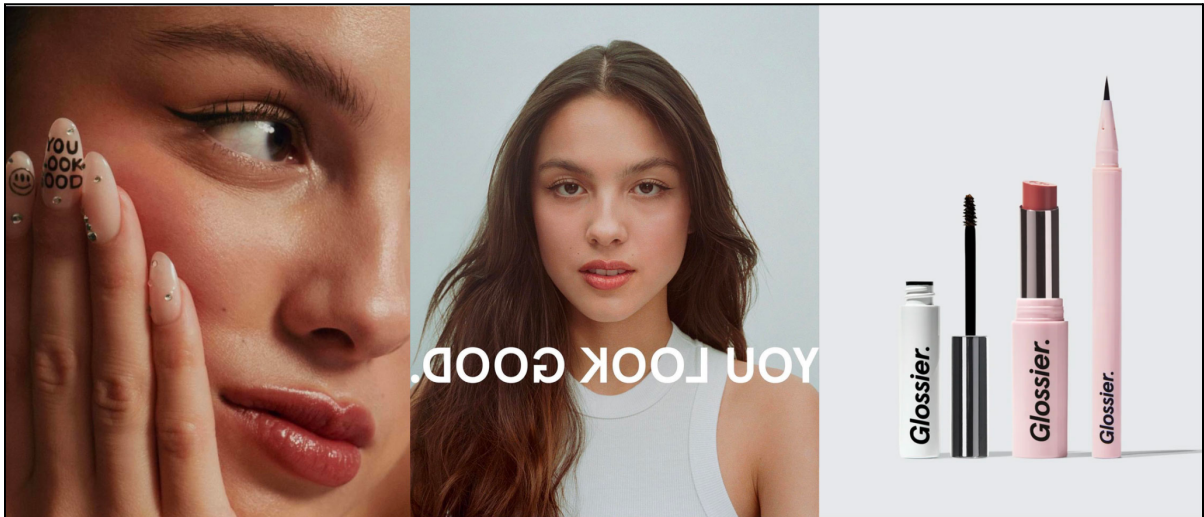
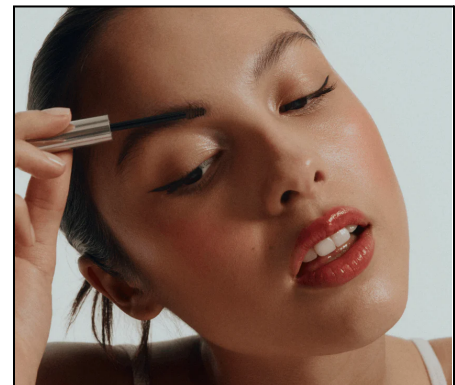


Digital Advertising Case Study:
Olivia Rodrigo and Glossier Partnership



Introduction

- Founded in 2014 by Emily Weiss, **Glossier, Inc.** has become a ground-breaking brand in the beauty industry. We provide a new approach to beauty that is clean, thoughtfully designed, and effective. Our beauty products are inspired by real life and real people, from the go-getters to the trendsetters. The truth is, we want to make our customer's beauty journey easy and fun whether they're just getting started or thoroughly experienced. As we continue to embrace the natural beauty of our everyday selves, we've partnered with pop sensation Olivia Rodrigo as our first-ever celebrity brand ambassador in our You Look Good campaign.
- The partnership includes a curated set called [Olivia's Favorites](#), including our Ultralip, Pro Tip, and Boy Brow. She will also be co-creating content and developing custom product sets.
 - Rodrigo has been a long-time lover of Glossier's products, showing the world our [Ultralip](#) and [Pro Tip](#) products in her [Vogue Beauty Secrets video](#). We find her to be the perfect representation of Glossier and its values: embracing the person you are today, unapologetically, no matter what state you're in.
 - The You Look Good Campaign was launched on April 19, 2022.
- Our main goal for this campaign was to have an influential figure, that's representative of our values, share what it means to embrace their beauty in their own words.



- **SMART Objectives:**
 - To have over 10,000 videos within a week of releasing our campaign video on Youtube by April 28, 2022.
 - Create content that represents both Rodrigo's and Glossier's values of embracing natural beauty by March 1, 2022.

Target Audience & Ad Formats

- Demographics
 - Ages 16-25
 - Gen-Z
 - Females
 - Lower budget
 - Consumers that are students or graduates entering the work industry
- Psychographics
 - Consumers who appreciate high-quality products
 - Consumers who support progressive ideals like social justice, sustainability, and body positivity
 - Consumers who want to wear makeup that elevates their own beauty
 - Consumers who don't have time/desire to put on a full face of makeup
- Ad Formats
 - [Video](#)
 - [GIFs](#)
 - [Still Images](#)

Ad Strategy and Channels

- Advertising Strategy
 - Capturing attention
 - Transfer trust
 - Driving behavior
- Channels
 - [Instagram](#)
 - [Youtube](#)
 - [TikTok](#)
 - [Twitter](#)
 - Targeted Ads via Google
- PESO Model:
 - **Paid:** For the You Look Good campaign, we wanted to emphasize how Rodrigo's "come-as-you-are" mindset aligned with our "look-good, feel-good" ethos. We made inspiring visual elements through our collaboration video and photos by Stevie Dance, which are all featured on our website. Since Rodrigo was a Glossier fan before



we even reached out to her, we can further establish our credibility that she is partnering with us genuinely and truly stands by our products. A strategy that was found to be most effective was paying for advertising on our active social media and targeted ads through Google. We also worked with trusted publications such as [Refinery 29](#) and [Elle](#) to generate sponsored articles and reviews covering the collaboration itself and Rodrigo's favorite products, offering commission on sales redirected to our site.

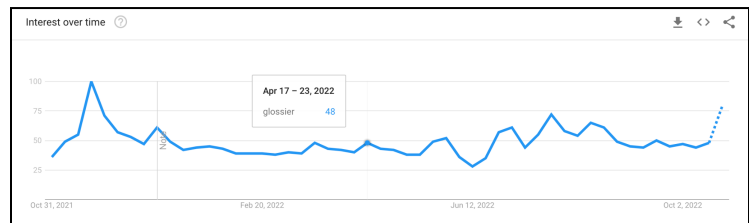
- **Earned:** When we announced that we were collaborating with Olivia Rodrigo, earned media coverage was very important to the campaign. Rodrigo had already mentioned her favorite products of ours in her Vogue Beauty Secrets video, which connected us with her fanbase and drew in the kind of audience we've been aiming to reach. When the news of the collaboration had been announced, publications like [Seventeen Magazine](#) along with other magazines popular with Gen-Z were raving about our very first celebrity campaign and discussing how our company has made a significant change in the beauty industry.
- **Shared:** Because our target audience of women is between the ages of 16-25, advertising on social media was a vital part of the campaign. On both ends of the partnership, we promoted the collaboration through Instagram Posts, Reels, TikTok, and Twitter.
- **Owned:** Our creative team worked hard to create a [designated page](#) on our website dedicated solely to Rodrigo, featuring the visual content we made for the collaboration, a brief description of her, and why we made her our first celebrity ambassador, along with her favorite products. We use direct quotes from her that send a message to our community and describe her perception of beauty.

Measurement

- The campaign's measurements can be determined through metric systems like hashtag trackers, social media analytics, earned media, and Google Trends.

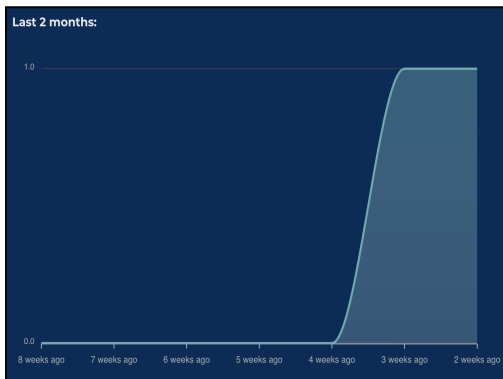
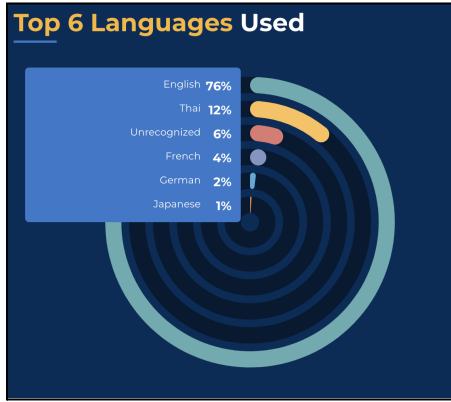
The hashtag we used to promote this campaign was #YOULOOKGOOD.

- Based on the data found from [Google Trends](#), we can conclude that we had a slight increase in searches of our company's name alone on the week of the launch, and steadily declined thereafter. Since our recent announcement of Olivia's custom line of products this month, we've had an increase in searches, slightly higher than when we first announced the collaboration.



1	United Kingdom	100
2	United States	86
3	Ireland	61
4	Canada	54
5	Denmark	54

The top countries searching “glossier” include the United Kingdom, the United States, Ireland, Canada, and Denmark.



○ On [Hashtagify](#), there wasn't enough data to prove that #YOULOOKGOOD was a success. However, when it came to using #glossier on Twitter, results showed that the top languages mentioning us were English and Thai. There was also a significant increase in the use of the hashtag over the last 4 weeks.

○ Utilizing Muck Rack was very helpful in regards to keeping track of earned media, making it easier to track the qualitative and quantitative data. With over 124 articles covering the partnership between April and July of 2022, top publications such as [Vogue Business](#) and [Dazed Magazine](#) mentioned the collaboration and discussed the future of our brand. Our campaign video now has over 112K views with active and positive engagement. Out of the 105 comments and 5 thousand likes, the collaboration was taken very well and many shared their stories of how they learned to love their natural beauty, as well as how Rodrigo herself has had such an impact on their body positivity. There was hardly any negative feedback.

Legal Analysis

- Glossier and Olivia Rodrigo made it apparent that the campaign was paid. In Rodrigo's posts about the partnership, it is clearly stated in the Instagram posts that they are paid content. In regards to the media outlets that covered the campaign, there was a disclosure above many articles that stated they earned a small commission from the article, but the products that were mentioned were intentionally chosen by the editors.



Every item on this page was chosen by an ELLE editor. We may earn commission on some of the items you choose to buy.



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Final Analysis

- Glossier's partnership with Olivia Rodrigo was one that focused on the values of the company and was geared directly toward its audience. The company had chosen its first celebrity ambassador with good intentions and they wanted to make sure that everyone knew that. The most important value of Glossier is to embrace you, no matter how you're feeling, what you're doing, or where you're going, and Rodrigo aligns almost perfectly with that. Both ends of the campaign did an outstanding job promoting the partnership through shared and earned media. The only area they could've improved in was utilizing the hashtag #youlookgood. They could've done numerous engaging posts such as doing a giveaway for those who post with the hashtag, or tweeting moments that people shared where they learned to embrace their beauty. Glossier in itself is a cult favorite among Gen Z, and they are still relatively fresh to their growing customer base. This collaboration is the first of many, and they are sure to improve any hiccups they make along the way to succeed.