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Celebrating Diversity Through Creativity

#NYXPopOfColor Pop-Up Shop

By Amethyst Stewart

Introduction

The purpose of this plan is to bring awareness to NYX Cosmetics efforts in diversifying their products, give access to NYX Cosmetics to the attendees of the pop-up shop, celebrate the diversity of the makeup community, and bring awareness to the need for expanded makeup shade ranges, and increase the attendance of CMU diversity and inclusion events.

The main factor of this plan is the NYX Cosmetics pop-up shop and masterclass event. The event will be in collaboration with Makeup Geeks, a CMU RSO, and the Office of Institutional Diversity. In effort to further promote the efforts of NYX Cosmetics, YouTube influencers will take part in a social media campaign, #NYXPopOfColor, a celebration of diversity through creativity.

The overall goal of this event is to spark a change in the makeup industry. Consumers have a lot of power in changing the behaviors of companies. When people respond positively to NYX Cosmetics' endeavor, the goal is to have other makeup companies follow suit. Another goal is to give students, faculty, and staff the opportunity to learn about and appreciate diversity in a creative environment .

Research

Primary Research

- Google Forms Survey
 - 112 Responses
 - Average age: 21
 - Target age: 18-24
 - NYX Cosmetics was second highest makeup brand chosen by respondents
 - "Department store quality at a drugstore price"
 - "The makeup industry has shades and undertones that work for all skin tones."
 - 42 percent disagree
 - 26 percent strongly disagree
 - "All skin tones are well represented in the makeup industry."
 - 38 percent disagree
 - 31 percent strongly disagree
 - "I prefer to support a company with options for all skin tones."
 - 56 percent strongly agree
 - 25 percent agree

Research Continued

Secondary Research

- **NYX Cosmetics**

- Founded in 1999 by Toni Ko
- First products developed were jumbo eye pencils
- Initially only sold to makeup professionals
- Ko sold NYX to L'Oreal in 2014 for \$500 million
- **Can't Stop Won't Stop Foundation**
 - Released in 2018
 - 45 Shades
 - Collaboration with Alissa Ashley

- **Central Michigan University**

- CMU students in 2007, 2010, and 2015 recognize the value of diversity in higher education (Senter, 2015 pg. 32)
- Central Michigan University provides students with multiple opportunities - both within the classroom and outside- to learn about racial, ethnic, gender, and cultural diversity, although a large majority of CMU students do not take advantage of these opportunities. (Senter, 2015, p 33).

Objectives

Impact

Informational:

- To increase CMU students' awareness of NYX Cosmetics diversity and inclusion efforts by 10%
- To increase CMU students' awareness of the lack of diversity in the makeup industry by 20%

Attitudinal:

- To create positive attitudes towards NYX Cosmetics diversity and inclusion efforts by 10%
- To increase the public's positive attitude towards diversity by 15%

Behavioral:

- To have attendance of 300 students at the NYX Cosmetics pop-up shop.
- To increase the likelihood of attendees purchasing a brand that outwardly supports diversity and inclusion by 20%
- Increase shade range diversity in other brands by 15%
- To increase student attendance at diversity and inclusion events by 15%

Objectives Cont.

Output

- Contact the Office of Institutional Diversity and Inclusion
- Contact Makeup Geeks RSO
- Contact Youtube influencers for PR videos
- Book Rotunda and Terrace rooms
- Create black and white PR kits
- Send black and white PR kits
- Send out event information to Student Activities and Involvement Newsletter
- Create a Facebook event for pop-up shop
- Create a Snapchat filter
- Create Twitter Posts for NYX Cosmetics and Makeup Geeks
- Send press release to local media
- Set up pop-up shop

Programming

Strategic Partnership

- NYX Cosmetics, CMU (Office of Institutional Diversity), and Makeup Geeks

Theme

- Theme: #NYXPopOfColor Celebrating diversity through creativity
- Key Messages: NYX Cosmetics is committed to celebrating and providing makeup products for all shade ranges.

Actions and Special Events

NYX Cosmetics Pop-up Shop

Aug. 24, 2019-Aug. 31, 2019

UC Rotunda

- Meet Your Match
 - Attendees have the opportunity to find their shade in the new Can't Stop Won't Stop foundation
- Masterclasses
 - NYX will be sponsoring makeup professionals to come in and teach masterclasses
 - Members of Makeup Geeks will also be doing demos and classes on makeup techniques
- Makeup products available for purchase

Actions and Special Events Cont.

Youtube Influencers



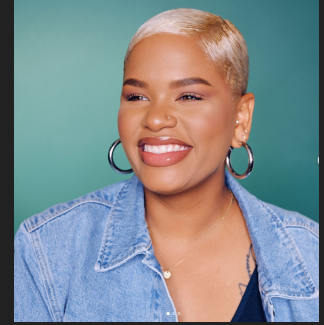
Miguel Ghalichi



Nyma Tang



MakeupByShayla



Alissa Ashley



KathleenLights



Trixie Mattel

Actions and Special Events Cont.

Youtube Influencers

- PR Kits will be sent to each confirmed YouTube influencer
 - Videos will be filmed in black and white. The end of the video will “pop” into color, and the influencer will go more into more detail about the #NYXPopOfColor campaign
 - The videos will be posted leading up to the pop-up shop event

Media

Controlled

- PR Kits
 - These kits will be sent out to social media influencers from NYX Cosmetics.. The kits will contain makeup products that have no color on the label. The videos will be filmed in black and white, in order to keep with the theme. The end of the videos will “pop” back into color as the influencer explains more about the campaign and NYX Cosmetics efforts to be more inclusive.
- Website
 - The CMU website/Makeup Geeks Orgsync page will have an event posted on the website. An event promo photo will be used on the slideshow on the cmich homepage.

Uncontrolled

- Press Release
 - These will be sent to CM Life and the Morning Sun, in order to promote the event to the public.
- Photos
 - Photos will be taken at the event, in order to do a social media recap. These photos can also be used for future promotion
- YouTube Videos
 - Although NYX Cosmetics will be in contact with the YouTube influencers and sending PR boxes, their videos will not be scripted. This is to maintain a genuine connection with the public, but this also makes the videos uncontrolled media.

Social Media

- Twitter
 - NYX Cosmetics and Makeup Geeks will utilize twitter as a means to promote the pop-up shop event and the ongoing #NYXPopofColor campaign
- Snapchat
 - There will be a campus-wide Snapchat filter running during the day of the pop-up shop event
- Instagram
 - NYX Cosmetics will use Instagram to initiate the pop of color message. All posts leading up to the event day Saturday, Aug 24, 2019 will be in black and white, in order to draw attention. As the event is revealed, small aspects of photos posted will show color and include the hashtag #NYXPopOfColor
- Facebook
 - Facebook event to promote the on-campus activities

Audience

Primary Audience

- CMU Students
- NYX Cosmetics followers
- YouTube influencer followers

Secondary Audience

- CMU faculty and staff
- Mount Pleasant (and surrounding areas) public

Personnel

- Makeup Geeks volunteers
- NYX Cosmetics brand ambassadors
- Masterclass presenters
- PR Manager (in-house)
- NYX Cosmetics marketing and pr teams

Budget

Item	Cost	Quantity	Total Price
Two Brand Ambassadors and Masterclass Presenters (Lodging and Food)	Hotel: \$120/night	8 nights x 5 people	\$4,800
	Food Stipend \$240/person	5 people	\$1,200
			= \$6,000
Rotunda and Terrace Rooms	Free to RSOs (Book through Makeup Geeks)		\$0
Tech Fees	est. \$800		\$800
Shipping (Makeup)		est. 20 packages	\$3,000
Banner	\$300	1	\$300
Food for Volunteers			\$500
Shelving/Displays	\$5,000		\$5,000

Total =
\$15,300

Timeline

April 15, 2019	Contact and book CMU spaces
April 20, 2019	Contact and book YouTube influencers Pitch #NYXPopOfColor campaign
May 15, 2019	Begin developing black and white PR boxes
June 15, 2019	Send PR boxes to confirmed influencers Request video completion by July 2, 2019
Aug. 1, 2019	NYX Cosmetics start #NYXPopOfColor pop-up shop promotion Send event information to Student Activities and Involvement newsletter

Timeline Cont.

Aug. 8, 2019	YouTube influencers start uploading black and white videos that end in color with explanation of #NYXPopOfColor campaign Send out press release
Aug. 12, 2019	NYX Cosmetics starts posting black and white photos on Instagram
Aug. 13, 2019	Ship makeup products from NYX headquarters
Aug. 19, 2019	Rotunda setup begins
Aug. 24, 2019	Open pop-up shop NYX Cosmetics goes back to color posts with explanation of #NYXPopOfColor event

Evaluation

Impact objectives will be evaluated through pre and post-event surveys, in order see if there is a change in awareness, attitude, and behaviors

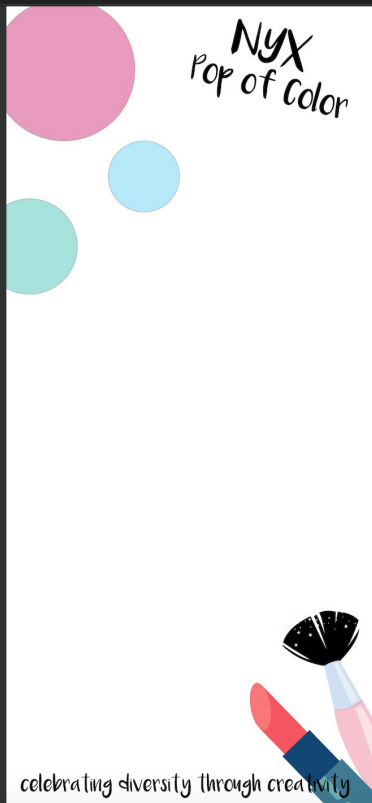
Output objectives will be evaluated by whether or not they are completed

Conclusion

The partnership of Central Michigan University and NYX Cosmetics will allow the opportunity for attendees to have a hands-on experience with understanding diversity. For those who may struggle with finding makeup that works for their skin tone, the pop-up shop will allow the opportunity to meet with makeup professionals.

The overall goal of this event is to bring awareness to NYX Cosmetics efforts. In bringing awareness to those efforts, there is hope the attendees behavior would change to positively interact with brands that aim to produce diverse makeup products. With a positive uptick in the support of brands like NYX Cosmetics, hopefully other brands in the makeup industry will follow and become more inclusive for all makeup users.

Appendix



For Immediate Release

Aug. 8, 2019
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NYX Cosmetics to Open Pop-up Shop at Central Michigan University

NYX Cosmetics will be hosting a pop-up shop, beginning Aug. 24, 2019. This event will be in partnership with Central Michigan University's Office of Institutional Diversity and Makeup Geeks, a CMU registered student organization.

The event will take place Aug. 24, 2019 and continue through Aug. 31, 2019. With the release of the "Can't Stop Won't Stop", the leadership of NYX Cosmetics has furthered their efforts to become a more diverse and inclusive brand.

Those attending this event will have the opportunity to "meet their match" in a variety of NYX Cosmetics foundation products, attend a masterclass put on by brand ambassadors and volunteers from Makeup Geeks, and purchase NYX products.

The event will take place in the Rotunda of the Bovee University Center. Students are encouraged to bring their ID to check-in. The event is open to the public.

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