LIQUID COURAGE FOR YOUR HAIR

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Executive Summary

Drunk Elephant has found success in skincare through its focus on ingredient integrity, developing a base of devoted brand advocates. To drive the growth of its new Cocomino Glossing Shampoo line, Drunk Elephant should leverage this existing brand equity and loyal customer base. Strategies will center on the theme of "liquid courage", promoting the shampoo as a dose of confidence for your hair.

Digital and social strategies can bring this to life, collaborating with influencers to showcase the glossy, lush results Cocomino provides. Current brand fans should be incentivized to try the "liquid courage in a bottle." Rather than acquiring new customers outright, accentuating the existing emotional connection people have with Drunk Elephant through compelling visual storytelling and the spirited "liquid courage" concept can persuade them to take the plunge into haircare.

Background

Drunk Elephant is a Houston-based cosmetics and beauty brand company. The company was founded in 2012 by Tiffany Masterson, a stay-at-home mom to four. Just seven years later, in 2019, Drunk Elephant was acquired by Shiseido for $845 million.

The brand's stated mission is to deliver "**clinically effective, biocompatible skincare**." Tiffany Masterson herself struggled with all sorts of skin issues, including sensitive skin, breakouts, rosacea, visible pores, and more. She found six ingredients (that she later trademarked the "Suspicious 6™") present in her skincare routine that she determined were the root of her issues: essential oils, drying alcohols, silicones, chemical sunscreens, fragrances/dyes, and sodium lauryl sulfate. Frustrated with the products on the market, she decided to make a line herself.

This **ingredient elimination philosophy** is the crux of the Drunk Elephant brand — its mission is to directly combat and remove "legacy" ingredients that have been used in makeup and skincare for decades.

The name Drunk Elephant is rooted in a myth. The story goes that elephants love to eat the fruit that has fallen from marula trees (they do), and the natural alcohol content from the fermented marula fruit then gets the elephants drunk (it doesn't).

SWOT Analysis

Strengths

- Clear **vision** and **philosophy** that fit into current industry trends
- Significant presence in both **Sephora** and **Ulta**, consistently selling out top products in both retailers
- Strong presence on **social media** (Instagram: 1.7M, TikTok: 997.8K)
- **Loyal fanbase** and community, particularly on "BeautyTok"
- **Cult following** for "D-Bronzi Drops" bronzing product
- Reputation for effective and **aesthetically pleasing** products

Weaknesses

- Products tend to be relatively **expensive** for the average consumer; considering that Americans are cutting back on spending due to **inflation**, this can potentially be a barrier
- Products are only sold online or in Sephora and Ulta stores and not in brick-and-mortar stores; popular items often sold out
- Most product lines (i.e. haircare, body care) do not have the same exposure or marketing as skincare
- **Scientific lingo** can be difficult to understand for the average consumer

Opportunities

- Expanding into **international markets**; since Drunk Elephant is already part of the Shiseido family, the brand may consider reaching a broader global audience by entering new markets such as Asia
- Expanding **digital marketing efforts** to bolster their other products besides viral skincare
- **New B2B partnerships** could help the brand establish its products in other retailers or markets

Threats

- Established competitors and **new entrants** may pose a threat to Drunk Elephant by offering similar or lower-priced products
- Many consumers actively search for Drunk Elephant **dupes** instead of buying the authentic product due to price, inaccessibility, etc.
- Cultural shift away from the current hype of easy-to-use, tactile makeup such as bronzing drops can have a drastic effect on Drunk Elephant's hype
- **Economic downturns** or uncertainties can lead consumers to be more price-sensitive

Research Findings

After researching and analyzing the brand's current situation, we wondered why there were several product lines that were not advertised at all. One such product was the **Cocomino Glossing Shampoo**.

We decided to conduct a series of interviews to figure out what the people around us value in their haircare routine, how they decide what to purchase, and their perceptions of Drunk Elephant. There were two general trends identified: **most people either value price or products that they've always bought (brand loyalty)**. One interviewee described herself as a "creature of habit," and many others rely on brands that they've been using for a long time.

Trends

- People may **value specific needs** (dryness, frizziness, etc.) that they specifically want to target with their hair products
- They may **value aesthetics** in packaging if they aren't looking for a particular product
- **The scent** of products is also a factor
- Some people use an **app or social media** to find out how good or bad a product is for their hair

Brand Perceptions

"I heard of Drunk Elephant last year when my two girls and bloggers told me about the new bronzing drops. I remember wanting to get them for my girls for Christmas, and they were sold out completely everywhere! I searched every Ulta and Sephora and every website online until I found them. From that experience, I immediately assumed Drunk Elephant was a great brand and starting to trend." – Carolyn, 50

"I did not know Drunk Elephant sold haircare. I think people don't really know about it because they're mostly big on skincare. Whenever they send their PR packages to people, they never send haircare. They just send a box of skincare." – Eileen, 14

My bad hair days look...

Frizzy Knotty
Stiff Dry
Damaged
Greasy
Undefined

My good hair days look...

Glossy
Healthy Shiny
Soft Smooth
Defined
Silky
Hydrated

Liquid Courage

Campaign Strategy

Drunk Elephant has an engaged base that loves their current products, so leveraging that established trust and loyalty provides a solid starting point. This following also provides an opportunity to build off of brand equity even for a new product category — shampoo. Connecting the sensorial delight of their skincare products to haircare benefits can mirror the emotional connection.

We believe that focusing on strategies to organically reach and excite the existing Drunk Elephant community is the path forward for the brand.

Campaign Objectives

Inform

existing Drunk Elephant customers, particularly women aged 25-44, about the availability and benefits of the Cocomino Glossing Shampoo.

Persuade

them to switch from their current haircare products to Drunk Elephant's shampoo by highlighting its superior qualities.

Remind

consumers of the brand's commitment to ingredient elimination and clean beauty.

Advertising will convey to women 25-44 that Drunk Elephant offers effective, comprehensive, and nourishing haircare products (specifically shampoo) that reflect their cult-favorite, viral skincare line.

Target Personae

EMILY, 32

💼 Marketing Manager
📍 New York City

Background

Emily works at a well-established tech company, a role she's been thriving in for many years. With a degree in Marketing and an MBA under her belt, she's a go-getter who's dedicated to her career.

Values

- work-life balance
- health and sustainability
- genuine connections with others
- staying motivated and inspired
- personal growth and development
- memorable experiences
- staying on top of trends and tech

Media Habits

- regularly listens to motivational podcasts (NPR)
- active on social media (Instagram, X, TikTok) for work and pleasure
- regularly streams movies

Brand Affinities

Emily, the primary target persona, falls within the target audience of women ages 25 to 44. Since she already knows about Drunk Elephant's skincare, she trusts the brand and is willing to buy more products.

JENI, 47

💼 Stay-At-Home Mom
📍 Bay Area

Background

Jeni grew up in the Seattle area and has a Liberal Arts degree. After she graduated, she met her husband while he was in law school. She got married and spent a few years working, then had her kids.

Values

- providing a warm and loving home
- healthy, balanced living
- cleanliness and order
- staying updated and trendy via media and blogs
- environmental awareness
- feeling comfortable in her own skin

Media Habits

- regularly listens to podcasts
- engages on Facebook forums
- enjoys short-form videos
- regularly streams movies

Brand Affinities

Jeni, the secondary target persona, is a bit older, and may not be as familiar with Drunk Elephant's products. However, she is interested in finding effective products for her hair and has the disposable income and time to do so.
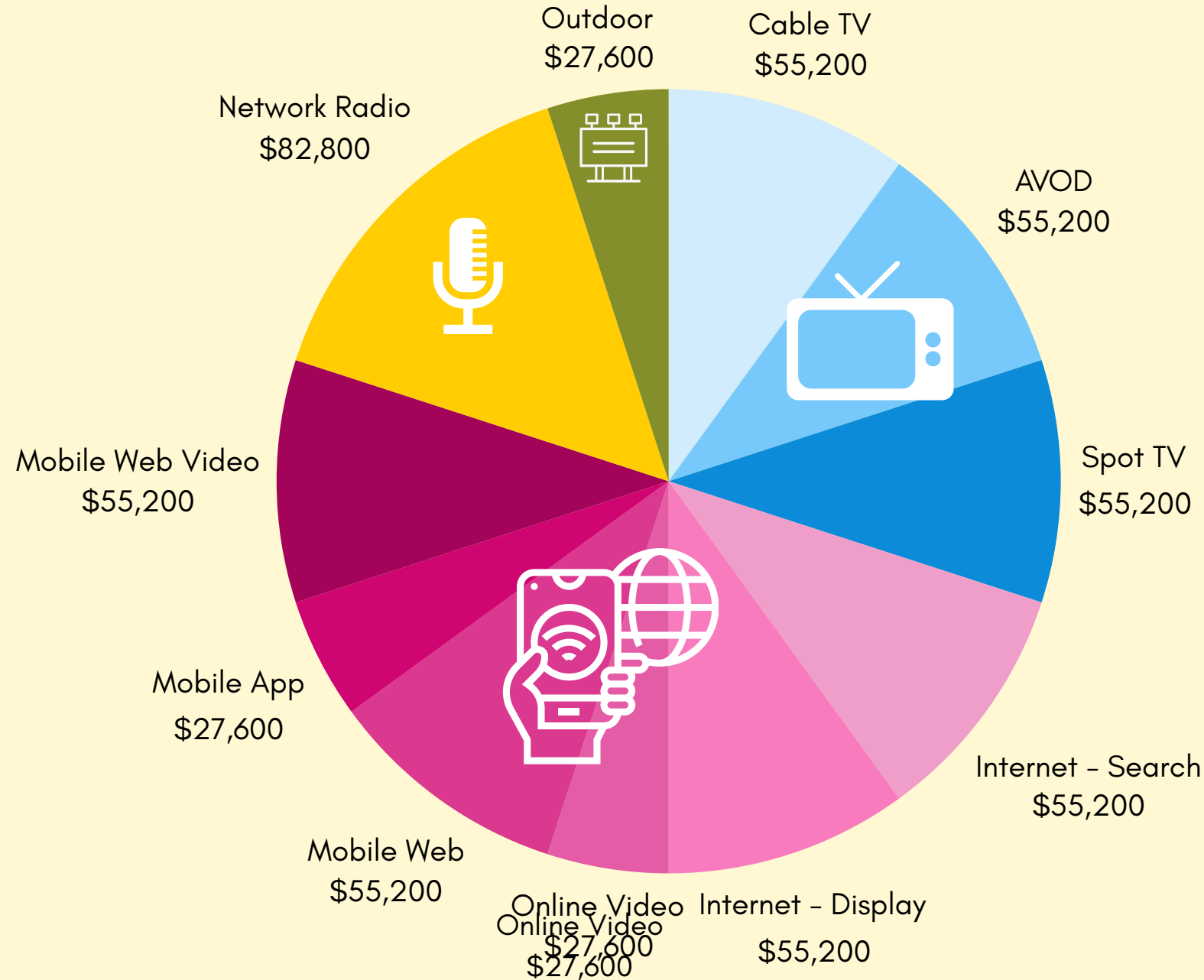
Media Budget & Mix

Projected Budget

$690K

Reserve Budget

$138K

Since Drunk Elephant is a young and growing brand, the projected budget is relatively small. According to Vivvix, in 2023, from 9/1 to 9/30, the brand spent approximately $190,522 on Internet Search and $1,285 on Online Video.

We aimed to further diversify the media mix, as well as expand the budget accordingly.

Largely informed by Simmons data, we decided to spend 30% on TV, split among Cable TV, AVOD, and Spot TV, 50% on Digital, split among Internet – Display, Online Video, Internet – Search, Mobile Web, Mobile App, and Mobile Web Video, 15% on Radio, focused on Network Radio, and 5% on Outdoor.

Pie chart segments:
- Outdoor $27,600
- Cable TV $55,200
- AVOD $55,200
- Spot TV $55,200
- Internet – Search $55,200
- Internet – Display $55,200
- Online Video $27,600
- Online Video $27,600
- Mobile Web $55,200
- Mobile App $27,600
- Mobile Web Video $55,200
- Network Radio $82,800

Campaign Timeline

May 1st, 2024   August 14th, 2024

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Week 15
Liquid Courage Tour	Miami, FL	Atlanta, GA	Nashville, TN	DC	NYC	Columbus, OH	Chicago, IL	Seattle, WA	Portland, OR	LA, CA	San Diego, CA	Las Vegas, NV	Tucson, AZ	Denver, CO	Austin & Houston, TX
Subscription Box			●												
Radio	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
TV	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Outdoor	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Internet / Mobile	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
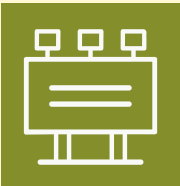
Spot Markets
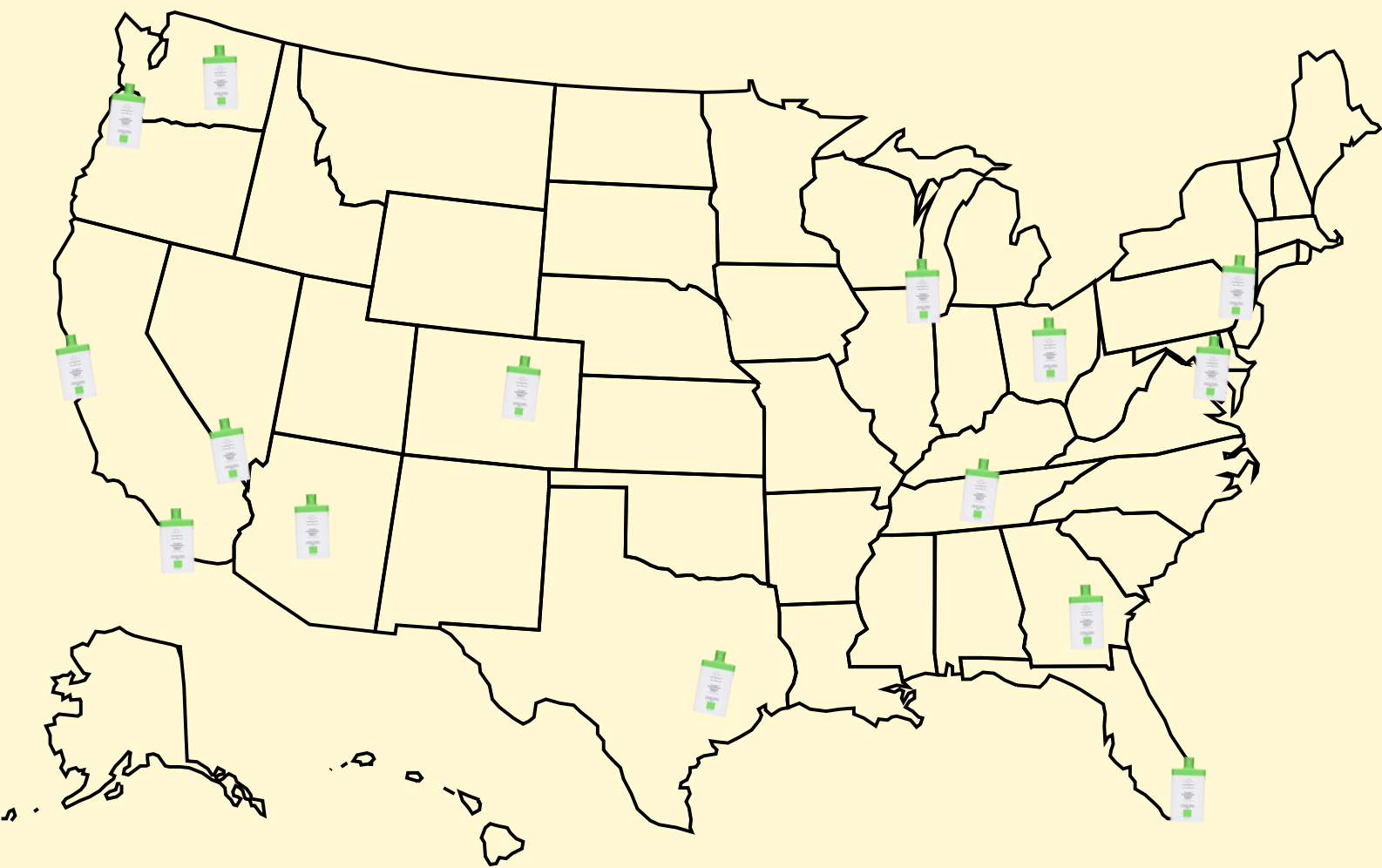
Austin, TX, Atlanta, GA, Chicago, IL, Columbus, OH, Dallas, TX, District of Columbia, Denver, CO, Las Vegas, NV, Los Angeles, CA, Miami, FL, Nashville, TN, New York, NY, Portland, OR, San Diego, CA, Seattle, WA, Tucson, AZ

These metro areas were selected based on having a **high concentration of millennial residents** aged 25-44 years old. Millennials make up a large chunk of the population across these cities; targeting cities with the most millennials allows us to **saturate markets** with TV ads, radio spots, experiential events, and social media engagement optimized for reaching this target demographic.

Additionally, these cities boast vibrant **nightlife scenes** that attract millennials seeking entertainment options: many of these cities have popular clubs, bars, and concerts. and festivals. Our Liquid Courage tour can tap into local venues, seamlessly integrating into existing millennial hotspots, especially among young professionals with disposable income to spend on beauty products.
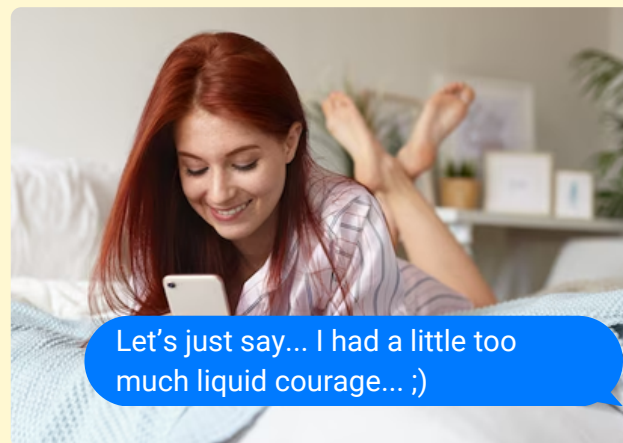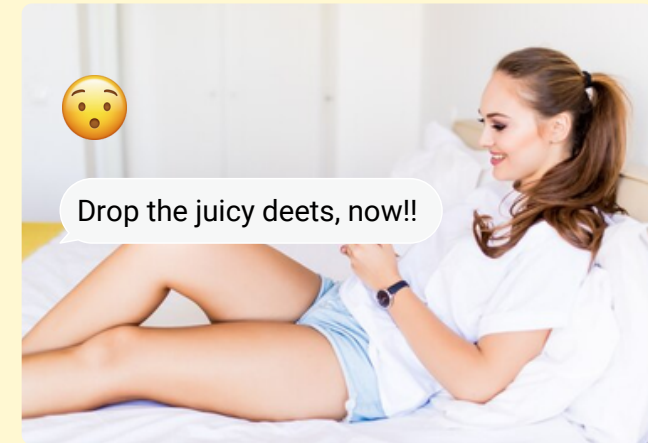
TV Script
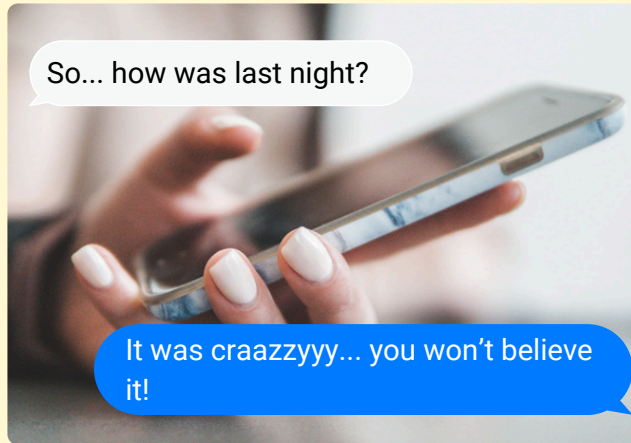
Scene 1: Girl 1 wakes up in the morning after a night out on the town and receives a text from Girl 2.
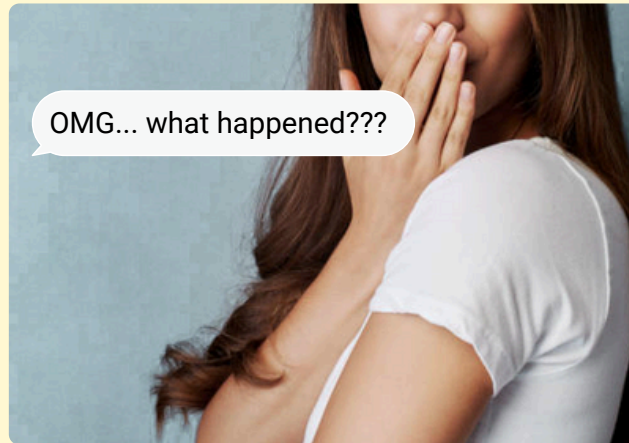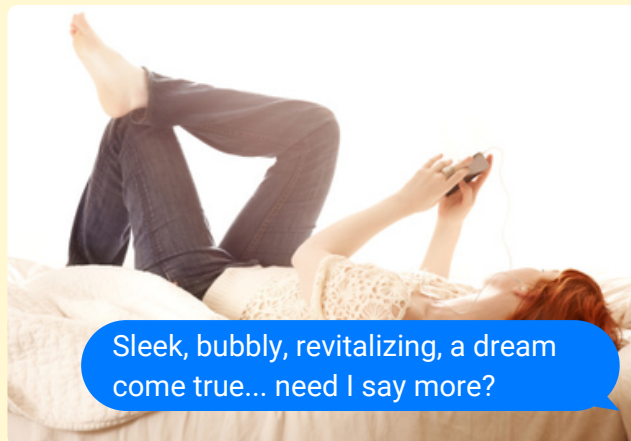

Scene 2: Girl 1 wakes up in the morning after a night out on the town and receives a text from Girl 2.

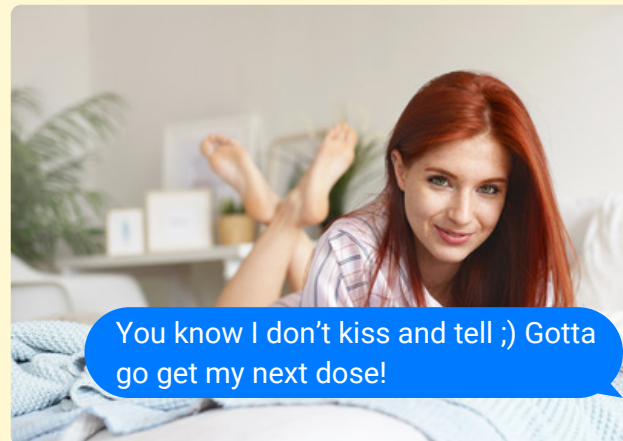**Scene 3**: Girl 1 laughs to herself, and cheekily texts back, kicking her legs back in a relaxed manner.

Scene 4: Girl 2 lets out an audible gasp and furiously texts back.

Scene 5: Girl 1 thinks for a bit, then texts back, giggling to herself.

Scene 6: Girl 2 reacts with heart emojis and smirks, texting back.

Scene 7: Girl 1 texts back, winks at the camera, then gets up and prepares to go take a shower.

Scene 8: Girl 1 starts shampooing her hair with Cocomino Glossing Shampoo. Text takes over the screen.

Radio Spot

phone ringtone

GIRL 1: Oh my gosh, what a night! I may have had a bit too much liquid courage! *giggles*

GIRL 2: Spill! What'd you get into after I left? Tell me all the juicy details!!

G1: Well...let's just say I found something totally new to indulge in!

G2: What was it?? I'm dying over here!

G1: Cocomino Glossing Shampoo! My hair has never felt so luxurious. My hair's never felt so sleek and bouncy.

G2: Stop it! You're so funny. That sounds amazing! Where can I find my own dose of liquid courage? *laughs*

G1: Don't worry girl, I got you! I already grabbed a bottle for our next girl's night out.

G2: That sounds like a party! Count me in.

upbeat pop song clip plays

Announcer: Cocomino Glossing Shampoo – for showstopping, flashy hair that's as lively as you. Find us online at drunkelephant.com or at your local Sephora or Ulta.

Display Ad

We plan to place display ads for Drunk Elephant's Cocomino Glossing Shampoo on various websites that our target audience frequents, such as the *New York Times* and Sephora.

This is an effective way to **promote awareness for Drunk Elephant's shampoo line**; the eye-catching visuals and compelling tagline of the ad seek to attract our target audiences, maximizing exposure to potential customers who may not have encountered the product otherwise.

Digital Billboard

TODAY'S FORECAST

Make sure you and your hair stay hydrated!

51 / 76 °F

TODAY'S FORECAST

Rain can't stop your shine!

46 / 54 °F

We plan to install digital billboards with real-time weather displays. These billboards will be placed in several of our key spot markets, displaying relevant benefits of the Cocomino Glossing Shampoo based on the current weather in the locale. For example, on hot days, the billboard would highlight the shampoo's hydrating properties; on gloomy, rainy days, it would emphasize the shampoo's glossing and shiny effects. Since our target audience is likely to be out and about and have a busy life, these billboards will reach them (and many others) in an effective way, as well as let people know the benefits of the product.

Portland, OR

Nashville, TN

Dallas, TX

Chicago, IL

Miami, FL
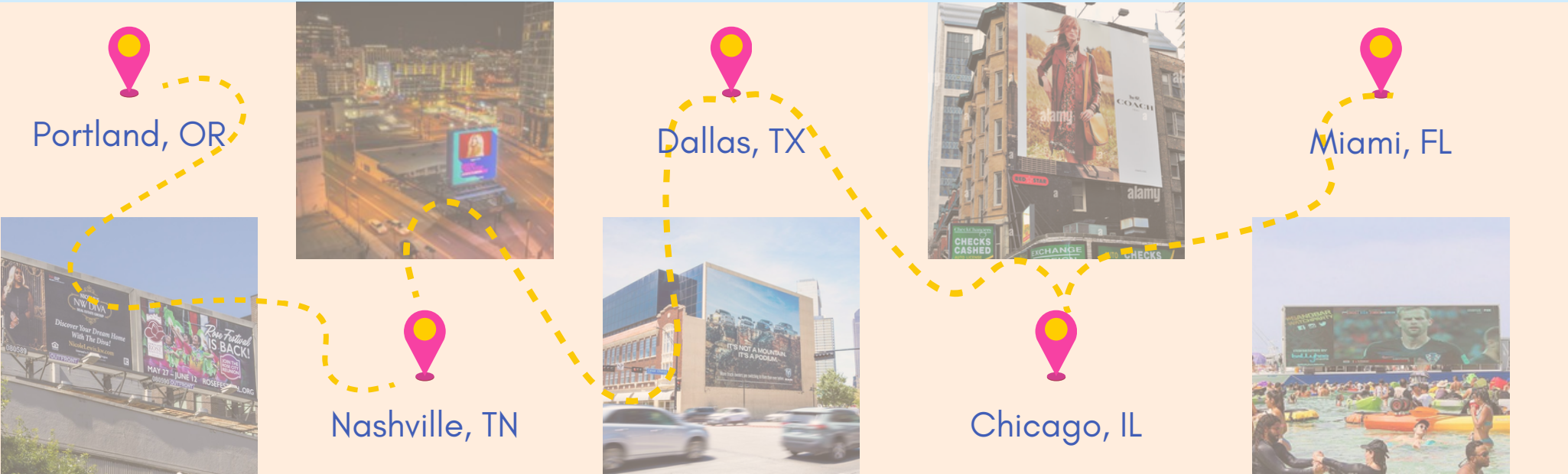
FabFitFun Subscription Box
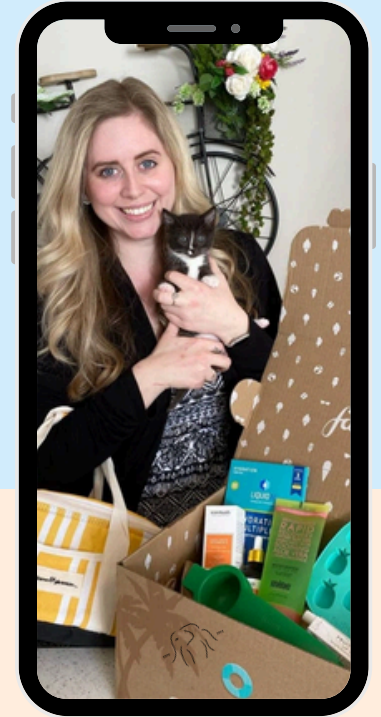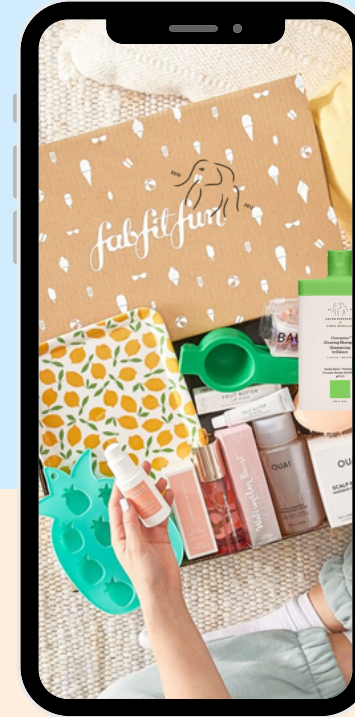
The FabFitFun subscription box is a **one-of-a-kind lifestyle experience** for women who are looking to discover new, full-sized products. The box often features brands that are similar to Drunk Elephant. As one of our activations, we would like Drunk Elephant to partner with FabFitFun to create a **limited-edition tropical box** featuring Cocomino Glossing Shampoo, among some other summer essentials. This box will be a great way to engage our secondary target audience of women who are looking to discover new products that fit their current lifestyle.

Liquid Courage Tour

The Liquid Courage Tour ties in Drunk Elephant's mission of encouraging women to **embrace their natural beauty** while bringing a **fun, courage-building experience on the go**. We plan to provide **free hair makeovers** to women on high-traffic streets in 16 major cities. But **true confidence needs nurturing from the roots up**; that's why we're teaming up with Take Back the Night Foundation to help **end sexual violence against women**. The Liquid Courage Tour aims to bring Drunk Elephant's hair and skin expertise and resources together with Take Back the Night's advocacy tools.

Liquid Courage Tour

As the Liquid Courage Windstream van traverses to cities all across America, we plan to **partner with local women's organizations, shelters, and community centers** to create a **network of support** and **provide essential products** as well as **offer resources and information** about local services for survivors of sexual violence.

Products include self-protection supplies from brands like Nightcap and Birdie, as well as essential skincare and haircare products from Drunk Elephant.

The campaign aims to unite beauty, empowerment, and advocacy because it's time for women to walk safely, confidently, and courageously – inside and out.
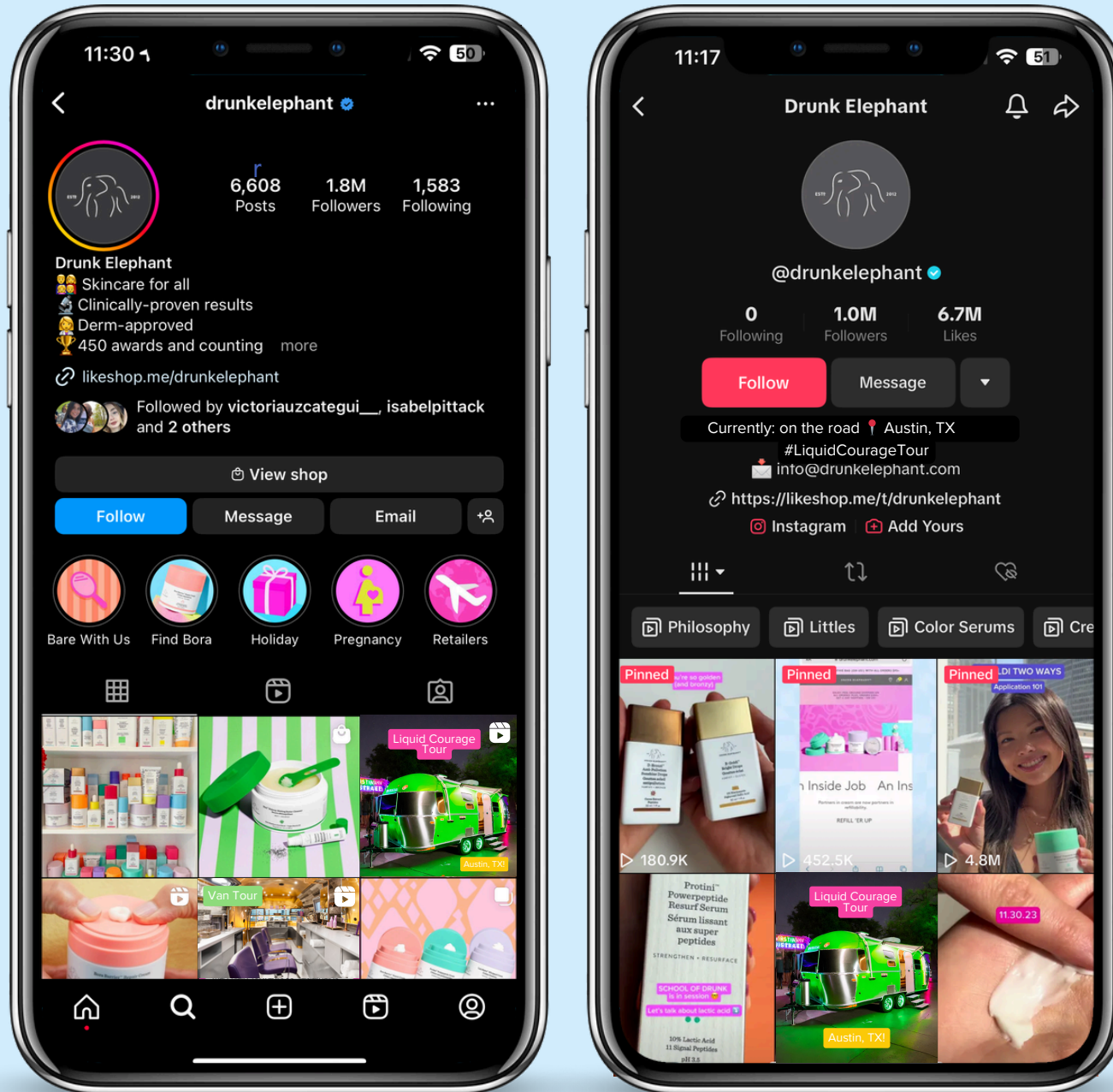
Liquid Courage Tour
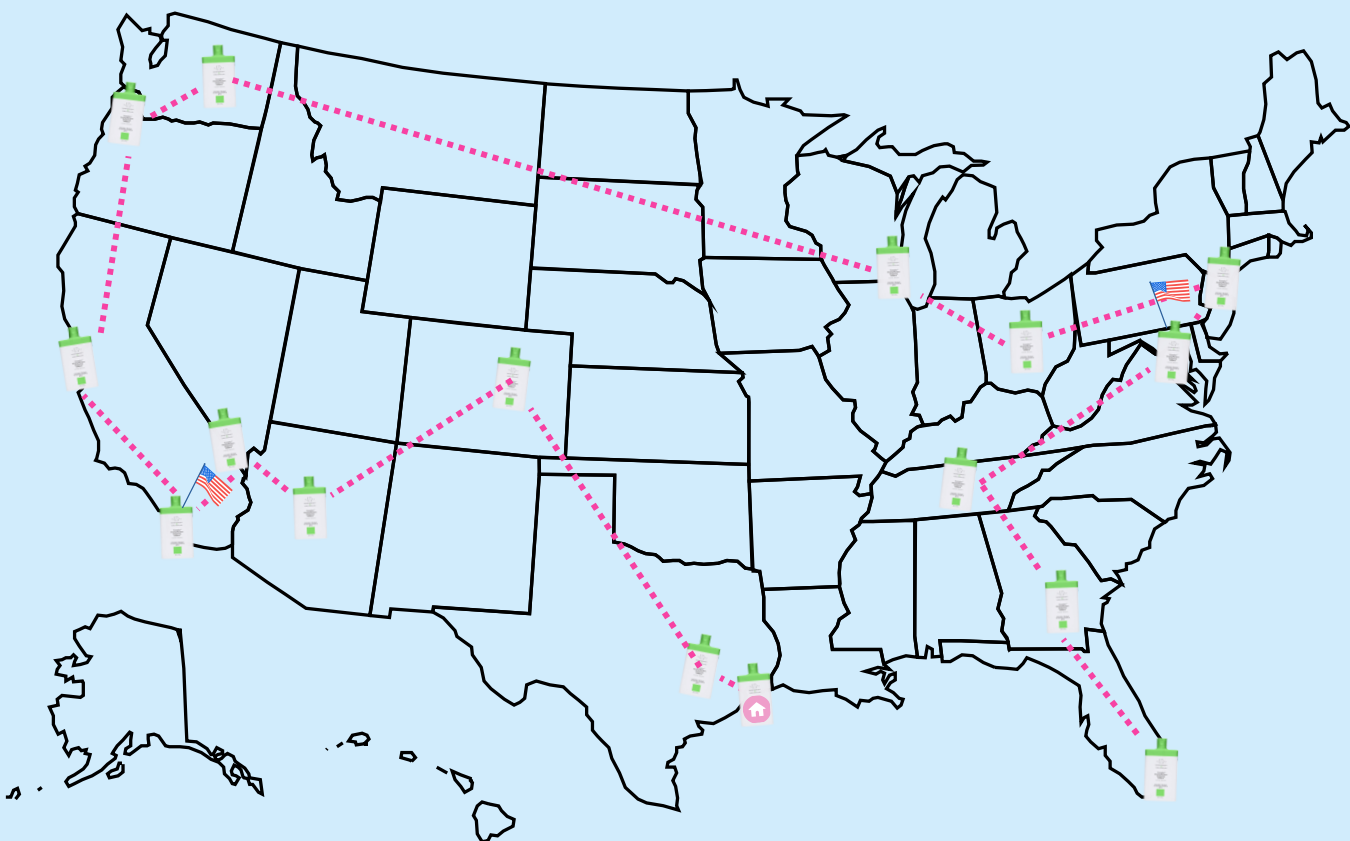
Tour Dates

Week 1 (May 1st – May 7th, 2024): Miami, FL
Week 2 (May 8th – May 14th, 2024): Atlanta, GA
Week 3 (May 15th – May 21st, 2024): Nashville, TN
Week 4 (May 22nd – May 28th, 2024): Washington, DC
Special Memorial Day event
Week 5 (May 29th – June 4th, 2024): New York, NY
Week 6 (June 5th – June 11th, 2024): Columbus, OH
Week 7 (June 12th – June 18th, 2024): Chicago, IL
Week 8 (June 19th – June 25th, 2024): Seattle, WA
Week 9 (June 26th – July 2nd, 2024): Portland, OR
Week 10 (July 3rd – July 9th, 2024): Los Angeles, CA
Special Fourth of July event
Week 11 (July 10th – July 16th, 2024): San Diego, CA
Week 12 (July 17th – July 23rd, 2024): Las Vegas, NV
Week 13 (July 24th – July 30th, 2024): Tucson, AZ
Week 14 (July 31st – August 6th, 2024): Denver, CO
Week 15 (August 7th – August 14th, 2024): Austin and Houston, TX
Conclude the tour in Houston with a grand finale event

Social Media

While embarking on the Liquid Courage Tour, we are planning to create an engaging video series throughout the 15-week adventure, cross-posted on Instagram Reels, TikTok, and YouTube. Leveraging the **already impressive social media presence** with engaging content not only caters to the existing fanbase but also opens up **avenues to reach new audiences**, fostering a deeper connection with our brand. This video series will offer viewers a unique and informative glimpse into the promotion of our product and collaboration with the Take Back the Night foundation.

Campaign Evaluation

Liquid Courage Tour

The Tour will be measured via number of people getting makeovers, money raised for TBTN, and donations given out.

TV

Our TV spots will be measured through Gross Rating Points (GRP).

Subscription Box

The subscription box will be measured through the number of boxes bought, as well as likes, comments, and shares on influencer videos.
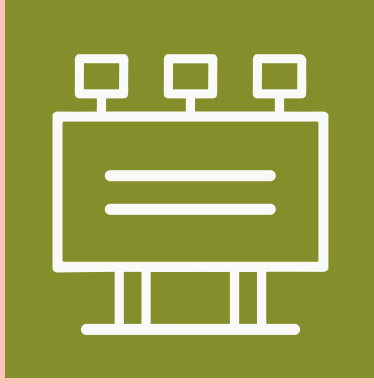
Outdoor

We can calculate the potential number of viewers based on the traffic count and the likelihood of people noticing the ad with Opportunity to See (OTS).

Radio

Since our campaign focuses on awareness, listener reach is important to consider when evaluating radio spots.

Internet / Mobile

Internet and mobile efficacy will be measured through Click-Through Rate (CTR) and standard social media metrics (likes, comments, shares, mentions).

Meet the Team

Krista Chen

Gabriela Espinal

Rylee Kinka