

Part 3: Content Types and Channels

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Rare Beauty has strategically utilized Instagram to foster a strong connection with its audience. The brand leverages social media platforms to cultivate a sense of community and promote self-care beyond promoting products. A photo carousel [Instagram post](#) uploaded on Sept. 20th captioned "plans for this weekend just in time for our monthly digital detox," encourages followers to prioritize themselves and disconnect from social media. This message aligns with the brand's ethos of promoting mental health and well-being.

The four photo collage cover reinforces this theme setting the tone by showcasing a mirror selfie of a young woman indulging in self-care activities, wearing under-eye patches and a bathrobe. This image invites the viewer to imagine themselves in a similar scenario and creates visual representation of relaxation and comfort reinforcing the message of the post. By featuring the "Find Comfort Collection," Rare Beauty subtly suggests that these products can contribute to a relaxing and rejuvenating experience. The fourth image adds a touch of indulgence and pleasure to the collage with a photo of brownies and cookies.

The post's call to action - encouraging followers to join in a digital detox - invites audience participation and creates a sense of shared experience. This fosters a stronger connection between the brand and its consumers, driving brand loyalty and advocacy. This post demonstrates the brand's ability to combine relatable messaging with visually appealing content to successfully engage its audience on a deeper more personal level. The collage featured in the Instagram post serves as a powerful visual storytelling tool. Each image chosen for the photo collage contributes to the overall narrative and reinforces the message of self-care and relaxation.

Rare Beauty's Comfort Club is a dedicated blog section on their website that houses a collection of video sessions. The [Comfort Club page](#) positions Rare Beauty as a helpful resource

by offering valuable instructional content that builds trust with its consumer. The short-form content provides practical guidance on self-care practices and covers topics including breathing exercises, meditation, yoga and scalp massages.

Rare Beauty differentiates itself from its competitors and the saturated beauty market by establishing itself as a brand that goes beyond mere product promotion. Rare Beauty demonstrates their consistent dedication to the representation of all skin tones and types. This sends a powerful message to consumers separating themselves from the competition in the industry. The brand's commitment to Diversity, Equity and Inclusion initiatives is evident based on the models featured in these videos. The Comfort Club aligns with Rare Beauty's overall mission of promoting self-care and mental well-being. The brand reinforces its commitment to holistic beauty by offering tutorials that focus on relaxation and stress relief. The Comfort Club's focus on holistic beauty and its commitment to providing valuable resources for its audience have contributed to the brand's success and solidified its reputation as a trusted name in the beauty world. The high-quality production and well-produced video content contributes to the overall brand experience, enhances the brand's image and demonstrates a commitment to excellence.

The "Get Ready with Selena Gomez" YouTube long-form video featuring Selena Gomez, the brand's founder, demonstrates how to use the brand's new pressed powder while establishing a casual, conversational tone that makes the content relatable, while providing clear explanations and product benefits to ensure viewers understand its value. This video effectively demonstrates how a long-form video can be used to promote a new product. The video showcases the product's application and benefits through clear demonstrations and visually appealing aesthetics. By featuring a well-known celebrity and showcasing the product's benefits, the video increases

brand awareness, promotes the product and fosters customer engagement. The use of the #rareroutine hashtag encourages viewer engagement and directs them to other relevant content. The longer format allows for in-depth explanations and creates a personal connection with the viewers. Overall, the video's combination of personal storytelling, product demonstration and engagement strategies make it a valuable asset for Rare Beauty's content strategy.

References

Gomez, S. Get Ready with Selena Gomez | Pressed Powder #rareroutine [Video]. YouTube.

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