



Corporate Image Ad for Ulta Beauty – Creative Brief for the *See Yourself as Beautiful* Campaign

The Client – Ulta Beauty

- Ulta Beauty, on the Fortune 500 list of America's largest corporations (number 449), requested a corporate ad that reflects its culture and values. Climbing up from its previous rank of 471, Ulta Beauty has been on the Fortune 500 list for two years. With 30,000 employees and 1,174 stores across 50 states, this company is headquartered in Illinois. Ulta stores carry a wide variety of cosmetic brands, skin and hair care products, tools, and more for women, men, and children. Stores also include a salon with services for waxing, lashes, makeup, and haircuts.

Ulta Beauty's Company Info

- **Vision** - To be the most loved beauty destination of our guests and the most admired retailer by our Ulta Beauty associates, communities, partners and investors.
- **Mission** - Every day, we use the power of beauty to bring to life the possibilities that lie within each of us—inspiring every guest and enabling each associate to build a fulfilling career.
- **Values** - We work toward our mission and vision with our values at the heart of everything we do: Give wow experiences, improve always, win together, love what you do own what you do, do what's right, champion diversity
- **Slogan** – The Possibilities are Beautiful.

Project Background

- This corporate ad addresses an Ulta Beauty company value to champion diversity. It plays off [a recent NBC News story](#) which shows a young girl in a wheelchair mesmerized by a window cling ad that features a female wheelchair model on an Ulta Beauty storefront window. By continuing the buzz from this now viral posting, Ulta Beauty can reiterate its value for "championing diversity" and attract new customers (internally, they are referred to as "guests") to the stores or website. The goal of this ad is to increase brand awareness and encourage new customers – specifically women - to visit the Ulta.com website to take an interactive "Beauty Marks" quiz which will inform them of the products and services offered in stores near their zip code. This ad will also stimulate further dialog on social media with a custom hashtag.

Target Audiences

- Women who are potential or return customers are the main target audience for this corporate ad. Ulta Beauty is a woman-owned company which employees 92% women associates. The products and services offered at Ulta Beauty primarily cater to women, or those who identify as women.
- Stakeholders who invest in Ulta will value the company's loyal following and how some have become brand ambassadors on social media. This ad shows the connection the Ulta brand is making with its customers and associates, and the positive feelings the brand creates with its diverse imagery and culture.

Objective

- The objective of this corporate ad is to inform the audience of Ulta's culture to champion and celebrate diversity by empowering women and young girls.
- Secondly, this ad challenges the beauty industry to reflect its broad base of consumers in more advertisements. Ulta creates its own ad campaigns, in addition to using the ads from its partners, to embrace inclusivity. Key competitors use high-end fashion models, whereas Ulta uses more recognizable imagery that reflects the everyday individual.

Key Message

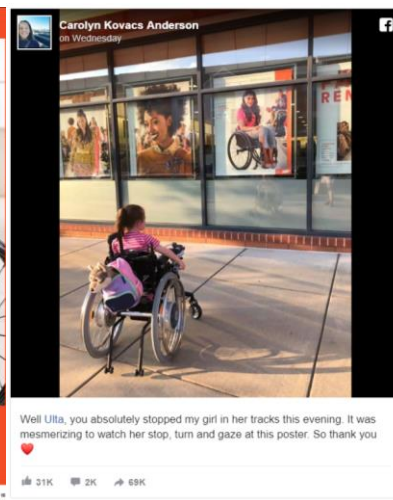
- *See Yourself as Beautiful Campaign*
 - *What some may consider an imperfection, we consider beauty marks.*
 - *Discover ways to enhance your beauty at [ulta.com/beautymarks](https://www.ulta.com/beautymarks) or show us how you see yourself by mentioning @ulta on Facebook and Instagram using the hashtag: #showyourbeautymarks.*
 - *Ulta Beauty. The Possibilities are Beautiful.*

Message Support

- The key message is supported by internal value statement documents that all associates are provided during orientation. Value statements are also listed on the [Ulta Beauty website](https://www.ulta.com). It is vital that Ulta teach organizational values so that they can be exhibited in the stores. In addition, the NBC news story about the viral photograph helps reinforce the timing and relevancy of the key message.

Design Elements & Tone

- The tone of this corporate ad is bright, happy.
- The on-brand Ulta orange will be used as a frame with the Ulta Beauty logo centered at the top in white.
- This ad celebrates diversity by showcasing a collage – women of color, a Muslim woman, a trans teen girl, an elderly woman, and some additional imagery from previous photo shoots of female models and store associates. Store associates will be shown in the workspace. All models will have hair, nails and makeup professionally done using brands carried at Ulta Beauty.
- The last picture in the collage will be that from Mrs. Carolyn Kovacs Anderson. Her Facebook post which mentions @ulta went viral and shows her young daughter admiring an Ulta window cling featuring a model in a wheelchair, just like her. The key messaging will be centered at the bottom of the page.



Media

- This corporate ad will run on all Ulta Beauty social media platforms. In addition, this ad will run in full-page digital and print magazines tailored to women's interests and newspapers with fashion sections.