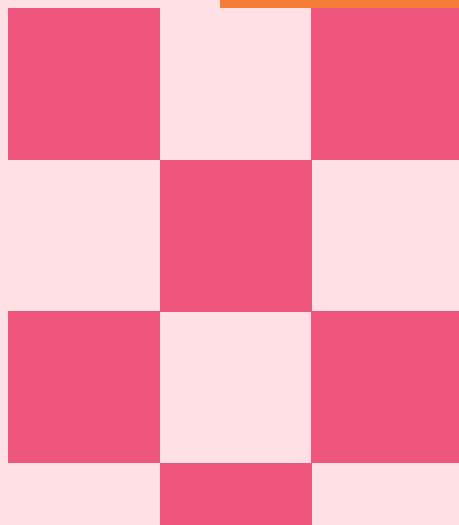


CAMPAIGN STUDIES

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#AerieREAL

The initial #AerieREAL campaign started back in 2014 with Aerie taking a pledge to stop photoshopping their models in campaigns, allowing for the company to be more inclusive when it comes to different body types and empowering women to be their true selves. “The purpose of AerieREAL is to communicate there is no need to retouch beauty and to give young women of all shapes and sizes the chance to discover amazing styles that work best for them.”

The audience is women ages 15-25 who want to feel comfortable and confident in the clothes they are wearing. They value uplifting their friends and families. They love the feeling of being comfortable in their own skin and in the clothes they are wearing. They want to change the way that women are seen in the media and strive to have a more inclusive and empowering society. For their Settle + Alreck’s Need is Independence, they want to have options and be different.

The brand is empowering and confident. The tone of the campaign is cohesive with the brand, and includes women of all shapes, sizes, races, disabilities, and careers. The brand promise and position go hand in hand by showcasing that a woman’s ideal body type that we see in the media is often not real, and that your true beauty is seen through the confidence that you radiate. “Storytelling is what served as the catalyst for how we brought #AerieREAL to social media. It became part of our brand DNA.”

For years, the media has photoshopped women and Aerie took a stance to become a more inclusive brand, as opposed to their competitors. It has gone even further by showing women of all shapes and sizes, including women with disabilities and chronic illnesses.

#AerieREAL allows customers to get involved in the conversation online by using the hashtag on social media where they are able to upload selfies of them wearing clothing from Aerie to showcase their own confidence. In 2014 when Aerie started the campaign it was a pledge for them to stop using airbrushing on pictures. In 2016, they obtained their first role model, Iskra Lawrence who is a body positivity activist. In 2018, Aerie created a new bra shopping experience creating an environment that is comfortable for women in the stores. In 2020, their campaign has centered around finding 20 people who are making a positive change in their community and awarding them each \$20,000 to help with their endeavors.

Aerie is continuing to go in multiple ways, whether that’s expanding their number of role models, an increase in revenue, or their presence on social media. In 2016, they had one role model, currently they have 13. The company has experienced 20 straight quarters of double digit sales growth. Since 2014, #AerieReal has appeared in over 262,000 Instagram posts.



Feeling like *Glossier*.

“Glossier’s products aim to *enhance* a person’s features, not cover them up.”



Feeling like Glossier.

Glossier is a makeup and skincare company that is known for its trendy branding and subtle beauty products.

The goal of this campaign was to create an emotional connection to consumers on a large scale. With this campaign, Glossier was “looking to reinforce its messaging with existing customers while introducing itself to new ones” (Deighton). Glossier aimed to showcase itself on television, a medium that it hasn’t been seen on before.

Glossier’s target audience is millennials in the United States. Being a makeup and skincare company, mainly women use Glossier’s products. However, because of their progressive values, they include people of all genders in their audience. Their audience is generally active on social media. They value natural beauty, genuine relationships and connections, and digital communications. Their Settle and Alreck’s Needs are esteem and exhibition. The target audience believes that beauty comes from within, and confidence projects that inner beauty.

In the United States the beauty industry is very large, with competitors ranging from high-end brands like Dior and CHANEL to drugstore brands like Covergirl and Revlon. Glossier’s prices are mid-range, and unlike most popular brands, their products are only sold online and in their two stores in New York City and Los Angeles.

Glossier’s brand is simple, trendy, and authentic. The brand promises that its products will make you shine in your own skin. The believe

that skincare comes first, then makeup second. Glossier positions itself in the market by being a direct-to-consumer company, meaning that its products are sold directly to customers without third party retailers. Glossier has a big social media presence. Additionally, the brand differentiates itself from other makeup brands by emphasizing natural beauty. Glossier’s “Feeling Like Glossier” campaign has an authentic and individualistic tone.

Glossier’s products aim to enhance a person’s features, not cover them up. When a person wears Glossier, they are still showing off their natural beauty. When wearing Glossier, people can feel like themselves, but also feel like Glossier.

Glossier used their existing employees and customers as models, showing off who they are and how Glossier fits into their daily lives and identities. This campaign featured TV ads on ABC and online ads on ABC, which were both new forms of media for Glossier. Additionally, their ads were featured on Instagram, Snapchat, and YouTube, and on billboards in New York City.

Glossier already had much success in the industry, as they surpassed \$100 million in annual revenue in 2018. Today, the brand boasts 2.8 million followers on Instagram.





Bodequality.

Having a positive shopping experience can be difficult to have. Their first goal of this campaign is to prioritize realistic beauty standards. The employees are trained to nurture customers when they come in to ensure the customer's experience isn't dependent upon their body shape.

The Martin Agency created Bodequality. A good experience is connected to spending more. This campaign is advertising women's clothing ranging from size 0 to 30. The agency has used Alreck's Needs like recognition by recognizing women of all sizes and including them, nurturance by nurturing the women that have experienced exclusiveness in the fashion industry, and affiliation by affiliating themselves with body positivity.

The demographics include women aged 35-44, have children at home, and a high school education. The psychographics are mothers who budget money, women more likely to purchase clearance items and live in big cities.

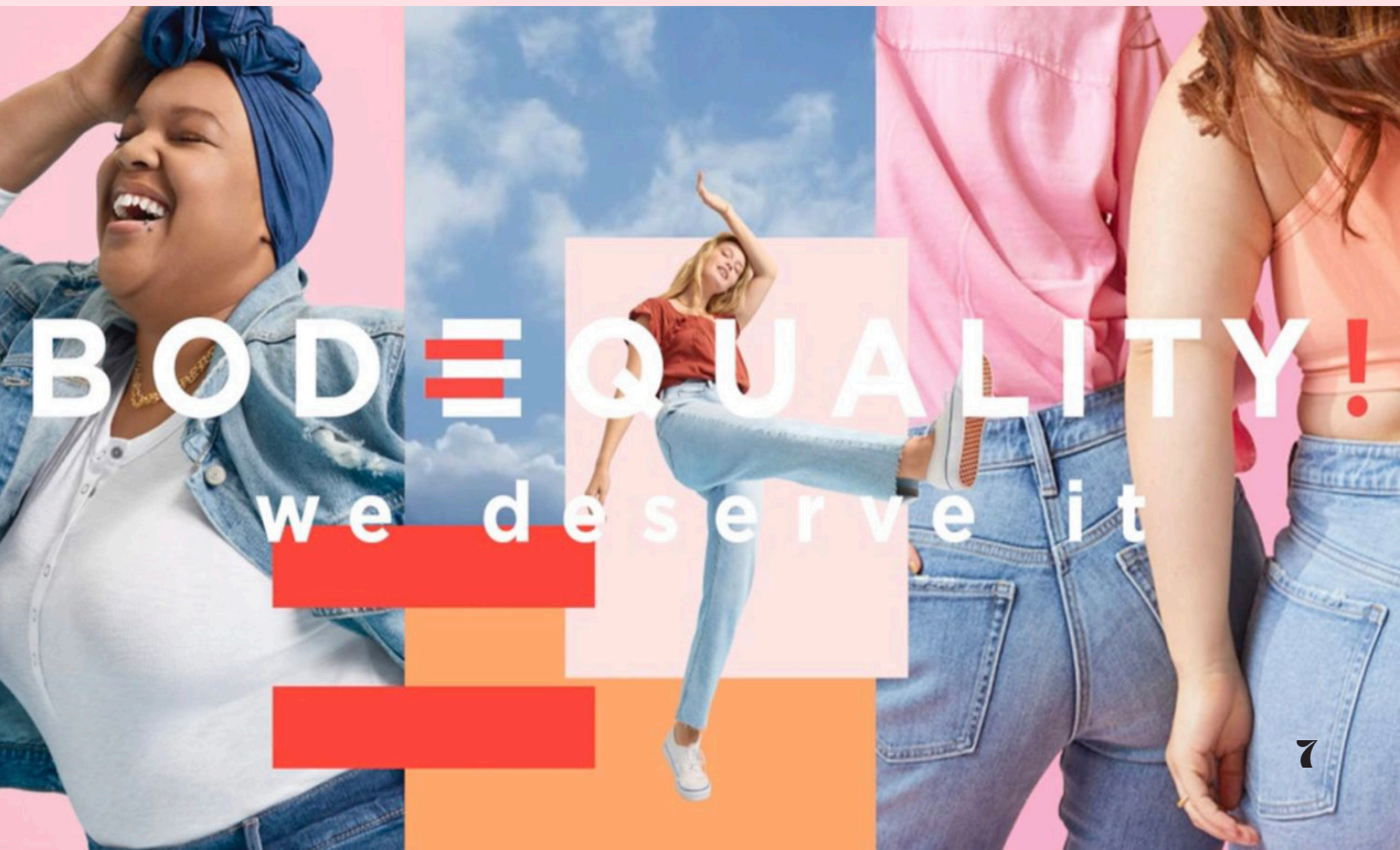
175% of their audience emphasizes race equality. Bodequality ensures women of all races are included. 62% of their consumers emphasize longer maternity leave (Marketing Management - GAP Inc., 2021). That's important because it's being advertised to females.

Their consumers are 14% more likely to donate to a charity. Old Navy's marketplace is online and malls. They want customers to know they are seen. Their brand personality includes affordability. They promise to build a better shopping culture. Their brand position is on the top left middle section of the High Quality and Low Price arrows on the positioning map (Brand Spotlight: Old Navy, 2021). They've helped women become confident in their shopping experiences. The tone is bold and radiant. The Big Idea is to have a human-centered design approach.

Bodequality was strategically executed. The campaign is published on billboards in New York City and Los Angeles in populated locations. It's advertised on digital channels and in New York City's subways.

The results of this campaign are ongoing. It launched on August 20, 2021.

“Dear women
everywhere,
let’s start a *fashion
revolution.*”



BOD = QUALITY!

we deserve it

