



NYX

PROFESSIONAL MAKEUP



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## EXECUTIVE SUMMARY

The purpose of this research was to analyze the challenges faced by NYX Professional Makeup in maintaining its market share and to propose effective solutions to address these issues. The four-month long analysis involved the use of qualitative and quantitative data to gain insights into the declining visibility and limited product range that have been affecting NYX's appeal to customers.

### THE PROBLEM & SOLUTION

The problem highlighted the need for NYX to broaden its target audience appeal beyond Gen Z and to emphasize the quality of its products to counter these challenges. Additionally, in order to stay relevant in the changing landscape of consumer behavior, it was suggested for NYX to consider diversifying its marketing channels and maintaining independence in its brand partnerships.

NYX should develop marketing strategies that resonate with a diverse range of customers and reinforce the emphasis on both affordability and product quality. By doing so, NYX could strengthen its position as a leading brand in the cosmetics industry, expand its customer base, and enhance customer satisfaction and loyalty.

### THE OPPUTUNITY & VALUE

By implementing the suggested strategies, the brand can tap into a wider range of consumers, bolster its image as a provider of high-quality products at affordable prices, diversify its marketing channels, and maintain control over brand partnerships. This opportunity will support NYX's growth and success in the ever-evolving beauty market.

The value of this research lies in the ability to guide NYX towards developing effective marketing strategies that address the identified challenges. Resonating with a wider range of consumers, emphasizing product quality alongside affordability, diversifying marketing channels, and maintaining independence will enable NYX to strengthen its position in the cosmetics industry and achieve long-term growth and success.

### AUDIT

The audit focused on analyzing NYX's strategies on Instagram and Facebook, as these platforms had a larger quantity of content and higher engagement compared to others. The audit aimed to identify areas of improvement and opportunities for NYX to enhance its communication strategies with its audience. The main findings revealed that NYX exhibited higher overall engagement primarily through their own posts and effectively utilized storytelling techniques on Instagram. Both NYX and e.l.f. Cosmetics had opportunities to improve influencer partnerships, as there was a lack of earned media coverage. However, there is potential for generating more extensive coverage.



## INTERVIEW

The qualitative interview aimed to understand consumers' perceptions of NYX and explore themes related to marketing, relationships, and affordability. The main findings highlighted NYX's popularity among younger consumers who value affordability, quality, and convenience. The company's successful marketing strategies through social media and maintaining relationships with customers were also acknowledged. The interview findings emphasized the importance of understanding consumer preferences to build a strong brand reputation.

## SURVEY

The quantitative survey aimed to understand consumer usage patterns and perceptions of NYX products. The survey focused on factors such as purchasing decisions, the association between price and quality, likelihood of watching makeup application tutorials, and the impact of social media on purchasing decisions. The findings revealed positive perceptions of NYX's quality and affordability among consumers, particularly among Gen Z. The impact of social media and influencer marketing on the buying behavior of NYX's target audience was also highlighted.

## MEMOS

The memos analyzed media coverage of NYX Professional Makeup over a 10-week period, emphasizing the brand's affordability, quality, and commitment to cruelty-free practices. The positive sentiment and media attention from both Indian and national publications further solidified NYX's position in the market. The memos also highlighted prominent collaborations, such as basketball player Zion Williamson, showcasing NYX's alignment with inclusivity and diversity.

## RECOMENDATIONS

Based on the research findings, several recommendations were made to enhance NYX's success and ensure long-term growth. These included strengthening influencer collaborations, developing specialized seasonal campaigns, broadening the target audience appeal, emphasizing product quality alongside affordability, diversifying marketing channels, and maintaining independence in brand partnerships. Implementing these recommendations will support NYX's growth, expand its customer base, and enhance customer satisfaction and loyalty.



## CLIENT BACKGROUNDER

### NYX PROFESSIONAL MAKEUP

888 N Douglas St, El Segundo, CA 90245

Phone: (310)35-3400

Website: <https://www.nyxcosmetics.com>

### COMMUNICATION CHANNEL

Facebook: <https://www.facebook.com/nyxcosmetics/>

Instagram: <https://www.instagram.com/nyxcosmetics/>

LinkedIn: <https://www.linkedin.com/company/nyx-professional-makeup/>

Twitter: [https://twitter.com/NYXCosmetics/with\\_replies](https://twitter.com/NYXCosmetics/with_replies)

TikTok: <https://www.tiktok.com/discover/nyx?lang=en>

### MANAGEMENT TEAM MEMBERS

Scott Friedman, CEO and President

Michael Kremer, VP of Marketing

Lauren Festante, VP of Finance

Aletha Workman, AVP of Customer Service

Fisher Wang, VP of Global Purchasing & Sourcing

Carrie Gelinias, Director of Store Design

Eva Yean, Senior VP of Global Product Development

Vincent Hickey, VP of Category Management & Planning

### COMPANY MISSION

**AT NYX PROFESSIONAL MAKEUP, WE ALWAYS WANT TO BE  
THE BRIGHTEST PART OF YOUR DAY!**

### COMPANY HISTORY

Founded by Toni Ko in 1999, NYX Professional Makeup emphasized affordable high-quality products and experienced a rapid rise in popularity within the market (CBInsights, n.d.). The acquisition by Ulta Beauty in 2007 further solidified the brand's position and opened doors to greater opportunities. NYX's growth skyrocketed when its Jumbo Eye Pencil became a sensation on social media, which led to an increased focus on social media marketing (CBInsights, n.d.). As a result, NYX became the fastest-growing color brand in the U.S. from 2012-2013. The acquisition of NYX by L'Oreal in 2014 for an estimated \$500 million testifies to the brand's success and impact on the market. Today, NYX has over 150 stores worldwide with 2,000 different beauty products, continuing to make beauty accessible to everyone (CBInsights, n.d.).



## PRODUCT AND SERVICES

According to 440 Industries (2021), NYX Cosmetics offers over 2,000 highly pigmented, long-lasting, and user-friendly makeup products, including lip and eye makeup, as well as makeup tools. The brand not only focuses on selling products but also helping customers find the right makeup for them, providing product guides, virtual services, and blogs with recommendations and foundation shade matching. NYX delivers an immersive experience and enhances its makeup brand knowledge by implementing technological innovations such as their AI assistant, MYAIA. NYX's initial success can be attributed to their affordable lip and eye pencils, particularly the "Jumbo Eye Pencil" liner/shadow hybrid in "bright white." Despite being priced lower than competitors, NYX products offer high quality and versatility, resulting in customer loyalty and prompting expansion of product lines.

## BUSINESS OPERATING MODEL

The business operating model of NYX encompasses a diverse range of channels through which it sells its products, including e-commerce, department stores, freestanding shops, beauty supply stores, and its official website (Crunchbase, n.d.). This multi-channel approach ensures that NYX can effectively target and cater to a wide range of customers globally, contributing to its widespread acceptance and popularity within the beauty industry.

Additionally, NYX has pioneered the use of Olapic's tool, becoming the first beauty brand to utilize this groundbreaking technology. The tool aids NYX in selecting the most captivating crowdsourced selfies to feature on its e-commerce website, allowing the brand to enhance its online shopping experience with the power of user-generated content. This strategic implementation reinforces NYX's commitment to staying at the forefront of technological advancements and leveraging them to better engage with its customer base.

However, The brand needs to address issues such as declining visibility and limited product range, which are affecting its appeal to customers. NYX Cosmetics is facing challenges in maintaining its market share as it comes No. 105 in the lifestyle and beauty industry and its global rankings has decreased from 51,014 to 49,713 (n.d.) due to the highly competitive nature of the cosmetic industry.

Moreover, NYX has taken its dedication to customer satisfaction a step further by launching its own app. This app seamlessly integrates a variety of features, including shoppable content, videos, and user-generated content sourced from its social media platforms. By doing so, NYX delivers a personalized and holistic experience to its customers, ensuring their needs and preferences are met. Notably, the app also facilitates the collection of valuable customer data, which enables NYX to develop individualized beauty profiles and further tailor its offerings to meet customer expectations.

## FINANCIAL SUMMARY

The financial information available on Zippia indicates that NYX Cosmetics experienced a consistent revenue growth between 2012 and 2016. NYX's revenue increased from \$61.8 million



in 2012 to \$384.8 million in 2016, representing an impressive average annual growth rate of around 65%. The company achieved this growth by expanding its product lines and making inroads into the international market (Zippia, n.d.). NYX's acquisition by L'Oreal in 2014 further helped to accelerate the company's revenue growth through increased investment and resources (Zippia, n.d.).

## INDUSTRY OVERVIEW

NYX Cosmetics is a prominent company in the color cosmetics industry, renowned for its comprehensive range of special-occasion makeup, everyday essentials, and trending shades (Crunchbase, n.d.). The brand's products are highly regarded for their vibrant pigments and excellent color payoff, making them a top choice for many beauty enthusiasts.

The cosmetics industry is characterized by intense competition, where several major players vie for market share. NYX Cosmetics faces competition from prominent rivals like Oriflame Cosmetics, Urban Decay Cosmetics, Too Faced Cosmetics, and Proactiv Solutions (Comparably, n.d.). These companies are well-known among beauty enthusiasts and offer a comprehensive range of color cosmetics products. The report further states that based on CEO Score, NYX has secured the third position in the rankings while Oriflame Cosmetics and Urban Decay Cosmetics take the first and second rank (Comparably, n.d.).

According to a market research report from Statista, NYX Cosmetics holds a notable market share in the United States (Howarth, 2023). The report states that NYX is one of the leading makeup brands in the country, with a strong presence and recognition among consumers (Howarth, 2023). While the exact market share percentage is not specified in the report, it highlights NYX as a significant player in the cosmetics industry. This suggests that NYX has been able to establish itself as a competitive brand and capture a meaningful portion of the market. By leveraging its comprehensive range of special-occasion makeup, everyday essentials, and trending shades, NYX has positioned itself as a top choice for beauty enthusiasts in the United States.

There are several emerging trends in the beauty industry, According to Exploding Topics. Clean beauty is gaining momentum, as consumers increasingly seek natural and organic products (Kunst, 2023). DIY beauty is also on the rise, with people creating their own skincare and haircare solutions at home (Kunst, 2023). Inclusive beauty is becoming more important, with a focus on diverse representation and products catering to various skin tones and hair types (Kunst, 2023). CBD-infused beauty products are gaining popularity due to their potential therapeutic benefits. Additionally, sustainability is a significant trend, with brands exploring eco-friendly packaging and sustainable production practices. Customization and personalization in beauty products are also highlighted, as companies offer tailored solutions to meet individual needs and preferences.



## CONSUMER ANALYSIS

NYX Cosmetics primarily targets young women and girls aged 15-30 who have a strong interest in makeup or are looking to explore it (440 Industries, n.d.). These individuals value affordable yet high-quality products, making NYX a preferred choice over expensive department store brands. The brand understands the importance of catering to niche markets and prioritizes environmental and social causes.

NYX Cosmetics targets consumers who value affordable beauty products and are budget-conscious. The brand understands the importance of providing high-quality products at reasonable prices. By offering affordable options, NYX caters to individuals who want to look and feel beautiful without breaking the bank. With a wide range of affordable cosmetics, NYX provides accessible beauty solutions for those on a budget. By focusing on affordability, NYX ensures that consumers can enjoy quality makeup without compromising their financial well-being.

Looking ahead, NYX must stay attuned to the evolving preferences and demands of their target audience. This requires continuous monitoring and adaptation to changing beauty trends including clean beauty, inclusivity, sustainability, and personalization. By remaining proactive and innovative, NYX can sustain the attention and loyalty of its target consumers, thereby ensuring long-term success in the highly competitive cosmetics industry.

## COMPETITOR PROFILE

One of NYX's prominent competitors in the beauty space is Urban Decay. While Urban Decay makes more money and ranks second in the industry (Comparably, n.d.), NYX offers affordability as well, appealing to price-conscious consumers. Both brands recognize the importance of catering to diverse markets and prioritize environmental and social causes. However, Urban Decay positions itself as a higher-end brand with a wider product range, while NYX focuses on providing affordable high-quality cosmetics. These differences in positioning and pricing make each brand unique and appeal to different segments of consumers in the beauty industry.

One of NYX's major competitors in the affordable cosmetics market is e.l.f. Cosmetics. In terms of revenue, NYX generated approximately \$0.76 billion dollars in sales. Comparatively, e.l.f. Cosmetics has also achieved significant success in its market, making them a strong competitor to NYX. Both brands share a focus on affordability, targeting consumers who desire high-quality products without excessive costs. However, there are some differences between the two companies. For instance, while NYX caters to a slightly broader age range of 15-30, e.l.f. Cosmetics also appeals to a younger demographic, including girls as young as 12. Additionally, their product offerings may differ, with each brand having its own unique range and formulation choices.





## PROBLEM DEFINITION

NYX Cosmetics is facing challenges in maintaining its market share. The brand needs to address issues such as declining visibility and limited product range, which are affecting its appeal to customers. To do so effectively, there is a need to conduct research to understand how the brand's impact on customers has contributed to its decline in market share. This research will help identify areas that require improvement, such as brand positioning and messaging, as well as opportunities to capitalize on digital marketing strategies to enhance customer engagement and gain a more significant market share. Ultimately, the problem definition highlights the need for NYX Cosmetics to continually innovate and stay relevant to be competitive in today's rapidly changing business environment.

## RESEARCH OBJECTIVES

1. Increase brand relevance and consumer appeal to recapture market share through targeted marketing campaigns and product innovations.
2. Develop a strong brand positioning and messaging strategy to differentiate NYX Cosmetics from competitors and establish a unique brand identity within the market.
3. Implement an optimized digital marketing approach, leveraging social media, influencer partnerships, and personalized experiences, to drive customer engagement, boost brand visibility, and achieve sustainable market growth.



## COMMUNICATION AUDIT

### INTRODUCTION

This communication audit analyzes NYX Professional Makeup's strategies across its social media platforms, including Instagram, TikTok, YouTube, Facebook, and X (formerly known as Twitter), as well as traditional media. The audit also includes a comparison of NYX's strategies to its major competitor, e.l.f Cosmetics, who has an Instagram, YouTube, Facebook, and Twitter account. The research team has chosen to analyze NYX's Instagram and Facebook pages because they contain a larger quantity of content compared to other platforms. These platforms are also utilized more frequently than others. The audit aims to identify areas of improvement and opportunities for NYX to enhance its communication strategies with its audience.

The following research questions for this audit include:

- What type of social media content is most popular in terms of user engagement and impressions?
- What type of social media content is least likely to engage NYX Professional Makeup's followers?
- How is NYX Professional Makeup being presented in traditional media channels and what is the overall sentiment towards the brand?

### METHODOLOGY

Over a 30-day timeframe, Sept. 1-30, 2023, an in-depth data collection process was employed utilizing multiple media analytics platforms, including Rival IQ and Social Blade, as well as media database Muck Rack. The analysis looked at the tone of communication, content shared, and metrics utilized across NYX Professional Makeup and e.l.f Cosmetics' Instagram and Facebook accounts. The collected data was used to identify evolving trends and communication strategies which could be used to gain insights to improve the effectiveness of NYX's social media presence compared to that of its competitor.

The analyzed posts encompassed the following:

- 20 Instagram posts from NYX Professional Makeup.
- 20 Instagram posts from e.l.f Cosmetics.
- 34 Facebook posts from NYX Professional Makeup.
- 34 Facebook posts from e.l.f Cosmetics.

During the research period, it was noted that NYX Cosmetics has undergone a recent name change and was referred to as NYX Professional Makeup in some social media handles. Similarly, e.l.f Cosmetics uses its sister company name e.l.f Beauty. To maintain accuracy in our research, we ensured that the different names were taken into account while analyzing their social media accounts. Furthermore, to address the significant volume of Instagram and Facebook posts shared by both companies, a random sampling methodology was employed to minimize any potential biases resulting from handpicking certain posts. Accordingly, a representative sample, which accounted for 10 percent of NYX Professional Makeup's Instagram



and Facebook posts exclusively, were analyzed. The same sample size was subsequently applied to e.l.f. Cosmetics' posts.

To conduct our research, we leveraged Muck Rack to analyze traditional media materials pertaining to NYX Professional Makeup and NYX Cosmetics, both before and after their rebranding. We excluded newswire and news agency content to focus on earned coverage. Our evaluation period lasted from September 1-30, 2023, and included 94 articles mentioning NYX Professional Makeup, with 31 being unique, and 92 articles mentioning e.l.f. Cosmetics, of which 87 were unique.

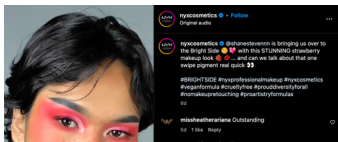
## SOCIAL MEDIA ANALYSIS – NYX PROFESSIONAL MAKEUP

### Instagram: @nyxcosmetics

The NYX Professional Makeup Instagram account currently has 14.6 million followers on Instagram, making it one of the most followed beauty accounts on the platform. The brand's account shows an average engagement rate of 0.008%. During the month of September, NYX posted 103 times on Instagram. According to RivalIQ, NYX maintained a relatively high engagement rate by leveraging their existing audience base, despite experiencing a significant 73% decrease in follower likes and comments. Specifically, the engagement rate for the past 30 days stood at 0.008%.

The NYX Professional Makeup account bio is reflective of its passion for top-quality cosmetics that cater to every user's unique preference. Its bio proudly states, "We celebrate diversity and artistry 🌈 Born in LA and always cruelty-free 🌱" with a link to its latest brow sculpting and shaping product page. While this focused approach can have its benefits, it also has drawbacks as it sends users to one item instead of the homepage of the website. Nevertheless, this demonstrates NYX's forward-thinking approach in channeling user interest towards tailored product offerings.

### Key finding 1: NYX posts content specific to the season, such as customized Halloween makeup looks.



*Figure 1: NYX's Instagram showcases an array of unique and distinctive Halloween makeup looks crafted from their products. This tactic showcases the versatility and creativity of the looks. During the 30-day evaluation period, an impressive 26% of the 103 posts.*

NYX's Instagram showcases an array of unique and distinctive Halloween makeup looks crafted from their products. This tactic showcases the versatility and creativity of the looks. During the 30-day evaluation period, an impressive 26% of the 103 posts were dedicated to Halloween-themed looks, which attracted a substantial amount of feedback. More notably, an overwhelming majority of nearly 100% of these posts were in the form of reels. To support this observation, let's delve into some engagement numbers. For instance, regular makeup videos that included NYX products amassed an average of 489,701 plays. Conversely, reels specifically tailored to



Halloween remarkably received an average of 831,697 plays. It is essential that NYX revisits their content strategy to present a balance of both quantitative and qualitative data to maximize engagement rates.

Key finding 2: NYX's over-production of posts lead them to face the risk of losing followers and diluting the quality of their content.

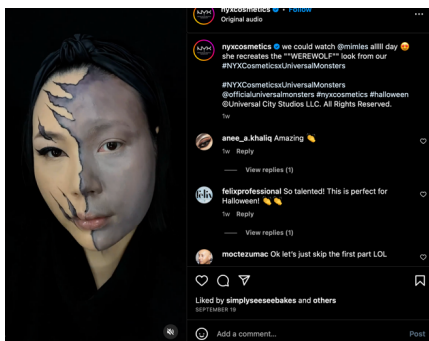


Figure 2: NYX's Instagram strategy: Quantity over quality may hinder engagement rates.

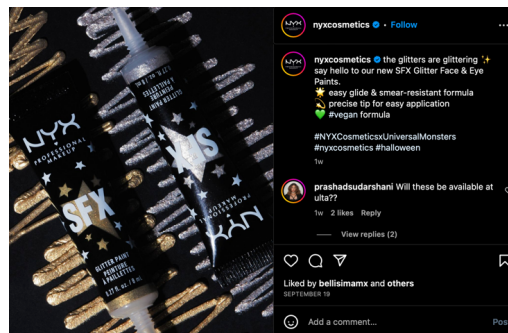


Figure 3: Finding the right balance: NYX's content strategy impact at stake.

NYX maintained an active presence on Instagram by posting 103 times during the month of September. This averages to 3.47 posts per day. However, a closer look at their Instagram feed reveals that on September 19th, NYX posted 6 times, which is double the daily average for the month. For instance, the first reel created for Halloween content received 460,090 plays, while the last reel only garnered 189,905 plays. This excessive posting frequency can have negative consequences for their engagement rates and overall page aesthetics, thereby hindering the effectiveness of their content strategy. It is essential for NYX to strike a balance between consistent posting and maintaining quality to ensure maximum impact and audience engagement.

Key finding 3: Sweepstakes are an effective strategy on NYX's Instagram.



Figure 4: NYX Barbie-inspired sweepstakes captivates fanbase, boosting engagement and anticipation.

NYX's recent sweepstakes alert post on September 16 gave fans and beauty enthusiasts the opportunity to win a curated package of NYX Barbie-inspired makeup and a chance to see the upcoming Barbie movie, which premiered on July 21, 2023. The post generated a significant increase in followers and non-followers visiting its page and received 11,400 likes and 2,020 comments. In comparison, a post on the same day received only 62 comments and received 2,880 likes.



These numbers demonstrate that the sweepstakes post relating to the Barbie movie received 32% more comments and 3.9% more likes- indicating that the promotion has been very well-received by the audience.

#### Facebook: @nyxcosmetics

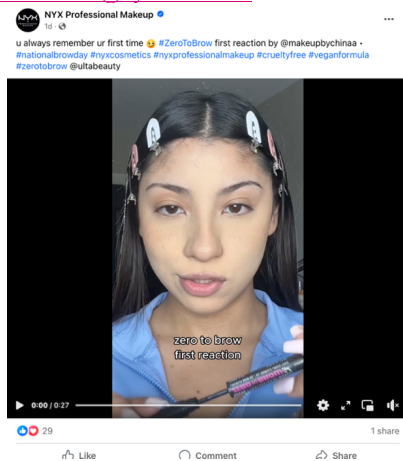


Figure 5: NYX Professional Makeup's Facebook: A Strong Following with Impressive Engagement.

As of September 2023, NYX Professional Makeup's Facebook page boasts an impressive average engagement rate of 0.010% alongside a staggering 3.18 million devoted followers. Additionally, 99 posts were made in the month of September with a daily average of 3.30 posts per day. The provided statement suggests that NYX Professional Makeup focuses primarily on their Instagram platform rather than Facebook. This is due to the repetitive content, as they do not create new posts specifically for Facebook. By effectively leveraging its social media presence and providing content that resonates with its target audience, NYX Professional Makeup has built a strong following on Facebook.

#### Key finding 1: NYX's collaboration with beauty influencers and reposting their videos on its website resulted in a successful social media strategy

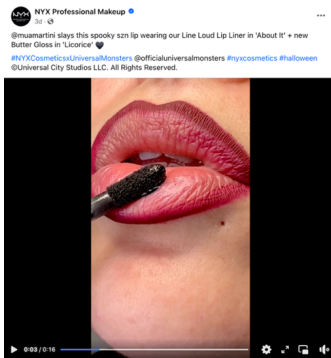


Figure 6: NYX's strategic alliance with beauty influencers drives brand awareness and sales.

During the 30-day period, NYX reposted 68 makeup look videos and reels created by influential beauty content creators who use NYX products. This collaboration allowed NYX to establish a strong social media presence and cultivate a dedicated community of brand supporters. By prioritizing relationships with influencers, NYX effectively implemented a social media strategy that not only enhanced brand awareness but also drove sales.



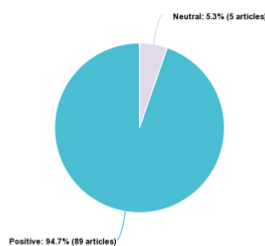
## Key finding 2: Using well-crafted and relevant hashtags can also boost engagement.

NYX's Facebook page has strategically incorporated hashtags in all its posts to increase reach and visibility among social media users. The brand customizes hashtags for each post, focusing on key themes and topics that align with the content being shared. With a total of 98 posts, NYX uses an average of four hashtags per post, which efficiently categorizes the content and helps it reach out to its target audience. Some of the popular hashtags employed by NYX include #nyxprofessionalmakeup, #nyxcosmetics, #crueltyfree, and #veganformula. Through hashtag campaigns and influencer collaborations, NYX has successfully built a strong online presence, promoting its products and garnering attention for its brand. This approach has proven to be highly effective in driving engagement and brand loyalty, with posts featuring six hashtags receiving an average of 36.3K views, compared to only 3K views or less for those with only four hashtags. Such data-backed results have contributed significantly to increasing sales and revenue for the company.

## TRADITIONAL MEDIA ANALYSIS – NYX PROFESSIONAL MAKEUP

A Muck Rack search provided 94 articles that were written about NYX Professional Makeup between Sept. 1-30. The analysis shows that 94.7% of these articles were positive, while the

NYX Professional Makeup - Sentiment  
09/01/2023 - 09/30/2023



MUCK RACK

Figure 7: NYX Professional Makeup shines in positive media coverage and engagement.

remaining 5.3% were neutral. The total engagement for these articles was 2,336 with the leading media outlet being BuzzFeed. On September 29, a notable surge in coverage occurred with the release of 15 articles, which can be attributed to the launch of a new SFX makeup line. This new line specifically targeted beauty enthusiasts seeking to create Halloween looks, generating significant interest and attention. Additionally, NYX initiated its Cosmetics Universal Monsters campaign on the same day, adding further excitement among consumers.

## Key Finding 1: NYX's affordability and effectiveness highlighted in listicles, leading to increased brand visibility.

Further analysis of the 94 articles revealed that 90% were written in the form of listicles, highlighting NYX as the best makeup brand to opt for in terms of affordability. In various articles discussing affordable makeup options, authors have frequently included NYX makeup



products, providing readers with detailed descriptions of the products and their benefits. In some cases, authors have even conducted in-depth analyses of NYX products, including before and after photos while using the product. This has highlighted NYX's effectiveness and affordability, leading to increased visibility and exposure for the brand.

**Key Finding 2: the appeal of drugstore liquid lipsticks, which are affordable, long-lasting, and available in a variety of shades and formulas**

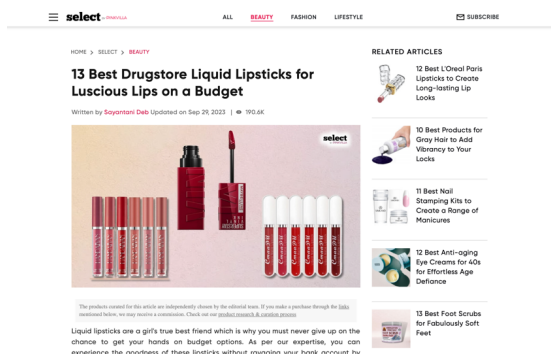


Figure 8: Unlock the secret to budget-friendly beauty with NYX liquid lipsticks.

quality liquid lipsticks available at drugstore prices. Overall, the article is a valuable resource for anyone looking for a new drugstore liquid lipstick that meets their beauty needs and budget.

**Key Finding 3: NYX's strategic collaboration with the New York Liberty exemplifies their consistent use of partnerships to boost engagement and strengthen their market presence.**



Figure 9: NYX: Mastering Collaborations for Elevated Engagement and Remarkable Market Presence.

In some cases, authors have even conducted in-depth analyses of NYX products, including before and after photos while using the product. This has highlighted NYX's effectiveness and affordability, leading to increased visibility and exposure for the brand. The article on Pinkvilla provides a comprehensive list of the best drugstore liquid lipsticks. In addition, the author includes the price points of each product to make it easier for readers to compare and choose the best option for their budget. These are informative guides for those looking for affordable, long-lasting, and high-

NYX's consistent use of partnerships and collaborations to boost engagement rates is evident in their collaboration with the New York Liberty, as highlighted in the article. This strategic move is just one example of how NYX takes advantage of such opportunities to enhance its presence in the market. The fact that NYX is being discussed and covered by various platforms indicates a strong presence and great interest in the brand.





## SOCIAL MEDIA ANALYSIS – E.L.F. COSMETICS

### Instagram – @elfcosmetics

During the month of September, e.l.f. posted 53 times for its 6.59 million followers. The average engagement rate was found to be 0.005% with a total of 53 posts and 1.73 post per day. However, NYX achieved an average engagement rate of 0.008%. This rate is based on a random sampling approach that analyzed only 10% of NYX's content due to its extensive volume. Despite a 28.1% decrease in likes and comments, e.l.f. managed to maintain their engagement.

The e.l.f. Cosmetics account bio highlights its commitment to cruelty-free products. It emphasizes that all items are not tested on animals. The brand offers a wide range of cosmetics for eyes, lips, and face, catering to customers' individual style preferences. Lastly, customers can conveniently shop for e.l.f. Cosmetics products by visiting [www.elfcosmetics.com](http://www.elfcosmetics.com).

### Key findings 1: e.l.f. Cosmetics Surpasses Average Post Frequency on Instagram heavily on promoting single products in its posts.

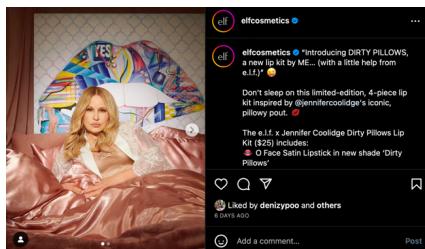


Figure 10: e.l.f. Cosmetics Breaks Records with 3 Instagram Posts in a Day, Introducing 'DIRTY PILLOWS' Lip Kit!

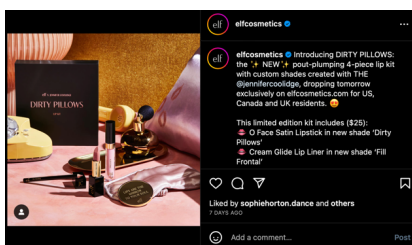


Figure 11: Discover e.l.f. Cosmetics' Exciting New 'DIRTY PILLOWS' Lip Kit - 3X the Beauty, 3X the Posts!

According to RivalIQ, the average daily post frequency on Instagram is 1.77, with a total of 53 posts. However, when analyzing the posts made in September, it is clear that e.l.f. Cosmetics surpasses this average post rate. There were instances where e.l.f. Cosmetics would post more than 1.77 times in a day. Notably, on September 27, 2023, e.l.f. Cosmetics went above and beyond by making 3 posts, representing a notable deviation from the typical daily post frequency. On that day, e.l.f. Cosmetics introduced an exciting new lip kit called "DIRTY PILLOWS," featuring 4 products that include Satin. This new bundle retails for about \$25, offering customers an attractive option for their beauty needs.



Key findings 2: e.l.f. Cosmetics' September posts show higher engagement for their own content compared to beauty influencer collaborations.

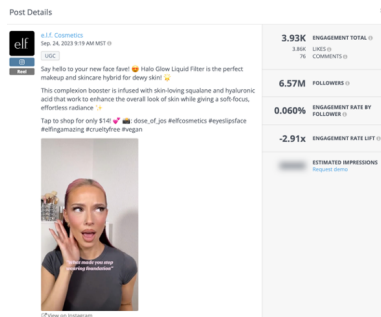


Figure 12: e.l.f. Cosmetics' simple graphics surpass reels in September's engagement.

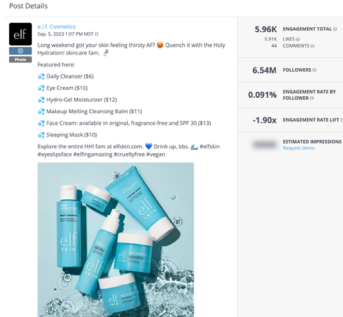
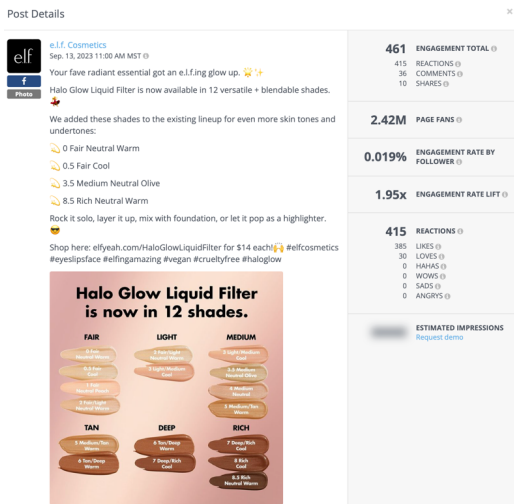


Figure 13: e.l.f.'s own content shines with higher comments and likes.

During the month of September, e.l.f. Cosmetics experienced lower engagement for its reels compared to their simple graphics. For instance, on Sept. 24, e.l.f. shared a video featuring a popular influencer using the Halo Glow Liquid Filter in their makeup routine, which garnered 3.86k likes and 76 comments. In contrast, on Sept. 5, e.l.f. posted about its new Holy Hydration line, receiving 5.91k likes and 44 comments. This translates to a significant difference of 34.7% more comments and 42.11% more likes on posts specifically made by e.l.f., indicating that their own content gained more traction compared to using beauty influencers. Moreover, out of the 53 posts made in September, 24 of them were product-specific posts, accounting for approximately 45% of their overall postings.

Facebook - @elfcosmetics

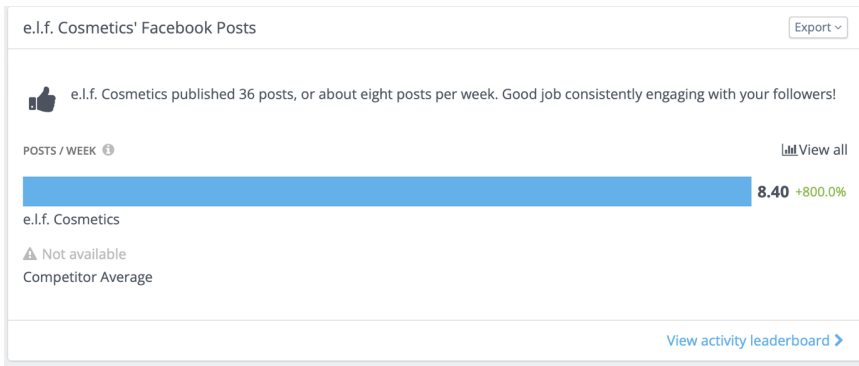
Social Blade shows e.l.f Cosmetics Facebook page's growth and engagement over time, including 2.24 million followers and average engagement rate of 0.010%. According to these metrics, the brand has a solid following on Facebook, consistently posting 1.73 times a day and 52 times in the month of September. The graph on the page shows a slight increase in user engagement over time, with a 0.1% positive shift. Key Finding 1: e.l.f. Cosmetics experienced challenges in elevating its engagement on Facebook



e.l.f. made a total of 36 posts on Facebook during September. Among these, 25 posts, which constitute about 69.4% of the activity, were aimed at promoting its products from the website. Notwithstanding, it is important to note that promotional graphic posts alone may not always attract and engage a diverse audience. For instance, while a promotional graphic received 461 engagements, a product testing video garnered 6.2K views. To capture a broader demographic and enhance customer retention, e.l.f. should adopt a well-balanced and diversified content approach. Despite their efforts, e.l.f.'s Facebook page appears to be struggling to cater to its consumers effectively, as the page fans only grew by 0.1% over a span of 30 days. This lack of growth on the platform indicates that e.l.f. might not

be producing enough tailor-made content for Facebook, as they mostly recycled their work from Instagram.

Key findings 2: Despite strong Facebook engagement, e.l.f. missed the chance to create platform-specific content.

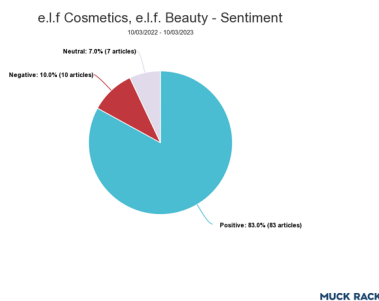


*Figure 15: Unlocking sustainable growth on Facebook: Catering content, fostering engagement, thriving!*



e.l.f. has consistently posted on Facebook with 36 posts made in September, approximately 8 times a week, that updated followers on new company products, product launches, and beauty influencer looks created using the company's makeup. They succeed in generating substantial engagement and reach through their content, with an average engagement rate of 0.010% and a reach of over 242 million on the platform. However, despite their successes, e.l.f. must not ignore the importance of creating customized content for each of the platforms it uses. By relying solely on Instagram content for their Facebook page, e.l.f. is missing out on opportunities to cater to the unique interests and preferences of their Facebook audience. To drive sustainable growth on Facebook, e.l.f. must focus on tailoring content to their Facebook audience while staying true to their brand values.

## TRADITIONAL MEDIA ANALYSIS – E.L.F. COSMETICS



*Figure 16: Elevating e.l.f. Beauty's brand with diverse positive media attention.*

Muck Rack reported there to be 92 articles, 89 of them unique, written about e.l.f. Beauty in September. BuzzFeed and American Banking News published the most articles about them and the highest day of coverage was on September 27, 2023. In terms of sentiment, e.l.f. received 83% positive, 10% negative, and 7% neutral coverage. This means that most of the articles had a positive portrayal of the company or its products. Most of the articles were features and listicles about the new kit with Jennifer Coolidge or discussing a recent transaction made by First Trust Direct Indexing L.P. - in which they purchased 1,753 shares of

e.l.f. Beauty Inc. on the New York Stock Exchange (NYSE:ELF). The article did not provide information about the reasoning behind the purchase or any further details about First Trust Direct Indexing L.P. The diversity in these articles is great for e.l.f. because it indicates that it is getting positive attention and media coverage from a variety of sources, which helps to elevate its brand image and increase awareness among a wider audience. Furthermore, this varied coverage not only demonstrates e.l.f.'s popularity and relevance in the cosmetics industry but also helps to attract potential customers and investors.

### Key findings 1: Key finding: e.l.f. Cosmetics has been praised for its affordable and good-quality products.

The article on e.l.f. Cosmetics from BuzzFeed highlights the affordable and high-quality products offered by the brand. The author shares multiple points from customer reviews praising the efficacy and affordability of e.l.f. Cosmetics products. In addition to this, the article provides

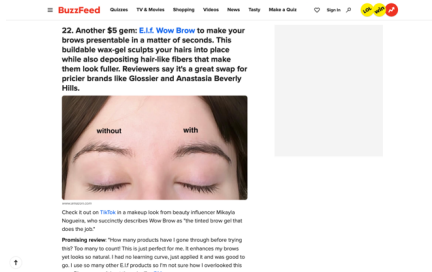


Figure 17: Unlock your beauty potential with affordable and inclusive e.l.f. Cosmetics.

## Key findings 2: e.l.f.'s strong online presence and its ability to leverage social media for marketing and product launches.



Figure 18: Unveiling game-changing beauty partnerships: IPO-bound Memebox and Jennifer Coolidge's 'Dirty Pillows'!

This section illustrates how e.l.f. Cosmetics is constantly looking for creative collaborations to expand its brand's appeal.

## COMPETITOR ANALYSIS

COMPETITOR ANALYSIS FROM SEPTEMBER 1 <sup>ST</sup> – SEPTEMBER 30 <sup>TH</sup>	CLIENT	COMPETITOR
FACEBOOK		
Total number of followers	3.18M	2.42M
Total number of page likes	3.1M	242M
Average number of posts per day	3.30	1.13
Number of posts during 30-day research period	99	34

specific product recommendations that can serve as substitutes for expensive beauty brands. These recommendations are supported by the price difference between e.l.f. Cosmetics and high-end brands. The article also emphasizes the inclusivity of e.l.f. Cosmetics, which is reflecting the brand's diverse range of shades suitable for different skin tones

The article "Beyond the headlines: K-beauty tech unicorn moves toward IPO, Jennifer Coolidge unveils 'Dirty Pillows' with e.l.f. Cosmetics" on Personal Care Insights provides both on two interesting developments in the beauty industry. Firstly, it highlights a K-beauty tech unicorn, Memebox, and discusses its upcoming IPO. The article mentions that the company's business has grown by double digits, and it has a strong presence in both the US and Korean markets. Secondly, the article discusses actress Jennifer Coolidge's collaboration with e.l.f. Cosmetics on a product range called "Dirty Pillows."



Average number of engagement (likes and comments) per post	2835%	0.169%
Average number of comments per post	68	14
Average number of likes per post	187	200
Average engagement rate	0.09%	0.010%
Percentage change of followers in the past 30 days	0.0%	+0.1%
Tone of posts	positive	positive
<b>INSTAGRAM</b>		
Total number of followers	14.6M	6.59M
Average number of posts per day	3.43	1.73
Number of posts during 30-day research period	103	52
Average number of engagement (likes and comments) per post	1809%	42708%
Average number of comments per post	318	430
Average number of likes per post	10,743	3272
Average engagement rate	0.008%	0.005%
Percentage change of followers in the past 30 days	0.0%	+0.7%
Tone of posts	positive	positive
<b>TikTok</b>		
Total number of followers	683k	752K
Total number of views	643M	1.10M
Average number of posts per day	2.93	0.70
Number of posts during 30-day research period	87	21
Average number of engagement (likes and comments) per post	66,556%	710409%
Average number of comments per post	315	206
Average number of likes per post	5797	3467
Average engagement rate	1.13%	0.94%
Percentage change of followers in the past 30 days	+3.6%	+0.0%
Tone of posts	positive	positive
<b>Twitter</b>		
Total number of followers	1.24M	752K
Average number of posts per day	6.03	1.07
Number of posts during 30-day research period	181	32
Average number of engagement (likes and comments) per post	4870%	22782%
Average number of comments per post	22	5
Average number of likes per post	271	64
Average engagement rate	0.006%	0.010%
Percentage change of followers in the past 30 days	+0.0%	+1.2%
Tone of posts	positive	positive
<b>YouTube</b>		
Total number of subscribers	149k	116k
Total number of video views	36.8K	9.63K



Average number of posts per week	5	4
Number of posts during 30-day research period	21	19
Average number of engagement (likes and comments) per post	91100%	3363%
Average number of comments per post	3	1
Average number of likes per post	70	33
Average engagement rate	0.048%	0.029%
Percentage change of followers in the past 30 days	0.0%	0.0%
Tone of posts	positive	positive

## CONCLUSION

The communications audit analyzed the online strategies of NYX Professional Makeup and e.l.f. Cosmetics. NYX exhibited higher overall engagement on social media, primarily through their own posts. They also effectively utilized storytelling techniques on Instagram. Both brands have an opportunity to improve influencer partnerships, as research revealed a lack of earned media coverage. It is worth noting that there is potential for generating more extensive coverage. The competitor analysis showed that e.l.f. had fewer posts on Instagram and Facebook compared to NYX. NYX's follower count remained static, while e.l.f. experienced slight growth. NYX's higher daily content production may have overwhelmed its audience, hindering growth. Similarly, sharing similar posts on Instagram and Facebook may have decreased audience engagement.





## QUALITATIVE RESEARCH

### INTRODUCTION

In this study, an in-depth qualitative interview was conducted to comprehensively understand consumers' perceptions of NYX Professional Makeup. By investigating key themes related to the company's marketing, relationships, and affordability, we aim to obtain valuable insights into the specific target audience. This research will not only address important questions regarding purchasing behavior but also enable NYX Professional Makeup to improve the quality of their service and better meet the needs of their customers.

The research questions that this study aims to address include:

**RQ1:** How does NYX Professional Makeup's marketing strategy and branding influence consumers' perception of the brand and their purchase decisions?

**RQ2:** How does NYX Professional Makeup effectively build and maintain strong relationships with its customers, leading to increased brand loyalty and credibility?

**RQ3:** How does social media and influencer marketing impact the purchasing behavior of NYX Professional Makeup's target audience, and how can the company optimize its social media presence to better reach this demographic?

### METHODOLOGY

For the purpose of this study, a participant was selected based on their pre-existing knowledge and regular use of the NYX Professional Makeup products. To gain insight into the participant's perceptions and behaviors surrounding makeup, a semi-structured interview was conducted via Zoom on October 10, 2023.

Before commencing the interview, the researcher provided a detailed explanation of the process and its significance to the participant. The participant was informed that the interview aimed to gain a deeper understanding of their makeup routine, preferences, shopping habits, and influences.

The interview began with the researcher outlining the purpose of the interview and requesting the participant's consent to proceed with 15 open-ended questions (available in Appendix A). The questions were tailored to explore the participant's perceptions and behaviors related to makeup usage.

The interview lasted approximately 20 minutes and was recorded and transcribed for analysis. Following the interview, the researcher conducted a thematic analysis of the transcribed data to identify recurring themes. Appendix B contains the complete interview transcript.



## PARTICIPANT BACKGROUND

Gabrielle is a 21-year-old college senior at the Walter Cronkite School of Journalism and Mass Communications at Arizona State University. She has been a loyal user of NYX products for over five years due to its effective formula and affordable price range. She believes in purchasing products that cater to her specific needs and requirements, instead of investing in overpriced brands solely for the sake of their name value.

## RESULTS

After conducting a through thematic analysis post-interview, the researcher found that there were several themes that emerged as important factors regarding the NYX Professional Makeup brand.

*NYX Professional Makeup has strategically leveraged its brand to efficiently influence its consumer base.*

During the discussion, the participant noted that NYX Professional Makeup has successfully employed strategic branding and effective marketing techniques to expand its customer base. By focusing on a specific target audience, which she identified as mainly consisting of young females, the brand has been able to create a unique image that appeals to these customers.

*“I would say that teenagers and young adults prefer NYX Cosmetics because they are affordable and that was the only thing I could afford in high school. However, I notice that younger people tend to use NYX Cosmetics more often than older people.”*

The participant also mentioned that her personal preference towards NYX products is due in part to this strong brand presence. Overall, she praised NYX's approach to marketing and felt that it had played a key role in the brand's success.

She provided comprehensive evidence to support her claim that NYX offers budget-friendly makeup options, which makes it more enticing to use its products. She mentioned that the prices of NYX products fall within the range of her monthly budget, which is perfect for her makeup routines. Her statement was supported by detailed research and analysis, which shows that NYX's prices are reasonable and affordable for anyone who wants quality beauty products without breaking the bank.

*“Okay, I absolutely adore sticking to my budget of \$75 whenever possible. Whenever I come across a product that seems overpriced for what it offers, I always check if I can find a cheaper alternative from a drugstore makeup brand. I prefer going for the dupe version because I feel like I'm paying for the actual product and not just the brand name. I've noticed myself naturally drawn towards these alternatives lately.”*

In addition to her positive review of the products affordability, she also highlights NYX's ability to foster long-term relationships with its customers. Having been a loyal NYX customer for over 5 years, she can attest to the excellent service and personalized attention she has received from the brand. Her dedication to NYX is a testament to the brand's ability to consistently meet and



exceed her expectations, which has led to a strong emotional connection with the brand. Overall, she is confident in recommending NYX to others based on both the quality of the products and the exceptional customer service she has experienced.

*Social media has significantly impacted the participants connection with the NYX brand and her overall buying choices.*

The participant emphasized the importance of actively engaging with NYX brand. She emphasized that such involvement has yielded insights into the brand's interactions with its followers on social media, which has been invaluable to her understanding.

"I'll be checking out NYX's Instagram comment section to see what other people are saying about them and I've noticed that they're highly engaged with their audience by commenting back. Also, if someone does happen to leave a negative comment, they seem to prefer addressing the matter through private messaging."

She stressed that her connection and loyalty to NYX is entirely due to social media. She often comes across new items on TikTok and will attempt to incorporate them into her makeup routine if she enjoys the formula.

"Most of the time, I discover new makeup products through TikTok, where I come across various videos posted by makeup reviewers. I have been curious about these products for a while now, but it was only after the rise of TikTok that I found a majority of the products I was interested in."

She highlighted that her inclination towards tutorials on makeup techniques and application have helped her acquire the skills necessary to use certain products. Additionally, whenever she hears others expressing their satisfaction with a particular makeup item, be it from NYX or any other brand, she is eager to give it a go to see if it lives up to the hype.

"Most of the time, I quickly look up tutorials on platforms like TikTok or YouTube. Or I may come across something cool on TikTok or Pinterest and attempt to recreate it. However, my regular routine is still my go-to choose."

*Positive experiences with NYX's high-quality and affordable product formulas have boosted the participants loyalty to the brand.*

The participant acknowledges that convenience plays a vital role in her decision-making process when choosing her preferred makeup brands and products. She reveals that upon returning home, she frequently found herself visiting makeup stores or opting for drugstore products due to their accessibility. Additionally, she tends to gravitate towards brands with prominent displays located near the store entrance, with NYX being one of her favorites.



"There is an Ulta store located near my house, and I have noticed that NYX products are always displayed towards the front of the store. Also, I have noticed that NYX products are also available at drugstores such as Walgreens or CVS, often displayed near similar affordable brands."

Additionally, her dependence on specific go-to makeup products stems from her knowledge of what works best with her skin type and her preference for using products that consistently produce great results. Despite this, she remains receptive to experimenting with new makeup products, such as those from NYX, to determine if they have the potential to replace her current favorites and become a part of her regular makeup routine. In this way, she strives to stay open-minded and continuously explore new possibilities for enhancing her unique beauty and personal style.

"I love saving money whenever possible. If I come across a product that seems overpriced for what it is, I'll typically opt for a cheaper, drugstore alternative. This is actually how I discovered NYX Cosmetics. "

The participant has discovered high-quality product formulas from NYX at an affordable price, enhancing her perception of the brand. This positive experience has solidified her loyalty to the brand and she plans to continue using NYX products. She is excited to see where NYX's journey goes in the future.

"I love the formulas used in all of their products, especially their primer. The cooling sensation it provides on my face is exceptional, and it doesn't feel tacky. The product glides smoothly on my skin, and it leaves my makeup in place all day. Overall, I highly appreciate the formulas used in their products as they provide a seamless and comfortable experience."

## FINDINGS

Based on the interview, it can be concluded that NYX Professional Makeup has successfully leveraged its strong branding and effective marketing techniques to expand and retain its customer base. By focusing on a specific target audience of young females and offering budget-friendly options, NYX has managed to create a unique image that appeals to its customers. The participant praised the brand's approach to marketing and felt that it had played a key role in its success. Additionally, the participant's positive experiences with NYX's high-quality and affordable product formulas have solidified her loyalty to the brand. She has discovered new NYX products through social media and is open to trying new makeup products to enhance her unique beauty and personal style. Overall, the participant's insights offer valuable perspectives on NYX's ability to connect with its customers, foster long-term relationships, and provide quality makeup products at an affordable price.



## **LIMITATIONS OF THE STUDY**

One potential limitation of this study is that it only involves the perspectives of one participant. While her insights are valuable, it is important to recognize that her experiences and opinions may not be representative of the broader customer base. Additionally, the study only focuses on the participant's experiences with NYX Professional Makeup and does not compare or contrast them with other makeup brands. This limits our ability to fully understand how NYX's marketing and product formulas compare to those of its competitors. Finally, the study does not explore the potential disadvantages or negative aspects of NYX's branding or marketing strategies. A more comprehensive analysis would need to account for these factors in order to provide a full picture of the brand's success.

## **NEXT STEPS**

To expand upon the findings of the current study, the next steps in research will involve conducting a larger-scale qualitative study with a more diverse sample of participants, which will ensure broader generalization of results. Additionally, future research will employ surveys, focus groups, and social media analytics. These quantitative methods will provide a more comprehensive understanding of consumer attitudes towards the brand. By leveraging new research, businesses can gain insights into consumer behavior and enhance their marketing efforts. This can ultimately lead to improved consumer satisfaction and business outcomes.

## **CONCLUSION**

This study concluded that NYX Professional Makeup is a well-liked brand among younger consumers who place importance on affordability, product quality, and convenience. The company's successful marketing strategies include utilizing social media, engaging with customers, and maintaining relationships with them. Additionally, customers appreciate tutorials, staple products, and budget-friendly options. Overall, this study highlights the significance of understanding consumer preferences and implementing effective marketing strategies to build a strong brand reputation.



## SURVEY RESEARCH

### INTRODUCTION

In this study, our aim was to understand the usage patterns and perceptions of NYX Professional Makeup products among consumers through a quantitative survey. The survey focused on various aspects, including the consumers' purchasing decisions, their association between the price of makeup products and their quality, their likelihood of watching makeup application tutorials provided by NYX Cosmetics, and the impact of social media on consumers' purchasing decisions. During the interview with a NYX consumer, we discovered that marketing strategy and branding play a significant role in NYX Professional Makeup consumers' perceptions and purchasing decisions. In this follow-up report, we will delve further into the topic to provide quantitative evidence supporting our observations.

To achieve this, we have formulated three research questions:

1. How are NYX products perceived in terms of quality and value by customers?
2. Is NYX a popular brand among Gen Z consumers?
3. What is the impact of social media and influencer marketing on the buying behavior of NYX Professional Makeup's target audience?

### METHODOLOGY

The survey, which consisted of 27 questions (please refer to Appendix C), was conducted by the research team using the Qualtrics platform. In order to assess consumers' purchasing decisions, their perception of the correlation between makeup product prices and quality, and their inclination towards watching makeup application tutorials offered by NYX Cosmetics, 5-point Likert scales and yes or no questions were employed. The survey was administered through Instagram stories, where the research team had a total of 156 followers. It was available for participation from October 25 to November 3, 2023.

### SAMPLE DESCRIPTION

In order to ensure accurate results, a screening question was implemented in the survey to confirm the participants' familiarity with NYX products and brand. Those who were not aware of NYX were redirected to the end of the questionnaire, resulting in a sample size of 30 respondents who were familiar with the products. The entire sample identified as women (100%) with no male participants. Most identified as white or Caucasian (48%) and were between the ages of 18-24 (96.67%), as shown in Table 1.

**TABLE 1. SAMPLE DEMOGRAPHICS N=31**

Demographic Variables	% of sample
-----------------------	-------------



Gender	
Male	0%
Female	100%
Non-binary/third gender	0%
Race and Ethnicity	
Caucasian	48%
African American	6.9%
Latino or Hispanic	13.8%
Asian	13.8%
Two or More	13.8%
Prefer not to say	3.4%
Age Range	
18-24 years old	93.33%
25-34 years old	3.33%
35-44 years old	3.33%

## RESULTS

### *The association between "cheap" and "bad quality" in makeup products*

Researchers could suggest that the NYX brand should continue to focus on offering affordable products, given that only a small percentage (6.45%) of participants considered low-cost products of poor quality. Additionally, a significantly higher percentage (38.71%) did not view lower prices as necessarily indicating lower quality which could be leveraged by the brand to strengthen its messaging around affordability. It may indicate that the brand has successfully created a positive association between lower prices and quality, and therefore, it should continue to focus on this strategy to retain and attract customers.





See Figure 19



Figure 19: A majority believe that cheap is not associate with bad quality.

***NYX brand affordability positively affects their consumer purchasing decisions.***

A cross-tabulation was conducted to further understand why people may associate “cheap” make-up products with “bad quality,” and whether this may have to do with how much people spend on make-up products each month. Of those who agree with the statement a great deal to a lot, all spend between \$31-40 a month, whereas those who do not agree with the statement spend \$26-30. These findings suggest that NYX, as an affordable makeup brand, might be perceived negatively in terms of quality by consumers who generally spend more on makeup products. However, it is worth noting that many respondents who initially associate cheap products with poor quality still remain loyal to NYX. This finding highlights the brand's ability to overcome the negative stereotype commonly associated with low-priced items. Therefore, research could suggest that NYX should aim to strengthen its marketing campaigns to overcome any negative perception of cheap products by emphasizing the quality of their products and highlighting customer satisfaction.

See Figure 20

	How much do you associate “cheap” with “bad quality” in makeup products?				
How much do you spend on makeup products?	Not at all	Very Little	Somewhat	A great deal	A lot



Less than \$5	0.0%	0.0%	0.0%	0.0%	0.0%
\$5-10	0.0%	6.7%	0.0%	0.0%	0.0%
\$11-15	0.0%	13.3%	8.3%	0.0%	0.0%
\$16-20	0.0%	13.3%	8.3%	0.0%	0.0%
\$21-25	0.0%	0.0%	8.3%	0.0%	0.0%
\$26-30	100%	20.0%	0.0%	0.0%	0.0%
\$31-35	0.0%	20.0%	8.3%	0.0%	100.0%
\$36-40	0.0%	13.3%	16.7%	100.0%	0.0%
\$41-45	0.0%	0.0%	8.3%	0.0%	0.0%
\$46-50	0.0%	13.3%	0.0%	0.0%	0.0%
\$50+	0.0%	0.0%	41.7%	0.0%	0.0%

Figure 20: Those who spend \$30 dollars or more on makeup associate cheap with bad quality, where as those who spend \$20 dollars or less do not associate cheap with bad quality.

#### NYX Professional Makeup Product Ownership among Participants

The results found 25.81% of respondents to not own a NYX product, suggesting that the brand may not have achieved sufficient awareness amongst some potential consumers (see Figure 21). Additionally, while 9.68% of survey participants own six or more products from the brand, there is still an opportunity to increase this figure in the future. The research suggest that NYX could focus on improving its marketing strategies to enhance brand visibility and attract more customers. Offering more varied products and keeping up with emerging trends in the cosmetic industry may also help to attract a wider audience and increase brand loyalty.

See Figure 21

How many NYX Professional Makeup products do you currently own?

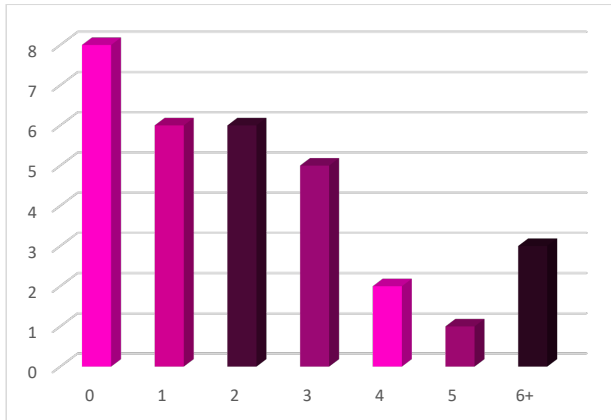


Figure 21: Own no NYX makeup products.

#### Accessibility and availability are drivers of NYX Professional Makeup Purchasing

Based on the survey data analyzed, it appears that NYX's affordability is a critical factor in retaining customers who own five or more products. As shown in Figure 22, 66.67% of participants who own 6 or more NYX products consider its affordability as the brand's main advantage in the market. This finding suggests that the brand's cost-effectiveness has a positive impact on customer satisfaction and loyalty. More variability was seen with participants who owned less products. For example, participants who owned one or fewer NYX products indicated NYX's affordability (64.6%), ease of purchase (29.15%) and cruelty-free products (12.5%) as the primary reasons for choosing the brand. Collectively, these results indicate that NYX's affordability and availability appeal to consumers, which may continue to influence the brand's market positioning and success. These findings come together to suggest that NYX may have a strong appeal to consumers who prioritize affordability and availability, indicating that the brand's product pricing and distribution strategy can continue to influence its market positioning and success.

See Figure 22

What sets NYX apart from other makeup brands the most?	How many NYX Professional Makeup products do you currently own						
	0	1	2	3	4	5	6+

Figure 22: A majority of the participants believe that affordability is what sets NYX apart from other brands.

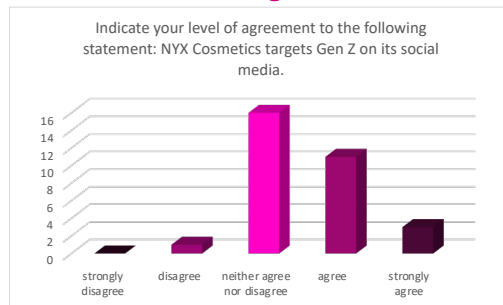


Its affordability	62.5%	66.7%	83.3%	60.0%	50.0%	100.0%	66.7%
Its product formula	0.0%	0.0%	16.7%	20.0%	50.0%	0.0%	33.3%
Its cruelty free and vegan products	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Its ease of buying at stores	25.0%	33.3%	0.0%	20.0%	0.0%	0.0%	0.0%
other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

*NYX Cosmetics consumers are neutral about whether the brand targets Gen Z.*

It was found that approximately 50% of the participants neither disagreed nor agreed that NYX targets Gen Z (see Figure 23). However, a meager 9.68% of the participants believed that NYX caters to Gen Z. This finding suggests that NYX's current marketing strategies may not explicitly target Gen Z particularly or may not be perceived as a particularly trendy or youth-oriented brand.

**See Figure 23**



*Figure 23: A majority of the neither agree or disagree that NYX solely targets Gen Z.*

*NYX's brand marketing is reflected on social media.*

The findings from the collected data indicate that most participants did not have a definite opinion on whether NYX Cosmetics targets Generation Z on its social media platforms. The respondents who strongly agreed with the statement accounted for 33.3% of the sample, and they reported seeing the brand on social media frequently. On the other hand, (100%) of participants who disagreed with the statement confirmed that they had never encountered any NYX Cosmetics content on social media. These results suggest a potential disconnect between the brand's marketing strategy and the respondents' perceptions of the brand's target audience. NYX to may need to be more deliberate in its targeting strategy and consider new social media tactics to appeal to Generation Z.



See Figure 24

	Indicate your level agreement to the following statement: NYX Cosmetics targets Gen Z on its social media?				
How often do you come across NYX Cosmetics on social media?	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
Never	0.0%	100.0%	46.7%	9.1%	0.0%
Sometimes	0.0%	0.0%	46.7%	45.5%	66.7%
Occasionally	0.0%	0.0%	6.7%	36.4%	0.0%
A lot	0.0%	0.0%	0.0%	9.1%	0.0%
All the time	0.0%	0.0%	0.0%	0.0%	33.3%

Figure 24: NYX to may need to be more deliberate in its targeting strategy and consider new social media tactics to appeal to Generation Z

#### NYX's influencers positively influence purchases

A study revealed that 64.6% of the participants made purchasing decisions for NYX Cosmetics products based on social media, indicating a significant impact of social media on their decision-making process. Additionally, an endorsement from a social media influencer influenced the purchase decisions of this percentage of participants. On the other hand, 58.35% of the participants reported that social media had minimal to no impact on their purchasing decisions. This finding suggests that not all consumers are equally receptive to social media advertising. Interestingly, the data also indicated that the influencer endorsement from NYX Cosmetics' social media had a greater positive influence on the purchasing decisions of participants.

#### CONCLUSION

In conclusion, this research sheds light on NYX's brand perception, marketing strategies. In conclusion, this research provides valuable insights into the brand perception of NYX, their marketing strategies, and consumer behavior. It clearly demonstrates NYX's ability to consistently deliver affordable makeup products without compromising on quality, which resonates well with their target audience of Gen Z consumers. The study also highlights the effectiveness of NYX's influencer marketing tactics in effectively engaging its followers.

However, it is important to acknowledge the limitations of this study, namely, that it only includes female participants aged 18 to 25. Therefore, the findings may not be directly applicable to a broader population. To obtain a more representative sample, future research should adopt a more comprehensive approach by including a wider range of age groups and genders.

The findings from this research emphasize the significance of developing effective social media marketing strategies that leverage audience insights. By understanding their target audience's



preferences and leveraging social media platforms, NYX can enhance their brand equity and improve customer retention. It would be valuable for future research to explore the long-term impact of social media advertising on NYX's brand equity and customer loyalty.

Overall, this research underscores NYX's potential for growth and innovation in the cosmetics industry. However, it also highlights the importance of continuously deepening our understanding of their target audience and their preferences. This will enable NYX to remain competitive and relevant in the market.



## MEMO 5

### NYX PROFESSIONAL MAKEUP

**TO:** Michael Kremer, Vice President Marketing

**FROM:** Gracie Hardy, Associate Public Relations Specialist

**CC:** Vivianna Blanch, Head of Marketing, Fisher Wang, Vice President of Global Purchasing & Sourcing, Scott Friedman, CEO / President

**DATE:** November 8, 2023

**RE:** Bi-Weekly Monitoring report for October 13 – 26, 2023

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### OVERVIEW

From October 26 to November 9, 2023, articles mentioning NYX Professional Makeup, which were subsequently evaluated. These articles consisted of listicles, feature articles, as well as significant and brief articles. Notably, the majority of mentions originated from Indian publications at the beginning of the month, with an increase in national news outlets featuring the brand towards the end of the evaluated period. The articles consistently emphasize NYX as a budget-friendly option offering a wide range of shades and products. Additionally, the mentions specifically focus on popular and recommended NYX products, including lip gloss, setting sprays, liquid eyeliner, and brow pencils. Overall, the distribution of mentions pertaining to NYX in these articles reflected an equal mix of positive (55%) and neutral (45%) coverage, with no negative coverage identified. It is important to note that NYX Professional Makeup consistently receives similar positive and neutral feedback from beauty enthusiasts, makeup artists, and industry experts. Prominent publications have highlighted NYX's impressive association with basketball prodigy Zion Williamson. This partnership aims to showcase the versatility and diversity of both the sports and beauty industries, bringing them together. It highlights Williamson's popularity among Gen Z and his commitment to inclusivity, which perfectly aligns with NYX Professional Makeup's brand values. This collaboration signifies the intersection of sports and beauty, appealing to a broad audience and potentially creating new opportunities for both industries.

### TRADITIONAL MEDIA COVERAGE

During this particular time period, Figure 1 reveals that NYX Professional Makeup received the most extensive coverage in this period compared to other periods. It is worth noting that there was a notable increase in coverage during Halloween, but NYX still managed to attract numerous outlets covering their products. These articles consistently emphasize NYX as a budget-friendly choice that offers a wide range of shades and products. These mentions particularly focus on popular and highly recommended NYX items such as lip gloss, setting sprays, liquid eyeliner, and brow pencils. Additionally, NYX's partnership with basketball prodigy Zion Williamson is mentioned. Out of a total of 51 articles across 36 outlets, Pinkvilla published the highest number of mentions (4), followed by BuzzFeed (8), The Times India (4),



and Marie Claire UK. These outlets collectively accounted for around 29.4% of all media coverage. The top contributors to these articles were Emma Lord with 4 articles, Ashana Sharma with 3 articles, and Sayantani Deb with 3 articles, each individually representing approximately 6.56% of the total articles. It is crucial to recognize that newer outlets like Everygirl and The Zoe Report have also recently started featuring NYX, indicating that the brand is gaining recognition. This recognition can be attributed to NYX's consistent brand marketing efforts. Furthermore, it is worth mentioning that Pinkvilla and BuzzFeed frequently write listicles that feature or significantly mention NYX. Approximately, 55% of the coverage expresses a positive sentiment towards NYX, confirming its ability to provide exceptional makeup alternatives to costly brands.

#### BI- WEEKLY MEDIA COVERAGE

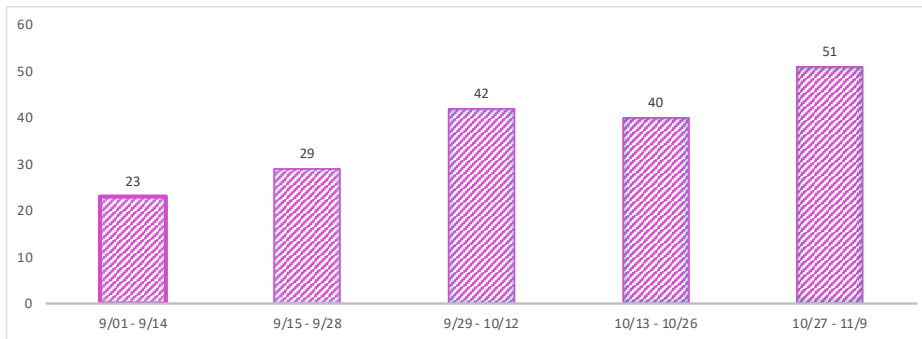


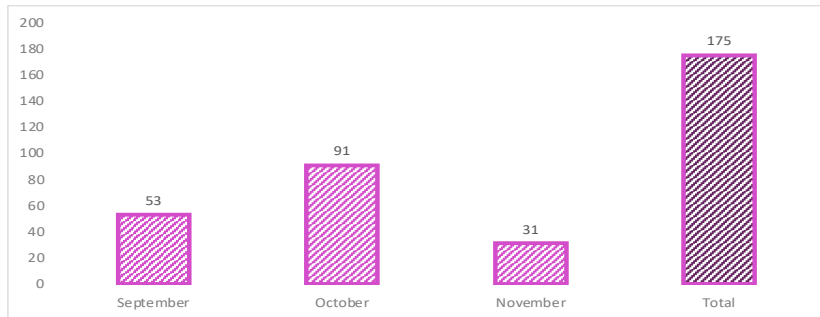
Figure 25: The data in Figure 1 clearly indicates that this time period received the greatest coverage among all others.

According to Figure 2 analysis, November experienced the lowest media coverage compared to October. This decline of 34.29% could be attributed to the abundance of media attention garnered in October because of Halloween, while media coverage for November returned to NYX's normal level. Although the data for November is still incomplete, several notable observations can be made based on the media content generated during the covered weeks. Specifically, there were mentions of Drag Queens Symone and Gigi Goode's Drugstore Makeup picks, as well as a partnership with basketball prodigy Zion Williamson. Moreover, the coverage highlighted a multiyear jersey deal between NYX Professional Makeup and the New York Liberty, which appoints NYX as the official makeup partner for the team. Additionally, the presence of NYX in the Liberty's social, digital, and in-game content was mentioned as part of this partnership. This demonstrates NYX's continuous brand growth achieved through unique collaborations that merge makeup with other platforms.





## TOTAL MEDIA COVERAGE

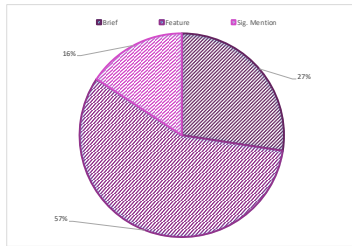


*Figure 26: Upon analysis of Figure 2, it is evident that the month of November received the lowest amount of media coverage, while October received the most.*

During the period from Oct. 26 to Nov. 9, 2023, NYX received a significant amount of media attention, with 57% of all mentions being feature articles. Among these mentions, 16% were considered significant, while 27% were brief. It is worth noting that there was a slight 5% increase in featured articles, but a 12% decrease in significant articles, while brief mentions increased by 7%. This trend may be attributed to the high level of international coverage NYX received in October due to Halloween, compared to the less coverage in November. When comparing the overall coverage between the two periods, it is clear that there is a slight similarity between 23% significant articles and 22% brief mentions. This may indicate that authors are increasingly focusing on NYX as a standalone brand, rather than simply including it in listicles. However, NYX still receives attention in the form of listicles for its affordability. The analysis also suggests a growing interest in the NYX brand from both consumers and media outlets. New outlets like Everygirl and The Zoe Report covered NYX, which hadn't been seen in the last 4 memos. It appears that outlets like BuzzFeed and Pinkvilla prefer listicles with 30 or more affordable products that include NYX, as they highlight the brand's affordability and product qualities. Notably, Pinkvilla featured the highest number of mentions (4), followed by BuzzFeed (8), The Times India (4), and Marie Claire UK. These outlets collectively accounted for approximately 29.4% of all media coverage. The top contributors to these articles were Emma Lord with 4 articles, Ashana Sharma with 3 articles, and Sayantani Deb with 3 articles, each individually representing approximately 6.56% of the total articles.

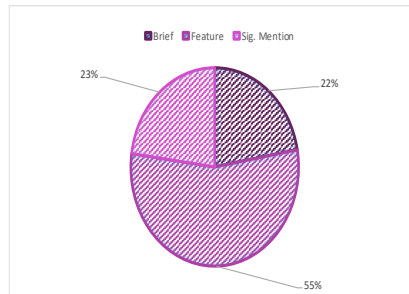


**TYPE OF COVERAGE  
FROM 10/26/23 TO**



*Figure 27: According to bi-weekly coverage data, the number of featured articles increased by 5%, while significant articles experienced a notable 9% increase.*

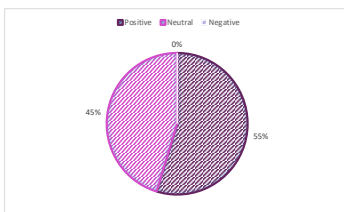
**TYPE OF COVERAGE –  
CUMULATIVE**



*Figure 28: The media report indicates a stagnant cumulative mention of features, with a slightly even distribution between brief and significant mentions.*

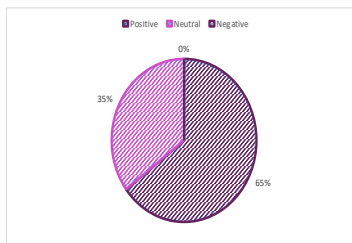
From October 26 to November 9, NYX Professional Makeup garnered a noteworthy amount of media attention. Interestingly, 65% of the coverage displayed a positive tone, while the remaining 35% remained neutral without any negative sentiment. This rise in positive sentiment and decline in neutral sentiment could indicate a growing inclination towards more positive reactions regarding the brand and its affordable, yet high-quality products. NYX's diverse collaborations, global reach, and product innovation significantly contributed to the increased media coverage during October. Leveraging these strengths, NYX Professional Makeup can continue to create compelling content and make strategic moves to pique consumers' interest, driving its brand towards even greater heights.

**SENTIMENT FROM 10/26/23 TO  
11/09/23**



*Figure 29: NYX Professional Makeup experienced an upsurge in neutral coverage, accompanied by a decrease in positive coverage.*

**COVERAGE SENTIMENT –**



*Figure 30: The overall coverage experienced a increase in positive coverage and an increase in neutral coverage over*



Several authors have praised various NYX Professional Makeup products for their strong pigmentation and affordability compared to other high-end makeup brands. According to Figure 7, the brand's spokespersons were featured in 36.6% of media coverage from Oct. 26 to Nov. 9. However, there has been a 12.24% decrease in spokesperson quotes, possibly due to the majority of articles about NYX being long-form listicles that do not provide much commentary about NYX's position in the beauty industry.

#### SPOKESPERSON QUOTES IN ARTICLES

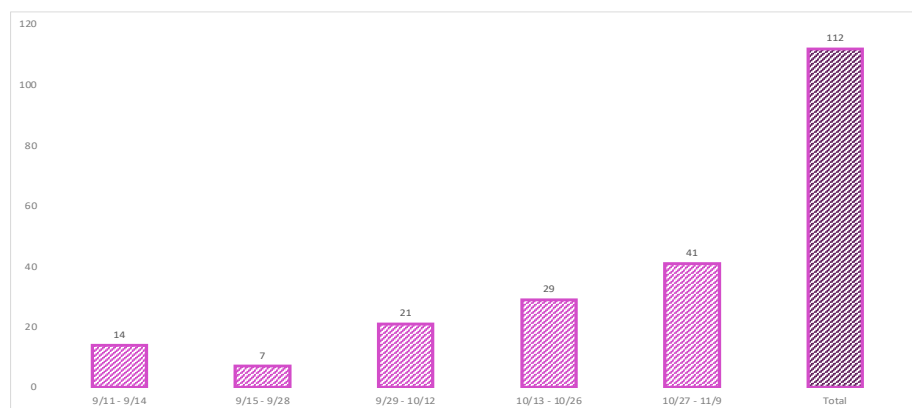


Figure 31: There is a 10.72% increase in the latest bi-weekly coverage.

#### CONCLUSION

The comprehensive analysis of the past 10 weeks' media coverage and industry perception of NYX Professional Makeup reveals consistent positive sentiment, with an emphasis on the brand's affordability, quality of products, and commitment to cruelty-free practices. The popularity of NYX among traditional media outlets, demonstrated by the extensive use of listicles and feature articles, further solidifies its position in the market. Notably, seasonal trends, particularly Halloween, play a significant role in generating media attention. This analysis highlights NYX's successful establishment as a reputable and popular choice, especially among younger audiences. To ensure sustained growth, NYX should leverage its strengths by expanding collaborations, exploring untapped markets, and delivering innovative, affordable makeup products.

#### RECOMMENDATIONS

##### Strengthen Influencer Collaborations:

NYX should consider strengthening its relationships with major authors and influencers who cover the beauty industry. By nurturing partnerships with renowned beauty experts and influential writers who frequently discuss NYX, the brand can significantly increase its reach and



credibility among target audiences. This strategic collaboration will not only enhance NYX's visibility in traditional media but also reinforce its brand values.

#### Develop Specialized Seasonal Campaigns:

NYX should focus on proactively reaching out to journalists in advance of key seasonal events and campaigns to maximize traditional media exposure. By pitching captivating story angles and highlighting unique aspects of their limited-edition collections or themed makeup tutorials, NYX can create buzz and generate interest from journalists. By positioning themselves as experts in seasonal makeup trends, they can ensure that their brand and products are prominently featured in media coverage. With strategic pitching and engagement, NYX can leverage traditional media to effectively attract attention, engage consumers, and capitalize on the demand for seasonal makeup looks.

#### **MEDIA CONTACT SUGGESTIONS**

Based on the analysis of media coverage, it would be advantageous for the client to build relations with prominent contributors such as Sayantani Deb, Ashana Sharma, and Emma Lord. These individuals have consistently mentioned NYX Professional Makeup in multiple articles, representing a significant portion of the media coverage. By establishing a relationship with them, the client can leverage their influence and audience reach to further amplify brand visibility and create a positive association among their followers. Engaging with these contributors can also lead to potential collaborations or features in future articles, helping to sustain the brand's growth and success in the beauty industry.

Commented [GH1]: How does this relate to the traditional media? I think it does, but spell it out for the reader.

Commented [GH2]: This is an interesting recommendation but make sure it's tied to the memos. These recommendations should be directly related to traditional media vs. general recommendations.



## EVALUATION

### INTRODUCTION

In this report, we'll dive into a comprehensive evaluation of NYX Professional Makeup's research reports, its communication strategy and target audience. Our exploration encompasses a communication-focused SWOT analysis which carefully examines NYX's current approach to communication. Moreover, we'll dissect the existing audience and explore potential customer personas for the company through a research-informed audience analysis. Lastly, we carefully gathered all the analyzed data to help propel NYX Professional Makeup towards its desired goals.

### SWOT ANALYSIS

<b>S</b>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Limited appeal across generations.</li><li>• Compromised product quality due to affordability emphasis.</li></ul>	<b>O</b>	<b>Threats</b> <ul style="list-style-type: none"><li>• Shifting consumer behavior</li><li>• Declining relevance on Instagram</li></ul>
<b>Strengths</b> <ul style="list-style-type: none"><li>• Targeting and engaging Gen Z effectively</li><li>• Affordability and product focus</li><li>• Successful brand partnerships</li><li>• Influencer collaboration for wider reach</li></ul>	<b>W</b>	<b>Opportunities</b> <ul style="list-style-type: none"><li>• Growing emphasis on affordable products</li><li>• Taping into the international reach of the brand</li></ul>	<b>T</b>

Figure 32: SWOT analysis assessing NYX.

### STRENGTHS

#### Targeting Gen Z Effectively

According to extensive primary and secondary research, NYX Professional Makeup has successfully and effectively targeted Gen Z consumers through its highly engaging and impactful social media campaigns. The research findings indicate that a significant proportion of participants, nearing 100%, have expressed their agreement or strong agreement with the perception that NYX has effectively built its brand identity around targeting and resonating with Gen Z in Report 4. This success can be attributed to NYX's ability to specifically appeal to Gen Z's core values, such as diversity and inclusivity, which are inherent in its brand messaging and product offerings. The consistent and authentic communication across various platforms has allowed NYX to establish a strong connection with Gen Z consumers, positioning itself as a leading brand within this important demographic segment.



### **Affordability and Product Focus**

NYX has successfully positioned itself as a reputable and affordable brand catering to various makeup needs. The analysis of survey data reveals that NYX's affordability plays a crucial role in retaining customers who own five or more products, as indicated by 83.35% of respondents in Report 4. Furthermore, the findings from multiple memos highlight that top publications consistently praise NYX for its impressive quality and affordability, showcasing its ability to cater to a wide range of consumers. According to Memo 4, the brand has garnered consistent media coverage, with a notable 50% increase in coverage in October, reinforcing its popularity, effectiveness, and affordability. Such coverage portrays NYX as a reliable and trustworthy choice for consumers seeking quality makeup products within a reasonable budget. This finding suggests that the brand's cost-effectiveness has a positive impact on customer satisfaction and loyalty.

### **Successful Brand Partnerships**

NYX Cosmetics has successfully leveraged strategic partnerships to enhance its media coverage, effectively reaching a wider and more diverse target audience. For instance, during events like Amazon Prime Day, NYX Professional Makeup offered enticing deals on its products, increasing accessibility for consumers. The brand's strong presence was further highlighted by being featured as one of the "beauty gems" on Amazon during Prime Day. Additionally, NYX Professional Makeup has demonstrated its versatility and strong community engagement through successful collaborations with Ulta Beauty and Taylor Swift, as well as innovative partnerships with gaming platforms like Roblox and The Sims. These endeavors showcase the company's ability to cater to a broader range of consumers while maintaining its focus on quality and affordability.

### **Influencer Collaboration for Wider Reach**

NYX Cosmetics effectively utilizes beauty content creators in the influencer industry to influence their audience's purchasing decisions. According to data collected, 64.6% of participants acknowledged the significant role influencers have in shaping their decision-making process when purchasing NYX Cosmetics products. As an outcome, they made some of their purchases under the influence of endorsements from social media influencers (Report 4). Additionally, during the month of October, there was a substantial increase in content created by influencers, particularly Halloween makeup tutorials and recommendations for the best fall lip products (Memo 3). This generated significant buzz for the brand, as influencers not only showcased unique looks but also motivated others to purchase NYX products in the hopes of achieving similar Halloween makeup outcomes. Interestingly, the data further indicated that influencer endorsements from NYX Cosmetics' social media had a positive impact on participants' purchasing decisions. The company's marketing strategy focuses on affordability and products, ensuring a consistent and professional brand voice throughout all communication platforms.



## **WEAKNESSES**

### **Limited appeal across generations**

According to Report 4, there are indications that NYX's products or marketing strategies may not effectively reach or appeal to a diverse age range of customers. The survey results show that while 37.5% of participants neither agreed nor disagreed that NYX targets Gen Z specifically, 27.5% of participants believed that NYX caters to Gen Z. Additionally, the survey participants were predominantly female (100%) and within the age range of 18-25 (95%), which may not accurately represent NYX's entire consumer base but suggests that the brand mainly attracts women within that age range. The Client Backgrounder states that NYX caters to young women and girls aged 15-30 with an interest in makeup. However, to ensure sustained success and competitiveness in the market, it is crucial for NYX to broaden its appeal across different generations. This potential limitation could hinder the organization's growth and ability to expand its customer base. Ensuring a comprehensive and inclusive marketing approach would be advantageous for NYX.

### **Compromised product quality due to affordability emphasis**

Overemphasizing affordability may compromise product quality. Our survey revealed that participants believe NYX stands out primarily due to its affordability (100%) and accessibility (50%). Analysis of articles mentioning NYX supports its reputation for offering affordable alternatives to higher-end brands. This suggests a higher priority on price over quality. Additionally, some participants associate lower quality with lower prices, although the majority disagree. It appears that NYX may be neglecting the promotion of its product quality by disproportionately emphasizing affordability.

### **Over-reliance on partnerships and influencers, limiting independence**

If a company heavily relies on partnerships with other businesses, it can limit its independence and decision-making capabilities. A recent analysis by the Comms Audit found that NYX Cosmetics heavily relies on influencers and partnerships for their social media content. During a 30-day period, 26% of NYX's Instagram posts were Halloween-themed looks, which received significant engagement. Additionally, almost all of their posts were reels, indicating a heavy reliance on specific content formats. A recent sweepstakes alert post on September 16th generated a substantial spike in followers and non-followers visiting their page. This over-reliance on partnerships and influencers may expose the company to the actions and decisions of these external parties, potentially impacting their overall business operations and long-term sustainability.



## OPPORTUNITIES

### Growing emphasis on affordable products

NYX has successfully positioned itself as a reputable and affordable brand in the cosmetics industry. The affordability of NYX's products is crucial in retaining customers, with 83.35% of respondents in a recent survey citing it as a key factor. This aligns with consistent media coverage, which highlights NYX's impressive quality and affordability. The brand's cost-effectiveness has a positive impact on customer satisfaction and loyalty. By continuing to prioritize affordability and competitive pricing, NYX can solidify its position as a top cosmetics brand. This presents an opportunity for NYX to attract and retain a wide range of consumers who value both quality and affordability.

### Taping into the international reach of the brand

The international recognition enjoyed by NYX Cosmetics presents a valuable opportunity for expansion in global markets. With an established reputation and customer base in various countries, the brand is well-positioned for further growth. Recent media coverage has highlighted NYX's global reach, diverse collaborations, and product innovation, leading to increased brand visibility and consumer interest. Notably, Indian publications have prominently featured NYX during October, showcasing the brand's popularity in this emerging market. This is significant considering India's flourishing economy and young population, making it an ideal market for beauty products. By capitalizing on the demand for affordable products and leveraging partnerships, NYX Cosmetics can successfully establish a strong presence in different regions, catering to diverse consumer needs and preferences. This expansion into international markets can result in increased sales growth and heightened brand visibility on a global scale. With changing lifestyles and growing awareness, the cosmetic industry in India is experiencing significant development, ranking fourth globally in generating the highest revenue from the beauty and personal care market in 2022 (Minhas, 2023).

## THREATS

### Shifting consumer behavior

It is important for NYX to be aware of the shifting consumer behavior, particularly the growing trend of consumers using TikTok for purchasing products instead of Instagram. This shift in behavior could potentially result in a loss of potential customers and reduced brand visibility on Instagram. According to primary research conducted, it was found that consumer, such as the one interviewed, rely heavily on TikTok for discovering new beauty products and incorporating them into their routines. To address this opportunity, NYX should consider actively engaging with TikTok influencers and creating compelling TikTok content to reach this growing audience and maintain its relevance in the digital landscape.





### **Market competition**

If competitors effectively leverage TikTok trends for product promotions, it may lead to a decline in NYX's market share and hinder their ability to attract and retain customers. In today's fiercely competitive marketplace, where top brands dominate the space and affordable brands are constantly releasing new products, staying relevant is crucial for any company. With the rise of social media platforms like TikTok, brands have found new ways to reach their target audience and promote their products. TikTok, known for its viral trends and creative challenges, has become a hub for beauty enthusiasts and makeup lovers. If NYX fails to capitalize on this trend and adapt their marketing strategies accordingly, they risk losing their market share to competitors who have successfully tapped into the TikTok community. Furthermore, NYX's declining relevance on Instagram can exacerbate this issue. As a platform that has been widely used by beauty influencers to showcase NYX products, Instagram's importance cannot be undermined. However, with the emergence of new social media platforms and changing consumer preferences, NYX must diversify its marketing efforts and pursue innovative strategies to maintain their presence and engage with customers effectively. By neglecting these trends and failing to stay ahead of the competition, NYX may struggle to attract and retain loyal customers, ultimately affecting their market share in the long run. Therefore, it is imperative for NYX to proactively embrace popular platforms like TikTok, as well as find new ways to reestablish their relevance on Instagram, to successfully compete in today's dynamic and rapidly evolving beauty market.

### **INFLUENCERS**

When NYX releases a new product line, they have a strategic approach to advertising by enlisting specific campaign influencers to promote the product. This not only helps to generate buzz and create a dedicated fan base but also effectively targets their marketing efforts towards a specific audience. NYX understands the influence that social media has on the beauty industry and leverages it to their advantage.

#### **Campaign Influencers – What the Duck**

@carringtonusa – currently working with NYX  
@uhhpaula – currently working with NYX  
@zoebelleelyse – currently working with NYX  
@brooke.castillo – currently working with NYX  
@doshadeng – currently working with NYX  
@alanaarajas – currently working with NYX  
@versacelee23 – currently working with NYX  
@isha\_punja – currently working with NYX

#### **Campaign Influencers – Fat Oil Lip Drip**

@matt\_lars – currently working with NYX



@torialynae – currently working with NYX  
@karenncamargo\_ – currently working with NYX  
@makhalaa – currently working with NYX

#### **Campaign Influencers – Catrina Makeup Look**

@lilylove213 – currently working with NYX

#### **Campaign Influencers – Universal Monsters**

@gracemckagan – currently working with NYX  
@torialynae – currently working with NYX  
@karenncamargo – currently working with NYX  
@brightsideofnikki – currently working with NYX  
@kristians\_makeup – currently working with NYX  
@lucyyyraine – currently working with NYX  
@tarachandra\_ – currently working with NYX  
@itsreginaecarter – currently working with NYX

#### **Instagram**

Additionally, NYX demonstrates their appreciation for their customers and influencers by reposting content created by existing influencers in the beauty space who use their products. This tactic not only showcases their products in real-life situations but also highlights the diverse range of individuals who enjoy and endorse NYX. Thus, NYX's strategic approach to advertising its new product lines through specific campaign influencers, as well as reposting content from beauty influencers, is a testament to their understanding of the power of social media and targeted marketing.

@shanestevennn – should work with NYX  
@brooke.castillo – should work with NYX  
@torialynae – should work with NYX  
@britneyvargas – should work with NYX  
@makeupbychina – should work with NYX  
@andreasantiago – should work with NYX  
@199xlove – should work with NYX  
@monsemua – should work with NYX  
@grantlanier – should work with NYX



## AUDIENCE ANALYSIS

Based on the primary and secondary research in this report., we have identified that NYX’s target audience specifically caters to young women and girls aged 15-30 who have a strong interest in makeup or aspire to explore it (440 Industries, n.d.).

Based on the primary and secondary research conducted in this report, it has been determined that NYX's affordability makes it a preferred choice for price-conscious consumers who desire high-quality makeup products without having to spend excessive amounts, unlike department store brands.

### Consumer Insight from Primary Research

Our research, consisting of both qualitative and quantitative methods, provided us with valuable insights into NYX's target audience. Through interviews and surveys, we were able to gather significant information on the preferences and behaviors of our target market.

During the interview process, one participant expressed her strong connection with NYX Cosmetics, attributing it solely to the impact of social media on her purchasing decisions. She mentioned that she frequently discovers new products on platforms like TikTok and incorporates them into her makeup routine if she enjoys the formula. This emphasizes the powerful influence of social media in shaping consumer choices for NYX Cosmetics.

Furthermore, our survey results revealed that a striking 64.6% of participants acknowledged the significant role played by social media in influencing their decision-making process when it comes to purchasing NYX Cosmetics products (Report 4). Notably, a considerable number of respondents reported making a purchase based on endorsements from social media influencers. This data indicates the substantial impact that influencer endorsements have on our target audience's purchasing decisions.

Interestingly, the survey data also suggested that influencer endorsements from NYX Cosmetics' own social media presence had a more positive influence on participants' purchasing decisions. This finding further highlights the importance of cultivating a strong and authentic social media presence to effectively engage our target audience.

## PERSONAS

The subsequent three consumer profiles embody the majority of NYX Professional Makeup's intended audience.

PERSONA 1

# Consumer Persona

## Characteristics & Habits

Mia Thompson is a 22-year-old junior college student majoring in graphic design. She aspires to work in the fashion industry and dreams of joining a fashion brand's marketing team. When she's not studying, Mia is an active member of her university's dance team, where she practices several times a week.

Mia values affordability and seeks out cost-effective options. Mia heavily relies on social media platforms, such as TikTok, for discovering new makeup products and trends. Mia enjoys wearing trendy clothes that are stylish and suitable for everyday wear. Mia follows a tight schedule, attending classes and working. She prefers clothing that is comfortable and versatile for both casual campus days and dance practices. Mia loves spending time with her friends and frequently hangs out with them during her free time.



*Mia Thompson*

Age: 22 years old

Gender: Female

Income: 2,080

Occupation: College Student

Location: Downtown Phoenix

Figure 33: Persona 1 – Mia Thompson



## PERSONA 2

# Consumer Persona

### Characteristics & Habits

Lily is a 25-year-old high school teacher who is passionate about teaching and empowering her students. Being a teacher keeps Lily busy during weekdays, but she enjoys spending her weekends exploring new makeup trends and staying fit.

She loves following makeup tutorials on social media platforms like TikTok and YouTube, as they help her discover new products and techniques. As a price-conscious shopper, Lily seeks value for money when purchasing makeup products. She compares prices and reads reviews before making a purchase.

Lily considers influencer endorsements on NYX Professional Makeup's social media platforms to be trustworthy and often relies on them for product recommendations. She finds joy in helping her students, and looking good plays a part in boosting her confidence. Using NYX Professional Makeup gives her the ability to achieve her desired look without breaking the bank. Lily believes that affordable makeup should be accessible to everyone, and she's proud to support a brand like NYX that shares her values.

**“**

*Lily Anderson*

Age: 25 years old

Gender: Female

Income: 29,000

Occupation: High School Teacher

Location: West Phoenix

**”**



Figure 34: Persona 2 – Lily Anderson

PERSONA 3

# Consumer Persona

## Characteristics & Habits

Alexa is an 18-year-old high school student who is passionate about dance and staying up-to-date with the latest fashion trends. Alexa seeks affordable makeup options that align with her budget from her parents.

Alexa's schedule revolves around her high school classes and dance practices, which keep her occupied during weekdays. During her free time, she enjoys scrolling through social media platforms like Instagram, where she discovers new makeup trends and products. She loves incorporating these trends into her daily routine, especially when they are affordable and versatile.

Affordability is a crucial factor for Alexa when selecting makeup products because she doesn't have money of her own. She actively seeks out products that offer good quality while being budget-friendly. NYX Professional Makeup's affordability allows her to experiment with new makeup trends and styles on a regular basis. Alexa appreciates that NYX understands her need for practical and trendy makeup options that can withstand her busy dance schedule.



*Alexa Thompson*

Age: 18 years old

Gender: Female

Income: Dependent on Parents

Occupation: High School Student

Location: Central Phoenix



Figure 35: Persona 3 – Alexa Thompson



## RECOMMENDATIONS

Based on the comprehensive analysis of NYX Professional Makeup's strengths, weaknesses, opportunities, and threats, several key recommendations can be made to enhance the brand's success and ensure long-term growth.

Firstly, NYX should focus on broadening its target audience appeal by developing marketing strategies that resonate with a diverse range of customers beyond Gen Z. This can be achieved by highlighting the brand's inclusivity, diverse product offerings, and messaging that appeals to different age groups. By showcasing the brand's ability to cater to a wide range of consumers, NYX can expand its customer base and maintain a competitive edge in the market.

Secondly, while NYX's affordability has been a significant driver of customer satisfaction and loyalty, the brand should also emphasize the quality of its products. To address the concern that affordability may compromise product quality, NYX should communicate the value and performance of its products through strategic marketing campaigns and customer testimonials. By highlighting the brand's commitment to delivering high-quality products at affordable prices, NYX can build trust and loyalty among consumers and differentiate itself from other affordable brands in the market.

Thirdly, NYX should consider diversifying its marketing channels to stay relevant in the changing landscape of consumer behavior. While partnerships and influencer collaborations have been successful for NYX, the brand should actively engage with emerging platforms like TikTok, where beauty trends and product recommendations are increasingly influential. By adapting its marketing strategies to new platforms and engaging with influencers from different channels, NYX can expand its reach and connect with a wider audience.

Lastly, NYX should place importance on maintaining independence and decision-making capabilities in its brand partnerships. While collaborations have been beneficial, it is crucial for NYX to actively participate in content creation and ensure a diverse range of content types on social media platforms. This will reduce reliance on external parties and provide greater control over the brand's messaging and image.



## CONCLUSION

In conclusion, the research conducted on NYX Professional Makeup's strategies across various social media platforms and traditional media has provided valuable insights and recommendations for the brand. The main findings indicate that NYX exhibits higher overall engagement on social media, particularly through their own posts, and effectively utilizes storytelling techniques on Instagram. However, areas of improvement were identified, such as the need to enhance influencer partnerships and generate more extensive media coverage.

The research also delved into consumers' perceptions of NYX Professional Makeup through qualitative interviews and quantitative surveys. The findings highlighted that NYX is well-liked among younger consumers who prioritize affordability, product quality, and convenience. The brand's successful marketing strategies, including social media engagement and maintaining relationships with customers, were also noted. This emphasizes the significance of understanding consumer preferences and implementing effective marketing strategies to build a strong brand reputation.

The analysis of media coverage and industry perception further supports NYX's positive brand image. The brand's affordability, product quality, and commitment to cruelty-free practices were consistently highlighted. Prominent collaborations, such as with Zion Williamson, showcased NYX's alignment with inclusivity and diversity, appealing to a broad audience.

To ensure sustained growth, several recommendations were proposed. These include strengthening influencer collaborations to increase reach and credibility, developing specialized seasonal campaigns to maximize traditional media exposure, broadening target audience appeal through diverse marketing strategies, emphasizing product quality alongside affordability, diversifying marketing channels to stay relevant, and maintaining independence in brand partnerships.

By implementing these recommendations, NYX can strengthen its position as a leading brand, expand its customer base, and enhance customer satisfaction and loyalty. However, it is important to acknowledge the limitations of this research, such as the limited focus on female participants aged 18 to 25. Future research should adopt a more comprehensive approach to obtain a more representative sample.

Overall, this research provides valuable guidance for NYX Professional Makeup in addressing challenges, improving its marketing strategies, and achieving long-term growth and success in the cosmetics industry. By understanding and meeting the needs of its target audience, NYX can build a strong brand reputation and maintain a competitive edge in the market.





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## APPENDICES

### APPENDIX A: INTERVIEW GUIDE

Hello, my name is Gracie Hardy. Thank you for taking the time to participate in this study about NYX Professional Makeup. I'd like to ask you a few questions on your views of NYX Professional Makeup, both in terms of your personal thoughts and how you think others view the NYX Professional Makeup. There are no right or wrong answers. We're just as interested in your positive comments as your negative ones. The intent is just to understand how you honestly feel. This study is for class purposes only and has not been funded by any organization. Let me assure you that no personal identifying information, such as your name, will be used in the final report. I would like to record this interview both with handwritten notes and with an audio recording. Are you comfortable with this?

#### Interview Questions:

1. Can you please state and spell out your first and last name for me?
2. How would you rate your knowledge about the beauty and makeup industry?
3. Can you take me through your typical makeup routine?
  - a. How often do you wear makeup?
  - b. How many makeup products are in your beauty routine?
4. When you go to a makeup store, what is the Makeup Brand that you gravitate towards?
5. How do you feel about expensive Makeup products vs more affordable makeup/dupes?
6. How much do you typically spend on makeup products in a given month?
7. How important is cruelty-free and vegan status in your makeup purchasing decisions?
  - a. Are you aware of any cruelty-free and vegan products that you currently use? What are they?
8. What is the extent of your knowledge about NYX Professional Makeup?
9. Do you follow NYX Professional Makeup on social media?
  - a. Do you follow any other beauty and makeup accounts?
10. Have you ever tried any NYX Professional Makeup products before?
  - a. If yes, which one is your favorite and why?
  - b. If yes, which one is your least favorite and why?
11. What NYX Professional Makeup products, if any, would you recommend to friends?
  - a. What about a person who is new or a beginner to makeup?
12. What do you think sets NYX Professional Makeup Apart from other beauty brands if anything?
13. How do you incorporate NYX Professional Makeup Products into your everyday look?
14. What kind of person do you associate with using NYX products?
15. Have you attended any NYX Professional Makeup events or workshops before?
  - a. If yes, what was your experience like?



Thank you, once again, for your time and participation in this study. If there is anything I can answer in the future regarding this research, feel free to reach out at [gracejunie09](#)



## APPENDIX B: INTERVIEW TRANSCRIPT

NYX Professional Makeup recently interviewed a select member to gain insight into their experience with the brand. The purpose of the interview was to improve the quality of service and meet their needs better. The interview was held on October 10, 2023, at 7:00 p.m. and was aimed at enhancing the overall customer experience.

### Interviewer Introduction:

Hello, my name is Gracie Hardy. Thank you for taking the time to participate in this study about NYX Professional Makeup. I'd like to ask you a few questions on your views of NYX Professional Makeup, both in terms of your person thoughts and how you think others view the NYX Professional Makeup. There are no right or wrong answers. We're just as interested in your positive comments as your negative ones. The intent is just to understand how you honestly feel. This study is for class purposes only and has not been funded by any organization. Let me assure you that no personal identifying information, such as your name, will be used in the final report. I would like to record this interview both with handwritten notes and with an audio recording. Are you comfortable with this? Can we begin?

**Researcher:** Could you kindly state your first and last name for me, including the correct spelling?

**Participant:** Hey, I'm Gabrielle Taylor G-A-B-R-I-E-L-L-E T-A-Y-L-O-R.

**Researcher:** How would you rate your knowledge of the beauty and makeup industry?

**Participant:** I would give myself an eight out of ten when it comes to makeup. I excel at the basics, but when it comes to more advanced techniques like contouring, I often find myself looking up tutorials on TikTok or YouTube. I also use the Ulta app to access different tutorials to help me when I get stuck. While I struggle with contouring, I am confident in my abilities with everything else. Overall, I believe an eight out of ten accurately represents my makeup skills.

**Researcher:** Can you take me through your makeup routine?

**Participant:** I always begin with applying the NYX cosmetics primer, which I believe is called Freezy. After waiting for a minute or so, I move on to filling in my eyebrows. Once I'm done with my brows, I apply concealer under my eyes and around my brows, allowing it to dry before proceeding with contour or bronzer, followed by blush. After my face is set, I move on to eyeshadow and curl my lashes. Next, I apply eyeliner and top it off with false eyelashes, finishing the look with whichever lip gloss I can find.

**Researcher:** Do you stay consistent with your makeup routine or does it change everyday?



**Participant:** Normally, I stick to my usual routine, but if I'm super eager to try a new product, I'll see the different ways I can use it. For example, if it's a liquid blush (which is not really my cup of tea since I prefer powdered blush), I get super excited and apply it first, followed by my usual powdered blush. However, I typically stick to my usual routine unless I'm trying something new or seen something interesting on TikTok or Pinterest. Most of the time, I stick with what I'm comfortable with.

**Researcher:** And then how often do you wear makeup?

**Participant:** I wear makeup almost every day, probably around six days a week. So, I do tend to use it quite frequently.

**Researcher:** Okay, and then how, off the top of your head, how many makeup products are in your beauty routine?

**Participant:** I would estimate around seven or eight different makeup brands that I am currently using. Most of the time, I discover new products through TikTok from makeup reviewers. Previously, I relied on YouTube for make-up recommendations. As TikTok has become more popular, I find more products on that platform. When I visit a makeup store, I usually gravitate towards NYX and Too Faced brands.

**Researcher:** What's your favorite NYX or Too Faced product that you like to get in the makeup store?

**Participant:** I love getting the NYX eyebrow pencil. I love the formula, I love the way it goes on, I like the way it looks on me, I feel like it's very fitting. And then with Too Faced, I love using their foundations, because I feel like it melts into my skin, than just being all cakey. Yeah. How long have you been using NYX cosmetics in around 2018 or 2019. So, I've been with them for a minute.

**Researcher:** And then how do you feel about expensive makeup products versus the more affordable makeup dupes?

**Participant:** I love saving money whenever possible. If I come across a product that seems overpriced for what it is, I'll typically opt for a cheaper, drugstore alternative. This is actually how I discovered NYX Cosmetics. I used to buy Too Faced eyebrow pencils for almost \$30, but then I found the NYX Cosmetics eyebrow pencil for only \$8.99, and it does the same job just as well. For me, it's more about the function of the product rather than the brand name, so if I can find a similar, less expensive version, I'll go for it. I've found myself gravitating towards these "dupes" more and more because I want to be paying for the actual product, not just the name.



**Researcher:** How much money do you usually spend on products in a month when you go to places like Ulta or Sephora? Are you willing to spend a specific amount, and if so, how much? And finally, how much do you actually end up spending?

**Participant:** I always want to spend less than 75 and I stick to that. So I'll spend anywhere between 30 to 50 give or take of what I need. So I'm pretty smart with my money when it comes to that stuff.

**Researcher:** Do you currently use any cruelty-free and vegan products, and if so, which ones?

**Participant:** I believe that my foundation from Too Faced is cruelty-free because Jared, the owner - whose last name I forget - is known for his commitment to vegan products. Being an animal lover, he posts about his pets on Instagram, and I am confident that everything he creates is cruelty-free. I haven't thoroughly checked, but I know for a fact that my foundation is. Additionally, I think my mascaras from Tarte also fall under the same category, being cruelty-free..

**Researcher:** Do you know if any of your NYX products are cruelty free or vegan?

**Participant:** I don't know, as I haven't studied the package as much as I should have. However, based on my experience, it does its job. Hopefully most of the the products are cruelty-free.

**Researcher:** If you are considering NYX as a product, who would you say is its direct competitor in the market of affordable cosmetics? In other words, if you are not interested in purchasing NYX, which brand would you consider instead?

**Participant:** I would say either Maybelline or e.l.f. Cosmetics, with e.l.f. being my top preference. People tend to mention e.l.f. because they offer a wide range of products at affordable prices, sometimes even cheaper than other brands. I have used one of their primers for a while, which is cheaper than others, but the formula is not as good. On the other hand, the NYX Freezy primer, which is a little more expensive, really makes my makeup last all day, so I have started using it instead. Nevertheless, some of e.l.f.'s cosmetics are more cost-effective than NYX's, which is why I like them.

**Researcher:** And you mentioned getting a lot of your beauty inspiration from TikTok. Do you happen to follow NYX Professional Makeup on social media?

**Participant:** I do, I do. I frequently watch tutorials and how-to videos, studying them to see if I can replicate their techniques. The content that social media creators produce is what I enjoy the most.

**Researcher:** If you're looking at NYX Professional Makeup's social media presence, do you think they post consistently or inconsistently? Are they effectively targeting their audience? Do you find their posts engaging on a daily basis? Additionally, how do you feel about the layout



and structure of their social media accounts?

**Participant:** I think the brand does an excellent job. I frequently check their comments to see what people are saying about them, and the overwhelming response is positive. People are gravitating towards the brand and the makeup they produce at the time. It's clear to me that they engage with their audience regularly by commenting back and addressing any negative comments by asking the person to private message them to resolve the issue. Additionally, they post consistently, popping up on my For You page, and I am immediately drawn to liking their content.

**Researcher:** You mentioned that you use their brow pencil and primer, but you prefer the NYX primer over theirs now. What other products have you tried from their line, and could you recommend your favorite and explain why you prefer it?

**Participant:** Personally, I have tried their concealer, and it was one of my favorites. I also occasionally use their eyeshadow palettes, and their formulas are impressive. Overall, their products are of high quality, and the primer stands out the most for me. It creates a smooth base for my makeup routine and holds my makeup in place all day.

**Researcher:** If I were someone who didn't know a lot about makeup and was considering NYX, what would you recommend I buy as a starter, beginner, or for someone who is trying to break into the beauty industry?

**Participant:** I feel like I keep repeating myself, but I can't help it since these products have become my go-to items. Firstly, their Freezy Primer is a must-have. Additionally, their eyebrow pencils are incredibly user-friendly. I highly recommend trying their mascaras as well - they are my personal favorite. Finally, their tinted eyebrow gel is perfect for keeping stray hairs in place.

**Researcher:** and then what do you think sets NYX professional makeup apart from other brands or other makeup brands in that industry?

**Participant:** I would say that it's the formulas that make a noticeable difference for me. It's a smooth and effortless application that never feels cakey or greasy. The product strikes a balance that works perfectly for my skin texture, not making it look either too oily or too dry. I believe that they do a fantastic job of customizing their products to meet individual needs. For instance, people with oily skin can find products that do not exacerbate their oiliness, and those with dry skin can find products that cater to their skin's requirements. Overall, I truly appreciate how the brand understands and serves its customers with different skin types.

**Researcher:** What person do you associate with using NYX products?

**Participant:** In terms of age, I would say the range is from teenagers to young adults. When I was in high school, NYX cosmetics were one of the affordable brands that I could purchase. However, I don't often see older individuals using NYX cosmetics because the skin changes over



time and they may be more resistant to changing their routine. On the other hand, younger people are more open to trying different products.

**Researcher:** Have you attended any NYX Professional Makeup events or workshops before?

**Participant:** I haven't personally attended any of their events, but I have taken advantage of their sales offered through Ulta. However, there is an upcoming event near my house that I plan on attending.

**Researcher:** What was your experience like?

**Participant:** I tend to stock up on a lot of products, buying them in bulk to save money. This makes sense, especially during sales, because although I'm purchasing more, I'm still cutting costs in the long run. Essentially, my strategy for purchasing in bulk makes it more affordable for me, and I'm able to save money in the long-term.

**Researcher:** Did you have anything you wanted to share about NYX that I didn't ask you?

**Participant:** I always find NYX easily accessible at any drugstore. At my local Ulta store, it is typically placed towards the front for easy visibility. When I visit chain drugstores like Walgreens or CVS, I often see it displayed prominently near other cosmetic brands, usually on the first or second shelf. This convenient placement is a major advantage for NYX.

**Researcher:** Thank you so much for taking the time to answer these questions! Your responses were wonderful, and I truly appreciate the time you took out of your day to help me out. Goodbye!





## APPENDIX C: QUANTITATIVE QUESTIONS

Thank you for participating in this survey. My name is Gracie Hardy and I'm an ASU student at the Walter Cronkite School of Journalism and Mass Communication. For my class on strategic communication research methods, I am conducting a survey about the NYX Professional Makeup (NYX Cosmetics). I'd like to hear from people who are under the age of 25. Please only participate if you are 18 or older. This 30-question survey will take you around 5-15 minutes to complete. Your participation is completely voluntary. Your information will be kept anonymous and used for class purposes only. Thank you for your time and if you have any questions about my research, you can contact me at [gjhardy@asu.edu](mailto:gjhardy@asu.edu).

- ☐ I DO NOT AGREE
- ☐ I AGREE TO TAKE THIS SURVEY

### MAKEUP ROUTINE

How many days do you wear makeup in a typical week?

- ☐ 0 DAYS
- ☐ 1 DAY
- ☐ 2 DAYS
- ☐ 3 DAYS
- ☐ 4 DAYS
- ☐ 5 DAYS
- ☐ 6 DAYS
- ☐ 7 DAYS

How would you rate your expertise in makeup knowledge and application?

- ☐ NOVICE
- ☐ ADVANCED BEGINNER
- ☐ COMPETENT
- ☐ PROFICIENT
- ☐ EXPERT

### KNOWLEDGE OF MAKEUP BRANDS

Which make-up brands do you use in your typical make-up routine? Select all that apply.

- ☐ MAC COSMETICS
- ☐ MAYBELLINE
- ☐ ESTEE LAUDER
- ☐ URBAN DECAY
- ☐ NYX PROFESSIONAL MAKEUP
- ☐ NARS COSMETICS
- ☐ DIOR
- ☐ E.L.F. COSMETICS
- ☐ COVERGIRL
- ☐ SEPHORA
- ☐ ULTA BEAUTY
- ☐ TARTE
- ☐ FENTY



### KNOWLEDGE OF MAKEUP BRANDS

Of the following, what businesses have you bought makeup from in the past six months? Select all that apply.

- ☐ ROSS
- ☐ SEPHORA
- ☐ SHEIN
- ☐ TARGET
- ☐ TEMU
- ☐ ULTA BEAUTY
- ☐ WALMART

How much do you spend on makeup products?

- ☐ LESS THAN \$5
- ☐ \$5-10
- ☐ \$11-15
- ☐ \$16-20
- ☐ \$21-25
- ☐ \$26-30
- ☐ \$31-35
- ☐ \$36-40
- ☐ \$41-45
- ☐ \$46-50
- ☐ \$50+

Which of the following influences you to buy a makeup product? Select all that apply.

- ☐ IF IT IS AFFORDABLE
- ☐ IF IT IS CRUELTY FREE
- ☐ IF IT USES NATURAL INGREDIENTS
- ☐ IF IT USES OILY-FREE INGREDIENTS
- ☐ IF IT USES DYE-FREE INGREDIENTS
- ☐ IF IT IS ENDORSED BY A CELEBRITY OR AN INFLUENCER
- ☐ IF IT IS TRENDING ON SOCIAL MEDIA

Do you regularly use makeup dupes? These are makeup products that are similar to expensive brands but at lower prices, often found in drugstores or online.

- ☐ YES, ALL THE TIME
- ☐ YES, OCCASIONALLY
- ☐ NO
- ☐ I'M NOT SURE

### NYX PROFESSIONAL MAKEUP

Have you heard of NYX Professional Makeup? SKIP TO END IF NO IS SELECTED

- ☐ YES
- ☐ MAYBE
- ☐ NO

How many NYX Professional Makeup products do you currently own?

- ☐ 0
- ☐ 1



- ☐ 2
- ☐ 3
- ☐ 4
- ☐ 5
- ☐ 6+

Would you recommend NYX Professional Makeup products to others?

- ☐ DEFINITELY NOT
- ☐ PROBABLY NOT
- ☐ MIGHT OR MIGHT NOT
- ☐ PROBABLY YES
- ☐ DEFINITELY YES

## MARKETING

In your opinion, what sets NYX Professional Makeup apart from other makeup brands the most?

- ☐ ITS AFFORDABILITY
- ☐ ITS PRODUCT FORMULA
- ☐ ITS CRUELTY-FREE AND VEGAN PRODUCTS
- ☐ ITS EASE OF BUYING AT STORES
- ☐ OTHER

Do you follow NYX Professional Makeup on social media?

- ☐ YES
- ☐ UNSURE
- ☐ NO

Have you used NYX's Website to buy or find products?

- ☐ YES
- ☐ UNSURE
- ☐ NO

Where do you shop for NYX Products?

- ☐ ONLINE
- ☐ IN-STORE
- ☐ I DO NOT SHOP FOR NYX PRODUCTS

Where would you look for advice on which NYX Professional Makeup products to buy? Select all that apply.

- ☐ INSTAGRAM
- ☐ TIKTOK
- ☐ YOUTUBE
- ☐ FACEBOOK
- ☐ X (TWITTER)
- ☐ GOOGLE
- ☐ NYX'S WEBSITE
- ☐ OTHER

How much influence does social media have on your decision to purchase NYX Cosmetics products?

- ☐ NONE AT ALL
- ☐ VERY LITTLE
- ☐ SOMEWHAT



- ☐ A GREAT DEAL
- ☐ A LOT

How much do you associate "cheap" with "bad quality" in make-up products?

- ☐ NONE AT ALL
- ☐ VERY LITTLE
- ☐ SOMEWHAT
- ☐ A GREAT DEAL
- ☐ A LOT

How likely would you be to watch tutorials on makeup application techniques from NYX Cosmetics?

- ☐ NONE AT ALL
- ☐ VERY LITTLE
- ☐ SOMEWHAT
- ☐ A GREAT DEAL
- ☐ A LOT

How often do you come across NYX Cosmetics content on social media?

- ☐ NEVER
- ☐ SOMETIMES
- ☐ OCCASIONALLY
- ☐ A LOT
- ☐ ALL THE TIME

Indicate your level of agreement to the following statement: NYX Cosmetics targets Gen Z on its social media.

- ☐ STRONGLY DISAGREE
- ☐ DISAGREE
- ☐ NEITHER AGREE NOR DISAGREE
- ☐ AGREE
- ☐ STRONGLY AGREE

Indicate your level of agreement to the following statement: NYX Cosmetics values diversity and inclusion.

- ☐ STRONGLY DISAGREE
- ☐ DISAGREE
- ☐ NEITHER AGREE NOR DISAGREE
- ☐ AGREE
- ☐ STRONGLY AGREE

How much do these loyalty programs or rewards systems influence your decision to purchase NYX Professional Makeup products again?

- ☐ NONE AT ALL
- ☐ A LITTLE
- ☐ SOMEWHAT
- ☐ A LOT
- ☐ A GREAT DEAL

Have you ever made a purchase because of a social media influencer endorsement about NYX Professional Makeup products?

- ☐ YES
- ☐ UNSURE



- ☐ NO

#### DEMOGRAPHICS

How old are you?

- ☐ UNDER 18
- ☐ 18-24 YEARS OLD
- ☐ 25-34 YEARS OLD
- ☐ 35-44 YEARS OLD
- ☐ 45-54 YEARS OLD
- ☐ 55-64 YEARS OLD
- ☐ 65+ YEARS OLD

What is your gender?

- ☐ MALE
- ☐ FEMALE
- ☐ NON-BINARY / THIRD GENDER
- ☐ PREFER NOT TO SAY

What is your ethnicity?

- ☐ CAUCASIAN
- ☐ AFRICAN AMERICAN
- ☐ LATINO OR HISPANIC
- ☐ ASIAN
- ☐ NATIVE HAWAIIAN OR PACIFIC ISLANDER
- ☐ TWO OR MORE
- ☐ OTHER/UNKNOWN

#### END OF SURVEY

We thank you for your time spent taking this survey.  
Your response has been recorded.



## MEMO 1

### NYX PROFESSIONAL MAKEUP

**TO:** Michael Kremer, Vice President Marketing  
**FROM:** Gracie Hardy, Associate Public Relations Specialist  
**CC:** Vivianna Blanch, Head of Marketing, Fisher Wang, Vice President of Global Purchasing & Sourcing, Scott Friedman, CEO / President  
**DATE:** September 25, 2023  
**RE:** Bi-Weekly Monitoring report for September 1 – 14, 2023

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### OVERVIEW

An analysis was conducted on the traditional media coverage published about NYX Professional Makeup from September 1 – 14, 2023. A total of 23 articles referenced NYX, with articles featuring NYX as one of the most cost-effective and reasonably priced cosmetic brands receiving the highest coverage (56%). The majority of the coverage was positive (65%), while neutral coverage amounted to (35%). No negative coverage was recorded during this evaluation period. These statistics are current as of September 25, 2023.

### TRADITIONAL MEDIA COVERAGE

According to my search on Muck Rack, Figure 29 showcases the impressive recognition of NYX Professional Makeup. It has been featured in a remarkable 23 articles across 15 distinct outlets, including highly influential platforms like BuzzFeed, Refinery29, and Selected by PINKVIL. Among all contributors, Sayantani Deb had the highest frequency, contributing to 2 out of the 23 articles (equivalent to 8.7%). The coverage provided tips on the various ways to utilize NYX products for different purposes (representing 26.1% of mentions). Some articles cleverly showcased the astounding before-and-after results achieved by using the products. They also provided helpful tips on how to unleash your creativity and experiment with them, making up a noteworthy 17.4% of the total mentions in the statistic of 26.1%.

### BI- WEEKLY MEDIA COVERAGE VOLUME

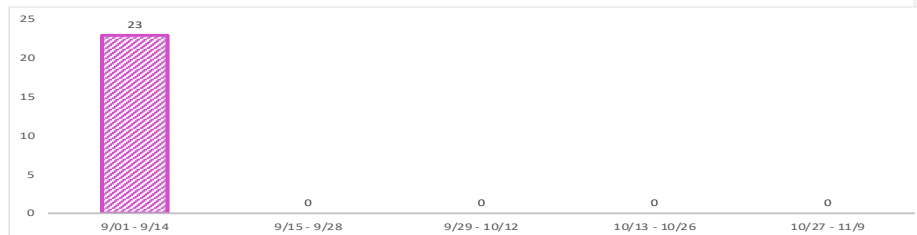


Figure 36: Traditional media coverage of NYX Professional Makeup during current research period



Based on the available data, September has received the most extensive coverage thus far, as illustrated in Figure 30.

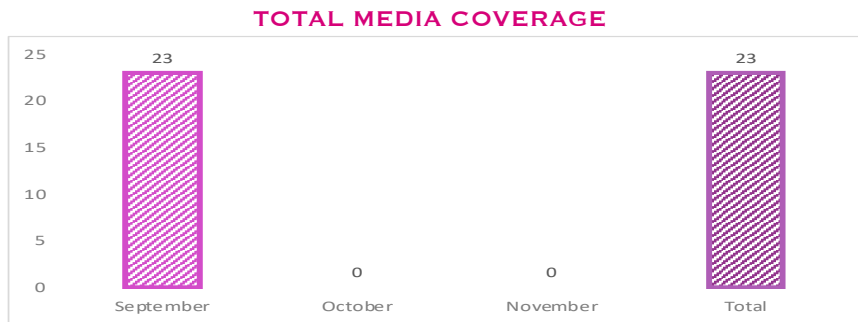


Figure 37: Monthly traditional media coverage of NYX Professional Makeup

Figures 31 and 32 demonstrate that NYX Professional Makeup received varying degrees of coverage in terms of both featured articles and brief mentions. The featured articles mentioned that NYX products were presented as beneficial, with emphasis on the positive reception of its makeup line by consumers. On the other hand, some articles published on websites such as Allure and Selected by PINKVIL were more neutral, merely listing NYX as a reputable brand or mentioning it briefly as a provider of affordable makeup options.

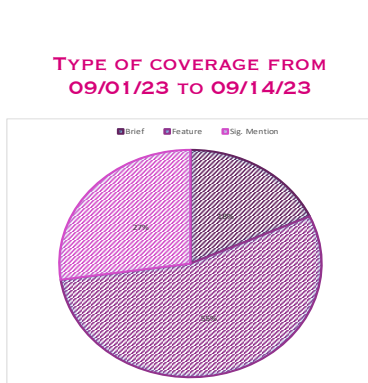


Figure 38: Coverage of NYX Professional Makeup

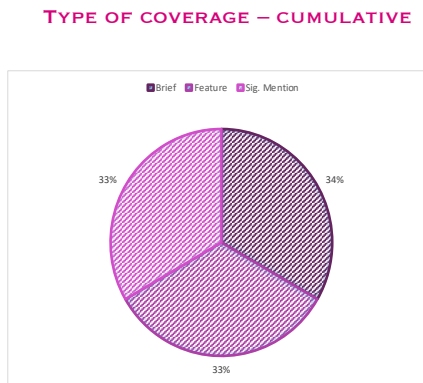
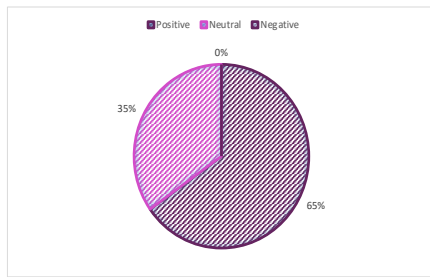


Figure 39: Cumulative coverage of NYX Professional Makeup



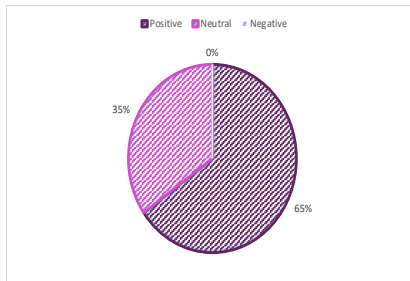
Figures 33 and 34 portray an equal division of coverage sentiment concerning NYX Professional Makeup. Exactly 65% of the articles had a positive sentiment, 35% were neutral, and none were negative. The positive coverage mainly highlighted NYX makeup products' easy accessibility and popularity amongst consumers due to its affordability and formula that exceeded expectations.

**SENTIMENT FROM 09/01/23  
TO 09/14/23**



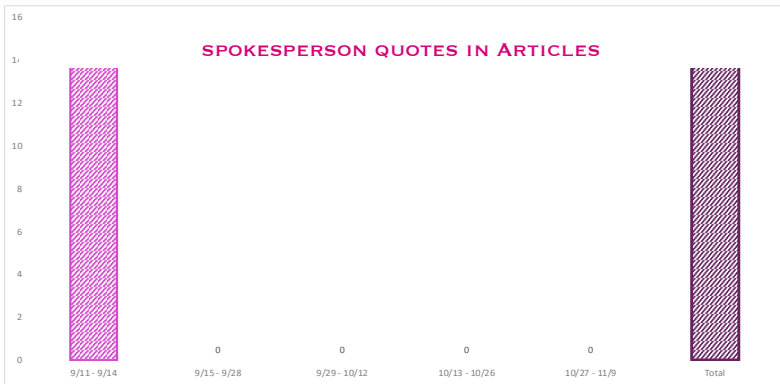
*Figure 40: Sentiment coverage of current period*

**COVERAGE SENTIMENT – CUMULATIVE  
TO 09/14/23**



*Figure 41: Cumulative sentiment coverage*

Several authors have compiled lists of recommended alternatives to pricier products. Notably, 17 articles consisting of listicles have included NYX products as affordable options within these lists. Roughly 60.9% of the 23 articles featured at least one of the se spokespeople (as evidence by Figure 35), with their quotes highlighting reasons why NYX cosmetics is the best product, long-lasting, perfect for any skin type, cruelty, affordable high-quality makeup.



*Figure 42: Number of spokesperson quotes in coverage*





## CONCLUSION

As the Fall season approaches, it is expected that media outlets will mention products such as lip colors for Fall, Halloween makeup products, or new product launches. Additionally, they may cover costume design ideas and suggest the best makeup products to complement them. To continue tracking further media attention towards NYX Professional Makeup, the research team will remain vigilant in their monitoring efforts.



## MEMO 2

### NYX PROFESSIONAL MAKEUP

**TO:** Michael Kremer, Vice President Marketing

**FROM:** Gracie Hardy, Associate Public Relations Specialist

**CC:** Vivianna Blanch, Head of Marketing, Fisher Wang, Vice President of Global Purchasing & Sourcing, Scott Friedman, CEO / President

**DATE:** October 11, 2023

**RE:** Bi-Weekly Monitoring report for September 15 – 28, 2023

### OVERVIEW

NYX Professional Makeup was mentioned in 29 articles between September 15-28, 2023. Of those articles, all listed NYX Professional Makeup as well as other drugstore cosmetics brands as offering affordable, high-quality products. The 26% increase in articles is likely due the start of fall and new product launches. The coverage was overwhelmingly positive (100%).

### TRADITIONAL MEDIA COVERAGE

NYX Professional Makeup was the most talked-about brand, being mentioned in a total of 29 articles across 15 outlets (see Figure 36), including BuzzFeed (mentioned three times), Jerusalem Post (mentioned twice), and Allure (mentioned twice). The articles account for approximately 54.72% of all the mentions. The authors Sayantani Deb, Melanie Aman, and Jessica Schoeman had the highest frequency of mentions, each contributing to two out of the 29 articles (equivalent to 4.14% for each author). The majority of the media coverage highlighted the brand's affordability and quality of makeup products, which received high recommendations and accounted for 17.3% of all mentions. The second most prominent topic was NYX's Can't Stop Won't Stop Concealer and Soft Matte Lip Cream, which constituted 13.79% of total coverage and represented a significant factor in the cosmetics industry. Additionally, some of the coverage provided positive mentions of certain NYX products in listicles, making up 20.69% of the mentions.

### BI- WEEKLY MEDIA COVERAGE VOLUME

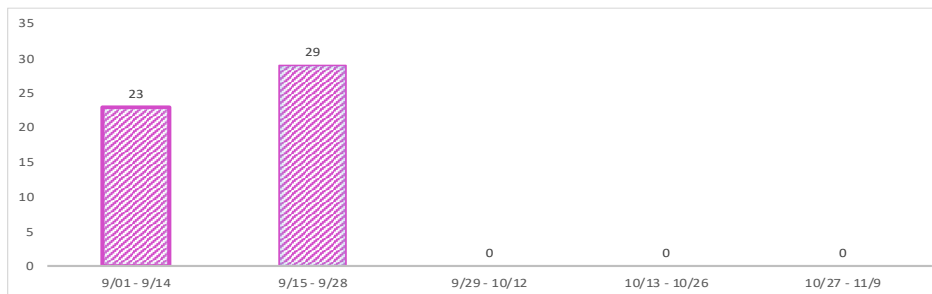


Figure 43: Traditional media coverage of NYX Professional Makeup during current research period



Based on the available data, Sept. 15- 28 garnered the more articles mentioning NYX compared to the last time period.

#### TOTAL MEDIA COVERAGE

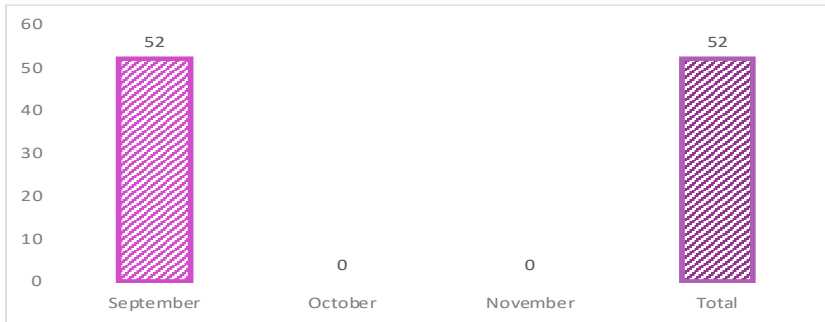


Figure 44: Monthly traditional media coverage of NYX Professional Makeup

Articles published about NYX from September 15 to 28, 2023 exclusively featured the company (accounting for 100% of all mentions) with no significant or brief mentions, whereas in the last time period there was 27 % brief and 18% significant. Compared to the last period feature articles in this time period take the majority (82% of all mentions). Moreover, multiple articles published on reputable sites like BuzzFeed (mentioned three times), Jerusalem Post (mentioned twice), and Allure (mentioned twice) feature NYX as a recommended product but do not provide in-depth analysis as a reputable brand or has affordable makeup products.

#### TYPE OF COVERAGE FROM 09/01/23 TO 09/14/23

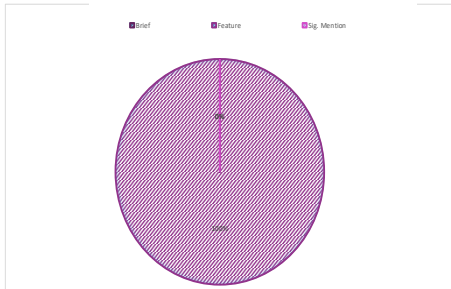


Figure 45: Coverage of NYX Professional Makeup

#### TYPE OF COVERAGE – CUMULATIVE

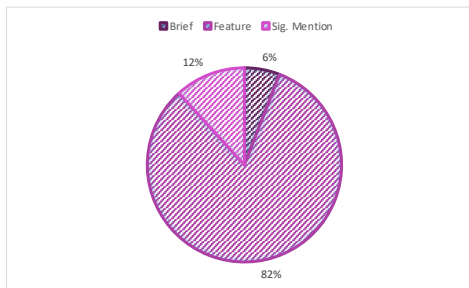


Figure 46: Cumulative coverage of NYX Professional Makeup



Figures 40 and 41 demonstrate a balanced distribution of sentiment in the coverage of NYX Professional Makeup from September 15 to 18, 2023, with 100% being positive and no negative or neutral comments. Approximately 85% of the positive cumulative coverage mostly emphasized NYX Professional Makeup's cruelty-free status, specifically highlighting their Soft Matte Lip Creams and Micro Brow Pencil, which is a positive note for beauty enthusiasts

SENTIMENT FROM 09/15/23  
TO 09/28/23

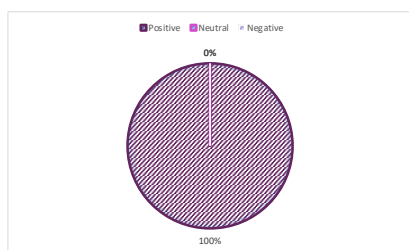


Figure 47: Sentiment coverage of current period

COVERAGE SENTIMENT – CUMULATIVE

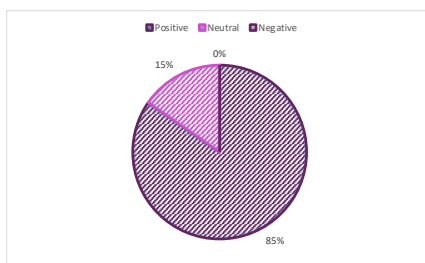


Figure 48: Cumulative sentiment coverage

Many authors recommended NYX Professional Makeup as a highly effective yet affordable beauty brand to try in list-format articles, with mentions of NYX being highly positive. Additionally, 7 articles featured at least one of the brand's spokespersons (as shown in Figure 42), with their quotes highlighting NYX Cosmetics' debut of a new line of colorful eyeshadows, proof that high-quality makeup doesn't have to come with an expensive price tag, and that it is a hit with older shoppers. This is a 50% decrease from the last reporting period.

SPOKESPERSON QUOTES IN ARTICLES

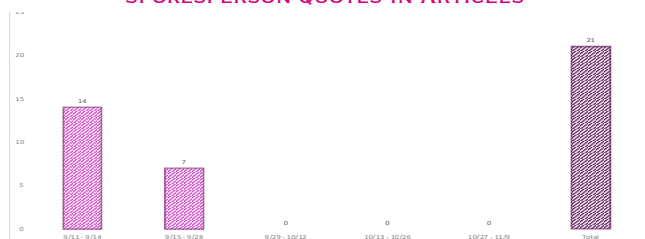


Figure 49: Number of spokesperson quotes in coverage



## CONCLUSION

In conclusion, the comprehensive analysis reveals that NYX Professional Makeup is a highly popular and reputable brand among traditional media outlets, with an increase in overwhelmingly positive coverage and a focus on its affordability and quality of makeup products. The brand's cruelty-free status, Soft Matte Lip Creams, and Micro Brow Pencil were specifically highlighted, and positive mentions in listicles and feature articles accounted for a significant portion of the coverage. Although the bias towards list formats is evident, the extensive media coverage demonstrates the brand's effectiveness and popularity among authors. Furthermore, seasonal trends are expected to influence future media attention towards NYX. Overall, the analysis provides valuable insights into the brand's media coverage, and continued monitoring efforts will remain necessary to track its popularity among traditional media outlets.



## MEMO 3

### NYX PROFESSIONAL MAKEUP

**TO:** Michael Kremer, Vice President Marketing

**FROM:** Gracie Hardy, Associate Public Relations Specialist

**CC:** Vivianna Blanch, Head of Marketing, Fisher Wang, Vice President of Global Purchasing & Sourcing, Scott Friedman, CEO / President

**DATE:** October 11, 2023

**RE:** Bi-Weekly Monitoring report for September 29 – October 12, 2023

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### OVERVIEW

The research team conducted a comprehensive analysis of traditional media publications from September 29 to October 12, 2023, and found that NYX Professional Makeup was mentioned in 42 articles, including listicles, significant and feature articles. This is double the amount of coverage from the previous weeks, with many articles highlighting that NYX Professional Makeup is a popular brand known for its high-quality and affordable makeup products. The increase in coverage could be attributed to the brand receiving praise for offering dupes of higher-end brands at a fraction of the cost. The company's cruelty-free and vegan-friendly makeup products were also highlighted. During events like Amazon Prime Day, NYX Professional Makeup offered great deals on its products, making them more accessible to consumers. Among the mentions, both positive (40%) and neutral (38%) coverage were almost evenly distributed, and no negative coverage was identified. These statistics are as of October 23, 2023.

### TRADITIONAL MEDIA COVERAGE

Based on Figure 43, NYX Professional Makeup has experienced a surge in consumer engagement due to their participation in events, as they are well-known for their affordability and high-quality products. The brand was mentioned in a total of 42 articles across 40 outlets, with Pinkvilla receiving the most mentions (4), followed by Allure (3), and Brit + Co. (2). These mentions accounted for approximately 22.5% of all the media coverage. Out of 32 different authors, Sayantani Deb, Lucy Ambersteen, and Isabel Garcia had the highest frequency of contributions, each composing two or more of the 42 articles (equivalent to 16.66% for each author). Most of the media coverage highlighted the brand's consistent image as an affordable option. Some key takeaways include the brand's reputation for offering high-quality makeup products with bold and trendy styles that appeal to a younger demographic. Additionally, NYX Professional Makeup is featured as one of the "beauty gems" on Amazon for Prime Day. Interestingly, there was an even distribution between listicles and significant articles with regards to the cumulative amount of coverage for NYX. Moreover, some of the coverage provided positive mentions of particular NYX products in listicles, comprising 20.69% of the total mentions.



### BI- WEEKLY MEDIA COVERAGE

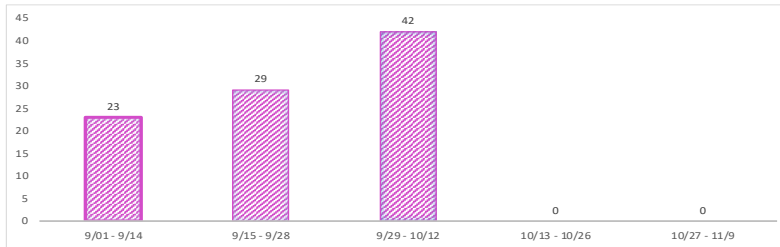


Figure 50: According to Figure 1, the bi-weekly coverage between September 29 and October 12 received the most media attention.

Based on the data presented in Figure 44, there was a significant increase in media coverage from September 29 to October 12, 2023. During the month of September, 60% of the articles were published in the same month, followed by 39% in October. Although there is limited data available for October, some key findings can be noted. There was a high volume of content created during the first few weeks of October, with influencers creating Halloween makeup tutorials and highlighting the best lip products for the fall. This indicates that beauty brands and products, such as NYX Professional Makeup, were in high demand during this time.

### TOTAL MEDIA COVERAGE

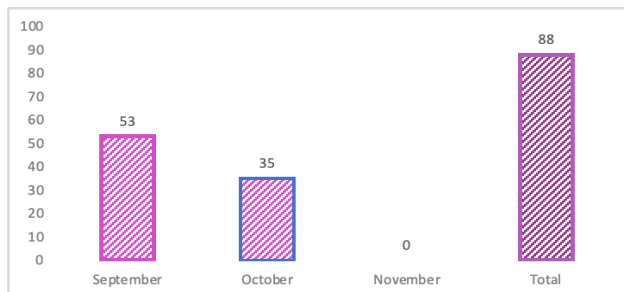


Figure 51: It can be observed that the month of September received the highest amount of media coverage, while there was limited data available for the month of October.

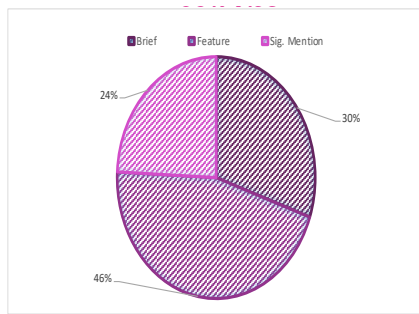
Of the articles published from Sept. 29 to Oct. 12, 2023, covering NYX, featured the company, 24% were significantly mentions and 46% of all mentions being feature, with 30% being brief. However, the cumulative coverage between the two figures shows somewhat similar results, with 57% being feature, 23% being significant and 20% being brief. Authors tended to write feature



articles because mentioning the brand's offerings and qualities, which alludes to the idea that the brand is gaining popularity and becoming a go-to choice for consumers and media.

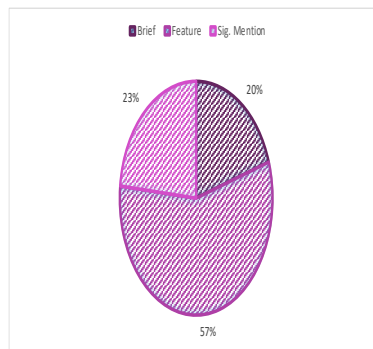
Moreover, several articles were published on sites such as Pinkvilla receiving the most mentions (4), followed by Allure (3), and Brit + Co. (2).

**TYPE OF COVERAGE FROM  
09/29/23 TO 10/12/23**



*Figure 52: During the bi-weekly period, NYX Professional Makeup garnered the most positive media coverage.*

**TYPE OF COVERAGE –  
CUMULATIVE**



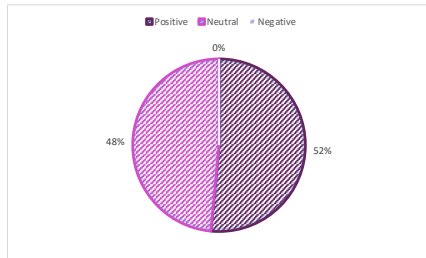
*Figure 53: Like the previous bi-weekly report, the cumulative data analysis indicates that NYX Professional Makeup garnered an overall increase in*

NYX received significant media coverage, with 52% being positive and 48% being neutral, without any negative sentiment. While the positive coverage indicates that the brand is well-regarded in the industry, the nearly equal amount of neutral coverage suggests there is room for improvement in message delivery and impact. NYX's participation in events like Amazon Prime Day also received positive attention, as they provided excellent deals on their products, making them more accessible to consumers. Additionally, about 15% of the coverage remained neutral, indicating that some media outlets are still observing the brand and its evolution in the industry. Overall, NYX Professional Makeup can capitalize on its strengths and continue to create content and make strategic moves that will appeal to its consumers and grow its brand.



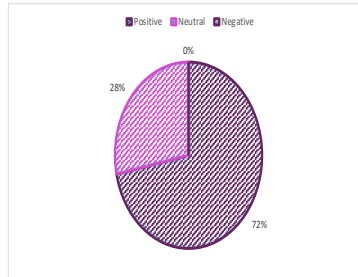


**SENTIMENT FROM 09/15/23 TO 09/28/23**



*Figure 54: NYX Professional makeup received almost the same percentage of positive and neutral data.*

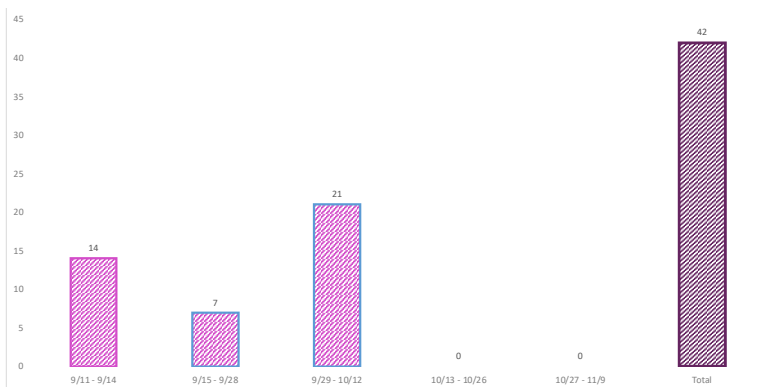
**COVERAGE SENTIMENT – CUMULATIVE**



*Figure 55: The data demonstrates that there was a 10 percent increase in positive coverage.*

Many authors have described various products from NYX Professional Makeup as highly pigmented and ideal alternatives to expensive makeup brands. In September, approximately 50% of the coverage featured at least one of the brand's spokespersons, as indicated in Figure 49. Similarly, in October, 50% of the brand's spokespersons were mentioned in the coverage. However, the number of spokespersons tripled in the week of Sept. 29 to Oct. 12, 2023. This may indicate that NYX Professional Makeup has a strong presence in the beauty industry and actively collaborates with beauty influencers and experts to promote its products. The prevalence of the brand's spokespersons in media coverage suggests that they are successful in garnering attention and generating buzz for the brand. This aspect has likely contributed to its popularity among authors such as Sayantani Deb and Emma Lord, especially for those who prioritize both the quality and affordability of their makeup choices.

**SPOKESPERSON QUOTES IN ARTICLES**



*Figure 56: Between Sept. 29 and Oct. 12, 2023, the number of spokespersons tripled.*



## CONCLUSION

In conclusion, the analysis of traditional media publications between Sept. 29 to Oct. 12, 2023, confirms that NYX Professional Makeup is a highly regarded brand that offers affordable and high-quality makeup products. The coverage focused on different aspects of the brand, including its commitment to being vegan-friendly and cruelty-free, the quality of its makeup products, and its popularity among younger audiences. The analysis revealed that NYX was mentioned in 42 articles, with a balanced distribution of positive and neutral sentiment. Listicles were the most common type of format used in the coverage, while feature articles provided a deeper understanding of the brand and its products. The analysis shows continued media attention towards NYX Professional Makeup and its popularity among traditional media outlets. Future monitoring efforts will remain necessary to track trends and consumer preferences in the beauty industry.



## MEMO 4

### NYX PROFESSIONAL MAKEUP

**TO:** Michael Kremer, Vice President Marketing

**FROM:** Gracie Hardy, Associate Public Relations Specialist

**CC:** Vivianna Blanch, Head of Marketing, Fisher Wang, Vice President of Global Purchasing & Sourcing, Scott Friedman, CEO / President

**DATE:** November 8, 2023

**RE:** Bi-Weekly Monitoring report for October 13 – 26, 2023

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### OVERVIEW

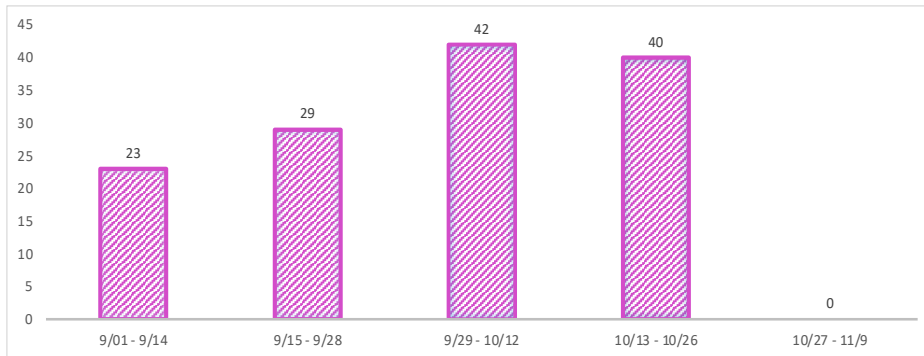
From Oct. 13-16, 2023, we conducted an extensive evaluation of traditional media publications, which highlighted NYX Professional Makeup in a total of 40 articles. These articles included listicles, feature articles, and significant articles. Notably, the majority of the mentions came from Indian publications at the beginning of the month, with an increase in national news outlets mentioning the brand toward the end of the period. Articles emphasized NYX Professional Makeup's affordable prices and high-quality products, specifically their Soft Matte Lip Creams and Matte Liquid Liner. Their collaborations with popular gaming platforms, such as Roblox and The Sims, were also mentioned. Overall, mentions of NYX in these articles were distributed equally between positive (57%) and neutral (33%) coverage, with zero negative coverage identified. It is worth noting that NYX Professional Makeup consistently receives positive feedback from beauty enthusiasts, makeup artists and industry experts. Top publications have highlighted NYX's impressive quality and affordability, demonstrating their ability to cater to a broader range of consumers. Their innovative marketing approach includes successful partnerships with gaming platforms, such as Roblox, while their collaborations with Ulta Beauty and Taylor Swift demonstrate their versatility and strong community engagement.

### TRADITIONAL MEDIA COVERAGE

NYX Professional Makeup has experienced a surge in consumer engagement, indicated by Figure 50, due to their participation in events. Pinkvilla received the most mentions (4) in a total of 42 articles across 40 outlets, followed by BuzzFeed (3), Beautyheaven and The Times India (2) - accounting for approximately 28.10% of all media coverage. Sayantani Deb (5 articles), Ashana Sharma (2 articles) and Jordan Grisby (2 articles) were the top contributors, each writing about 21.5% of all mentions. It's crucial to note that India's makeup industry is growing due to its flourishing economy and young population, positioning the country as a vibrant market for beauty products. The media coverage focused on the brand's popularity, effectiveness, and affordability, describing it as a reliable and trustworthy choice for consumers seeking quality makeup products without breaking the bank. NYX's partnership with Ulta Beauty was also mentioned, which helped introduce the brand's products to a more extensive audience. It's noteworthy that an equal amount of coverage was dedicated to both listicles (47.5%), with 63% of the total mentions consisting of positive comments on specific NYX products in listicles, features, and significant mentions.



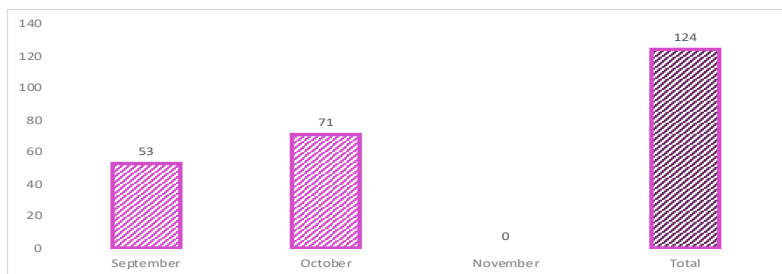
#### BI- WEEKLY MEDIA COVERAGE



*Figure 57: Based on the data presented, it can be observed that the bi-weekly coverage is comparatively lower than that of September 29 to October 12. Nonetheless, it holds the position of being the second-highest coverage reported.*

Based on the analysis of Figure 51, there was a significant surge in media coverage in October due to bi-weekly coverage from Oct. 12 through Oct. 26. This rise in coverage represented 50% of all coverage for October, and it is associated with the international coverage of the NYX brand. Although the data for October is not yet complete, some notable observations can be inferred from the media content generated during the weeks that have coverage. Specifically, an elevated level of content produced during the bi-weekly period came from India, adding to the national coverage. Additionally, successful partnerships with gaming platforms like Roblox, as well as collaborations with Ulta Beauty and Taylor Swift, showcased NYX's versatility and strong community engagement. These findings underscore the heightened popularity of beauty brands and their products, such as NYX Professional Makeup, during this period. Overall, the data suggests that NYX's global reach, diverse collaborations, and product innovation were all contributing factors to the increased media coverage during October.

#### TOTAL MEDIA COVERAGE

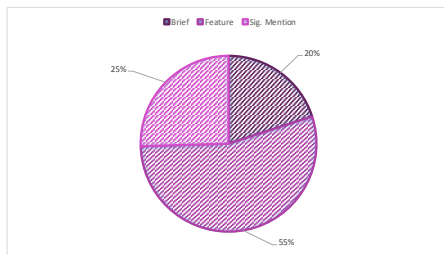


*Figure 58: Upon analysis of Figure 2, it is evident that the month of October received the highest amount of media coverage, while September lagged behind. This change can be attributed to the notable increase in international coverage during October.*



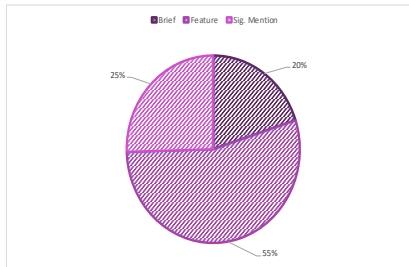
During the period spanning from October 13 through October 26, 2023, NYX garnered a significant amount of media coverage, with 52% of all mentions being in-depth articles. Among these mentions, 28% were considered significant, while 20% were brief. It is worth noting that there was an increase in the number of feature and significant articles, while brief mentions decreased. This trend may be attributed to the high level of international coverage that NYX received, and the positive association consumers have with the NYX brand. When comparing the overall coverage between the two figures, it is clear that there is a similarity, with 55% of the articles being featured, 25% significant, and 20% brief. However, there has been a decrease in the number of featured articles, while significant articles have increased, and brief mentions have remained the same. This indicates that people are increasingly focusing on NYX as a standalone brand, rather than simply including it in listicles. The analysis also suggests that there is a growing interest in the NYX brand from both consumers and media outlets. Notably, Pinkvilla received the most mentions (4) in a total of 42 articles across 40 outlets, followed by BuzzFeed (3), Beautyheaven, and The Times India (2), accounting for approximately 28.10% of all media coverage.

**TYPE OF COVERAGE FROM  
10/12/23 TO 10/26/23**



*Figure 59: Although the overall media coverage remained constant, NYX Professional Makeup experienced a decline in brief coverage over the bi-weekly period.*

**TYPE OF COVERAGE –  
CUMULATIVE**

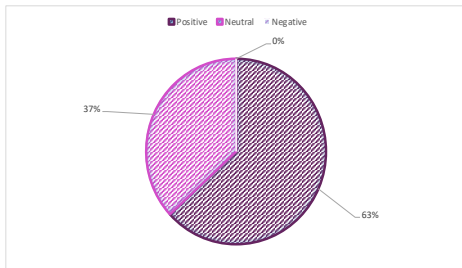


*Figure 60: The cumulative media report showed a decrease in the number of featured articles, while significant coverage increased, and brief mentions remained the same.*

From Oct. 12th to Oct. 26th, NYX Professional Makeup garnered a significant amount of media attention. Interestingly, 63% of the coverage had a positive tone, while the remaining 37% remained neutral without any negative sentiment. This increase in positive sentiment and decrease in neutral sentiment could suggest that people are starting to have more positive reactions towards the brand and its affordable, yet high-quality products. The lack of negative sentiment could also indicate that NYX is successfully conveying its brand messaging. Contributing to the increased media coverage during October were NYX's diverse collaborations, global reach, and product innovation. With these strengths, NYX Professional Makeup can continue to create compelling content and make strategic moves to pique consumers' interest and propel its brand to greater heights.

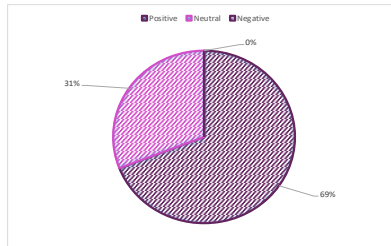


**SENTIMENT FROM 10/12/23 TO 10/26/23**



*Figure 61: NYX Professional Makeup experienced an upsurge in positive coverage, accompanied by a decrease in neutral coverage.*

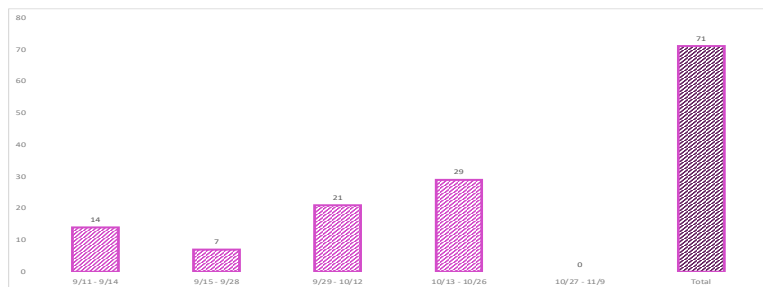
**COVERAGE SENTIMENT – CUMULATIVE**



*Figure 62: The overall coverage experienced a decline in positive coverage and an increase in neutral coverage over time.*

Various NYX Professional Makeup products have been praised by many authors as strongly pigmented and a great alternative to pricier makeup brands. From Oct. 12 through Oct. 26, the brand garnered 48.84% of brand spokespersons were featured in media coverage, as Figure 7 shows. This slight increase suggest that NYX Professional Makeup has established a strong position in the beauty industry, and that its collaborations with popular influencers and experts have been effective in promoting the brand's products and receiving positive feedback.

**SPOKESPERSON QUOTES IN ARTICLES**



*Figure 63: There is a slight increase in the latest bi-weekly coverage.*

## CONCLUSION

In conclusion, the extensive evaluation of NYX Professional Makeup's media coverage from Oct. 13th through Oct. 26th, 2023, shows that the brand has made significant strides in establishing itself as a popular and trustworthy choice for consumers seeking quality makeup



products at an affordable price point. The majority of mentions came from Indian publications, followed by national news outlets toward the end of the period. Both positive and neutral coverage was distributed equally, with no identified negative coverage. This is a clear indication of the brand's positive reputation and consistent efforts in marketing, innovation, and product development. Moving forward, NYX could focus on expanding its partnerships with influencers and experts, continue collaborating with gaming platforms, and explore new markets to reach more customers worldwide. By leveraging these strengths and maintaining its commitment to producing high-quality, affordable makeup products, NYX Professional Makeup can continue to grow and succeed in the highly competitive beauty industry.