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Fundamentals of PR: Campaign Phase III

**MAC Cosmetics and Animal Testing**

MAC Cosmetics goal is to disassociate from China and Estee Lauder. Currently, MAC Cosmetics is receiving backlash from consumers because of they are continuously testing their makeup products on animals in China. Overall, MAC Cosmetics has a loyal client base and is loved by makeup enthusiasts all over the world. However, the audience we are trying to address is the consumers that MAC has lost throughout the years of testing on animals. The loss in revenue and customers have hurt MAC’s brand immensely as well as their credibility. Our objectives are to educate our customers that it is China’s regulation, not MAC’s decision, to educate our customers that MAC does not approve of Estee Lauder’s decision to sell products in China, to educate our customers on that MAC has different values and goals than Estee Lauder, and to educate our customers that the majority of our products did not undergo animal testing. The company should try to rebuild their ethos by making a new line that is vegan, creating a blog, making press release, creating a brochure, and once again collaborating with a celebrity whose line has previously succeeded within MAC.

Our first objective would be to educate our customers on the laws and regulations of China. In order to fix and educate our customers, we have decided to create a photo advertisement in the form of a billboard within our company excluding Estee Lauder. We would create this billboard so everyone, not only our customers, will be able to see what MAC is really about. To grab the consumer's interest and to make it not like every other billboard we could put the face of a popular celebrity, Mariah Carey, who has had success with MAC before on the billboard. This would make Carey the new face of MAC. The billboards would have placed on the major highways in more populated areas for example, New York City, Washington D.C. and Los Angeles. The billboard will show Mariah putting on some form of makeup that is clearly ours, and it will say, “Mariah Carey does not approve of animal testing and neither do we.” MAC could create a billboard to help our consumers see that MAC is a trusted company that does not approve of China’s or Estee Lauder’s decisions. Also, that MAC doesn't agree with China’s regulations. MAC could decide to use a paid media method because we want the word to spread that MAC does not agree with China's regulations. One way of doing that is advertising a lot of something that everyone can have access to and see. This tactic helps evaluate this objective because it helps bring across to our customers that this is China’s decision and not MAC’s and we don't agree with it. Everyone who would drive on the larger highways would see this advertisement.

Our second objective is to educate our customers that MAC does not approve of Estee Lauder’s decision to sell products in China. To help educate our customers we decided to create a personal blog. This blog is just for MAC as a stand-alone company. No other brands under Estee Lauder will be allowed to be a part of this blog. This can be used as a personal outlet for MAC to explain what has been going on within the company and to educate our customers that we do not approve of what Estee Lauder is agreeing to do in China. In this blog, MAC will state what it wants to do, gradually remove itself from Estee Lauder, and it will give examples of how removing themselves will help them improve MAC as a company, improve their customer’s happiness and state that they will never test on animals. By creating this blog, it will help our customers see that we are trying our best to separate ourselves from Estee Lauder and it can give them a specific website to go if they need any information about the new MAC or what has been happening with China and the process that we have gone through as a company with them. This specific action will help evaluate this campaign objective because it will show if our lost and remaining customers still value MAC as a company and if they could see MAC standing alone from Estee Lauder.

Another one of our objectives is to educate our customers on that MAC has different values and goals than Estee Lauder. To convey this, we decided that creating press release was the best way to go. This press release will be directly from MAC, and directly to MAC’s audience. The press release will state what has happened, the values and truths about Estee Lauder and how they are not trying to pull any of their products out of China even though it is hurting the whole company and our consumers, and finally state MAC’s values and new goals that they want to achieve in the upcoming years. MAC’s goal is to now regain their lost customers and try to build back that trust that was lost while also gaining their revenue back. MAC and Estee Lauder clearly have different values due to the fact that MAC does not want to animal test anymore and Estee Lauder is not listening to its companies. By putting all of this in a press release to give to the public, we think it would be a great way to show that MAC is evolving as its own company independently. This action helps evaluate the campaign because this will give MAC a clean slate to rebuild their own company from and can reach many different companies as well as consumers to show that MAC is a changed company.

Another tactic that we will use to show our previous objective is to rebrand the company. To do this, we would have a few different steps to achieve this tactic. Our first step to rebrand the company would be to promote a brand-new line that is vegan and cruelty free. We think that by doing this, it will show our customers that we are serious about the different values and goals compared to Estee Lauder. The second step that we would take is by taking the items that have been previously tested on animals and create a new line focusing on those products. We think that by doing this, we are more likely to attract customers who we may have lost previously when our products were being animal tested. We were also thinking that another step in this process would be to redesign the packaging of the product as well as the formula that goes into making our product. For the re-design, because MAC cosmetics is known for having a black, classic looking theme color, we were thinking of making the new theme color white. We would feature earthy tones including light greens, nude, and a light brown. These new theme colors would add to the rebrand because it would show the customers that we have taken much of the unnatural ingredients out of our products. We think that by changing the theme colors of the actual packaging, it would make the idea of a natural and clean brand even more prominent in our customers’ minds. The final step that we would take is to change the logo. Because the MAC logo is so recognizable, we were thinking that the final thing that we could do is to create a new logo that is not as bold. We would feature a logo that is a lighter logo to read, while still being recognizable. By completing all of these steps, we think that it would instill in our customers our different values and goals from Estee Lauder.

The last of MAC’s objectives is to educate our customers that many of our products did not undergo animal testing. MAC would use some of the new products that we are planning on creating and putting them into promotional bags, so customers will get to experience the new vegan and cruelty-free line of MAC. Some of the new products we would include would be a new silicone free primer, paraben free translucent powder, retinol free plum lip gloss, and petroleum distillate free mascara. These products will be in the form of a sample size and have our new packaging. These promotional gifts will be given wherever MAC Cosmetics is sold such as, Nordstrom’s, MAC stores, Macy’s , Sephora, online and other department stores. Also included with the promotional gifts would be a brochure that MAC cosmetics has personally created specifically for its customers. The brochure will have an image on the front that shows a bunny in a cage with the caption “We are not China.” Inside the brochure there will be information that states that most our products did not undergo animal testing, and it will summarize that only the products that are being sold in China went through the testing. It will also mention that the products distributed to other parts of the world have not been animal tested. Also, it will state that we do not agree with animal testing and that is MAC is revamping their products which goes alongside the rebranding strategy that we have taken. MAC decided to use this tactic because this will show our unsure customers that we are trying to make this right again. Also, it will help educate our customers because of the brochure that has a captivating cover that even if they don't read the text inside, they can see that we do not approve of animal testing. This tactic helps implement the objective by giving our customers another way to see that China is the one testing our products on animals and that we do not approve of it, and that we do not agree with the testing which can be seen by MAC creating a new line of makeup and rebranding the company.

MAC as a company is trying to dissociate itself from China and Estee Lauder. These specific tactics and objectives will help achieve that end goal as well as restoring relationships with our customers that we had lost previously. As the PR representatives, we think that the rebranding of our company by slowly changing our products formal and packaging is the tactic that is going to save our company and help us dissociate from Estee Lauder and China completely. All of our tactics are helping our customers see that we are not a negative or bad company, and it shows that we are trying to get their trust back again and do what is right. It will help bring the situation to the surface so we can conquer it as a company.

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