

A Study of Marketing Strategy of Improving Digital Bobbi Brown's Design

Chengcheng Wang *

School of hotel and tourism management, The Hong Kong Polytechnic University, 99077, Hong Kong, China

* Corresponding Author Email: 22097288d@connect.polyu.hk

Abstract. In the era of electronic technology development, as a luxury brand with its original intention and raw materials as its name, Bobbi Brown needs a plan to improve its market from product design to publicity strategy. This study will focus on the development environment of Bobbi brown and its market in the electronic age and summarize Bobbi brown's improvement strategies and suggestions for future development. To effectively engage younger clients, particularly women under 34, it is imperative to actively promote the concise concept of 'less is more' since it strongly connects with them in today's context. The company should consistently develop new methods to create a unique and immersive experience for its clients, fostering a stronger emotional connection with the brand. Providing training services establishes a link between the company and its consumers, who actively participate and exchange information on the Internet. Furthermore, Bobbi Brown should reduce prices to entice clients rather than rivals.

Keywords: Bobbi Brown, electronic age, improvement strategy.

1. Introduction

Luxury brands have experienced significant adverse impacts due to the embargo resulting from the recent epidemic of Crown Pneumonia. The loss in retail purchases led to a decrease in consumer expenditure by 2.9% due to an overall drop in demand. In 2020, there was a significant increase in online shopping, with a growth rate of 54% [1]. Additionally, the online sales of cosmetics amounted to £2.7 billion [1]. Following the imposition of the embargo, there has been a noticeable increase in the popularity of online shopping, and the digitization of commerce has significantly altered consumer behavior. This transformation is particularly profound in the cosmetics industry. Moreover, social media has fundamentally transformed how businesses establish connections and interact with consumers, leading to the emergence of a novel business model that serves as the primary marketing and sales platform [2]. Retail is transforming as consumers increasingly favor online purchasing over traditional brick-and-mortar establishments.

Bobbi Brown was established in 1991 New York City and started prioritizing internet marketing for the company around 2014. Nevertheless, with the assistance of its parent business Estee Lauder, Bobbi Brown swiftly ventured into digital marketing. It attained remarkable triumph on popular social media platforms like Instagram and Facebook [3]. Bobbi Brown is a brand that focuses on encouraging consumers to make purchases. They aim to use social networks to create a smooth and convenient process for consumers to buy their products. It excels in mobile display advertising, e-commerce, and digital marketing. China has attained remarkable triumph through the widespread adoption of indigenous social platforms like WeChat and Weibo.

Bobbi Brown Cosmetics is a highly regarded and sophisticated company that empowers women to enhance and augment their beauty. Bobbi Brown, a former makeup artist, established the company in 1991. The brand provides universally recognized beauty products with exceptional value and an inherent fragrance that appeals to every woman's desire to enhance her attractiveness and confidence [4]. The company provides a wide range of cosmetic and skincare items, including cleansing oils, facial toners, makeup removers, creams, masks, lotions, serums, lipsticks, lip liners, eye shadows, highlighters, and other goods.

Bobbi Brown's primary objective is to empower women by enhancing their inherent beauty and providing them with the necessary resources to feel more motivated and self-assured in their physical appearance. The brand offers a variety of skincare and makeup products that enhance the inherent beauty of women and assist them in achieving a timeless and effortless appearance [5]. The company depends on its extensive global supply chain and exceptional production and distribution capabilities to provide high-quality products and packaging to consumers worldwide. The company takes pride in its superior organizational management and strives for an agile, demand-driven supply chain [6]. This entails delivering the appropriate products to the correct location, precisely when needed, and at an optimal cost.

2. Bobbi Brown Analysis

2.1. Bobbi Brown History

Bobbi Brown began her career in the beauty industry in 1991 as an independent makeup artist specializing in vibrant neon lipsticks and skillfully sculpted features. Due to the unavailability of lipsticks in various shades, she resorted to blending her colors using models' faces to achieve a healthier and more natural appearance, which was considered innovative at the time. Capitalizing on this significant market opportunity, she established her self-named enterprise, Bobbi Brown, which first introduced a foundational lipstick product in 10 distinct shades [7]. At first, the company operated as an independent brand, managed from her residence in Montclair, N.J. In 1995, Barbie transferred ownership of the empire to Estee Lauder while maintaining the brand's commitment to its basic principles of catering to women seeking improved appearance and enhanced self-assurance. Bobbi Brown has been in the market for over 20 years and has successfully produced several top-selling products [8]. These include convenient foundation sticks, well-crafted brushes, and a highly sought-after collection of glitter bricks, with one being sold every minute worldwide.

2.2. Bobbi Brown DNA & Codes

Bobbi Brown represents three separate principles - unwavering principles, individual refinement, and celebrating women's self-assurance. The company is committed to offering its consumers high-quality products that align with their likes, preferences, and aesthetics. In addition, the corporation tailors its items to enhance the self-assurance of its female clientele [9]. The concept of this business is not centered around personal recognition but instead aims to enhance the radiance of women through everyday elegance. Bobbi Brown aims to offer goods that are widely accessible, adhere to unwavering quality standards, and deliver a seamless experience that is essential for every woman. This aims to enhance women's natural appearance, increase their attractiveness, and boost their self-assurance.

Furthermore, the brand aimed to develop cosmetics that accentuate attractiveness rather than serving as a mask; the focus is on embracing one's natural beauty and leveraging it to instill greater self-assurance in women [2]. The Bobbi Brown beauty brand is dedicated to nurturing and enhancing a woman's inherent beauty. Its mission statement, "The secret to beauty is simple: be yourself," is a guiding principle for the brand's development of new products. As a cosmetic professional, the Bobbi Brown brand's creator believes that women should experience increased happiness and self-assurance by measuring their worth rather than comparing themselves to models [4].

2.3. Bobbi Brown's Design Popularity in the Market

Bobbi Brown is a prestigious cosmetic brand that is widely known worldwide. It falls under the category of high-end cosmetic brands and is typically regarded as a third-tier brand. Bobbi Brown has established a strong presence in the global market because of its superior products, strong brand recognition, and positive reputation, making it the chosen brand for several women. Furthermore, Bobbi Brown frequently collaborates with the fashion and art industries to introduce unique and discerning items, hence garnering popularity among fashion enthusiasts and art connoisseurs [6].

Bobbi Brown is a prominent luxury brand in the Chinese market, and it is noted for its superior quality and high price range. The brand primarily targets the mature female demographic, strongly emphasizing a natural, minimalist aesthetic. It aims to enhance women's confidence and highlight their innate beauty.

Following the decline of COVID-19 cases, Bobbi Brown has prioritized skincare. In 2021, the company debuted on TikTok, collaborating with Shakeology video creators based in North America. Over time, the brand's presence on TikTok grew to include online celebrities from many parts of the world [7]. The brand's official account has an impressive following of about 60,000 individuals. Bobbi Brown's TikTok approach in the United States involves collaborating with "pertinent partners to enhance visibility." TikTok remains a highly promising medium for beauty promotion, and Bobbi Brown has dedicated ample resources to employ the TikTok approach effectively to produce genuine content.

2.4. Bobbi Brown Current Market Trend & Lagging Trend

Bobbi Brown began prioritizing digital marketing for the brand in around 2014. Nevertheless, with the assistance of its parent business, Estee Lauder, Bobbi Brown swiftly ventured into digital marketing and attained remarkable triumph on popular social media platforms like Instagram and Facebook [3]. Bobbi Brown is a brand that focuses on encouraging consumers to make purchases by leveraging their social platforms to create a smooth and convenient buying experience. It performs superior in mobile display advertising, e-commerce, and digital marketing. It has attained significant success in China using WeChat and Weibo, as well as in the United States, with the inclusion of TikTok and other prominent domestic social platforms. The brand's overall success was driven by the rapid expansion of its star items [8]. Bobbi Brown's net sales experienced significant growth in all areas, thanks to the success of star goods such as relaxing cleaning oils and vitamin-enriched face foundations.

3. Marketing Analysis

3.1. Bobbi Brown's Design Strategies and Advantages

The most obvious advantage of Bobbi Brown in the market is using a particular material, namely corduroys. At the same time, the "Friends of Bobbi" approach is adopted in the market, which is suitable for engagement with the target market in the digital market. These individuals serve as brand ambassadors and work closely with Bobbi Brown to promote and showcase their products. However, they are not conventional internet celebrities paid for their endorsements. Bobbi Brown has a unique aesthetic approach that deviates from the typical emphasis on a younger target audience and carefully curates the imagery [9]. They cater to a wider demographic, encompassing individuals who frequently experience neglect in the advertising campaigns of alternative beauty companies. Jones Road advocates for the promotion of self-love and confidence regardless of one's age. The brand encourages accepting and celebrating one's innate beauty and uniqueness. Diverse models of various age groups and ethnic backgrounds: Their website and social media platforms exhibit diverse models utilizing their products, demonstrating their commitment to serving individuals of various skin tones and age groups. Advocates for accepting facial lines sometimes referred to as wrinkles [5]. Bobbi Brown personally advocates for self-acceptance and the celebration of natural beauty, inspiring people to fully embrace their individuality.

Bobbi Brown places a high importance on advertising her products and conveying her philosophy to her clients. Bobbi Brown utilizes social media sites like Jitterbug and Instagram to exhibit her product application skills and disseminate her expertise on diverse cosmetic subjects. "Bobbi Explains" Videos [1]. Bobbi Brown personally showcases product applications and imparts helpful cosmetic advice and techniques on her social media platforms. The website offers extensive information regarding the constituents, advantages, and guidelines for utilizing each product. Bobbi

Brown embraces criticism and utilizes bad reviews to interact with customers, offer informative comments that resolve problems, and clarify product usage.

3.2. Bobbi Brown Design Weakness in the Digital Market

Marketing weaknesses include Bobbi Brown's restricted and undiversified product selection. Bobbi Brown's marketing strategy also faces stiff competition from Shu Uemura and CT. Bobbi Brown's sales will also be affected by TikTok's worldwide struggles, which are a major part of its marketing plan. The public is leery of digital marketing, especially Netflix's [10]. The public is rejecting Netflix's successful marketing methods. The ongoing debate on decreasing influence shows buyers value authenticity and honesty when choosing businesses [11]. Online superstars must balance product endorsements with fan trust.

Creating brand loyalty among young consumers is difficult. Even if they like a specific brand, the large variety of brands, multiple sources of information, and the tendency to make logical consumer choices allow these buyers to seamlessly switch between similar competing products. Current shoppers value price performance and a great shopping experience over brand loyalty [3]. Younger clients are more aware of cosmetic ingredients and formulations and prefer to save money by comparing ingredients rather than paying more for brand names. Some "ingredient party" bloggers are popular on social media, and many young clients engage with beauty bloggers' extensive explanations and introductions of cosmetic ingredients [1]. They use this information to choose cosmetics for their skin type. Brands face new challenges as customer knowledge rises.

4. Suggestions

4.1. Digital Advertising Strategy

The online firm promotes customer education and offers the latest cosmetics and accessories lines. This double method attracts people who may not have planned to buy Bobbi Brown products but are more likely to after seeing one of their instructional films. Another technique the company could use is to interact with industry journalists [12]. Bobbi Brown cosmetics are tied to periodicals, photo sessions, events, fashion shows, and momentous occasions. Most people who watch TV, read magazines, or use the Internet are targeted by indirect marketing.

Bobbi Brown targets women but also attracts people from education, entrepreneurship, art, and advocacy. Media coverage, from talk shows to fashion magazines to CNN Finance and the Wall Street Journal, drives these people to buy Bobbi Brown products [2]. Despite not being directly tied to the Bobbi Brown website, print manufacturing is vital to the brand's marketing strategy. By writing books, Bobbi Brown gives the public products. However, she runs a cosmetics school [4]. She also expertly teaches women how to "empower" themselves by enhancing their beauty.

The Bobbi Brown website offers many ways to promote the company and generate excitement. The website lets users post tutorials on YouTube and share their purchases and presents on Twitter and Facebook. This empowers clients and gives them the prestige of openly associating with a well-known brand. Additionally, [5]. Bobbi Brown uses various social media networks to advertise aggressively for forthcoming events and product releases.

4.2. Search Advertising & Facebook Promotion

Bobby Brown Cosmetics has pioneered promotional advertising. Bobby Brown should develop more websites that display her cosmetics business. These additional websites include similar colors, music, interactive flicks, and chat features. Ensuring clients can instantly identify a constant relationship between the brand, colors, and music helps keep the brand and website in their minds [6]. Diverse content draws customers to the cosmetics department, increasing expenditure. Cross-product promotions are more accessible with Bobbi Brown's lifestyle branding and unified product line. These campaigns encourage people who may not have tried the books, makeup, brushes, and perfumes to

try them, encouraging long-term loyalty [7]. As a lifestyle brand, Bobbi Brown reduces the likelihood that cosmetics buyers will buy other products.

Bobbi Brown has written for many international journals and has appeared frequently. Global conversation and radio. Brown has excelled through smart collaborations. The seller's website features professional testimonials for most product descriptions. She also promotes her products in several journals with varied readerships. Due to these advantageous links, Brown can offer incentives for many products and firms. She can also attend company events [8]. Being part of the Bobbi Brown aesthetic means adopting a full lifestyle that gives customers a customized identity and exclusive access to numerous sectors, people, and events. Allowing customers to write product reviews and post them on the website ensures they value them and actively participate with the company [9].

4.3. Design Improvement

An in-depth analysis of the Bobbie Brown.co.uk website and its content has generated various suggestions to increase traffic and revenue. The site generates \$500 million for Barbie Brown Cosmetics, but it might be improved to generate more [6]. The website's first page has a makeup lesson video to match the latest marketing campaign. The lack of a visible mechanism to quiet the accompanying music overwhelms site users, making this inventive method troublesome. Clicking on a different website page to stop the film was difficult. The video might have been better placed in a compact container as part of a coherent homepage design and had conspicuous buttons for muting and pausing the movie [5]. Much potential commerce was lost because visitors had to make an immediate decision on their website destination, preventing them from casually browsing before finding their preferred product or range.

Unique bargains should have been utilized more. High-quality and affordable cosmetics and accessories are available. Most college students and young professionals cannot afford to fill their makeup bags with these products unless they are on sale or part of a promotion [1]. Since most customers may have little financial resources to spend on cosmetics, this allows using a less harmful technique to enhance sales.

Although the website offers a "chat with an artist" feature, specific courses that allow direct engagement with Brown would be beneficial. Conversation with a beauty practitioner is a cutting-edge way to make those unfamiliar with makeup and products feel comfortable. Directly engaging with the CEO would provide customers unmatched access [7]. This would generate significant media coverage, provide for innovative marketing research, and maintain the company's customer-centric reputation.

5. Conclusion

Bobbi Brown has consistently adhered to its principles, demonstrating transparency, which it must continue to uphold to leverage its trust in its customers. To effectively engage younger clients, particularly women under 34, it is imperative to actively promote the concise concept of 'less is more' since it strongly connects with them in today's context. This approach has demonstrated its efficacy in customer acquisition, facilitating revenue production growth. Bobbi Brown's competitive advantage in the market should be further accelerated and enhanced by introducing new aspects. Furthermore, providing training services establishes a link between the company and its consumers, who actively participate and exchange information on the Internet. Therefore, virtual education should dominate the market for Bobbi Brown.

Bobbi Brown must establish a durable bond with its clients by engaging in direct personal interaction and providing online resources. Crucially, the company can effectively enhance its visibility on social media platforms such as Instagram, Twitter, Facebook, LinkedIn, Telegram, and WhatsApp to attract a more extensive consumer base. The company should consistently develop new methods to create a unique and immersive experience for its clients, fostering a stronger emotional connection with the brand. Furthermore, Bobbi Brown should reduce prices to entice clients rather

than rivals. There is still a limitation in this paper: there is a lack of overall market research, but the brand analysis and improvement suggestions in the digital market are helpful for Bobbi Brown's subsequent overall research.

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