

COMPANY BACKGROUNDER

Contact: Lindsay Cai
Corporate Marketing Brand Manager
626-342-9978
linxicai@usc.edu

ColourPop

ColourPop is a new brand which was founded by Laura and John under the parent company Seed Beauty in 2014. ColourPop started with Spatz Labs. According to Refinery29, John and Laura's dad bought Spatz in 1989 — it's a cosmetics manufacturing factory that still makes products for multiple different brands today. brands often enlist facilities like Spatz to produce and package their unique products. This keeps ColourPop can keep the cheap price to attract the consumers.

ColourPop drew the public's attention once it launched to the market. The reasons for it get success is not only its cost-effective price and good value products, but also its smart brand positioning and marketing strategies. ColourPop wants to bring the fast fashion model to beauty. To reach this goal, it tries to make makeup products 'colorful' and 'vivid'. For each different lipstick series, ColourPop will make more than ten different colors. These products use bold and nice color to increase the consumers' awareness. In addition, ColourPop launches new makeup products so quickly and this really attract more and more people to develop consumer behavior of buying products again and again.

ColourPop understands social media and its marketing strategy is to get influencer

marketing. Its store is online and all most all the customers live online. So, its target audience should be the group of people who are young, creative and love social media. They look up to Instagram and YouTube beauty when it comes to brands and trends to try. ColourPop is one of the first small, online-only beauty brands to realize the power of social media. ColourPop knows that influencers are the kings of the new beauty world order and it utilizes them to promote products. For example, ColourPop encourages many influencers and YouTubers such as Ellarie and Karreuche Tran to post photos or videos of recommend ColourPop. Beauty-lovers are huge nerds. The phenomenon is that when the brands change formulas, instead of just buy part of a collection, people want entire thing. ColourPop capitalizes on that. For the price of a single high-end luxury lipstick, people can buy an entire limited-edition ColourPop collection.

For more information, visit ColourPop website at <https://colourpop.home.blog/>

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