

The Ordinary.

Sophia Zechello, Kendall Platt & Barbara Riofrio



The Chapters



01.

the case.



02.

the brand.



03.

the style.



04.

the plan.



05.

the content.



06.

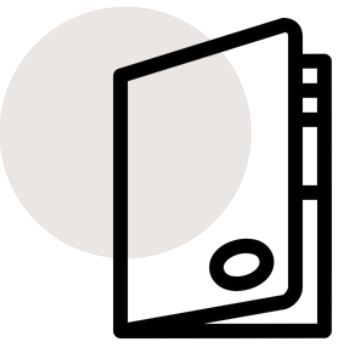
the end.



01.

the case.

The Case



The cost for **prescription eyeglasses** could cost anywhere between **3-5x more** than they should be priced. In 2010, thanks to **Neil Blumenthal** and **David Gilboa**, **Warby Parker** was founded and created an **affordable** way to purchase eyeglasses.

Warby Parker started in a small apartment but slowly grew as a company. In 2012, the company moved to **SoHo** and was staffed with **50 employees** and sold more than **100,000 glasses per year**.

Warby Parker offers an **online purchasing system** and allows customers to select **five different frames** to try on before final purchase. They also follow a **buy-one-give-one social mission**. When you purchase a pair of glasses, one pair will be given to someone in need.

Warby Parker glasses only cost **\$95** and their lenses are made of an **anti-reflective polycarbonate** prescription. This was a **major innovation** in the eyeglass industry.

The Review



What is your evaluation of Warby Parker's buy-one-get-one model?

People all around the world don't choose to be **vision impaired**. Eyesight can go with **age** and can also be **genetic**.

Providing **free eye exams** and **affordable glasses** to people who can't purchase these things themselves is a great thing for Warby Parker as a company **connecting with its buyers**.

We, as an audience, can see that they truly have a **passion for glasses** and eyewear and want to see people wearing their products regardless of income.

The Review



How does Warby Parker create systemic change? How does that benefit the company?

Glasses from other companies **cost 3-5x more money** than they should. Warby Parker offers glasses for **\$95** and can be **ordered online**.

They also let you **try them on** and **return** them if you are unsatisfied with the frames. This is extremely beneficial to the company as it **builds trust** with its consumers.

As a company, they want their customers to stay **loyal** to them, and with this system, customers are **guaranteed the best glasses**.

The Review



What are the risks to this company of losing sight of the social purpose? How might it address them?

If Warby Parker were to lose sight of the social mission, it could greatly **impact their audience's view** of the company. Being able to **give back to the community** is a great way to put your name out there and makes the **buyers feel like they're giving back** as well.

Consumers may not continue to buy with them if that is something they truly care about; however, their **price is still greatly appealing** compared to their **overpriced competitors**.

The Social Mission



Warby Parker

Buy-one-give-one

For each pair of eyeglasses purchased, a pair will be donated.



The Social Mission



The Ordinary.

Products for research

For every product purchased, 10% of sales will go to skin cancer research.





02.

the brand.

The Brand



Simple but not basic. **Ordinary** but not boring. The Ordinary is made up of **clinical formulations** that are made with **integrity**.

The **beauty industry** can feel overwhelming. There are plenty of products out that promise to help you. Companies **charge you plenty for creams** that you buy for certain **ingredients**. But you don't know if you're getting **value**.

The Ordinary strips **unnecessary scent, packaging, and fancy-sounding** but **unproven ingredients** to leave behind ingredients that **actually work** for a price that is **affordable** to everyone.



The Mission



DECIEM exists to create **beauty brands** with one mission common amongst them: to marry **function, design, and authenticity.**

We believe strongly that, if we are unforgiving to every **detail**, there will always be those few who will recognize this **dedication.**

The Issues

01

No brand-specific social platforms.

People might not know the company DECIEM that owns the brand.

02

Skincare competitors.

Drug store: Cetaphil; CeraVe; Neutrogena.
High-end: La Roche-Posay; Glossier.

03

No brand-specific advertising.

Influencers advertise for them, but they don't advertise for themselves on socials.



The Alternatives

01

Create social accounts.

Instagram, Facebook, and personal website.

02

Make more accessible.

Branch out to more stores or start their own store.

03

Develop both digital and physical ad routes.

Create more social media posts as well as a magazine ad.



The Recommendation

01

Reclaim their own brand handles.

Start using @theordinary rather than @deciem.

02

Sell at drugstores and pharmacies.

Making the product more accessible makes it become a must-have product for people's everyday skin-care routine.

03

Create a strict social media plan.

Work with influencers, create collaborations, have weekly scheduled posts, and work with beauty magazines.



The Situation



The Ordinary is an **affordable** skincare brand under the company DECIEM. The skincare products were released in **September 2016** but became known in early 2020 from an unsponsored TikTok post by creator @skincarebyhyram.

The current ad-routes are **sparse** and **indirect**. The Ordinary has **no personal social platform**, making it seem less accessible than it is, and can only be bought in **limited locations** such as DECIEM Website, Sephora, and Ulta Beauty.

DECIEM put together an ad-marketing team to act on the viral TikTok and **create personal social platforms** for The Ordinary product line.

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T

- Affordable
- Sustainable
- Quality

- No Social Platforms
- Limited Marketing

- Develop Platforms
- Strengthen Target Audience

- Skin Care is a large industry
- Similar products sold

The Brief

Communication Opportunity

Tik Tok, Instagram, Website, Magazine Ad.

Target Audience

Millennials, Beauty Influencers, Women.

Background

The Ordinary is a skincare brand that creates affordable yet great quality products. Being a sub-brand, a lot of people don't know the brand DECIEM so it is hard to find the products, we want to change that.

Objective

Create simple and ordinary products with integrity that work. Expand the brand to become more accessible, use digital and physical ad routes to make a good impression with millennials.

Key Message

You don't need to spend hundreds of dollars to have the skin that you have always wanted. They want to give you the results you have been looking for without breaking the bank

Reasons to Believe

The Ordinary completely changed how we think about and buy skincare. With its strong company philosophy, affordable products, and social media rise, everyone will know about The Ordinary.



The Goals

01

Boost The Ordinary's presence on social media.

KPI: create 3 posts for each social platform.

02

Capitalize on conversations already being held on platforms such as Tik Tok.

KPI: create collaborations with 3 credible influencers and transfer their audience to our own handles.

03

Increase sales by making products accessible and keep those low prices.

KPI: expand sales to at least 3 pharmacy/drugstore companies.



The Target

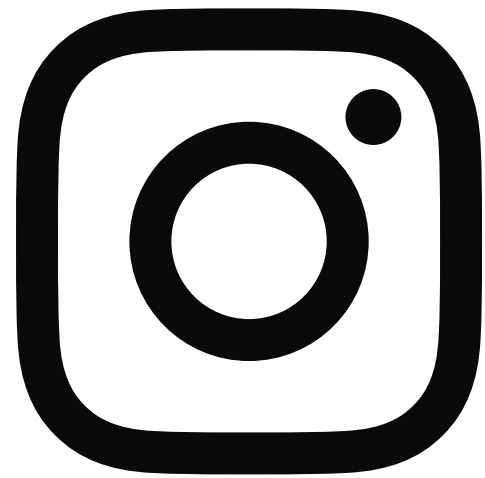


Millennials

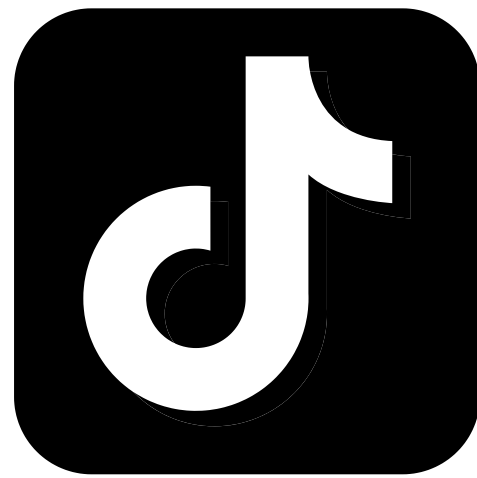
**Beauty
Gurus**

Women

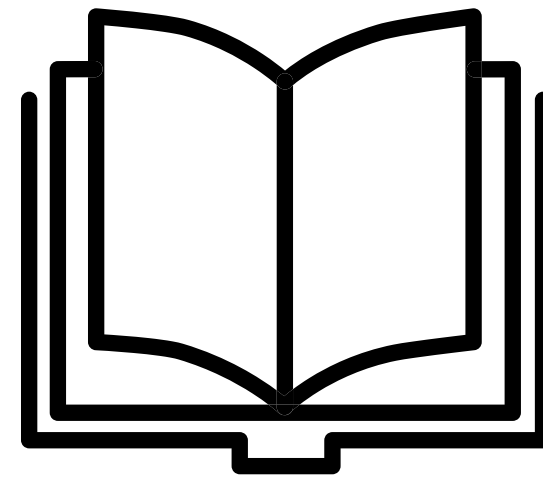
The Platforms



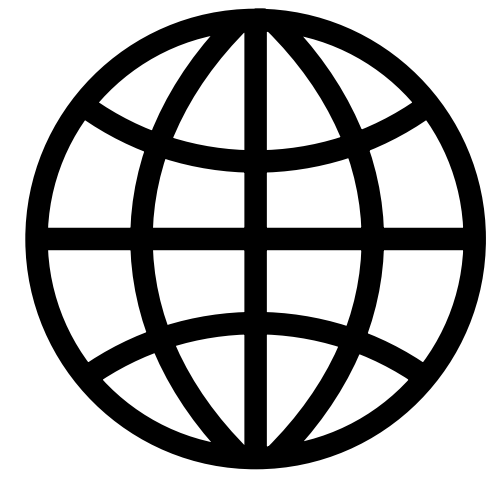
Instagram



TikTok



Magazine



Website

The Instagram & Tiktok have a direct link to the website on the profile page. The Magazine includes a QR code and URL that also leads to website- where costumer can purchase the products.

Meet Stephanie



Stephanie is a **Pilates instructor** from Venice, California. She is a very active and healthy person and **loves to take care of herself**. Other than Pilates, you can catch her hiking every weekend. She only eats **organic food** and is always keeping up with the Kardashians.

She has always **struggled with her skin**, being that she suffered from **acne** throughout her teenage years. She has tried all the **expensive products** that the beauty **influencers** she follows recommend, but nothing seems to work. She is in search for a solution.

The Persona

BIO

27 YO

Single

Pilates Instructor

\$56k (\$27/hr)

FAV SPOTS

Starbucks

Yoga Studio

Target; Ulta

Whole Foods

INTERESTS

Hiking/morning runs

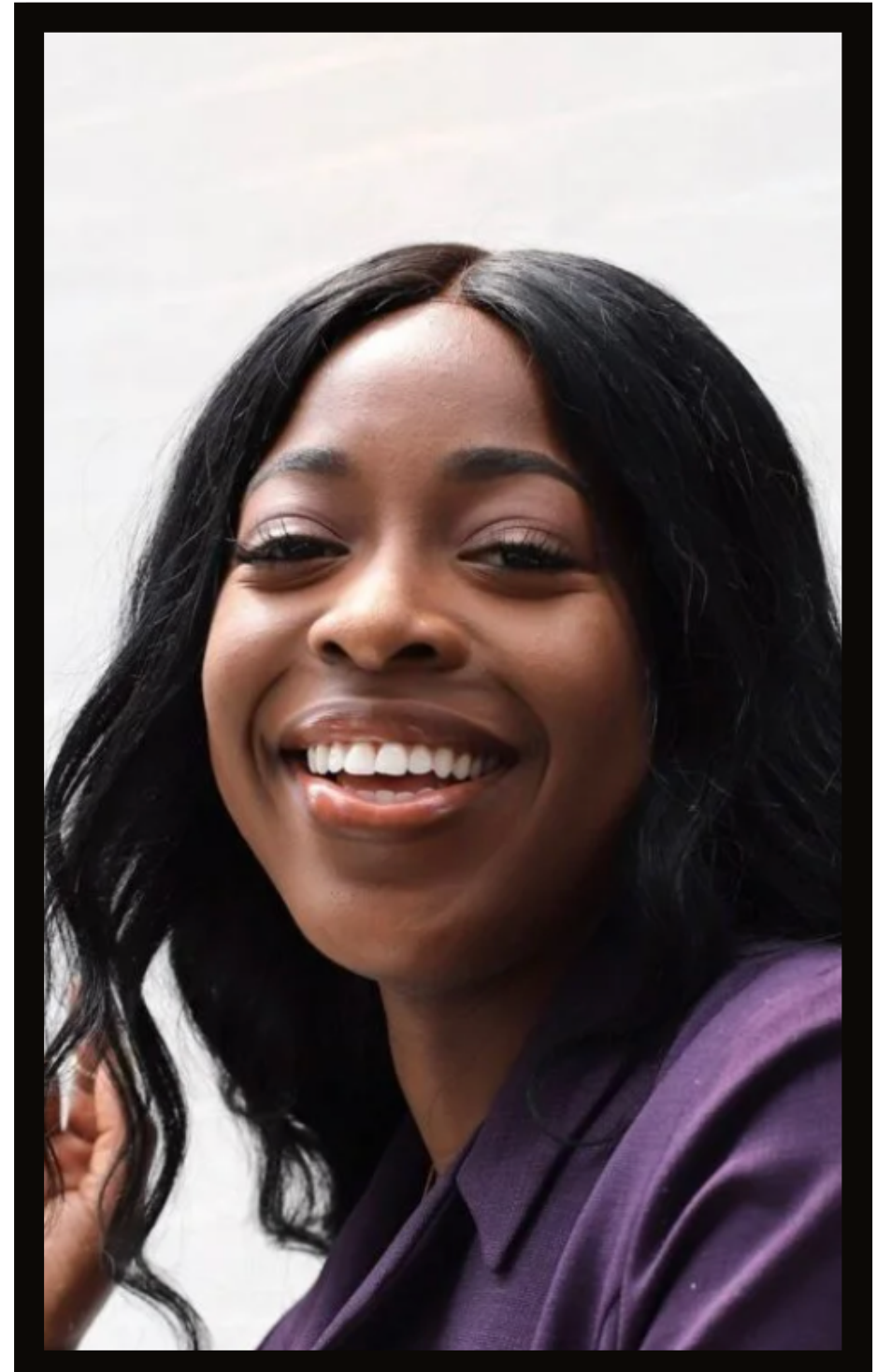
Follows many beauty influencers

WANTS & NEEDS

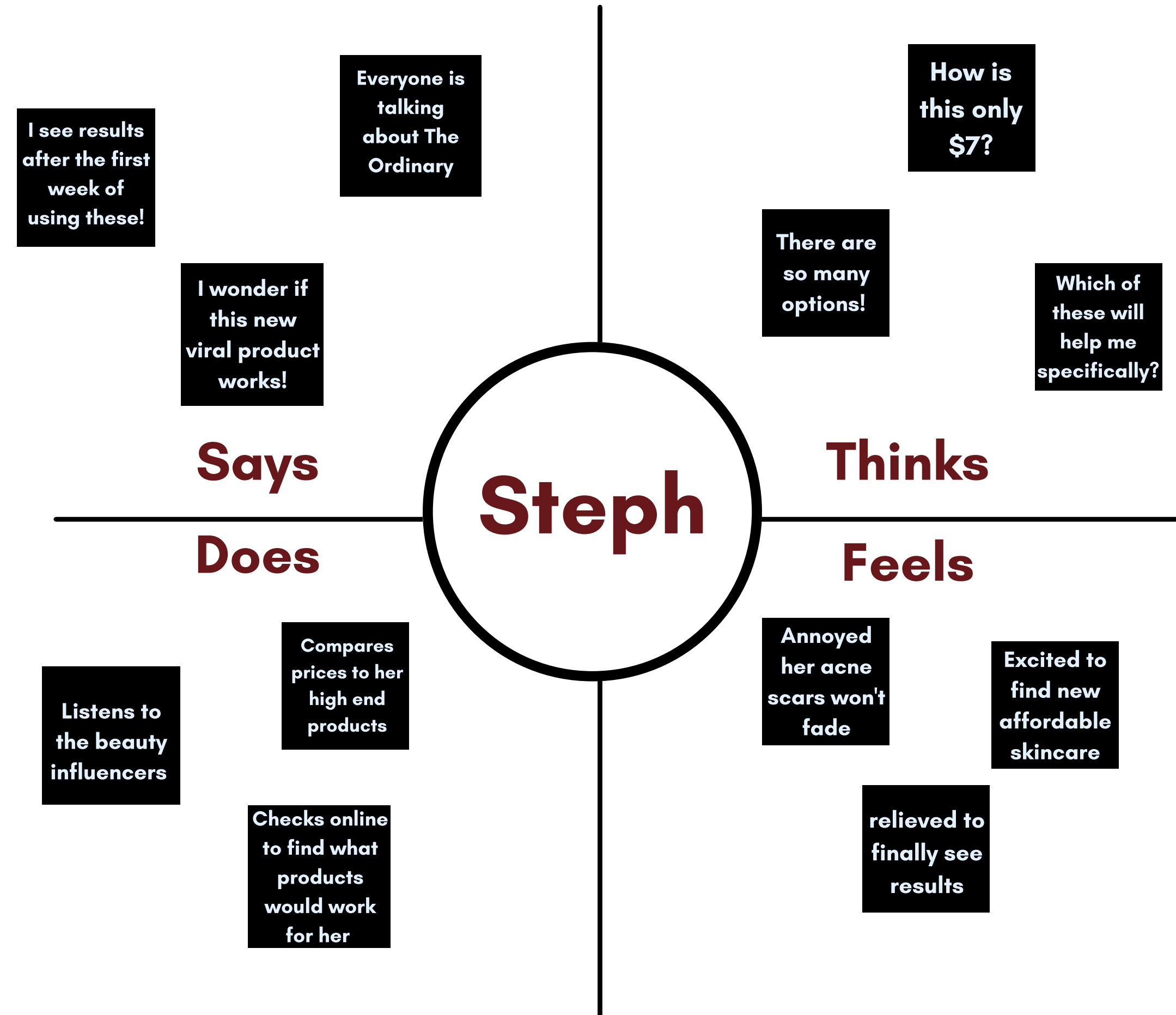
- save money, find an affordable alternative to her expensive products
- have these products be more accessible, doesn't wanna drive to the mall anymore

FRUSTRATIONS

- had acne as a teenager, never seemed to be able to get rid of her acne scars
- has tried high-end luxury products that keep disappointing her
- needs a new skincare routine that's reliable



The Map

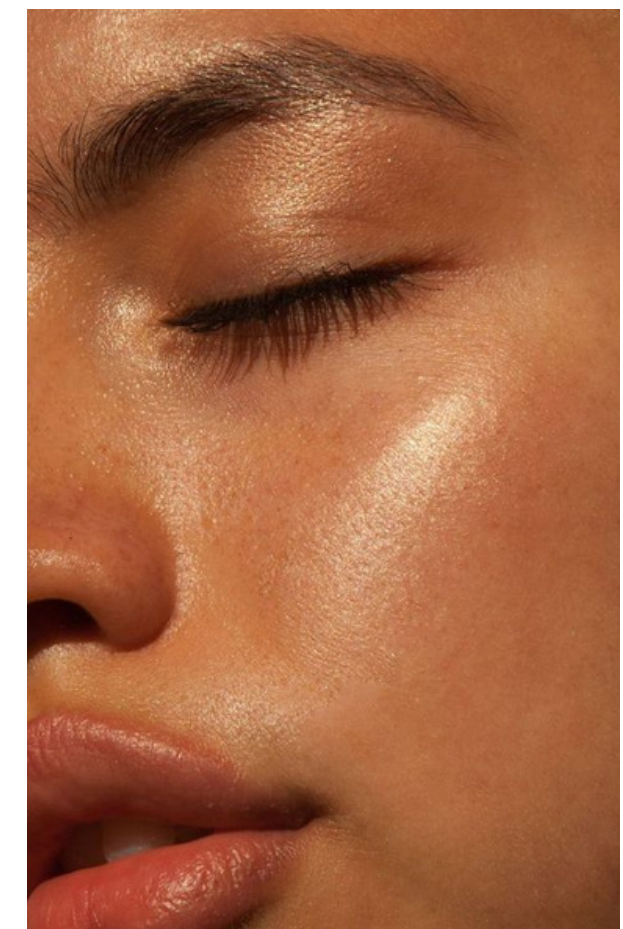




03.

the style.

The Mood



The Audit



- Clean designs with clear message
- Promoting natural beauty
- Prioritizing skin treatment over makeup



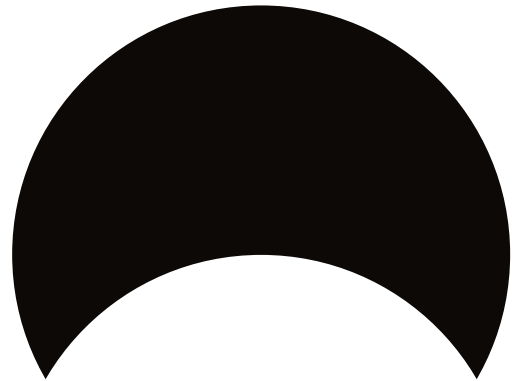
The Audit



- Informative of product use
- Use of lighting within photography

- Refreshing aesthetic
- Light, clean design

The Style



black
#0c0906



white
#ffffff



grey
#e9e6e3

Brand Font | Adobe

Raleway (Bold) | Headings
Raleway (Semibold) | Subheadings
Raleway (Medium) | Body Copy
Raleway (Light) | Captions

Canva Equivalent

Aileron Regular (Bold) | Headings
Aileron Regular | Body Copy

Brand Logos

The
Ordinary.



Key Words

Natural | Proven | Clean | Simple | Ordinary | Skincare | Replenish | Revitalize | Renew



04.

the plan.

The Rationale

In the Warby Parker **case study**, two individuals saw an opportunity to create an **innovative brand** that would change the eyeglasses industry forever. For only \$95, you can order five different frames on their website. This gives the buyer the chance to try on all five frames and choose the one they would like to officially purchase. Compared to their **overpriced competitors**, this strategy was **game-changing**. Not only do they offer **affordable** glasses, but they have created a **social mission** model that makes buyers feel like they're giving back to the community when they purchase from the brand. For every pair of glasses purchased, a pair will be **donated** to someone in need.

The Ordinary is another example of a brand that is **innovative** at an **affordable** price point. They create serums, cleansers, and acids that all help with different **skincare issues** that many of us deal with day-to-day. The great thing is their products range in price from about **three to ten dollars**. For a skincare product, that is extremely **cheap**. Everyone deserves great skin, and The Ordinary offers that to every single one of its buyers. When it comes to their **social mission**, we decided that skincare is extremely important. Not everyone wears sunscreen which is very damaging to the skin barrier. Because of this, **skin cancer** is very common, especially after long exposure to the sun. We created a social mission that will **donate 10%** of purchases to skin cancer research so that everyone can have perfect skin.

Warby Parker employees are **passionate** about their job and want people to be happy with their glasses. The Ordinary wants the same thing. Low self-esteem can be caused by acne, wrinkles, blemishes, and dark spots. With The Ordinary products, you can find the right serum or acid to help **fight back** and greatly increase your self-esteem through your skin. If you don't have a **routine** already, The Ordinary can provide that for you. With **simple ingredients** that are **clinically proven** to work effectively, you too can have a strong **skincare regimen** that lasts.

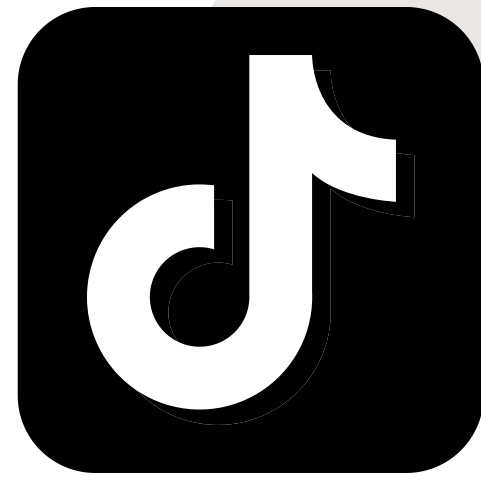
Through a variety of **Instagram** stories and posts, **TikTok** videos, and a **beauty magazine article**, you will be able to understand the brand and its products, as well as what products are right for you and your skin. At The Ordinary, **we care about your skin**, so you should too.

The Distribution



Instagram

(3) stories
(2) posts



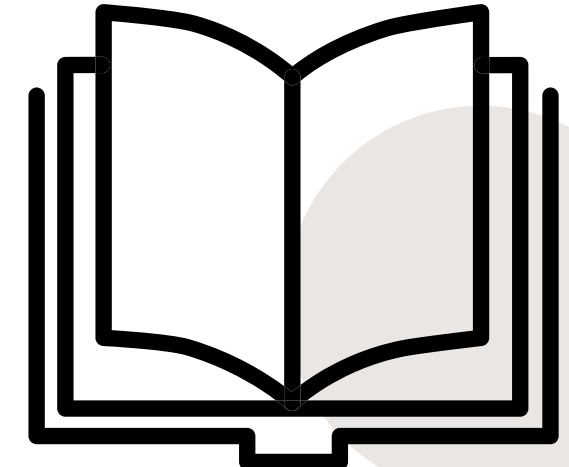
TikTok

(3) videos



Website

(5) Instagram content
(3) TikTok content
(1) ELLE article



Magazine Issue

(1) ELLE article

The Overview

Over a three-week period, we will have cultivated nine total advertisements over three different platforms, both digital and physical. This includes five different pieces on Instagram, three short videos on TikTok, and one magazine issue for October. All of this content will be highlighted on The Ordinary website.

The Calendar

OCT & NOV 2021						KEY:
						ELLE Issue Release
						Website Launch
						Instagram Post
						Instagram Story
						TikTok Post
						Instagram Giveaway
SUNDAY 24	MONDAY 25	TUESDAY 26	WEDNESDAY 27	THURSDAY 28	FRIDAY 29	SATURDAY 30
	10:00 AM ELLE Issue Release		9:00 AM Website Launch		11:00 AM Instagram Post	
SUNDAY 31	MONDAY 01	TUESDAY 02	WEDNESDAY 03	THURSDAY 04	FRIDAY 05	SATURDAY 06
12:00 PM Instagram Story		11:00 AM Instagram Post		12:00 PM Instagram Story		8:00 PM TikTok Post
SUNDAY 07	MONDAY 08	TUESDAY 09	WEDNESDAY 10	THURSDAY 11	FRIDAY 12	SATURDAY 13
12:00 PM Instagram Story		9:00 AM TikTok Post		9:00 AM TikTok Post		10:00 AM Instagram Giveaway

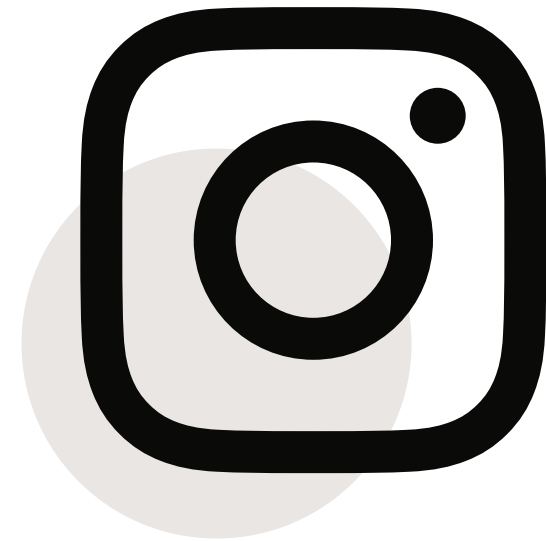
The Extension

ACCOUNT	DATE	TIME	POST TYPE	GOAL	CAPTION	CHARACTER COUNT
Instagram	10.29.2021	11am	Post	To bring awareness to The Ordinary's social mission.	Taking care of your skin is essential! Research has shown that 1 in 5 people will develop skin cancer in their life. Our mission as a brand is to help spread awareness & take steps to give back. With every product purchased, 10% of our sales will go to skin cancer research. 💕 #skincare #TheOrdinary #socialmission	314
Instagram	10.31.2021	12pm	Story	To engage audience and have them respond to story.	What's your favorite skincare product this year?	48
Instagram	11.02.2021	11am	Post	To engage audience and increase brand trust and loyalty.	Hiii skincare lovers! We are organizing a 🌟GIVEAWAY!!!🌟 to celebrate our insta launch! --- How to Enter: Like this post, make sure you are following @TheOrdinary & @Deciem, Tag a friend in the comments :) *** Extra points for sharing on your story!! #skincare #TheOrdinary #Giveaway	279
Instagram	11.04.2021	12pm	Story	To bring awareness to the giveaway post.	GIVEAWAY Check out our recent post!!	35
Instagram	11.07.2021	12pm	Story	To engage audience on what skin care product The Ordinary recommends based on their quiz answers.	Hey there! Wondering which skin care product is right for you?	62

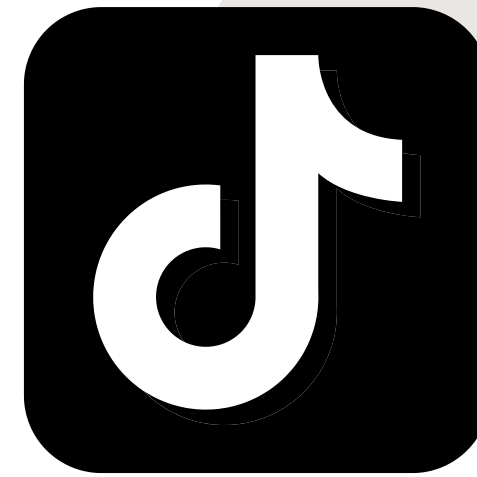
The Extension

ACCOUNT	DATE	TIME	POST TYPE	GOAL	CAPTION	CHARACTER COUNT
TikTok	11.06.2021	8:00 PM	Video	To put an emphasis on luxury skin care products that are affordable for everyone.	Luxury and affordability, who says we can't have both? These star products are anything but Ordinary and will leave your skin glowing ✨ #skincare #TheOrdinary #aesthetic	168
TikTok	11.09.2021	9:00 AM	Video	To help customers choose the right Ordinary products based on their skin care needs.	So many options, how will you choose? Here are some tips to help you select The Ordinary product that's right for you! ✨ #skincare #TheOrdinary #tips	152
TikTok	11.11.2021	9:00 AM	Video	To create engagement in the comments about night time skin care routines.	Time to unwind, this is what a nighttime routine with The Ordinary looks like. Which of our products do you use before going to bed? 🌙💤 #skincare #TheOrdinary #nightroutine	235

The Mix



60%



40%

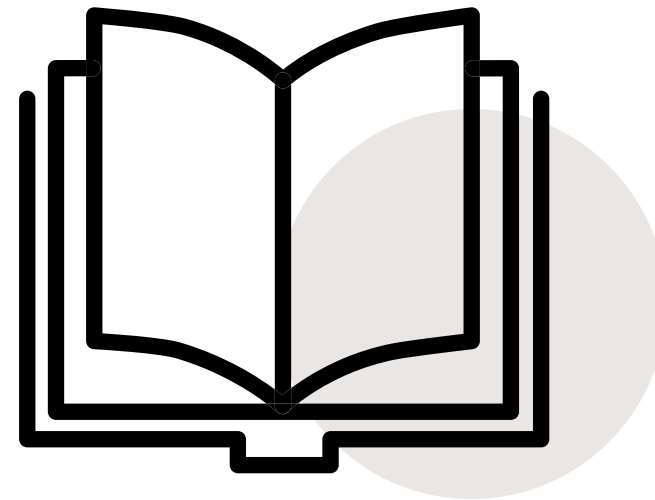
Almost equal usage.

The Ordinary wants to connect with their **younger** and more **tech-savvy** audience through **Instagram** and **TikTok**. Both are used heavily, with a little **more content** being pushed on their Instagram page.

The Mix



80%



20%

Uneven but purposeful usage.

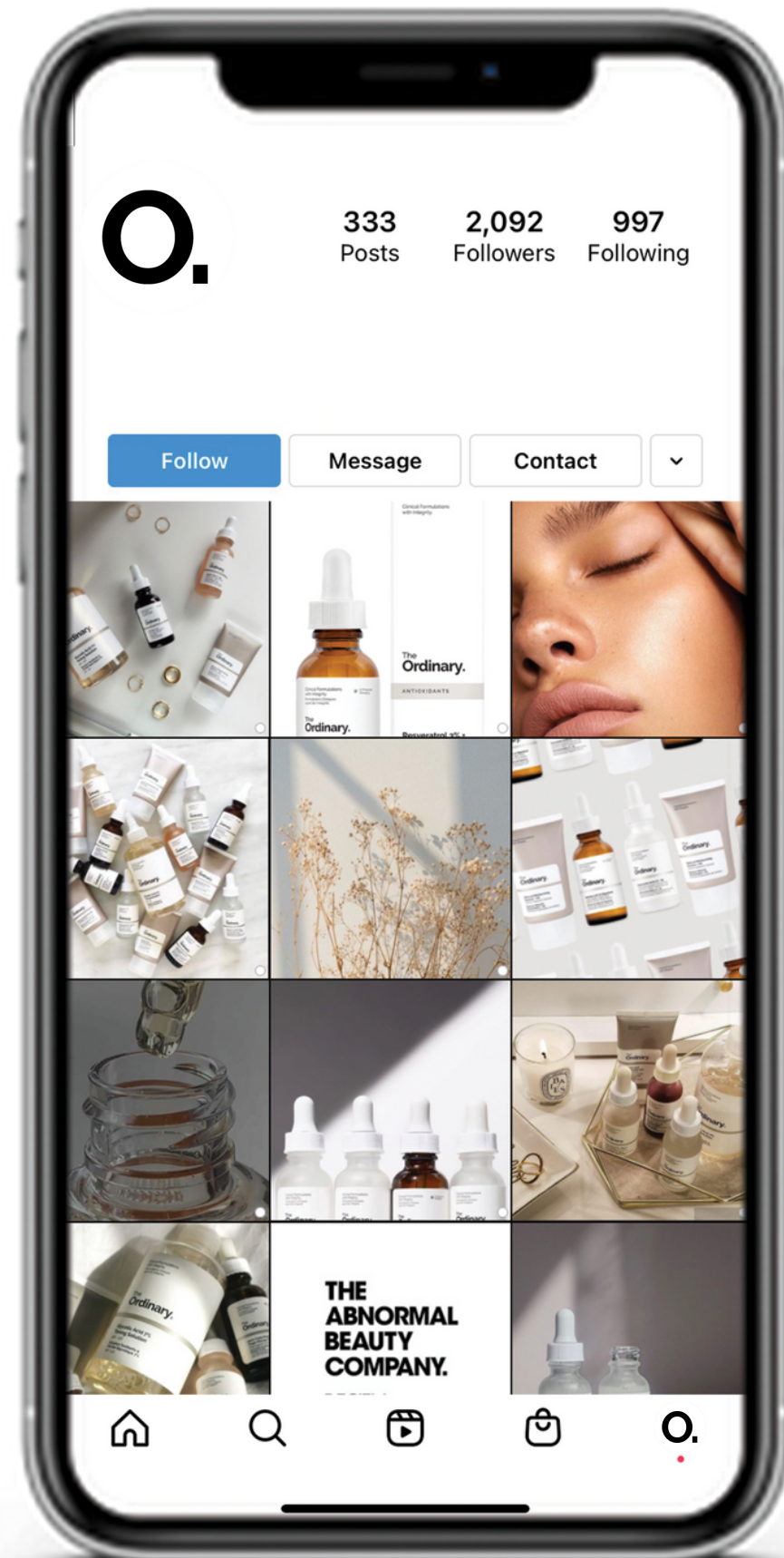
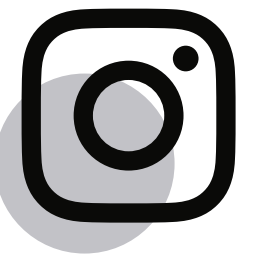
The Ordinary **updates** its website constantly with **new products** as well as **special offers**. **Magazine ads** and **articles** are a **special treat** for their readers every now and then and they tend to stick with **beauty magazines** to attract their target audience of **beauty gurus** and **women**.



05.

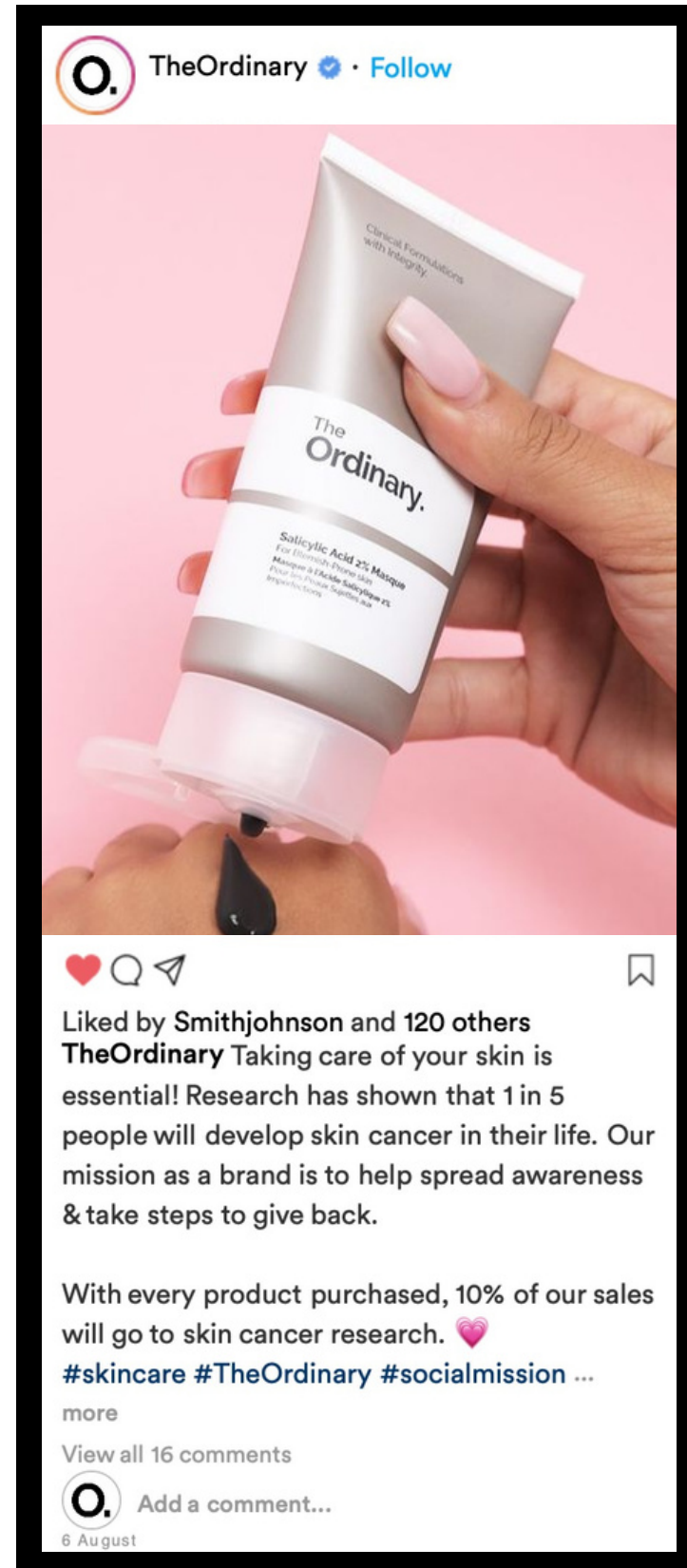
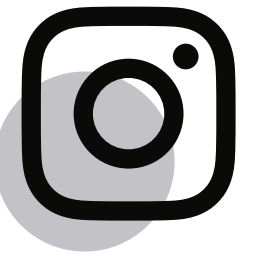
the content.

The Content



Profile goal: create an **aesthetically pleasing** feed with **neutral colors** and a **clean, simple** look.

The Content

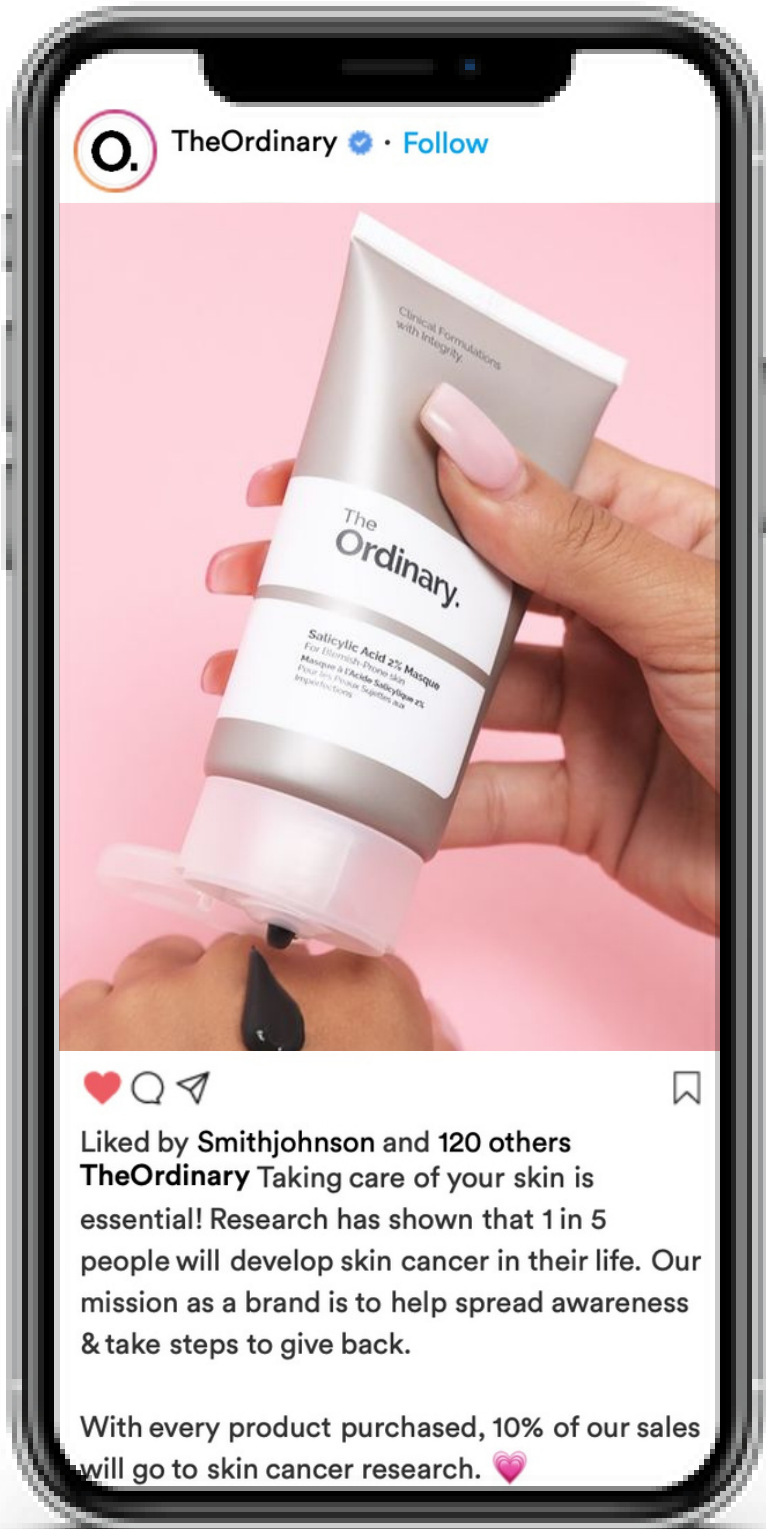
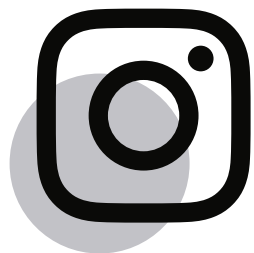


Taking care of your skin is essential! Research has shown that 1 in 5 people will develop skin cancer in their life. Our mission as a brand is to help spread awareness & take steps to give back.

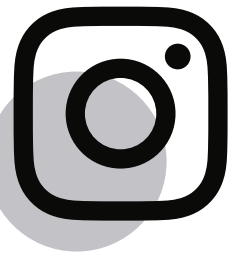
With every product purchased, 10% of our sales will go to skin cancer research. ☒

#skincare #TheOrdinary #socialmission

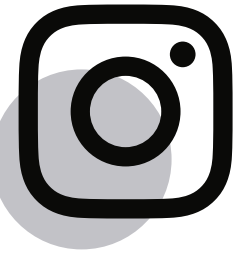
The Content



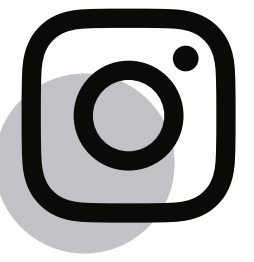
The Content: Interactive Story



The Content: Interactive Story



The Content: Giveaway Post



Hiii skincare lovers! We are organizing a 🌟 GIVEAWAY!!! 🌟 to celebrate our insta launch!

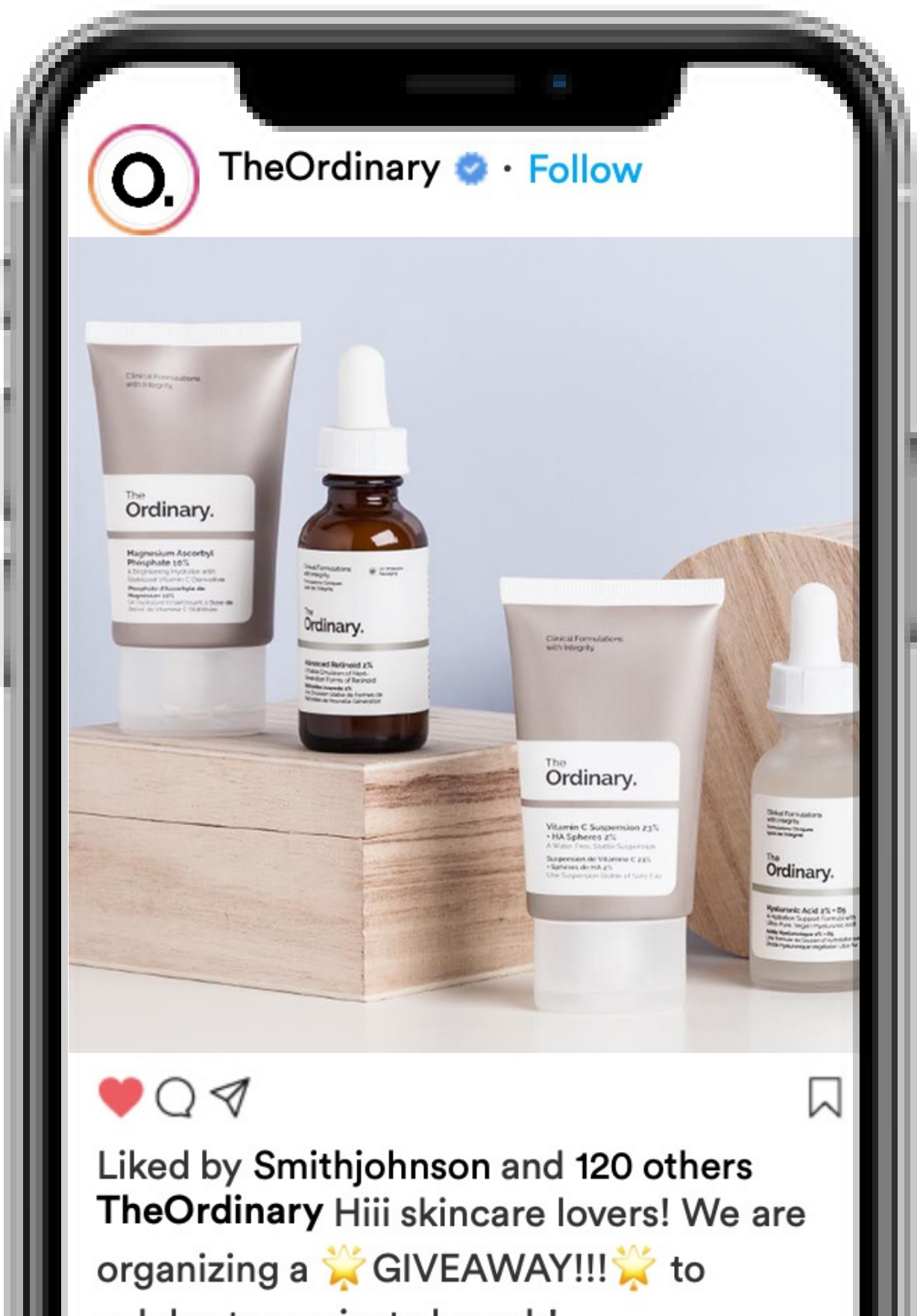
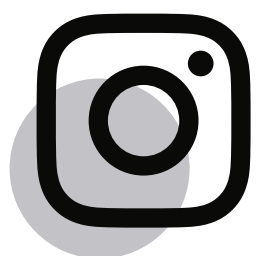
How to Enter:

Like this post, make sure you are following @TheOrdinary & @Deciem, Tag a friend in the comments :)

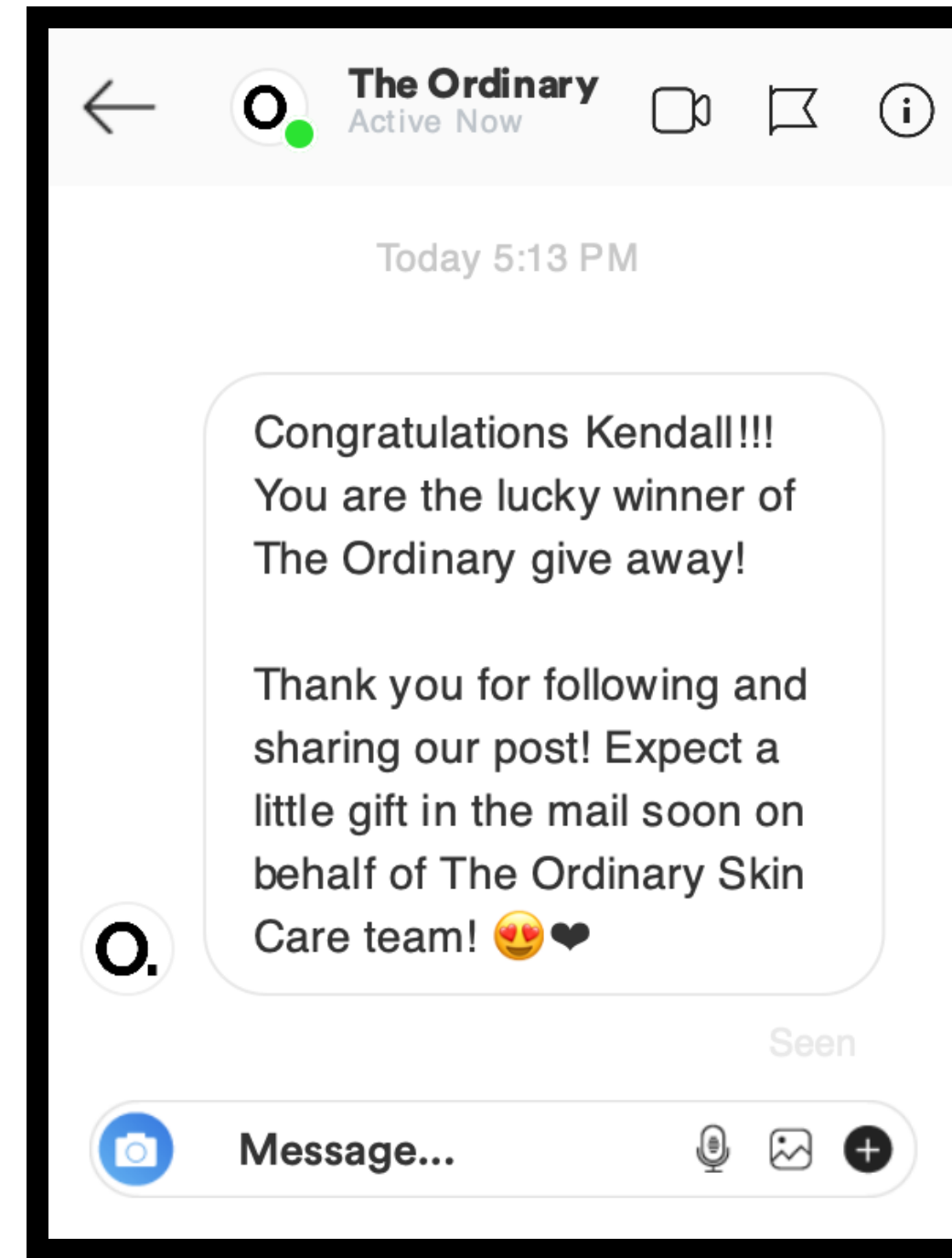
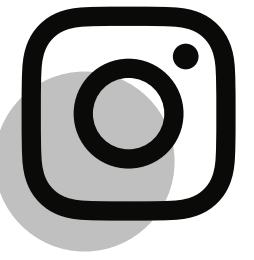
*** Extra points for sharing on your story!!

#skincare #TheOrdinary #Giveaway

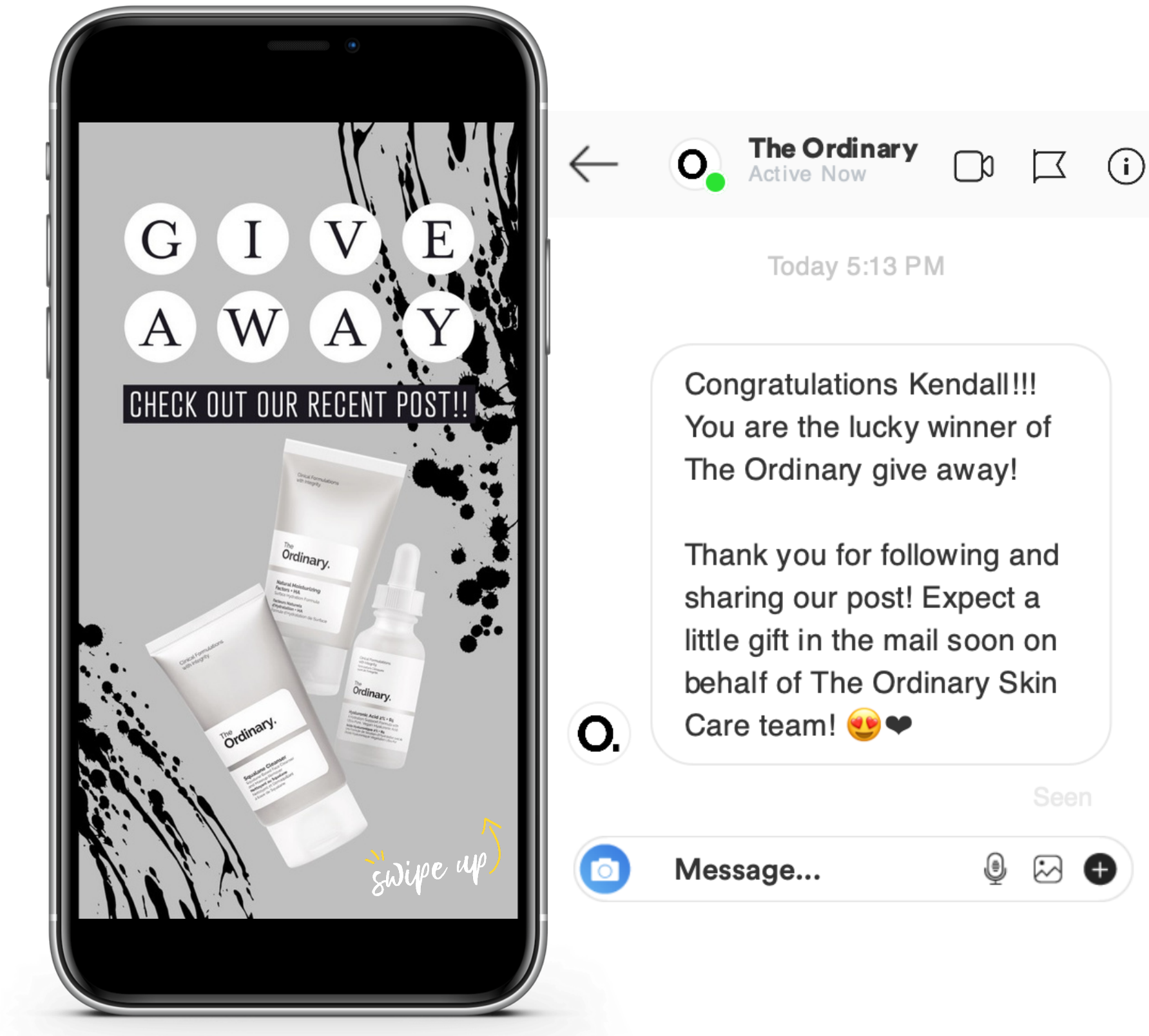
The Content: Giveaway Post



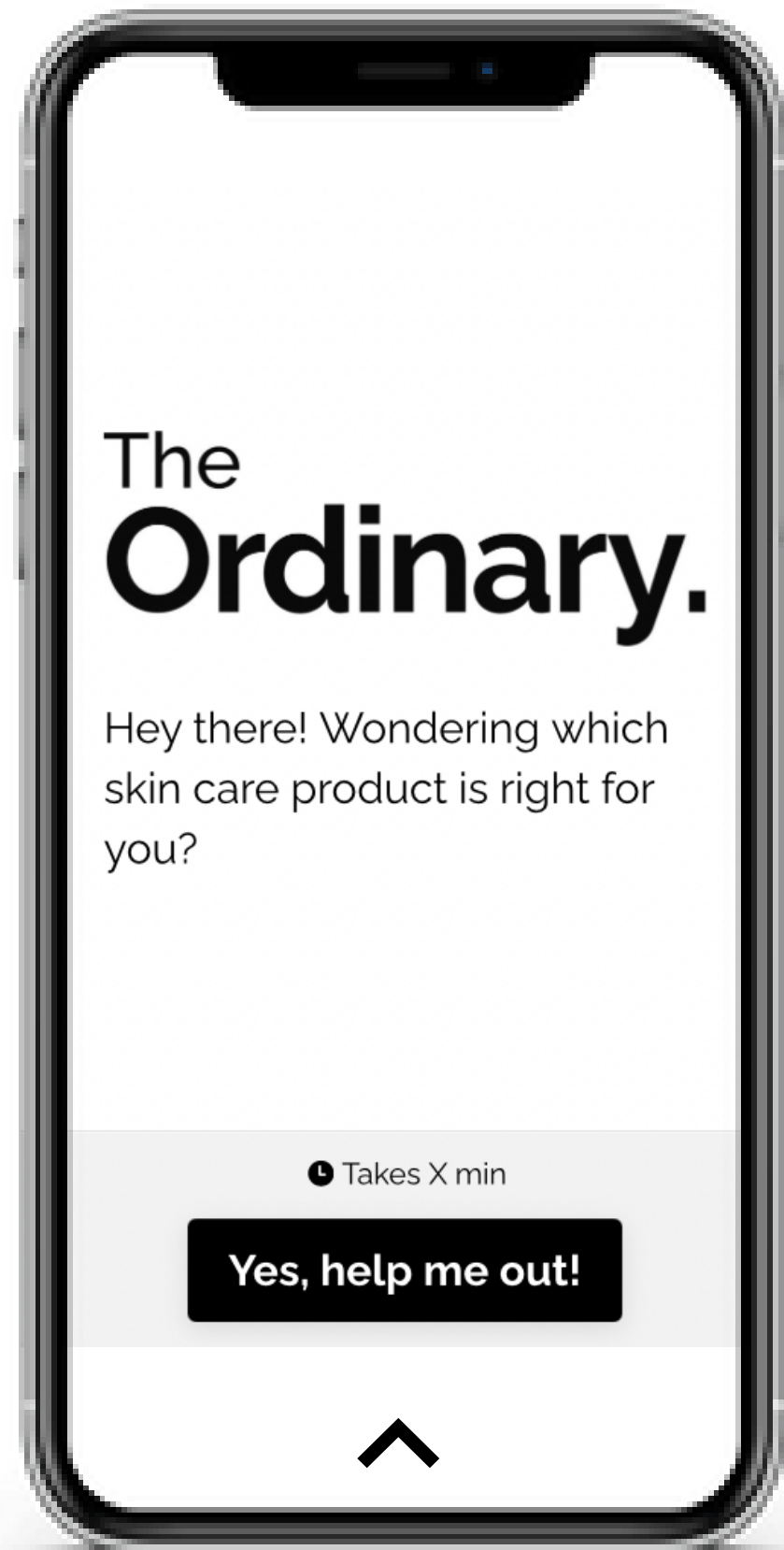
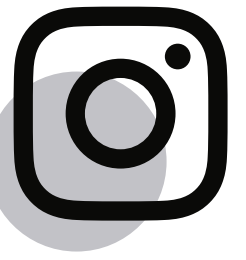
The Content: Giveaway Story



The Content: Giveaway Story



The Content: Product for You Story



1→ How would you describe your skin?

A Oily ✓

B Dry

C Not really oily or dry

OK ✓

^ v

2→ How often do you get acne break outs?


A My skin is pretty clear ✓

B Too much.

C Weekly/Monthly

OK ✓

^ v



The Ordinary product for you:
Niacinamide 10% + Zinc 1%

Niacinamide is the best for oily skin. It reduces excess sebum production, preventing congestion and blackheads from forming. It contains zinc to help with reducing inflammation and reduce scarring.

Buy Product

The Content: TikTok



Luxury and affordability, who says we can't have both?
These star products are anything but Ordinary and will
leave your skin glowing ✨

#skincare #TheOrdinary #aesthetic

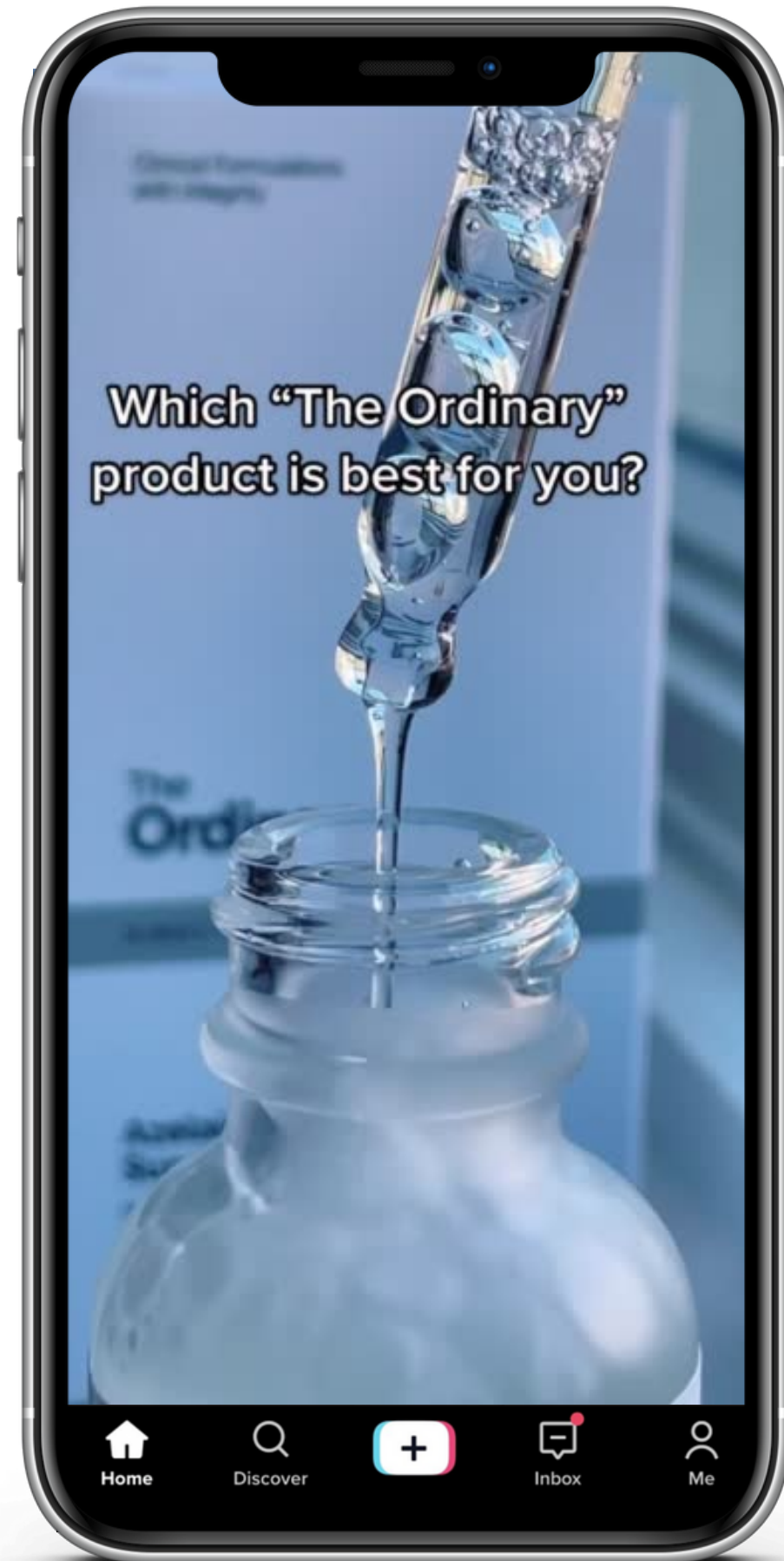


The Content: TikTok

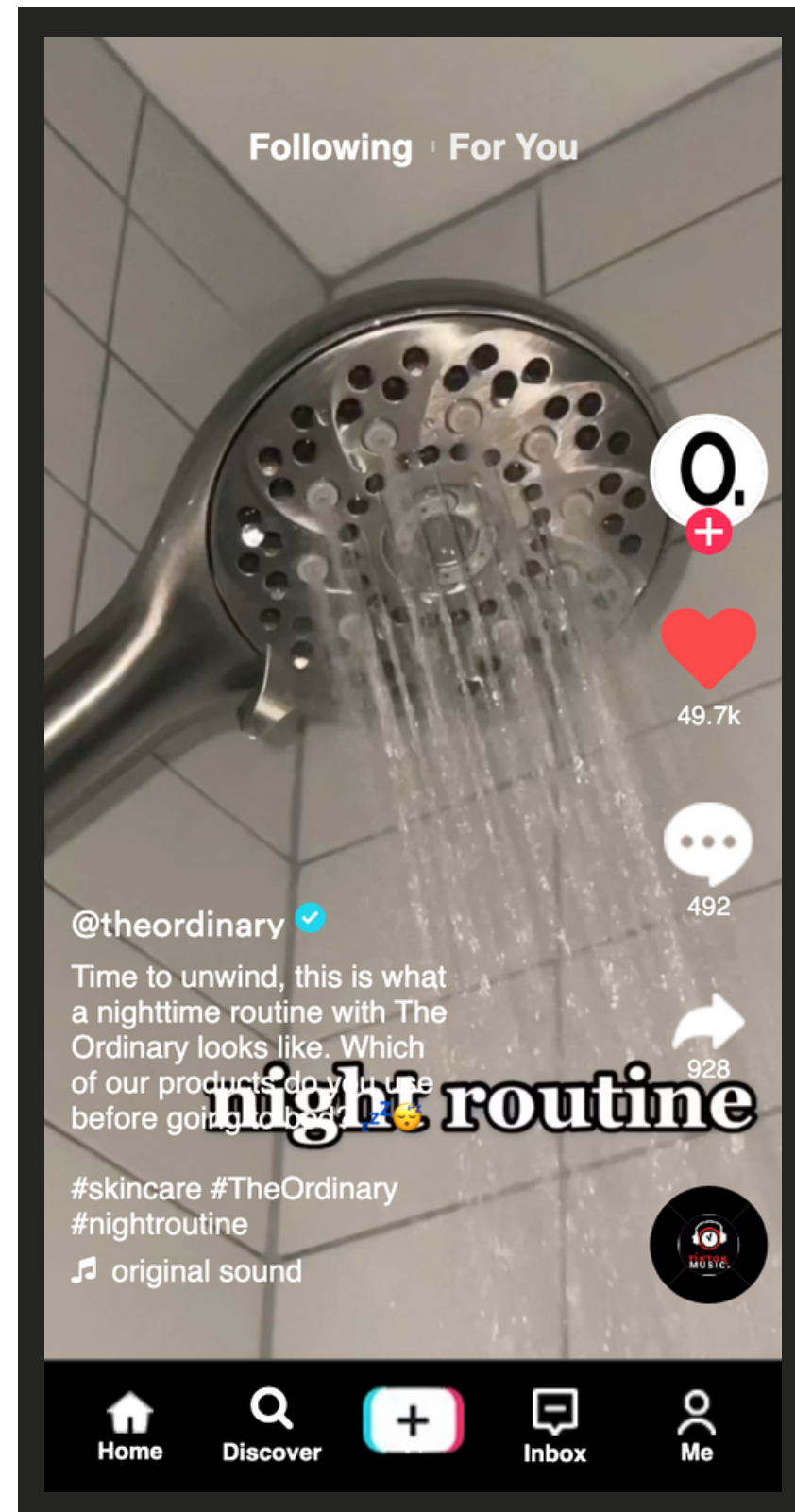


So many options, how will you choose? Here are some tips to help you select The Ordinary product that's right for you! ☆☆☆

#skincare #TheOrdinary #tips



The Content: TikTok



Time to unwind, this is what a nighttime routine with The Ordinary looks like. Which of our products do you use before going to bed? 🌙💤

#skincare #TheOrdinary #nightroutine



The Magazine

ELLE

OCTOBER 2021

CLINICALLY
PROVEN
FORMULAS

THE BEST
SKINCARE
ROUTINE



The
Ordinary

ALL
NATURAL
PRODUCTS

The Ordinary.

Clinical Formulations with Integrity.



Reasons Why The Ordinary Is A Brand You Really Need To Get Into

The Retinol Products Won't Cost You The Earth

The Ordinary has been built on total transparency and the fuss began with the Retinol 1%, which, at £5.80, is a snip of the price of other skincare products which harness the same component. They also do a 2% retinoid, which is just £8.00.

Since bursting onto the beauty scene with their retinol products at a fraction of the price of others, science-driven skincare brand The Ordinary has been sending beauty lovers all over the globe into something of a meltdown. A single sell-out product soon led to empty stockrooms, earning The Ordinary, which comes under the DECIEM umbrella, looking after Hyalamide, Niod, Hand Chemistry and more, a place at the top of our watchlist - and after grabbing some testers, we soon

saw what all of the fuss was about. But, if you haven't yet laid your hands on any of the products, we can guarantee you're thinking this: do beauty buys that start from as little as £5 really deserve a spot inside my bathroom cabinet? Answer - hell yes. Whether it's the game-changing foundation, or the hyaluronic acid serum for less than a tenner, here's why you should be adding The Ordinary to your beauty routine ASAP.

There's A Product For Every Skin Concern

Literally, every skin concern. 'Buffet' the Multi Technology Peptide Serum, £24.40 may look humble but the formula is big and mighty. Filled to bursting with Matrixyl 3000 which works hard to repair and protect every cell as well as moisture magnet hyaluronic acid, it acts like shield against ageing.

If you're more bothered about pigmentation caused by acne and uneven skin texture, opt for the Lactic Acid 5% + HA 2%, £5.50. Over time, the exfoliative properties will smooth out your complexion, banishing dark spots altogether, while the Tasmanian Pepperberry works to calm down angry redness in sensitive skin.

And something that just keeps on selling out is the Niacinamide 10% and Zinc 1%, £5 which everyone with spot prone skin should be stockpiling with abandon thanks to its ability to normalise pores and, in turn, control oil production.

Their Foundation Has 21 Shades And Costs Less Than £6

Beauty-obsessives rarely leave Deciem's Spitalfields store without having stockpiled either the Hyaluronic Acid 2% + B5, £5.90 or the skin brightening Peeling Solution £6.30, packed with AHAs to banish dry skin and BHAs to unclog pores (acne sufferers, fill up your shopping basket pronto) but they've spoilt us rotten by adding make-up to the mix, starting with the basics - foundation.

Complete with a non-chemical SPF 15 which is much kinder on pores, you can choose between the serum formula - lending skin a dewy veil of colour that is so light only you'll know you're wearing it - or the full coverage foundation - highly pigmented but doesn't settle into lines or creases, trust us, we've tried it.

But the best part is that each finish comes in a total of 21 shades to suit all manner of skin tones from fair to olive and beyond, with the promise that at least three of those will complement your complexion's undertone. Happy swatching.

ELLE BEAUTY TEAM | 01.20.2021

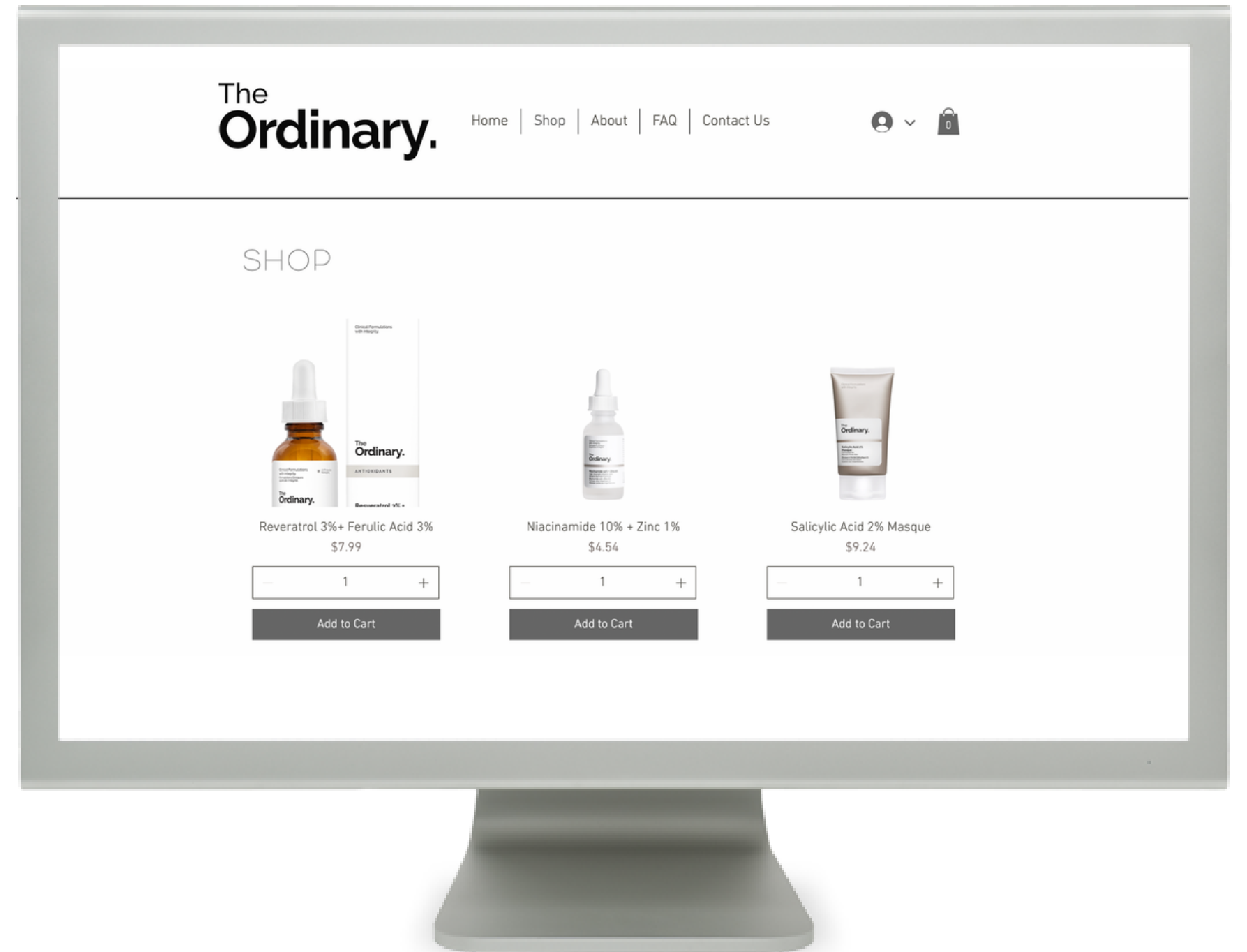
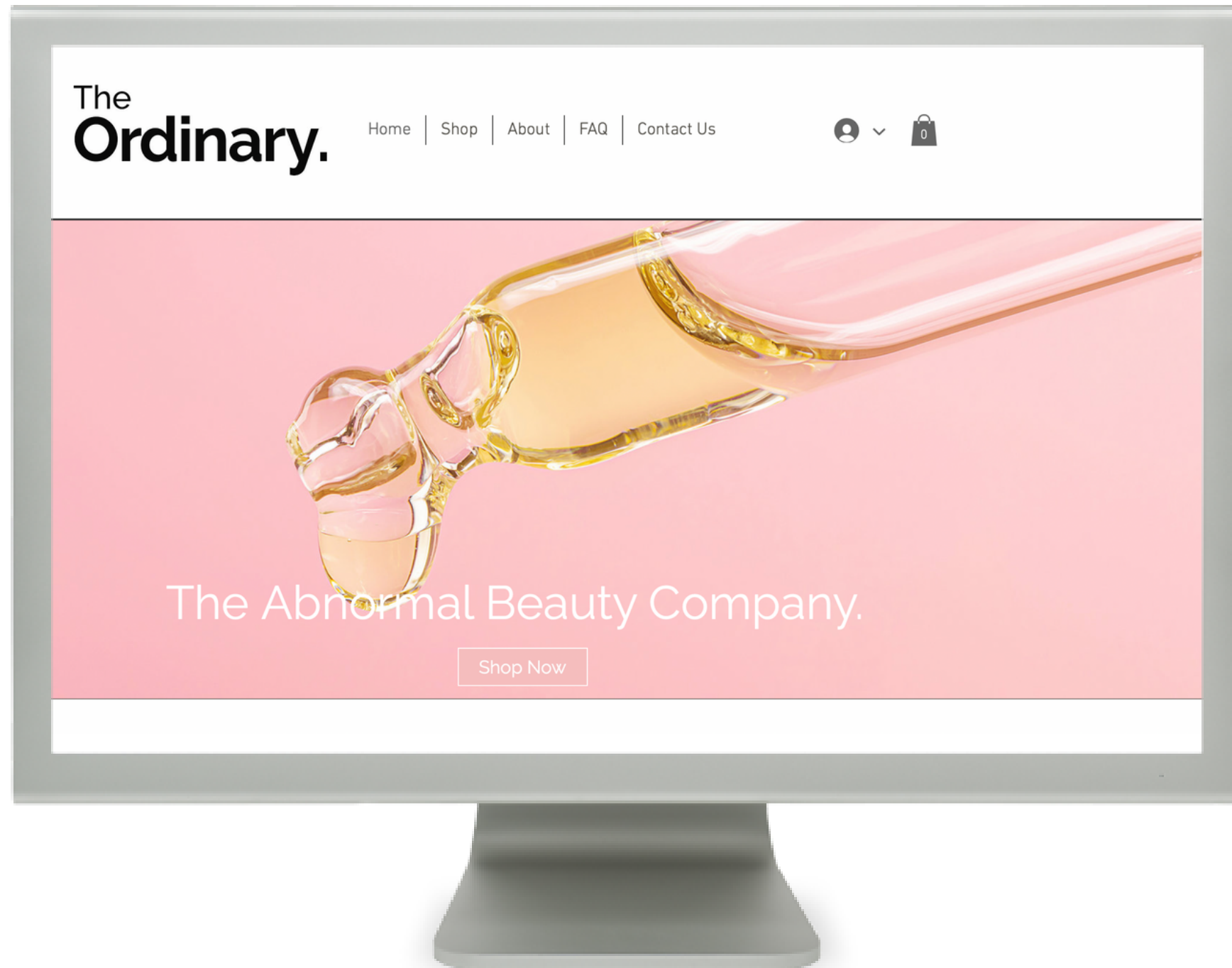


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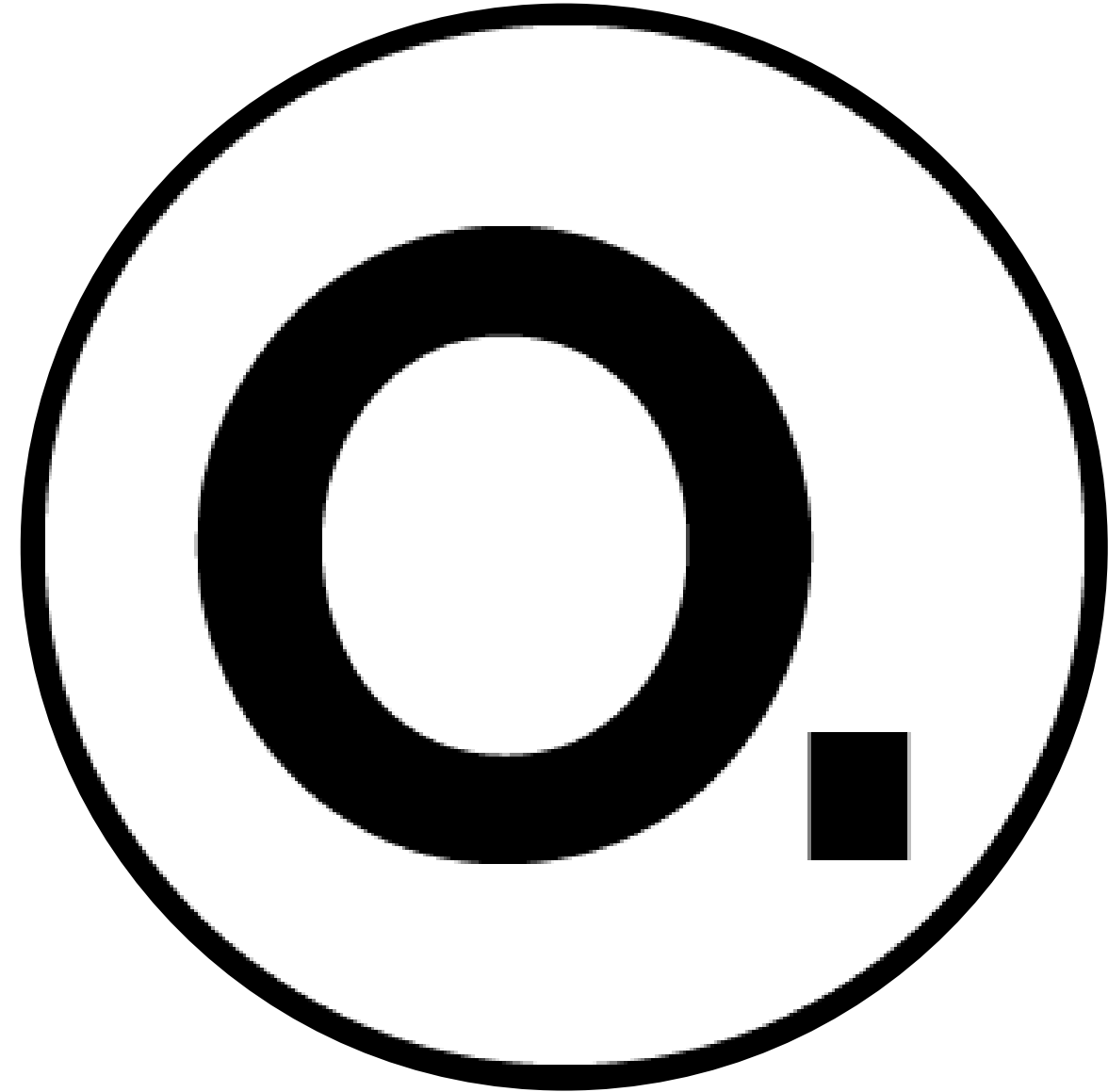
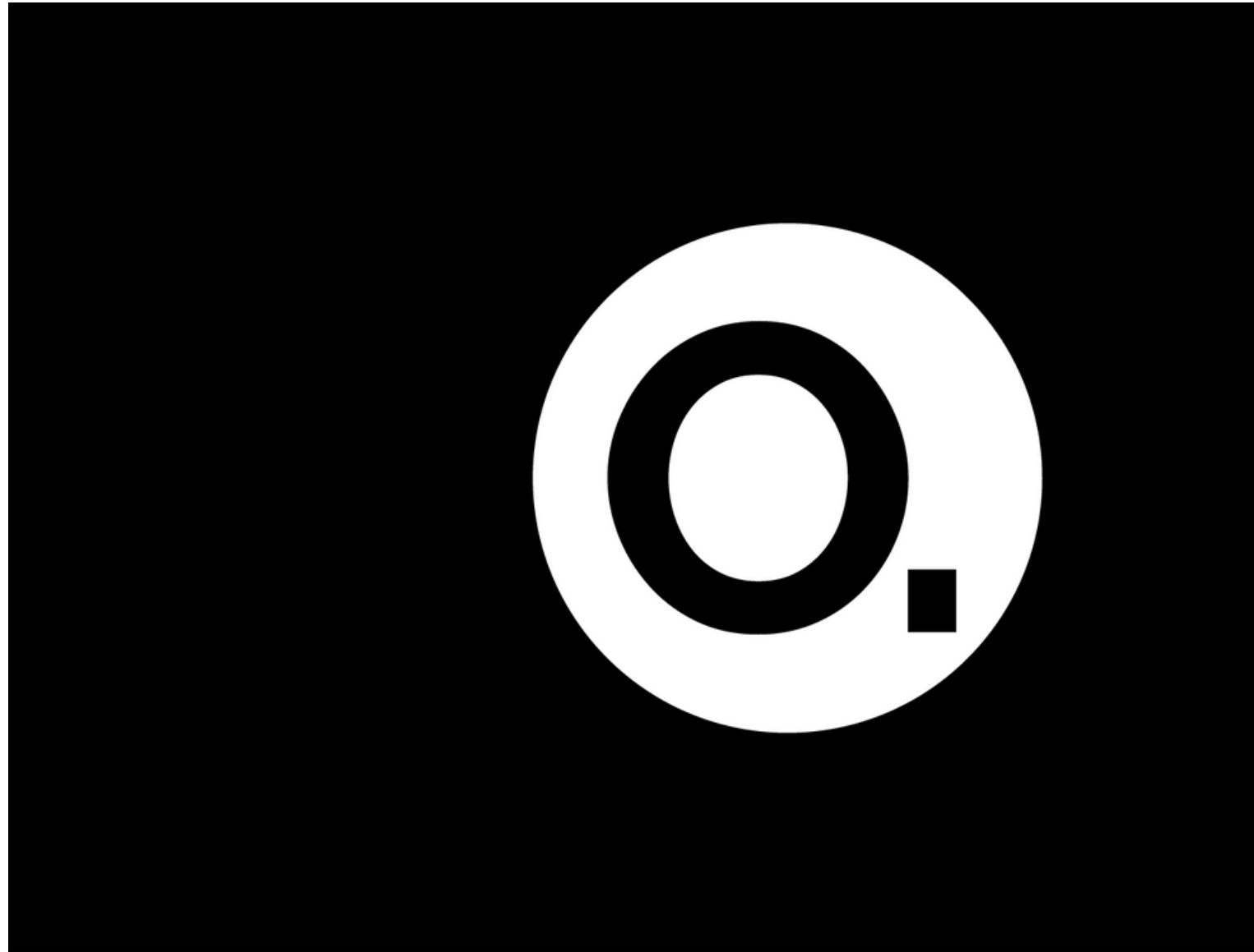
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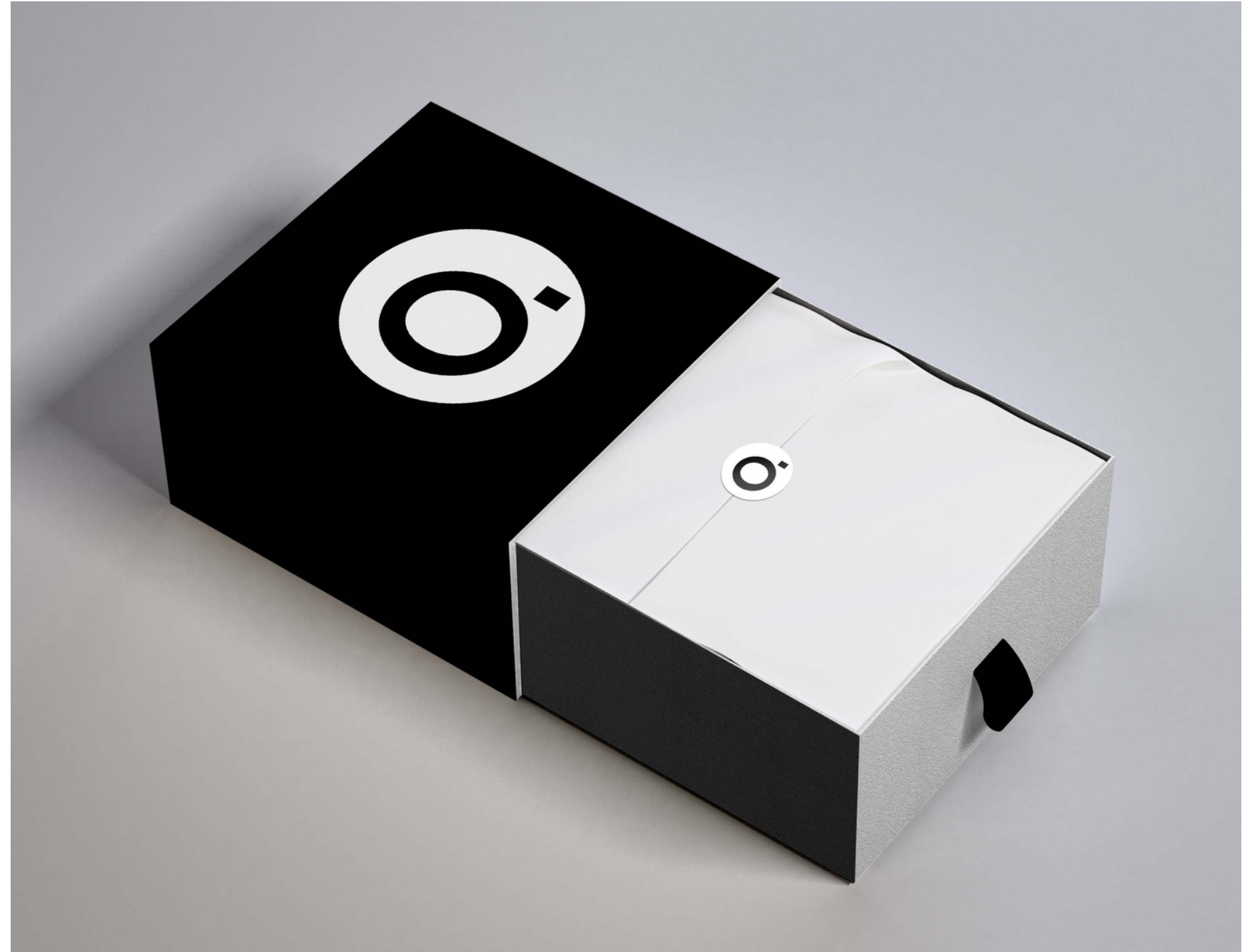
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The Box



The Box





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The Designers

Sophia Zechello

sophiazechello@yahoo.com

instagram: @sophiazechello

Kendall Platt

kendallplatt31@gmail.com

instagram: @kendallplatt_

Barbara Riofrio

barbarariofrio@hotmail.com

instagram: @barbarariofrio



The Citations



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The Link

<https://bit.ly/3jXRly6>