

## Applying the PESO model: Sephora

### **Target Audience**

Sephora offers high-end beauty and self-care products. The primary target audience for Sephora is females who are 18-24. But they also cater to women 25-54 as well as men (Statista). With such a diverse target audience, Sephora can reach its target audience through various types of media. The majority of Sephora's target audience has grown up with technology and is very comfortable using its website online (Pew Research). Sephora's older shoppers can still get a traditional in-person shopping experience in stores. Sephora offers a personal shopping experience that can be reached online and in-person through the beauty chat online and in-store helpers. The most important action that Sephora can take to market its products is to engage its broad audience of shoppers by using various forms of media to promote its brand.

### **Central Message**

Sephora offers a welcoming beauty shopping experience for all while inspiring creativity. The following PESO messaging will help Sephora connect with customers in a meaningful way with an anniversary celebration.

### **PESO Messaging**

**PAID: Create a targeted ad for Hulu with people presenting different makeup looks in front of the Wall of Love with "I love the way I beauty" as the end message.**

Justification: Sephora operates 1,319 stores in the United States (Scape Hero). With such a large audience to attract, Sephora can take advantage of Hulu's popularity to optimize potential attraction. By creating an ad for Hulu, Sephora will reach many different people and ages within its target audience. In 2021, Hulu had 43 million subscribers, and 62% were female (Business of Apps) (Streaming Media). Also, 26% of 18-34 year olds and 39% of 35-44 year olds watch Hulu every day (Statista). Hulu subscribers fall within Sephoras popular demographic, making a Hulu

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ad very appealing. This ad will help Sephora attract customers by catching their attention and helping to create excitement in the area.

**EARNED: Pitching Sephora's event to Kim Kardashian to receive coverage on an ABC segment.**

Justification: ABC has an average of 8.2 million viewers, with 1.48 million being 25-54 years old (Ad Week). With ABC's audience aligning with Sephora's target audience, Sephora can guarantee that many of its target audience will be watching the show. By having a celebrity like Kim Kardashian West endorse Sephora's recent ad and upcoming event, prospective customers will be influenced to shop at Sephora.

**SHARED: James Charles shares a TikTok video talking about Sephora's upcoming anniversary as he shows different ways on how he loves to beauty with his favorite Sephora products with the hashtag #IlovethewayIbeauty.**

Justification: TikTok has recently joined the list of being one of the most popular social media apps. With 1 billion active global users and TikTok's unique algorithm, it is easy to gain views from users if they don't follow you (CNBC). Sephora's primary audience is between the ages of 18-24, and 22.4% of TikTok users are 20-29 (Black Linko). James Charles is a famous makeup artist with 35.6 million followers on TikTok. 56.9% of his followers are 18-24, fitting into Sephora's target audience (Glossy). By having James Charles share a video on TikTok, Sephora will reach its target audience and grab their attention by having one of its favorite influencers post about them.

**OWNED: Post a video on Instagram "Celebrating Sephora's 50th Anniversary! Fifty makeup looks everyone loves."**

Justification: Instagram is one of the most popular social media apps, making it the perfect place for Sephora to connect with its younger audience (Worldstream). Now that Instagram allows longer videos to be posted, Sephora can share 50 makeup looks everyone loves to celebrate its 50th anniversary. With Instagram's newest video sharing features, users will be shown the video for a few minutes before asking if they want to watch more. This will help Sephora appeal to its younger audience who prefer shorter videos and to its older audience who are more likely to keep watching longer when asked (Forbes). With this video, Sephora can capture the attention of its customers by sticking to its theme of love. Posting an Instagram video also increases the chances of a larger audience's noticing as the video can be seen on the explore page.

### **Conclusion**

The messaging will be successful in each subsection of the PESO model because each messaging forum appeals to Sephora's diverse target audience. The messages in the different subsections have universal appeal to Sephora customers. With such a diverse range of ages that Sephora caters to, they must be universally appealing. Each message aims to encourage the target audience to buy products they love. By using strategies that appeal to its audience, Sephora is guaranteed success.

### **Sources**

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