

Fenty Beauty's Marketing Strategy: Inclusivity, Social Media, and Celebrity Leverage

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Abstract. With the increasingly fierce competition in the cosmetic market and the rapid development of the Internet, the dynamic changes in the industry have made marketing planning more and more important. This study takes Fenty Beauty as a case to explore the relationship between its brand marketing strategy and market competitiveness. Research topics focus on how celebrity endorsements, social media promotions, user-generated content (UGC) and inclusive product strategies can enhance brand value and market performance. The research analyzes the application effects of these strategies through case analysis. The results show that Fenty Beauty has successfully established a new benchmark for inclusiveness in the industry, not only meeting the needs of diverse consumers, but also significantly enhancing brand awareness and consumer loyalty. Based on this, the paper gives three suggestions. To remain competitive, the company needs to promote continuous innovation by optimizing their products and using new technologies to meet the needs of consumers. At the same time, deepening the brand story strengthens the emotional connection, which enhances loyalty and long-term interaction. Additionally, a focus on sustainable practices can enhance market competitiveness by improving brand image and fulfilling social responsibilities. Finally, strengthening user feedback and interaction not only promotes innovation, but also enhances satisfaction and loyalty, forming a virtuous development cycle. These strategies complement each other and work together to drive growth and enhance brand value.

Keywords: Fenty Beauty, Beauty Industry, Inclusivity, Influencer Marketing.

1. Introduction

Fenty Beauty has made a significant change in the beauty industry through its unique concept of marketing. Rihanna's highly anticipated Fenty Beauty collection has finally been released, featuring 40 foundation shades [1]. Its campaigns involved inclusive-related information and were promoted by content marketing through digital methods that aligned with Fenty Beauty's tone-of-voices. Additionally, Rihanna, as both the founder of Fenty Beauty, and a world-famous celebrity, essentially enhances brand awareness. The success of Fenty Beauty can be attributed to Rihanna's positive impact.

After Fenty Beauty, various brands started to emulate its approach by launching inclusive products that cater to a diverse range of consumers. For instance, brands like Savage x Fenty have offered a full range of sizes and styles to cater to diverse body types. These brands have recognized that inclusivity not only resonates with consumers but also aligns with the growing trend of diversity and representation in the fashion industry. By offering inclusive sizing and featuring diverse models in their advertising campaigns, these brands are able to build stronger connections with their audience and foster a sense of belonging among their customers.

Celebrity endorsement plays a key role in the cosmetic industry, because of the growth of social media and influencer marketing. For example, Kylie Jenner launched Kylie cosmetics in 2015, and the lip makeup line sold out minutes after it was released from the internet [2]. Therefore, the influencer marketing can influence purchase decisions. A well-regarded celebrity can enhance a company's performance by appealing to their loyal fan base and encouraging purchases. Their

positive image, closely associated with the product they endorse, resonates with potential customers, thereby increasing conversions and boosting sales. However, doubts have been raised concerning the authenticity and credibility of influencers, because many people become saturated with ads and influencer's sales pitch.

This article will analyze how inclusivity is embedded in Fenty Beauty and how the brand utilizes the power of influencer marketing, and social advertising to build robust user connections and resonate deeply with consumers. To gain greater exposure and reach a wider audience, Fenty Beauty's marketing strategy emphasizes elevating brand awareness through celebrity endorsements, enhancing user engagement by leveraging user-generated content (UGC) and launch online campaigns. Therefore, this paper will explore these strategies in detail, analyzes the effectiveness and the overall influence on Fenty Beauty and its consumer relations.

2. Case Introduction

Fenty Beauty was launched in 2017 by famous music and fashion icon Robyn Rihanna Fenty. The company aims to provide makeup for a wide range of traditionally hard-to-match skin tones. Its product line includes makeup, skincare, hair, and fragrance. As an innovative brand, Fenty Beauty quickly gained wide attention and recognition in the market, especially setting a benchmark in diversity and inclusion. Its multi-tone foundation series changed the market's perception of skin color diversity and became a model for major brands to follow.

Fenty Beauty's multi-tone foundation series revolutionized the market's perception of skin color diversity, becoming a model for major brands to follow. By establishing a new norm for inclusivity with its broader shade ranges, Fenty Beauty redefined societal beauty standards and changed the state of play in the industry [3]. This impact, often referred to as "The Fenty Effect," inspired other beauty brands to launch more inclusive products. For instance, In May 2018, Revlon's Creative Director, Linda Wells launched a new collection called Flesh that includes 40 different foundation shades. In 2018 summer, Dior and CoverFX launched their own 40-color foundation lines. This reflects Fenty Beauty's initiative to create a new "Industry standard" of 40 colours [4].

Although the company has only been established for seven years, it already plays a pivotal role in the entire beauty market. According to Statista, Fenty Beauty was the top-earning celebrity beauty brand in the world in 2023, with over 600 million dollars in annual revenue [5]. After the first release of Fenty Beauty's Pro Filt'r Soft Matte Longwear Foundation, the brands earn end media value report rose by \$72 million, which was just below its competitor MAC [6].

Fenty Beauty's mission statement is "so that people everywhere would be included." It reflects the company's core value of inclusivity and its commitment to offering gender-neutral products, catering to individuals of all shades, personalities, attitudes, races, and cultures [7]. The brand's vision statement is expressed as "to inspire. Makeup is there for you to have fun with." The brand emphasizes that makeup should never feel like a source of pressure or conformity; instead, everyone should feel empowered to take risks and explore new, different styles. Furthermore, Fenty Beauty upholds the core value of inclusivity, believing that makeup is for everyone. Regardless of skin tone, everyone is beautiful. The brand encourages people to embrace fun and creativity with makeup, leaving behind outdated norms [7].

3. Marketing Strategy Analysis

3.1. Celebrity Effect

Since its launch in 2017, Fenty Beauty has quickly become a leading brand in the beauty industry thanks to its unique and successful marketing strategy. By leveraging Rihanna's star power, a series of well-crafted marketing strategies, encouraging user-generated content, and promoting an inclusive product philosophy, Fenty Beauty has created a highly authentic brand image that appeals to a broad consumer base [8].

Fenty Beauty's biggest strength is Rihanna's role as founder and spokesperson. As a world-renowned musician and fashion icon, Rihanna is not only the spokesperson of the brand but also an actual participant in it. She personally participates in the development and promotion of the product, making Fenty Beauty full of her personal style and attitude. At the beginning of the brand's establishment, Rihanna personally introduced the product and shared her experience through social media, which aroused strong attention from the vast number of fans [9]. Rihanna's global reach has earned Fenty Beauty a great deal of attention, especially when launching new products and promotions, and her involvement has made the brand more credible [9].

3.2. Social Media Strategy

Fenty Beauty's social media strategy has been a key factor in its success, particularly on platforms like Instagram and Twitter. The brand engages with its target audience through exquisite images, short videos, and live events. During product launches or promotional events, the brand releases a lot of behind-the-scenes content, makeup tutorials, and user feedback to excite fans [10]. Fenty Beauty's social media is not only a channel to promote its products but also a platform to connect with consumers. The brand adopts a friendly tone in its interactions and often responds to comments and shares user content, successfully building a brand community that interacts and resonates with fans [10].

3.3. User Generated Content

Fenty Beauty actively encourages user-generated content (UGC), which plays a key role in its branding. By creating hashtags such as #FentyFace, the brand invites consumers to share their makeup and usage experiences, providing authentic promotional material for the brand [11]. According to data, the hashtag #FentyFace has been used more than 150,000 times on Instagram, reaching users around the world [11]. Through this user content, consumers can see the diversity of Fenty Beauty products on social media, which greatly increases the credibility of the brand. For example, consumers are able to see how the foundation adapts to different skin tones as well as feedback from others, further enhancing trust in the brand [11]. Besides, Fenty Beauty also shares users' UGC content on the official platform of the brand, making users feel recognized and valued by the brand, thus enhancing brand loyalty. Through such a UGC strategy, Fenty Beauty has successfully achieved wider market coverage through consumers' spontaneous communication [11].

3.4. Promotion of Inclusive Product Strategy

Fenty Beauty's inclusive product strategy is also one of the core pillars of its success. In 2017, the brand offered 40 shades of foundation at the beginning of its launch, breaking the status quo of color restrictions in the traditional beauty market [9]. Fenty Beauty's inclusive strategy has been a huge hit with consumers, with the brand generating \$72 million in sales in its first month of release [9]. Since then, the brand has continued to expand its range of shades and implemented the concept of "suitable for all skin tones" in all product lines [9]. In its advertising campaigns, Fenty Beauty used a diverse lineup of models, including representatives of different races, genders, ages, and skin tones, to truly convey its message of inclusion [9]. Research shows that more than 80% of consumers consider the diversity and inclusion of a brand as an important consideration when they choose a beauty brand, and Fenty Beauty's "inclusion" strategy is exactly in line with this demand, winning the hearts of consumers [9]. In addition, Fenty Beauty is not only popular in the European and American markets but also has established a wide user base globally, becoming one of the preferred brands in several markets [9].

4. Suggestion to Fenty Beauty

4.1. Continuous Product Innovation

In order to maintain a leading position in the highly competitive market, Fenty Beauty must continue to promote product innovation. Continuous innovation not only means optimizing and upgrading existing products, but also includes breakthroughs in technology, design, function and user experience. The core of innovation is to meet the changing needs of consumers while taking advantage of emerging technologies and market trends. By introducing elements such as intelligence, personalization, and environmental protection, companies can continuously launch products that meet market needs and ensure their competitiveness and market share in the industry.

4.2. Deepen the Brand Story

Brand story is an important way to connect the emotional bond between companies and consumers. The storytelling of word-of-mouth brands is the main means to achieve this leap. It attempts to break away from the original product's superficial functions and hopes to bring consumers a higher level of psychological satisfaction, or even emotional humanistic care [8]. By shaping and spreading in-depth brand stories, companies can leave a deep impression in the minds of consumers. Deepening the brand story is not just a simple marketing method, but requires conveying a unique brand concept through real brand history, corporate value and culture. Through diversified communication channels and forms, strengthening the brand's personality and emotional value can effectively enhance brand awareness and loyalty, and thus establish a long-term and stable customer base.

4.3. Enhance Sustainable Practices

With the improvement of global environmental awareness, more and more consumers are paying attention to the social responsibility and environmental impact of companies. The company need to enhance their brand image and meet the social and market needs for environmental protection by enhancing sustainable practices. Sustainable development is not only reflected in reducing carbon footprint, using environmentally friendly materials and saving resources, but also includes the company's efforts in supply chain management, product life cycle and social responsibility. By implementing sustainable practices, Fenty Beauty can not only enhance their market competitiveness, but also make positive contributions to society and the environment.

4.4. Strengthen User Feedback and Interaction

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5. Conclusion

Fenty Beauty's rise to prominence in the beauty industry underscores the power of a well-executed brand marketing strategy that emphasizes inclusivity, celebrity endorsements, social media promotions, and user-generated content. By launching with an unprecedented range of foundation shades and featuring diverse models in its advertising campaigns, Fenty Beauty set a new benchmark for inclusivity in the industry. This approach not only resonated with consumers but also significantly enhanced brand awareness and consumer loyalty.

Rihanna's role as both the founder and a world-famous celebrity played a crucial role in Fenty Beauty's success. Her positive image and influence helped to elevate the brand and appeal to her loyal fan base, encouraging purchases and boosting sales. Additionally, Fenty Beauty's use of social media and influencer marketing further strengthened its connections with consumers, fostering a sense of community and belonging among its customers.

Furthermore, due to the widespread popularity of the internet, the online promotion method has lost its novelty and allure, failing to continually stimulate consumers' appetites. So it is important to explore new strategies to capture audiences effectively by keeping updating content marketing. Besides, strengthening brand stories would also contribute to establish stable customer base by evoking deeper emotion of consumers. It is a good chance to spread brands' messages and ethos as well.

In terms of future, it is essential to not only formulate forward-thinking plans but also actively seeking new opportunities for growth and innovation. In addition, staying ahead of technological advancements, enhancing sustainable practices, and reinforce user feedback and interaction would assist brands in achieving goals and aspirations.

In conclusion, Fenty Beauty's marketing strategies provide valuable insights for other brands looking to enhance their market competitiveness. By embracing inclusivity, leveraging celebrity endorsements, and utilizing social media and user-generated content, brands can build robust connections with their audience. As the beauty industry continues to evolve, it will be crucial for brands to adapt and innovate their marketing strategies to stay ahead of the competition and meet the needs of diverse consumers. Fenty Beauty's success serves as a model for how to effectively navigate this changing landscape and achieve long-term growth and success.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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