

FENTY BEAUTY

Amplify Your Shine:  
Fenty Beauty's Shine Loud: Be Seen  
Movement

PRESENTED BY: TAKEIRA S. NETTLES

## Background:

Overview: Founded by Rihanna in 2017, Fenty Beauty redefined beauty with its focus on inclusivity and self-expression, empowering people everywhere to feel seen and celebrated.

Opportunity: In a crowded beauty market, Gen Z and Millennials seek authenticity. Fenty Beauty can position Gloss Bomb as more than a gloss, it's a bold statement of individuality and empowerment.

FENTY BEAUTY

***WHAT'S YOUR MUST HAVE MAKEUP PRODUCT?***

# Shine Loud. Be Seen.

'Shine Loud. Be Seen.' celebrates self-expression, empowering individuals to shine with confidence through Gloss Bomb.

- Empowers individuals to express themselves with confidence.
- Celebrates the beauty of unapologetic self-expression.
- Showcases Gloss Bomb as a catalyst for radiant self-love and empowerment.

## Objectives:

Increase brand awareness among Gen Z and Millennial consumers.

Drive a 15% increase in Gloss Bomb purchases both online and in-store.

Boost engagement on social media platforms by 25%.

Reinforce Fenty Beauty's leadership in inclusive and expressive beauty standards.

## Target Audience:

- Ages 16–29, primarily women, feminine-presenting, and non-binary individuals.
- Style-driven, trend-savvy, and bold self-expression seekers.
- Engage heavily with social media and relate to aspirational yet approachable branding.



# Action Plan:

# Budget:

Social Media: TikTok and Instagram campaigns featuring influencers and AR filters for virtual try-ons.

\$30,000

Print & Retail: Ads in Teen Vogue and Essence, QR codes for digital interactions at Sephora and Ulta.

\$20,000

Experiential: Campus pop-ups, glam vans, and 'Gloss Mirror' selfie stations.

\$20,000

Challenges: Launch the #ShineLoudChallenge to boost user engagement and visibility.

\$10,000

Miscellaneous: Ensure contingency funds keep the campaign adaptable and on track.

\$5,000

# FENTY BEAUTY

## PESO MODEL

### PAID MEDIA

- DIGITAL ADS: TIKTOK, IG REELS, META PROMOTING VISUALS & AR TRY-ONS
- PRINT ADS: FULL-PAGE SPREADS IN TEEN VOGUE, ESSENCE, COSMO W/ QR CODES
- RETAIL: SPONSORED CONTENT AT SEPHORA & ULTA (POSTERS, DIGITAL PROMOS)

### EARNED MEDIA

- INFLUENCERS: PARTNERED TO SHARE “SHINE LOUD” STORIES & GLOSS BOMB LOOKS
- PRESS: COVERAGE IN TOP BEAUTY/LIFESTYLE OUTLETS
- UGC: #SHINELOUDCHALLENGE ENCOURAGING BOLD LOOKS FOR MEDIA PICKUP

### SHARED MEDIA

- SOCIAL: INTERACTIVE TIKTOK/IG CONTENT W/ INFLUENCERS & COMMUNITY
- HASHTAG: #SHINELOUDCHALLENGE DRIVES ENGAGEMENT
- SPOTLIGHTS: WEEKLY FEATURES OF TOP USER CONTENT

### OWNED MEDIA

- WEBSITE: CAMPAIGN PAGE W/ AR FILTERS, INFO & SHOP LINKS
- EMAIL: SUBSCRIBER PROMOS & CAMPAIGN NEWS
- BRAND CONTENT: VISUALS, VIDEOS, BTS ACROSS OWNED CHANNELS

## Action Plan: Print Ad's



**SHINE LOUD.  
BE SEEN.**

FENTY BEAUTY

NON-STICKY. MEGA SHINE.  
FENTY'S #1 LIP OBSESSION

**TAP TO TRY IT NOW**

AVAILABLE AT SEPHORA + FENTYBEAUTY.COM

### Teen Vogue

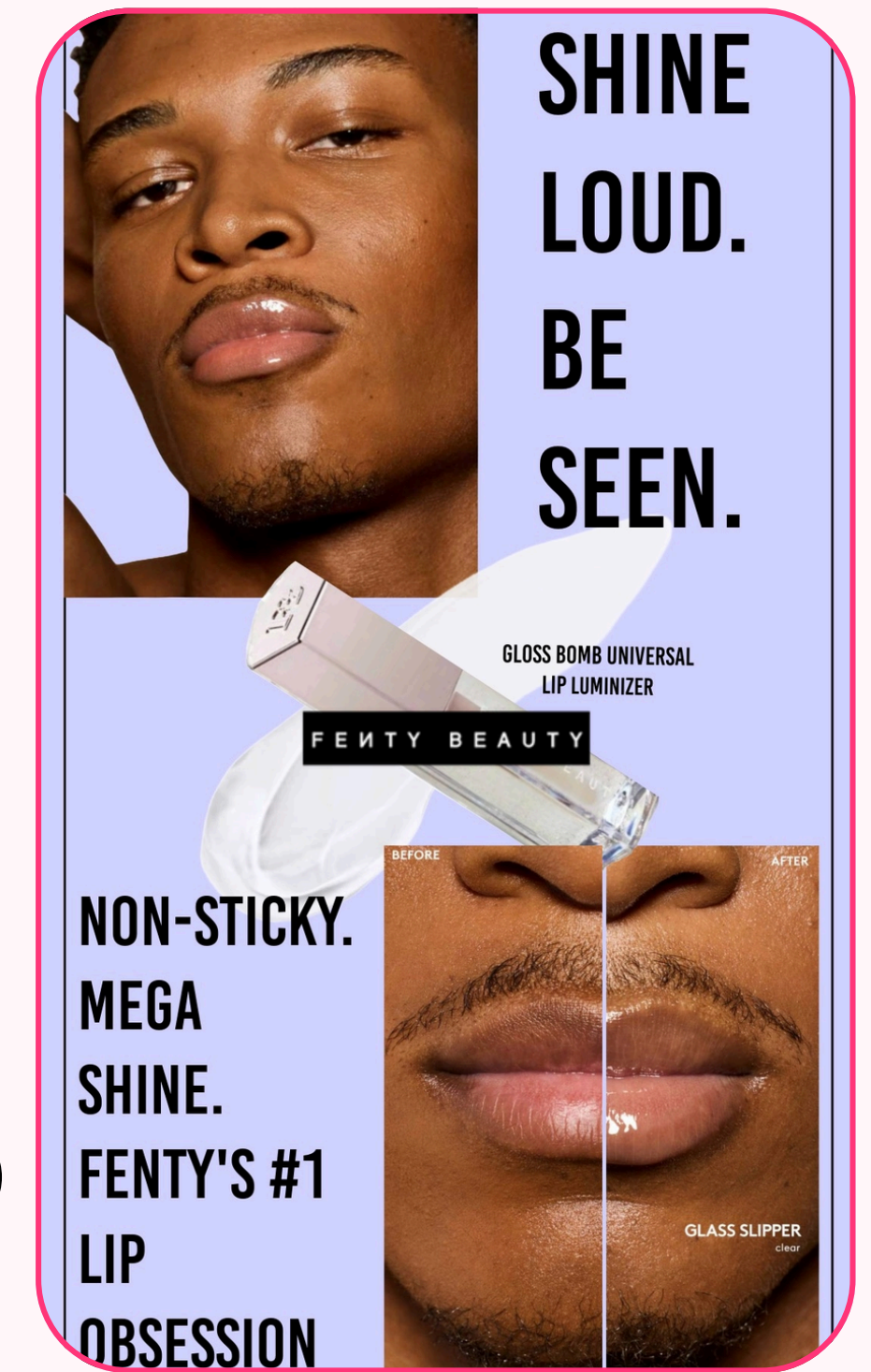
- Gen Z-focused beauty & fashion authority
- Strong social presence = cross-platform reach
- Speaks to trend-driven, expressive youth
- 8.5M monthly readers (Gen Z focus)

### Cosmopolitan

- Reaches bold, confident Millennial women
- High engagement with beauty content
- Aligns with Fenty's playful, powerful tone
- 11M readers/month (ages 25-34)

### Essence

- Culturally rich and community-focused
- Celebrates Black beauty & empowerment
- Reinforces Fenty's commitment to inclusion
- 5M monthly readers (91% Black female audience)



**SHINE  
LOUD.  
BE  
SEEN.**

GLOSS BOMB UNIVERSAL  
LIP LUMINIZER

FENTY BEAUTY

NON-STICKY.  
MEGA  
SHINE.  
FENTY'S #1  
LIP  
OBSESSION

BEFORE AFTER

GLASS SLIPPER  
clear



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

Contact: Fenty Beauty PR Team

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Phone: (800) 555-0199

Date: June 10, 2025

### Fenty Beauty Launches Bold New Campaign: “Shine Loud. Be Seen.”

Gloss Bomb Universal Lip Luminizer Takes Center Stage in Empowering Movement for Self-Expression and Visibility

LOS ANGELES, CA – June 10, 2025 – Fenty Beauty, the culture-shifting beauty brand founded by Rihanna, proudly announces the launch of its latest integrated marketing campaign, “Shine Loud. Be Seen.” Focused on the iconic Gloss Bomb Universal Lip Luminizer, the campaign celebrates radical self-expression, confidence, and the power of being unapologetically seen.

Tapping into the energy of Gen Z and Millennial audiences, “Shine Loud. Be Seen.” combines bold visuals, AR innovation, campus activations, and digital storytelling to elevate Gloss Bomb as more than a lip product—it’s a movement. With immersive pop-ups, a new AR try-on filter, and the viral-ready #ShineLoudChallenge, this campaign meets consumers where they are: on the street, on campus, and online.

“We created this campaign to remind people that their shine is powerful,” said a Fenty Beauty spokesperson. “It’s about amplifying your glow, your voice, and your presence. Gloss Bomb is the perfect symbol for that kind of radiant self-love.”

The campaign kicks off across TikTok and Instagram with influencer-led content and interactive AR filters that allow users to virtually try on shades. Fans can join the #ShineLoudChallenge to share their glow and compete for exclusive Fenty giveaways. Print ads will appear in Teen Vogue, Essence, and Cosmopolitan, while interactive QR activations will appear in Sephora and Ulta locations nationwide.

Experiential moments will include college campus pop-ups, a traveling Fenty glam van, and interactive “Gloss Mirror” selfie stations, bringing the brand’s energy to life and creating real-time shareable moments.

Fenty Beauty continues to lead with innovation, inclusivity, and intention—empowering every individual to feel seen, celebrated, and beautifully bold.

### About Fenty Beauty:

Launched in 2017 by Rihanna, Fenty Beauty revolutionized the cosmetics industry by placing diversity at its core. With an expansive shade range and award-winning formulas, the brand continues to inspire confidence and creativity in beauty lovers around the world. Learn more at [www.fentybeauty.com](http://www.fentybeauty.com).



## Resources:

- Creative teams for video and graphic content.
- Collaborations with influencers and retail partners.
- Budget allocation for social media ads, AR filters, and pop-up events.
- Data analytics for monitoring campaign performance.
- Estimated Budget: \$85,000

FENTY BEAUTY

Thank  
You

[www.FentyBeauty.com](http://www.FentyBeauty.com)



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