



elf

elf

elf



BY: GRACIE HARDY

Public Relations Writing Portfolio created during the fall semester of 2023 for e.l.f. Cosmetics.

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TABLE OF CONTENTS

COVER PAGE	1
INTRODUCTION	5
RESUME	6
MEMO	8
EMPLOYEE NEWSLETTER	9
SOCIAL MEDIA CAMPAIGN PITCH	20
COMPANY NEEDS/PROBLEMS	20
CAMPAIGN GOALS & OBJECTIVES	20
CAMPAIGN STRATEGIES & TACTICS	20
CAMPAIGN TARGET AUDIENCE	21
TIMETABLE	21
EXAMPLE COPY & MEDIA ASSESTS	23
REFERENCES	27
NEWS RELEASE	28
MEDIA PITCH	31
INTERVIEW BRIEFING SHEET	32
JOURNALIST PROFILE	32
AIM OF THE INTERVIEW	32
TALKING POINTS	32
TIPS	33
DIFFICULT QUESTIONS	33
FACT SHEET/BACKGROUNDER	34
SPEECH SCRIPT	35
SPEECH INTRODUCTION	35
KEYNOTE SPEECH SCRIPT	35
BLOG POST	37
EXCERPT	37
TAGS & KEY WORDS	37
BULLETED LIST	37
10 MUST-HAVE STOCKING STUFFERS	38



EMAIL BLAST	47
PSA SCRIPT	51
TITLE: e.l.f. Cares: Supporting LGBTQ+ Youth - Make a Difference Today	51
TITLE: Uplift & Empower: Join the e.l.f. Cares Movement	53
CONCLUSION	54



INTRODUCTION

This portfolio showcases my skills and experiences in communication and marketing. It encompasses a diverse range of projects that highlight my ability to strategize, create compelling content, and engage target audiences effectively.

The central focus of this portfolio is the extensive research and analysis I conducted on e.l.f. Cosmetics. Over the course of four months, I thoroughly studied the brand's history, market position, target demographic, and competitive landscape. These insights formed the foundation for a series of strategic communication campaigns, initiatives, and materials.

It is important to note that the work contained in this portfolio was completed as part of a class project and is not affiliated with or produced in partnership with e.l.f. Cosmetics or any other mentioned entities. The projects aimed to apply classroom principles and theories to real-world scenarios, providing me the opportunity to gain practical experience in a simulated professional setting.

The portfolio encompasses a wide array of content, showcasing my expertise across different formats. From resumes and memos to social media campaigns and employee newsletters, each piece demonstrates my ability to effectively communicate key messages to diverse audiences. Additionally, you will find examples of my skills in media relations through news releases, media pitches, and interview briefing sheets.

Moreover, this portfolio includes examples of my ability to create engaging content for various platforms. From speech scripts and blog posts to email blasts and PSA scripts, I strive to captivate audience attention, convey brand messaging, and elicit desired responses.

In conclusion, this introduction provides an overview of what you can expect to find in this portfolio. I encourage you to explore the different sections and delve into the details of each project to witness the breadth of my skills, creativity, and dedication to effective communication and marketing strategies.

MY BACKGROUND

My diverse skill set, which includes my background in journalism and my experience in criminal justice and criminology, makes me the ideal candidate for your team. My eagerness and passion for digital and brand marketing, along with my desire to develop my skills further, would be a valuable asset to your organization.

EDUCATION

Journalism and Mass Communications 2020 - 2024

Walter Cronkite School of Journalism and Mass Communications

Criminal Justice and Criminology 2020-2024

Watts College of Community Solutions and Public Services

EXPERIENCE

Fall 2023 SparkPoint Studios

Publicist Intern

- I am responsible for creating graphics for both online and offline layouts. My main task is to carefully and meticulously monitor influencer posts related to our books.
- Additionally, I utilize Cision software to find relevant contact details for various companies.

Fall 2022 - Destination I Do

Spring 2023 Editorial Intern

- I specialize in crafting captivating and one-of-a-kind real wedding stories, with a laser focus on showcasing the sheer joy and cherished memories from our clients' special day.
- My passion lies in creating irresistible wedding posts that will leave a lasting impact on our followers, particularly on our primary social media platforms - Pinterest and Instagram.

Summer AZ Big Media

2023 Editorial Columnist

- I will write an engaging article highlighting the fabulous features of the restaurants, while also providing readers with some fantastic recommendations.
- I conducted thorough research on my client's business, delving into his background, work experience, and company to gather comprehensive information.

SKILLS

Graphic & Web

Design Data Analysis

Cision & Muck Rack

Content Creation

Videography & Writing

Communication



Dear Pure Imagination Hiring Team,

I am excited to apply for the Pure Imagination PR Spring intern position. As an experienced marketer and content creator, I possess a strong passion for all things beauty and skincare related.

Currently enrolled in Arizona State University's Journalism and Mass Communications and Criminal Justice double minor programs, wherein I am pursuing insights in digital audiences, I possess unique skills and knowledge that are ideal for accomplishing the job responsibilities effectively.

Additionally, my experience working with different marketing firms as a content creator, provided me with the necessary understanding to create intriguing and impressive product fact sheets, press releases and draft media pitches. I have also worked closely with different influencers from various niches to help create brand awareness, joining in with the editorial and influencer communities and engaging consumers.

As a proactive worker, I enjoy a collaborative experience with the team while taking ownership of tasks, meeting deadlines and thriving in different situations. I possess the necessary organizational and time management skills, the ability to pay attention to details while providing new and innovative ideas.

Thank you for considering my application. I am looking forward to expanding my knowledge and showcase my skills in the PR industry while working with your team.

Sincerely,

Gracie Hardy

Gracie June Hardy

✉ gracejunie09.wixsite.com

☎ 602.300.0153

📍 7089 N. 33rd Ave Phoenix AZ
85051



TO: e.l.f. Cosmetics Employees
FROM: Shelby Newell, Director of Brand Marketing
DATE: September 18, 2023
SUBJECT: Welcome Gracie Hardy to e.l.f. Cosmetics

It gives us great pleasure to announce that Gracie Hardy has been appointed as the brand marketing manager, effective from September 19, 2023. In her new position, Grace will take charge of creating, implementing and executing tactical marketing plans aimed at acquiring and retaining potential customers for e.l.f. Cosmetics.

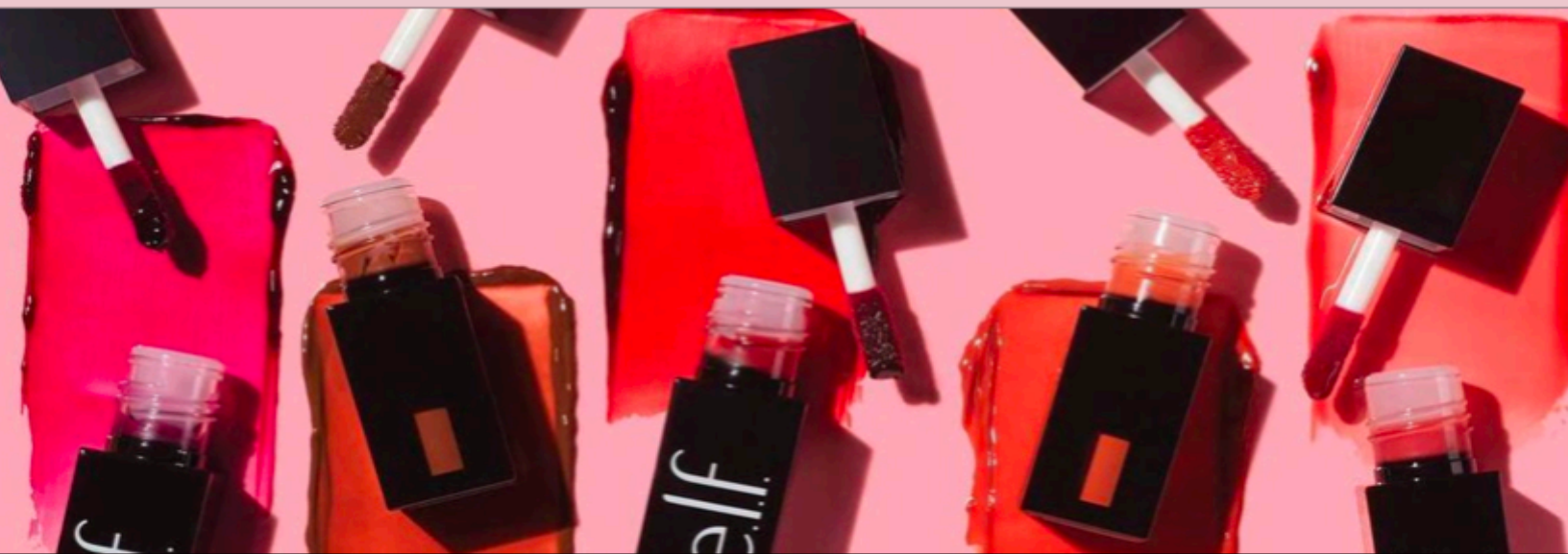
Grace's unique blend of skills and experience makes her a valuable addition to e.l.f. Cosmetics. Her background in journalism has equipped her with exceptional storytelling and communication skills, while her experience in PR management and knowledge in criminal justice and criminology demonstrate her understanding and advocacy for individual expression and human rights. Her passion for capturing unheard stories resonates perfectly with e.l.f. Cosmetics' mission to promote inclusivity and accessibility. Gracie's creativity, evident from her interest in fashion and art, adds another layer of resourcefulness that she will bring to the company. Moreover, her experience as a youth development specialist and involvement in volunteer work embodies her dedication to supporting individuals and empowering communities - matching e.l.f. Cosmetics' values of doing what is right for people and the planet.

Our mission at e.l.f. Cosmetics is to challenge conventions, influence culture, and foster connections through positivity, inclusivity, and accessibility. We firmly believe in supporting individual expression, empowerment, and human rights while also making ethical choices for the welfare of the planet, animals, and people. With Grace on board, we plan to achieve these objectives by creating compelling communication materials, leveraging digital and traditional media, and showcasing our exclusive range of clean and ethical beauty brands.

Best,

Shelby Newell

snewell@elfcosmetics.com



EVERYBODY GLISTEN UP



MONTHLY NEWSLETTER



09

-

19

-

23

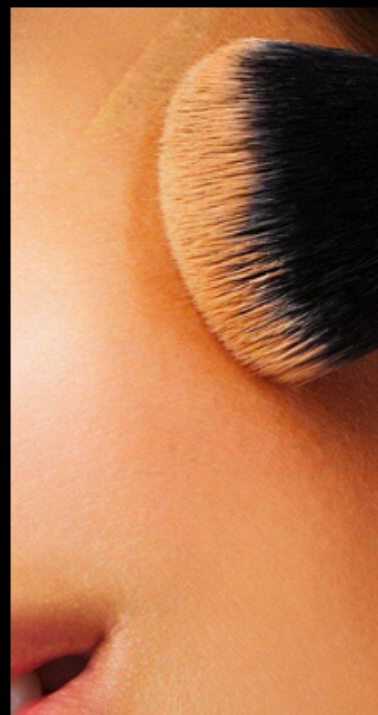


Table of Contents:

Page 3: Summer Drop - Outstanding Campaigns

Page 4: Celebrating Our Latino Employees

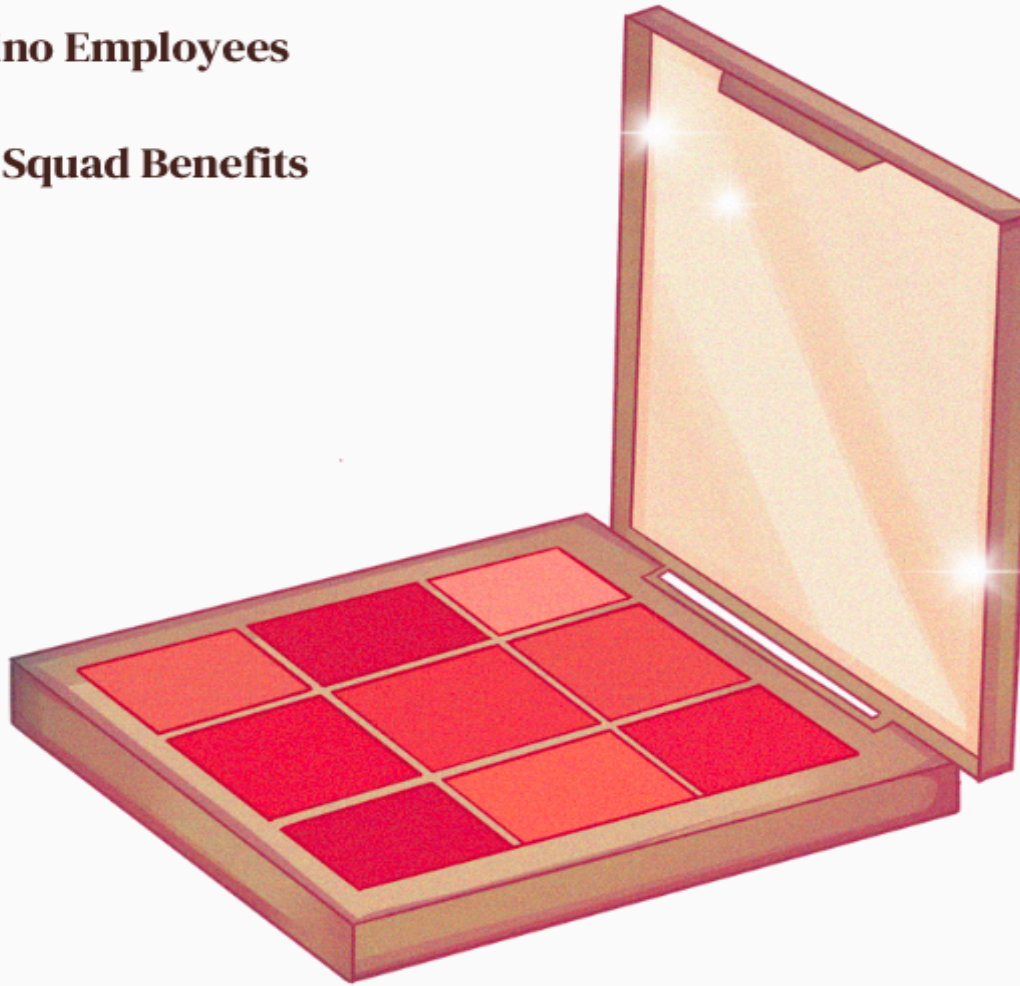
Page 5: Reminder of Beauty Squad Benefits

Page 6: We care about you!

Page 7: Our App

Page 8: Gone Viral

Page 9: Thank You



Monthly Newsletter 2024



SUMMER DROP

Triumph and Gratitude

The remarkable success of our recent campaign for the Suntouchable Whoa Glow SPF 30 has left us at e.l.f. Cosmetics incredibly proud. Not only have we achieved impressive sales numbers, but we have also witnessed the undeniable impact of our hard work and creativity.

Our dedication has played a vital role in this triumph. The exceptional sales figures not only demonstrate the demand for this remarkable formula but also stand as a testament to the effectiveness of our marketing strategies. Our invaluable contributions have filled e.l.f. Cosmetics with pride and gratitude.

It is through our creativity, devotion, and professionalism that we have been able to produce such exceptional results. Our efforts are recognized and greatly appreciated.



Monthly Newsletter 2023



Radiant Campaign

We extend heartfelt appreciation to each remarkable member of our team for their exceptional contributions to our latest media campaign.

The Halo Glow Liquid Filter campaign went above and beyond expectations, flawlessly showcasing the outstanding features and benefits of our newest makeup addition. With extraordinary attention to detail and captivating creativity, we have made an indelible mark in the beauty industry.

The flawless design and transformative power of the advertisements have sparked significant buzz, captivating customers and insiders alike. This extraordinary achievement is just the beginning, as our team's dedication to continuous improvement assures our continued success and prominence, surpassing the competition.

**EYES.
LIPS.
FACE.**

**Y DE TODO
CORAZÓN**

VOTOLATINO*
FOUNDATION

DISCOVER E.L.F.

HISPANIC HERITAGE MONTH

We are delighted to announce a significant partnership between e.l.f. Cosmetics and the Voto Latino Foundation. We are honored to share that we will be contributing \$10,000 to this remarkable non-profit organization, which is committed to supporting and empowering the Latinx community.

This collaboration serves as a tribute and acknowledgment of the incredible Latino individuals that make up our e.l.f. family. As a brand rooted in the values of inclusivity and diversity, e.l.f. Cosmetics has always been dedicated to giving back. Our partnership with the Voto Latino Foundation exemplifies our unwavering commitment to supporting marginalized communities and creating a positive impact on a global scale.

This generous contribution signifies the culmination of our longstanding partnership with the Voto Latino Foundation and our shared vision of unity and empowerment for people from all walks of life. Though it may appear modest in monetary terms, it will undoubtedly make a significant difference in the initiatives supported by the foundation.

We have developed this program not only to honor our incredible employees within the Latinx community but also to recognize the invaluable contributions each of you makes to our brand's success. Together, we will continue to drive meaningful change, fostering a brighter future for all.

Monthly Newsletter 2023

VOTO LATINO FOUNDATION

The Voto Latino Foundation is a non-profit organization that helps Latinx communities realize their political power by encouraging voter registration and civic engagement.

Their mission is to advance the Latinx community's growth and participation in the civic process and increase political representation. They achieve this through targeted programs and initiatives that empower the Latinx community and ensure their voices are heard.

<https://votolatino.org/about/vl-foundation/>

HISPANIC HERITAGE MONTH

e.l.f.
eyes.lips.face.

×

VOTOLATINO*
FOUNDATION

We are e.l.f.ing proud to support @VotoLatinoFoundation with a \$10,000 giveback. We truly believe in their cause to unify and empower the Latinx community and look forward to our continued partnership.

NEW BEAUTY SQUAD MEMBER

About Gracie Hardy

Meet Gracie Hardy, the new Brand Marketing Manager for e.l.f. Cosmetics! With her background in journalism and experience in PR management, Gracie is equipped with storytelling, communication, and advocacy skills that make her a valuable addition to the company.

She is a strong supporter of individual expression, empowerment, and human rights, which perfectly aligns with e.l.f. Cosmetics' mission of promoting inclusivity and accessibility. Gracie's creativity and interest in fashion and art bring a unique perspective to the team, while her dedication to supporting communities and empowering individuals embodies the company's values of doing what is right for people and the planet.

With her leadership, e.l.f. Cosmetics is set to create compelling marketing strategies that leverage both traditional and digital media to showcase their exclusive range of clean and ethical beauty brands. We are excited to have Gracie on board and can't wait to see the positive impact she will bring to the e.l.f. Cosmetics Marketing team!



Monthly Newsletter 2023



Beauty Squad Perks

We want to express our deep gratitude for your unwavering dedication and hard work at e.l.f. Cosmetics. As a way to show our appreciation, we are thrilled to announce that each of you will be receiving a personalized collection of makeup sets.

These sets are carefully crafted to align with our commitment to top-quality, clean, and ethical beauty, tailored to your individual preferences and needs. This gesture is just one element of our comprehensive approach in creating a work environment where you feel truly valued, motivated, and fulfilled.

To support your overall wellness journey, we offer access to personalized coaching, mental health support, and invigorating fitness classes through our robust wellness program. We also recognize the importance of taking time for yourself and cherishing moments with loved ones.

Thank you for your ongoing contributions to our continued success.

*We believe in a
world where
everyone can
own their
beauty, without
compromise.*

E.L.F CARES

IT GETS BETTER PROJECT

We are thrilled to announce that we have raised \$100,000 for the It Gets Better Project, a non-profit organization dedicated to supporting and uplifting LGBTQ+ youth worldwide. This achievement was made possible through our dedicated customers and community members who have supported our efforts to give back and make a positive impact.

To celebrate this milestone, we are delighted to launch a special e.l.f. Cares Collection in collaboration with the It Gets Better Project, featuring limited edition products to support their cause. For every purchase of the e.l.f. Cares Collection, we will donate a portion of the proceeds to the It Gets Better Project, allowing us to continue supporting LGBTQ+ youth in need.

We want to give a huge shoutout to everyone who made this possible and remind you that every purchase counts. We are proud to partner with this amazing organization, and we will continue to work hard to make a difference in the lives of young people everywhere. Thank you for joining us on this journey!

Monthly Newsletter 2023

ZACHARY WOFFINDEN

As someone who has found a community and a sense of belonging through the art form of drag, the e.l.f. It Gets Better Project holds a special place in my heart. Growing up and struggling with my identity, I often felt alone and unseen by the world around me. But with drag, I found a place where I could be my authentic self – and I was celebrated for it.

The It Gets Better Project's focus on uplifting and empowering LGBTQ+ youth is crucial in a world where discrimination and hate are still very much present. By supporting this project, e.l.f. is not only showing a commitment to inclusivity and diversity, but they are also giving young people hope for a brighter future. Every young person deserves to feel seen, supported, and celebrated for who they are, and the It Gets Better Project is working hard to make that a reality.

As someone who has experienced the power of acceptance and love through drag, I know firsthand how important it is for young people to feel validated and supported. I am proud to be part of a brand that supports this amazing project and continues to make a positive impact in the world.



NEW APP FEATURE

APP Update

After receiving valuable feedback from our dedicated e.l.f. Cosmetics employees, we have introduced an exciting app update that prioritizes your needs and wants.

This game-changing feature enhances your experience by providing exclusive perks such as early access to products before launch, limited edition kits from past collections, and a generous 30% discount for you and your family.

We are extremely proud to offer this upgrade as it showcases our commitment to supporting and empowering our exceptional team. Take advantage of this incredible opportunity designed specifically for you.

Your feedback and contributions are invaluable, and we want to ensure that you have the tools and resources to excel in your role. Download our upgraded app today and unlock a world of possibilities to enhance your experience as an e.l.f. Cosmetics employee.

Monthly Newsletter 2023

APP Rewards Reminder

Calling all e.l.f. Beauty employees! Your ideas are invaluable to us, and we want to reward your creativity and insights. If you have any suggestions on what we can add to our app, you will have a chance to win a \$1000 gift card to Amazon!

We believe that your feedback can truly shape the future of our app and enhance the experience for both our team and our customers. So, whether you have suggestions for new features, improved functionality, or innovative ideas, we want to hear them all.

We value your contribution and want to show our appreciation for your dedication as part of the e.l.f. family. Don't miss out on this chance to make a significant impact and potentially win an exciting prize. Share your ideas today and let's continue to elevate the e.l.f. Cosmetics app together!



GONE VIRAL

GLOWING REVIEWS

1. "OMG, e.l.f. products are truly magical! My skin has never looked so flawless, and the prices are unbeatable. I'll never use anything else again!" - Jessica S.
2. "I swear by e.l.f. lip glosses - they give me a perfect pout every time! Plus, they last all day without drying out my lips." - Emily M.
3. "I was skeptical about e.l.f. products being so affordable, but they work just as well (if not better) than high-end brands. All of my makeup essentials now come from e.l.f.!" - Sarah K.
4. "The e.l.f. hydrating primer is a game-changer for my dry skin. It keeps my makeup looking fresh and lasts all day without creasing or settling into fine lines." - Olivia T.
5. "I'm obsessed with e.l.f.'s liquid eyeliner - it's the best one I've ever used! The brush tip is so precise and easy to use, and it stays put for hours on end." - Rachel B.



Halo Glow Setting Powder

\$8

★★★★★ 780 Reviews

SELECT A SHADE ▼

Monthly Newsletter 2023



Power Grip Primer

\$10

★★★★★ 4066 Reviews

ADD TO BAG

CHOOSE 2 FREE MINIS WITH \$35+, PLUS AN
ADDITIONAL GIFT WITH \$50+!

TRENDING ON TIKTOK

1. e.l.f. Poreless Putty Primer - This primer became a viral sensation on TikTok due to its ability to provide a smooth and poreless base for makeup application, helping to create a flawless finish.
2. e.l.f. Ride or Die Lip Balm - This lip balm went viral due to its nourishing formula and long-lasting hydration, which is perfect for everyday wear or as an overnight lip mask.
3. e.l.f. Luminous Putty Primer - This primer gained popularity on social media due to its dewy finish that provides a subtle glow and blurs pores, resulting in a radiant and flawless complexion.
4. e.l.f. Camo Concealer - This concealer became a viral sensation due to its full-coverage, long-wearing formula that can cover dark circles, blemishes, and hyperpigmentation without creasing or caking.
5. e.l.f. Lip Plumping Gloss - This lip gloss went viral on TikTok due to its tingling effect that plumps and adds volume to the lips. Its glossy finish also gives a pouty, full look, which is perfect for creating a bold lip look.

EMPLOYEE DISCOUNTS

Thank you!

Don't forget to take advantage of these amazing discounts available to you as part of the e.l.f. team:

1. Enjoy a 10% discount on your gym membership with Planet Fitness.
2. Treat yourself and indulge in a 25% discount at select Chipotle, Starbucks, or Subway locations.
3. Save big while shopping online with Amazon, Best Buy, or Target. Remember, you can get Amazon Prime for just \$4.99 a month!
4. Travel the world on a budget with 20% off your economy travels through Expedia or Hotels.com.
5. Ensure your safety on the road and save money with discounted rates from top insurance providers like Progressive or Farmers Insurance.
6. Planning a road trip? Rent a car with Hertz or Budget Car Rental and keep it affordable.

Remember, these incredible discounts are available exclusively to you as valued employees. Make the most of them today!

<https://www.elfbeauty.com/careers/>



Monthly Newsletter 2023



FAQs about the company

In a recent anonymous employee survey, numerous individuals voiced their opinions through a series of question and answer sessions, shedding light on various aspects of their workplace experiences. The insightful responses, spanning from job satisfaction to organizational culture, provide a valuable glimpse into the collective sentiments of these employees.

Q1: "What steps is company leadership taking to ensure employee satisfaction and engagement?"

A1: In response to employee satisfaction and engagement, company leadership has implemented regular check-ins and open communication channels, actively addressing concerns and providing opportunities for growth and recognition.

Q2: "How would you describe the overall work dynamic and collaboration among co-workers at our company?"

A2: The overall work dynamic at our company is characterized by a collaborative and supportive atmosphere, fostering teamwork and encouraging innovation, resulting in efficient project completion and strong professional relationships among co-workers.

Q3: "What learning and development opportunities are available for employees to enhance their skills and knowledge?"

A3: To enhance employees' skills and knowledge, our company offers a wide range of learning and development opportunities, including online training resources, mentorship programs, and regular workshops conducted by industry experts.

Q4: "Could you provide some details about the health insurance benefits offered by the company, including coverage and options available?"

A4: Our company provides comprehensive health insurance benefits that encompass a variety of coverage options, including medical, dental, vision, and prescription drugs. The packages are designed to cater to individual needs, with both individual and family plans available, ensuring robust healthcare support for employees and their families.

Get Ready

Spooky Season



October 1 | 11:00 AM

**we encourage self expression and empower people to embrace their
individuality**

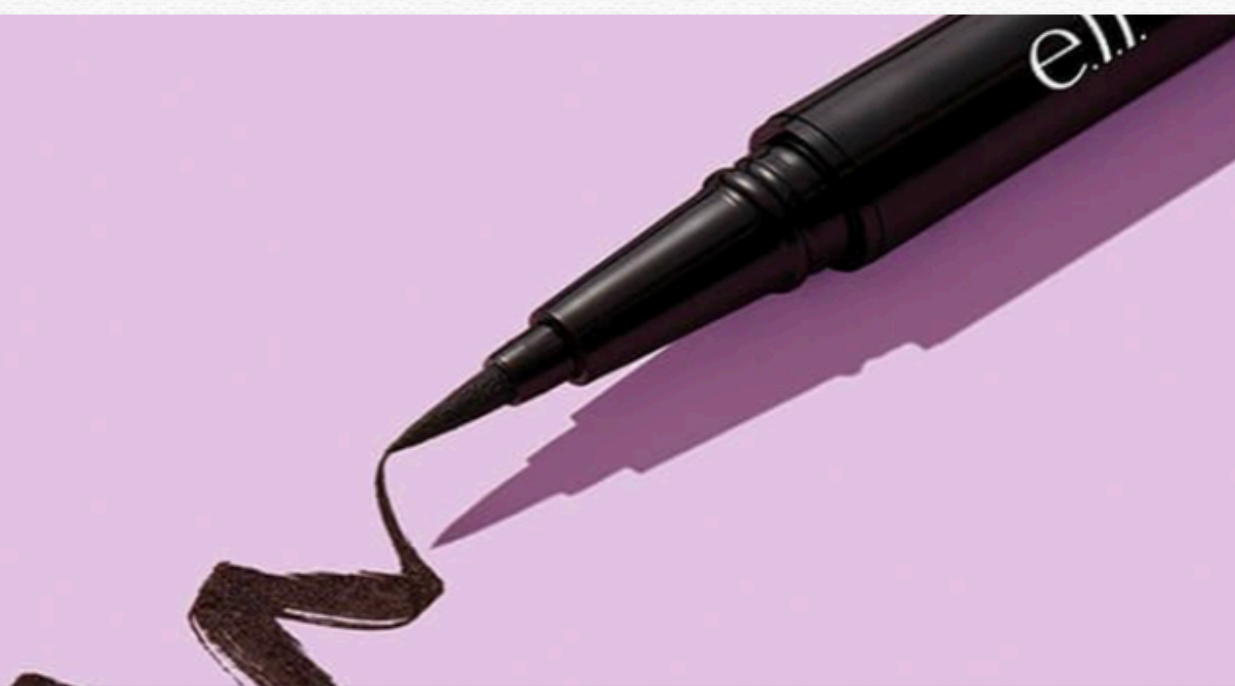
**FOR MORE INFO CLICK ON THIS LINK BELOW:
[HTTPS://WWW.ELFCOSMETICS.COM](https://www.elfcosmetics.com)**



The End.

we encourage self expression and empower people to embrace their individuality

[HTTPS://WWW.ELFCOSMETICS.COM](https://www.elfcosmetics.com)





SOCIAL MEDIA CAMPAIGN PITCH

Company Needs/Problems

e.l.f. Cosmetics is launching an exciting new Halloween makeup line, set to release on October 1, 2023. This highly anticipated launch surpasses all previous horror-themed releases with a bold and pigment-filled range of products. While e.l.f. is known for offering affordable prices, the launch marks an important step forward in addressing feedback about a limited product line and a lack of innovation (Sacks, 2019). The launch of this new product line showcases e.l.f.'s commitment to expanding its offerings while maintaining its commitment to quality and affordability.

Campaign Goal and Objectives

Campaign Goal: The campaign goal is to demonstrate the expansion of e.l.f.'s product line, while addressing feedback regarding limited options and lack of innovation, ultimately increasing product sales and revenue (Sacks, 2019).

- **Objective 1:** Launch an exciting new Halloween makeup line featuring daring and pigment-packed products, resulting in a 20% increase in pre-orders compared to the previous year, by October 1, 2021.
- **Objective 2:** Increase customer satisfaction and loyalty by addressing 80% of customer feedback regarding limited product lines and lack of innovation, through product improvements and new releases, by December 31, 2021.
- **Objective 3:** Achieve a measurable increase of 15% in product sales and revenue within the first quarter after expanding product offerings and reaching new target audiences, by March 31, 2022.

Campaign Strategy and Tactics

To achieve our campaign goals and objectives, e.l.f. Cosmetics will implement a series of innovative strategies and tactics in the near future. Firstly, we will generate excitement and anticipation for the launch of our Halloween makeup line by strategically timing its release during the Halloween season. We will feature bold and highly pigmented products, aiming to captivate and engage our target audience with unique and daring options. Addressing the valuable feedback provided by our customers, we will expand our product offerings to overcome limited product lines and lack of innovation. With a focus on continuous improvement, we will introduce new and improved products that cater to a wider range of customers, ensuring we provide something for everyone. Furthermore, we plan to broaden our reach by identifying and targeting new audiences, particularly the influential and trendsetting Gen Z and millennial demographics. By implementing cutting-edge marketing strategies that leverage social media and influencer marketing, we will significantly increase our brand visibility and awareness among these key audiences. By continually monitoring and optimizing our campaign performance, we are confident that this strategic



approach will not only generate buzz and excitement, but also lead to boosted product sales and revenue growth.

Key message: e.l.f. Cosmetics expands its product offerings to bring you even more delightful options. Discover the perfect makeup essentials to elevate your spooky season look and embrace your unique beauty.

- **Supporting fact:** e.l.f. Cosmetics is introducing a new Halloween line that includes four exciting products: velvety blood-red lipsticks, black spiderweb packaged lip liners, and highly pigmented vampire packaged eyeshadows.
- **Supporting fact:** The price range for these Halloween products will vary from \$6 to \$15 dollars, making it affordable for customers.
- **Supporting fact:** This new line aims to appeal to a younger, more modern demographic, specifically targeting Gen Z and Millennials, as e.l.f. Cosmetics recognizes the importance of catering to their preferences and needs.

Campaign Target Audience

Primary Audience

- **Description:** Young adults (Gen Z and Millennials) and women who are interested in makeup and beauty products (Brennan, 2019).
- **Justification:** They are the demographic that is most likely to be influenced by social media and influencer marketing - two strategies employed by the brand to increase visibility and brand awareness. Additionally, this demographic is a significant and growing consumer group with increasing purchasing power and a demand for innovative and inclusive beauty products, which is consistent with the brand's expansion and product offerings.

Secondary Audience

- **Description:** Budget-conscious shoppers who seek quality makeup at reasonable prices (Bravo, 2021).
- **Justification:** By offering quality makeup at reasonable prices, e.l.f. can attract and retain customers who prioritize value over luxury. This audience is also more likely to be loyal to the brand and make repeat purchases, leading to increased revenue and profitability for e.l.f.

Tertiary Audience

- **Description:** Existing customers who are loyal to the e.l.f. brand and are interested in new products (ActionIQ, 2019).
- **Justification:** e.l.f. Cosmetics is expanding their product offerings and refreshing their packaging to cater to a wider range of customers, which indicates they are primarily focused on retaining their existing customers who are loyal to the brand and interested in trying new products.

Timetable

e.l.f. Cosmetics Campaign	Deadline
---------------------------	----------



Create creative assets	Create creative assets such as: <ul style="list-style-type: none"> • social media graphics • product photos • website banners • email newsletter designs for the Halloween makeup line • new product offerings • updated packaging 	August 1 – 15, 2023
Create copy	Test marketing materials including: <ul style="list-style-type: none"> • website • social media ads • in-store displays • newsletter email 	August 16 – 31, 2023
Launch campaign	Launch the Halloween makeup line on e.l.f.'s website and in select retail stores.	October 1, 2023
Monitor campaign	Analyze the effectiveness of the campaign through metrics such as: <ul style="list-style-type: none"> • running UVPs • sales figures • customer reviews/feedback • social media engagement Make adjustments if necessary.	October 2 – 19, 2023
Evaluate campaign	Evaluate the overall success of the campaign and conduct post-campaign analysis. Identify areas that performed well and areas that require improvement for future campaigns.	October 19 – 31, 2023

	Sun	Mon.	Tue.	Wed.	Thur.	Fri.	Sat.
Week 1		Teaser image		Teaser Graphic		Teaser Video	
Week 2		Post Behind-the-scenes look at Halloween makeup line		Create Blog article on Companies website		Post Collaboration with beauty influencer on Instagram using e.l.f. Cosmetics products	

Week 3		Advertise launch on all social media platforms, including links		Go Live featuring a Q&A with head of product line on on Instagram stories, answering customer questions about the Halloween makeup line and new products		Create a themed Instagram story highlight to showcase all the Halloween makeup line products and provide makeup tutorials and inspiration	
Week 4		Post Instagram Story of multiple TikTok videos of viral products in Halloween Makeup line		Reel with Beauty influencer		Graphic with link to store	
Week 5		Image Post on feed		Post giveaway instructions and details		Post Instagram Story of multiple TikTok videos of viral products in Halloween Makeup line	

Example Copy and Media Assets

Example #1: Get ready to trick or treat yourself with our daring and pigment-packed Halloween makeup line! 🧛🍊 Stay tuned for the drop...you won't want to miss out 🕸
#e.l.f.cosmetics #halloweendrop #beautybitesback



Get Ready

Spooky Season



October 1 | 11:00 AM

we encourage self expression and empower people to embrace their
individuality

[HTTPS://WWW.ELFCOSMETICS.COM](https://www.elfcosmetics.com)



Example #2: From bold lip colors to striking eye shadows, get 'boo'ed up' with our latest kit is going to give you all the feels this season 🧛❤️. Stay tuned for the drop...you won't want to miss it! 🍊 #e.l.f.cosmetics #boodupkit #fallvibes



Example #3: Calling all Halloween enthusiasts! 🍊 Get ready to haunt your makeup routine with our 'All Boo'ed Up' Kit! 🧛 From spine-chilling lip colors to mesmerizing eye shadows, this kit is a must-have for spooky season. Stay tuned for the drop...it's going to be eerily good! 🕷️ #e.l.f.cosmetics #boodupkit #spookyszn

elf
eyes lips face





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elf
eyes lips face
NEWS RELEASE

FOR IMMEDIATE RELEASE

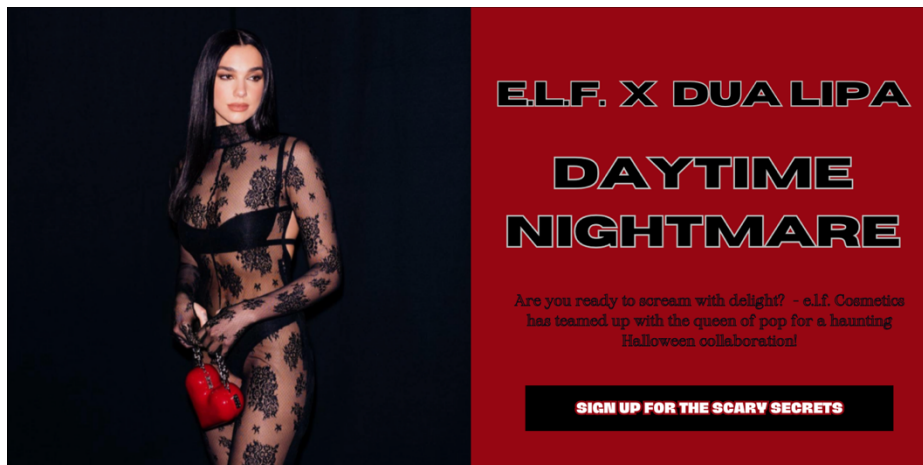
Oct. 5, 2023

**e.l.f. Cosmetics has brewed up an enchanting collaboration with
Halloween Queen, Dua Lipa**

OAKLAND, Calif., Oct. 5, 2023 – e.l.f. Cosmetics has announced a partnership with pop sensation Dua Lipa for the upcoming launch of her highly anticipated 'Daytime Nightmare' collection on Oct. 31, 2023. With Halloween just around the corner, this collaboration presents a diverse range of lip products and eyeshadows that capture the spooky essence of the season.

The 'Daytime Nightmares' line boasts a captivating array of cosmetic offerings, including velvety blood-red lipsticks, lip liners packaged in black spiderweb motifs, and vampire-inspired eyeshadows. These products aim to awaken one's inner ghost and cater to individuals of all shades and skin tones who wish to fully embrace the Halloween spirit.

“Halloween is my favorite holiday,” says Dua Lipa, the three-time Grammy-winning singer. “It allows us to unleash our inner demons and embrace creativity, individuality, and all things spooky. This collaboration with e.l.f. cosmetics embraces everything I’ve come to associate with Halloween. It’s bold, fun and ultimately spooky”



Additionally, e.l.f. Cosmetics will be providing exclusive Halloween makeup tutorials with Dua Lipa, offering insights into her secrets to achieving a hauntingly beautiful look. We



invite you to seize the opportunity and be a part of this fabulous makeup launch that epitomizes the spine-tingling allure of Halloween.

"Get ready to scream with delight! e.l.f. Cosmetics has joined forces with none other than the queen of pop, Dua Lipa, for a chilling Halloween collaboration," announced Rex Chou, Director of Brand Marketing at e.l.f. Beauty. "Prepare to be thrilled as we bring you a range of ghoulishly glamorous products that not only promise to leave you awestruck but also perfectly embody the mysterious and macabre spirit of Halloween. This exclusive collection is bound to send shivers down your spine!"

The 'Daytime Nightmare' line will be available for purchase through both the e.l.f. Cosmetics website and Dua Lipa's website. The collection will be available for pre-order exclusively on ulta besties starting from Oct. 29, with in-store purchases commencing from Oct. 31, 2023. Don't miss out on this captivating opportunity to delve into the world of hauntingly beautiful makeup that is sure to give you goosebumps!

About Dua Lipa:



Dua Lipa is a spellbinding singer-songwriter who has cast an enchanting spell on the music industry with her magical brand of pop music. Her two studio albums are bewitchingly brilliant, featuring spellbinding hits like "Levitating," "Don't Start Now," and "Physical." Dua Lipa's otherworldly talent has earned her a Grammy and several Brit Awards, cementing her place as the queen of Halloween anthems.

About e.l.f. Beauty



e.l.f. Beauty, Inc. builds brands designed to disrupt industry norms, shape culture and connect communities through positivity, inclusivity and accessibility. Our deep commitment to clean, cruelty-free beauty at an incredible value has fueled the success of our flagship brand e.l.f. Cosmetics since 2004 and driven our portfolio expansion. Today, our multi-brand portfolio includes e.l.f. Cosmetics, e.l.f. SKIN, pioneering clean-beauty brand Well People and Keys Soulcare, a groundbreaking lifestyle beauty brand created with Alicia Keys. Our family of brands is available online and across leading beauty, mass market and specialty retailers in the U.S., and has a growing international presence.

Learn more by visiting <https://investor.elfbeauty.com>.

Media Contacts

e.l.f. Cosmetics Assistant Marketing Manager

Gracie Hardy

gracieh@elfbeauty.com



FROM: Gracie Hardy

TO: Emma Lord, Senior Writer @ Business wire BuzzFeed

SUBJECT: Dua Lipa's x e.l.f. Cosmetics Collaboration – A Perfect Kickoff for Halloween

Hi Emma Lord,

As an expert in recommending must-have items, e.l.f. Cosmetics is thrilled to present to you our highly anticipate Halloween launch.

In an exculsive collaboration with renowned pop sensation Dua Lipa, we are proud to introduce her makeup line 'Daytime Nightmares,' set to be released on Oct. 31, 2023. Our team worked closely with Dua Lipa to develop a collection that featured a range of spine-chilling hues that could be worn by all skin tones, including black spiderweb packaged lip liners, velvety vampiric lipsticks, and hauntingly beautiful eyeshadows packaged with vampire motifs.

From your history reporting... we would love for you to review and feature these items, as we believe they would greatly resonate with your audience. We look forward to discussing this opportunity further.

All the best,
Gracie Hardy
e.l.f. Assistant Marketing Manager
Web: <https://www.elfcosmetics.com> | Insta: @elfcosmetics





INTERVIEW BRIEFING SHEET

JOURNALIST PROFILE

Emma Lord is an experienced journalist at BuzzFeed with a strong background in Arts, Entertainment, Business, Finance, and Fashion industries. With her profound understanding of these fields, she crafts engaging and relatable content that resonates with readers. Verified by BuzzFeed, she maintains a high level of credibility and professionalism. Although some recommended products may have been provided as samples, it's important to note that they were independently selected by the editorial team. BuzzFeed and its publishing partners may receive a share of sales or compensation through the links on the page, as stated in the disclosure. Lord's articles primarily focus on offering recommendations for a wide range of products, employing a light and casual tone to appeal to readers. Her versatile expertise and ability to provide valuable insights make her an excellent collaborator. With her journalistic prowess, attention to detail, and engaging writing style, Lord proves to be a reliable and compelling journalist worth collaborating with.

1. [Lazy But Fabulous: 24 Must-Have Items For Looking Effortlessly Fire](#)
2. [47 TikTok Products So Helpful You'll Want To Kiss Them On Their Little Foreheads](#)
3. [34 Affordable, TikTok- Famous Beauty Products](#)

AIM OF THE INTERVIEW

E.L.F cosmetics wants to Jennifer Hussein, who works at Allure Magazine, to cover the partnership between e.l.f Cosmetics and Dua Lipa for the launch of her exclusive makeup line 'Daytime Nightmares' on Halloween in 2024. The overall goal of the interview is to create buzz and generate interest about the upcoming 'Daytime Nightmare' collection in partnership with Dua Lipa, while also highlighting the charitable aspect of the collaboration and providing more information about the collection and its products.

TALKING POINTS

1. More information on the Daytime Nightmare collection. What inspired the collection? The color choices and the products
 - Supporting fact: The Daytime Nightmare collection includes blood-red lipsticks, spiderweb packaged lip liners, and highly pigmented vampire packaged eyeshadows.
2. How the partnership between e.l.f. Cosmetics and Dua Lipa came about
 - Supporting fact: e.l.f. Cosmetics announced a partnership with Dua Lipa for the launch of the 'Daytime Nightmare' collection in October 2023.
3. Explain the Global Breast Cancer Initiative and why e.l.f. Cosmetics decided to donate 80% of the proceeds to this cause.
4. Supporting fact: e.l.f. Cosmetics decided to donate 80% of the proceeds from the 'Daytime Nightmare' collection to the Global Breast Cancer Initiative as part of their



commitment to charitable causes, specifically during Breast Cancer Awareness Month.

5. What consumers can expect from Dua Lipa's exclusive Halloween makeup tutorials?
 - Supporting fact: Dua Lipa will be offering a tutorial on how to create a hauntingly beautiful look using the 'Daytime Nightmare' collection in her exclusive Halloween makeup tutorials.

TIPS

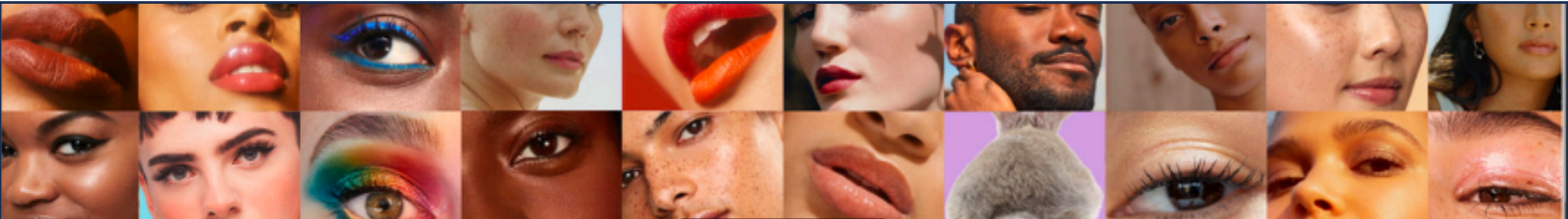
- Stay on message and focus on promoting the new 'Daytime Nightmare' collection and its unique features.
- Be prepared to discuss e.l.f. Cosmetics' commitment to charitable causes and the specific goals of the Global Breast Cancer Initiative.
- Avoid speaking off the record or sharing any information that has not been approved for public release.

DIFFICULT QUESTIONS

Difficult Question: Can you speak to any criticism or pushback the partnership with Dua Lipa has received from those who may feel she is not qualified to promote breast cancer awareness and prevention?

Example Answer: "It's an unfortunate reality that breast cancer affects countless individuals across all walks of life. That's why Dua Lipa's involvement in promoting breast cancer prevention is incredibly valuable to us, as it helps raise awareness and hopefully reduce the impact of this disease. By leveraging her status as a high-profile celebrity, Dua Lipa is able to use her platform for social good, making her an excellent partner for the Global Breast Cancer Initiative. Additionally, e.l.f. Cosmetics recognizes the significance of normalizing and promoting breast cancer awareness in all communities, and we are proud to support this cause. Together, we believe that this collaboration will play a crucial role in spreading awareness about breast cancer prevention and early detection, ultimately aiding in saving lives."

<https://www.linkedin.com/in/emma-lord-bb5a7058>



elf
eyes.lips.face.



TARANG P. AMIN
CHAIRMAN AND
CHIEF EXECUTIVE OFFICE

e.l.f. Beauty is poised to make significant progress in disrupting the beauty industry by continuing to build inclusive, accessible, and positive brands.

The company remains dedicated to prioritizing diversity and inclusion, with a Board of Directors that ensures representation of underrepresented demographic groups.

As a major employer of young, diverse women, e.l.f. Beauty is committed to nurturing an empowering work environment which earned them a spot on Fortune's esteemed Best Workplaces 2021 list.

Committed to their purpose-driven approach, e.l.f. Beauty focuses on social impact through various initiatives.

Building upon their notable achievements, e.l.f. Beauty is determined to continue serving and engaging with their growing community. With an unwavering dedication to progress, the brand is set to shape the future of the beauty industry.

Tarang P. Amin

BEAUTY TEAM

MANDY FIELDS - CFO, e.l.f. Beauty

KORY MARCHISOTTO - CMO & President, Keys Soulcare

SCOTT MILSTEN - General Counsel and CPO, e.l.f. Beauty

JENNIE LAAR - Chief Commercial Officer, e.l.f. Beauty



BEAUTY-VERSE

e.l.f. Cosmetics customer base includes individuals across different age ranges, genders, and ethnicities. They cater to customers who value sustainability and are socially responsible in the beauty industry.



BEAUTY PRODUCTS

e.l.f. Cosmetics offers affordable, cruelty-free, and vegan beauty products. Some of its products are the Halo Glow Contour, UntouchableWho Glow SPF 90, Power Grip Primer, and the Camo CC Cream.



COMPANY HISTORY

e.l.f. Cosmetics is an American cosmetics brand based in Oakland, California. It was founded by Joseph Shamah and Scott Vincent Borba in 2004.

FOUNDED

Primary Office:
16 West 22nd Street & 4th
Floor - New York, NY
10010, United States

COMPANY ACCOMPLISHMENTS

Board of Directors



Executive Team²



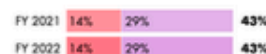
All Employees



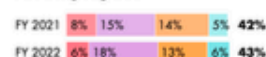
Board of Directors



Executive Team²



All Employees³



Our commitment to diversity, equity, and inclusion is evident in both our Board of Directors and employee base.

Our Board is 56% women and 33% diverse, making us one of only 26 public companies in the US with diverse representation.

Our employee base is over 75% women, over 40% diverse, and over 65% millennial and Gen Z.

We prioritize promoting diversity in all aspects of our workforce, with our senior leadership taking full ownership of DEI initiatives and programs.





SPEECH INTRODUCTION

Hey, fellow beauty enthusiasts! How are you all feeling today? Energized? Excited? Nervous? I know I am! My name is Sam Villa, and I am the co-founder and chief creative officer of Premiere Orlando. But enough about me, let's get to the real reason why we're all here.

I am thrilled to introduce a man who needs no introduction, but I'm going to give him one anyway, because, let's be honest, he deserves a proper introduction. Rex Chou is the Director of Brand Marketing at e.l.f. Cosmetics, and he has revolutionized the cosmetic industry, making a lasting impact on the beauty world. You can find his exceptional work in magazines, on social media, and just about everywhere else. Today, he's here to share his vision for the future of e.l.f. Cosmetics - a true force to be reckoned with in the coming years.

So, without further ado, let's give a warm welcome to the one and only Rex Chou. Rex, take it away!

KEYNOTE SPEECH SCRIPT

Ladies and gentlemen, esteemed guests, and fellow beauty enthusiasts, I am honored to be standing before you today at this prestigious event, Premiere Orlando. As representatives of e.l.f. Cosmetics, we firmly believe that the beauty industry encompasses more than just makeup; it's a platform for support, unity, and empowerment within our community. And today, I am delighted to share with you an exciting announcement—the launch of our highly-anticipated collaboration with none other than the queen of Halloween herself, Dua Lipa.

We proudly present to you the 'Daytime Nightmare' collection—an exquisite range of velvety lip products and captivating eyeshadows that are specifically designed to elevate your Halloween look to new heights. And here's the best part: 80% of the proceeds generated from this remarkable collection will be dedicated to supporting the Global Breast Cancer Initiative, an organization that empowers women, creates opportunities, and delivers crucial care to those in need.



At e.l.f. Cosmetics, giving back to our community lies at the core of our values. We wholeheartedly stand by our commitment to supporting organizations that make a tangible difference in the lives of women around the world. By partnering with Dua Lipa, a prominent figure in both the beauty and music industries, we aim to create a collection that not only captures the spooky essence of Halloween but also raises awareness and promotes the Global Breast Cancer Initiative's invaluable work.

But let me take a moment to introduce ourselves properly. For those of you who may be unfamiliar with e.l.f. Cosmetics, we are a company dedicated to creating makeup products that are accessible, affordable, and inclusive to all. We recognize the importance of offering high-quality cosmetics that complement diverse beauty needs. Our passion extends beyond mere makeup—we are driven by the desire to foster a sense of unity, confidence, and self-expression within our community.

Now, as we unveil the 'Daytime Nightmare' collection, it fills me with joy to announce that this remarkable line of products will be available as part of the makeup kits at Premiere Orlando 2024. We understand the challenges beauty professionals face in growing their businesses, which is why we are committed to providing you with the best tools and products to thrive within this ever-evolving industry.

Premiere Orlando stands as a beacon for beauty professionals—an event that facilitates connection, learning, and growth. Allow us to seamlessly intertwine our collaboration with the overarching theme of this conference. The 'Daytime Nightmare' collection prizes empowerment, inspiration, and authenticity—a true celebration of our industry's creativity and resilience. Through this partnership, we hope to not only capture your imagination with stunning makeup but also contribute to the vital cause of raising awareness for the Global Breast Cancer Initiative.

I extend my deepest gratitude to all of you for giving me the opportunity to showcase our latest collaboration today. Rest assured, we eagerly anticipate witnessing the stunning transformations that Dua Lipa's collection will inspire at Premiere Orlando 2024. Let us pledge to continue uplifting and empowering one another within this beautiful industry that unites us. Thank you all, and may this event be a catalyst for boundless possibilities and positive change.

EXCERPT:

Looking for the ultimate stocking stuffer? e.l.f. Cosmetics' holiday collection has you covered! Achieve a flawless red lip and a perfect holiday transformation with their wide range of products. From gift sets to budget-friendly options under \$15, e.l.f. Cosmetics has something for everyone. Don't miss out on this detailed breakdown of their fantastic offerings for a makeup-filled holiday season. Happy reading and shopping!

TAGS & KEY WORDS:

1. Holiday makeup gifts
2. Stocking stuffers
3. e.l.f. Cosmetics holiday collection
4. Flawless makeup transformation
5. Affordable beauty products

I carefully selected these keywords and topics by analyzing their popularity during the holiday season. Google Trends revealed that holiday makeup gifts and stocking stuffers are highly searched terms, confirming their relevance for attracting traffic to our owned channels. The inclusion of the e.l.f. Cosmetics holiday collection enhances the appeal as it is a reputable brand renowned for its much-anticipated holiday releases. Additionally, by incorporating the idea of a flawless makeup transformation and affordable beauty products, we tap into people's aspirations for professional beauty guidance and cost-effective options, often sought after during the festive period.

BULLETED LIST:

- No Regrets lipstick in bright red
- Halo Glow powder puff
- Putty blush in the shade Caribbean
- Professional-quality brush and sponge gift set
- Skincare kit with hydrating face cream, booster drops, and face primer
- Jennifer Coolidge collaboration set with satin lipstick, lip plumping gloss, and lip liner
- Power Grip primer
- Stay All Night Micro Fine Setting Spray
- Lash 'n Roll Mascara
- "Glow Up with Me" beauty kit featuring Power Grip Primer, Halo Glow Blush Beauty Wand, Halo Glow Filter, Bite Size Eyeshadow, Lip Lacquer, and Clear & Brow Lash Mascara.

10 MUST-HAVE STOCKING STUFFERS TO TRANSFORM YOUR HOLIDAY LOOK

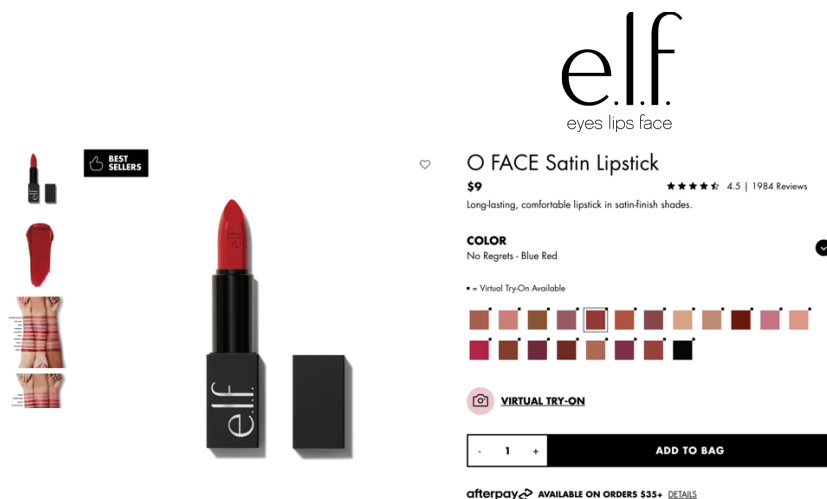


'Tis the season to elevate your holiday look, and the key to achieving that perfect transformation lies in the choice of stocking stuffers.

With a flawless red lip and a set of high-quality makeup brushes, your seasonal appearance will be nothing short of stunning. e.l.f. Cosmetics features exclusive gift sets, products under \$15, and holy-grail gifts at an affordable price. This way, you can look your best without breaking the bank for your favorite Holiday.

Give into your desires and curate the ultimate Santa Claus wish list all from e.l.f., you hold the secret to unlocking a magical holiday makeover.

1. O FACE SATIN LIPSTICK: NO REGRETS - BLUE RED \$9



The ideal red lipstick for the Christmas season is available and e.l.f. has got you covered! Their [No Regrets lipstick](#) comes in a striking bright red shade, offering a long-lasting formula that glides on flawlessly.

But that's not all - this lipstick is specially crafted to nourish your lips, making it an ideal stocking stuffer for those with dry lip concerns. With a single swipe of this satiny, bold color it will take your O FACE game to the next level.

2. HALO GLOW POWDER PUFF - \$4



Upgrade your beauty routine by saying goodbye to your old, bacteria-filled beauty blender. This holiday season, ask Santa for the [Halo Glow Powder Puff](#) instead.

Experience a flawless application that will leave your loose or pressed powders looking like they've been filtered. Unlike traditional puffs, this innovative tool doesn't absorb all your product, ensuring an airbrushed finish. Designed to fit all contours of your face, it's also conveniently machine washable, guaranteeing long-lasting use.

Add this elf-tastic product to your wish list, and Santa will thank you for it!

3. PUTTY BLUSH: CARIBBEAN - \$7

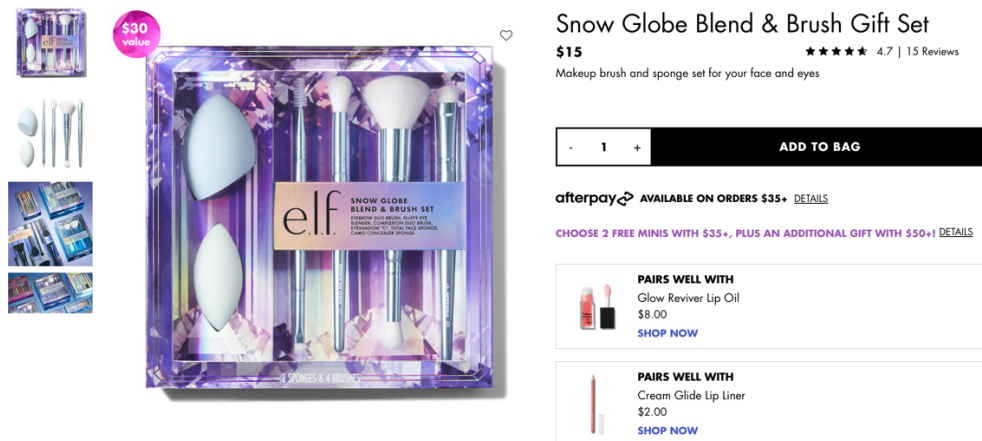


Sleigh your makeup game this season with e.l.f.'s fabulous [Putty Blush in the shade Caribbean](#). This highly sought-after product has taken the beauty world by storm, thanks to its viral popularity. Prepare to dazzle with the mistletoe glow it provides, while experiencing the lightweight formula that effortlessly melts into your skin.

Infused with nourishing argan oil and vitamin E, this blush delivers a stunning flush of color that enhances your natural beauty. Regardless of your skin type - normal, oily, dry, or combination - e.l.f.'s putty blush is suitable for all. This makes it the perfect stocking stuffer, seamlessly fitting into your existing beauty collection and taking up minimal space.

Get your hands on this incredible blush and achieve a flawless complexion with ease.

4. SNOW GLOBE BLEND & BRUSH GIFT SET - \$15





As beauty enthusiasts, we all have our go-to brushes that work their magic on our eyes, lips, and face. However, this incredible [Snow Globe Blend & Brush Gift Set](#) is definitely a must-have addition to your stocking stuffers.

Designed with professional-quality brushes and sponges, this gift set boasts 100% synthetic materials. Not only do these tools deliver impeccable results, but they also feature a stunning metallic-like finish on the handles, providing a touch of uniqueness to your beauty routine.

Inside the set, you'll find a duo brush, a total face sponge, a camo concealer sponge, an eyebrow duo brush, a fluffy eye blender brush, and an eyeshadow "C" brush - everything you need to make your holiday season even more merry.

Don't miss out on this amazing gift set that will undoubtedly elevate your makeup routine. Embrace the joy of flawless beauty and treat yourself or your loved ones to this remarkable collection.

5. UNDER THE MISTLETOE MOISTURIZING KIT - \$16



\$20
value



Under the Mistletoe Moisturizing Kit

\$16

★★★★★ 5.0 | 8 Reviews

Hydrating skincare gift set with Hyaluronic Acid



afterpay AVAILABLE ON ORDERS \$35+ [DETAILS](#)

CHOOSE 2 FREE MINIS WITH \$35+, PLUS AN ADDITIONAL GIFT WITH \$50+! [DETAILS](#)

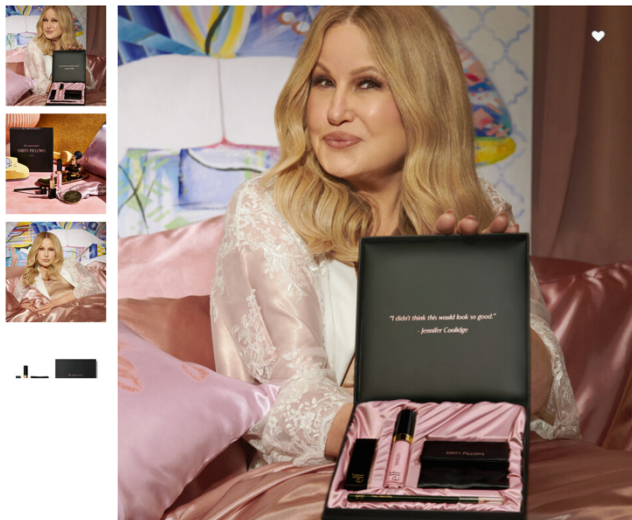
	PAIRS WELL WITH Power Grip Primer \$10.00 SHOP NOW
	PAIRS WELL WITH Halo Glow Liquid Filter \$14.00 SHOP NOW

Flawless makeup looks are made possible by a well-executed skin prep routine. If you've been eager to step up your skincare game, e.l.f. has a great selection of products to help you get started this holiday season.

This [Under the Mistletoe Moisturizing Kit](#) includes all the essential products you'll need and grow to love: a hydrating face cream, booster drops, and a hydrating face primer. With their skin-loving ingredients, it's no surprise that Santa's little elves are busy wrapping these stocking stuffers as we speak.

This luxury skincare set is a steal, offering ingredients that skincare enthusiasts have been raving about: hyaluronic acid, niacinamide, squalene, and vitamin E. Individually, each of these products has flaws, but when combined like a group of reindeer, they leave you feeling jolly and rejuvenated.

6. e.l.f. X JENNIFER COOLIDGE DIRTY PILLOW LIP KIT - \$25



e.l.f. x Jennifer Coolidge Dirty Pillows Lip Kit


\$25 ★★★★★ 4.8 | 24 Reviews

she sold out, but don't pout - this limited-edition lip kit will be making a comeback November 21st at Noon EST.


JOIN THE WAITLIST

afterpay AVAILABLE ON ORDERS \$35+ [DETAILS](#)

CHOOSE 2 FREE MINIS WITH \$35+, PLUS AN ADDITIONAL GIFT WITH \$50+! [DETAILS](#)



Power Grip Primer + 4% Niacinamide
\$10.00
[SHOP NOW](#)



Halo Glow Liquid Filter

If you missed out on purchasing the [Jennifer Coolidge collaboration with e.l.f.](#), then you're in for a treat with this stocking stuffer! This set, featuring pout-plumping essentials, is bound to become one of your all-time favorites.

With an iconic touch, this trio offers a satin lipstick, lip plumping gloss, cream glide lip liner, and even a handy mirror. These products come in the perfect rosy pink shade that complements all skin tones flawlessly.

JC herself believes that "lips are the mirror to your soul," and this collection certainly reflects that sentiment.

7. POWER GRIP PRIMER - \$10



Power Grip Primer

\$10

★★★★☆ 4.7 | 5432 Reviews

Gel face primer for long-lasting makeup



afterpay AVAILABLE ON ORDERS \$35+ [DETAILS](#)

CHOOSE 2 FREE MINIS WITH \$35+, PLUS AN ADDITIONAL GIFT WITH \$50+! [DETAILS](#)

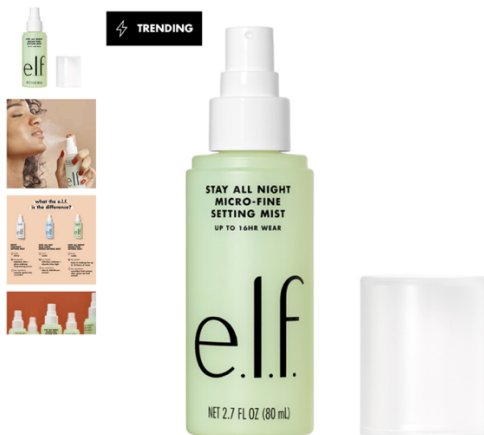
	PAIRS WELL WITH Halo Glow Liquid Filter \$14.00 SHOP NOW
	PAIRS WELL WITH Camo CC Cream \$15.00 SHOP NOW

The [Power Grip Primer](#) is an affordable alternative to the high-end primer, offering the same quality at a more budget-friendly price. This primer is especially ideal for the holiday season as it ensures that your makeup lasts longer than ever before.

The gel-based formula of this primer not only provides hydration to your skin but also eliminates any sticky feeling on your face. It effectively grips onto any makeup product, allowing it to stay in place throughout the day, while also providing a beautiful dewy finish.

With its unbeatable combination of quality and affordability, the Power Grip primer is a must-have for any makeup enthusiast. Enhance your holiday looks and enjoy long-lasting makeup with this incredible primer.

8. STAY ALL NIGHT MICRO-FINE SETTING MIST - \$10



Stay All Night Micro-Fine Setting Mist

\$10

★★★★☆ 4.4 | 491 Reviews

Lightweight setting spray for long-lasting makeup

☐ Free Shipping with Delivery Every: 1 Month [?](#)

Get 250 Beauty Squad Points + 15% Off Your First Order! PLUS, the longer you subscribe, the more you save! Get 20% off second order, 25% off third + Free Shipping all orders

☒ One Time Delivery

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1

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ADD TO BAG

afterpay AVAILABLE ON ORDERS \$35+ [DETAILS](#)

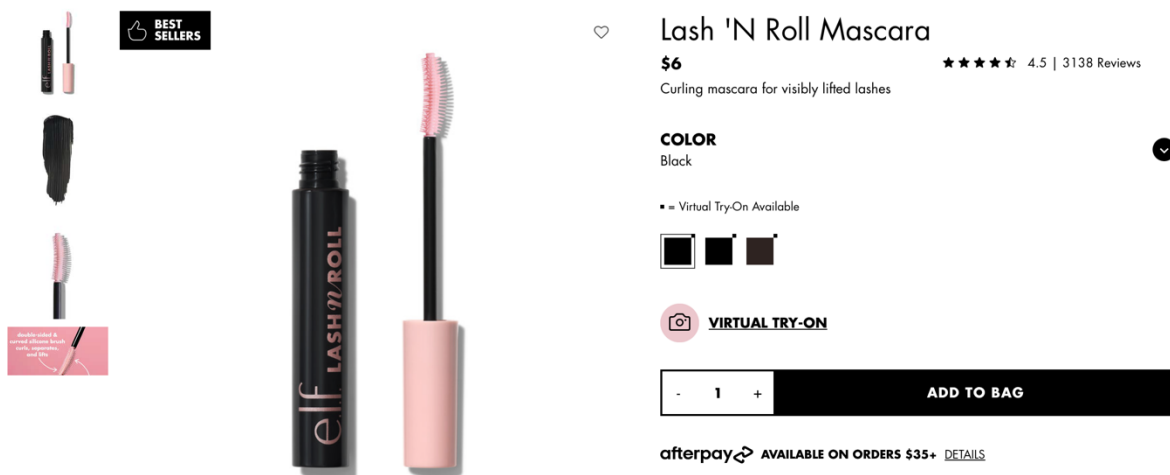
CHOOSE 2 FREE MINIS WITH \$35+, PLUS AN ADDITIONAL GIFT WITH \$50+! [DETAILS](#)

There are numerous setting sprays available in the market, however, e.l.f. offers one of the best options. Their [Stay All Night Micro Fine Setting Spray](#) is not only exceptionally packaged for the holiday season but also boasts a long-lasting duration of up to 16 hours.

From one holiday party to the next, having this setting spray as a stocking stuffer is your ultimate choice.

This setting spray provides the perfect mist that doesn't leave your face feeling saturated, but rather adequately rehydrates your makeup. It effectively secures your holiday looks in place while ensuring you feel refreshed, thanks to the inclusion of cucumber fruit and green tea leaf extract.

9. LASH 'N ROLL MASCARA - \$6



The "e" in e.l.f. stands for Eyes! Let's walk into the holiday season with long, beautiful lashes that catch all the beautiful white snow.

The [Lash 'n Roll Mascara](#) gives your lashes the maximum volume lift you've been wishing for. The double-sided brush separates and curls your lashes simultaneously. This mascara formula is smudge-proof, which is handy after crying when you unwrapped your favorite e.l.f. present ever!

10. GLOW UP WITH ME - \$42



Last but certainly not least! This all-in-one kit is sure to leave your beauty heart aglow with a Christmas red hue.

The "[Glow Up with Me](#)" beauty kit is a customizable 6-product set that caters to any skin type. It includes all of the most highly praised products at a fraction of their individual prices. This bundle is everything your eyes, lips, and face could ever dream of.

Packed with six essential beauty products, this ultimate makeup bundle will help you achieve a glamorous look that's perfect for capturing stunning selfies while pledging your favorite sorority. Here's what's included: Power Grip Primer, Halo Glow Blush Beauty Wand, Halo Glow Filter, Bite Size Eyeshadow, Lip Lacquer, and Clear & Brow Lash Mascara.

BONUS: GLOW ALL OUT - HALO GLOW BUNDLE \$53



Because we all adore Christmas so much, I thought it'd be delightful to include a little bonus kit that e.l.f. offers, perfect for the holiday season.



Introducing the [Glow All Out – Halo Glow Bundle](#), featuring six of e.l.f.'s radiant makeup products. You can either wrap them up and place them under your tree or individually wrap them and pop them in your stocking. This bundle is fully customizable, allowing you to select the shade that suits your skin tone best.

This marvelous bundle includes the Halo Glow Liquid Filter, the Halo Glow Contour Beauty Wand, the Halo Glow Blush Beauty Wand, the Halo Glow Setting Powder, and lastly, the Halo Glow Powder Puff.

Whether you wear these products alone for an all-over luminous skin effect, mix them with your foundation for a lit-from-within glow, or sculpt your complexion with the Halo Glow Contour Beauty Wand, you'll look radiant and festive.

Incorporating these luminous products into your holiday stocking stuffers will surely make your skin glow with the spirit of Christmas.

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EMAIL BLAST

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Beauty Squad
Get free shipping on your next order. Join now

It's Black Friday
Beauty Squad Exclusive: 30% Off Orders \$35+

Free Full-size Gift
With purchase when you spend \$45+

"Sleigh" The Holiday
From Lip Drop to Holiday Sets. Shop Now

beauty squad
EXCLUSIVE

**'TIS THE SEASON
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WHEN YOU SPEND \$35+**

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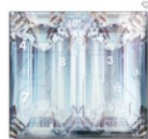
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PSA SCRIPT

Title: e.l.f. Cares: Supporting LGBTQ+ Youth - Make a Difference Today

Organization: e.l.f. Cares

Length: 60 seconds

Air dates: Dec. 1 – Dec. 25, 2023

FOR MORE INFORMATION

Gracie Hardy, PR Manager
gghardy@asu.edu

SFX: [soft music slows fades in]

Announcer (Gracie):

What if I told you that your simple act of kindness could change a young person's life forever? Well, it can! With just a click of a button, you can make a difference.

SFX: [Closing door]

Announcer (Gracie):

At E.L.F CARES, have raised \$100,000 for the It Gets Better Project, supporting LGBTQ+ youth worldwide. And it's all thanks to you!

SFX: [SOMEONE SITING DOWN IN A CHAIR AS IT MOVES]

Person 1 (Testimonial):

This project has helped me gain so much confidence. It showed me that I am not alone and that there are people out there who love and support me for who I am.

Person 2 (Testimonial):

I am thankful for the It Gets Better Project. It has given me hope and a sense of





belonging. Now, I can truly be myself
without fear or shame.

Announcer (Gracie):

Their stories are powerful, and you can be
a part of making more stories like these
possible.

SFX: [Sound of a donation bell]

Announcer (Gracie):

When you purchase our e.l.f. Cares
Collection, a portion of the proceeds will be
donated to the It Gets Better Project.
Together, we can continue to support
LGBTQ+ youth in need.

SFX: [Sound of a cash register ringing]



**Title: Uplift & Empower: Join the
e.l.f. Cares Movement**

Organization: e.l.f. Cares

Length: 30 seconds

Air dates: Dec. 1 – Dec. 25, 2023

FOR MORE INFORMATION

Gracie Hardy, PR Manager
gghardy@asu.edu

Announcer (Gracie):

(Clear and engaging tone) Attention, everyone! We have an incredible opportunity for you to make a difference in the lives of LGBTQ+ youth.

Announcer (Gracie):cxcd

Our website features countless youth who have shared their powerful testimonials demonstrating the profound impact this project has had on their lives.

Announcer (Gracie):

But the work doesn't stop here. By purchasing our e.l.f. Cares Collection, you can show your support too.

Announcer (Gracie):

(Energetic and encouraging tone) Join us on this journey to uplift and empower young people everywhere. Visit our website and be a part of the e.l.f. Cares movement. Your contribution matters. Let's make a difference together!

[End]





Through the completion of these assignments, my passion for beauty has grown exponentially. It has been an incredibly fulfilling experience, and my favorite aspect of these projects is the opportunity they have provided to stretch beyond my comfort zone. Not only have I honed my skills as a journalist, but I have also learned the intricacies of writing as a professional PR practitioner. This merging of roles has allowed me to showcase my love for design and creativity in my work.

One notable outcome of this portfolio is the ability to capture the essence of the beauty industry while effectively communicating with diverse audiences. Whether through resumes, memos, social media campaigns, or employee newsletters, each piece in this collection highlights my capability to convey key messages to different target demographics.

Furthermore, my skills in media relations shine through the development of news releases, media pitches, and interview briefing sheets. This strong foundation in media relations not only showcases my ability to cultivate relationships with various media outlets but also underlines my proficiency in crafting compelling narratives.

Another aspect of this portfolio that I take pride in is my versatility in creating engaging content across various platforms. From speech scripts and blog posts to email blasts and PSA scripts, my intent has always been to captivate audience attention, effectively convey brand messaging, and elicit desired responses.

This comprehensive showcase of my work demonstrates the breadth of my skills, creativity, and dedication to effective communication and marketing strategies. The projects completed within this portfolio, while part of a classroom setting, have provided invaluable practical experience, equipping me with the necessary tools to excel in a professional setting.

Overall, this journey has solidified my love for this industry and my commitment to pursuing a career in communication and marketing within the beauty sector. I invite you to explore the diverse sections and immerse yourself in the details of each project, witnessing firsthand the passion, artistry, and expertise that I have poured into this portfolio.