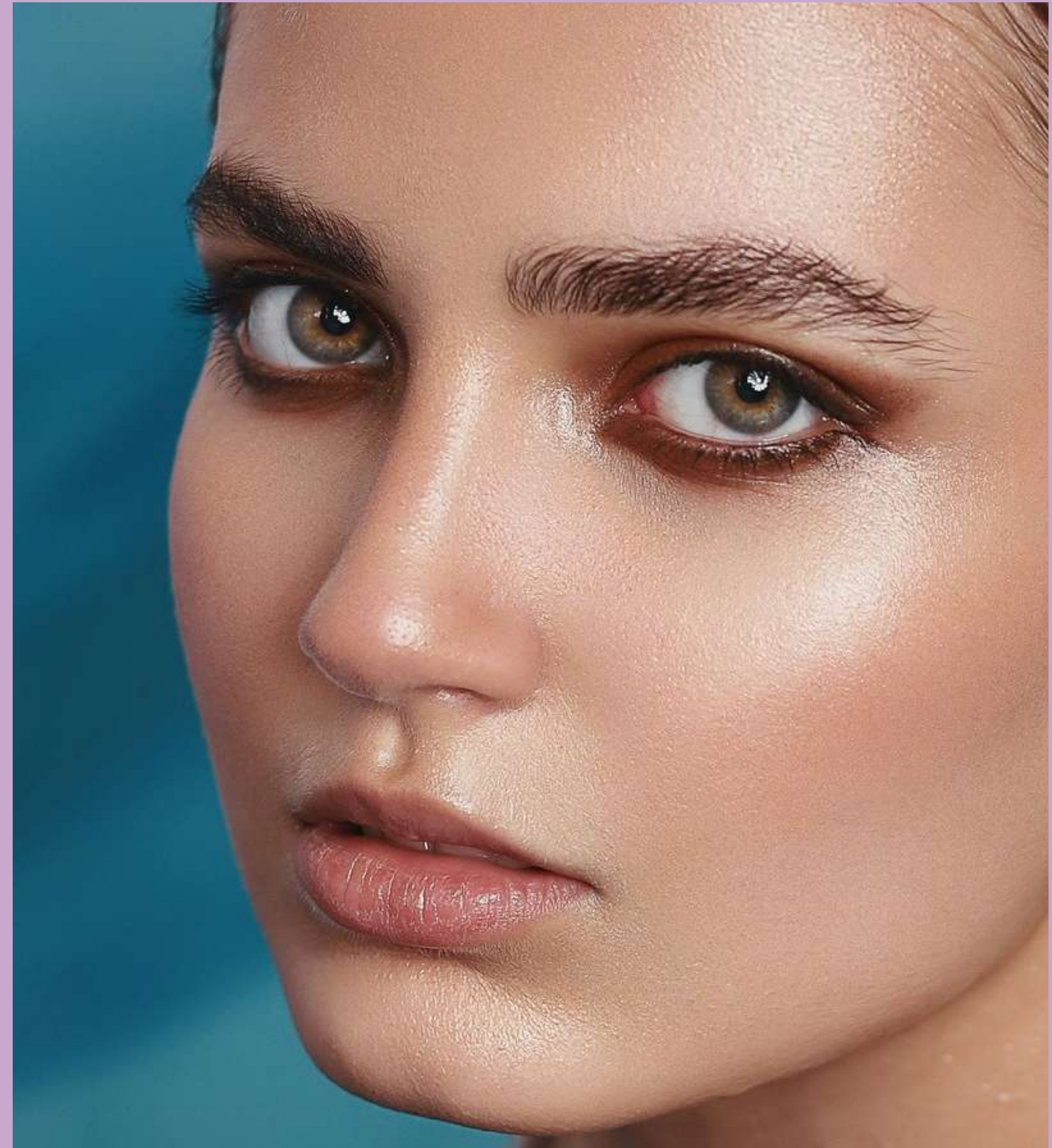


SCALING AN INDEPENDENT BEAUTY
& WELLNESS BRAND

Effie Asafu-Adjaye, Founder & Director

BEAUTIFUL SPARKS

MAKING IT



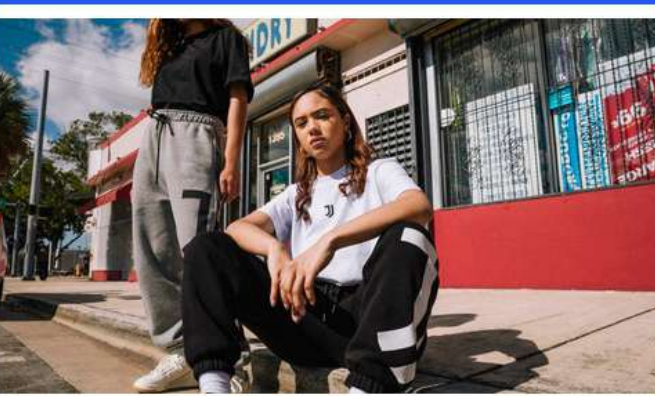
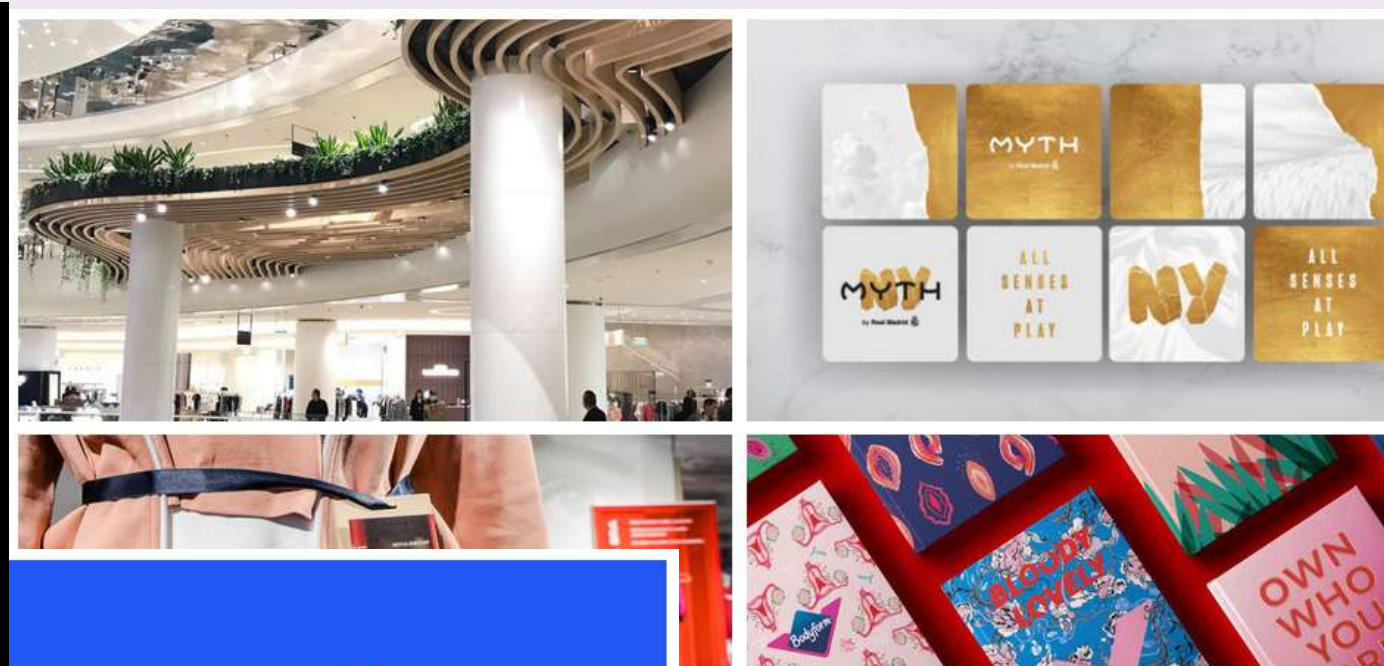
PICTURE

THIS



A 16-YEAR BRAND BUILDING

MASTERCCLASS



A 16-YEAR BRAND BUILDING

MASTERCCLASS



LVMH Travel Retail, T Galleria



Jurlique

A 16-YEAR BRAND BUILDING

MASTERCCLASS



Becca



David Jones

A 16-YEAR BRAND BUILDING

MASTERCCLASS



Victoria Beckham Beauty



GlowDry Australia



BEAUTIFUL SPARKS

GLOBAL MINDS

FROM THE BEST BRANDS
IN THE BUSINESS

LVMH

BOBBI BROWN

N°7



THEHUTGROUP®

GETTING MORE FANATICS IN LOVE WITH YOUR BRAND



\$275M

GLOSSIER
Valued at \$1.8M



\$1B

E.L.F COSMETICS
Valued at 10.6 Billion



GROWING A BRAND THAT BLOOMS

TOPICS IN FOCUS

- Why the right brand strategy foundations matter
- What are these strategic foundations and how to develop them
- How these foundations help you scale
- Why you already have an unfair advantage

BEAUTIFUL SPARKS



WHY THE RIGHT FOUNDATIONS MATTER

A FOUNDER'S WORLD

WHY THE RIGHT FOUNDATIONS MATTER

A FOUNDER'S WORLD

- Most founders aren't marketing experts
- Some have small teams of early-career marketers

#1 Sign of missing brand strategy foundations:

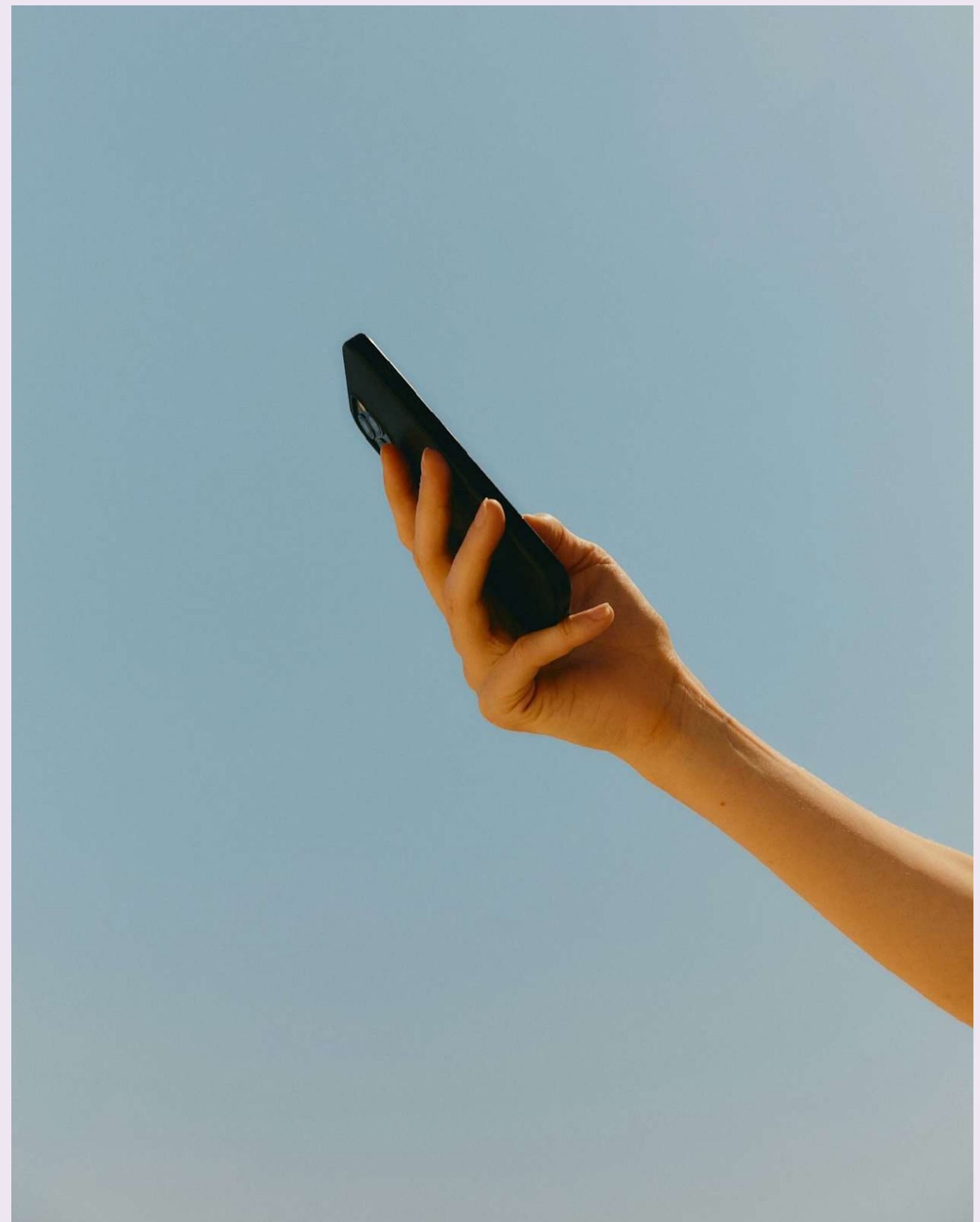
- An inability to articulate what sets their brand apart without defaulting to the quality or functionality of their products



WHY THE RIGHT FOUNDATIONS MATTER

A FOUNDER'S WORLD

- **The D2C boom**
 - High organic reach, low-cost ads, precise targeting
- **The new reality**
 - Increased competition
 - Changes to cookies/tracking
 - Rising ad costs
 - Lower organic reach





WHY THE RIGHT FOUNDATIONS MATTER

A FOUNDER'S WORLD

There will always be opportunities for brands to rise to the top when they have:

- 1. Strong Brand Differentiation**
- 2. Cut-through**
- 3. Storytelling & Community Building**

WHY BRANDS GET AHEAD WITH

STRONG BRAND DIFFERENTIATION

- Customer promise rooted in purpose
- Clarifies why to choose you
- Strategic glue unifying identity
- Value prop differentiates all activities
- Shapes long-term reputation and connection



In 2024, marketers should focus on the strength of their brand, not just the number of clicks on their Instagram ads. At the foundation of the best brand marketing strategies is brand purpose — an unchanging reason for existence. Companies neglect their brand identity at their own peril. To survive — let alone thrive — in today’s market, nothing is more important than marketing that shapes a brand’s long-term reputation.

A brand or product may be omnipresent on Instagram or TikTok feeds, but without a deeper meaning behind it, that visibility will only take a company so far.

WHY 2024 WILL BE THE YEAR OF THE BRAND

PICTURE

THIS



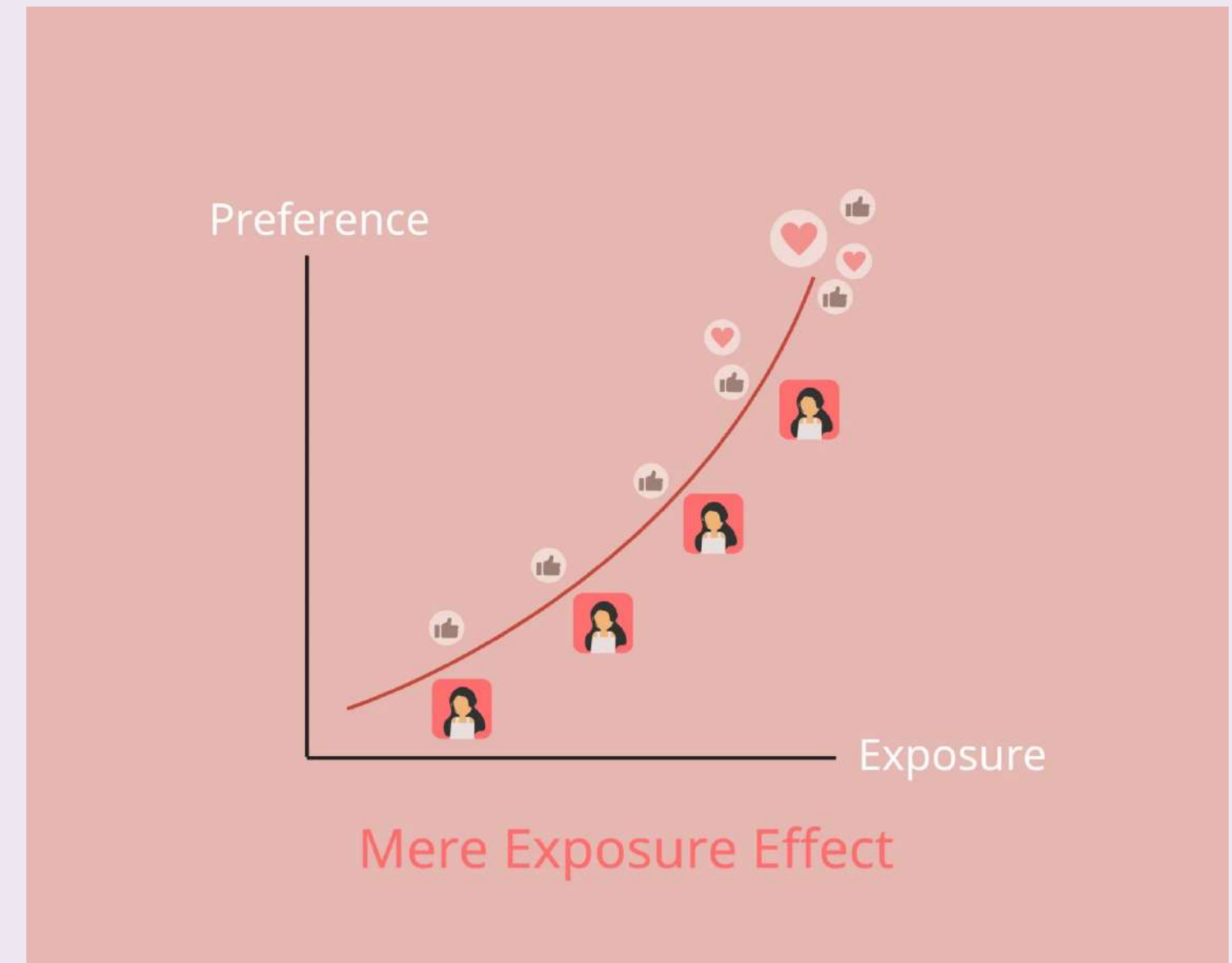
WHY BRANDS GET AHEAD WITH **CUT-THROUGH**

The human mind is wired to see clarity and congruence in patterns

- Consistency is key for brand identification, trust, and commitment
- 'Split personalities' are hard to trust

Impactful and consistent branding = memorable and recognisable

- Cut-through requires a strong visual and **verbal identity**
- Verbal identity is a brand's written reflecting of personality
- 7 exposures for brand familiarity
- Inconsistency causes confusion
- Aligned visual **and verbal identity** is essential for cut-through



WHY BRANDS GET AHEAD WITH

STORYTELLING & COMMUNITY BUILDING

- Strong brands have an engaging and authentic story
- Their narrative builds a genuine community
- Meaningful connections foster loyalty and advocacy

“



**Harvard
Business
Review**

Scientists find that chemicals like cortisol, dopamine, and oxytocin are released in the brain during storytelling. Cortisol aids memory formation. Dopamine regulates emotional responses and keeps us engaged. Oxytocin the 'love hormone' is linked to empathy, helps build and maintain good relationships.

THE SCIENCE BEHIND THE ART OF STORYTELLING

BEAUTIFUL SPARKS

KEY BRAND FOUNDATIONS

CRAFTING CORE STRATEGIES



KEY BRAND FOUNDATIONS

STRONG BRAND DIFFERENTIATION

Defining what you stand for beyond what you sell

- Brand value proposition
- Brand values/DNA
- Brand story





CHEAT SHEET

BRAND STORY:

- ❑ **Identify Your Why:** Every brand should know its purpose beyond profit. This 'why' becomes the core of your brand's story.
- ❑ **Know Your Customers:** Immerse yourself in the world of your customers. Your story should speak to why your brand is a beacon in their everyday lives.
- ❑ **What's Your Product's Claim to Fame:** Go beyond just listing what your products do. Your story should highlight what makes them special and why they are better than others.
- ❑ **Prove It:** Words are just words unless you show they're true. What makes people believe in your brand? Your story should highlight why they can trust you.
- ❑ **The Difference You Make:** It's not just about the product; it's the experience. How do you redefine your customer's world? It's not just about utility but the emotion you evoke. A powerful story speaks to this.

DID YOU

KNOW?



The power
of authenticity

KEY BRAND FOUNDATIONS

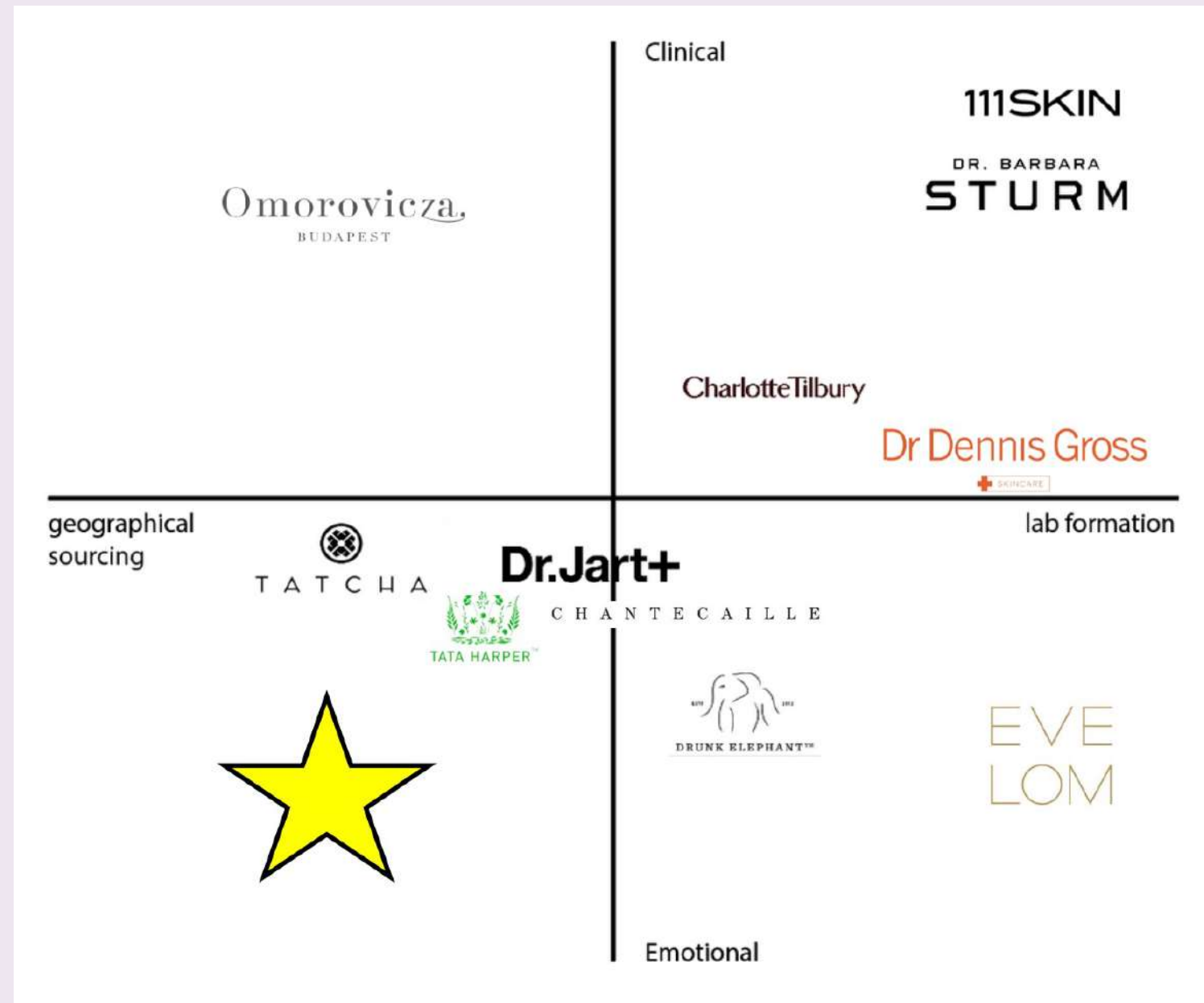
CUT-THROUGH

Creating an aligned and unmistakable brand persona at every touch point

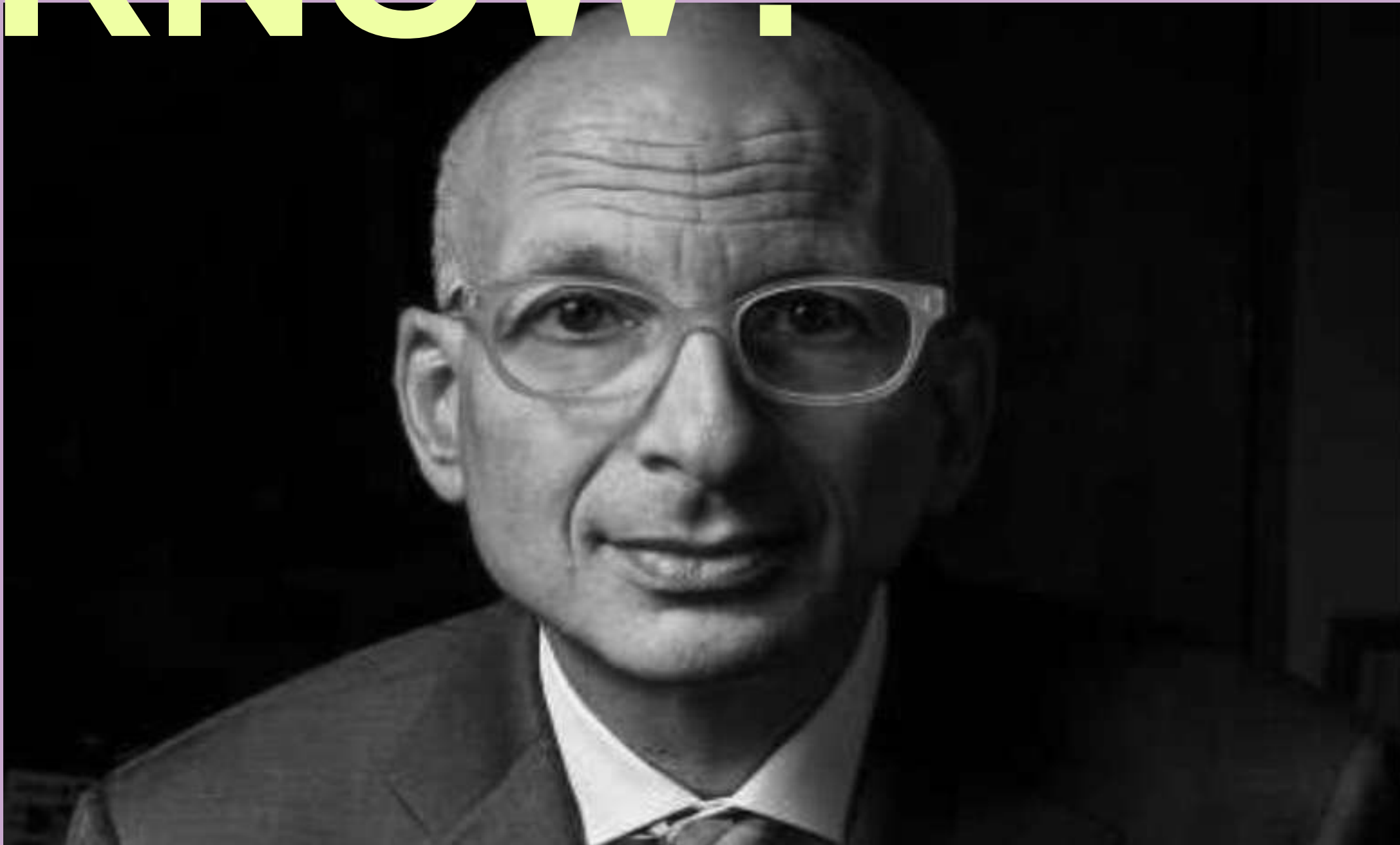
- Brand visual identity
- Brand verbal identity/Brand voice

Ask yourself this

- If your brand was your best friend, how would you describe its personality?
- What visual and verbal cues will help reinforce your brand's position in the market?



DID YOU KNOW?



A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another.

If your marketing is only about your products and services, that's not storytelling. It's a brochure.

Seth Godin

Entrepreneur & Marketing Thought Leader



KEY BRAND FOUNDATIONS

BRAND STORYTELLING & COMMUNITY BUILDING

Brand Storytelling & Community Building

- Strategic content sprinkled with your value proposition and elements of your story
- Brand guidelines are incomplete without a story express strategy
- Brand community-building initiatives
- Community '2nd spaces'

KEY BRAND FOUNDATIONS

BRAND STORYTELLING

Then I Met You



HONEY DEW LIP MASK™

\$22.00

★★★★☆ 288 Reviews [Write a Review](#)

"I remember when my grandmother would prepare juicy slices of honeydew for me after dinner. Now I realize it was her act of jeong."

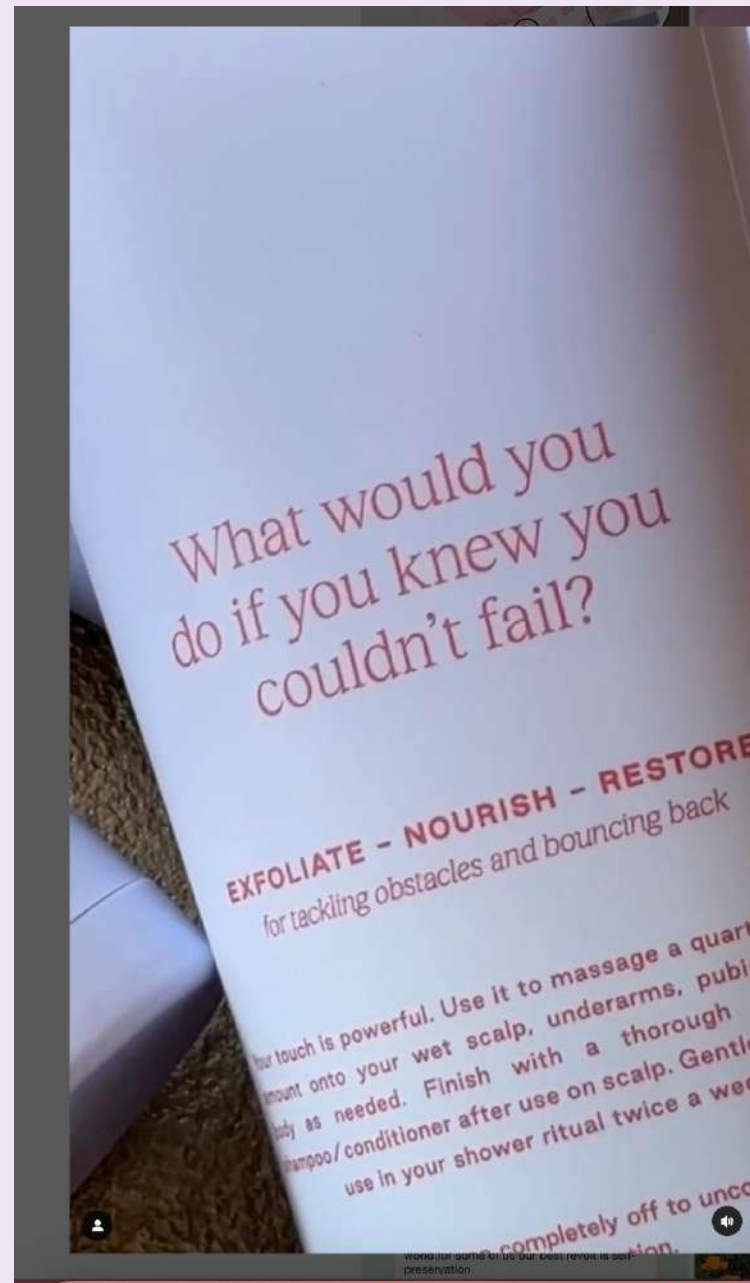
Inspired by Charlotte's favorite childhood memory, this nourishing lip mask will hug lips with a blend of hydrators like juicy, antioxidant-rich honeydew, naturally moisturizing squalane, and honey. Meanwhile, an optimal level of lactic acid gently and gradually exfoliates lips for soft comfort.

This versatile lip mask, which can be used as a daily glossy balm or intense night treatment, is intentionally designed with a unique, hygienic silicone tip for easy, contactless application.

KEY BRAND FOUNDATIONS

BRAND STORYTELLING

Self Made



KEY BRAND FOUNDATIONS

BRAND COMMUNITY BUILDING

Self Made



selfmade

invites you to

APPLY TO OUR JUNIOR ADVISORY BOARD

FREE PRODUCT! WORK WITH THE FOUNDER! & MORE! AKA THE JOB!

selfmade is the first-ever emotionally intelligent personal care brand. Come build something powerful and community-powered with us.

A promotional graphic for a Junior Advisory Board. The background is a gradient of pink and purple. The text is in various fonts and colors, including black, white, and yellow. There are decorative elements like a butterfly, a heart, and a flower. A box at the bottom contains a short paragraph of text.

THE FIRST EDITION OF

SECURELY ATTACHED

BOOK CLUB

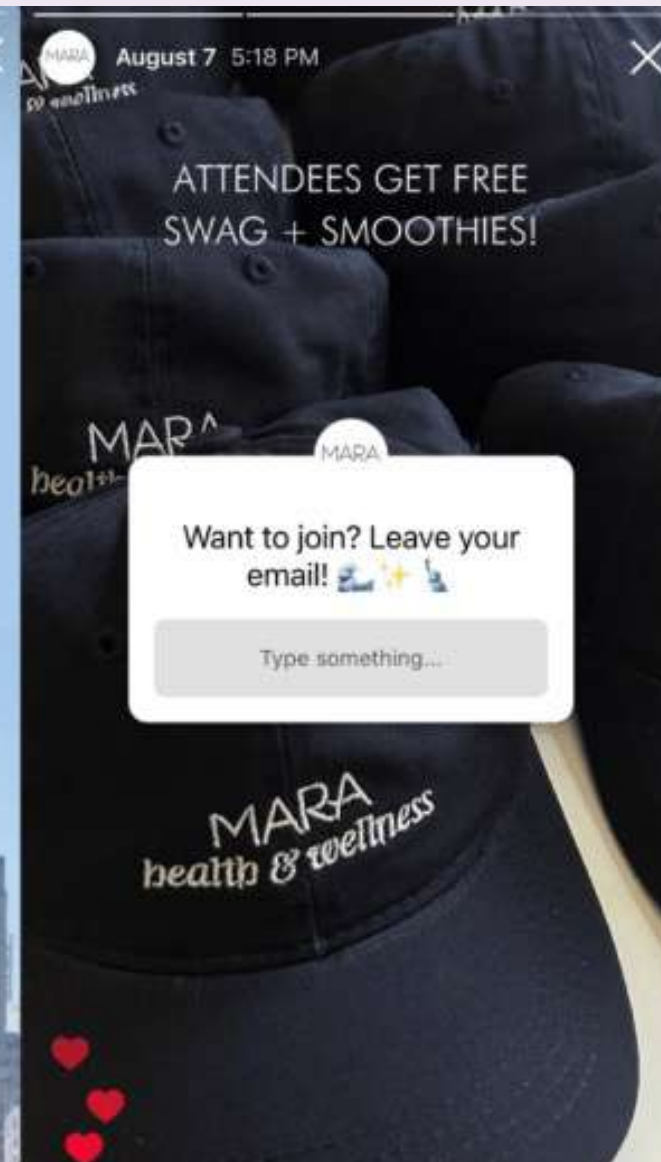
SELFMADE'S PSYCHODERMATOLOGY COLLECTION

A graphic for a book club. The background is a light yellow-green color with several large, stylized green flowers. The text is in black and white. The words "BOOK CLUB" are the largest and most prominent.

KEY BRAND FOUNDATIONS

BRAND COMMUNITY BUILDING

Mara



KEY BRAND FOUNDATIONS

BRAND COMMUNITY BUILDING

Topicals



Subscribe to save 10% on your favorite products!

Shop Bundle + Save Rewards About **TOPICALS** Search User USD

Apply to be a *Topicals Insider*

The Topicals Insider ambassador program is our community building initiative that allows us to gauge interest, test products and connect our community on topics such as mental health, wellness and all things skincare!

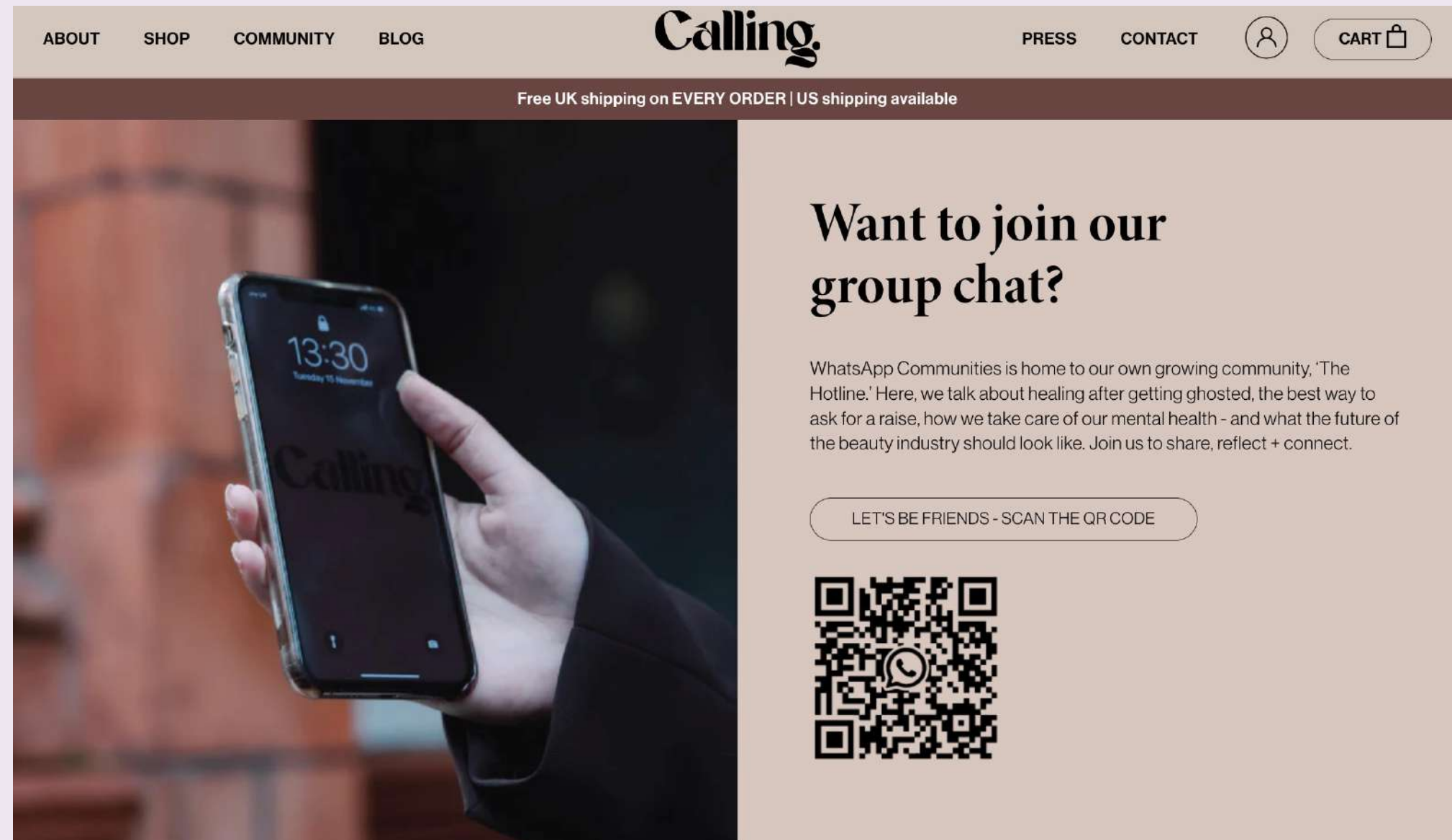
[LEARN MORE](#)

A close-up photograph of a woman's face, showing her eyes, nose, and mouth. She has dark hair styled in braids and is wearing colorful, multi-colored jewelry on her fingers and nose. The background is a soft, light green color.

KEY BRAND FOUNDATIONS

BRAND COMMUNITY BUILDING

Calling



DID YOU

KNOW?



The power
of customer
intimacy

BEAUTIFUL SPARKS



HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

OPENING DOORS

TO GROWTH

HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

OPENING DOORS TO GROWTH

Begin by:

Getting their story straight and documenting it

Take steps to:

Slowly allocate revenue towards handing over day-to-day elements of marketing and brand management

Then:

Slowly bringing new people into their orbit to help achieve the next level of their vision:

- More staff and external support teams
- More retail distribution
- More capital

And don't forget:

- Strategic capital allocation, forecasting and cashflow management



HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

OPENING DOORS TO GROWTH

We've talked about how brand strategy foundations provide:

- 1. Strong Brand Differentiation**
- 2. Cut-through**
- 3. Storytelling & Community Building**

This is exactly what growth partners are looking for too.



HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

OPENING DOORS TO GROWTH

People & Teams

- Top talent seek resume-worthy brands that are credible and look and sound the part

Retailers & Investors

- Compelling and unique brand and founder stories that engage consumers and have an engaged community

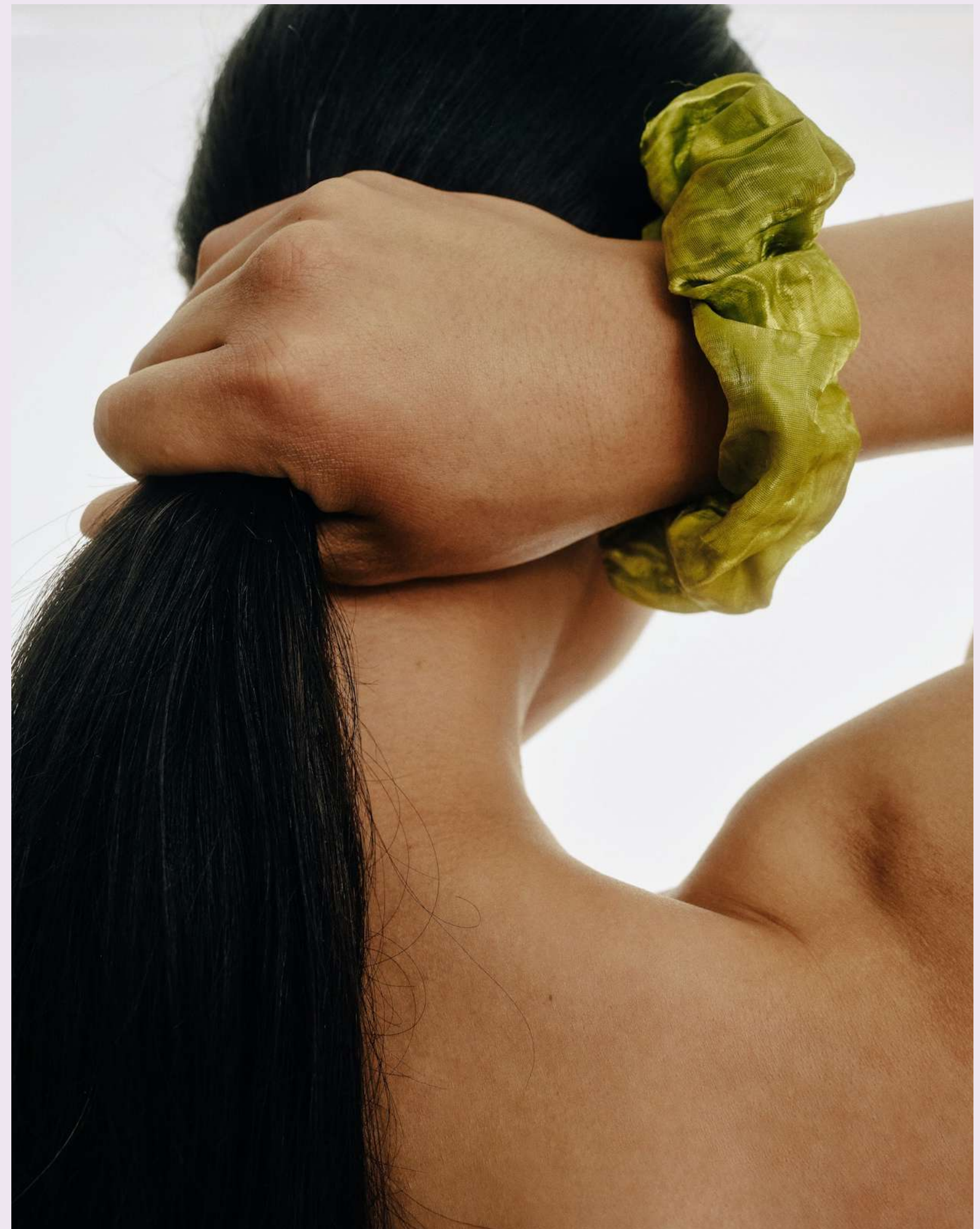


HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

WHAT RETAILERS LOOK FOR

Prove what makes your brand one-of-a-kind

- Who is your competition, and what's your point of difference from your competitors?
- Why choose your line vs. others
- Can you give me a compelling reason to test your product?



HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

WHAT RETAILERS LOOK FOR

A meeting with retail buyers will span:

- Product assortment strategy
- Sales support and marketing
- Capacity to deliver and scale supply

Scan the QR Code to request the 'Mastering the Pitch' 20-page retail guide.



HOW THE RIGHT FOUNDATIONS HELP YOU SCALE

WHAT INVESTORS LOOK FOR

One of the leading indicators of a winning brand is capital efficiency, through a highly engaged brand community.

- Capital efficiency is how efficiently you can acquire customers
- Brands reliant on performance marketing are less capital-efficient
- Brands with strong organic brand-building and community strategies breed loyalty and drop the cost of acquisition and retention



Investors look for founders with an ability to create organic demand for their products and create and cultivate community.

A business can be performing really well with the help of paid ads and mask that the underlying brand is maybe good but not great.

It comes down to, 'Are you able to create an audience without spending a ridiculous amount of money? And are you able to consistently stay current with culture?'

WHAT INVESTORS ARE LOOKING FOR IN A
BEAUTY STARTUP



BRANDS THE SCALE WITHOUT SOLID STRATEGY

HOW THINGS CAN GO WRONG

Messaging debt is the opportunity cost that occurs when a brand's message lacks clarity, and its brand experience lacks resonance.

Consequences:

- **Internal Clarity:** Misunderstandings lead to lost time and resources.
- **Low Social Engagement:** Unclear messaging, little storytelling and no real community results in lower engagement, missing connections and loyalty.

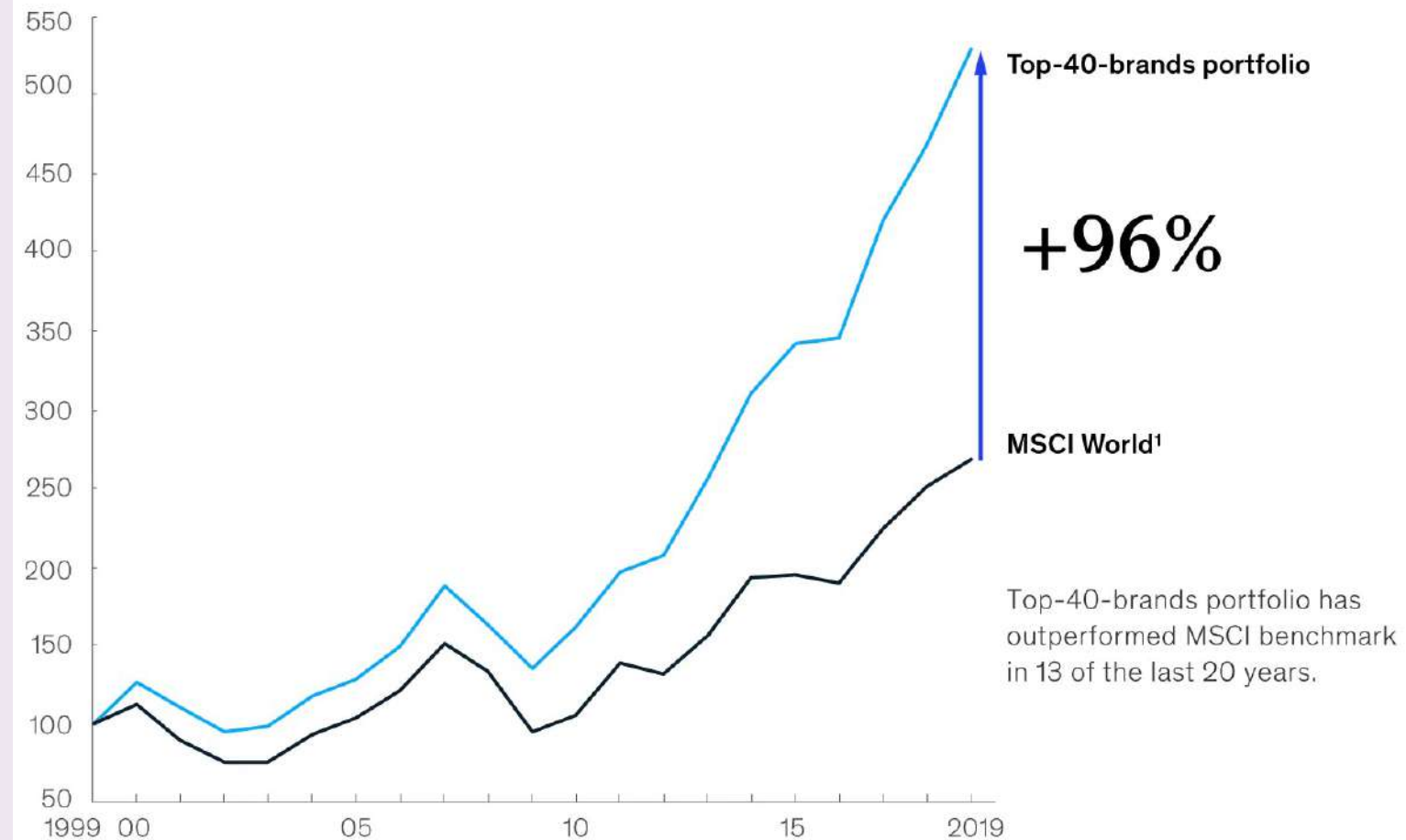
Growth Barriers:

- **Differentiation:** Inability to stand out leads to reliance on discounts and promotions
- **Knock-offs:** Without a clear value proposition, consumers choose copycats or competitors
- **Market Dominance:** Fails to dominate locally or expand internationally

THERE'S NO SUCH THING AS AN OVERNIGHT SUCCESS

Powerful brands significantly outperform the market.

Total return to shareholders, Index



¹Stock market index of 1,646 world stocks maintained by Morgan Stanley Capital International.
Source: McKinsey Marketing & Sales Practice

McKinsey
& Company

“ McKinsey
& Company

The world's 40 strongest brands yielded almost twice the total return to share holders over the 20-year period ending in 2019. These brands were found to share 3 critical traits as the levers of their strength:

- **Art:** A clear reason for being or purpose, brought to life through creativity.
- **Craft:** An inspiring brand experience, managed and executed consistently across all touchpoints.
- **Science:** A deep understanding of their customers and the market.

THE FUTURE OF BRAND STRATEGY

DID YOU

KNOW?

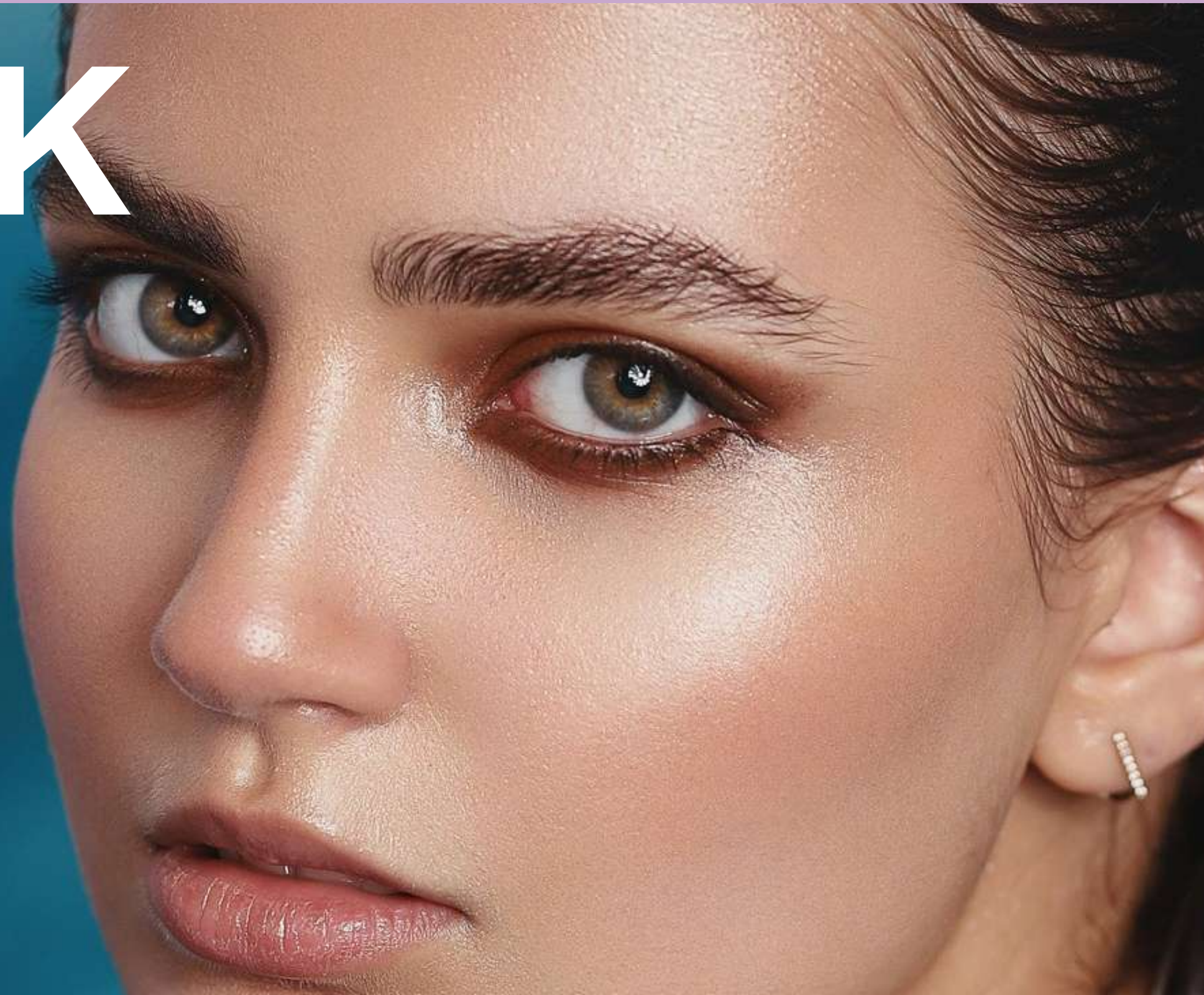


The power
of speed
& agility

The power
of an
unwavering
vision

TAKING

STOCK



Authenticity

Customer
intimacy

Speed
& agility

Unwavering
vision

BEAUTIFUL SPARKS

GET IN TOUCH

*Kind regards,
Effie*

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