Angela Anderson

Writing Sample

Sephora 2020 Campaign

The Unlimited Power of Beauty

In 2020 Sephora launched an ad campaign, The Unlimited Power of Beauty which showcased people of color wearing makeup and embracing the uniqueness of their facial features within a beauty editorial campaign. Many companies have pivoted their efforts to incorporate more diversity, equity, and inclusion in many of their advertisements, and Sephora has chosen to lead the beauty industry in this direction. Sephora utilized print ads and commercials to convey this message to its audience. With the push of DE&I as well as corporate social responsibility, Sephora has used the current social climate to its advantage by incorporating these ideas into its campaigns.

After analyzing the campaign, Sephora’s target audience is women ages 25-54, living in urban metropolitan areas. Their target audience is well educated and identifies as other when questioned about race/ethnicity. These women are employed full-time and have an average household income of $60,000. The women who shop at Sephora are active on social media platforms, like Facebook, Instagram, and YouTube. Lastly, their target audience are women who, although underrepresented, are interested in beauty and fashion that embrace their style. Sephora is a popular brand amongst this demographic, however, this ad campaign specifically targets a niche within this demographic, which is women of color.

This ad campaign was very effective. The ad campaign is contributing to the conversation about beauty and what it means to different people. The campaign also shows compassion for those who may have felt excluded for many years because of the lack of representation in mainstream media. The campaign also shows Sephora is invested in their customer beyond the sale. This positions Sephora as a leader in the industry and continues to create leverage amongst competitors. Changing the norms of the beauty industry and making it more inclusive, will encourage the women who identify with the ads to become Sephora loyalists.