



Rare Beauty

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What is Rare Beauty?

Rare Beauty, founded by Selena Gomez, is a cosmetic brand that goes beyond traditional beauty standards.

Rare Beauty was selected due to its strong alignment with contemporary societal values including the brand's commitment to self-love, mental health awareness, inclusivity and sustainability resonates deeply with modern consumers.

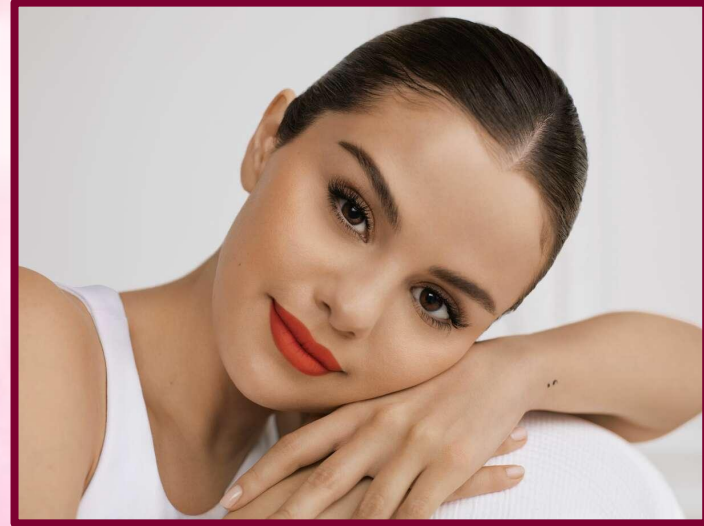


Rare Beauty Mission Statement

We are on a mission to help everyone celebrate their individuality by redefining what beautiful means. We want to promote self-acceptance and give people the tools they need to feel less alone in the world.

Our vision is to create a safe, welcoming space in beauty—and beyond—that supports mental well-being across age, gender identity, sexual orientation, race, cultural background, physical or mental ability, and perspective.

We believe in the beauty of imperfections.
We nurture a caring, respectful community.
We create meaningful connections and relationships.
We champion authenticity and positivity.
We lead with transparency to build trust.
We believe there is power in being vulnerable.



Key Publics and Stakeholders for Rare Beauty

Primary Publics

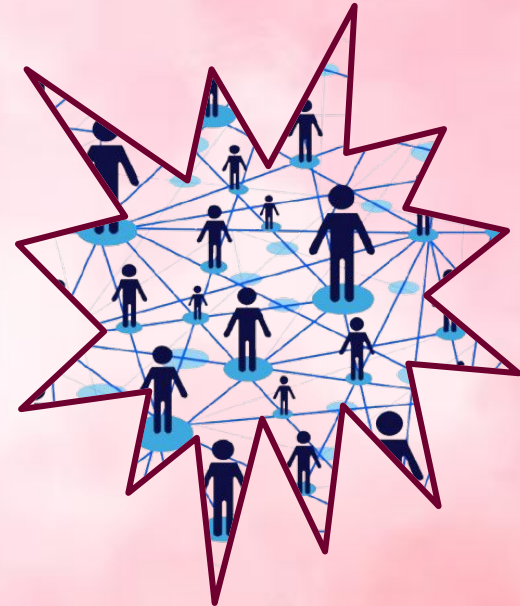
- **Customers:** Young adults, Gen Z, and Millennials
- **Industry Professionals:** Beauty and cosmetic experts
- **Employees:** Customer service, manufacturing, and other roles
- **Investors:** Individuals and organizations, including CEO Scott Friedman and Nikki Eslami

Secondary Publics

- **Retail Partners:** Sephora
- **Media:** Journalists, bloggers, influencers, and social media users
- **Suppliers:** Material and ingredient providers
- **Regulatory Bodies:** Government agencies like the FDA

Key Stakeholders:

- Selena Gomez (Founder and Creative Director)
- Scott Friedman (co-CEO)
- Katie Welch (CMO)



Strengths in Communication Strategy: Content Types and Channels



rarebeauty 🌟 plans for this weekend just in time for our monthly digital detox.

We're logging off to reset and recharge for the week ahead. Join us in taking time for yourself to find comfort in moments (big or small).

See you on Monday! 💖

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johannamillerrr have an amazing weekend besties 🥰

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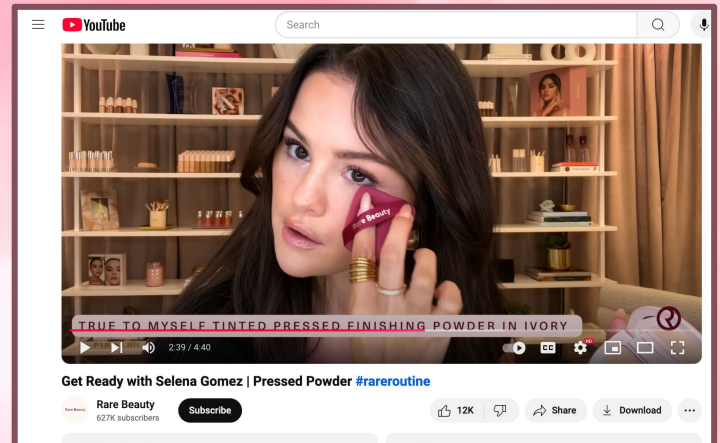
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Liked by **selenagom**
September 20

😊 Add a comment...



YouTube Search

TRUE TO MYSELF TINTED PRESSED FINISHING POWDER IN IVORY

2:39 / 4:40

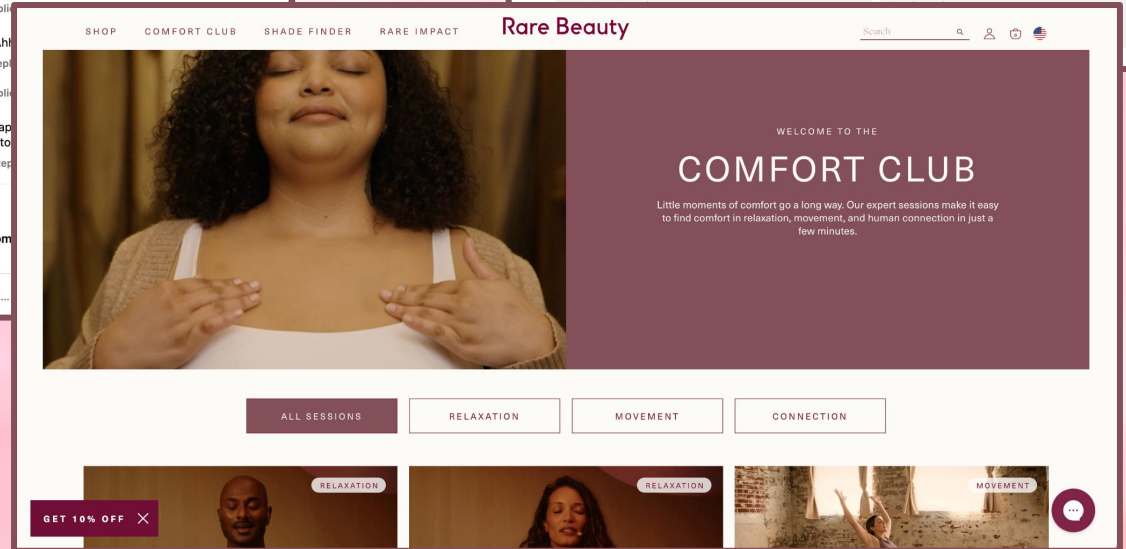
Get Ready with Selena Gomez | Pressed Powder #rareroutine

Rare Beauty
627K subscribers

Subscribe

12K 🗨️ 🔄 📄 ⌵

Open panel



SHOP COMFORT CLUB SHADE FINDER RARE IMPACT

Rare Beauty

Search

WELCOME TO THE

COMFORT CLUB

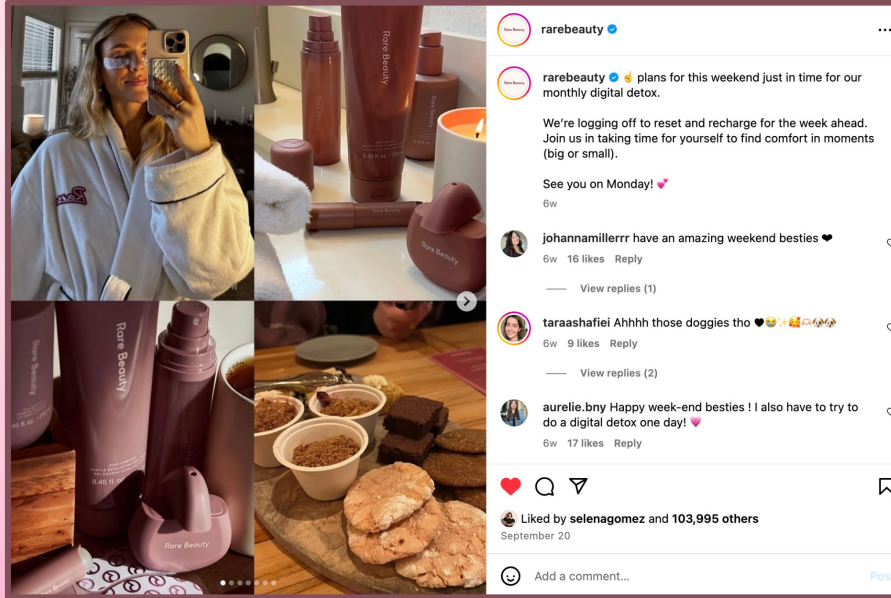
Little moments of comfort go a long way. Our expert sessions make it easy to find comfort in relaxation, movement, and human connection in just a few minutes.

ALL SESSIONS RELAXATION MOVEMENT CONNECTION

GET 10% OFF ✕

RELAXATION RELAXATION MOVEMENT

Digital Detox Instagram Post



- Rare Beauty uses Instagram to build a community and promote self-care.
- A recent Instagram post encouraged followers to prioritize themselves and disconnect from social media.
- The post's visual elements, such as the mirror selfie and self-care products, reinforce the message of relaxation and comfort.
- The call to action invites audience participation and fosters a stronger connection with the brand.
- The post demonstrates the brand's ability to combine relatable messaging with visually appealing content.
- The photo collage serves as a powerful visual storytelling tool.

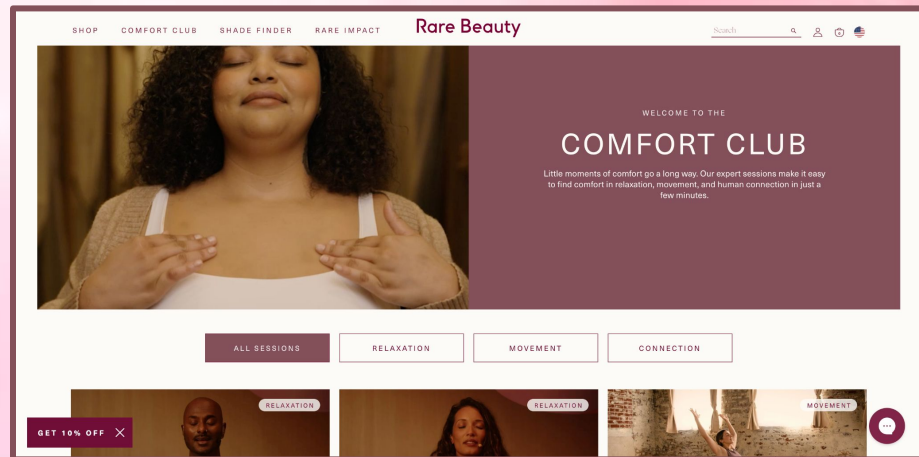
Comfort Club Website Page

Differentiating Through Value-Added Content:

- Offers practical self-care tutorials
- Builds trust with consumers through valuable and informative content

Aligning with Brand Mission and Values:

- Reinforces commitment to holistic beauty and mental well-being
- Highlights diversity and inclusion through diverse models in videos



Enhancing Brand Image and Experience:

- Elevates brand image through high-quality video production
- Aligns Comfort Club with overall brand aesthetic and messaging

YouTube Video – Get Ready with Selena Gomez

Leveraging Celebrity Partnerships:

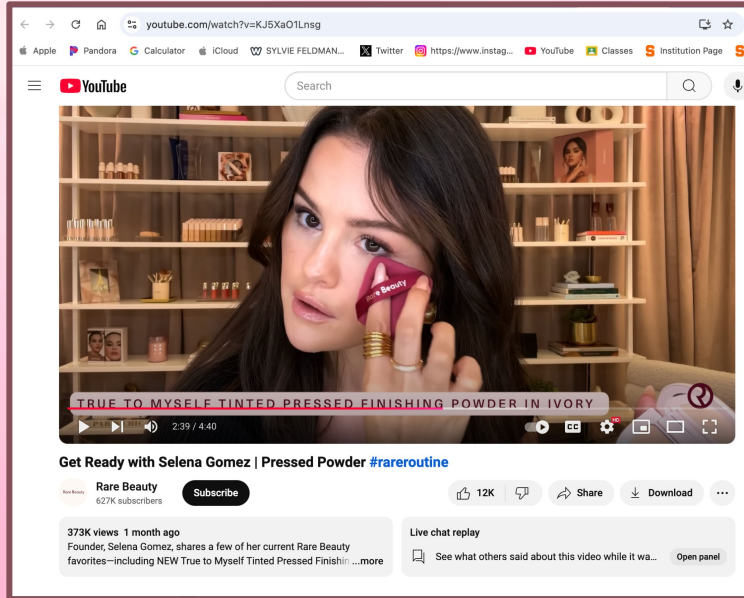
- Boosts brand visibility and recognition
- Enhances authenticity and relatability

Creating Engaging Long-Form Content:

- Effective product demonstration and education
- Personal storytelling for emotional connection

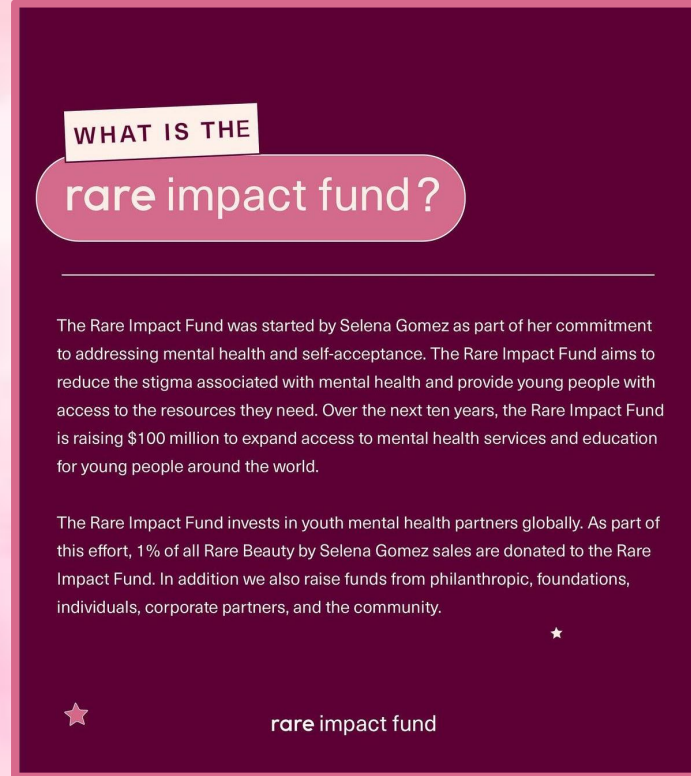
Optimizing for Search and Social Media:

- Increases discoverability with relevant hashtags
- Optimizes video metadata for search engines



Rare Beauty's Content Optimization Strategy

- **SEO and Personalization:**
 - Optimizing content for relevant keywords
 - Personalizing user experience based on browsing history
- **Social Media Engagement:**
 - Active participation in relevant conversations
 - Leveraging user-generated content
 - Collaborating with influencers and customers
 - Following industry trends
- **Hashtags and Content:**
 - **#MakeaRareImpact:** Social impact initiative
 - **#rareroutine:** Encouraging daily self-care
 - Short-form video content on TikTok: Engaging with a younger audience
 - The Rare Impact Fund: Supporting mental health initiatives



Navigating Ethical Dilemmas in Crisis Communication: A Case Study of Rare Beauty

Lack of Transparency: Rare Beauty's initial response lacked transparency, leading to confusion and mistrust among consumers.

Misaligned Messaging: The brand's decision to support both sides of the conflict was perceived as insensitive and contradictory to its stated values.

Ineffective Crisis Communication: The brand's response was slow, reactive, and failed to address the concerns of its diverse audience.

Opportunity for Improvement: Rare Beauty can learn from this experience by developing a more proactive and empathetic crisis communication strategy.

Future Considerations: The brand should prioritize transparency, authenticity, and effective communication in future crisis situations.



Rare Beauty's Key Strengths & Takeaways

Strong Social Media Presence

- **Instagram:** 7.8M followers (2024)
- **TikTok:** 4.1M followers, 27% higher engagement than Instagram
- Use of viral trends and campaigns like **#RareImpact** (focus on inclusivity)

Media Coverage & Earned Media

- Featured in **Vogue, Elle, Allure**
- Awards: **Allure's Best of Beauty 2024**

Celebrity & Influencer Partnerships

- Leveraging **Selena Gomez's** 400M followers
- **Selena's engagement rate:** 3.5% (above industry average)

Impressive Sales Growth & Global Expansion

- Projected to exceed **\$300M** in sales (2023)
- Global expansion into **India & Indonesia**

Strong Website & SEO Performance

- **785,000** monthly website visits (October 2024)
- High SEO ranking for terms like **"inclusive beauty"** & **"Selena Gomez makeup"**



Rare Beauty's Areas for Improvement

- **Expand Micro-Influencer Partnerships**
 - Reach **niche communities** for more **authentic connections**
- **Tailor Content to Platform-Specific Formats**
 - **TikTok:** Focus on **short-form videos**
 - **Instagram:** Emphasize **visual storytelling** and aesthetics
- **Sentiment Analysis for Real-Time Messaging Adjustments**
 - Implement tools to track **audience sentiment** and adjust messaging on the fly
- **Enhance Crisis Communication & Transparency**
 - Develop a more robust framework for managing **controversies** or **backlash**
- **Diversify Content Type**
 - Expand beyond product-focused content to strengthen **brand storytelling**

