative director of Rare Beauty, Selena Gomez serves as a powerful public relations asset. Her celebrity status and personal connection to the brand significantly enhance its visibility, appeal and overall direction. Gomez's involvement attracts attention, drives sales and aligns with the brand's mission. Gomez's social media following and public appearances create a strong connection with consumers beyond traditional marketing channels. Her involvement in the brand's messaging and campaigns reinforce its commitment to inclusivity, self-acceptance and authenticity. Gomez's public advocacy for mental health awareness compliments Rare Beauty's dedication to supporting its customers' well-being. These factors make Gomez a valuable asset to the brand's public relations strategy, helping to position Rare Beauty as a leader in the beauty industry. By leveraging Gomez's influence and aligning her personal brand with Rare Beauty's values, the company has been able to effectively reach a wider audience and build a strong reputation.

2. Scott Friedman (co-CEO)

- **Power Level:** High
- **Interest Level:** Medium

As the co-CEO of Rare Beauty, Scott Friedman is a pivotal key stakeholder. His extensive experience in the beauty industry, particularly with brands such as NYX Cosmetics, has brought invaluable expertise and strategic guidance to Rare Beauty. Friedman's leadership has been instrumental in positioning Rare Beauty as a leading inclusive and mental health-focused beauty brand. From a public relations content optimization perspective, Friedman's insights have likely contributed to the brand's effective messaging, storytelling and strategic communication strategy. His understanding of consumer trends and industry dynamics has likely played a critical role in shaping the brand's reputation, public image and driving its

success. Friedman's ability to foster a sense of community and long-term relationships with consumers has likely also been a key factor in Rare Beauty's growth and success. His leadership has helped to create a brand that is not only inclusive but also authentic and relatable to its target audience.

3. Katie Welch (CMO)

- **Power Level:** High
- **Interest Level:** Medium

As the Chief Marketing Officer at Rare Beauty, Katie Welsh is a fundamental key stakeholder since joining Rare Beauty in 2019. Katie Welsh is a creative thinker and brand storyteller with more than 20 years of marketing experience and has been instrumental in Rare Beauty's success. An innovative thought leader, Katie has continually pushed the envelope while working with globally respected beauty brands, including Hourglass, Bliss, Elemis, Burt's Bees and Unilever. Katie has appeared on AMC's The Pitch, WABC, WNBC, WIX and QVC. She has been quoted in Allure, WWD, Vogue Business, Glossy and more. She has helped to develop the brand's identity and messaging as well as overseen the launch of various successful products and campaigns. Welsh is a passionate advocate for inclusivity and diversity in the beauty industry. She has worked to create a brand that is welcoming to everyone, regardless of their skin tone, age or gender.

References

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