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February 28, 2021

Sara Donninelli, Vice President of Global Marketing
Estée Lauder
767 Fifth Avenue
40th Floor
New York, NY 10153
USA

Dear Ms. Donninelli,

INTRODUCTION

Estée Lauder has experienced lower sales since the beginning of the COVID-19 pandemic. The company is already in the process of changing marketing strategies to target millennials, but I think there is a more effective way to do that (Stewart 2019). In response to the increasing percentage of Estée Lauder's marketing budget allocated towards influencers and online marketing, I propose the expansion of a marketing campaign already being used by the company in other countries.

PROPOSED SOLUTION

Estée Lauder caters to different countries' beauty standards by creating make-up that fits the need of each country. For example, Japanese culture emphasizes looking perfect from close-up. Estée Lauder centers their marketing campaign around that in Japan. I believe that Estée Lauder should bring a more personalized element to the United States as well. For example, marketing products that are for different races to those specific communities. Different races have different needs when it comes to skin and haircare products. This is beneficial to the company as they become more inclusive and socially aware. This campaign should be run through social media with the help of influencers.

DESCRIPTION OF MY WHITE PAPER

I intend to write my white paper in the backgrounder format. This is the best way to write my paper because it is the best format to educate salespeople and channel partners and redefine a market space (Dummies).

- A make-up and haircare line that encourages inclusivity through personalized products is needed
- To best market this idea (social media campaign)
- Who would be the best as faces/representatives of this campaign

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- To implement a social justice incentive
- It is important to value the movements and progress of the day
- To define the target audience
- Reach the target audience

AUDIENCE

The audience for my white paper will be company shareholders and media professionals. I hope to convince them that an inclusive line of make-up and marketing campaign to go with it is beneficial to the company by elevating their image while bringing in a large profit.

The audience for my idea to create inclusive advertising and makeup are millennial and Gen-Z women. It is desirable to continue the direction Estée Lauder is already going in as they have made a point to hire models and influencers that are well-known to the millennial generation as the face of their company. For example, Estée Lauder brought on supermodel Kendall Jenner, of the Kardashian family, as the face of the company. Jenner is most famous among millennials. The company also pushes social media initiatives, such as Snapchat stories with Jenner modeling the make-up. In addition, they have their own hashtag #BeautyAttitudes which encourages consumers to post photos with the hashtag when wearing Estée Lauder products.

Since most millennials and Gen-Zs' are on social media, a social media campaign is best to target that audience.

TIMELINE

- Research for white paper completed by Rose Carter by March 21, 2021.
- White Paper Audience Analysis and Outline completed by Rose Carter by March 28.
- White Paper Draft completed by Rose Carter by April 7.
- White Paper completed by Rose Carter by April 25.

If there are questions, follow-up visits are welcome upon request.

COSTS

The following costs include

- launching a social media campaign (\$20,000/month)
- hiring social media influencers (\$1 million/post)
- creating new line of make-up (\$88 million)

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- campaign photoshoot and materials (\$5,000)

GRAND TOTAL: \$89,025,000

After spending a company high \$228 million in research and development in 2020, yet still seeing sales decrease, Estée Lauder needs to allocate the money to promote a more inclusive approach to skin and haircare (Sabanoglu 2021).

Another financial proposal includes selling a line with personalized products with a percentage (10-20%) of proceeds going towards creating societal change. This move increases emotional ties and strengthens the moral values of the company, which could benefit the brand monetarily as well.

MY QUALIFICATIONS

My qualifications to present this information include being a part of the target audience for Estée Lauder products. I am a millennial with almost all of the social media platforms. Growing up in the age of social media resulted in strong knowledge of how to use social media marketing to target consumers my age. I also enjoy showing my creativity through makeup, and I believe in the culture at Estée Lauder and their belief that “every woman can be beautiful” (*The Estée Lauder Companies Inc.* 2017). I can also speak to being a person of color in the United States and how much feeling included creates a connection and draws me to a company.

CONCLUSION

Thank you for taking the time to consider my proposal. I believe my proposal captures the very heart of Estée Lauder. It responds to the social responsibility to foster inclusivity and racial representation in a mainstream company. Every woman IS beautiful but can and should be made to *feel* beautiful.

If you have further questions, please do not hesitate to contact me at (123) 456-7890 or through email at rosecarter@gmail.com.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rose Carter', with a stylized, cursive script.

Rose Carter

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