e.l.f. Beauty "Fresh Face" Creative Brief

1. **Who is the target audience? Why?**

Gen Z women ages 18-26 in Los Angeles and New York, mainly college students and young professionals. They grew up with filters and beauty mode on their phones, and many are tired of looking one way online and another way in person. They want makeup that looks like their own skin, takes a few minutes and fits a student budget.

Why:

- TikTok and Instagram are where many of these consumers discover new makeup products and decide which trends to try.
- Affordable, easy-to-use makeup fits into their everyday routines without requiring much time or money.
- Online beauty standards affect how they feel about themselves. Dove (2024) found that one in three women feel pressure to change their appearance because of what they see online.
- Many Gen Z consumers are already familiar with e.l.f. In Piper Sandler's fall 2026 survey, 33% of teen girls named e.l.f. their favorite cosmetics brand (Kachi, 2026), which makes them a natural audience for the new Fresh Face line.

2. **Where will this ad appear? Why?**

OOH ads will be placed in Los Angeles and New York. Bus shelters will be near college campuses such as UCLA, USC, NYU and Columbia, as well as around Ulta Beauty and Target stores. Digital billboards will run on busy streets, including Wilshire Boulevard in Los Angeles and the West Side Highway in New York. The campaign will also be promoted on social media with #LessIsElf.

Why:

- Bus shelters near college campuses and billboards on busy streets reach students and young professionals during their daily routines.
- Ads near Ulta Beauty and Target stores reach consumers who may already be interested in buying makeup.
- Social media promotion extends the campaign's reach on TikTok and Instagram, where the target audience discovers beauty trends and products.

3. **What is the goal?**

Build awareness of Fresh Face as an affordable, skin-first makeup line that gives Gen Z a simpler alternative to heavy makeup looks.

4. **Why do we need this ad?**

    - Fresh Face is a new product line, so consumers need to know what makes it different from e.l.f.'s existing products. It is makeup with skin care benefits. Teen girls rank e.l.f. first in cosmetics but only eighth in skin care (Werner, 2026), so the ad also helps e.l.f. earn trust in skin care.
    - The ad gives e.l.f. a chance to connect with Gen Z consumers who are tired of unrealistic beauty standards. The campaign line, "Less Is e.l.f.," tells them they can wear less makeup and still look like themselves.
    - National No Makeup Day on April 26 provides a relevant occasion to launch Fresh Face and bring attention to a more natural approach to beauty. Because Fresh Face is still makeup, the ads present the day as a reason to wear less, not none.