

Rough Draft Advertising Assignment

Advertising Goal

- To promote Kylie Cosmetics to become the top-leading brand in lip wear for young women.

Clients: Key Facts

- Creator of product line is Kylie Jenner
- Hit TV show “Keeping up with the Kardashians”
- Glam videos by Kylie Jenner [elaborate](#)
- Line launched in 2016

Product: Key Features

- Matte lipstick with matching lip liner
- Lip gloss
- Adds volume to your lips for the “Kylie Jenner look”
- Sold exclusively at Kyliecosmetics.com
- Affordable prices:
 - Lip gloss: Average \$15.00
 - Lip kit (includes lipstick and lip liner): Average \$29.00

Target Audience [Make this entire section into a paragraph format](#)

- Demographics:
 - Young Women
 - Ages 18-29
- Psychographics
 - Health conscious
 - Kardashian Fans
 - Current on fashion
 - Fans of the “glam” look
 - Interested in make-up and want variety in their looks

Product Benefits

- No animal testing on products, cruelty-free
- Natural ingredients including Vitamin E, [elaborate on how Vitamin E is beneficial](#)
- Adds volume to lips with natural substances, no chemicals
- Vegan products

Direct Competitors and Brand Image [In this section, be sure to also include how the direct competitors fall short of the target audience's expectations](#)

- Jeffree Star Cosmetics
 - Lipstick: average about \$16.00
 - Cruelty-free products
 - Bold long-lasting colors
 - Publicly speaks out against quality of Kylie Cosmetics

Rachel Veale 4/20/16 1:10 PM

Deleted:

- Nars
 - Lip stick: range from \$25.00-\$32.00
 - Lip gloss: average about \$26.00
 - Lip liner: range from \$22.00-\$25.00
 - Known for bold colors and long lasting lip wear
 - Award winning products in their lip line
- MAC
 - Lip stick: range from \$15.00-\$25.00
 - Lip gloss: range from \$10.00-\$23.00
 - Lip liner: range from \$16.00-\$21.00
 - Praise themselves on being current and innovative culturally and artistically
 - Diverse advertising
 - Carries Caitlyn Jenner line of cosmetics

Indirect Competitors and Brand Image [These also seem like they are Direct Competitors, maybe something like burts bees or a chapstick company?](#)

- Estee Lauder
 - Lip stick: range from \$20.00-\$30.00
 - Lip gloss: range from \$26.00-\$30.00
 - Lip liner: range from \$23.00-\$28.00
 - Top leading brand in beauty products from skin care to nails to makeup
- Lancome
 - Lip stick: range from \$23.00-\$31.00
 - Lip gloss: range from \$19.00-\$27.00
 - Lip liner: average \$25.00
 - Established as a French cosmetic company that has been a leader in glam cosmetics for over 80 years
 - Big celebrity advertisements and endorsements

Strategic Message: The Promise

- Anyone can get the “Kylie look” when you use Kylie Cosmetics lip kit

Supporting Evidence: The Proof [Add more to this section](#)

- Kylie Jenner