



**BRAND  
LEADERSHIP**

**IT'S NOT  
ABOUT SIZE**

  
**delia**  
associates

The Business Brand Experts

**Be recognized  
for what you do.**

**But be defined  
by how you do it.**





**BRAND  
LEADERSHIP  
ENCOMPASSES  
FOUR KEY  
DIMENSIONS**



(THOUGHT LEADERSHIP)

# VISION & IMAGINATION





(PRODUCT LEADERSHIP)

# FORMULATION & QUALITY



(SERVICE LEADERSHIP)

# RELEVANCE & RESPONSIVENESS



(AUTHENTICITY LEADERSHIP)

# BELIEF & TRUST



# MAJOR BRANDS





ESTÉE LAUDER *SHISEIDO*

LANCÔME PARIS  *Dove*

Dior L'ORÉAL Olay

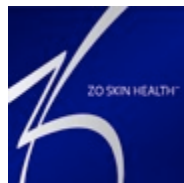
# EMERGING BRANDS



LUXE  
BOTANICS



MADISONREED®



dermalogica®



DERMAFLASH®  
A REVOLUTION IN SKIN CARE



**EXCLUSIVITY.  
IT'S A FLEETING THING**







**SUCCESS  
BREEDS SIMILARITY**

BIRCHBOX ♦

SHOP ▾

GIFT

SUBSCRIBE

Search Birchbox



## Beauty Picked for You

Birchbox is a monthly beauty subscription of five samples tailored to your skin, hair and style.

- Monthly \$10/month cancel at any time
- Yearly \$110/year \$99 with code BESTYEAR99

[GET YOUR SEPTEMBER BOX](#)

**Your Freebie—  
Just for  
September**

Receive a FREE deluxe sample of Smashbox Cosmetics Be Legendary Liquid Lip Metal in Crimson Chrome (a \$15 value!) when you join. [Terms and Conditions](#)

Use code **REDHOT** at checkout



## September Box

- We're eyeing style must-haves from Fashion Week to beauty insiders' shelves.
- Receive at least 3 full-size products worth over \$73.
- Don't miss pro tips inside your box and on the Glossy Report.
- Peek inside the September box [here](#)

[GET YOURS](#)

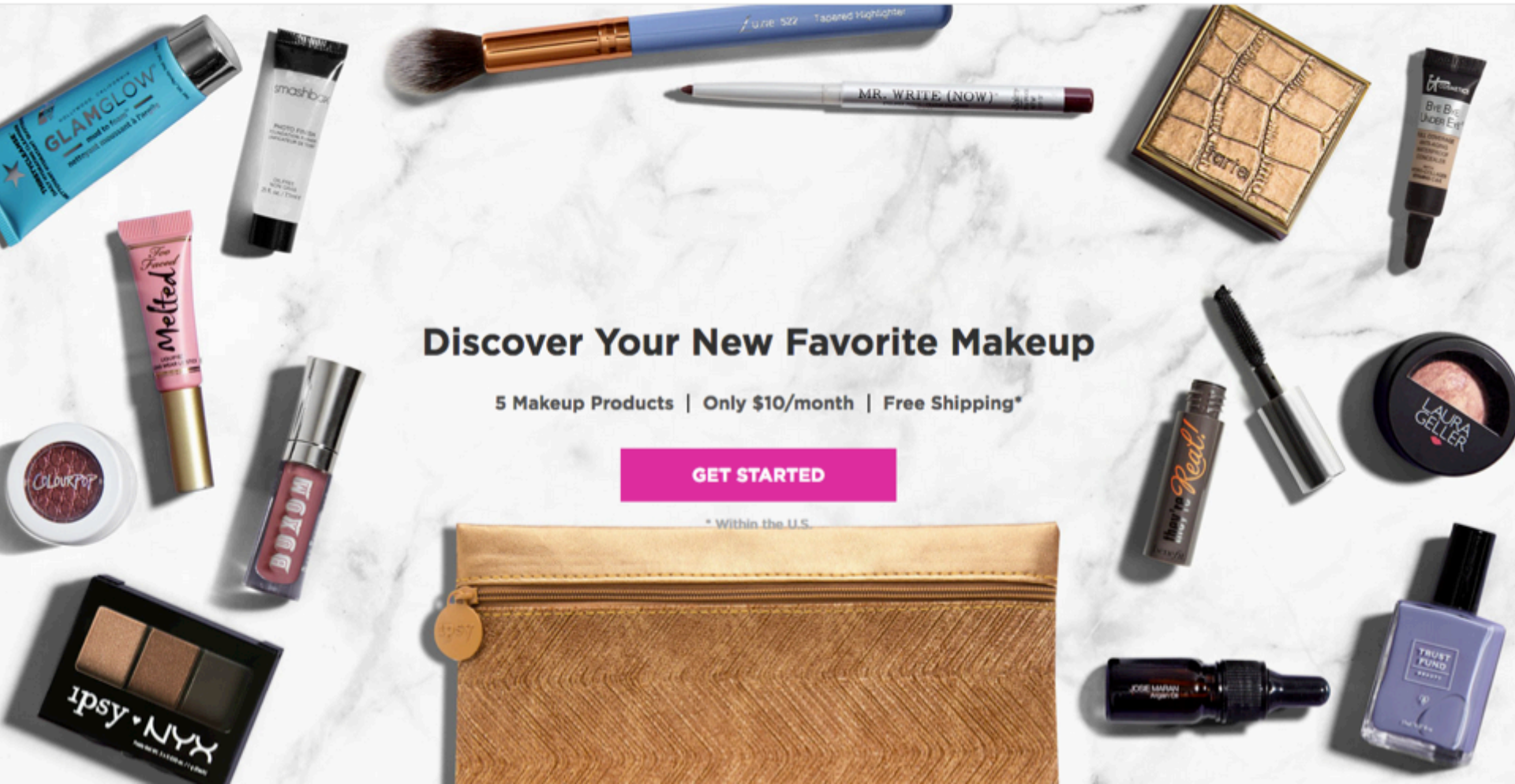


## Discover Your New Favorite Makeup

5 Makeup Products | Only \$10/month | Free Shipping\*

GET STARTED

\* Within the U.S.





# POST-DEMOGRAPHIC CONSUMERISM



**Traditional demographic markers such as age, income and gender are no longer effective for targeting consumers.**





# Individual needs and values now drive customers' purchases and loyalties



**Consumers are freer than ever before to construct their lifestyles according to their own ideals and tastes with little regard for tradition or convention**





# POST-DEMOGRAPHIC CONSUMERISM





**Women over 18 now  
represent a larger  
proportion of gamers  
than boys under 18**

**Men searched Google  
for 'hair care' 6% more  
than women throughout  
2015**





# MEGATRENDS







**Acceleration in lifestyle trends**



**Quest for knowledge, safety and convenience**



**Digital upgrading path to purchase**



**Greater access to beauty brands**



**“Anti-establishment” consumer mindset**



**Interest in the supply chain and the exact ingredients in products**

**BEHAVIORS**



(NEW NORMAL)

**Embrace new attitudes,  
new freedoms  
and new expectations**





(HERITAGE HERESY)

**Be prepared to  
re-examine or overturn  
your brand heritage**



(TASTE-LED TARGETING)

**Use technology to  
tailor your marketing,  
products and services  
for a segment of one**





# TACTICS







(THE THREE “D”s)

# DISRUPTION DESTRUCTION DELIVERY



(DISRUPTION)

**Encourage and embrace  
new channels of  
thinking, solutions and  
implementation**



(DESTRUCTION)

**Vigorously challenge and  
eliminate processes,  
procedures and products  
that fail to align with the  
new normal**





(DELIVERY)

**Establish internal belief systems and behaviors that drive customer-centric products, packaging and relationships**



# INNOVATION

User-centric  
Values based  
Relevant



# INNOVATION

Particle reduction from  
1/10th to 1/50th the size

Employs natural and  
environmentally sustainable  
materials

Lower carbon footprint







# INNOVATION

Dual chamber dispensing system with custom-blending technology

Precise delivery of two formulas of varying viscosities and rheologies





# **FORMULATION**

**Natural  
Organic  
Sustainable  
Responsible**

## Color Cosmetics

Bring your formulas and your challenges. We specialize in color cosmetics for eyes, face and lips including eyeliners and shadows, mascaras and liners, makeup, mineral powders and lipsticks, and glosses and stains.

[+ Learn more](#)



# FORMULATION

**ARIEL**

*“Formulas for success.”*

Skin  
Care

Partner with us for exotic formulations that deliver breakthrough skin care products that include moisturizers, toners, exfoliators, cleansers, serums, treatments, concealers and microdermabrasion.

[+ Learn more](#)

# FORMULATION

**ARIEL**

*“Formulas for success.”*





# PACKAGING

Natural  
Sustainable  
Recyclable



# PACKAGING

Shaping  
Decorating  
Portable





# MILK

Minimalist approach to branding

No application brushes

Wide range of eye and lip products

Transparent & shareable



# MatchCo

iPhone app scans skin

Creates a custom  
foundation

Unexpected user base 40+





# MADISON REED

Salon results hair color

Highest quality ingredients

Deep savings

Subscription

Clicks, no bricks  
(Except Manhattan)



## **TAKEAWAYS**

**Product Formulation**

**Supply Chain Partner**

**Packaging & Design**

**Marketing & Promotion**

**Brand & Product Owners**



TAKEAWAYS

# 1. TARGET INCLUSIVELY

Think individual needs and values first.  
Demographics second.



**TAKEAWAYS**

## **2. SHARE FEARLESSLY**

**Use social media to create a brand ecosystem that builds and maintains relationships of value**





**TAKEAWAYS**

# **3. INNOVATE ENDLESSLY**

**Create a progressive environment of ideas and possibilities that includes all of your stakeholders**



**BRAND  
LEADERSHIP**

**IT'S NOT  
ABOUT SIZE**

  
**delia**  
associates

The Business Brand Experts