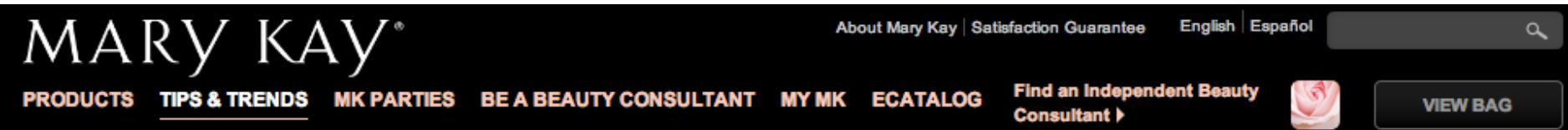


# MARY KAY WEBSITE BREAKDOWN



## TABS:

- Products
- Tips & Trends
- MK Parties
- Be a Beauty Consultant
- My MK
- Ecatalog
- Find an IBC (where Jourdan found her research)

# PRODUCTS TAB

New Products

Skin Care

Makeup

Body & Sun

Fragrance

Men's

Best Sellers

Special Offers

Gifts

- New products
- Skin care
- Makeup
- Body & sun
- Fragrance
- Men's
- Best sellers
- Special offers
- Gifts

# SPECIAL OFFERS

[New Products](#)[Skin Care](#)[Makeup](#)[Body & Sun](#)[Fragrance](#)[Men's](#)[Best Sellers](#)[Special Offers](#)[Gifts](#)

Shop online  
and anytime

with your own Independent Beauty Consultant.

FIND YOUR BEAUTY CONSULTANT NOW ►



## *Connect With a Beauty Consultant Today*

### Free Skin Care Consultation

Learn how you can get beautiful skin with free personalized advice!

### Free Makeup Consultation

Discover a look that's all your own with a free makeup consultation.

### Host a Mary Kay® Party & Get Free\* Products

Getting together with the girls? Your Beauty Consultant can plan your party.



- Insights: Under the “special offers” tab there isn’t anything offered to customers. It just directs you to find your nearest IBC.
- Therefore: There aren’t any special promotions driving customers (Millennials especially) to want to give MK products a trial run.
- Recommendations: Our larger POP competitors offer coupons constantly in drugstore ads. I would suggest that MK begins to offer more coupons or promotions to drive younger (college) women who are budget conscious to want to try MK. I would also recommend making the discount offer more easily accessible

# TIPS AND TRENDS TAB

**Trend**

Makeup Artist Looks

Makeover & Beauty Tools

MK Mentions

Beauty Advice

Makeup Tips

Games & Quizzes

- Trend
- Makeup artist looks
- Makeover & beauty tools
- MK mentions
- Beauty advice
- Makeup tips
- Games & quizzes

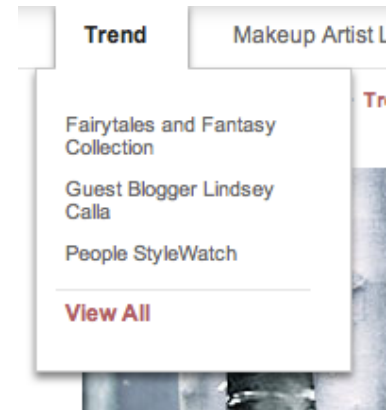
- A lot of the pages in the TIPS & TRENDS TAB give you resources to get your desired makeup look according to the season. Some of the resources include: eCatalogs (which contain all of the current MK catalogs), a mobile app page showing you how to download the MK apps, and pages for beauty/makeup tips.

Beauty Tools	MK Mentions	Beauty Advice	Makeup Tips	Games & Quizzes
<b>BEAUTY ON A BUDGET</b> <hr/> Products For 10 or Less Multitasking Money Savers Do-It-Yourself Spa Treatments Beauty Investment Tools Beautiful Basics <hr/> <b>View All</b>		<b>TIPS BY SKIN TONE</b> <hr/> Ivory/Fair Skin Tone Medium Skin Tone Tips Bronze Skin Tone Tips <hr/> <b>View All</b>	<b>MORE ADVICE</b> <hr/> Global Makeup Artist Team How to Videos Make the Most of Your Eyes Its All About the Brushes Find Your Foundation Fit Fragrance Facts <hr/> <b>View All</b>	

Beauty Tools	MK Mentions	Beauty Advice	Makeup Tips	Games & Quizzes
<b>EYES</b> <hr/> Brow Grooming Tips Line and Define Finding the Perfect Eye Color Expert Lash and Mascara Tips <hr/> <b>View All</b>	<b>BRUSHES</b> <hr/> <b>View All</b>	<b>FACE</b> <hr/> Flawless Face Tips Foundation Tips Highlighting Pen and Concealer Tips Powder Tips Cheek Color Tips <hr/> <b>View All</b>	<b>LIPS</b> <hr/> Lip Liner Tips Lip Prep Tips Pick Your Lip Product <hr/> <b>View All</b>	


# TREND DROP DOWN

- Fairytales and fantasy collection



**Trend** | Makeup Artist Looks | Makeover & Beauty Tools | MK Mentions | Beauty Advice | Makeup Tips | Games & Quizzes

▲ Back To **Tips & Trends** > **Trend** > Fairytiles and Fantasy Collection [Save This](#) | [Print](#) | [Share](#)



The banner features a close-up of a woman with long, wavy blonde hair and purple eye makeup, looking down. A play button icon is overlaid on the image. To the right, the text 'Fairytiles & Fantasy' is written in a large, elegant font, followed by the tagline 'Two tales of storybook style and beauty begin here.' Below the image, the text 'LET THE STORY BEGIN' is displayed with a right-pointing arrow.


## NEW! Limited-Edition† Mary Kay® Fairytiles & Fantasy Collection

Indulge in a versatile collection filled with dreamy, fairytale pastels and spellbinding, storybook bolds – enchanting NEW shades that express the best of the season's runway beauty. Mix and match to your heart's content.



# Has a video and then features the collection

<http://bcove.me/uz1u5l4y>



Quick View


Mary Kay®  
Smoke &  
Shimmer Eye  
Wand  
**\$14<sup>00</sup>**

Golden Illusion




Mary Kay®  
Smoke &  
Shimmer Eye  
Wand  
**\$14<sup>00</sup>**

Enchanted M...




Mary Kay®  
Smoke &  
Shimmer Eye  
Wand  
**\$14<sup>00</sup>**

Amethyst Sm...




New  
Mary Kay®  
Kohl Eyeliner  
**\$16<sup>00</sup>**

Golden Illusion



New  
Mary Kay®  
Kohl Eyeliner  
**\$16<sup>00</sup>**

Mulberry Forest



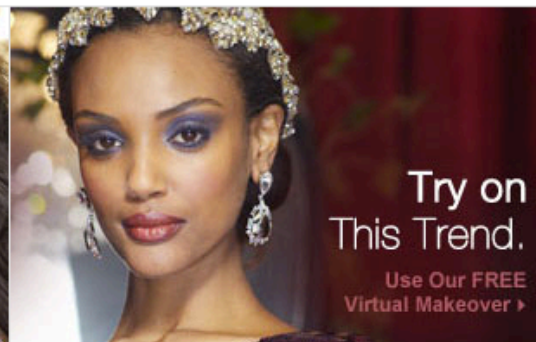
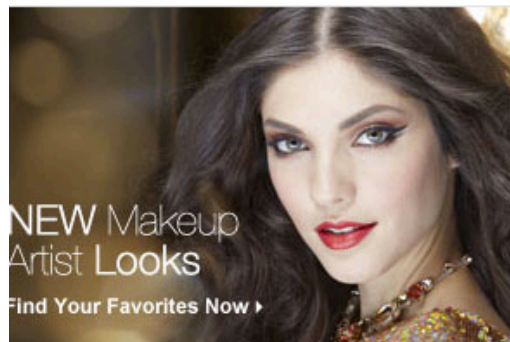
New  
Mary Kay®  
Glossy Lip  
Stain  
**\$16<sup>00</sup>**

Mulberry Forest



New  
Mary Kay®  
Glossy Lip  
Stain  
**\$16<sup>00</sup>**

Enchanted M...



- Insights: The new “Fairytale and Fantasy” collection video is extremely well-made, almost as if it was a commercial.
- Therefore: MK is spending all this money to make these great videos, but it’s only on the MK website and maybe Youtube.
- Recommendations: MK should promote the videos more heavily on their social media accounts, if not make them a commercial. The videos are well-made and feature the new lines really well. The commercials would be featured on the MK Youtube channel and other MK social networking sites.

- Guest blogger Lindsey Calla
- On the page, you have the option to click four different “in the moment” trends.
- From there you are led to a page with a video of her talking about the specific trend you have chosen.
- <http://bcove.me/v3nwlgtgi>
- A listing of the featured products is below the video.

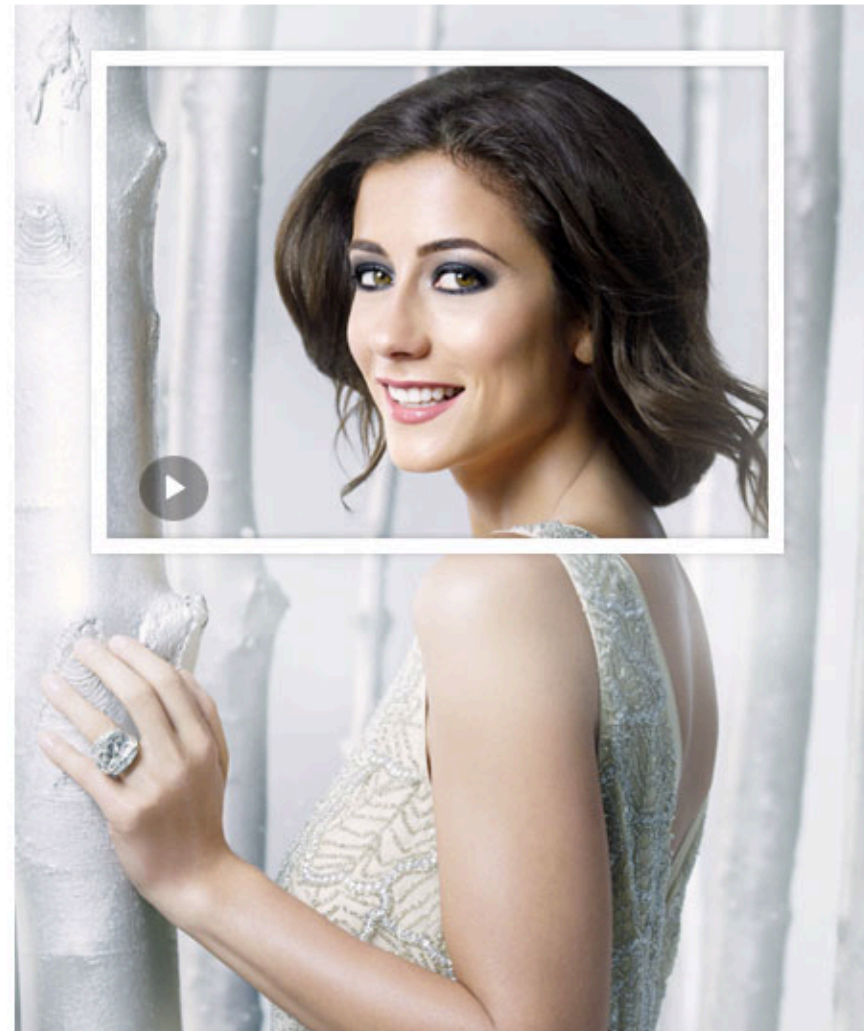
# Flapper Chic

*"The holidays are my favorite time to experiment with my look. To pull off vintage, I make a few era-defining references and keep the rest 'au courant."* —**Lindsey Calla**

Smoky eyes up the drama with a hypnotic gaze that smolders. Blend gradient shades like **Mary Kay At Play™ Baked Eye Trio in Tuxedo**. Rim eyes with **Mary Kay® Eyeliner in Black**, and finish with **Mary Kay® Lash Love® Mascara in I ♥ black**.

To balance an intense eye look, keep cheeks and lips neutral with **Mary Kay® Mineral Cheek Color in Shy Blush** and **Mary Kay® Nourishine Plus® Lip Gloss in Café au Lait**.

The **Mary Kay® Lash Spa** set makes a nifty gift for any girl who likes to bat 'em: **Mary Kay® Lash & Brow Building Serum®**, **Mary Kay® Lash Primer** and **Lash Love® Mascara**.



## Featured Products

---



New  
Mary Kay At  
Play™ Baked  
Eye Trio  
**\$10<sup>00</sup>**

Tuxedo



Mary Kay®  
Mineral  
Bronzing  
Powder  
**\$12<sup>00</sup>**

Desert Sun



Mary Kay®  
Mineral Cheek  
Color  
**\$12<sup>00</sup>**



Shy Blush



Mary Kay®  
NouriShine  
Plus® Lip  
Gloss  
**\$14<sup>00</sup>**



Café Au Lait



Mary Kay®  
True  
Dimensions™  
Lipstick  
**\$18<sup>00</sup>**



Natural Beauté



Mary Kay®  
Lash Love®  
Mascara  
**\$15<sup>00</sup>**



I ♥ Black



Mary Kay®  
Eyeliner  
**\$12<sup>00</sup>**



Black



Mary Kay®  
Lash Primer  
**\$15<sup>00</sup>**



TimeWise®  
Luminous-  
Wear® Liquid  
Foundation  
**\$20<sup>00</sup>**



Beige 2



Mary Kay®  
Translucent  
Loose Powder  
**\$16<sup>00</sup>**



Mary Kay®  
Facial  
Highlighting  
Pen  
**\$18<sup>00</sup>**



Shade 2



Mary Kay®  
Lash & Brow  
Building  
Serum™  
**\$38<sup>00</sup>**

- Insights: MK allows well-known guest bloggers to be featured on their website that offer fashion advice. And Lindsey Calla is targeting specifically the Gen Ys .
- Recommendations: MK should use this to their advantage and feature celebrities like Taylor Swift and Blake Lively as guests on the website as well. Maybe not as a blogger. But the celebrity could still give fashion advice that would be viewed as valuable to women and Millennials. It would also give the site more traffic.

# VIRTUAL MAKEOVER (BEAUTY & MAKEUP TOOLS DROPDOWN)

[Trends](#) [Makeup Artist Looks](#) **[Makeover & Beauty Tools](#)** [MK Mentions](#) [Beauty Advice](#) [Makeup Tips](#) [Games & Quizzes](#)

▲ [Back To Tips & Trends](#) > [Makeover & Beauty Tools](#) > [Virtual Makeover: Free Virtual Makeover Online Game at MaryKay.com](#)

virtualmakeover. HAVE FUN PLAYING WITH COLOR.

[REGISTER](#) [LOG IN](#) [HELP](#)



Welcome to the  
ultimate color playground

See demo now! ➡

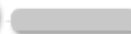
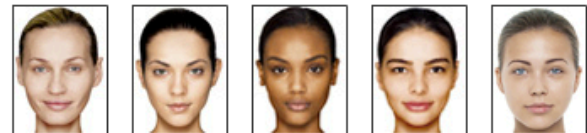
Welcome

Use your own photo...



You can upload your own photo when you are signed in to the Mary Kay Virtual Makeover. It's fast, free and easy!

...or choose a model



# ALL ABOUT THE VIRTUAL MAKEOVER

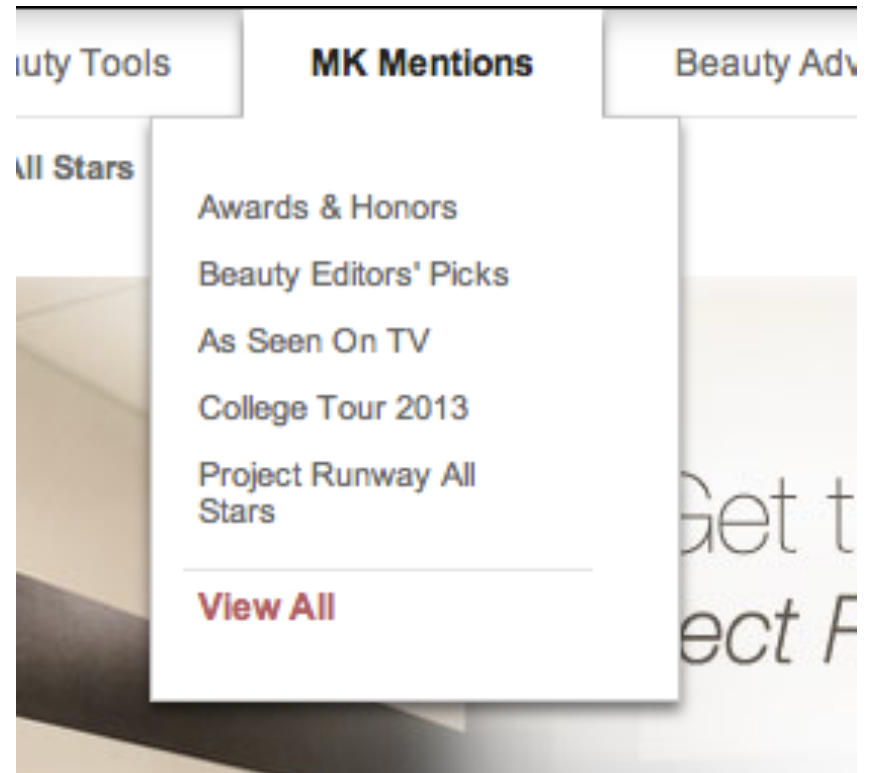
1. Chose a photo of you or a model
2. Then you chose your makeup look
3. You can get makeup artist looks
4. Get makeup artist bridal looks
5. Choose accessories
6. Choose the hair
7. Print, download and save the look



- Insights: The virtual makeover is a great tool for Gen Ys who don't have time to go to a MK party, but still want the "try before you buy aspect" MK offers.
- Therefore: The customer is allowed to interact with the product, which could possibly influence their purchase decision.
- Recommendations: MK should promote the virtual makeover via social networking sites and magazine ads to Millennials as a loophole around going to parties and "getting hounded by sales pitches." It might lower the intimidation factor of direct selling.

# MK MENTIONS DROP DOWN

- Awards & honors
- Beauty Editors' Picks
- As Seen on TV
- College Tour 2013
- Project Runway All Stars



# COLLEGE TOUR 2013

- 10 different universities across the US.
- States include: Texas, South Carolina, Pennsylvania, Oregon, Oklahoma, Mississippi, Minnesota, Florida, Massachusetts and California
- They are partnering with Cosmopolitan and Seventeen magazines
- <http://bcove.me/ydi0g8kd>



## OTHER FACTS:

- MK is the official beauty sponsor of Project Runway All Stars Season 3 (Oct. – Jan.)
- MK has won: *Ladies' Home Journal 'This Stuff Works,' Essence Readers' Choice, SheKnows Parenting and Entertainista.com 'Best of' awards.*

- Insights: MK really has a great track record in terms of sponsorships, collaborations and credibility with other beauty resources. They are trying to interact with the Millennial as best as possible. Now it's just figuring out how to get the target to respond.
- Recommendations: MK expands the college tour a little more. Next year they should consider going to more colleges and to promote the tour more heavily on Millennial-specific media (i.e. radio, Youtube ads, Facebook ads and college media outlets). And when promoting the tour, they should also mention their sponsorships.

# BE A BEAUTY CONSULTANT TAB

Women Like You

Money Rewards

Get Started

Team Support

Take The Quiz

Success Stories

50 Years Strong

In the News

▲ [Back To Be A Beauty Consultant](#) > [Women Like You](#) > [The Rising Star](#)

[Print](#) | [Share](#)

- Women Like You
- Money Rewards
- Get Started
- Team Support
- Take the Quiz
- Success Stories
- 50 Years Strong
- In the News

# SUCCESS STORIES

- Insights: The success stories are mostly of women who are 30+. I looked to see if there were any Millennial IBC stories and couldn't find any.  
Therefore: MK should do a better job of showing that Gen Y women sell MK too, and have been successful with it.
- Recommendations: MK should have a Millennial “featured success story” on their main homepage each week/month. In our research, we found that Millennials are easily influenced by their peers. If we show a successful, trendy Gen Y IBC, it might change perceptions of MK and influence more Millennial IBCs to sell the product.

# WOMEN LIKE YOU DROPDOWN



Possible Millennial Profiles: (There is a quiz on the website)

1. The Image Maker – passion for beauty and helping others
2. The Social Network – friends matter most
3. The Biggest Fan – loyal MK product user
4. The Mobile Entrepreneur – goal-oriented, achiever
5. The Rising Star – loves challenges



- Insights: The type of women (or Millennials) that MK expects to be IBCs have the following personality traits: caring, social, goal-oriented, an achiever, beauty guru, loves challenges.
- Therefore: Mary Kay will be wanting to dedicate most of their promotions to target Millennials like this. This sounds not so much like a believer (like we expected), but like an experienter maybe. Mary Kay might be targeting Gen Ys who really won't be interested in the company's core values that it's based on. Experienters just want to have fun, they aren't too concerned with values.
- Recommendations: It isn't factual, but it seems like MK is targeting the wrong kind of Gen Ys. Maybe they need to aim their focus more on the "achieving aspect" of the brand and not so much of the "let's have fun together" aspect.