Be Fearless with Fenty:
A Campaign Exploring Fenty Beauty Inclusive Beauty Concept

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ABSTRACT

This paper aims to explore what kind of campaign that can promote and how the campaign can represent inclusive beauty concepts. The issue of inclusivity has been important since society is still affected by the traditional beauty standards which result in the lack of darker foundation shades and higher sale of whitening products. This paper portrays Fenty Beauty's inclusivity beauty concept which is applied in a social media campaign and a mockup website that is aligned with the brand's tone-of-voices and target audience while using brand awareness and content marketing strategies. The work is written in the form of a social media campaign that shows encouragement towards Indonesian women to be confident in their own skin using the tone-of-voices of confident, informal, and inclusive. It also contains engaging contents to spread awareness and increase engagement of the audiences to be involved in the campaign.

Keywords: beauty concept, brand awareness, content marketing, Fenty Beauty, inclusivity, social media campaign, tone-of-voice

INTRODUCTION

Being pretty is always connected with skin color. This is proven by how people in the past often thought that people with light skin were beautiful and dark skin was 'ugly' (Frisby, 2019). As a result people with dark skin were often socially disadvantaged and got unfair treatment; they received fewer job opportunities and smaller incomes (Frisby, 2019). The idea of this issue is based on the historical records of slavery where skin color was a discriminatory characteristic among African-American slaves and Caucasian slave owners (Frisby, 2019, as cited in Wade & Bieltz, 2005). Moreover, research found that light-skinned people are more preferred due to the symbol of youth, health, and fertility which is also relevant as the feminine indicators. Due to that factor, makeup products for dark skin tones were not familiar in the beauty industry until recently.

However, as time goes by, people start to accept inclusive beauty and diversity in society. The shift of the Western world's beauty concept of people with darker skin is also embraced, envied, and emulated by White women and dark-skinned women alike. The popular "White" gold standard beauty has slowly lost its popularity. Many renowned beauties, such as Beyoncé, an American popular diva; Sophia Vergara, a Colombian actress; and Rihanna, the barbadian recording artist are now widely known and loved by people. Moreover, in the new millennium, the popular wannabe icons are the World's Most Beautiful Woman by People Magazine in 2011 and 2012, Jennifer Lopez, and Beyonce (People, 2011; People, 2012).

However in Asia, for women in particular, lightness has been associated not just with the leisure class, but also femininity, beauty, and purity in India, Indonesia, and Japan (Dixon & Telles, 2017, as cited in Hall 2010, Rondilla & Spickard 2007, Vaid 2009, Dikotter 2015, Keevak 2011, Saraswati 2013, Sorokowski et al. 2013). Therefore, it can be said that the beauty concept has started to change, and dark-skinned people have had their bright path in Western countries but not in Asia. Indonesia is a diverse country that consists of people from different races. In his book The Prehistory of Indo-Malaysian Archipelago (2007), Peter Belwood wrote that Indonesian ranges from mongoloid, Melanesian, and even negritos. Therefore, skin colors in Indonesia are so varied and diverse. It ranges from yellow to light brown to very dark brown or black skin color. Even though Indonesia is very diverse, skin color is still an issue. People are trying to lighten their skin as light as possible. It can be seen by how skin whitening products are ranked highest among all revenue-generating products in the Indonesian cosmetics industry (Saraswati, 2012), which means that people are trying to fit into the beauty standard where women should have light skin to be considered pretty. Other than that, Indonesian women are often willing to cover their faces with a foundation that is lighter than their own skin in order to appear fair-skinned (Vessalius, 2018). For that reason, darker shades of foundation make less profit than the lighter one.

In this paper, I take Fenty Beauty as the subject of my campaign. Fenty was launched in 2017 with a 40 shades foundation (Lang, 2017). This innovation of Rihanna made a breakthrough in the beauty industry which promotes inclusivity beauty in the industry. The invention aims to make women feel included and change their perspective of the harsh beauty standard. When Rihanna launched her makeup line across 17 countries, the collection sold out almost immediately online and in Sephora stores to the point that it is said as the best invention of 2017 by Time magazine (Mandell, 2017). The sale has proven that many African American will spend twice as much on skin care because they cannot find the right foundation shades for their skin (Frisby, 2019, as cited in Bryant, 2016). After Fenty, many brands started to follow Rihanna's footsteps creating inclusive foundation shades. No brand back then had shades ranging from 20 to 30 before Fenty Beauty. Until this day, Fenty, the brand, has been widely developed to be more inclusive to many sectors in the beauty industry, like The Savage, a clothing brand under The Fenty company that aims to be size inclusive.

With the urge to get more people to understand the situation, I, therefore, choose to explore what kind of campaign that can promote inclusivity through Instagram using Fenty Beauty as my tool to express the concerns. The purpose of this paper is to give exposure to inclusivity-related information through social media by using content marketing and brand awareness strategies that align with Fenty Beauty's tone-of-voices and target audiences in Indonesia. Brand awareness is an advertisement that works over the longer term by building visibility without necessarily looking for an immediate response. Therefore, it must be simple, memorable, and have enough impact to remain in people's minds for as long as possible (Shaw, 2012). The writing promotes the concept of beauty, which is "pretty does not always mean having white or light skin." People with dark skin also need to have exposure to the makeup industry. I include some concepts and principles that are going to be applied in this paper. Those are:
- Social Media Campaign
  An advertising strategy using social media to improve brand awareness, social media user interaction, and business goals (Winterer, 2023).
- Content Marketing
  A marketing technique of creating and distributing valuable, relevant, and consistent content to attract and acquire clearly defined audiences with the objective of driving profitable action (Steimle, 2014).

- ● Theories on Branding
  This paper consists of three main elements which are brand awareness, tone-of-voices, and target audience profiling that is in line with the brand.
    - Brand awareness
      Brand awareness is a key objective to keep a brand alive because it helps to establish a brand's presence in the market, increase its visibility, and build strong trust and customer loyalty. Brand awareness refers to the level of consumer recognition, acceptance, and recall of a brand in any case (Bilgin, 2018, as cited in Percy and Rossiter, 1992; Perreault et al., 2013).
    - Tone-of-voices
      Tone-of-voice is a brand or company's personality expressed through the written word (Albrighton, 2013). It is a tool that gives examples of the style of writing that reflects the values of the brand (Shaw, 2012).
    - Target audience profiling
      Target audience profiling is defining a specific group of people who are most likely to buy a product or service (Park, 2022). Four key types of market segmentation should be included in target audience profiling, which are demographic, geographic, psychographic, and behavioral segmentations (University Lab Partners, 2021).

As for Fenty Beauty's brand style guide, the brand focuses on providing makeup option for individuals of various skin tones, ethnicities, and even gender. Fenty is also known for its colorful range of makeup and trendy wordings. Therefore, it is more likely to be purchased by people of age 18-35 years old. Since Fenty is a luxury brand, the consumers belong to the upper middle class. However, there is no specific data about how much Fenty Beauty targets customers' income. Fenty Beauty has distinct brand attributes of inclusive and bold yet feminine which can be seen on their packaging. Fenty Beauty also has the tone of confidence, informal, and inclusive which can be seen on every wording they use on their social media.

CONCEPT OF CREATIVE WORK

The paper involves a Fenty Beauty campaign promoting inclusivity in the makeup industry, aiming to raise awareness through various Instagram features such as feeds, reels, and stories (Shaw, 2012). The campaign strategy is to maximize reach by utilizing all three mediums, in alignment with Fenty Beauty's official Instagram approach (Shaw, 2012). To enhance awareness, a website link will be included in every post and reel caption for easy access to additional information (Shaw, 2012).

Social media sharing, as noted by Bilgin (2018, cited in Tatar and Erdoğmuş, 2016), encompasses activities ranging from information sharing to post-purchase behavior visualization. The campaign's strategy involves using Instagram feeds and reels for issue-related content, while stories serve as a means of audience interaction, considering the target demographic of a younger audience (Bilgin, 2018, as cited in Tatar and Erdoğmuş, 2016).

Maintaining consistency with Fenty Beauty's style guide, the content will feature a nude pinkish color as the main theme, adhering to the brand's confident, informal, and inclusive tone of voice. Review videos of women with darker skin tones will be posted to emphasize inclusivity, while still acknowledging women of lighter skin tones (Bilgin, 2018, as cited in Tatar and

Erdoğmuş, 2016).

To optimize engagement, the content will be uploaded during peak audience times, taking into account research on Indonesian social media usage patterns (Priadana & Murdiyanto, 2020). The campaign will commence on Friday, capitalizing on the highest engagement day, and will continue to be strategically timed for optimal impact (Priadana & Murdiyanto, 2020).

Targeting women of darker skin color in Indonesia, the content will address issues specific to women's skin color in the region. Visual elements, including photos and review videos, will be incorporated to tell a compelling story and engage the audience effectively (Luttrell, 2018). Following Fenty Beauty's example, real user review videos will be included to showcase how the brand aligns with beauty standards (Luttrell, 2018).

Campaign Goal

The campaign incorporates SMART goals, an acronym denoting Specific, Measurable, Achievable, Relevant, and Time-bound, to enhance organizational structure (Conzemius & O'Neill, 2009). SMART goals, as outlined by Conzemius and O'Neill (2009), provide a systematic approach to goal setting. According to Ogbeiwi (2017), a goal is the envisioned outcome of an action, targeted for achievement within a specified timeframe, requiring committed effort and essential resources. Writing objectives as SMART statements is regarded as the gold standard in goal setting, offering a clear direction for action planning and implementation (Ogbeiwi, 2017). To define a specific goal for the campaign and ensure a clear direction for action planning, the analysis of SMART goals is informed by Laura Maya's book, "Smart Goals Expertise Training Guide" (2019).

- Specific: The goal is to observe increased inclusivity in people's behavior, reducing the use of whitening products. The focus is on promoting confidence and self-acceptance among dark-skinned women in Indonesia while enhancing awareness through Instagram.

- Measurable: The campaign aims for over one thousand engagements, five thousand accounts reached per post, one thousand likes for each post, and five thousand followers. Verification by Instagram and the continued activity of the hashtag #BeFearlesswithFenty within a year are considered indicators of success.

- Achievable: To achieve these goals, engaging content with a content marketing strategy will be consistently uploaded twice a week, maintaining the brand's tone-of-voice. Paid advertising on Instagram is planned for specific engagements. The achievable nature of these goals is supported by Fenty Beauty's global recognition and widespread popularity (Fenty Beauty by Rihanna, n.d.; Benefit Indonesia, n.d.).

- Relevant: Fenty Beauty's inclusive product range aligns with the diverse population in Indonesia, making the brand's introduction relevant. The changing beauty concept and Fenty's commitment to inclusivity resonate with the evolving beauty standards, supporting the brand's strength in offering diverse foundation shades.

- Time-Bound: The campaign is scheduled to run from February to March 2024, with an expected growth period of two months after the first post. The goal is to double the follower count to five thousand by the end of the year.

Target Audience

The campaign targets Indonesian women aged 25-34, specifically focusing on dark-skinned women, such as those with sawo matang or darker skin tones. The chosen brand, Fenty Beauty, is considered high-end but relatively more affordable than other luxury brands, with product prices ranging from Rp 450.000 to over Rp 1.000.000 (Kendo Holdings, n.d.). The identified target audience comprises middle to upper-class individuals residing in Indonesia, with an expected monthly income exceeding eight million rupiah.

The envisioned lifestyle of the target customers involves a love for experimenting with makeup and a genuine appreciation for its beauty. They are individuals who take time to apply makeup, aligning with Fenty Beauty's original psychographic of bravery and influence to change the beauty concept in Indonesia by embracing their true natural skin color. The target audience aspires to be comfortable in their own skin, influencing others to challenge traditional beauty standards and harboring a fear of not realizing their best selves. Makeup influencers, particularly those like Jharna Bhagwani, who values diversity and inclusivity, are deemed fitting for the campaign as they have the power to influence and are open to conceptual changes in beauty standards (Kendo Holdings, n.d.).

Campaign
- Title: Be Fearless with Fenty
  The title wants to show how Fenty Beauty encourages women in Indonesia to be brave and bold with their looks, showing their natural self. Just like the original Fenty's purpose, which is to be inclusive, this campaign also aims to spread inclusivity especially to Indonesian women who are often left out due to their skin color. Through this campaign, I want to encourage Indonesian women to be fearless on their beauty journey. Fenty has released its brand officially in many countries, and this time, it will begin its journey in Indonesia with this campaign. Through this campaign, I hope Indonesian women can be more confident and brave to spread inclusivity; be more gentle with themselves and be comfortable in their own skin. The primary focus of this brand awareness of Fenty Beauty is to enhance the brand's identity in Indonesia, promote inclusivity, and engage with the targeted audience. Matching with Indonesian diversity, it will be great if Fenty Beauty launches its brand officially in the country.
- Core Message:
  Fenty Beauty projects its concern for diversity, inclusivity, and self-love by providing high-quality, inclusive cosmetics for all skin tones and types.

The campaign spans two months with a total of 20 contents, posted two to three times per week on either Friday, Saturday, or Sunday. The initial month serves as the pre-launch phase, focusing on introducing Fenty Beauty and the campaign. The second month marks the official launch of Fenty Beauty in Indonesia, featuring interactive content such as customer experiences, Women's Day tips, storytelling sessions, and a giveaway.

In the first month, the campaign commences with opening posts, revealing the launch date and gauging audience awareness through an Instagram story poll. Subsequent weeks include posts about the campaign, its hashtag, and schedule, followed by the rationale for choosing Indonesia. The month concludes with tips on inclusivity and a tagline post. In the second month, the campaign starts with the Fenty Beauty launch, directing audiences to the website for a personalized product match. Women's Day is celebrated with tips, and a giveaway enhances engagement. An announcement of the brand model and the opening of Fenty's physical store conclude the campaign.

CONCLUSION

In conclusion, this paper focuses on promoting Fenty Beauty's inclusive makeup for Indonesian audiences by leveraging Instagram and a dedicated website. The campaign aims to enhance brand awareness through content marketing strategies aligned with Fenty Beauty's tone-of-voice and target audience, addressing the statement of the problem through extensive research and literature analysis.

The first purpose centers on providing exposure to inclusivity-related information via Instagram, utilizing the hashtag #BeFearlesswithFenty as a tool for awareness. The campaign features posts with tips on appreciating one's true self, showcasing diverse Indonesian women, and introducing taglines that encourage bravery. Celebrating Women's Day is also incorporated to promote Fenty Beauty's inclusive idea. Additionally, posts featuring Fenty Beauty's Pro Filt's Foundation, with Rihanna as the product reviewer, aim to build audience trust, and introducing Jharna as the model further reinforces the message of #BeFearlesswithFenty.

The second purpose involves employing content marketing and brand awareness strategies consistent with Fenty Beauty's tone of voice and target audience. The content ensures a consistent brand image, incorporating the #BeFearlesswithFenty hashtag and Fenty Beauty's logo in every post. Content marketing strategies include tips for the audience, announcements about Fenty Beauty's shades finder on the website, a reels video with Rihanna as the product reviewer, and a giveaway post to engage and benefit the brand and the audience. The overall content and captions align with Fenty Beauty's tone-of-voice and target audience of Indonesian women aged 25-34 with middle to upper-class financial status.

I believe that women should embrace confidence and bravery, free from judgment or limitations based on societal beauty standards. The overarching goal is to contribute to a more inclusive society, challenging the notion that women's beauty is determined by skin color. As the pioneer in the English department's copywriting thesis, I express pride in this groundbreaking effort. Despite acknowledging the thesis's current imperfections, I see it as a work in progress with room for enhancement. The ultimate aspiration is to collaborate with Fenty in the future to further refine and advance the cause of promoting inclusive beauty perceptions in Indonesia. The anticipated impact of the campaign is to raise awareness among Indonesian women, fostering greater confidence.

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