



For my final, I will analyze Rihanna's cosmetic line, Fenty Beauty. Some background is Fenty Beauty was founded in September 2017 and currently has a combination of almost 2.5 million followers on their social media pages.

### *Branding*

- Their branding is very sleek and different from most beauty lines. It was made to target an older audience compared to lines such as NYX, Maybelline, etc., where they target teens to early 20-year-olds.
- With her unique branding, it was one of the first beauty lines people have seen with sophisticated branding, making it stand out.
- Her business proposition was to inspire anyone to be their authentic selves while feeling good about themselves!
- [From her website:](#)
  - *"Rihanna was inspired to create Fenty Beauty after years of experimenting with the best-of-the-best in beauty—and still seeing a void in the industry for products that performed across all skin types and tones. She launched a makeup line "so that people everywhere would be included," focusing on a wide range of traditionally hard-to-match skin tones, creating formulas for all skin types, and pinpointing universal shades.*

- *Fenty Beauty products are designed to feel lightweight, even as they deliver buildable coverage that effortlessly layers to “make skin look like skin.” Most importantly, Rihanna creates makeup to inspire: “Makeup is there for you to have fun with,” she says. “It should never feel like pressure, and it should never feel like a uniform. Feel free to take chances, take risks, and dare to do something new or different.”*



MAIN LOGO

LOGO MARK



FENTY

COLOR PALETTE



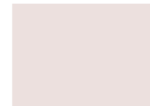
#DFBEB1



#D8CBDA



#060605



#ECE0DE

BRAND FONTS

Montserrat - Headings & Body Copy  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890

BRAND PHOTO STYLE



*Fenty Beauty Branding Guide Made By Kaela Brandi*

## *Goals and Strategies*

- Based on her website, Rihanna's goal for this makeup line was for consumers to feel beautiful and confident in their own skin. Before her line, many companies never had makeup shades for people of color, and it affected a lot of people's confidence since they were never able to find their perfect match when it came to makeup. Once Rihanna launched Fenty Beauty, many companies started producing more shades, and Fenty Beauty pioneered being inclusive rather than exclusive.
- Their strategies for being so successful came from social media. Consumers had begged and pleaded with companies to sell more products to people with a darker complexion, those who didn't have a shade light enough, or those who didn't have a shade that fit their undertones. Once the brand released the first round of products, fans were instantly blown away by the quality and relief that they were being heard.
- Fenty Beauty gained its success from consumers making content on Instagram, youtube, and now TikTok, where they showcase and demonstrate the high-quality products that it produces. The brand became a big hit after word-of-mouth reviews and the cross-promotion of reposting its consumers' content.
  - It also contributed to Rihanna's fame and popularity amongst her fans, which launched Fenty Beauty to success.
- From 2017 to the present day, the marketing strategies have changed within the brand itself as companies often evolve to find more success. One of the most impressive accomplishments of the brand that led them to more sales was their founder, Rihanna, [Super Bowl halftime show](#) (time frame 8:20) in February 2023, where she incorporated her beauty product during the performance, which millions were watching.
  - Another strategy they used was [showcasing their products](#) with incorporations of the super bowl, like their products were the reason the footballs were brown, tan, etc.
- Other strategies include creating content showing behind the scenes of making products and makeup tutorials from Rihanna herself and other celebrities/influencers. The aesthetic is another thing many people like about the brand because it shows a clean/bright look.

## *Content*

- Some types of content they share are videos and photos. Some are motivational posts, how-to/tutorials of using the products, behind-the-scenes, re-posting customer content, photos of Rihanna at an important event involving Fenty Beauty, and about the products themselves.
- For the quality of photos and videos, it's always high-quality and crisp images and videos taken by professionals unless they are sharing a customer's photo or video, which they will still look for customer content that is good quality in terms of lighting, filming, and is brand-friendly.
- In terms of their website, they make sure all products and pages have good titles and are clear and transparent to buyers that want to purchase any products from their company. Their grammar and sentence structure are good but can be improved by including more keywords that could be relevant to Google or other search engines.

## *Audience Analysis*

- Fenty Beauty has a diverse audience of people with different backgrounds. I looked into her website and Instagram pages (since those are the most traffic) to see her audience.
  - It shows that 72% of followers are female, and 27% are male. Most are between the ages of 25 to 34 year olds.
  - Based on the topics, Fenty Beauty (FB) customers searched for "shopping," "fashion," "beauty," "clothing," and "cosmetic."
  - The top categories that FB consumers were interested in were "Beauty & Cosmetics," "Fashion & Apparel," "Computers, Electronics & Technology," "News & Media," and "E-Commerce Marketplace."

- Other websites consumers looked at similar to FB were: Sephora, Savage X (Rihanna's other company), temptalia.com (a blog for dupes), Rare Beauty, and Charlotte Tilbury.
- When it comes to specific audiences, they wanted to reach females of all skin tones who were looking for high-quality products so they could feel more empowered through the use of makeup in themselves.
- I think their audience should be females from 20 to 40 years old, looking for a product that they don't have to worry about being cheap and wearing away throughout the day. These females would be in excellent financial positions and be able to bring many talents to the world, primarily through makeup.

## ● *SEO*

- I ran their website through an SEO tracker, and they scored a 66% out of 100%. They need to improve on removing unnecessary words from their H1 heading on the homepage, reducing the website's size, improving the meta description, and improving the content to include keywords. There's a 51.55% bounce rate which is not great if they want more customers. The duration of an average customer that spends time on their website is close to 9 minutes.
- Some keywords or longtails are: fenty beauty, fenty skin, fenty foundation, rihanna fenty, rihanna makeup, fenty sephora
- Their meta description is: Fenty Beauty by Rihanna was created with promise of inclusion for all women. With an unmatched offering of shades and colors for ALL skin tones, ...
  - If I could change this, I would put "Fenty Beauty by Rihanna is an inclusive cosmetic brand that offers an unmatched offering of shades and colors to express your true self."
- Some titles on their website are:

- Need Help Choosing The Perfect Lip Product?
- We Perfected Our Pro-Filt'r Soft Matte Shade Range
- Fenty Beauty's Most Wanted
  
- Some sub-headings are:
  - After extensive consumer testing and rigorous research, this is our most inclusive 50 shades yet
  - Check out our best-sellers and latest drops
  - This is the ultimate cheat sheet for you
  
- Some hyperlinks are:
  - <https://fentybeauty.com/pages/lip-library>
  - <https://fentybeauty.com/pages/game-day-looks>
  - <https://fentybeauty.com/pages/rihannas-press-conference-look>

## *Networking*

Regarding networking for the company, they have connections to celebrities and influencers willing to collaborate with them on an Instagram (IG) post or Youtube video. They also use micro-influencers to spread their products to new audiences as well which is great press. Some advocates of their brand would be their followers, who will comment or share their posts on their IG stories to boost awareness among other people.

Some influencers:

- <https://www.instagram.com/bretmanrock/>
- <https://www.instagram.com/mikaylajmakeup/>
- <https://www.instagram.com/priscillaono/>
- <https://www.instagram.com/glamzilla/>