

READY-SET-MARKET 2025

ESTÉE LAUDER

Heritage in a Bottle:
Beauty Then, Beauty Now.

TEAM WARN-A-BROTHER



WHAT IS
LUXURY?

***“..now it’s about saving time,
personalization, and trust.”***

Forbes

“

[Direct Quote from Case Challenge]

“How can Estée Lauder **reposition** itself as a credible leader in **modern skincare** while preserving its **luxury heritage**?”

“As part of the overall solution, teams are expected to design a high-impact marketing campaign that empowers Estée Lauder to reclaim its leadership in skincare innovation. Your proposal should **illustrate how the brand can combine its legacy of luxury with a modern, science-led identity, capturing the trust of today’s educated consumers** while shaping the future of prestige beauty.”

”

“

[Direct Quote from Case Challenge]

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Problem Identified: **POSITIONING!**

”

The Problem

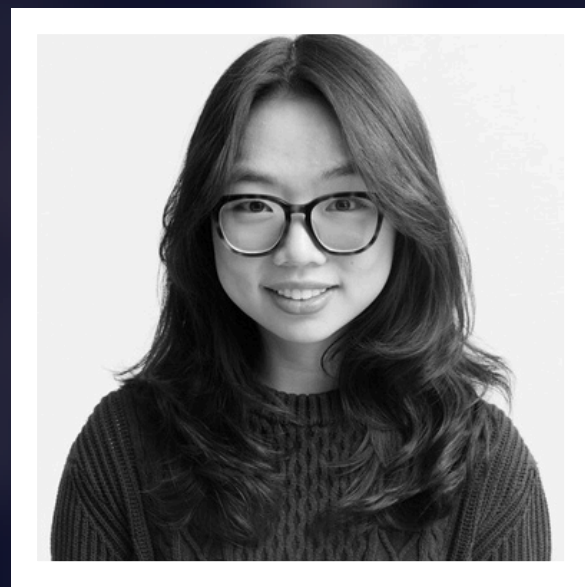
Emotional “old luxury” storytelling is materialistic or superficial; Gen Z & Millennials want to feel important, nostalgic, and they want an investment for life.

One Campaign, One Goal:

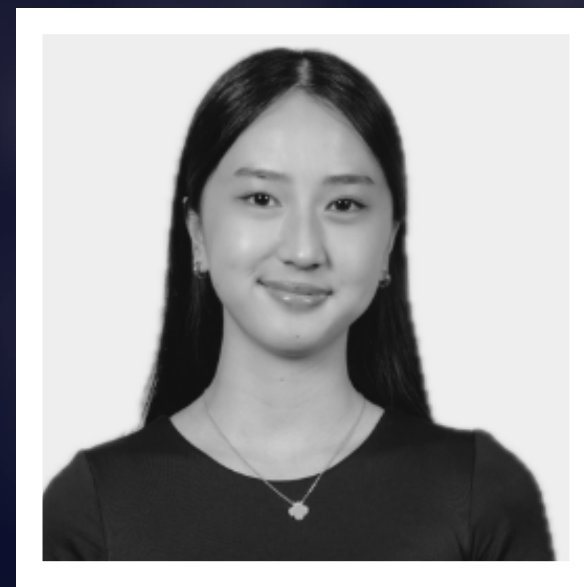
Our team aims to combine Estee Lauder’s “legacy of luxury with a modern, science-led identity” AND “emotional storytelling” into a campaign that taps into the confidence of generations that came before.

MEET OUR TEAM

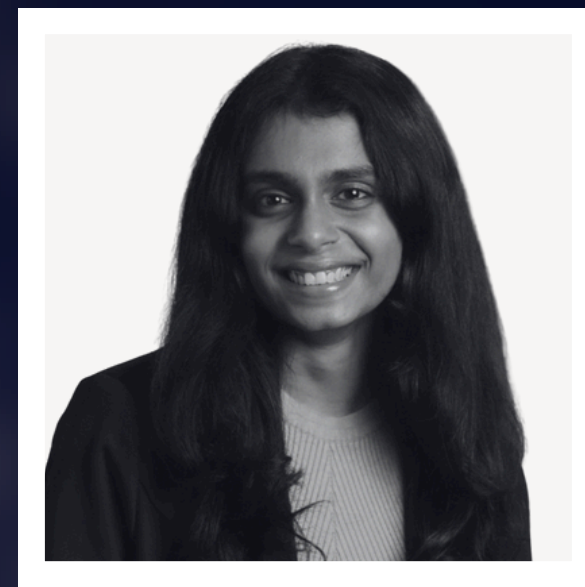
THE WARN-A-BROTHER CONSULTANTS



PARIS PHAN



KIM NGUYEN



SRISHTI GANGOLLY



SANDEEPA DAS



STRENGTHS

S

- ELC (Parent Company) has a strong global heritage; trusted luxury brand for 75+ years. ²
- Diverse portfolio with science-led + aspirational hero products. ²
- Maintains leadership in prestige/luxury beauty category, competing with L'Oréal Luxe , Shiseido , and Coty.
- Growing digital reach through omnichannel expansion (via Amazon)(p.9).⁸

WEAKNESSES

W

- Declining financial performance, as flagship net sales down 12% in 2025 (p.5).⁸
- Over-reliance on Travel Retail → Asia travel retail and softer Chinese demand (p.11).⁸
- Perceived as “old luxury,” traditional and opaque by Gen-Z/Millennials.
- Historically slower innovation cycle vs. indie/science-first disruptors.⁷

OPPORTUNITIES

O

- Rising demand for longevity science + biotech beauty.⁴
- Expand w/ intentional KOL partnerships with science-backed dermatologists + ingredient-conscious and luxury lifestyle influencers/celebs.³
- High-impact experiential retail campaigns with personalization pop-ups.
- Lean into the “The Nostalgic” macro-trend.^{1 5}

THREATS

T

- Fast-growing science-first competitors (e.g., DECIEM, Drunk Elephant).
- Gen-Z skepticism toward traditional luxury marketing.³
- Macro-economic pressures softening in discretionary luxury beauty + International tariffs.
- Evolving consumer pressure for high innovation.

"MODERN LUXURY MEETS PROOF"

"OLD-WORLD LUXURY:
LUXURY + INGREDIENT-OPAQUE / HERITAGE-DRIVEN"

LUXURY

LUXURY + INGREDIENT-OPAQUE / HERITAGE-DRIVEN

AB
Augustinus Bader

CHANEL DIOR
BEAUTY ★ PRIVÉ

DR. BARBARA
STURM

clé de peau
BEAUTÉ

sisley
PARIS

ESTÉE LAUDER

LA MER.

la prairie
SWITZERLAND

SK-II

SHISEIDO

Sulwhasoo

LANCÔME
PARIS

INGREDIENT
TRANSPARENCY

INGREDIENT
OPAQUENESS

Murad.

ELEMIS
LONDON

Kiehl's
SINCE 1851

TATCHA.

dermalogica®

CAUDALÍE
PARIS

The
Ordinary.

PAULA'S CHOICE
SKINCARE

ESTD 2012
DRUNK ELEPHANT™

fresh

CLARINS
PARIS

"PREMIUM + HIGH TRANSPARENCY /
INGREDIENT-FOCUSED"

"PREMIUM + LOW TRANSPARENCY /
LIFESTYLE PREMIUM"

PREMIUM

A PIVOT IN THE MARKET

*Modern luxury is no longer about **status**, it's about knowledge & consciousness.*

- People don't buy products they buy identities.
- Knowing this, Estée Lauder's identity must shift from:

*Feeling
beautiful*

Aspirational beauty



*Being knowledgeable,
mindful, and confident*

Beauty that lasts, inside & out

Anna



“I want things that are timeless, elegant, and make me feel beautiful.”

- **Age:** 45
- **Gender:** Female
- **Income:** \$80,000/year
- **Location:** New York City, New York
- **Shopping Habits:**
 - Passive shopper
 - Buy things to feel adjacent to wealth and caught up to trends
- **Influences:**
 - Celebrity campaigns
 - Premium retail experiences
- **Beauty is:** Aspirational, luxury, & a self-reward.

Madeline



“Luxury isn’t how it looks, it’s how it works.”

- **Age:** 24
- **Gender:** Female
- **Income:** \$45,000/year
- **Location:** New York City, New York
- **Shopping Habits:**
 - Active researcher & community member
 - Strong values (sustainability, cruelty-free, ingredient sourcing)
- **Influences:**
 - Dermatologists and experts
 - Credible & trustworthy micro-influencers
- **Beauty is:** A science, and built on trust.

Legacy. Luxury. Transparency.
With the confidence of generations that came before.

Beauty then, beauty now.

Our Campaign Goal: Our team aims to combine Estee Lauder's "legacy of luxury with a modern, science-led identity" and "emotional storytelling" into a campaign that taps into the confidence of generations that came before them.

CAMPAIGN PILLARS

To achieve our goal, our team has developed a campaign with 3 core components:



Social Media Kickstart

Post on Estée Lauder's social media to celebrate generations of women, as well as promote our quiz.



"Time Machine" Pop-ups

A luxury experience in the heart of New York, celebrating legacy and timeless beauty.



"A Formula For You" Quiz

Interactive quiz, enhanced with our new "Year in Review" feature for a premium personal experience.

SOCIAL MEDIA KICKSTART

Beauty then, beauty now.

- Posting content on Estée Lauder's main pages **celebrating multiple generations of women**
- Emphasizing connection, love, womanhood, and nostalgia



+



TikTok

*Social
Media*



*Time Capsule
Pop-up*

Consumer Pathway

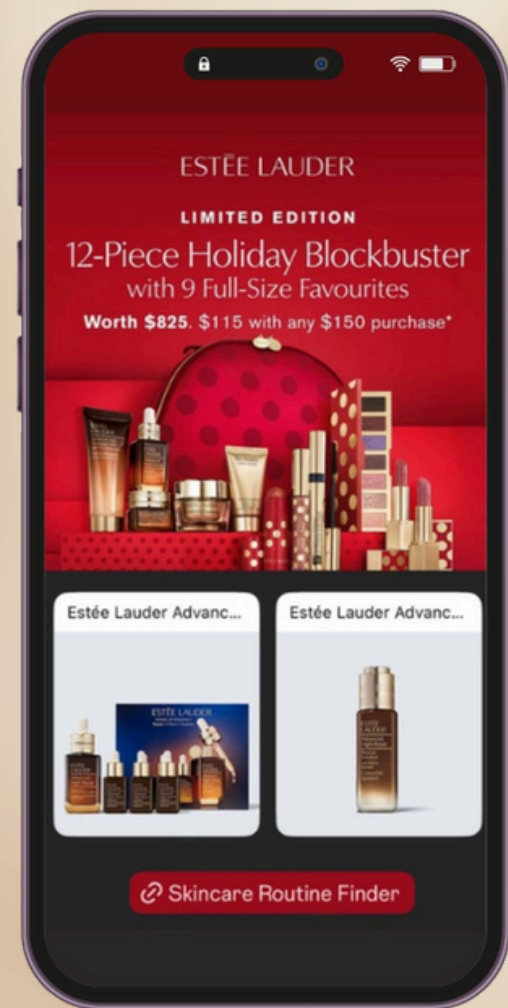


Sample Promo Video:



“TIME-MACHINE” POP-UPS

*Step into a time machine.
Take home a time-capsule.*



Paid Social Media Ads:
Linking to quiz

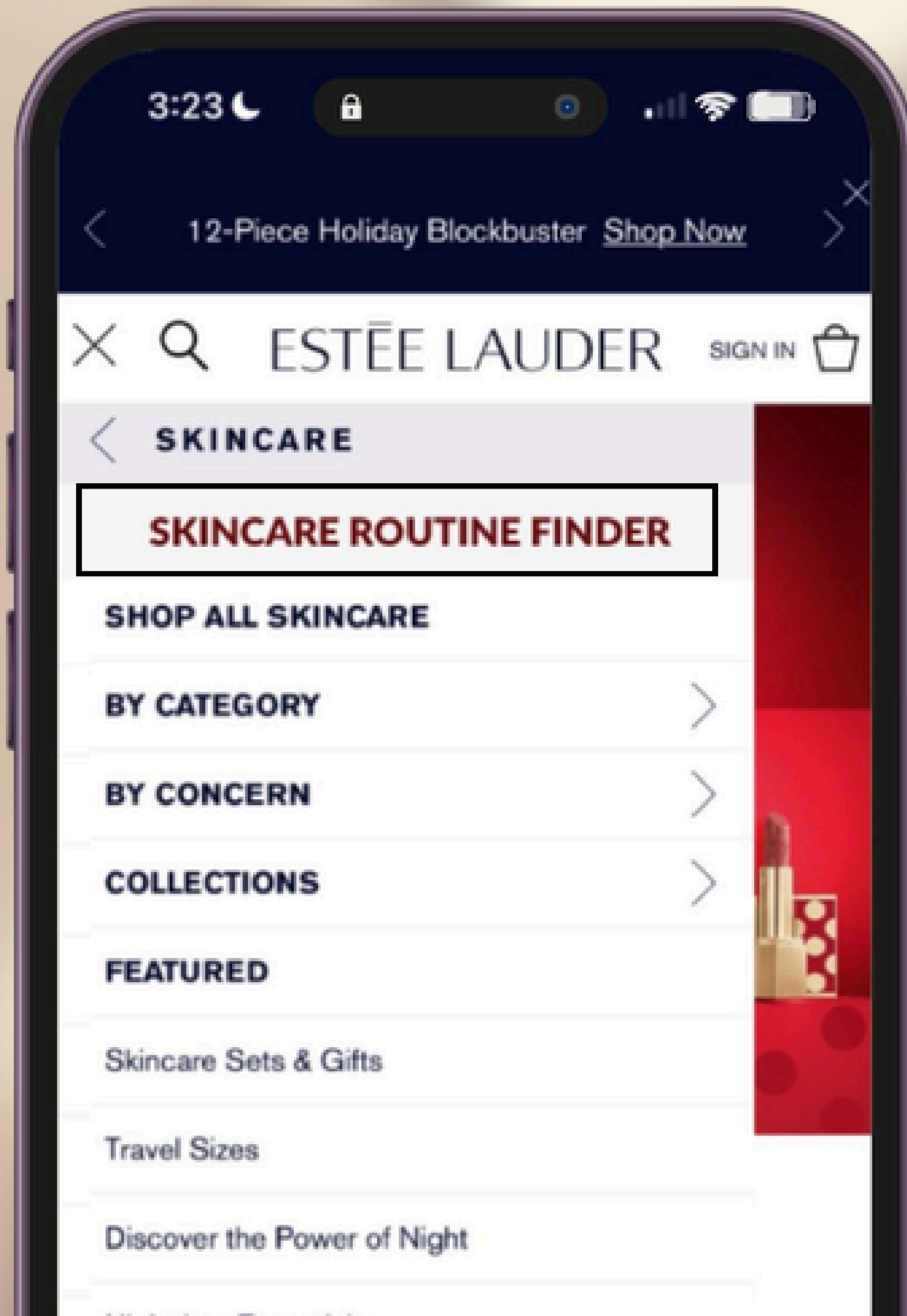


Interactive Component:
Photobooth



PILLAR #2

A FORMULA FOR YOU.

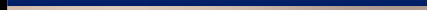
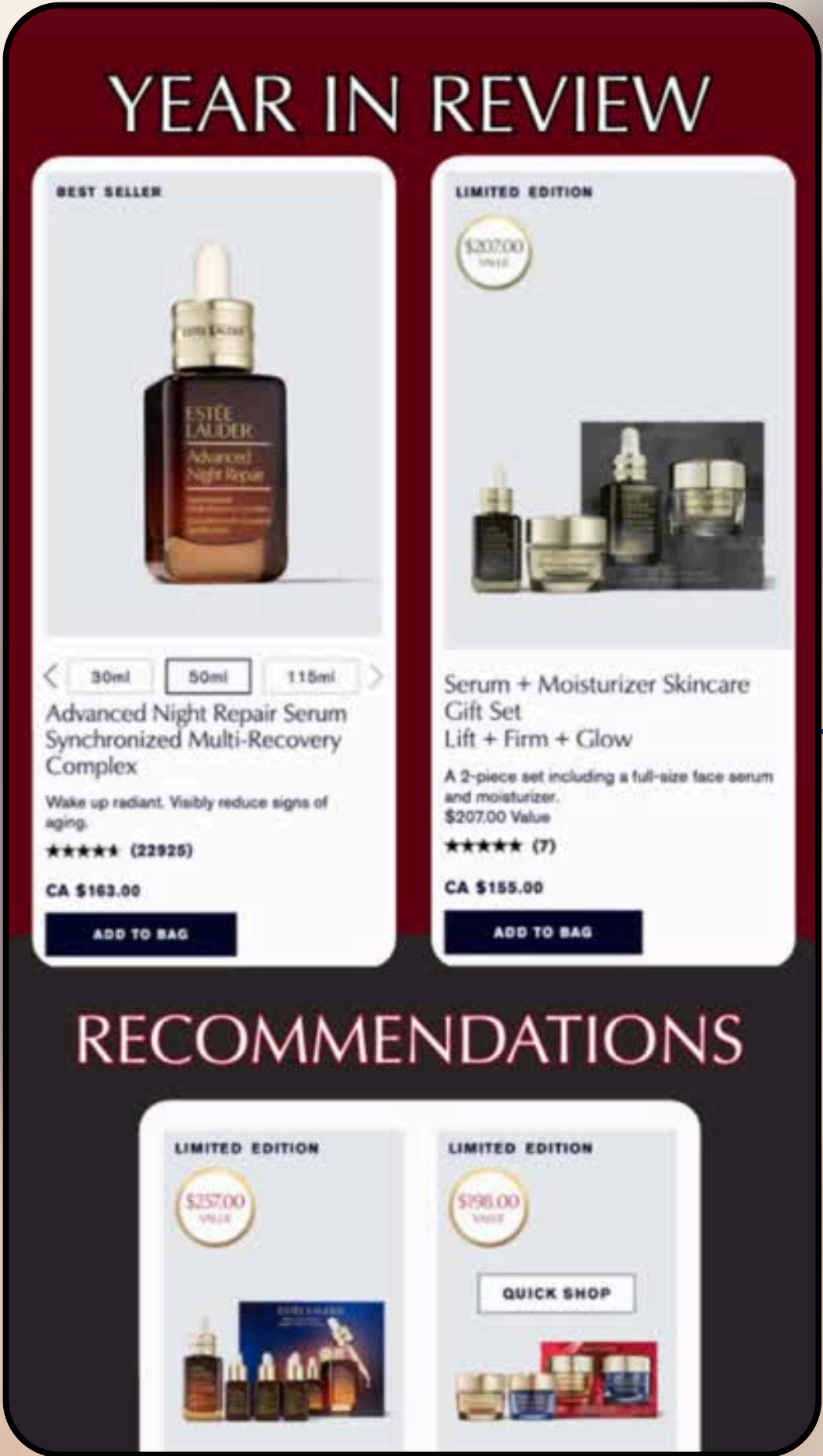
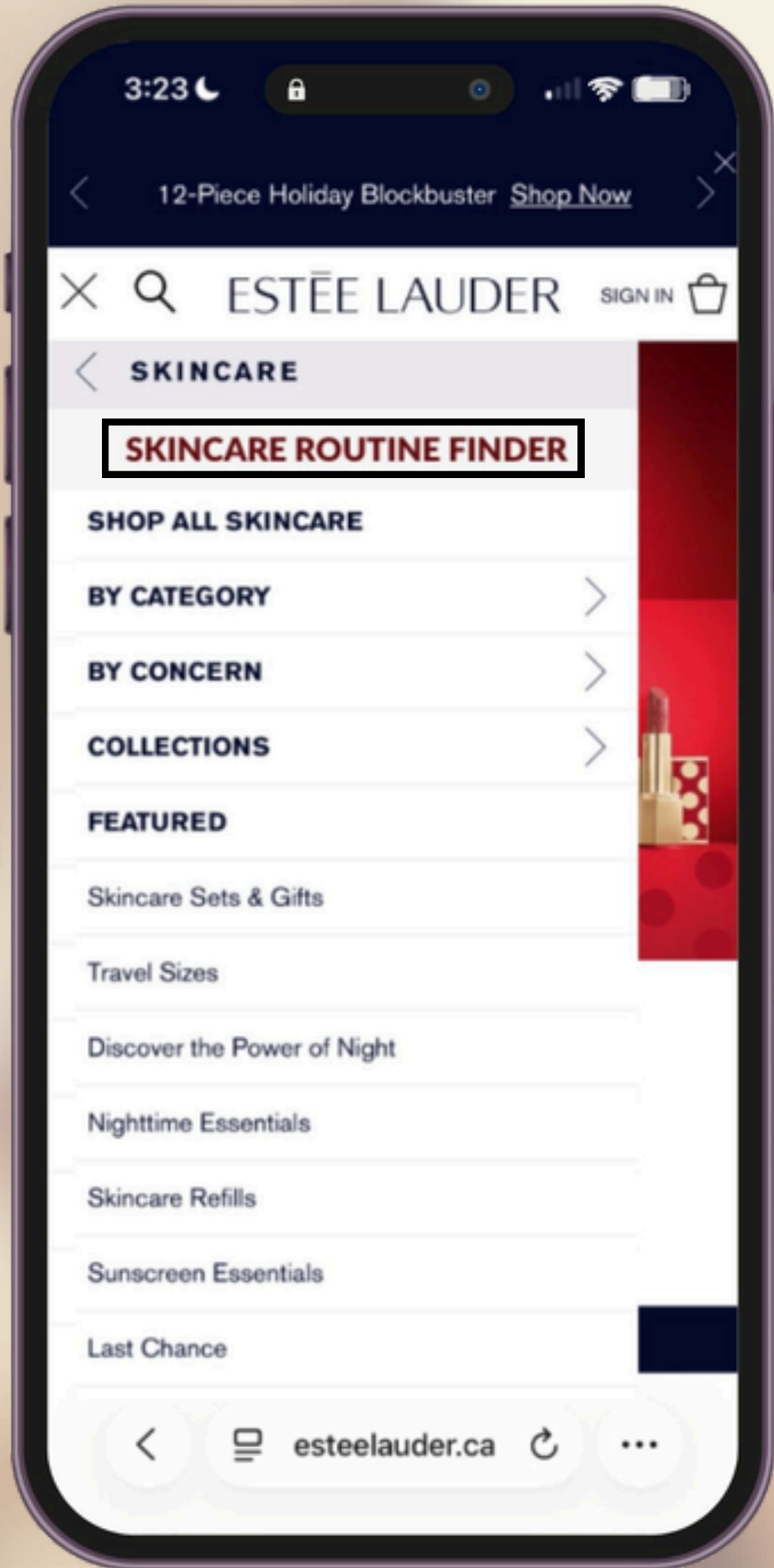


Your skin, your way.

- A fun, interactive, and personalized quiz for a **unique skincare recommendation** based on preferences

Transparency and knowledge.

- Recommendations consider the customer's **environmental & clean ingredient** concerns
- Digestible, consumer-friendly ingredient information



Existing Customer Experience.

IMPLEMENTATION TIMELINE

	2026				2027				2028			
Social Media Marketing												
'A Formula for You' Quiz	R&D Period											
Time Machine Pop-Up												

Themed pop-up's at select locations

- In-person experience.
- Negotiations & Evaluation.
- Social Media Efforts.
- Personalized Quiz on Website.

FINANCIAL OUTLOOK

Key Assumptions	Growth Rate	Worse	Target	Stretch
	Sales		1%	3%

	Revenue (Millions)
Worse	\$6,965
Target	\$7,388
Stretch	\$7,826

\$7,388M
Revenue by 2028

*Focused on Skincare Product Segment Only.

PROJECTED REVENUE & COSTS

Campaign Component	Projected Sales (CAD)
Social Media Funnel	\$330,962
Skin Care Quiz	\$84,823
Pop-up Purchases	\$1,660,543
Ad Costs (Instagram, TikTok)	-\$80,000
One-time UI & Website Revamp	-\$53,000
Total Projected Revenue	\$1,943,329

*1st Pop-up (Campaign Launch).

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*Following Pop-up Projections.

RISKS & MITIGATION

IMPLEMENTATION

Potential Risks	Impact & Probability	Mitigation
Volume of website visitors who take the quiz is low	High impact; Mid probability	<ul style="list-style-type: none">• Location of quiz moved to the top of the Skincare tab, highlighting in bold
Vintage aspect could cause brand to be perceived as outdated	Low impact; Mid probability	<ul style="list-style-type: none">• Science-backed messaging• Info kiosks at pop-up snap them back to the future
Overuse of the discount might undermine product & brand value	High impact; Low probability	<ul style="list-style-type: none">• We offer value-only incentives: samples and kits• Incentives Must Be “Value-Add,” Not “Price-Off”

*“Heritage in a Bottle.
Knowledge as the New Luxury.”*



Our Three Campaign Components:

1. Social Media Kickstart
2. Time-Machine Pop-Up (“Beauty Then, Beauty Now”)
3. Science-Driven Personalization Quiz

1

GOAL 1: Repositioning for Modern Luxury

- Moves Estée Lauder from heritage-only prestige into the high-growth space of luxury + ingredient transparency.
- Aligns the brand with modern expectations where proof and prestige converge.

2

GOAL 2: Closing the Gen Z & Millennial Perception Gap

- Makes Estée Lauder feel relevant, scientific, and emotionally resonant again.
- Restores trust through transparency, personalization, and science-backed storytelling.

3

GOAL 3: Driving Measurable Business Growth

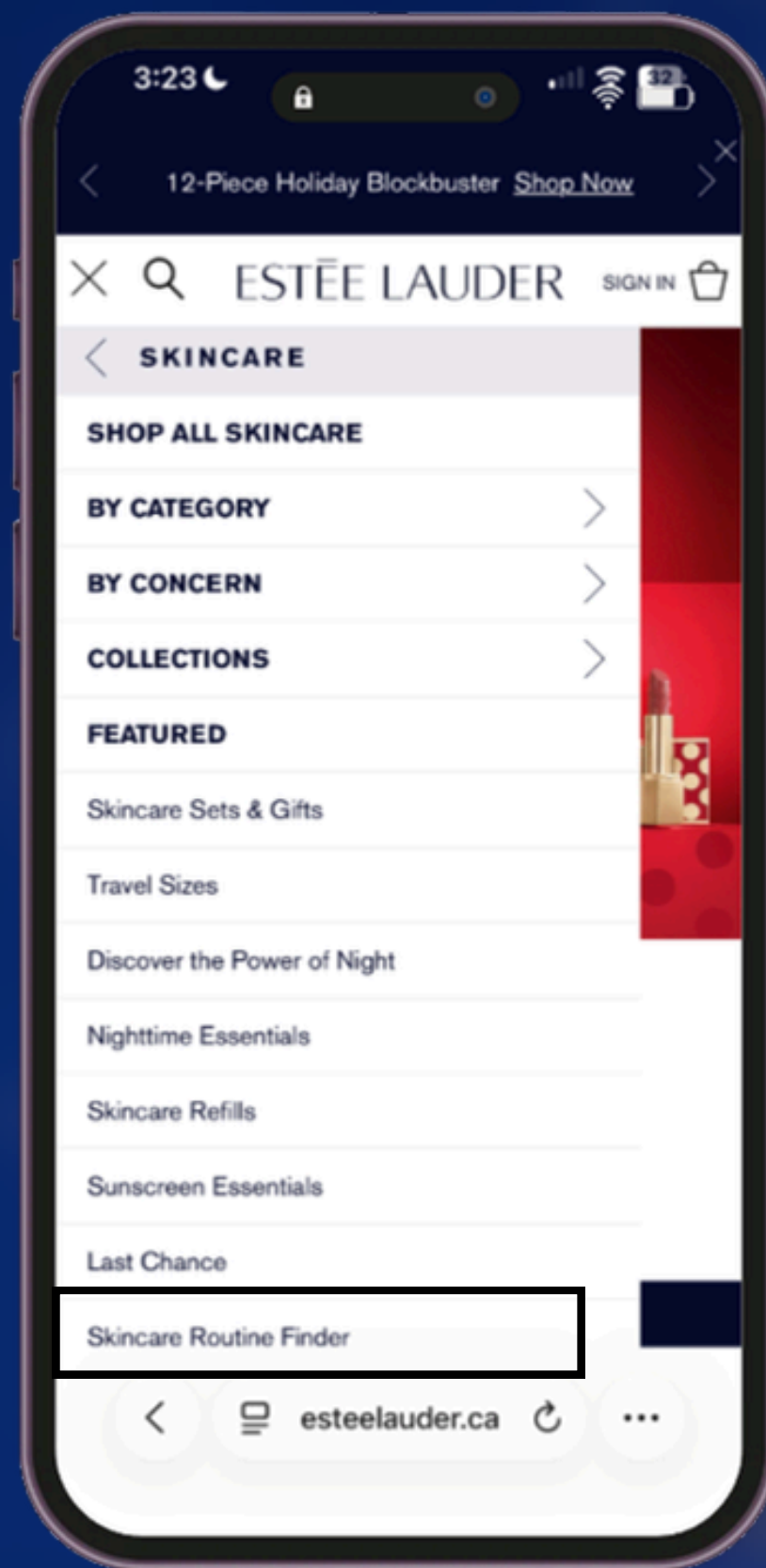
- Increases digital engagement and quiz conversions.
- Strengthens market share via personalized, interactive touchpoints.

ESTÉE LAUDER

Thank you.

TEAM WARN-A-BROTHER

APPENDIX



SOURCE:
ESTEELAUDER.COM

Quiz Location on Website (Before)

TIER 1 PROJECTIONS : SOCIAL MEDIA IMPRESSIONS-to-PURCHASE

Instagram		Instagram	
Total EL Followers	4500000	Feed Impressions	4500000
Feed Reach Rate	10%	Reel Impressions	12000000
Reel Reach per Reel	1200000		
Number of Feed Posts	10	Influencer	
Number of Reels	10	Feed Impressions	750000
		Reel Impressions	2400000
		Story Impressions	315000
Face of Campaign		<u>Total Impressions</u>	<u>3465000</u>
Average Following	1500000		
Influencer Feed Reach Rate	25%	Tiktok	
Influencer Feed Reach	560000	Tiktok Impressions	2500000
Influencer Story Reach Rate	7%		
Influencer Feed Posts	2	Youtube	
Influencer Reels	2	YT Shorts Impressions	500000
Influencer Stories	3		
		Paid Ads	
TikTok		IG CPM Units	8333.333333
Organic Reach per Video	250000	IG Ad Impressions	8333333.333
TikTok Campaign Videos	10	TikTok CPM Units	6000
		<u>TikTok Organic Impressions</u>	<u>6000000</u>
Youtube		<u>Total Tiktok Impressions</u>	<u>8500000</u>
Number of Youtube Shorts	10		
Youtube Reach per Short	50000		
Ad-related Assumptions		Total Organic Impressions	22965000
IG Ad Spend	50000	<u>Total Ad Impressions</u>	<u>16833333.33</u>
IG CPM	6	Total Campaign Impressions	39798333.33
TikTok Ad Spend	30000		
Tiktok CPM	5	Website Clicks (non-quiz)	
Blended CTR (weighted avg)	0.90%	Website Visits	358185
% visitors not using quiz (T1)	70%	Tier 1 Website Vistors	250729.5
T1 Website Conversion Rate	1.20%	<u>Tier 1 Purchases (per pop-up)</u>	<u>\$330,962.94</u>
Tier 1 AOV (no discount)	110		

Pillar 1 Assumptions & Revenue Projections

TIER 2 PROJECTIONS : QUIZ CLICKS-to-PURCHASES

Monthly website clicks	50,400
Quiz participation rate	30%
Quiz completion rate	60%
Quiz-driven purchase rate	10%
AOV (post-discount)	\$93.50
One-time quiz + UI revamp cost	\$53,000
Amortization period (months)	12
Quiz Participants	15120
Completed Quizzes	9072
Quiz-driven Purchasers	907.2
Quiz-driven Revenue (per-popup)	\$84,823.20

TIER 3 PROJECTIONS.					
	<i>New York</i>	<i>LA</i>	<i>Chicago</i>	<i>London</i>	<i>Dubai</i>
City Population	8,478,000.00	3,900,000.00	2,700,000.00	9,800,000.00	3,100,000.00
Annual Tourist Population	65,000,000.00	50,000,000.00	55,300,000.00	21,700,000.00	18,720,000.00
Monthly Tourist Average	5,416,666.67	4,166,666.67	4,608,333.33	1,808,333.33	1,560,000.00
City Population + Monthly Tourist Avg.	13,894,666.67	8,066,666.67	7,308,333.33	11,608,333.33	4,660,000.00
% 'Beauty Qualified' Shoppers (link)	15.0%	15.0%	15.0%	15.0%	15.0%
Total Qualified Shoppers	2,084,200.00	1,210,000.00	1,096,250.00	1,741,250.00	699,000.00
<u>Benchmarks applied:</u>					
Pop-up Capture Rate	10.0%	10.0%	10.0%	10.0%	10.0%
	208,420.00	121,000.00	109,625.00	174,125.00	69,900.00
Quiz Participation Rate	50.0%	50.0%	50.0%	50.0%	50.0%
	104,210.00	60,500.00	54,812.50	87,062.50	34,950.00
Purchase Conversion	20.0%	20.0%	20.0%	20.0%	20.0%
	20,842.00	12,100.00	10,962.50	17,412.50	6,990.00
Average Order Value in USD (net discount)	\$93.50	\$93.50	\$93.50	\$93.50	\$93.50
Monthly Revenue	\$1,948,727.00	\$1,131,350.00	\$1,024,993.75	\$1,628,068.75	\$653,565.00
Total Campaign Revenue					\$6,386,704.50
Cost-to-Sales ratio (assumption based on historical costs related to marketing initiatives)	35.0%	35.0%	35.0%	35.0%	35.0%
Total Cost	\$682,054.45	\$395,972.50	\$358,747.81	\$569,824.06	\$228,747.75
Total Campaign Cost					\$2,235,346.58
Net Campaign Revenue					\$4,151,357.93
Net Campaign Margin					65.00%

Pillar 3 Assumptions & Revenue Projections

Total Projected Revenue per Pop-up

Social Media-driven Purchases		\$330,962.94
Ad Costs (Instagram, TikTok)	\$	(80,000.00)
Quiz-driven Revenue		\$84,823.20
Pop-up-driven Purchases		\$1,660,543.17
One-time quiz + UI revamp cost		-\$53,000
Total Projected Revenue (1st)		\$1,943,329.31

Social Media-driven Purchases		\$330,962.94
Ad Costs (Instagram, TikTok)	\$	(80,000.00)
Quiz-driven Revenue		\$84,823.20
Pop-up-driven Purchases		\$1,660,543.17
Total Projected Revenue (2nd onwards)		\$1,996,329.31

Total Projected Revenue per Pop-up
(1st location & 2nd location onwards)