# Developing a Marketing Plan: Sephora

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# EXECUTIVE SUMMARY

## OBJECTIVE

"Creating the Sephora Experience"

Our target grew up with the internet in her hand, and views Sephora as an experience, from reviewing best products to purchasing them in store, writing blogs and sharing selfies, Sephora is integrated throughout her lifestyle.

- Make 2016 the push for cross-world technology while in store
- Increase Sephora app usage and interactivity with target audience while in store
- Integrate mobile app, online shopping and Brick and Mortar to create complete experience

## TARGET AUDIENCE

- Women,18-35
- Technology savvy and makeup enthusiasts
- Heavily influenced by online and interactive media

## MEASURING SUCCESS

- Raise loyalty program usage to 60%
- Gain market share from competitors by offering complete in store experience with technology and rewards available only at Sephora
- Increase overall downloads; +7M downloads; increase interactivity and app usage of mobile sales to 55% by 2017
    - Current: 4.8 M Downloads since launch in 2010; 40% of mobile sales from app
- Increase iQ usage nationwide in store
- Promote KENDO Brands, Sephora exclusive and luxury products

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# COMPANY OVERVIEW

## GENERAL COMPANY DESCRIPTION

Sephora is a visionary beauty retailer founded in Paris, France in 1970 by Dominique Mandonnaud. Sephora carries a wide variety of product categories including skincare, fragrance, body care, hair care, makeup, smile care and Sephora's own private label.

Sephora's mission is to build the most knowledgeable and professional team of product consultants in the beauty industry that can identify skin types, understand the history of makeup and fragrances and how to interact with Sephora's diverse clientele.

## BUSINESS DESCRIPTION

Sephora brings innovation through their Beauty Insider program, which gives clients backstage passes to great beauty deals, coupons, promotions and free makeovers. Sephora uses Pantone technology to match clients to their perfect foundation in the world of color. Additionally, Sephora has computers in the skincare and fragrance worlds which are databases of ingredients and product reviews and suggested usage to engage and educate clients while in store to find their perfect makeup, skincare and fragrance products.

## REVENUE/SALES HISTORY – LAST 3 YEARS

Sephora is a publicly traded company. Under NAICS Codes, Sephora's market and industry is cosmetics, beauty supplies, and perfume stores. Financial reports from LexisNexis show USD 50,000,000-74,999,999.

## PROFITABILITY HISTORY – LAST 3 YEARS

Sephora is expected to continually grow, especially as they continue to engage with the millennial shopper, market desired by other department stores. As of 2013, Sephora generated revenue of $5.85 billion for the year. Sephora's average since then has been to gain 10 percent annually during the next five years. So far, they have been on track for that. Sephora has not only been gaining market share in the United States, but globally their numbers have been significantly growing as well. Sephora has 30,000 employees globally. Worldwide, Sephora is running 1,900 retail stores in over 29 countries and continues to experience double-digit growth worldwide.

## STAFFING

The President and CEO of Sephora Americas is Calvin McDonald. Sephora is continually expanding and has over 360 stores alone in the US, as well as stores inside of JCPenny. Sephora's North American headquarters are in San Francisco, California, with corporate offices in New York and Montreal.

## PROJECTIONS FOR NEXT YEAR

Sephora is expected to continuously grow in competition with other retailers such as Macy's, which are worried about the extreme growth Sephora has been under. Although Sephora's sales in North America exceed $2 Billion, sales for Macy's exceed $3.25 Billion. Companies such as Estee Lauder, which once were hesitant to place their brand's such as Bobbi Brown or Clinique inside of Sephora are now seeing the numbers which are undeniable. Sephora has captured more than 20% of share of cosmetic and fragrance market in the US.

## COMPANY OBJECTIVES

Sephora is currently planning on becoming the store "of the future" for the way clients shop and play with makeup. By incorporating technology, luxury brand items and a savvy sales team Sephora can revolutionize the traditional makeup shopping experience at cosmetic stores and create an experience that clients will love and will come back for again and again. Sephora currently is executing Innovation Lab. This unique lab out of San Francisco accepts all ideas from any cast member regardless of rank and attempts to predict what the store will be like five years from now. This lab offers the prime technology and replicated-store experience to better predict the future of the company.

# SITUATION ANALYSIS

## MARKET SUMMARY

Shopping for cosmetics at Sephora is meant to be a hands-on experience. Over 300 stand-alone stores are located in North America with another 475 inside J. C. Penney department stores.

Sephora USA takes a self-service approach to buying makeup, fragrances, and skin care products. It offers more than 200 brands of prestige products, including its own-brand products, all of which customers are encouraged to sample. The company also sells via catalog and online at Sephora.com. Part of the luxury brand giant LVMH, Sephora USA is the North American retail arm of France-based Sephora, which was founded in 1969 and has a global network of more than 1,540 stores. Sephora USA's first shop opened in New York in 1998.

Nielsen's Spectra was used to reference the cosmetics and skincare industry as a whole for the United States. The following are the marketing reports, graphs, information and insights from this report.

Currently, Asian households are indexing at 125, considerably higher than white and black households. Second is Hispanic indexing closely behind at 116.

Education for the Head of Households indexes high at 123 for a post college degree. The typical consumer is making between $75,000 to $150,000. The segment that indexes the highest are households that have incomes over $150,000. The lifestyle of the typical market are either living in Urban High Society at 125, Suburban Aristocrats at 128, or living in Prosperous Suburbs indexing the highest at 140.

The Occupation of Head of Household, which indexes the highest for Sephora are executive, administrative and managerial occupations at 133. The household composition for Sephora is married families without kids, indexing at 120. This data leads me to conclude that Sephora can continue to market towards and engage with their target, who are may be Asian women, with more than a college degree, who are working in executive positions and typically making well over $100,000 per year. These women may live in suburbia. Per census division, most are living collectively scattered throughout the United States, with the highest indexes in Mountainous or West South Central areas.

# INDUSTRY LEADERS

Sephora's competition is mainly LE Brands, specifically Victoria's Secret and Bath & Body Works, which holds the largest percent of the market for cosmetics and skincare. Ulta Beauty, Macy's, and other beauty retailers such as Sally's Beauty Supply are competition of Sephora. According to Hoover's, the top three competitors of Sephora are Macy's, Ulta, and Bath & Body Works.

According to Christopher de Lapuente, Ulta has been gaining share with one of Sephora's core demographics: women aged 18 to 24 in households earning over $100,000. Sephora has the largest market in the United States, where the company generates about 40 percent of its total sales and ranks second only to Macy's. France is the second largest market, followed by China and Russia. Online sales continue to grow rapidly in all regions, confirming Sephora's leadership in the digital and mobile space.

When viewing Sephora specifically, other retailers cannot compete with the multi-dimensional aspects that Sephora presents. Sephora is the unlimited candy store experience, where clients are free to test and play with products that before were only viewable at CVS or from a department store associate. Due to technology, clients will research products extensively before going into the store so all of the explanation and de-coding of the makeup world is becoming brought to light. Sephora continues to see their market share increase each year. Sephora also delivers a trendy in-store design with high end brands, which are encouraged to play with and use. This completes the trifecta for clients, especially when they can incorporate Sephora savvy technology and a great rewards program that gives them free makeup and birthday presents for shopping in the store.

| | % |
|---|---|
| L Brands | 22.20 |
| Sally Beauty Holdings | 21.40 |
| Ulta Salon Cosmetics and Fragrances | 13.00 |
| Sephora | 5.60 |
| Other | 37.80 |

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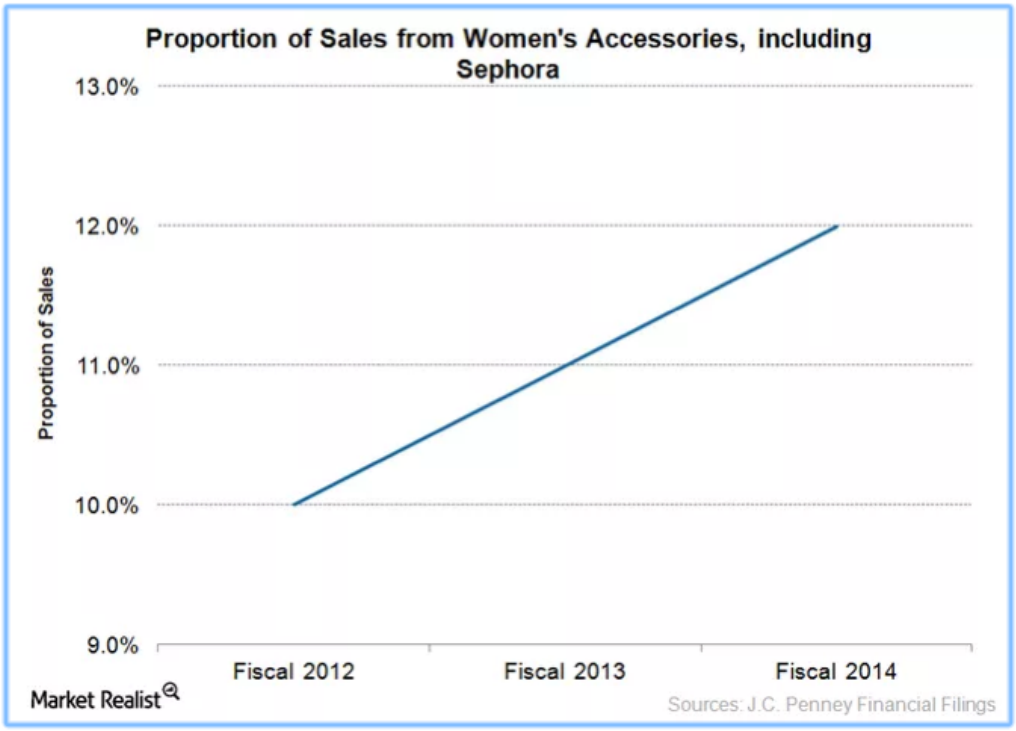



Ulta continues to gain market share through their similar products even without the use of in store technology. Ulta and Macy's are two strong competitors in different ways. Currently, Macy's holds the market share due to promotional marketing and brand presence. Most baby boomers and Gen X's may still be shopping at Macy's. This has been a traditional way to shop for makeup for decades and although the customers are entering Sephora's market slowly,

Macy's holds the largest market share for the industry. Within ten years I believe a significant shift will occur due to a new found way to shop for cosmetics by integrating technology. Engaging online and in store with technology will be a key element to Sephora's continued success. Millennials have unique selling needs compared to the generations before. Sephora has adapted and already dropped the idea of "pushing a sale," as many millennials do not respond to traditional selling methods.

Forming relationships with clients that are deeper than selling products, incorporating technology and great quality products are the biggest pushes for Sephora and will ultimately keep them on top of their competition. Macy's is becoming outdated to the millennial shopper and Ulta does not offer the fine luxury products with savvy technology as Sephora does. Sephora has to continually reach into Macy's loyal's consumer base to convert them into loyal consumers for Sephora. Ulta market position is"fun and cute", while Sephora is marketing to the "sophisticated and classy" lifestyle.

## IMPACT POINTS

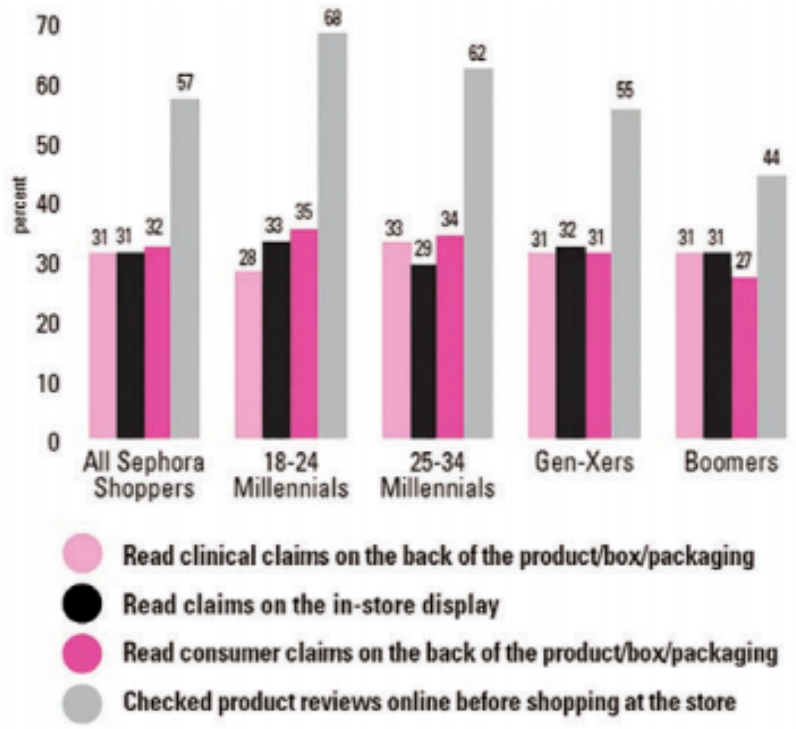
- Sephora is the first place she goes to browse beauty products, according to 87% of women surveyed.
- She finds Sephora appealing, stylish, trendy and fun, and trusts that it carries only brands and products that work.
- She doesn't think of Sephora as "grab and go."
- Sephora is a magnet for women of all ages, but millennials are the most engaged in every way.
- She trusts the brands Sephora carries.
- The Sephora shopper loves the "made for her" feel of the shopping experience, but she doesn't want it to feel "salesy."
- In-store perks and special offers have a high rate of conversion for the Sephora shopper.

## PRODUCTS / SERVICES – GAP ANALYSIS

Sephora introduced their Beauty Insider program in 2007, which gave clients a reason and a reward to shop at Sephora. The Beauty Insider Program is a free rewards program in the United States and Canada that allows clients to earn points on all merchandise purchases and redeem them with rewards, which are typically deluxe product samples. For every dollar spent on merchandise at Sephora online, Sephora retail stores or Sephora JCPenny, one Beauty Insider point is given. Clients must check out with the email address that is registered to the Beauty Insider account. Through the mobile app, a beauty bank is accessible for clients to view their current point balance and point activity. Beauty insiders can also view past purchases, get

exclusive coupons and deals, receive a yearly birthday gift and can progress to higher levels of the rewards program, including VIB, the second-tier and VIB Rouge, the highest tier. Very Important Beauty Insider (VIB) status is achieved when a client spends $350 or more in a calendar year, while VIB Rouge status is achieved when clients spend more than $1000.

**Table 1. Sephora shoppers and claims**




Ulta Beauty offers a similar points-based rewards program as Sephora, including the opportunity to achieve 'platinum' membership after spending $400 or more in a calendar year. Macy's offers their rewards program through American Express credit cards, while Victoria' Secret offers occasional cards with rewards on them to consumers, while Bath & Body Works distributes coupons and discounts.

Sephora cast members are a large area of difference for Sephora. Each cast member has been trained specifically in product knowledge, details and history of brands. A study showed that one in four women is influenced to purchasing product by a Sephora cast member, and forty percent of women had spent more than 20 minutes with a cast member learning about products. Macy's and Ulta offers trained associates, however Macy's employees tend to only sell one brand, and Ulta does not have the routine floor coverage that Sephora has.

## CHANNELS AND DISTRIBUTION

Sephora has many different channels they use to sell products. Sephora has retail locations all over the world, but is specifically excellent in their e-commerce digital media tactics and platforms. Sephora strives to be customer focused, finds the best ways to develop the ultimate customer experience, then develops the best technology to support it. Sephora.com, the company's online retail site launched in the United States in 1999 and in Canada in 2003. This site is Sephora's largest North American store in terms of sales and selection of products and brands available.

Sephora offers a mobile friendly webpage, and an app that allows customers to access products, descriptions, ratings and reviews, trends, and connects to their Beauty Insider rewards program.

Sephora's current mobile strategy is extensive, covering mobile website, iPhone application

Sephora understands the importance of mobile presence today. One third of all traffic to the Sephora website is from mobile and tablet devices, 50% of Sephora's emails are opened on mobile or tablet devices and the Sephora app has more than 2 million downloads. Sephora offers an iPhone app, iPad app, Pinterest and Passbook strategy, and eGift cards.
Sephora began opening inside of JCPenny stores in October 2006. This year, JCPenny's CEO Marvin Ellison, believes that Sephora within JCPenny is the key to the company's growth. Since 2012, the proportion of Net Sales has increased by one percentage point each year, ending January 2015 at 12% compared to 10% in 2012. The Sephora stores within JCPenny are helping to increase store traffic, offer cross selling opportunities and is providing an area of difference for JCPenny when compared to other department stores.

## MACROENVIRONMENT

The highest indexing consumer geographically in the cosmetics and skincare industry are from the Pacific, according to Nielsen's Spectra. Following closely behind are mountainous and West South central divisions.

## CRITICAL ISSUES

Continue to engage with clients and predict what the store of the future will be like. Millennials will determine where the future of beauty retailing will lead. Strong online sales and engagement

pose the biggest opportunity to continue to introduce technology into the makeup world. Sephora's goal is to become the number one beauty retailer worldwide, but does not hold the number one position in the market yet.

| **Strengths** | **Weaknesses** |
| --- | --- |
| Brand Name<br>Customer Loyalty<br>Technology<br>Innovative Culture | Cost Structure<br>Lack of Scale<br>Customer Service<br>Outdated Technology |
| **Opportunities** | **Threats** |
| New Markets<br>New Products<br>New Technology<br>Innovation<br>Online Market | Substitute Products<br>Change in Tastes<br>Intense Competition<br>Mature Markets<br>International Competition<br>Bad Economy |

## KEYS TO SUCCESS

- Sephora's brand image from clients is appealing, stylish, trendy and fun
- Clients trust that brands and products work
- Sephora is the most engaged with millennial's
- Most women who frequently shop at Sephora don't want to feel "salesy"
- In store perks and special offers have high conversion rates for the Sephora shopper
- Expand in innovation for beauty will be a strength for Sephora

- Understanding how to market to Millennials and retain them for the rest of their lives will be ground breaking for consumers.
- Reading on ratings and reviews is extremely popular, specifically for millennials and before purchasing products.
- Interaction with cast can turn into higher sales and conversion rates, and less chance for return
- Obtaining market from other department stores and beauty retailers by giving them an experience only available at Sephora both online and in store

## CUSTOMER SERVICE AND LOYALTY

According to the Global Cosmetics Industry, almost nine in ten women who buy prestige-priced beauty products say they shop at Sephora, sephora.com, or both. Sephora is only second to Macy's as the world's largest global retailer for prestige beauty, but Sephora will continue to expand its market share through key customer-focused tactics:

- Understand products
- Technological Innovation
- Form loyal relationships with clients

Although every age group shops at Sephora, millennial's represent a large group who shop dually online and in store at 69%, Also, millennial's do not know a time when shopping for beauty products in department stores, drug stores and grocery stores were the only options for buying beauty. The millennial client wants proof of quality product before she buys from ratings and reviews online and will then blog or post her own feelings about the product on social media.

The Beauty Insider rewards program encourages loyalty, as client's can save points from past purchases and receive exclusive sample sized products from them. The highly trained staff can assist and educate clients on all beauty needs and provide technology in store to show clients how other users felt about those products. This combination of innovative technology, staff training and a rewards program creates an experience unlike any other beauty retailer provides.

# PROJECT OUTLINE

Select key top selling products from LVMH partner KENDO Brands for increased GWP sales.

Host an event at select retail stores incorporating three world IQ technology with bonus “Winter Wonderland” GWP $25 minimum purchase sample bag for January purchases.

On the Sephora app, with Beauty insider loyalty program attached, clients can insert their perfect product matches from the three pieces of technology offered at Sephora:

Clients will be offered three step consultations in:

Color IQ - Perfect Winter Foundation Match

Skincare IQ- Perfect Winter Moisturizer

Fragrance IQ- Perfect Winter Scent

After Submitting each product recommendation on the Sephora app, clients can unlock a unique bar code on the Sephora app and redeem the “Winter Wonderland” sample bag at the cash register, with minimum $25 purchase.

Potential partnerships/ sample bags within KENDO include:

Kat Von D, Mary Kate and Ashley Olsen, Marc Jacobs, Formula X

## MARKETING OBJECTIVES

### INTEGRATE TECHNOLOGY

Apps

- Apps account for 80% of mobile engagement
- Apps help to simplify products when purchasing from a mobile
- Aim to familiarize Sephora client with app
- Sephora app in store usage, resembles Target’s Cartwheel without coupons

IQ

- In store iQ technology is Sephora exclusive

- Raises interaction rates with cast
- 33% of consumers purchased a product they weren't going to buy after consultation at Sephora
- Incorporates three IQs: Color, Skin, and Fragrance for one complete experience
- Introduce clients to new technology and information

Loyalty Program

- Increases Beauty Insider Loyalty usage
- Integrates loyalty program with app during customers in store experience
- Track purchases and app usage
- 44% of clients say Sephora loyalty program is the best reason to shop at Sephora

## Winter Wonderland Includes:

Three consultations with beauty experts in Color, Skin and Fragrance worlds

Personalized, technology driven product recommendations and free samples

Gift with $25 purchase and completion of :

Products inside featured from KENDO brands,

Red nail polish from Formula X

Lipstick from Kat Von D

Eyeliner from Marc Jacobs

Parfum Rollerball from Nirvana Black and White

## Distribution:

Winter wonderland will be distributed to all clients who are (1) beauty insiders (2) utilize the Sephora App (3) Complete technology consultation in store utilizing three worlds: color, skin and fragrance (4) Receive unique code after completion of iQX3 event.

- Product - “Winter Wonderland Sample Bag”
- Price - Must purchase $25 worth of product between
- Place - Pilot program in select US stores
- Promotion - December in store event with KENDO brand partners: Kat Von D, Elizabeth and James

## Marketing Tactics

- Capitalize on “Sephora Exclusive” beauty products during Q4 2015
- Focus on KENDO brands due to select partnership with LVMH Group
- Drive digital engagement with target audience: consumers ages 18-35
- Integrate in store technology use with overall customer experience through Sephora mobile app
- Create awareness for winter product necessities
- Increase Sephora app usage and downloads
- Reward loyal customers with products only available at Sephora in technology
- Boost January sales/ reinforce purchases with gift cards redeemed in January
- Capitalize on market opportunities - gain market share from other industry leaders

## Financial Objectives

- Reward frequent shoppers with samples distributed from KENDO brands
- Increase key products sampled for year round sales increase

- Increase awareness of key KENDO products, available exclusively at Sephora
- Increase January sales with targeted three world consultations incorporating technology
- Boost conversion through event with minimum $25 purchase for WinterWonderland Sample
- Engaged online, Email blasts and Social media platforms
- Loyalty program benefits, designer product line

## Marketing Promotions & Tactics

- Distribution channels include advertisement for technology year round in store and online:
- Social media platforms: Website, Facebook, Twitter, Instagram, Pinterest
- Unique area of difference - Sephora utilizes innovative technology and Sephora exclusive luxury products to gain market share from other industry leaders
- Partner with popular social media bloggers to promote KENDO brands on Sephora Glossy
- Create Snapchat story of consultations and technology driven experience while in store

## Alignment of Strategies

- Social media platforms and email blasts detailing the usage of Sephora's in store technology
- Offerings of Sephora's in store beauty consultants with innovative technology
- Media on social platforms detailing KENZO GWP attracting industry market share

## Marketing Expense Budget

The total expense of the budget is detailed in the chart below. App development, KENDO Sample Bag & Integrated Marketing Plan including Email Blast, Geotargeted Facebook ads, Twitter, and

Kat Von D Lipstick -$300 .60/lipstick
Marc Jacobs Eyeliner - $1,000 $1/liner

Nirvana Black - $2000
Nirvana White - $2000 $4/perfume

Formula X - $1000  $2/nail polish

Total - $6,300 Sample Bag Distribution (First 500 Customers) x 3 = $18,900

3 Select Locations - Santa Monica Blvd, Los Angeles; State Street, Chicago; 597 5th Ave, NYC

Interactive Media includes new creative and copy for Email Blasts, Geotargeted Facebook ads, Twitter, Snapchat, and Blog posts.

*The price is included with the current interactive media budget/agency outsourced by Sephora. Updated information must be relayed to agency: strategies and tactics, copy and creative material to be distributed online.*

| Description | | Unit Price |
|---|---|---|
| App Development | | $ 4,000 |
| Integrated Digital Campaign | | $ 500 |
| KENDO Sample Bag | | $ 18,900 |
| | | |
| **Total** | | **$23,400** |

Eliix.Marketing
22W260 Temple Dr.
Medinah, IL 60157

(630)303-3056
info@eliix.marketing
www.eliix.marketing

# Estimate 1040

ADDRESS
Elif Negiz
Sephora

| DATE | PLEASE PAY |
|---|---|
| 12/03/2015 | **$4,000.00** |

| ACTIVITY | QTY | RATE | AMOUNT |
|---|---|---|---|
| **Coding**<br>Sephora app update iQX3 (Color iQ, Skin iQ, Fragrance iQ) | 20 | 200.00 | 4,000.00 |

| TOTAL | **$4,000.00** |
|---|---|

| | | | Plan $ |
|---|---|---|---|
| **Objective 1: Increase In Store iQ Usage by end of 2016** | | | |
| Strategy 1:Market Awareness | Program 1 – Facebook & Twitter promo's | Tactic 1 – Introduce in store Gift With Purchase KENDO Brands<br>*First 500 customers<br>*3 locations pilot program | $18,900 |
| | | Tactic 2 – Focus on iQX3 strategy | |
| | | Tactic 3 – Link blogs about winter foundation, winter moisturizer and fragrance | |
| | Program 2 – Instagram Contest | Tactic 1 – After iQX3, clients upload new favorite products discovered with #iQX3 hashtag for chance to win WinterWonderland Master Set | $500 |
| | | Tactic 2 Redesign and launch app update with information about iQ technology in all worlds | $4,000 |
| | Program 3 – Seasonality | Tactic 1 – Promote lighter shades, winter foundations, hydrating skincare, oil based, winter fragrance in December-February; adjust marketing with seasonality | |
| Strategy 2: In Store Events (Select retail locations) | Program 1 – In-store event | Tactic 1 – Target audience attracted to Kat Von D, Mary Kate Ashley Olsen, create millennial targeted event | |
| | Program 2 – iQX3 free consultation event | Tactic 2- Kick off iQX3 in all stores starting January 2016, free consultations and samples for all new products | |
| | | Tactic 3- Promote on all social channels iQX3 free consultations with technology | |
| **Objective 2: Increase Sephora app usage by end of 2016** | | | |
| Strategy 1: Market Awareness | Program 1- Facebook & Twitter | Tactic 1- Encourage in store use of Apps to discover best products | |
| | F&T- | Link to blogs: Sephora Glossy about Winter ready products | |
| | Pinterest- | Promote iQ technology awareness available in store on app | |
| Strategy 2: Snapchat Experience | Snapchat: | Show the three world demo on a snap story to show our audience what the experience is like | |

| | Jan | Feb | Mar | Apr | May | June | July | August | Sept | Oct. | Nov | Dec. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ***Holiday / Seasonal Considerations*** | ***Gift cards*** | ***Valentine's Special*** | | | ***iQX3, Gift for Mom*** | | | | ***Fall Transition*** | | | |
| | | | | | | | | | | | | |
| ***STRATEGY: Market Awareness - iQ*** | | | | | | | | | | | | |
| ***Digital / Interactive*** | | | | | | | | | | | | |
| Tactic - Facebook | X | X | X | X | X | X | X | X | X | X | X | X |
| Tactic - Twitter | X | X | X | X | X | X | X | X | X | X | X | X |
| Tactic - Instagram | X | X | X | X | X | X | X | X | X | X | X | X |
| | | | | | | | | | | | | |
| ***In Store Events*** | | | | | | | | | | | | |
| Tactic – Meet and Greet, NYC & LA | Elizabeth & James | Kat Von D | | | Elizabeth & James | | | | | | Kat Von D | Elizabeth & James \| Kat Von D |
| Tactic – In Store iQX3 Event | Event | Event | Event | Event | Event | Event | Event | Event | Event | Event | Event | Event |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| ***Program Name - PR*** | ***PR*** | | | | | | | | | | | |
| Tactic – Holiday Releases | New Year's | Valentine's Day | St. Paddy's Day | Easter | Mother's Day | Father's Day | 4th of July | | Labor Day | Columbus Day | Thanks-giving | Christmas |
| ***STRATEGY: Market Awareness - App*** | | | | | | | | | | | | |
| **App update** | X | | | | | | | | | | | |
| Tactic- F, T, P | X | X | X | X | X | X | X | X | X | X | X | X |
| Tactic- Snapchat | X | X | X | X | X | X | X | X | X | X | X | X |

# NIELSEN'S SPECTRA DATA

| Occupation of Head of Household | | | |
|---|---|---|---|
| Executive, Administrative & Managerial Occupations | 8.5% | 11.3% | 133 |
| Professional Specialty Occupations | 12.8% | 15.1% | 118 |
| Sales, Technicians & Related Support Occupations | 5.8% | 5.5% | 95 |
| Administrative Support Occupations (Including Clerical) | 6.2% | 6.6% | 107 |
| Service Occupations | 8.4% | 8.0% | 96 |
| Precision Production, Craft & Repair Occupations | 10.3% | 10.2% | 99 |
| Transportation & Material Moving Occupations | 3.8% | 3.6% | 96 |
| Farming, Fishing & Forestry Occupations | 0.4% | 0.4% | 103 |
| No Civilian Employment | 44.0% | 39.3% | 89 |
| **Marital Status of Head of Household** | | | |
| Single (Never Married) | 20.2% | 17.0% | 84 |
| Married | 48.5% | 55.2% | 114 |
| Divorced, Separated & Widowed | 31.4% | 27.7% | 88 |
| **Household Composition** | | | |
| Married Family with kids | 20.3% | 21.7% | 107 |
| Married Family without kids | 28.1% | 33.9% | 120 |
| Female Head Only with kids | 7.2% | 7.2% | 100 |
| Male Head Only with kids | 2.4% | 1.7% | 71 |
| Multi-Person Household without kids | 14.8% | 14.6% | 99 |
| 1 Person Household | 27.2% | 21.0% | 77 |

| Census Division | | | |
|---|---|---|---|
| East North Central | 15.2% | 13.7% | 90 |
| East South Central | 6.1% | 5.6% | 91 |
| Middle Atlantic | 13.1% | 12.6% | 96 |
| Mountain | 7.2% | 8.0% | 112 |
| New England | 4.8% | 5.0% | 104 |
| Pacific | 15.0% | 17.3% | 115 |
| South Atlantic | 20.1% | 18.4% | 92 |
| West North Central | 6.9% | 6.4% | 92 |
| West South Central | 11.6% | 13.0% | 112 |

| | |
|---|---|
| **Occupation of Head of Household** | |
| Executive, Administrative & Managerial Occupations | 8.5% |
| Professional Specialty Occupations | 12.8% |
| Sales, Technicians & Related Support Occupations | 5.8% |
| Administrative Support Occupations (Including Clerical) | 6.2% |
| Service Occupations | 8.4% |
| Precision Production, Craft & Repair Occupations | 10.3% |
| Transportation & Material Moving Occupations | 3.8% |
| Farming, Fishing & Forestry Occupations | 0.4% |
| No Civilian Employment | 44.0% |
| **Marital Status of Head of Household** | |
| Single (Never Married) | 20.2% |
| Married | 48.5% |
| Divorced, Separated & Widowed | 31.4% |
| **Household Composition** | |
| Married Family with kids | 20.3% |

| | | | |
|---|---|---|---|
| **Spectra LifeStyle** | | | |
| Urban High Society | 3.4% | 4.2% | **125** |
| Suburban Aristocrats | 3.4% | 4.3% | **128** |
| Prosperous Suburbs | 4.2% | 5.9% | **140** |
| Elite Country Manors | 3.6% | 4.3% | 117 |
| Affluent Suburbs | 4.2% | 5.0% | 118 |
| Affluent Minipolitan Sprawl | 5.3% | 6.7% | **126** |
| Affluent Country Living | 3.2% | 3.5% | 111 |
| Cosmopolitan Urban Mix | 5.3% | 6.1% | 114 |
| Cosmopolitan Suburbs | 5.3% | 5.5% | 103 |
| Midscale Suburban Mix | 3.7% | 3.6% | 97 |
| Midscale Minipolitan | 3.3% | 3.6% | 109 |
| Midscale Fringe Towns | 4.1% | 3.9% | 97 |
| Midscale Working Towns | 6.0% | 5.6% | 95 |
| Striving Urban Melting Pot | 5.8% | 5.4% | 94 |
| Striving Suburban Mix | 3.4% | 2.8% | 82 |
| Striving Small City Living | 3.4% | 3.0% | 90 |
| Moderate Blue-Collar Towns | 5.4% | 4.3% | 80 |
| Moderate Country Living | 4.1% | 3.4% | 83 |
| Struggling Urban Mix | 4.1% | 3.6% | 89 |
| Struggling Small City Mix | 3.2% | 2.8% | 87 |
| Struggling Minipolitan | 4.8% | 3.7% | 78 |
| Struggling Country Living | 4.0% | 3.2% | 81 |
| Struggling Rural Mix | 2.6% | 2.1% | 80 |
| Struggling Backroad Living | 4.2% | 3.1% | 75 |
| **Age of Oldest Child** | | | |
| Oldest Child Under 6 | 7.3% | 6.4% | 88 |
| Oldest Child 6 - 11 | 9.3% | 8.8% | 95 |
| Oldest Child 12 - 17 | 15.6% | 17.3% | 111 |
| No Children | 67.8% | 67.5% | 100 |

| BehaviorStage | LifeStyle | | | |
|---|---|---|---|---|
| | Mid-Upscale City and Surrounds | Mid-Downscale City and Surrounds | Town and Rural | Total |
| **Younger Families**<br>HHs with Children, HOH <40 | 5.1% | 4.1% | 4.3% | 13.5% |
| **Older Families**<br>HHs with Children, HOH 40+ | 10.2% | 4.0% | 4.7% | 18.9% |
| **Evolving Adults**<br>Any Size HHs, No Children, <45 | 6.3% | 5.7% | 2.8% | 14.8% |
| **Mature Singles**<br>1 Person HHs, No Children, 45+ | 7.1% | 3.9% | 4.8% | 15.8% |
| **Mature Couples**<br>2+ Person HHs, No Children, 45+ | 18.0% | 6.9% | 12.1% | 36.9% |
| **Total** | 46.7% | 24.5% | 28.8% | 100.0% |

| **Household Income** | | | |
|---|---|---|---|
| Income Under $10,000 | 7.4% | 4.0% | 54 |
| Income $10,000 - $19,999 | 10.7% | 6.4% | 59 |
| Income $20,000 - $29,999 | 10.5% | 8.0% | 76 |
| Income $30,000 - $39,999 | 9.8% | 8.2% | 83 |
| Income $40,000 - $49,999 | 8.9% | 8.4% | 95 |
| Income $50,000 - $74,999 | 17.8% | 17.9% | 101 |
| Income $75,000 - $99,999 | 12.0% | 14.7% | **123** |
| Income $100,000 - $149,999 | 13.0% | 18.0% | **138** |
| Income $150,000 or More | 9.8% | 14.5% | **147** |

# CREATIVE EXAMPLES

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ELIZABETH JAMES
NIRVANA
PERFUME OIL
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Select your concerns. Shop by recommendations. Your custom skincare picks are just a few clicks away.
Learn More
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SEARCH SEPHORA
HELLO KILEY!
815 POINTS
MY BEAUTY INSIDER
SHOP
HOT NOW
iQX3

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Concealer & Foundation
Lip Color
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Enter your Color IQ number
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