

MAGAZINE Planning and Buying Project:

THE **inkey** LIST™



By Eliz Dedeian and Kayla Nelson

The Inkey List Background

The Inkey List is a new ingredient-based skincare line founded in 2018 by successful British entrepreneurs Colette Laxton and Mark Curry. They are a UK-based skincare brand with an expected potential of hitting \$100 million in sales in 2022. Considering the Inkey List's growing success, this brand demonstrates great direct consumer services through its e-commerce website where personalized help, services, affordable prices, and the intent to educate consumers about skin care are provided. They're understood to establish great success due to targeting consumer behavior that appeals towards shopping for beauty products that consist of desirable ingredients but at an appropriate price. In other words, The Inkey List pushes their brand belief that "better knowledge powers better decisions", where the right decisions are made from accessible trials that consist of clean yet effective quality. Moreover, The Inkey List brand is driven by the knowledge that ties into how the company makes available for its consumers to askINKEY through its website about any questions or concerns about their skin and what specific products to incorporate into their skincare routine.

Transparently, The Inkey List is very environmentally conscious and believes that their beauty products should partake in cruelty free. As a result, this brand was approved by the Cruelty-Free International Leaping Bunny programme where cruelty-free standards and legal requirements were met. Their quality is just as recognizable for being accessible, as well as seal formulas without parabens, sulfate SLS, SLES, phthalates, mineral oils, formaldehyde, unwanted fragrances and much more. This specific criterion is labeled over the Inkey List by Sephora and is recognized under the "Clean at Sephora" category. In addition, The Inkey List has a similar Glossier retail footprint approach where services, formulas and products are created to make skin science simple, encouraging beauty industry confusion to come to an end. With detailed instructions on the back of all products, consumers are conveniently informed with how to layer products to make the most effective personalized skincare routine. With Inkey List products being sold on The Inkey List website, Sephora, Kohls, and Amazon.com, the brand makes itself available to consumers all around the world with honest results.

TargetAudience:

Our target audience focus for the Inkey List brand is directed towards a younger demographic. The company currently markets its products to this demographic through social media, however, we plan to expand and continue to target their audience through full-page magazine ads. Furthermore, our target audience may range from ages 15-28 which can be described as early teens to later twenties. In addition, the direct market we aim to strike interest in are those who care about the environment, health, and safe products but are also on a budget. We understand that most teens and college students along with young adults are driven to save for other pursuits, however, we are also aware that this age range does experience facial acne issues and is constantly undergoing trial and error stages when it comes to discovering the perfect

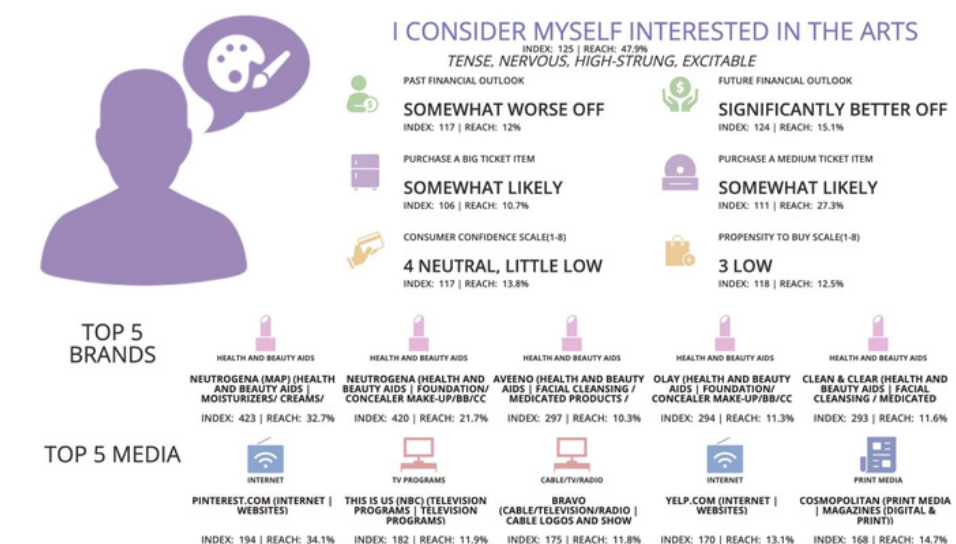
skincare routine. Furthermore, we believe the Inkey List is a perfect brand to promote for this demographic around New Year because New Year's resolutions correlate perfectly with wanting to change yourself in a much more efficient and positive way. Hence, The Inkey List presents many benefits for why our target market would want to buy into the brand around this time of year. For Instance, planning for better, healthier, glowing skin going into the new year is preferred by many, for it is the start of an uplifting change for young adults. The Inkey List luckily provides promising results that meet these needs as well as satisfy the preference of saving money after the holidays. The fact that The Inkey List is so accessible and affordable, which allows our target market to experiment with products comfortably without feeling as though they are making an unconscious purchase.

Media Objectives:

The media objectives that we want to accomplish in order to make The Inkey List one of the top competitors in the skincare market is increasing awareness within our target market by using the selected magazines that teenagers and young adults normally read to find the latest trends in fashion, beauty, and celebrities. With the given new Inkey list promotion it will catch the eye of many young people and teenagers who are still struggling to look for an affordable skincare line. Besides increasing awareness, increasing the company's revenue is another objective we want to fulfill. Even though The Inkey List is still growing in sales, it is still considered a new company due to the lack of awareness, acknowledgment, and promotion. For the sake of success, helping the company increase its revenue sales can increase brand awareness and loyalty. We believe that we can achieve these objectives between February to May 2023.

Demographics / Brand Catalyst:

Due to the fact that The Inkey List is not provided within MRI Simmons Brand Catalyst, we have decided to dive into this company's competitor brands that meet the same criteria of interest within consumer behavior. In addition, we've chosen to reference Neutrogena's consumer behaviors, characteristics, and attitudes to help us understand what media vehicles (magazines) we should consider promoting and buying into. Furthermore, Neutrogena is a skincare and beauty product company that is accessibly sold to customers at popular stores such as CVS,



Ulta Beauty, Walgreens, Target, and Walmart and is also available to purchase from the Neutrogena website and Amazon.com. According to the consumer profile, Neutrogena shoppers tend to have neutral feelings of confidence when purchasing products and don't necessarily shop more than they need to. Financially, they are significantly better off which indicates that these consumers are responsibly conscious of their spending. Moreover, we understand that these consumers are very loyal to the Neutrogena brand, considering how the top 5 brands they shop are all within Neutrogena health and Beauty aids. Additionally, 94% above the average Neutrogena consumer visit Pinterest.com as their media outlet (index: 194, reach: 34.1%), along with This is Us NBS television (index: 182, reach: 11.9%), Bravo television (index: 175, reach: 11.8%), Yelp.com website (index: 170, reach: 13.1%) as well as Cosmopolitan magazine (index: 168, reach: 14.7%). The fact that 68% above the average consumer of Neutrogena skincare utilizes Cosmopolitan media gives us an eye opener that skincare consumers could potentially become aware of other brands advertised within this magazine.

When speaking in terms of consumer attitudes, Neutrogena buyers are 58% more likely to spend a lot of money on toiletries, cosmetics, and general personal care. In addition, 56% above the average buyer really enjoys shopping for clothes while 53% above average are also more likely to purchase products they see advertised on social media and networking websites.

This may indicate that interest in the Inkey List brand may be

found in magazines that

promote products that are popularly seen through social

media and networking websites.

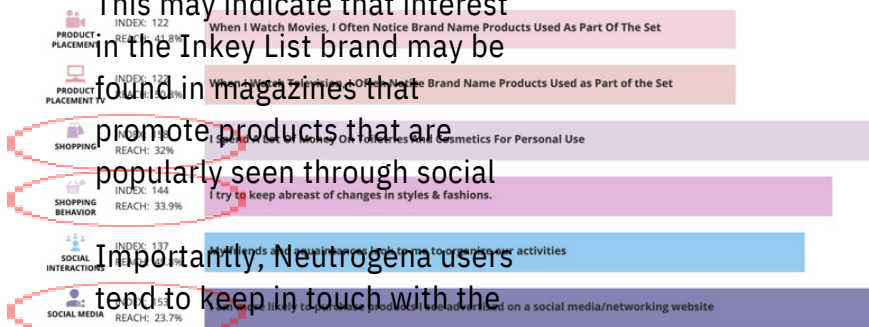
Importantly, Neutrogena users

tend to keep in touch with the

changes in style when it comes













to their behavior in shopping (index: 144, reach: 33.9%) along with being more likely to often read the recipes that come with products they buy (index: 133, reach: 45.5%). In a concluding analysis, we've come to understand that Neutrogena consumers love to spend on body care but also value shopping for clothes. This factor may indicate that potential Inkey List consumers may appreciate finding out a brand from a magazine that incorporates both these categories of interest. Lastly, 44% more than average buyers prefer to stay in style of what's trending while also remaining cautious of what they buy since 33% more than average tend to review ingredients before purchasing any

products. This piece of information lets us know that potential Inkey List buyers value staying up to date with trends in fashion and care for their well-being when searching for health

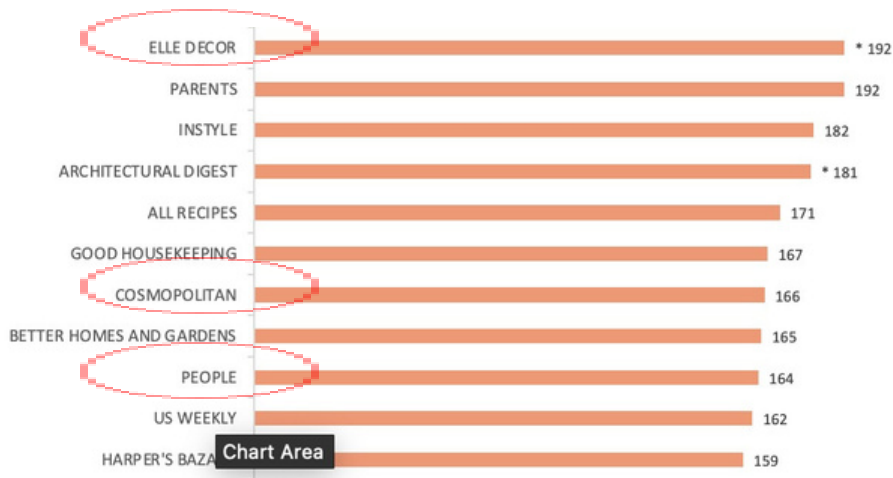


facts whenever they purchase a new product.

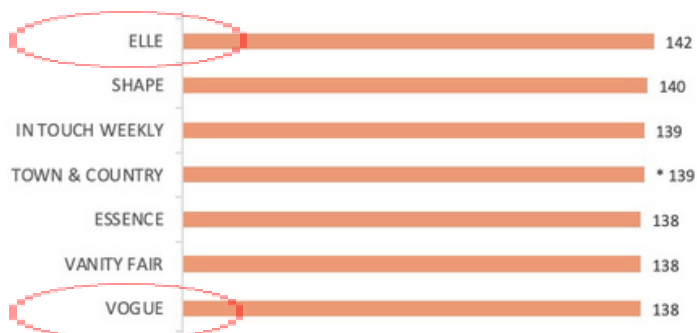
Demographics-wise, the majority of Neutrogena's consumers are within the age range of 25-34 years old and are 58% more likely to be female. This is a good criterion to compare with because our target market matches with these demographics. Moreover, Neutrogena consumers are 92% more than average to view ads through Elle Decor Magazine. Due to the fact that Neutrogena's age demographics are a little older than our target market for The Inkey List (ages 15-28), we felt it was appropriate to focus on the print media that suit our targeted age range better but also fall under our competitor brand, Neutrogena's average issue that's presented to their audience the most. As a result, we noticed magazines such as Cosmopolitan, People, Harper's Bazaar, Elle, as well as Vogue have the potential to bring awareness of the Inkey List to our

 AGE 25 - 34	 CENSUS REGION West	 CHILDREN IN HOUSEHOLD 1 Child	 EDUCATION College Graduate	 EMPLOYMENT STATUS Employed part time (<30 hours)	 ETHNICITY Non-Hispanic
INDEX: 146 REACH: 25.5%	INDEX: 105 REACH: 24.7%	INDEX: 120 REACH: 18.3%	INDEX: 131 REACH: 25%	INDEX: 113 REACH: 12.8%	INDEX: 101 REACH: 83.8%
 GENDER Female	 HOUSEHOLD INCOME \$150,000 - \$249,999	 MARITAL STATUS Presently Married	 POLITICAL OUTLOOK Any Liberal	 RACE Not White or Black	 RESIDENCE Condominium/Coop/Apartment
INDEX: 158 REACH: 81.4%	INDEX: 127 REACH: 19%	INDEX: 104 REACH: 53.4%	INDEX: 120 REACH: 25.6%	INDEX: 104 REACH: 15.4%	INDEX: 108 REACH: 20.6%

Source: Simmons Research LLC, Spring 2020 NHCS Adult Study 12-month
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target market just as much as it does for Neutrogena.



Magazine Selection

Cosmopolitan

Total Circulation: 2,129,302, 4C Page Rate: \$264,000

Cosmopolitan is a digital and print publication that provides women with information on relationships and romance, fashion and beauty, health and well-being, as well as what's trending in the pop-culture and entertainment world. The main reason for selecting this magazine was because competitor brands such as Neutrogena possess consumer behaviors that use this brand as their top 5 media choices. This gives us the understanding that skincare users are more likely to notice the Inkey List Brand through this magazine which brings significant awareness to our target market. Also, Cosmopolitan has the third highest circulation which means that teens and young adults are very familiar with Cosmopolitan. This can indicate Cosmopolitan is good with target the right audience which is young women.

TeenVogue

Total Circulation: 1,228,230, 4C Page Rate: 191,361

Teen Vogue is the young person's guide to saving the world. It educates, enlightens, and empowers the audience to create a more inclusive environment by amplifying unheard voices, telling untold stories, and providing resources for teens that are interested in making a tangible impact within their communities. The main reason for selecting Teen Vogue is because Vogue is one of the top magazines that a lot of people are very familiar with. It also has a high circulation number which means that the awareness of The Inkey List skincare line will increase. Also, our competitor Neutrogena also uses Vogue magazine as one of their top media choices. However, vogue magazine caters to an older audience which is a little bit outside of the target audience. Since we are targeting teens and young adults it's appropriate to select Teen Vogue; since teenagers and young adults utilize it. Using Teen vogue can increase brand awareness for The Inkey List.

Elle

Total Circulation: 1,005,371, 4C Page Rate: 190,035

Elle is the world's largest fashion magazine edited for women with a style and mind of her own. Elle Magazine invites readers to have fun, mix and match, experiment, and find the looks that are magazine was an appropriate choice because according to brand catalyst 56% of consumers are more likely to really enjoy shopping for clothes. Elle magazine is where young women are likely to seek the latest fashion trends. Also, Elle has a high circulation which means a lot of younger to mid-age women frequently read Elle.

Glamour

Total Circulation: 2,348,000, 4C Page Rate: 193,108

Glamour magazine is one of the biggest fashion and beauty media brands in the world. Glamour Magazine covers the current trends in fashion, beauty, sex, relationships, and health. Also, the company has one of the highest circulations, which means a lot of readers frequently stay alerted to the brand. The reason why Glamour is selected is that nowadays many teens and young women are into fashion and beauty; which Glamour Magazine emphasizes. Glamour has a lot of variety and handy hints when it comes to fashion trends and beauty products. The Inkey List would make a good selection in the magazine because there are many good reviews and outcomes when using the product and also it's affordable.

Harper Bazaar:

Total Circulation: 727,593, 4C Page Rate: 183,140

Harper's Bazaar Magazine is an American monthly women's fashion magazine that is your source for fashion trends straight from the runway, makeup, and hair inspiration, and shares a global perspective on style. Harper's Bazaar was selected because according to the brand catalyst, 79% of consumers who read Bazaar are more likely to believe eco-friendly products are high-quality products. The Inkey List would fit in this category because the brand is known for its vegan-friendly ingredients; which would catch the attention of readers who fit within the psychological attitude. Harper's Magazine can increase awareness for Inkey List because we can stress the importance of the brand being vegan-friendly.

People's:

Total Circulation: 3,431,878, 4C Page Rate: 445,600

People's Magazine is the number one source for celebrity news and inspiring stories. People's magazine specializes in celebrity news and human-interest stories. The main reason why People's Magazine was selected was because of its reputation of being one of the world's largest magazine outlets. Also, People's Magazine has the highest circulation compared to all the magazines that were selected.

Promotional Idea:

For our promotional idea to place in our selected magazines, we've developed an attention-grabbing ad that will spark our target audience's interest. Furthermore, the ad demonstrates a familiar slogan to the younger crowd in bold while also rhyming with the Inkey List name. This slogan will help consumers memorize the brand's name in a fun way, bringing awareness to the brand and what it produces products for. After conducting great research on consumer behaviors and developing a good understanding of the Inkey List brand, we felt it was appropriate to incorporate a "Clean at Sephora" label over the brand name to draw attention to the quality and health of the skincare brand. Adding this label was necessary because our target market's consumer behavior tends to value healthy ingredients in whatever they consider purchasing. Additionally, we also included a QR code on the lower right corner that allows consumers to scan with their smartphones and provides easy access to online information/purchases. This feature was also followed with an arrow-directed, small description

WWW.THEINKEYLIST.COM

MEI 2022

**NEW SKIN,
WHO DIS?**

THE Inkey LIST™

AFFORDABLE &
BEST FOR
YOUR
SKIN

NEW
YEAR
NEW
FACE!

THE Inkey LIST
MAGAZINE

CLEAN AT
SEPHORA

HELP US HELP YOU! SCAN OUR QR CODE TO TAP INTO YOUR NEW PERSONALIZED SKINCARE ROUTINE

explaining “Help us help you! Scan our QR code to tap into your new personalized skincare routine”. We felt this was important to include in the ad because our target market is more than likely to research and purchase products through their phones due to its convenience and informative sources. In addition, adding a QR code helps our consumers get their questions about the Inkey List brand answered at a much faster pace without the annoyance of looking us up on google. Fourthly, we felt it was eye-catching to place an appealing picture of a beautiful and youthful woman using an Inkey List product on her glowing skin to demonstrate the joy of what the brand stands for. If our target audience finds this visually appealing, they will start to envision themselves as this satisfied young female enjoying the Inkey List product which initiates consideration in purchasing. A second visual of more products by The Inkey List is placed at the bottom of the page to show consumers the numerous products the Inkey List sells along with what the packaging consists of. Lastly, it's understood that the holidays have come to an end during the time this magazine ad will be released so we have hinted at a New Year’s resolution which is highlighted to be “affordable”. This element has the potential to motivate buyers that the “New Year, New Face” concept is a plan to look into. Its wanted that our target audience becomes aware of the brand but to also find reasons as to why they should look and invest in the Inkey List. As a result, highlighting the brand name twice, incorporating a youthful slogan, including a health-related label, adding a convenient QR code, and placing riveting images were necessary. In conclusion, all these elements have great potential in helping us achieve our media objective with our target market.

Magazine Selection Spreadsheet

Magazine Selection							
Publisher	Magazine Name	FPFC Rate	Circulation	CPM	Frequency	Total Impressions	Total Cost
Hearst	Cosmopolitan	264,000	2,129,302	\$123.98	5	10,646,510	\$1,320,000.00
Vogue	Teen Vogue	191,361	1,228,230	\$155.80	3	3,684,690	\$574,083.00
Hearst	Elle	190,035	1,005,371	\$189.02	2	2,010,742	\$380,070.00
Conde Nast	Glamour	193,108	2,348,000	\$82.24	5	11,740,000	\$965,540.00
Hearst	Harper bazaar	183,140	727,593	\$251.71	2	1,455,186	\$366,280.00
DotDash	People' s	445,600	3,431,878	\$129.84	5	17,159,390	\$2,228,000.00
Total Cost						\$5,833,973.00	

Conclusion: (our top 2)

After evaluating the psychological attitudes of consumers, many consumers enjoy shopping and are very mindful of reading recipes and ingredients before buying a product. It was the appropriate choice to select magazines that were based on fashion and had a vast majority of female readers within our target audience. It can be concluded the success of The Inkey List will

continue to thrive because the selected magazines have the audience that The Inkey List is looking for.

In a concluding analysis, we believe all our selected magazines to promote our Inkey List ad after the new year have great potential to bring a lot of awareness to the brand as well as increase sales significantly. In addition, if we had to choose out top two magazines that would bring us the most success in our media objective, those magazines would be Cosmopolitan, along with People Magazine. We feel these magazines will benefit our goals the most because People magazine has the highest circulation of 3,431,878 which is a valid number for awareness. Secondly, Cosmopolitan also has an impressive circulation of 2,129,302, however, this magazine is seen to help the Inkey List brand stand out from its competitors the most considering how consumers in the skincare market resort to this magazine the most (after conducting research). Overall, our total magazine buys for all 6 magazines come up to \$5,833,973.00 which is necessary for spending in order to achieve our media objective of increasing awareness within our target market by 15% during the time frame from February to May 2023. In addition, we also plan to increase the Inkey List's revenue sales by 10% during this time frame as well. Lastly, our promotional plan will follow through with pulsing throughout February to May. In other words, our media scheduling for the Inkey List Brand ad in magazines will combine flighting and continuous scheduling throughout those 4 months, where advertisements will be viewed more often during holidays but will still be seen regularly in a general aspect.

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