Target Market Analysis

1. The current primary demand for hand lotion in the cosmetics, beauty supplies and perfume category is high. Although the recession has caused a huge crash in demand for certain categories, the demand for beauty supplies and cosmetics has actually increased as the recession has continued. In 2007 the cosmetics, beauty supply and perfume industry surpassed the $4.7 trillion mark in retail sales (Baker, 2003).

   The demand among women for this industry continues to grow, and the category as a whole has been in the “maturity” stage in the life cycle, as new products are constantly evolving. Since most of the products are targeted at women, it makes sense that women are the primary consumers of the cosmetics industry. Although the demand for this industry has gradually increased for men, women still value appearance and grooming at a much higher level compared to men (Dellinger & Williams, 1997). Human use for cosmetics and beauty products has always been apparent, but just in the last 10 years, the demand increased in younger women.

   The secondary demand for this product is no longer targeted at just middle or older aged women but now targets teenagers, if not preteen girls (The Public Relations Society of America, 2009). There is also a high level of demand for hand lotion since the product itself has been around and used for hundreds of years.

2. Relevant demographics:
   1. Preteens to teenagers ages 10-19
   2. Girls
   3. Middle and high school
   4. American Caucasians and African-American girls
5. Young beauty magazine readers who buy cosmetics (e.g. *Seventeen*, *Cosmo Girl* and *American Girl Magazine*)

- Relevant behaviors:
  1. User status: Potential user to first-time user statuses of Aveda
  2. Readiness stage: Desirous and interested stages

- Relevant psychographics:
  1. Gregarious and ambitious girls who enjoy trying new things
  2. Although preteen to teenage girls are normally in the survivor place of the VALS system because they are dependent on their parents for income, the other relevant psychographic will be the “thinkers” under the self-expression category in the VALS system. Although this will be targeting young “thinkers,” these girls are open to new ideas and are well-informed on happenings across the world, such as sustainability and the “green” movement.

- Relevant benefits sought:
  1. Higher-quality
  2. Environmentally conscientious
  3. Status quo (more expensive products)

- Geographic delimiters:
  1. The United States

The segmentation that was most useful for defining my target market was the demographic segmentation. This segmentation helped narrow down the age of my target, as well as sex and ethnicities. The demographic segmentation also helped to examine statistics about
what preteen girl consumers are interested in. This was the best segmentation to use for this particular target market. This age of consumers are constantly looking for the hip item and if Aveda can create a notion that their Hand Relief is that item then the consumer will have high demands for this product.
**Product Situation Analysis**

**The Company**

Aveda Corporation was founded by Horst Rechelbacher in 1978. The mission statement for Aveda Corporation is as follows:

> Our mission at Aveda is to care for the world around us, from the products we make to the ways in which we give back to society. At Aveda we strive to set an example of environmental leadership and responsibility, not just in the world of beauty, but around the world.

Aveda was one of the first companies to encourage greater environmental responsibility in business. However, the father company of Aveda is Este Lauder. Este Lauder is based in New York City and engages in the manufacture, marketing and sale of skin care, makeup, fragrance, and hair care products worldwide. Este Lauder brings in an average of $7795.8 million in annual sales. Aveda has a reputation of being high quality products but mostly the “mothers” products. This campaign is going to strive to reach a younger target market.

**The Product**

- **Product description and positioning:** Aveda Hand Relief features two different bottle sizes, made from recycled plastic. It also focuses on lotion thickness and the citrus and plant fragrance it uses. The benefits of Aveda Hand Relief is that it hydrates hands for longer periods of time, it has an appealing smell, the recycled bottle helps the environment, and it is also helps animals since no Aveda products are tested on animals. Aveda has a reputation of having more “mature” types of products, used by higher class women. Aveda has been around for more than 20 years so it is known but not as well
known as other brands. Aveda Hand Relief sets itself apart from other hand lotions due to the environmentally conscience notion behind the bottling and product.

- Product sales: The annual sales of the Aveda Corporation are roughly $198,800,000.

The Market

- Current customers: Aveda customers are women between the ages of 25-80 who have heard about the brand through word of mouth. These women tend to get services done at Aveda salons and spas, thus becoming familiar with the product lines. These women also have a greater interest in the environment and environmentally friendly products, not necessarily just beauty products. These women have average to high incomes especially since Aveda products are more expensive compared to competitors. These women value quality and are there will always be a current demand for these types of products, quality or not.

Product SWOT Analysis

- Strengths: All natural and an environmentally conscientious product, company outreach to countries in need, corporate responsibility (e.g. Breast cancer awareness products).
- Weaknesses: Higher on the price scale for hand lotions, locations are sometimes more remote and there are fewer locations, more niche of a product.
- Opportunities: Societal trend – “environmentally conscientious and green friendly.”
- Threats: Economic recession, teens’ families may not want to give them the money to purchase the more expensive hand lotion if there is still an economic downfall.
Advertising Objectives

- Primary objective: Establish brand recognition and acceptance. This is the primary objective since Aveda itself is a somewhat niche product line. By establishing brand recognition for Aveda Hand Relief, this will make the company and product itself more known and accepted by the overall target audience of preteen and teenage girls in America. This is the most crucial objective in order for this advertising campaign to be successful.

- Secondary objective: The second objective is to create awareness. By making more preteen and teenage girls aware that there are other options in hand lotions, this should lead to comparison shopping which could potentially put Aveda Hand Relief at the top of girls’ minds.

- Tertiary objective: Convert other users to advertiser’s brand. There are so many different types of hand lotions out there, so by promoting girls to try Aveda, and in particular Aveda Hand Relief, this will give girls a sense of the company and products. This will then allow them to compare how different Aveda products are to Bath and Body Works, when it comes to fragrances, sustainability and overall better quality products.
Creative Brief

- **Problem and Opportunity:**

  Aveda has an opportunity to cultivate a new customer group: want pre-teen and teenage girls ages 10-19, who read young beauty magazines. First, they need to be made aware of Aveda Hand Relief, thus inducing 50 percent of that target to then purchase either of the sizes of hand lotion. This target market is primarily buying products that it thinks are “cool” or “hip,” which are normally not associated with Aveda products by that age group. This is a large target market with great potential since the majority of girls who read young, popular magazines enjoy beauty products. Advertising to this market will increase sales and allow for a wider variety of consumers since Aveda is primarily used by women ages 25-70 (Baker, 2003). By targeting this group of people, the potential for product sales will increase due to the fact that this target enjoys beauty products and regularly buys beauty products. Since this product is not a large purchase that takes a great deal of time and consideration, the chances of it being successful in targeting this younger generation are high. The last factor that this ad possesses for the opportunity to increase sales is the fact that Aveda has a strong reputation of being environmentally friendly. Being “green” is a huge trend all across the United States. Aveda Hand Relief is a naturally-derived product packaged in a 100-percent recycled container, which is going to be beneficial for the ad campaign.

- **Communication Objectives:**

  Establish brand awareness, recognition and overall acceptance. This is the primary objective since Aveda itself is a somewhat niche product line. By making more pre-teen and teenage girls aware that there are other options in hand lotions, this should lead to comparison shopping, which could potentially put Aveda Hand Relief at the top of girls’ minds.
Establishing brand recognition for Aveda Hand Relief will make the company and product itself more known and accepted by the target audience of preteen and teenage girls in America. This is the most crucial objective in order for this advertising campaign to be successful.

Lastly, this ad should strive for converting other users to the Aveda brand. There are many different types of hand lotions out there, so encouraging girls to try Aveda, and in particular, Aveda Hand Relief will give girls a sense of the company and its products. This will then allow them to compare how different Aveda products are to Bath and Body Works, when it comes to fragrances, sustainability and overall better quality products.

- **Target Audience:**
  The target market for this ad will be all ethnicities of pre-teen and teenage girls, ages 10-19, who read young beauty magazines. They are ambitious girls who enjoy trying new things and are focused on environmental issues. Although pre-teen to teenage girls are normally in the survivor place of the VALS system, because they are dependent on their parents for income, the other relevant psychographic will be the “thinkers” under the self-expression category in the VALS system. Although this will be targeting young “thinkers,” these girls are open to new ideas and are well-informed on happenings across the world, such as sustainability and the “green” movement. This ad will be targeting gregarious and ambitious girls who enjoy trying new things and venturing out.

- **Brand Personality:**
  Aveda Hand Relief wants to be associated with the true quality of its product and give customers this overall satisfaction of having the best hand lotion. The Aveda brand has been
around for more than 30 years and is associated with quality; however, not necessarily among the younger ages. This ad will help make pre-teens and teenagers aware of the excellent quality of this product even though this is not always the first thing that draws the attention of this target. I want more pre-teens and teenage girls to associate the need to stand out with Aveda products, creating an overall Aveda image that promotes a “one-of-a-kind girl.”

This then ties into the brand experience of Aveda Hand Relief. “Just be you…Be Aveda,” is a slogan I thought of to help portray the overall experience. Making girls feel special for being “one-of-a-kind” could make them feel that they are unique for choosing Aveda products. By making them feel beautiful and comfortable when they put on the hand lotion, this will give them that experience of being unique and standing out in a crowd.

The personality of Aveda Hand Relief is beauty, uniqueness and a one-of-a-kind feel. This personality is portrayed by being fun and flirty and comfortable with being different. Aveda Hand Relief is a light product with a light, floral scent, so the ad should portray this girly attitude to match with the product. The Aveda brand is also unique in general, so this is still a strong aspect to associate with. The mood and tone should be fun, as well to relate to the overall personality and experience of the product and ad.

- **Benefits to Communicate:**

  The benefits are it hydrates hands for longer periods of time, it has an appealing smell, the recycled bottle helps the environment and it is also helps animals since no Aveda products are tested on animals. These are all unique qualities since they are all incorporated into the
same product, making it stand out in the beauty industry. This all will relate to the idea and personality of the ad, which is being one-of-a-kind.

**Support of Benefits:**

By simply trying the hand lotion at any salon, a person will immediately be able to tell the difference as opposed to water-based competitor hand lotions. Aveda Hand Relief is not widely used by this particular target audience making the statement of being unique to be true when advertised to this particular audience. The tone of Aveda Hand Relief should convey the uniqueness idea by telling the audience about these particular benefits such as green-friendly and intense hydration.

**Additional Suggestions:**

I would like this ad to run in print only. Young teen magazines will be ideal, but if successful, this could become a national campaign that other magazines could potentially run. In addition, mothers of this target audience might realize that Aveda Hand Relief should be used by their daughters and maybe even make a great present.

**Special Requirements:**

I like the idea for a slogan of “Do something great today, just be you…be Aveda.” I think this is a good start to the overall message I am trying to portray in this ad for Aveda Hand Relief. By using the Aveda logo is should incorporated throughout the ad since it is not used as often as it should be. I also think that this ad should portray a happy, light and girly feel since the women’s ads that run in Vogue and Cosmo are more serious and high fashion based.
Media Plan

- Message-distribution objectives:
  - Message weight: This advertising campaign should reach about 271,630,400 people nationally.
  - Geographic reach: Seventeen - national, Girls’ Life - national, Facebook - national
  - Timing of campaign: start date - January 2013, end date - December 2013
  - Average frequency: The campaign should average a total of five exposures per target audience member.

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Media Strategy

- **Classes of media to be used:** I plan on using magazines and the internet to obtain optimum views by the target audience. Beauty magazines are a great way to reach teenage girls since this is a widely used media vehicle by all different types of girls and also in all different areas of the United States. Magazines are an established medium so this means that more people are aware of magazines such as *Seventeen* and *Cosmo Girl* making them effective media vehicles for my target audience. Both of the magazines selected are mostly read by this range of girls, making the advertisement more narrowly focused. These magazines were both ranked in the ‘Top 10’ category for teen magazines by allyoucanread.com. This reinforced that both of the magazines chosen will be seen by the target audience. The internet was chosen as the second class of media. With the younger generation being more in tune to online media, using the internet to reach this target audience would be effective. The internet has been emphasized in elementary, middle and high school curriculums meaning that the majority of the younger generation has a basic understanding and usage for the internet.

- **Media vehicles used:** The media vehicles that will be used in this campaign are: *Girls’ Life Magazine*, *Seventeen Magazine* and Facebook. All of these vehicles are popular with the target audience, making them the best possible chance of reaching these girls. Both of these magazines are nationally known and have been around for more than 15 years, while keeping positive reputations. As stated previously, both of the magazines chosen were ranked among the top ten teen magazines of 2012. Facebook is also a fitting vehicle since it is so popular and used primarily by people ages 15-30. Facebook was chosen since it is the most visited social network in the world. With more than 800 million
Facebook users, 48.8 percent are females, making this medium also appropriate for this campaign. The demographics are also even making it easy to target females instead of everyone. Advertising on Facebook will consist of side bar advertisements that are present on girls in the United States pages’ ages 10-19.

- **Size of advertisement:** The print advertisements will be full-color, full-page spread and the Facebook advertisements will be a sidebar pop-up describing the features in two sentences. I chose a full-color, full-page spread in the magazines since pre-teens and teenagers tend to be visual learners and since Aveda Corporation can afford these advertisements, it has the potential to be successful in reaching this target audience.

- **Positioning of advertisement:** Since my advertisement is a full-page spread, it can be positioned anywhere in the magazine. We would pay extra for it being placed within the first 30 pages of *Seventeen* since this is a longer magazine. For *Girls’ Life*, the placement of the spread is not required to be in any specific part of the magazine. For the Facebook advertisements, we will have the sidebar ads placed on girls’ Facebook pages who are between the ages of 10-19 and also live in the United States.

- **Schedule of insertions:** These print ads will run on a continuous schedule. They will be placed in a monthly magazine, continuously – *Seventeen*, and *Girls’ Life* is a bi-monthly magazine so there will only be six issues distributed every other month starting in the January 2013 issue. Both of these magazine ads will start in January 2013 and run until December 2013. The Facebook ad will be scheduled to run for the same period as the magazines which is for a year in length. This year will be an appropriate start and end time since this will be launching a never-before-seen campaign, and typically, Aveda has not had a lot of advertising, especially toward this audience.
### Budget:

<table>
<thead>
<tr>
<th>Media Vehicle</th>
<th>Ad Size/Length</th>
<th>Cost per Insertion</th>
<th>Frequency</th>
<th>Total Cost for Schedule</th>
<th>Audience size</th>
<th>CPM</th>
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<tr>
<td>Girls’ Life</td>
<td>Full-color, Full-page Spread</td>
<td>$25,599</td>
<td>6</td>
<td>$153,594</td>
<td>2,160,000 x 6 =129,600,000</td>
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<td>Seventeen</td>
<td>Full-color, Full-page Spread</td>
<td>$138,240</td>
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<td>$1,658,880</td>
<td>4,719,000 x 12 =56,628,000</td>
<td>$29.30</td>
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<td>Facebook</td>
<td>Pop-up side bar (small)</td>
<td>CPC – $1.17</td>
<td>$30 a day 12 months</td>
<td>$360</td>
<td>85,402,400 (US Women)</td>
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<td><strong>Totals</strong></td>
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<td>-</td>
<td><strong>$1,812,474</strong></td>
<td><strong>271,630,400</strong></td>
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</table>
Creative Concept

The “Prepare to love…love Aveda,” campaign theme was created from personal experiences of being a pre-teen and teenage girl. The idea of love, holding hands and first relationships are conveyed in this print ad, all of which resemble the main idea of ‘loving in general and loving Aveda.’ This magazine ad would bleed off the page in order to get the entire effect of the bright green grass and colors. The bright colors were chosen to also give the effect of a light and fun atmosphere, which should be how a young girl should picture her first love. The Aveda Hand Relief is primarily used for hands so that is why half of the spread is of holding hands. This is to show that being affectionate such as hand-holding is important.

The pictures are stock photos that were used from www.flickr.com. Since these were already shot photos, there was no control over the models clothing or age. If this ad were printed, I would prefer the couple to be in my target audience age group, 10-19, or at least appear as though they are. That way the advertisement would be more relatable when seen in Seventeen and Girls’ Life. The girls’ summer dress would be the exact way I would picture her to look like in my brainstorm ad, but the man’s outfit is somewhat mature for the angle of ‘young love.’

I chose the font Malgun Gothic in order to convey a clean, simple straight-to-the-point message. I believe the font is easy to read and expresses the idea of young love well. “Prepare to love…love Aveda,” ad campaign could be used for any other Aveda products making it universal. The clean lines, young love and bright feeling given off from this ad, is exactly the message that the campaign is trying to portray.
Prepare to love...

Love Aveda
Works Cited


