DRUNK ELEPHANT™
EST. 2012

ADVERTISING CAMPAIGN PART 6

Drunk Elephant

TEAM
Hrutuja Admuthe, Madison Watson,
Michael Morgan, Nimrata Singh

01 BRAND OVERVIEW & STRATEGIC DIRECTION

Brand Overview

Founded: 2012
Founder: Tiffany Masterson
Origin: Houston, Texas
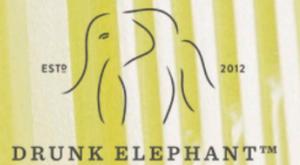
Brand Philosophy:
1. Clean, biocompatible skincare
2. Focus on long-term skin health
3. Avoids trend-driven or irritating ingredients

Signature Approach:
1. Ingredient-elimination philosophy
2. Bright, playful packaging
3. Luxury price point

Early Core Audience:
1. Beauty-savvy millennials
2. Consumers seeking effective, non-toxic skincare

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Structural Changes Affecting the Brand

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01

After being **acquired by Shiseido**, Drunk Elephant shifted from a small founder-led brand to a global prestige brand with **higher growth expectations**.

02

When founder Tiffany Masterson left, the brand lost some of its original storytelling and credibility.

03

Wider retail distribution through partners like Sephora **increased visibility** but also brought in a **broader audience** than the brand originally targeted.

06

The **"clean beauty" concept is now common** across the industry, so it no longer strongly differentiates the brand.

05

Consumers today are more informed about ingredients and treat skincare as a long-term investment rather than a trend.

04

Many **skincare brands** now f**ocus more on clinical testing and active ingredients**, shifting authority toward science.
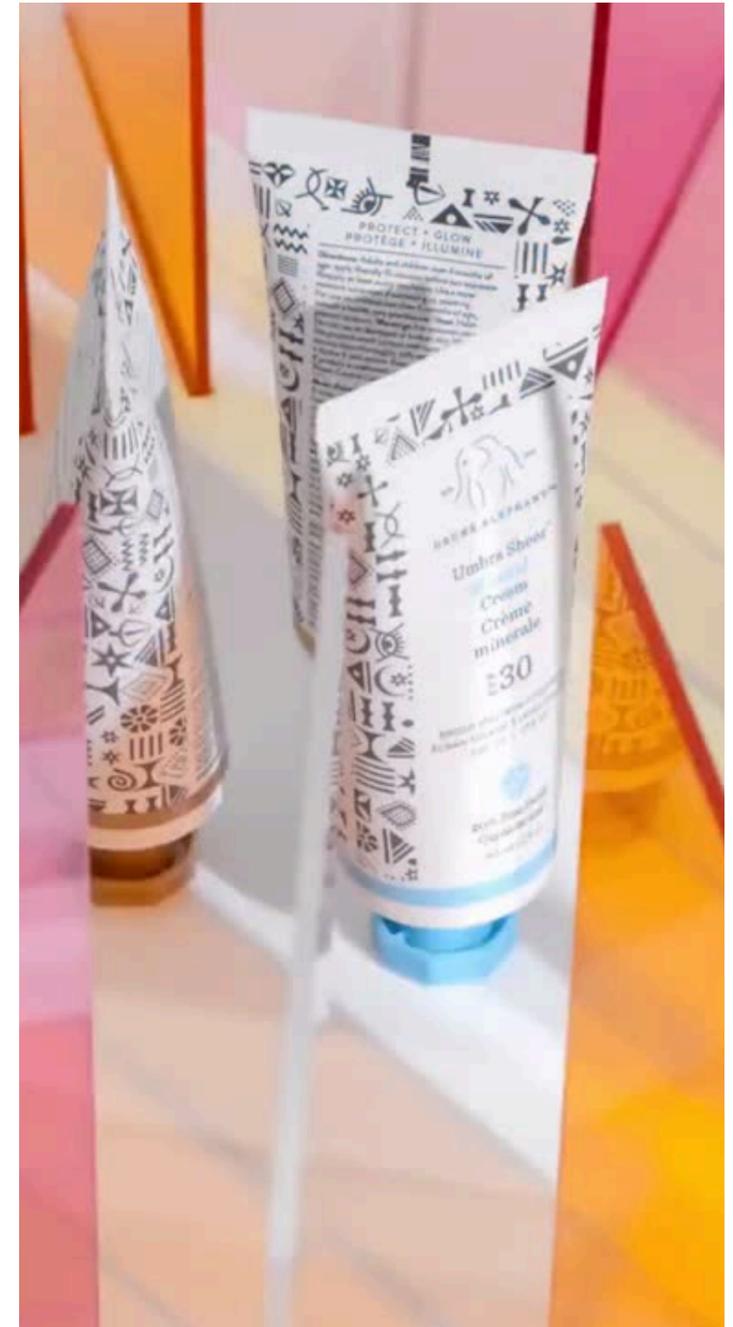
Current
Brand Positioning

Brand awareness
is **HIGH**

Target consumer
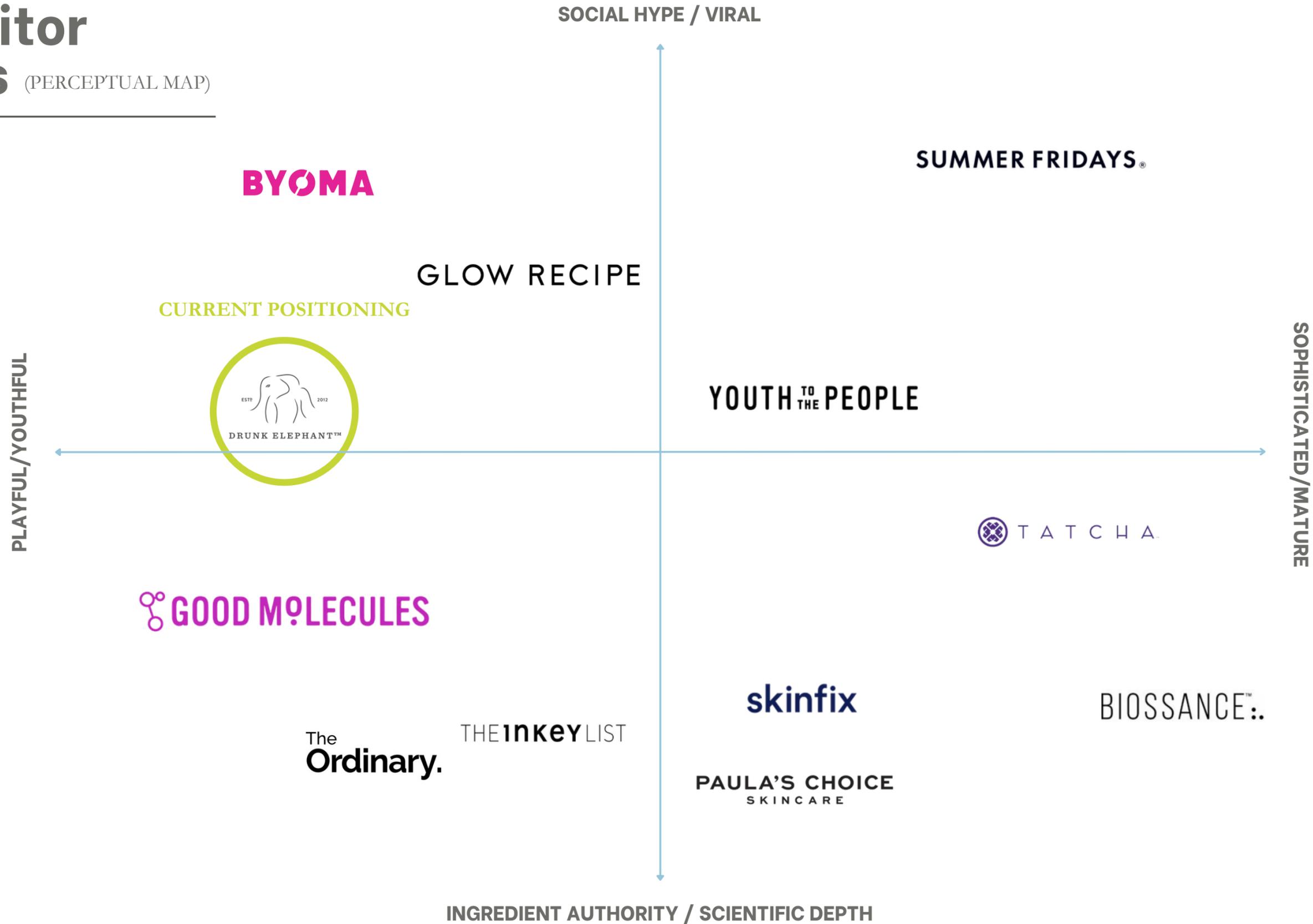definition has **blurred**

Product trust > brand trust

Previous Visual Language & Campaign Expression

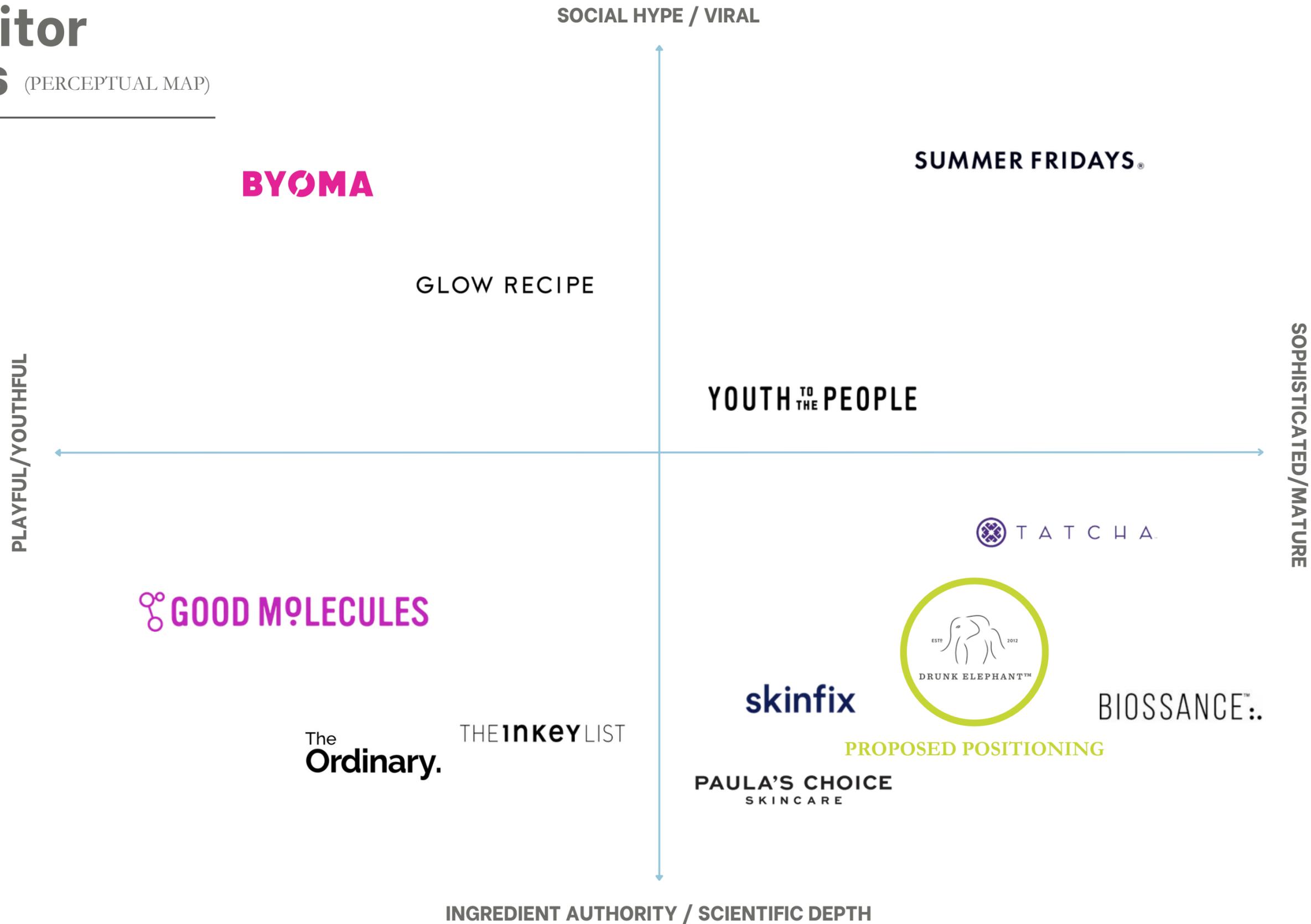

1. PLAYFUL
2. COLOURFUL
3. YOUTHFUL

Competitor Analysis (PERCEPTUAL MAP)

DRUNK ELEPHANT™

SOCIAL HYPE / VIRAL

PLAYFUL/YOUTHFUL

SOPHISTICATED/MATURE

INGREDIENT AUTHORITY / SCIENTIFIC DEPTH

BYOMA

GLOW RECIPE

SUMMER FRIDAYS.

CURRENT POSITIONING

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YOUTH TO THE PEOPLE

TATCHA

GOOD MOLECULES

skinfix

BIOSSANCE:.

The Ordinary.

THE INKEY LIST

PAULA'S CHOICE
SKINCARE

Competitor Analysis
(PERCEPTUAL MAP)

DRUNK ELEPHANT™

SOCIAL HYPE / VIRAL

PLAYFUL/YOUTHFUL

SOPHISTICATED/MATURE

INGREDIENT AUTHORITY / SCIENTIFIC DEPTH

BYOMA

SUMMER FRIDAYS®

GLOW RECIPE

YOUTH TO THE PEOPLE

TATCHA

GOOD MOLECULES

DRUNK ELEPHANT™

BIOSSANCE:.

skinfix

PROPOSED POSITIONING

THE INKEY LIST

The Ordinary.

PAULA'S CHOICE
SKINCARE

Target Audience

CORE CONSUMER PROFILE

- Millennial and Gen Z consumers seeking **clinically effective, long-term skin health solutions.**
- **Urban, digitally native, and culturally aware** with moderate to high disposable income.
- Ingredient-conscious and results-driven rather than trend-driven, viewing **skincare as a preventative investment** tied to long-term skin health and self-discipline.
- **Actively research products** and **engage with expert-led educational content**, willing to pay premium prices for brands perceived as credible, effective, and transparent.

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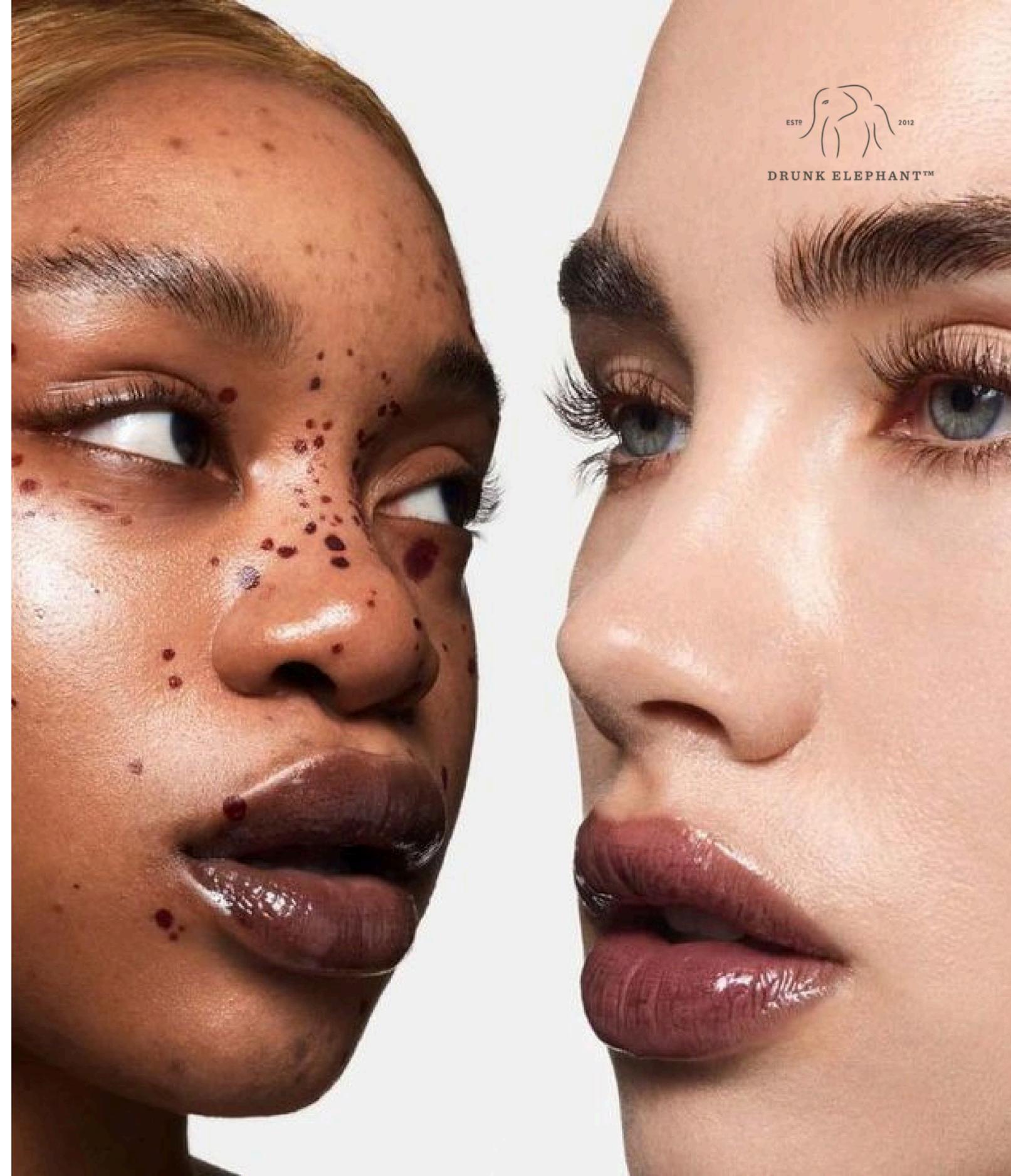
Primary Target

THE INTENTIONAL SKIN INVESTOR

- **Aged 28–40**
- Early-to-mid career consumers with growing financial independence ($65K–$120K) who **treat skincare as a long-term value investment.**
- Believe **consistency and logic outperform novelty**, and expect **clear ingredient rationale.**
- Often **early or lapsed Drunk Elephant** users who **still trust the formulas but feel disconnected from the brand's** recent youth-driven visibility.
- Campaign role: Re-engaging this group **rebuilds brand credibility** and **anchors Drunk Elephant in results-driven, intentional skincare.**

Secondary Target

THE EMERGING SKIN STRATEGIST

- **Aged 22–27**
- Post-grad consumers with growing income ($40K–$70K) who are **ingredient-aware but overwhelmed by information.**
- Use **social platforms for discovery** but **seek credible guidance and structured routines.**
- **Aware of Drunk Elephant** but **not yet loyal**, and may **perceive the brand as youth-driven or overpriced without clear authority.**
- Campaign role: This group **sustains long-term growth** while maintaining **cultural relevance without relying on trend-driven virality.**

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Research Methodology

SEQUENTIAL MIXED-METHOD DESIGN
- Combined quantitative breadth with qualitative depth to strengthen insight validity
- Structured to move from large-sample perception patterns to focused, segment-specific understanding

PHASE 1: QUANTITATIVE SURVEY

- Captured cross-generational responses (Gen Z to Gen X)

- Measured awareness, positioning, credibility perception, and purchase drivers

- Enabled pattern identification at scale

- 30 Participants, aged 18-40+

- Distributed via social media and email

PHASE 2: QUALITATIVE INTERVIEWS

- Conducted to gain deeper qualitative insight into a strategically relevant demographic

- Explored perception of premium signaling, ingredient prioritization, and purchase logic

- Provided nuanced understanding of authority expectations and brand alignment

Quantitative Survey

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01
Consumers mainly associate Drunk Elephant with TikTok trends, social media virality, and a playful image, rather than scientific authority.

02
Survey responses show low perceived clinical credibility, meaning the brand is visible but not strongly trusted as an expert skincare brand.

03
Youth-driven virality lowers credibility among older consumers, creating a mismatch with the more mature audience the brand wants to reach.

04
Many consumers do not understand Drunk Elephant's ingredient compatibility philosophy, even though it is the brand's key differentiator.

08
Consumers want clearer education on ingredients and how products should be layered together in a routine.

07
Participants said the brand would feel more credible if marketing included ingredient explanations, dermatologist input, clinical testing, and visible results.

06
TikTok, Instagram, and word of mouth are the main discovery channels, but dermatologists, clinical evidence, and ingredient transparency determine whether consumers trust a product.

05
Many participants were curious about ingredient stories, such as the origin and benefits of marula oil, showing strong interest in educational skincare content.

Qualitative Survey

- Focus group and survey results indicate that **brand awareness for Drunk Elephant is low,** especially among women in their 40s–50s; it's currently nearly nonexistent.

- Among the few participants who were familiar with the brand, many **perceived it as trendy but somewhat juvenile** due to its bright, playful packaging.

- However, respondents consistently stated that **ingredient quality and product efficacy are the most important** factors when purchasing skincare.

- The findings suggest that if Drunk Elephant more clearly emphasized its **high-quality ingredients and compatibility layering system** while **evolving its packaging** to feel **more elevated and mature**, the brand could significantly improve its appeal to this demographic.

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Communication
Objectives

DRUNK ELEPHANT™

**REBUILD CLINICAL
AUTHORITY**

**MAKE COMPATIBILITY A
VISIBLE DIFFERENTIATOR**

**RECONNECT WITH THE
INTENTIONAL SKINCARE
CONSUMER**

BRAND DIFFERENTIATION   **BRAND RELEVANCE**   **SOCIALLY-ORIENTED**   **PURCHASE-ORIENTED**

Campaign Objective & Big Idea

CAMPAIGN OBJECTIVE

Reposition the compatibility philosophy to **attract 'intentional skin investors'**. Shift the language from **"smoothies" to "cocktails,"** signaling sophistication and **intentional product mixing**.

BIG IDEA

MIXOLOGY MADE EASY

Transform Drunk Elephant's compatibility system into an elevated **skincare mixology ritual**, where compatible formulas are combined like **skin cocktails to deliver healthier skin**.

KEY MESSAGE PILLARS

• Mix with confidence – compatibility-driven formulas
• Build personalized rituals – skincare tailored to your skin goals
• Results-Driven – ingredient synergy that works together

Vision Board
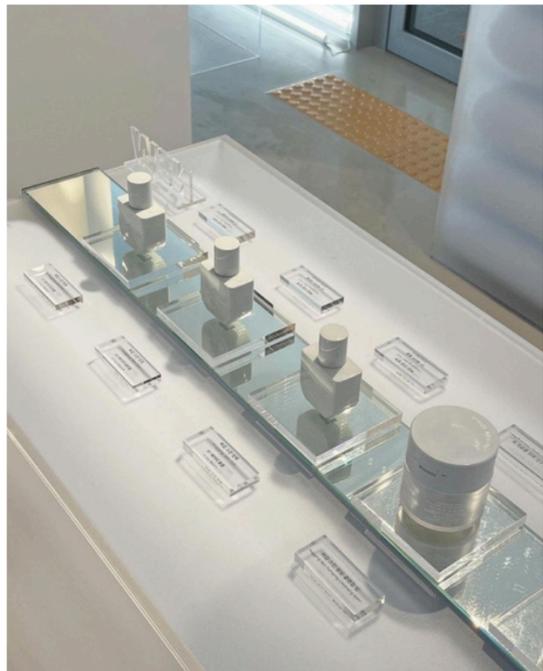
1. CLINICAL
2. SOPHISTICATED
3. INGREDIENT-LED
4. UPLIFTING

02 COMMUNICATION MIX

Communication
Mix

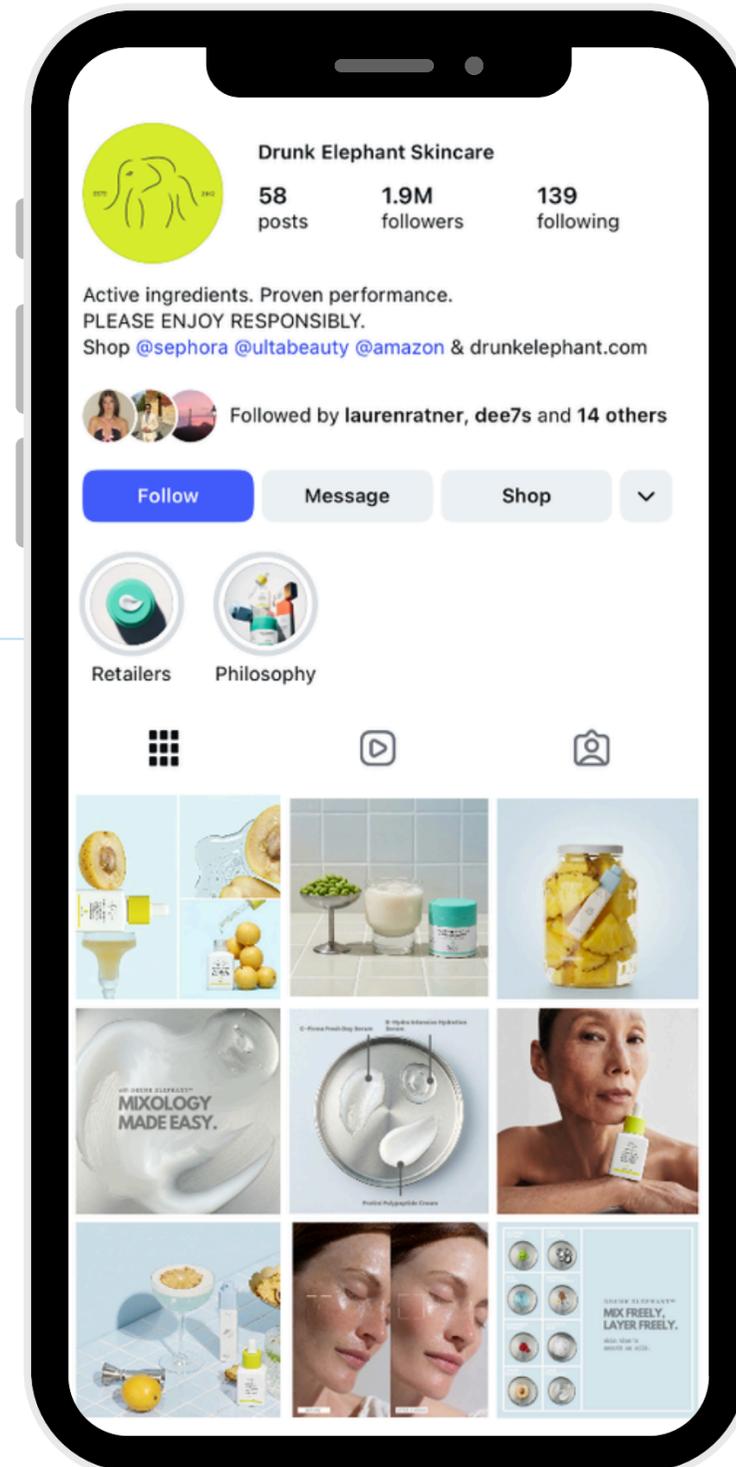**Social Platforms (Youtube, Instagram & TikTok)**
Drunk Elephant will leverage Instagram Reels and Posts and TikTok
as the primary communication platform.

Content will focus on:
- Ingredient breakdowns
- Compatibility system education
- Ritual architecture demonstrations
- Long-term before-and-after results

This platform is prioritized because:
- Social is the primary discovery channel for skincare.
- It allows scalable reach among women 28–40.
- Educational video content directly responds to research findings
  linking credibility to clinical explanation.

Drunk Elephant Skincare
58 posts	1.9M followers	139 following

Active ingredients. Proven performance.
PLEASE ENJOY RESPONSIBLY.
Shop @sephora @ultabeauty @amazon & drunkelephant.com

Followed by laurenratner, dee7s and 14 others

Follow   Message   Shop

Retailers   Philosophy

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Communication
Mix 01 PRIMARY MEDIUM

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INSTAGRAM CAROUSEL POST IDEATION 01

VIRGIN
MARULA
OIL

ESTᵈ 2012
DRUNK ELEPHANT™

100% UNREFINED
SCLEROCARYA BIRREA
(MARULA) KERNEL OIL

93%
agreed skin felt
hydrated

91%
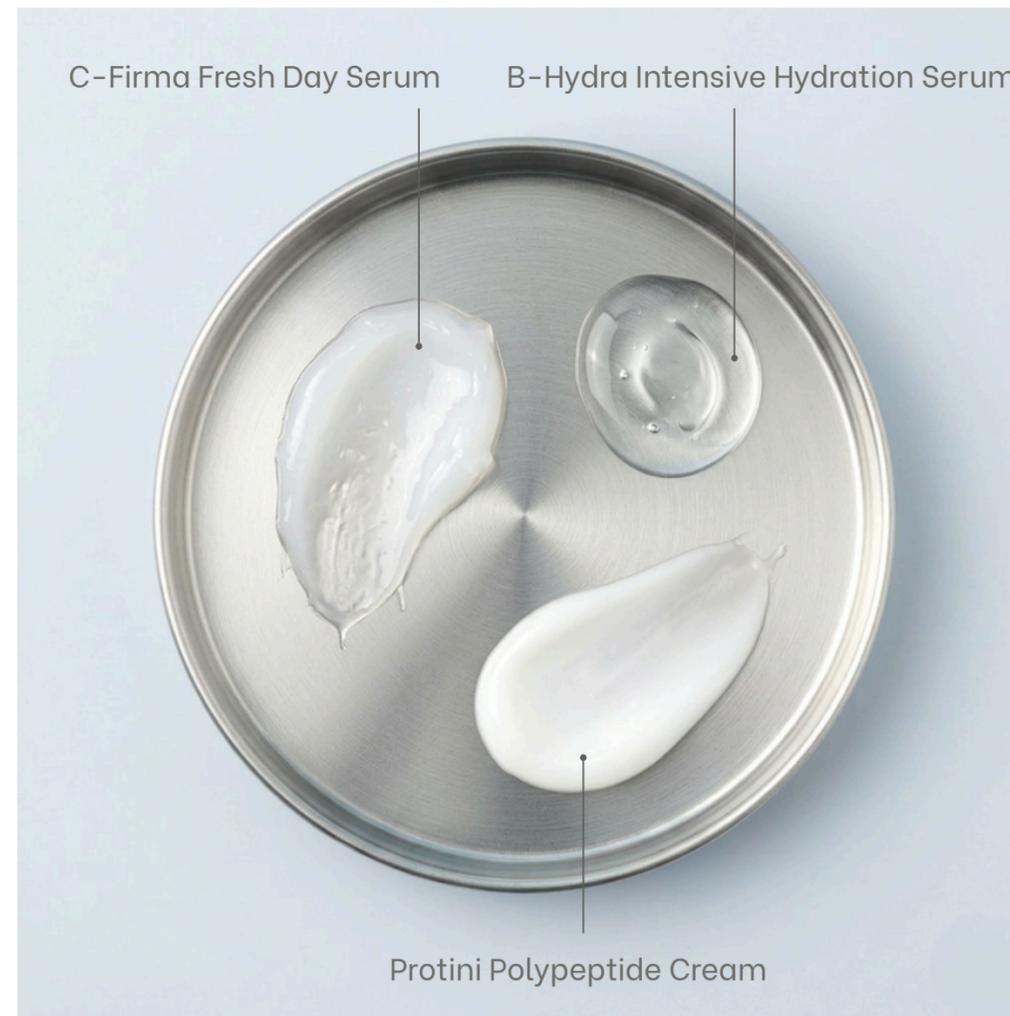agreed skin
felt softer

90%
agreed skin
looked renewed

BEFORE

AFTER 4 WEEKS

Communication
Mix

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INSTAGRAM CAROUSEL POST IDEATION 02

THE GLOW MARTINI

C-Firma Fresh Day Serum

B-Hydra Intensive Hydration Serum

Protini Polypeptide Cream

with DRUNK ELEPHANT™

MIX FREELY, LAYER FREELY.

Communication
Mix 01 PRIMARY MEDIUM

INSTAGRAM/ TIK-TOK/ YOUTOUBE SHORT-FORM IDEATIONS

Communication
Mix

DRUNK ELEPHANT™
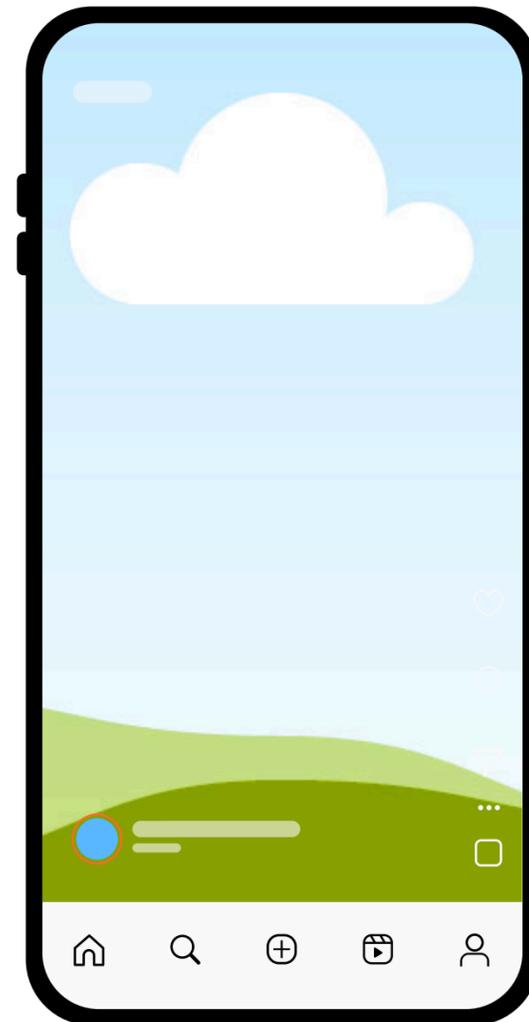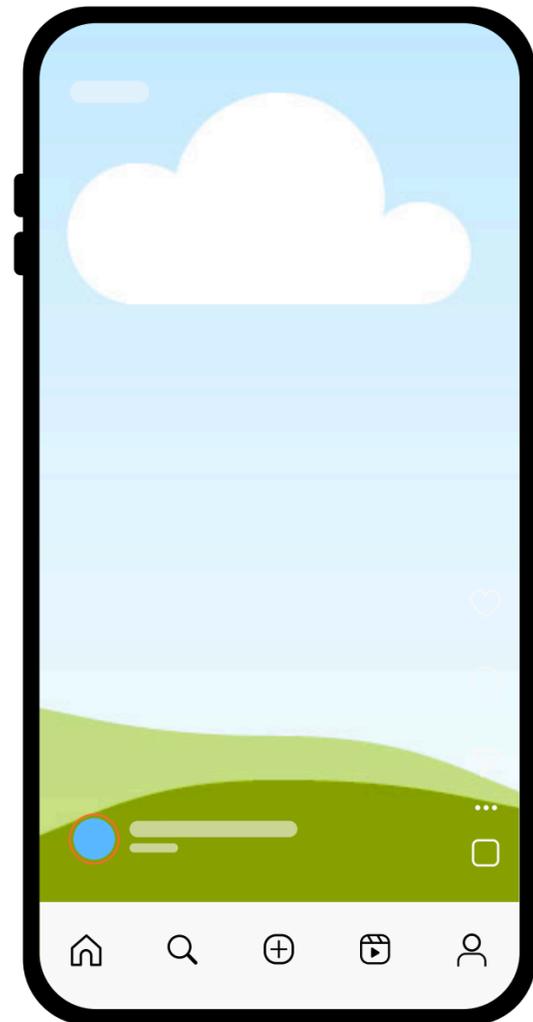
Experiential & Earned Authority (Pop-Up + PR Integration)

Compatibility Lab Pop-Up
A limited-time immersive activation in key
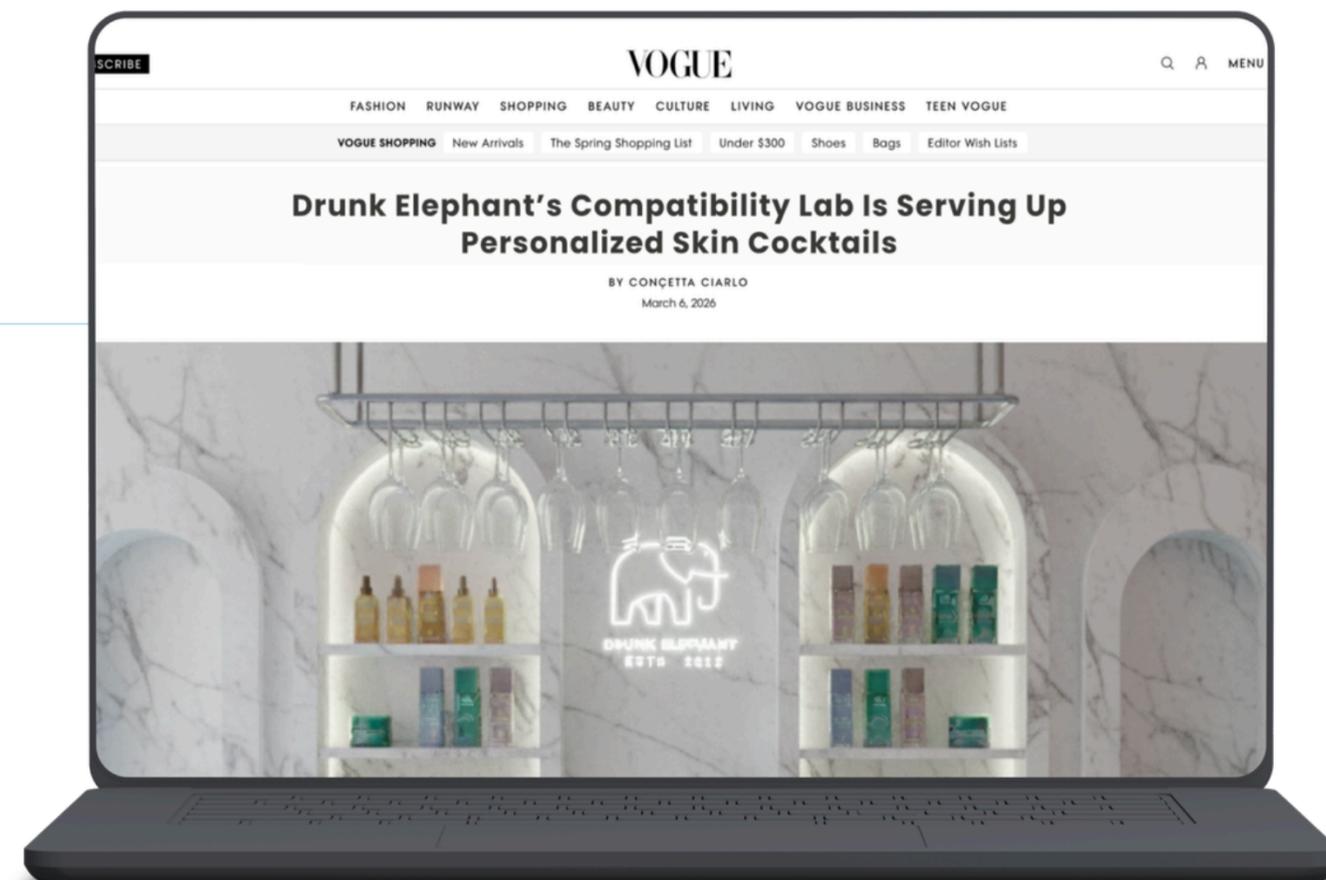metro markets (NYC, LA,MIA) designed to:
- Demonstrate compatibility science &
  educate consumers on ritual architecture
- Offer dermatologist-led consultations
- Visualize ingredient synergy

Public Relations Integration
The pop-up will be amplified through:
- Beauty editor previews
- Dermatologist partnerships
- Media coverage in Allure, Vogue Beauty,
  Byrdie
- Influential beauty editors invited to
  experience the lab
PR transforms the experiential activation
into earned credibility at scale.

VOGUE

FASHION   RUNWAY   SHOPPING   BEAUTY   CULTURE   LIVING   VOGUE BUSINESS   TEEN VOGUE

VOGUE SHOPPING   New Arrivals   The Spring Shopping List   Under $300   Shoes   Bags   Editor Wish Lists

**Drunk Elephant's Compatibility Lab Is Serving Up
Personalized Skin Cocktails**

BY CONÇETTA CIARLO

March 6, 2026

MOCK PR COVERAGE

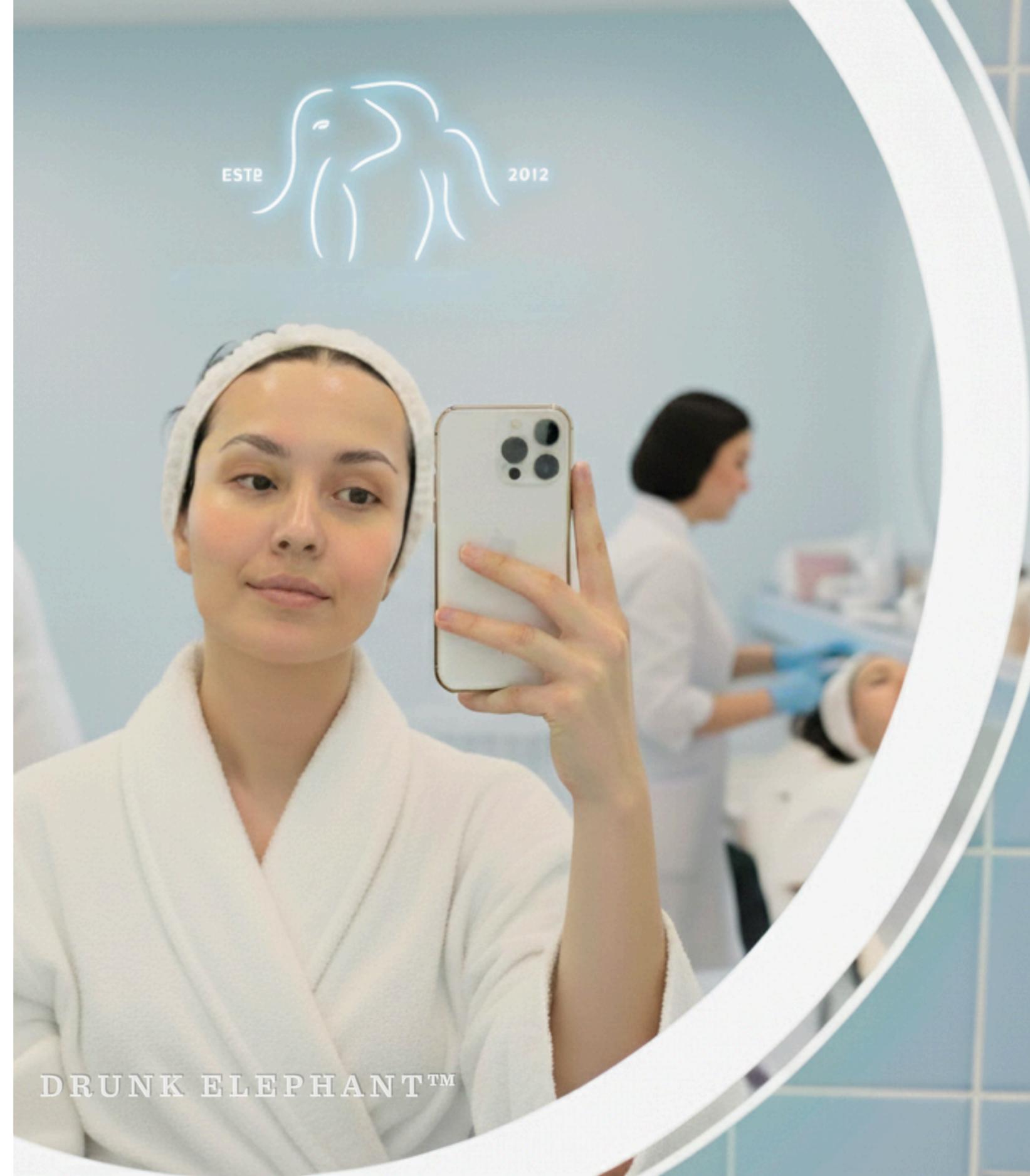# Communication Mix 02 SECONDARY MEDIUM

POP-UP IDEATION

PHASE 01
MINI FACIAL / SKIN RESET STATION

Influencers and visitors get 5 minute "cocktail facials" from dermatologists.

Steps:
- Quick skin analysis
- Custom smoothie created
- Application + facial massage
- Glow check mirror moment

Communication Mix

POP-UP IDEATION

PHASE 02

THE "SKINCARE COCKTAIL BAR"

A bar-style counter where visitors "order" skincare cocktails based on skin goals.

How it works:

- After their consultation with the dermat, they move on to this area where they are handed their custom "cocktail". A Drunk Elephant skin bartender mixes products in a tray.

Example "cocktails":
- Glowtini
- Velvet colada
- Repair spritz

The products get layered or mixed in front of them like cocktails, they get instructions on what to layer first, what are the benefits etc. They receive a recipe card they can take home.
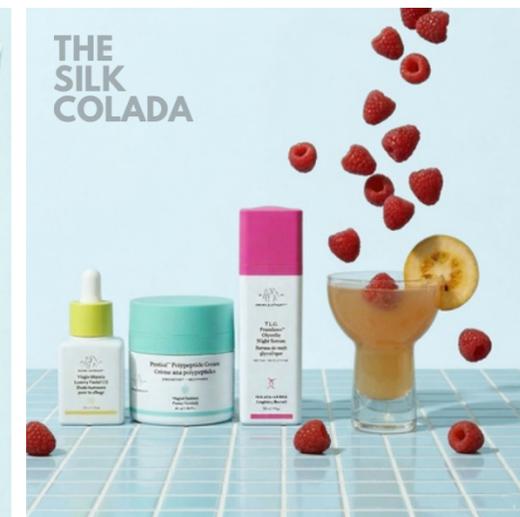
Communication
Mix 02 SECONDARY MEDIUM

POP-UP IDEATION

PHASE 03

THE COMPATIBILITY SYSTEM FT. THE NEW INTENSIVE LINE

This section communicates Drunk Elephant's new packaging and explains how layering the products works to elevate our consumers' skincare routine

Stations showing:
- The new intensive products
- Displayed with tactile ingredients- explaining the benefits of each
- Fully explains how the actual products & more concentrated ingredients work together

The Drunk Elephant Intensive Line

OBJECTIVES

- Enhance visual cues and design elements to communicate greater scientific credibility and prestige

- Refine the visual language to better resonate with older consumers seeking sophistication and credibility

- Use packaging design to signal quality, efficacy, and value consistent with the brand's high price point

BEFORE

AFTER

Communication
Mix 02 SECONDARY MEDIUM

Authority Signaling Media (Print + OOH)

Print Media
Selective placements in prestige beauty publications emphasizing:
- Minimal, mature visual direction
- Clinical messaging
- Ingredient transparency & compatibility based messaging

Print reinforces premium positioning and longevity.

Out-of-Home (OOH)
Targeted high consumer traffic placements in NYC, LA, Chicago near:
Creative will feature restrained visuals and concise authority-led messaging.

MEET THE REASON WE'RE CALLED

DRUNK ELEPHANT™

ONE FRUIT.
ZERO NONSENSE.
ALL GLOW.

DRUNK ELEPHANT™
Virgin Marule
Luxury Facial Oil

15 mL

REFINE &
RETEXTURIZE

HYDRATION &
GLOW

STRENGTHEN &
MOISTURIZE

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THE SILK COLADA.

Mixology Made Easy.

Communication
Mix

Owned Channels (Website + Email Marketing)

Website
The website functions as the educational anchor, featuring:
- Interactive compatibility system explanations
- Ritual-building tools
- Ingredient transparency modules

Email Marketing
- Ritual onboarding sequences
- Ingredient education series
- Post-pop-up follow-up engagement
- Long-term skin investment messaging

Owned media reinforces system-based purchase behavior.
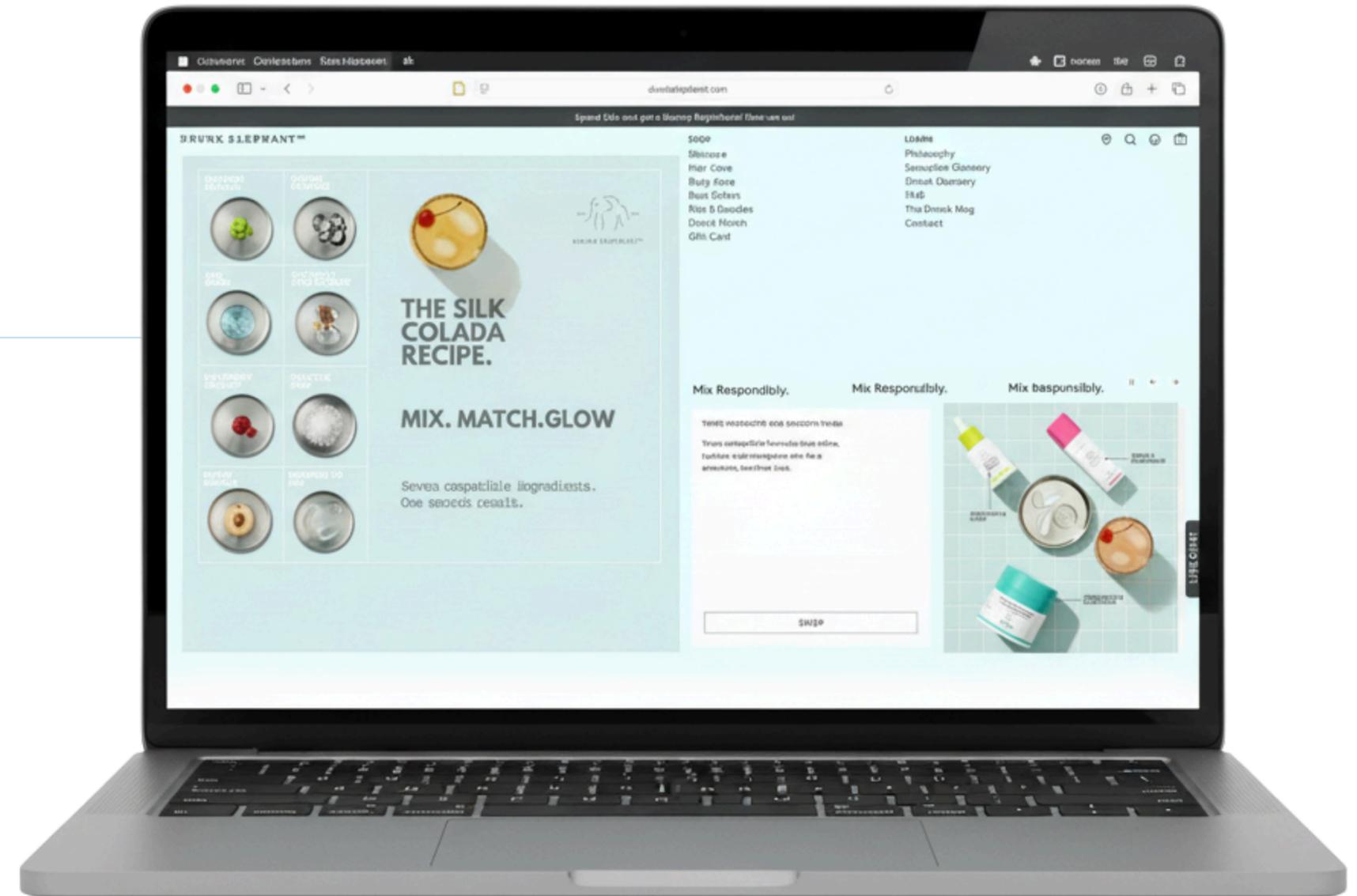
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THE SILK COLADA RECIPE.

MIX. MATCH.GLOW

DRUNK ELEPHANT™

SOYBEAN EXTRACT

PEPTIDE COMPLEX

AHA BLEND

WATERLILY STEM EXTRACT

RASPBERRY EXTRACT

SALICYLIC ACID

VIRGIN MARULA

DESIGNED TO MIX

ESTᴰ 2012

DRUNK ELEPHANT™

THE SILK COLADA RECIPE.

MIX. MATCH.GLOW

Seven compatible ingredients.
One smooth result.

SHOP

Skincare
Hair Care
Body Care
Best Sellers
Kits & Bundles
Drunk Merch
Gift Card

LEARN

Philosophy
Smoothie Glossary
Drunk Glossary
FAQ
The Drunk Mag
Contact

Mix Responsibly.   Mix Responsibly.   Mix Responsibly.

THREE PRODUCTS. ONE SMOOTH FINISH

Three compatible formulas that refine,
hydrate, and strengthen skin for a
smoother, healthier look.

REFINE & RETEXTURIZE

HYDRATION & GLOW

STRENGTHEN & MOISTURIZE

SHOP

LIVE CHAT

Communication Mix Strategy

An **integrated mix** of **social, experiential, authority-signaling media**, and **owned channels** designed to **build awareness**, establish **clinical credibility**, and **guide consumers** toward **compatibility-based** skincare **rituals**.

03 MARKETING TIMELINE (GANTT CHART)

July 2026 - February 2027

Activity	Jul 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	Jan 2027	Feb 2027
Campaign video featuring Anne Hathaway	■	■	■	■	■	■	■	■
Website compatibility education hub development	■	■	■					
Routine onboarding email series development	■	■						
Educational social video series (ingredient breakdowns, compatibility education, ritual architecture demonstrations)	■	■						
Social teaser campaign (Instagram Reels & TikTok)			■					
Compatibility Lab pop-up – New York City		■	■					
Campaign video snippets distribution (Instagram Reels & TikTok paid amplification)				■	■	■		
Compatibility Lab pop-up – Los Angeles				■	■			
Editorial PR coverage (Allure, Vogue Beauty, Byrdie)				■				
Print advertising campaign (Allure, Vogue Beauty, Byrdie)				■	■	■		
Out-of-home billboard campaign (NYC, LA, Chicago)				■	■	■		
Compatibility Lab pop-up – Miami					■	■		
Ingredient education email campaign					■	■	■	
Post pop-up follow-up email campaign					■	■	■	
DIY skincare cocktail email series					■	■	■	
Beauty editor previews for Compatibility Lab						■		

04 MARKETING BUDGET

Total Budget: $7,150,000

Activity	Budget
Campaign video featuring Anne Hathaway	$2,000,000
Website compatibility education hub development	$300,000
Routine onboarding email series development	$50,000
Educational social video series (ingredient breakdowns, compatibility education, ritual architecture demonstrations)	$150,000
Social teaser campaign (Instagram Reels & TikTok)	$200,000
Compatibility Lab pop-up – New York City	$150,000
Campaign video snippets distribution (Instagram Reels & TikTok paid amplification)	$900,000
Compatibility Lab pop-up – Los Angeles	$150,000
Editorial PR coverage (Allure, Vogue Beauty, Byrdie)	$150,000
Print advertising campaign (Allure, Vogue Beauty, Byrdie)	$800,000
Out-of-home billboard campaign (NYC, LA, Chicago)	$2,000,000
Compatibility Lab pop-up – Miami	$150,000
Ingredient education email campaign	$35,000
Post pop-up follow-up email campaign	$25,000
DIY skincare cocktail email series	$30,000
Beauty editor previews for Compatibility Lab	$60,000
Total	**$ 7.15 million**

Category	Budget
Campaign Film	$2,000,000
Social Media	$3,050,000
Experiential (Pop-ups)	$450,000
Public Relations	$150,000
Print Media	$800,000
Out-of-Home	$2,000,000
Owned Media (Website + Email)	$440,000

05 MEASURING CAMPAIGN EFFECTIVENESS

Measuring Effectiveness

01

Brand perception surveys measuring changes in associations with clinical credibility, ingredient expertise, and long-term skin health.

02

Search volume and brand queries (Google Search) related to ingredients, routines, and Drunk Elephant product compatibility.

03

Educational content engagement (Instagram, TikTok, YouTube) including saves, shares, comments discussing ingredients, and average watch time on explainer videos.

04

Website analytics (Drunk Elephant website) such as time spent on the compatibility education hub, routine builder interactions, and click-throughs from social platforms.

08

Experiential engagement metrics (Compatibility Lab pop-ups) including visitor attendance, completion of the compatibility experience, and social media posts tagged at the event.

07

Sales performance data (Sephora and brand e-commerce) including bundle purchases, average order value, and full routine purchases instead of single products.

06

Customer retention metrics (email marketing and e-commerce) such as repeat purchase rate, subscription or replenishment purchases, and customer lifetime value.

05

Audience demographic analysis (Instagram, TikTok analytics) tracking increased engagement and purchases from the target 28–40 consumer segment.

06 CAMPAIGN VIDEO

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