



AIROGEN
COSMETICS

ARCTIC AIR

FRESH AIR FACIAL SPRAY

BY: GRACIELA MONG



ABOUT THE BRAND

WHO WE ARE:

A new skincare company aimed at providing people with the missing skip in their skincare routine: air.

WHAT WE DO:

Can the world's purest air, straight from the Antarctic, to be used by skincare lovers everywhere.

WHAT WE PROVIDE:

Airogen: Arctic Air. The first "just-air" facial spray that works to refresh, cleanse, depuff, and tone to help you achieve flawless, it-girl skin.



AIROGEN COSMETICS

SO, HOW DID WE DECIDE THE WORLD NEEDED AIROGEN: ARCTIC AIR?

1 S.W.O.T Analysis

- Clean, fresh air is extremely beneficial for your health, as well as pure oxygen.
- Generally an open industry with not many competitors.
- Due to COVID and mask mandates, new cultural emphasis on breathing fresh air.
- Rising air pollution especially in cities.

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- Expansion: To have packaged air be a good wanted and available in all regions of the world.
- Switching away from purely health focus to different types of packaged air: expansion into the beauty/cosmetic word.
- More aggressive marketing: brand the air as something good for you even if you don't live in a polluted city, to make consumers more willing to purchase it.

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- May not be much consumer interest: are people ready to buy air?
- Only canned breathing air as a product, focuses on it being essential instead of something anyone can enjoy. Not much diversity in product.
- Not easily available: not a convenience good.
- Not a big U.S. market.

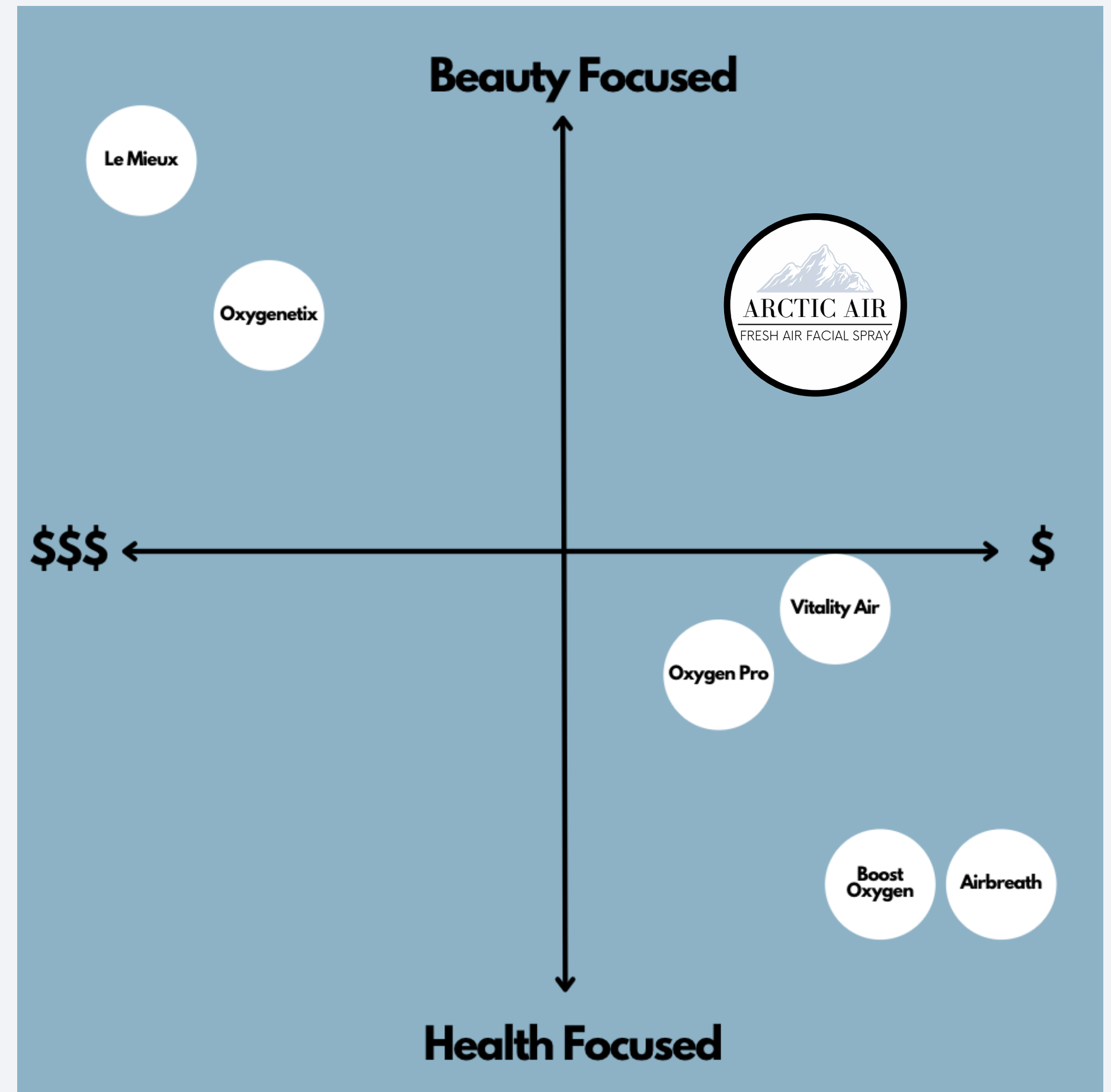
- Could be considered a gimmick.
- Our peers are trying to enter the market at the same time as us.
- Idea that packaged air not necessarily considered "fresh": customers might feel misled.
- Is it sustainable to believe people want air for something other than breathing?
- Increased focus on climate change has led science to attempt to find ways to decrease pollutants, making packaged air less necessary.

2 BLUE OCEAN ANALYSIS

With blue oceans in between the expensive health-focused and inexpensive beauty-focused, we decided to go for the inexpensive beauty market to help everyone achieve flawless skin.

WHY?

Canned air products are already established as inexpensive goods, and creating a beauty focused product allows us to completely differentiate from our competitors.



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CLUSTER CREATION
AND BUYER PERSONA

TOP 2 POTENTIAL CLUSTERS

	★ ASPIRING INFLUENCERS	COOL MOMS
Psychographics: Attitudes and Personalities	Very social people, insecure/appearance focused and not health focused, love social media and content creation, easily influenced, promotion focused, loves beauty and fashion.	Has a desire to feel young, heavy social media usage, keeps up (but is behind) on trends, prioritizes their appearance, promotion-focused, very social individuals.
Psychographics: Motivation and Goals	Wants to fit in and be on top of trends. Seeks to emulate popular influencers and wants to own the trending products they promote.	Wants to purchase products that make them feel young and trendy, want to relate to their kids/the younger generation, seeking to look good/stand out from other people their age.
Demographics	14-24, women, most likely single, in high school or college, middle class family	30-55, married or could be single/divorced, has kids, middle to upper class, any education level
Geographics	Mainly urban areas and college towns.	Suburban and Urban areas
Behaviors	Price conscious, purchases based on popularity and aesthetic.	Does not care about price. Cares about popularity (mainly with the youth).

"ASPIRING INFLUENCER ALLIE"

ABOUT ALLIE:

- AGE: 17
- OCCUPATION:High School Student, Part-time Barista
- STATUS: Single, Dependent
- LOCATION: Boston



PERSONALITY:

- Insecure
- Creative
- Social Butterfly
- Promotion-Focused
- Spends an excessive amount of time online/on social media

HOBBIES AND INTERESTS:

- Experimenting with makeup and skincare routines
- Filming and posting TikTok's
- Research Beauty Trends on Youtube

GOALS AND NEEDS:

- Build their own brand on social media
- Differentiation from known influencers
- Participate in beauty trends, and create new ones.
- Finding cool, unique products to highlight on her social media.
- Establishing her go-to beauty routine to share with followers

FEARS AND CHALLENGES:

- Failing to be seen and noticed.
- Not getting an opportunity to share her beauty knowledge and represent beauty products.
- Creating a unique brand that stands out from over-saturation of influencers.

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ABOUT THE TARGET MARKET

GEN-Z FACTS:

- Gen Z has an estimated spending power of \$323 billion.
- 71 percent of Gen Z cited the importance of natural or organic ingredients.
- Affordability is an important factor in purchasing decisions for 62 percent of Gen Z.
- Gen Z is motivated by influencer recommendations (21 percent).
- Gen Z females are more likely to purchase more clothing (55%) and beauty and skincare (57%)

SKINCARE INDUSTRY STATS

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- Increased demand for skincare during quarantine has mitigated further losses from COVID-19
- Over the past five years, emphasis on natural beauty has taken over the cosmetic world, causing skincare products to increase at a faster rate than cosmetics.

Key Statistics

\$12.0BN
REVENUE

Annual Growth 2015–2020
7.2%

Annual Growth 2020–2025
3.2%

Annual Growth 2015–2025

\$554.0M
PROFIT

Annual Growth 2015–2020
0.0%

Annual Growth 2015–2020

4.6%
PROFIT MARGIN

Annual Growth 2015–2020

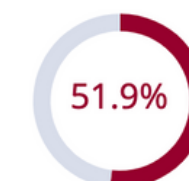
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Annual Growth 2015–2020

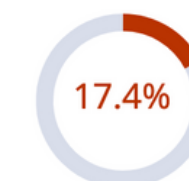
Products & Services Segmentation



Cosmetics



Skin care



Fragrances

OUR PRODUCT

ARCTIC AIR FRESH AIR FACIAL SPRAY BY AIROGEN COSMETICS

Stright from Antarctica this freshly bottled chilled air reduces the appearance of fine lines & wrinkles, preps the skin, & gives you an instant au naturel facelift.



PRODUCT PRICING

ARCTIC AIR
FRESH AIR FACIAL SPRAY
BY AIROGEN COSMETICS

AIROGEN offers 3 Product sizes of their Arctic Air Fresh Air Facial Spray to meet all our customer's needs.

The jumbo for your beauty guru and makeup artists. The standard for everyone's daily use. And a travel size to throw in your purse and take with you everywhere you go.

JUMBO



\$19.00

STANDARD



\$13.50

TRAVEL



\$8.50

REAL FRESH AIR

ANTARCTICA

Freshly bottled from East Antarctica's ice-covered plateau. The clean-fresh air provides many rejuvenating benefits when applied to the skin.

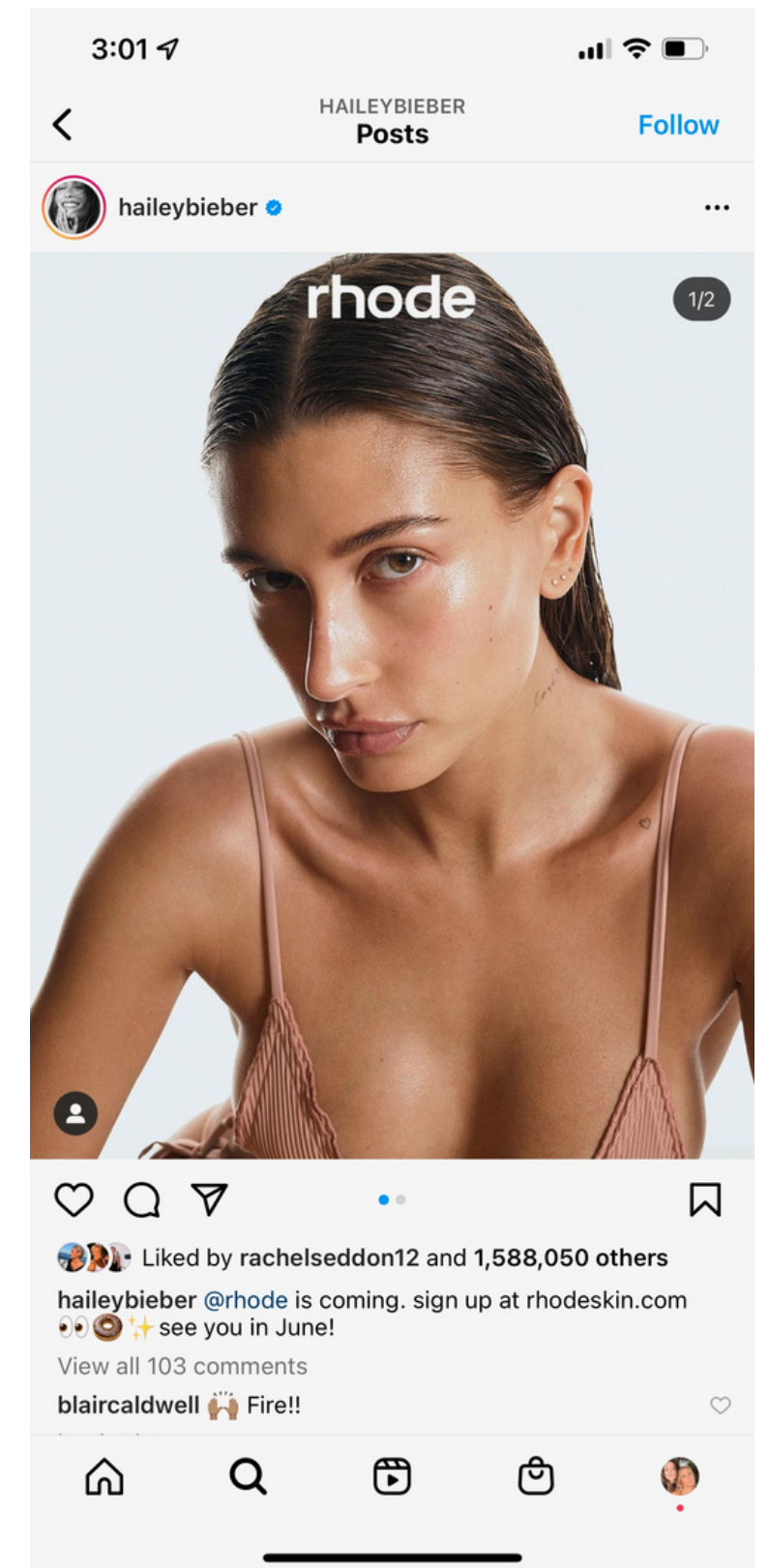
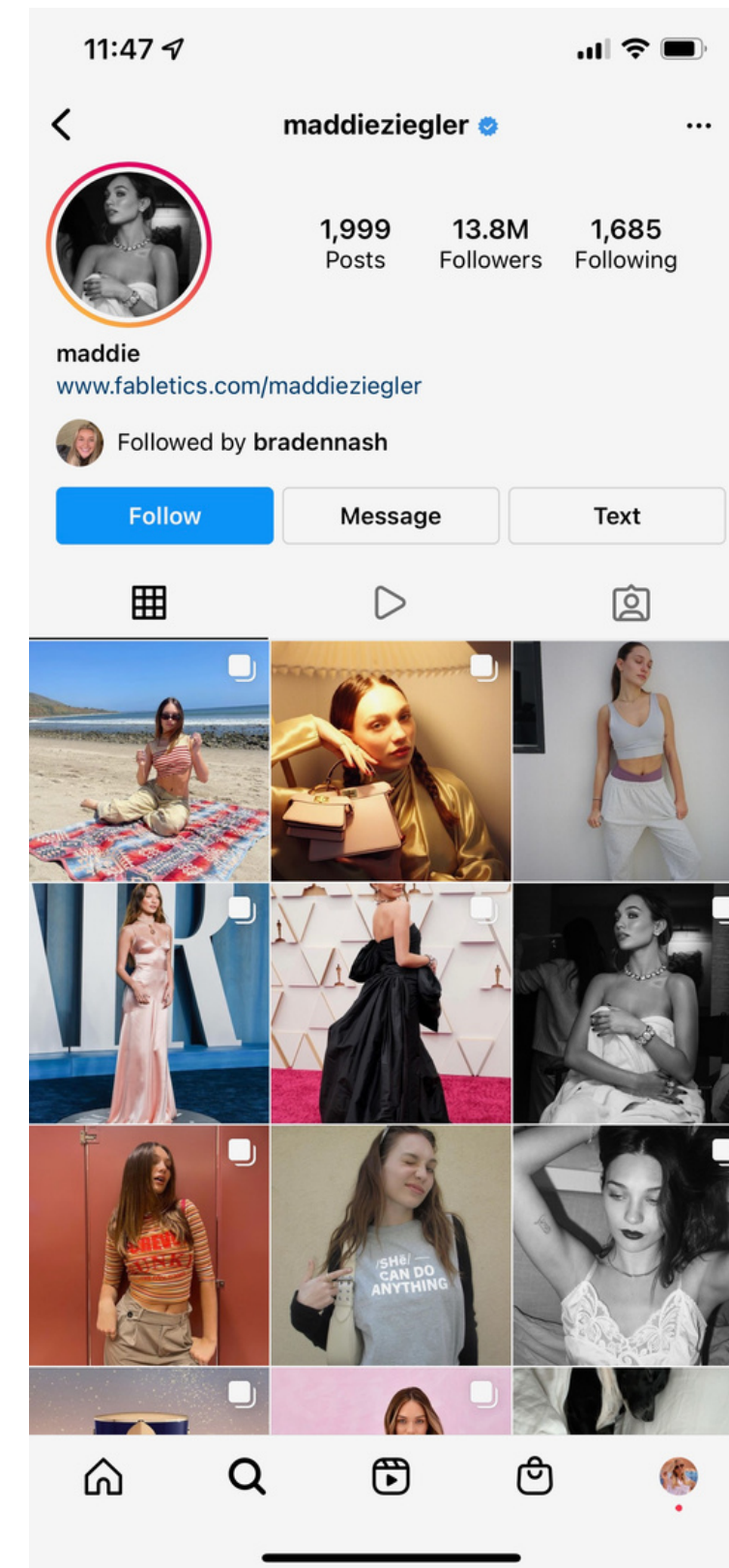
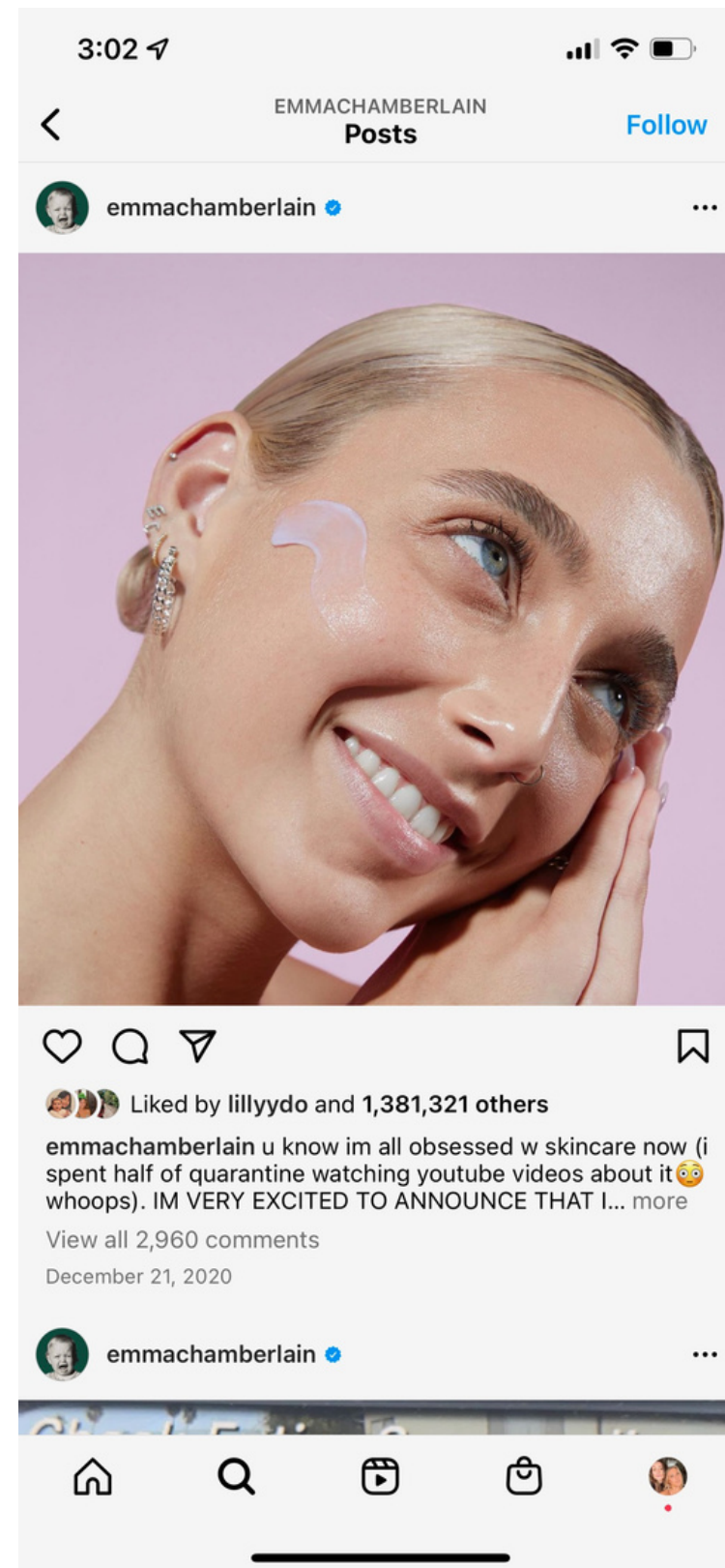
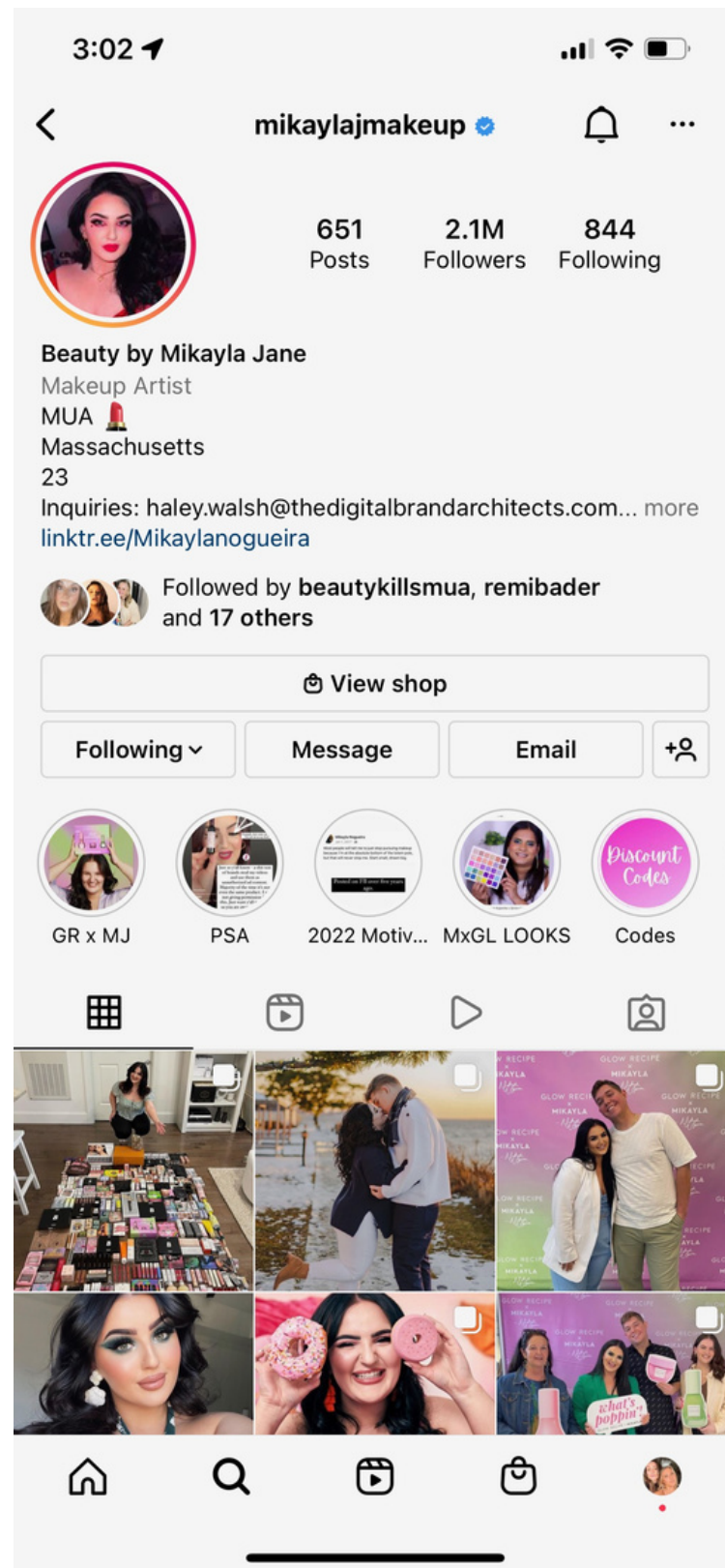


HOW DO WE WANT CONSUMERS
TO SEE US?

POPULAR SELF CARE
AIR NATURAL CLEAN
SKIN LOW-COST PURE
MUST-HAVE EFFECTIVE

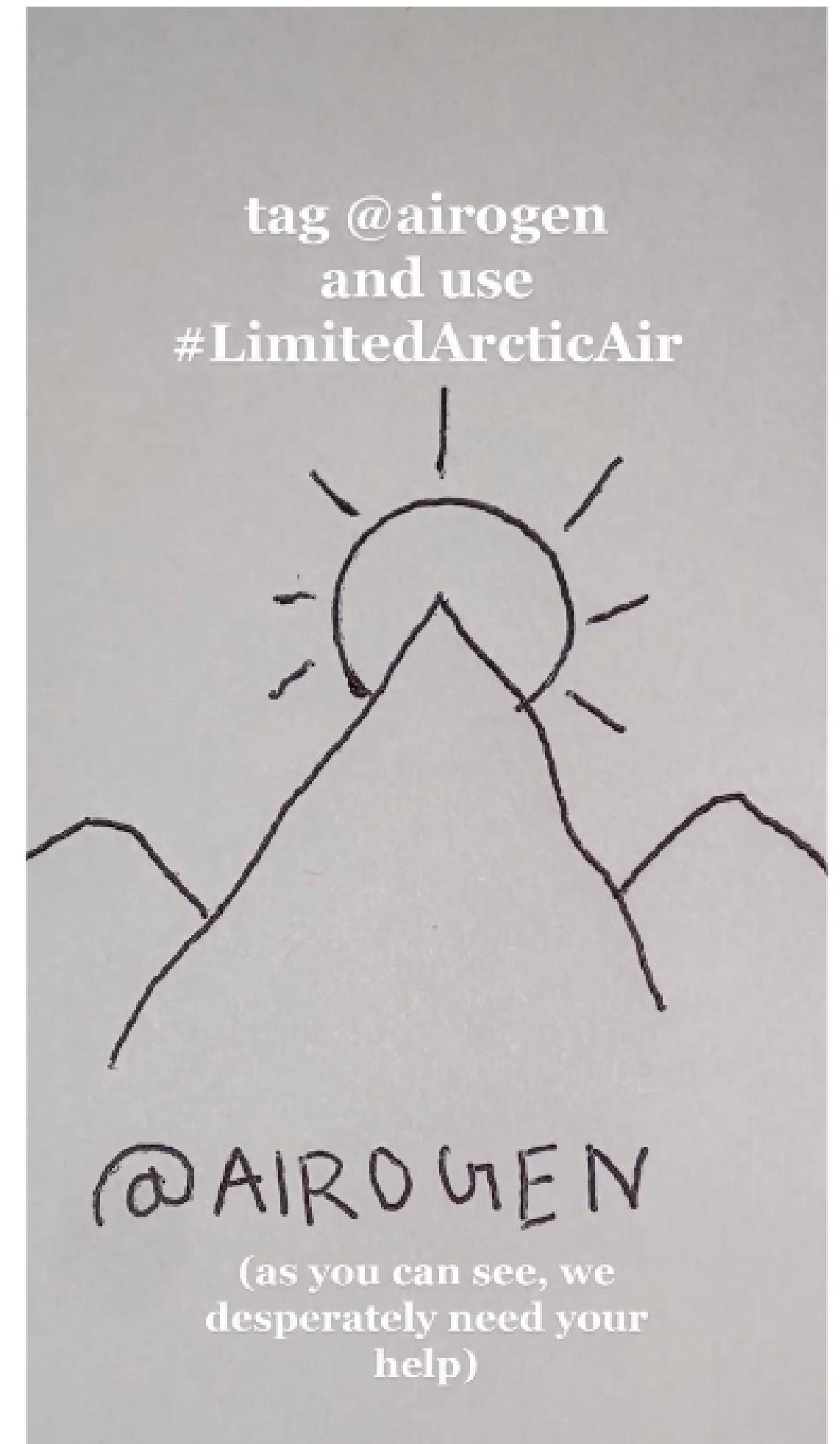


INFLUENCER MARKETING



ENGAGEMENT MARKETING

- TIKTOK CHALLENGE TO CREATE THE PACKAGING OF A LIMITED EDITION ARCTIC AIR BOTTLE.
- HERE IS HOW IT WILL WORK:
 - We post that TikTok over there -->
- GOALS?
 - Make consumers feel involved with the brand.
 - Strengthen feelings of brand community and thus improve brand loyalty.
 - Take advantage of the creative spirit of our consumers!



PROMOTION MATERIALS

- PERIPHERAL ROUTE PROCESSING
- CONCRETE CONSTRUAL LEVEL
- PROMOTION FOCUSED
- OTHER FOCUSED



AIROGEN COSMETICS
REFRESH - CLEANSE - DEPUFF - TONE

**GET IT-GIRL
SKIN**



ARCTIC AIR
FRESH AIR FACIAL SPRAY
REFRESHES
TONES
DE-PUFFS
300 ml 10.1 fl.oz.

"LIVING IN L.A. MY SKIN IS CONSTANTLY FACED WITH AIR POLLUTION. USING ARCTIC AIR EVERY MORNING HAS COMPLETELY CHANGED THE APPEARANCE OF MY SKIN. I LOOK AIR-BRUSHED AND NEVER HAVE TO WORRY ABOUT REDNESS OR PUFFINESS ANYMORE. I CANNOT RECOMMEND IT ENOUGH."

ARCTIC AIR: EMMA CHAMBERLAIN APPROVED

**READY TO FILL THE MISSING STEP IN YOUR
SKINCARE ROUTINE?**



FIND US AT

SEPHORA **AIROGEN.COM** **WALGREENS**

1.7OZ: \$8.50 5OZ: \$13.50 10.1OZ: \$19.00


AIROGEN COSMETICS



**CLEAN FRESH AIR BOTTLED TO PERFECTION
ONE SPRAY, BOUNDLESS BENEFITS**



BRIGHTENING

LIFTING

REVITALIZING

REDEFINE YOUR REGIMEN WITH ARCTIC AIR



- Scene 1: Girl touching up makeup in the bathroom



- Scene 2: Girl 2 runs into the bathroom crying, with a red and puffy face, and Girl 1 turns around



- Scene 3: Girl 1 quietly walks up to Girl 2, reaches in bag, and hands her Airogen: Arctic Air

TV COMMERCIAL STORY BOARD



- Scene 4: Girl 1 says "I always keep it in my bag for emergencies. Keep it." and walks away



- Scene 5: Girl 2 walks up to the mirror and looks at bottle in her hand before looking into the mirror and wiping away her tears.



- Scene 6: Camera begins to zoom out while Girl 2 begins to use Arctic Air and starts fixing her appearance. The logo appears on screen with the text, "We've all been there. Give the gift of fresh air and clean skin. Give the gift of confidence"



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FRESH AIR FACIAL SPRAY

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