



SEPHORA

BRAND GUIDE & DIGITAL CAMPAIGN

SARAH GIBSON

MMC6936 | FALL 2020

FINAL PROJECT

TABLE OF CONTENTS

BRAND MESSAGING

MISSION	3
CORE VALUES	3
CORE MESSAGING	3

BRAND GUIDE

VOICE & TONE	4
CHARACTERISTICS	4
MANIFESTO	5

DIGITAL CAMPAIGN

EMAIL CAMPAIGNS	6
INSTAGRAM POSTS	10
TWITTER POSTS	16
FACEBOOK ADS	22
BLOG POST	25



BRAND MESSAGING

BRAND MISSION

We believe beauty is for each person to define and ours to celebrate. Together, we support and encourage bold choices in beauty — and in life. Our purpose is to inspire fearlessness.

CORE VALUES

Passion
Innovation
Expertise
Initiative
Transparency

Balance
Respect for all
Teamwork
Inclusion
Open-minded



CORE MESSAGING

Our purpose at Sephora is to create an inviting beauty shopping experience and inspire fearlessness in our community.*

Through our continued expertise, innovation, and entrepreneurial spirit, Sephora encourages clients to explore the universe of beauty and wellness with an unbiased approach to experiential retail.*

We believe that beauty is for everyone and we are committed to creating a world without limits where we all can celebrate our individual beauty together.

BRAND GUIDE

BRAND VOICE

Sephora is the friend that somehow always looks put together, whether she's all dolled up or just lounging at home. She's playful, curious, and never afraid to try something new. Passionate about helping other women feel their best, she enjoys sharing her knowledge with those around her. Like your cool, confident older sister, she always has the best advice, but she never acts pretentious.

BRAND TONE

Like talking to your best friend, her relaxed tone is playful, informational, and conversational, but also passionate and fun when she's excited about something! Always friendly, she is on a mission to empower and help others discover their own definition of beauty.

CHARACTERISTICS

Creative	Playful	Lighthearted
Bold	Honest	Genuine
Fearless	Educational	Trendy
Inventive	Empowering	Knowledgeable
Trustworthy	Passionate	Entrepreneurial



MANIFESTO



WE BELIEVE...

In championing all beauty and living with courage and in standing fearlessly together to celebrate our differences. Because there's no better representation of beauty than someone who is unafraid to be themselves.

Every day, we use the power of beauty to bring to life the possibilities that lie within each of us. Because when you feel beautiful, the possibilities are truly endless.

That's why we challenge ourselves to find innovative and fun ways to help our community discover and celebrate their own beauty, as well as the beauty in others. We've created an environment where diversity is welcomed, beauty is accessible, self-expression is honored, and all are included.

So let your beauty shine, because together

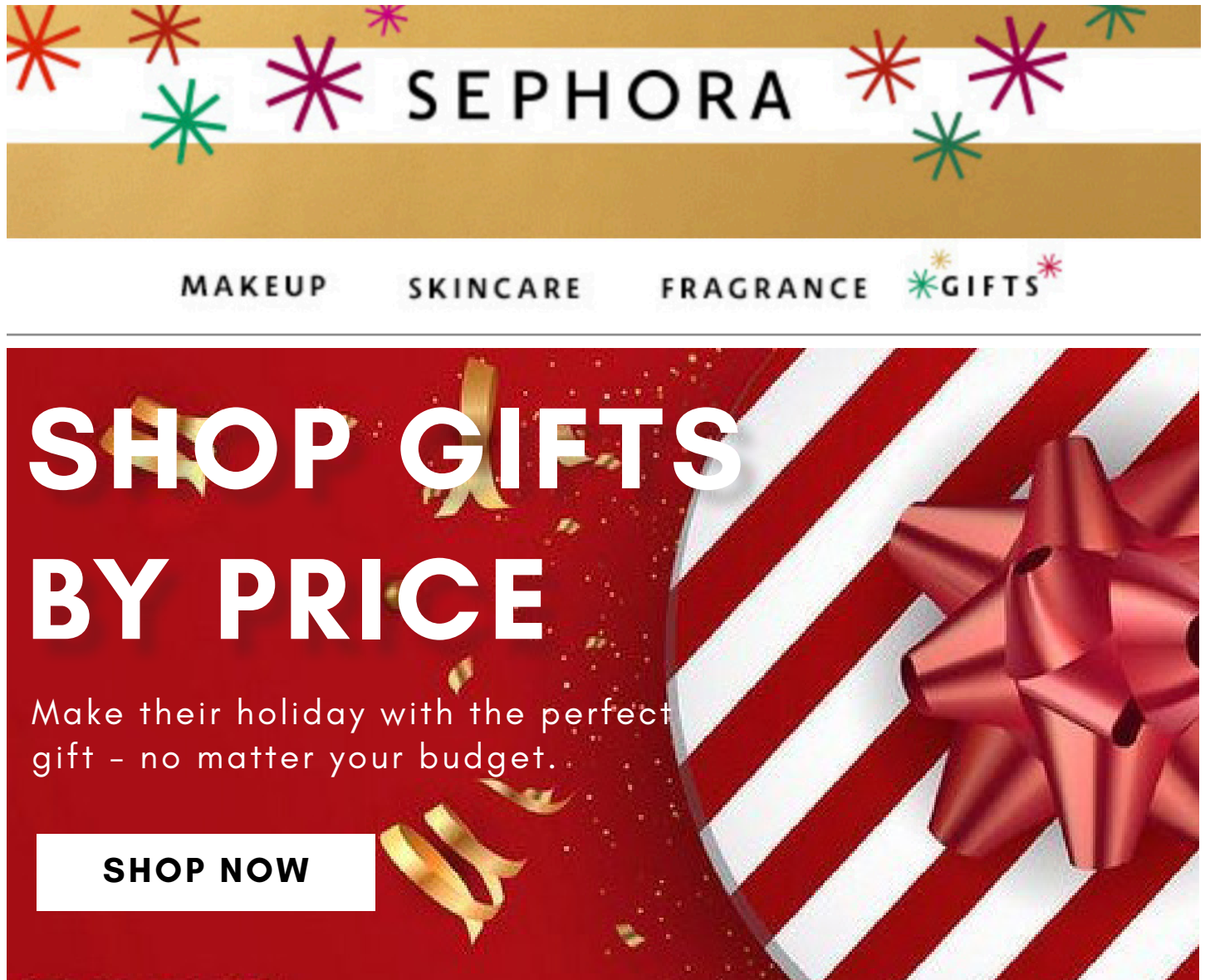
WE BELONG TO SOMETHING BEAUTIFUL.

DIGITAL CAMPAIGN

EMAIL #1

Gifts for everyone on your list!

Give them the beauty they'll love at the prices you'll love.



Wondering what gifts to get all of the people on your list this year?
We've got you covered!

With thousands of products to choose from, in all price points, there's something for everyone in your life at Sephora. If you need some inspo, take a look at our [gift guides](#).

We promise you'll be the top gift giver this year.

UNDER \$25



NEW. LIMITED EDITION.

KIEHL'S SINCE 1851 Kiss
Me With Kiehl's - \$15



NEW. LIMITED EDITION.

DRYBAR
Flight of Deto Dry Shampoo - \$25

See More Gifts Under \$25 ►

UNDER \$50



NEW. EXCLUSIVE.

FENTY BEAUTY BY RIHANNA
Two Lil Stunnas Mini Duo - \$35



NEW. LIMITED EDITION.

SEPHORA FAVORITES
Mini Mistle Glow Highlight Set - \$40

See More Gifts Under \$50 ►

SHOP ALL GIFTS

RESERVE ONLINE, PICK UP IN STORE

Get your holiday gifts today!

SHOP NOW ►

EMAIL #2

You don't want to miss this!

Beauty blogger, Marianna Hewitt, is taking over our social media channels to talk all thing beauty.

SEPHORA

MAKEUP

SKINCARE

FRAGRANCE

SALE

A portrait of Marianna Hewitt, a woman with long, wavy brown hair, wearing a black top, looking slightly to the side. The background is a light pinkish-beige with a subtle geometric pattern.

MARIANNA HEWITT

Beauty Blogger, Podcaster +
Cofounder of **Summer Fridays**

Marianna shares her
beauty must-haves for
winter that will keep
your skin glowing all
season long!

SHOP HER PICKS

TV-host-turned-lifestyle blogger and cofounder of cult beauty brand Summer Fridays, **Marianna Hewitt**, whose wildly popular “Life With Me” blog is a treasure trove of hair, skin, and makeup secrets. As a self-proclaimed jet-setter and makeup junkie, beauty is always part of Marianna’s itinerary. No matter where in the world she happens to be, she keeps her eyes peeled for new, exciting products.

Tuesday, October 26th, Marianna will be taking over our social media channels to share her winter beauty must-haves and the products she uses to maintain her stunning glow!



YOUTH TO THE PEOPLE

Superberry Hydrate + Glow Dream
Mask with Vitamin C



HOURGLASS

Ambient Lighting Powder



ESTÉE LAUDER

Advanced Night Repair Synchrono-
nized Multi-Recovery Complex

[SHOP MORE MUST-HAVES](#)

GUEST BLOGGER



WHY VITAMIN C SHOULD BE IN YOUR SKINCARE ROUTINE

by: Marianna Hewitt

“ One of my favorite products to use is our **Summer Fridays CC Me Serum**. With two forms of vitamin c, it helps with hyperpigmentation and dark spots. It will give an instant glow that’s perfect for this time of year! ”

[READ NOW](#)

INSTAGRAM CONTENT | WEEK 1

MONDAY

Instagram



♥ 416 likes

sephora The beautiful @selenagomez ❤️ is showing us how doing your own makeup has never been easier with the Liquid Touch Weightless ... more

FULL CAPTION: The beautiful @selenagomez (heart emoji) is showing us how doing your own makeup has never been easier with the Liquid Touch Weightless Foundation from @RareBeauty. It's incredibly easy to blend and feels just like second-skin. Shop Rare Beauty now, only at Sephora.

TUESDAY

Instagram



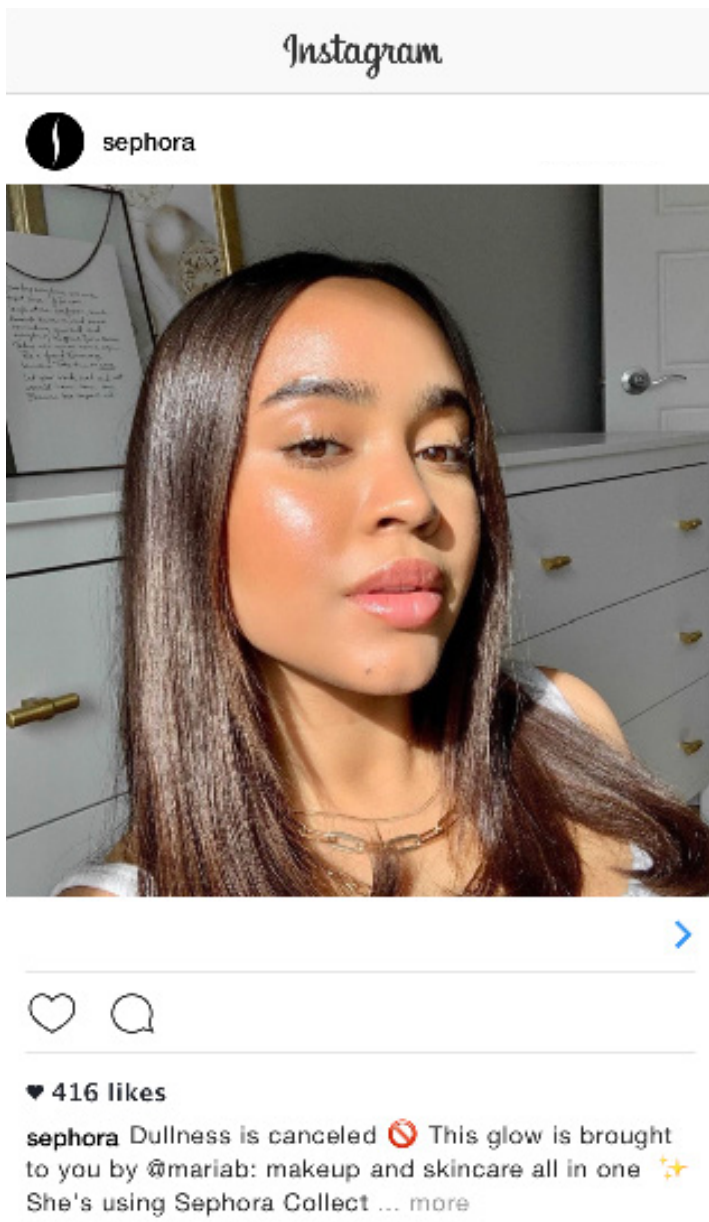
♥ 416 likes

sephora These nighttime serums do it all 🌙 From keeping skin feeling plump and hydrated to fighting breakouts and signs of aging. Th ... more

FULL CAPTION: These nighttime serums do it all (sleep emoji) From keeping skin feeling plump and hydrated to fighting breakouts and signs of aging. They work while we get some beauty sleep. Which one is a staple in your skincare routine?

INSTAGRAM CONTENT | WEEK 1

WEDNESDAY



FULL CAPTION: Dullness is canceled (stop emoji). This glow is brought to you by @mariab: makeup and skincare all in one (sparkle emoji), she's using Sephora Collection's Clear and Cover Acne Treatment Cream Concealer with 2% salicylic acid, available in-store or online.

THURSDAY



FULL CAPTION: You deserve to treat yourself a little this season (leaf emoji) Whether its doing a weekly face mask or getting yourself that PSL, fall is all about self-care. How many of these have you checked off already?

INSTAGRAM CONTENT | WEEK 1

FRIDAY

Instagram



sephora



♥ 416 likes

sephora Just another ✨ dry shampoo appreciation post ✨ They do a lot for us: revive hair, absorb oil, and leave behind a refreshing sc ... [more](#)

FULL CAPTION: Just another dry shampoo appreciation post. They do a lot for us: revive hair, absorb oil, and leave behind a refreshing scent. What's not to love? Which dry shampoo is your fave?

INSTAGRAM CONTENT | WEEK 2

MONDAY

Instagram



♥ 416 likes

sephora Self-Care Tips: Face Masks to Fight Breakouts
💙 #SephoraSquad member @graceface shares her must-have face masks to ke ... more

FULL CAPTION: Self-Care Tips: Face Masks to Fight Breakouts (heart emoji) #SephoraSquad member @graceface shares her must-have face masks to keep her skin fresh and blemish-free — everything from once-a-week treats to daily application picks. Which mask are you trying out next? (thinking emoji)

TUESDAY

Instagram



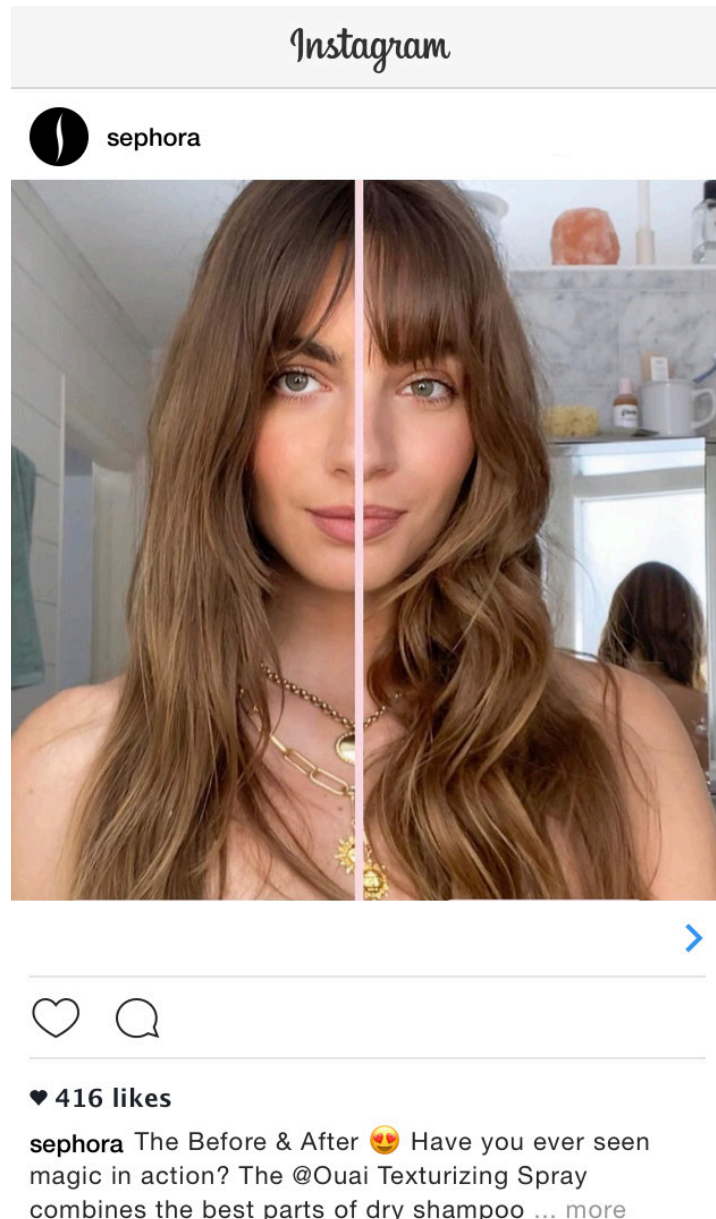
♥ 416 likes

sephora Beauty should be uncomplicated, and that's what @Rihanna wanted to do with @FentyBeauty. Featuring 50 shades 🙌🏽, the Pro Fi ... more

FULL CAPTION: Beauty should be uncomplicated, and that's what @Rihanna wanted to do with @FentyBeauty. Featuring 50 shades (hands emoji), the Pro Filt'r Hydrating Longwear Foundation works on all skin types to deliver a hydrating, natural finish. Tap the image to shop!

INSTAGRAM CONTENT | WEEK 2

WEDNESDAY



FULL CAPTION: The Before & After (heart eyes emoji) Have you ever seen magic in action? The @Ouai Texturizing Spray combines the best parts of dry shampoo and hair spray to build incredible volume and texture that will transform your hair right before your eyes (eyes emoji)! Available exclusively at Sephora.

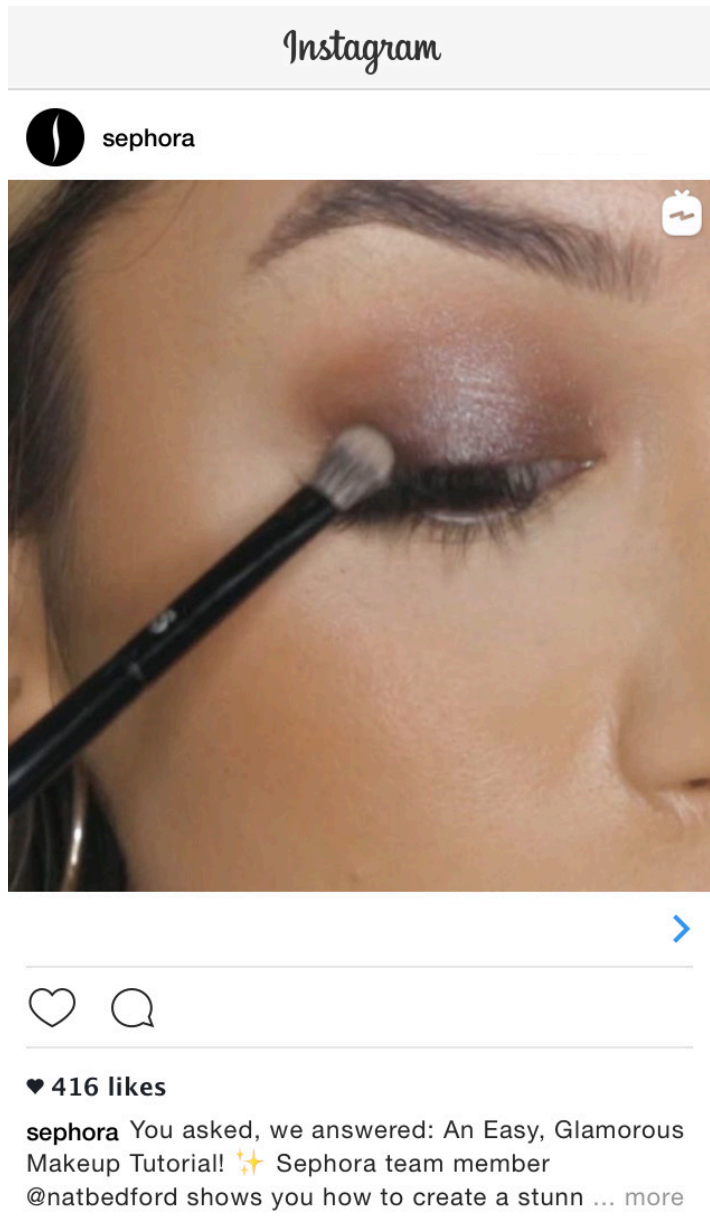
THURSDAY



sephora Forget goblins and ghoulies, this is a true beauty horror story! Which would you pick? 🧛🍊🐱

INSTAGRAM CONTENT | WEEK 2

FRIDAY



FULL CAPTION: You asked, we answered: An Easy, Glamorous Makeup Tutorial! (Sparkly emoji) Sephora team member @natbedford shows you how to create a stunning look in just a few easy steps using only the Sephora Favorites Makeup Must-Haves kit. Drop a (heart emoji) in the comments if this look is exactly the makeup inspo you needed.

TWITTER CONTENT | WEEK 1

MONDAY



Sephora @sephora · 🕒

You can only choose one, which do you pick? ★

Laniece Lip Sleeping Mask	15%
Tarte 4-in-1 Mascara	42%
Olaplex No.3 Hair Mask	10%
NARS Radiant Concealer	33%



416



647



TUESDAY



Sephora @sephora · 🕒

New from @HudaBeauty! The #fauxFilter Skin Finish Foundation Stick is perfect for when on-the-go ✨ Swipe it on, set it, and forget it for the rest of the day! Choose from 39 inclusive shades 🙌🙌🙌 <https://bit.ly/3p97m7>



416



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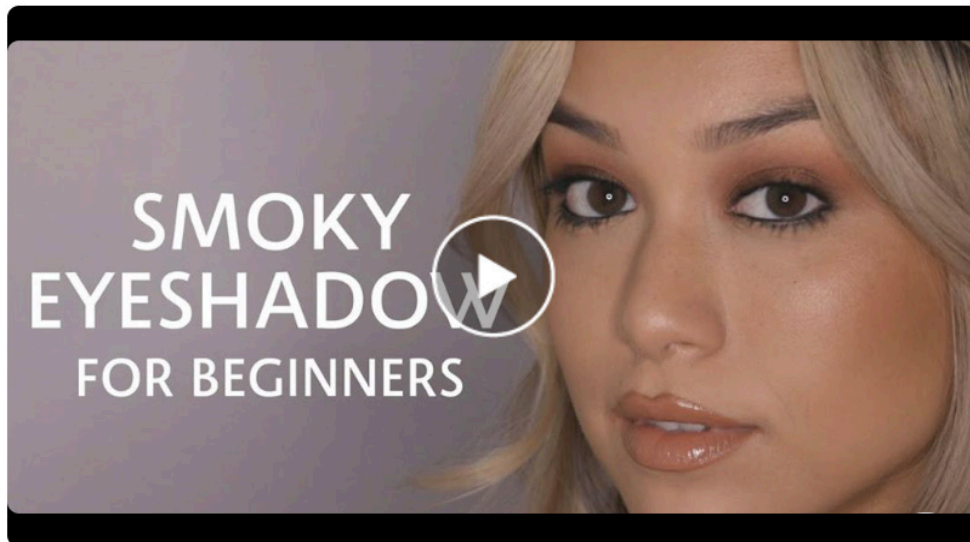
TWITTER CONTENT | WEEK 1

WEDNESDAY



Sephora @sephora · 🕒

Oh, hey there, eyes 👁️❤️ Follow along with #SephoraSquad member, Sami, as she shares her tips for getting the perfect natural smokey eye look!



416



647



THURSDAY



Sephora @sephora · 🕒

The highlight of our day—literally ✨ New shades of @dior's BACKSTAGE Glow Face Palettes are available now! Only at Sephora <https://bit.ly/3p97m7>



416



647



TWITTER CONTENT | WEEK 1

FRIDAY



Sephora @sephora · 🌐

Why wait? Get your new beauty today—now you can reserve your beauty online and stop by our store to pick it up. See you soon! <https://bit.ly/3p97m7>



TWITTER CONTENT | WEEK 2

MONDAY



Sephora @sephora · 🕒

Tune in tomorrow 📱 as @MariannaHewitt, beauty blogger and founder of @SummerFridays, takes over our Twitter to share her favorite beauty products (that you can pick up right now!) to keep a summer glow no matter the season! ☀️



🔄 416 ❤️ 647 ⋮

TUESDAY



Sephora @sephora · 🕒

All eyes will be on you when you're wearing the @LauraMercier Stargazer Mini #CaviarStick Quartet 🌟. Exclusively at Sephora <https://bit.ly/3p97m7>



🔄 416 ❤️ 647 ⋮

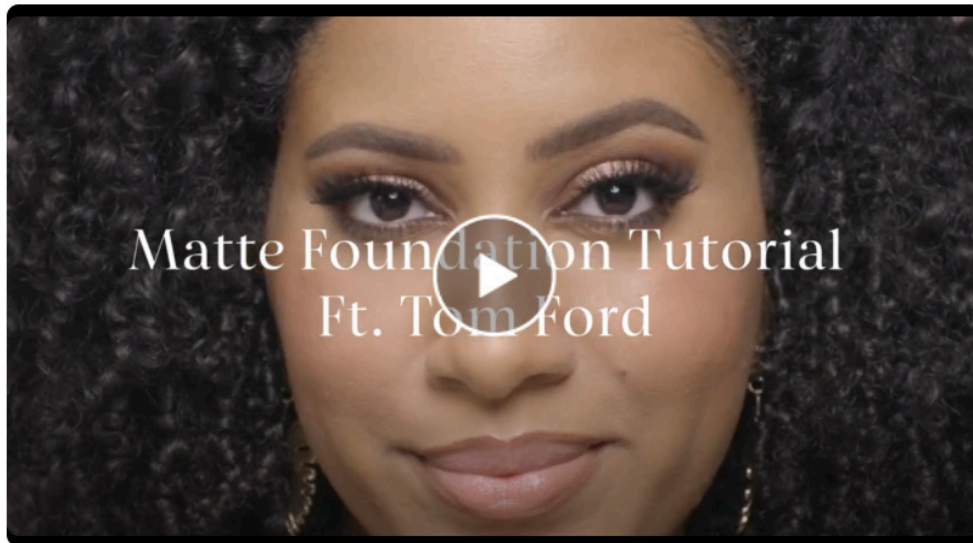
TWITTER CONTENT | WEEK 2

WEDNESDAY



Sephora @sephora · 🕒

We just can't get over this chic tutorial from Sephora Beauty Director, Melissa, as she creates a flawless complexion with the new Tom Ford Traceless Soft Matte Foundation ✨



416



647



THURSDAY



Sephora @sephora · 🕒

See ya summer, sweater weather has arrived 🍂🍁 and we've got the perfect #CleanAtSephora fall scents to pair with those sweaters! Which are you cozying up to? <https://bit.ly/3p97m7>



416



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TWITTER CONTENT | WEEK 2

FRIDAY



Sephora @sephora · 🕒

Tag a friend and let them know our Holiday Savings Event starts TOMORROW in-store and online 🍷 Stock up on your favorites and get an early start on your holiday shopping 🎁
<https://bit.ly/3p97m7>




416



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FACEBOOK ADS



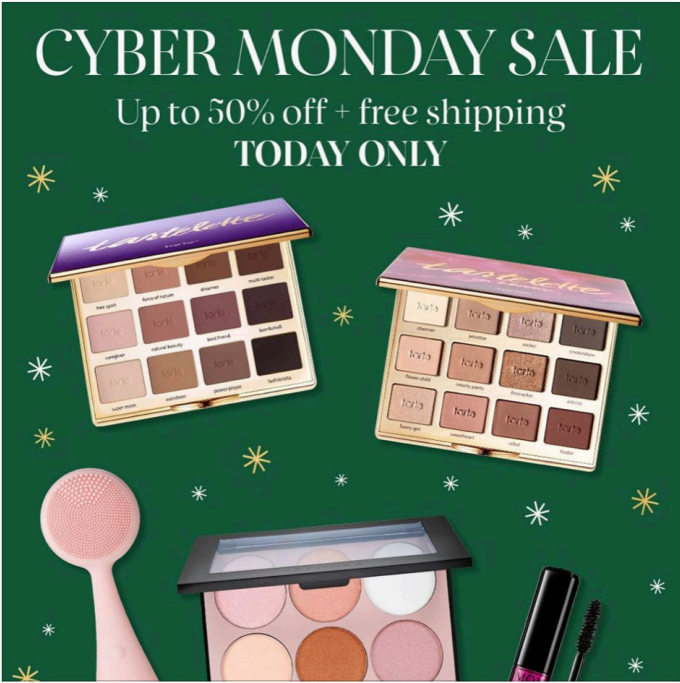
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This is the Cyber Monday sale you've been waiting for ✨ Save big on our bestselling beauty products with up to 50% off TODAY ONLY!

CYBER MONDAY SALE

Up to 50% off + free shipping
TODAY ONLY



CYBER MONDAY SALE

Score up to 50% your favorite beauty products

SEPHORA

Shop Now


20

562 Comments 311 Shares

Like

Comment


Share



Sephora
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Like Page

The hottest gifts of the season? These limited-edition sets from top brands that make great stocking-stuffers. Trust us: they'll love them. 🎁



SHOP EXCLUSIVE HOLIDAY GIFT SETS

You'll be everyone's favorite gift giver.

SEPHORA

Shop Now

20


562 Comments 311 Shares

Like

Comment

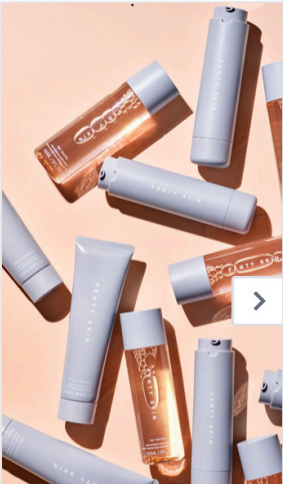
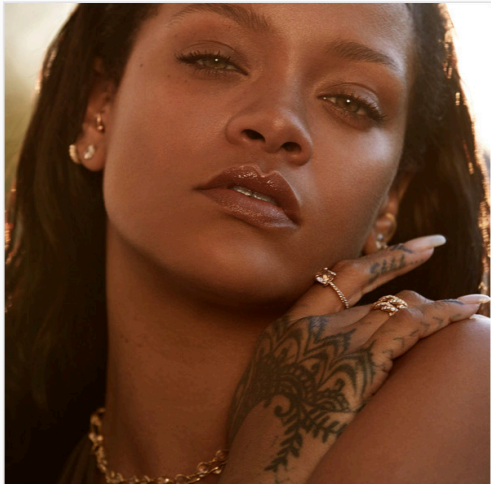
Share

FACEBOOK ADS



Sephora
Sponsored

The wait is over – Fenty Skin has arrived! Every multitasking product is easy to use and packed with benefits! Only at Sephora 🇺🇸



Fenty Skin Available Now

Exclusively at Sephora

[Shop Now](#)

Clinically Proven Results

Skincare uncomplicated


20

562 Comments 311 Shares

Like

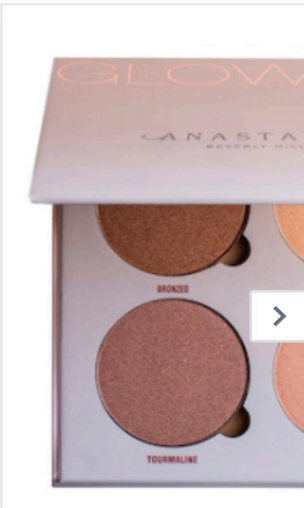

Comment

Share



Sephora
Sponsored

Ready. Set. GLOW! ✨ The secret to radiant skin is at your fingertips. Discover our range of top-rated products and glow all year long.



Fenty Beauty Killawatt Freestyle Highlighter

From subtle to supercharged

[Learn More](#)

Anastasia Beverly Hills Sur

Intense luminosity

20


562 Comments 311 Shares

Like

Comment

Share

FACEBOOK ADS

**Sephora**
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Building a skincare routine doesn't have to be overwhelming. Take our Skincare Quiz and get a personalized recommendation based on YOUR skin's unique needs!



**SKINCARE
FINDER**

Let's find just what your skin
needs to look and feel its best.

TAKE THE QUIZ ▶

SKINCARE QUIZ

Your results are in! Meet your new skincare obsessions

SEPHORA

Learn More

20 562 Comments 311 Shares

Like Comment Share

10 Solutions for Winter's Biggest Skincare Problems



We are less than a week away from the official start of the winter season. While we love most of the things that come with winter, like snow, hot cocoa, holiday movies, and baking cookies, one thing we don't love is what happens to our skin.

We all know by now that each season brings changes that can drastically affect our skin. The cold winter air and modifications to our habits and daily routines can lead to dryness, flaking, irritation, redness, and more. However, what many people don't realize is that to combat these skin concerns, it's important to switch up our skincare products to ones that are best suited for our skin at that moment. If you are noticing that your skin is changing, then the routine you were previously using might need some tweaks, but don't worry, we're here to help!

The good news is you don't have to let dehydrated, itchy skin ruin your winter. We asked our [Sephora Beauty Experts](#) for their recommendations on the best products to fight the most common winter skin concerns, and we're sharing their answers so you can stop dry skin in its tracks.

1. Dry Skin

Those with dry skin might have experienced a little relief this summer with the humidity levels, but their skin is lacking that now and needs moisture. You'd think moisturizer alone would be enough, but there's so much more to it than that. The first step is to look at what in your routine is drying out your skin? Usually, exfoliating and dry ingredients like benzoyl peroxide, salicylic acid, and retinol can strip the moisture from our skin, so reducing your use of products like those can make a big difference.

Dermatologists [swear by hyaluronic acid](#), a naturally-occurring acid within the body, to deeply moisturize every layer of our skin. Luckily, it's now available in tons of products, like facial oils, at all different price points. When your skin is really going through it (or always if you have naturally dry skin), make sure you don't forget this step. Using a facial oil at night and in the morning will keep your moisture levels up all day.

"It might not be enough to put your moisturizer on once in the morning and at night. Your skin might benefit from applying moisturizers or oils to the skin often throughout the day. Lately, I keep a moisturizing oil in my purse, so every time I notice my skin feels a little tight, or I notice a dry patch, I apply a little extra (and always apply the excess to my hands!)." – **Clare C., Sephora Senior Beauty Manager**



Emerald Hemp Seed Deep Moisture Glow Oil

[SHOP NOW](#)

The Ordinary Hyaluronic Acid 2%

[SHOP NOW](#)



2. Dehydrated Skin

The words “dry” and “dehydrated” are often used interchangeably, but it’s important to interpret the difference between the two. If you truly understand what is causing your skin to react in specific ways, it is much easier to know how to treat it. If skin is dry, it simply lacks oils. If your skin is dehydrated, it’s lacking water.

Dehydration often happens if your skin is stripped from other products like exfoliating acids and retinol, but can also be caused by your environment or when using harsher cleansing products. Using a cleansing balm is a great way to put some moisture back into your skin while also making sure you get all of the dirt from the day off. It’s one of the most effective ways to combat skin dehydration, as well as the flakes and dry patches that might come along with it. Instead of exfoliating with harsh chemicals, focus on using products that put moisture back into your skin.

“This season, take a break from exfoliators and focus on moisturizing your skin as much as possible to get that hydration back into your skin and balance your pH levels. I recommend swapping out your current cleanser for something much gentler and hydrating, such as a milky cleanser or a balm or oil. Used in conjunction with a healthy, water-rich diet, it can truly do wonders for your skin.” – **Jennifer H., Sephora Beauty Associate**



Clean It Zero 3-in-1 Cleansing Balm

[SHOP NOW](#)

Summer Fridays Jet Lag Mask

[SHOP NOW](#)



3. Chapped Lips

This might be the most annoying skincare woe that occurs this time of year, but it's also one of the easiest to treat. Chapped lips occur when the lip barrier becomes compromised, resulting in dryness, redness, cracks, and irritation. Weather conditions like cold, harsh winds and dry air wreak havoc on our lips, which is why chapping is more noticeable in the colder months. Using balms that are heavy in antioxidants is an important component to treat and keep cracked lips at bay because it locks in the moisture. Incorporating either of these products will leave you with lips that feel refreshed, supple, and soft to the touch.

"Something that I don't think a lot of people realize is that you can use all of your moisturizing facial products on your lips! Serums, moisturizers, facial oils, and more can and should be used on your lips to give it an extra boost of hydration." – **Taylor M., Sephora Beauty Associate Manager**



Laneige Lip Sleeping Mask

[SHOP NOW](#)

Weleda Everon Lip Balm

[SHOP NOW](#)



4. Eczema

Eczema is a condition that causes red, scaly, inflamed patches that sit on top of the skin. Flare-ups are common in winter due to the air being drier than normal, which sucks the moisture right out of our skin. Using a thick moisturizer is the best way to treat eczema without irritating it further and to get some of that moisture back. [Medical professionals recommend](#) staying away from other skin irritants such as AHAs, like lactic acid, or BHAs, like salicylic acid, which are often used for exfoliating the skin. These should be avoided as they can make an eczema flare-up worse.

“As much as I love my shea body butter, when I’m dealing with an eczema flare-up, I have to forgo anything scented and focus specifically on eczema-clearing and soothing products. I usually tell people who ask me about controlling eczema that the best thing they can do is keep that area hydrated with a heavy-duty moisturizer. If used consistently, it should help keep eczema flare-ups to a minimum.” – **Jacob E., Sephora Beauty Manager**



Skin Fix Eczema+ Dermatitis Face Balm

[SHOP NOW](#)

Eczema Soothing Relief Cream

[SHOP NOW](#)



5. Redness

As we know by now, cold air, low humidity, and high winds strip our skin of the moisture we need to keep our skin healthy. Turning up the heat and taking hot showers indoors do the same. These harsh conditions cause your skin to lose its natural oils, resulting in an annoying redness on your face.

Niacinamide, a form of vitamin B3, is one of the most popular skincare ingredients right now, and for good reason. Anything one ingredient can do, niacinamide can [probably do better](#). It can help reduce the appearance of dark spots, protect and repair your moisture barrier, balance the sebum levels in your skin, and reduce texture, but it's also a powerhouse in reducing redness and calming the skin. As an anti-inflammatory, it can tackle the irritation and redness you might experience when your skin starts to get overly dry.

"If you're experiencing lots of redness, and need a quick fix, I always recommend using a green color-correcting product. The green color balances out the red, giving you a more even skin tone while also working to calm your skin and relieve the irritation at the same time." – **Bailey Y., Sephora Beauty Associate**



The Ordinary Niacinamide 10%

[SHOP NOW](#)

Cicapair Tiger Grass Color Correcting Treatment

[SHOP NOW](#)



Updating our skincare routines every once in a while is always a good idea, especially when dealing with different skin concerns at certain times of the year. You don't need to overhaul every step, but making even just a small change can make a huge difference. Don't let dry, dull, irritated skin ruin your winter. Using these products our team recommended, you'll be radiant and glowing all season!

Still have questions? Stop by your local Sephora and talk to one of our beauty experts, or contact us through our [live chatbox](#) where you can get answers instantly!

START SHOPPING NOW

You may also like: [Supercharge Your Skin With These Hydrating Face Masks](#)