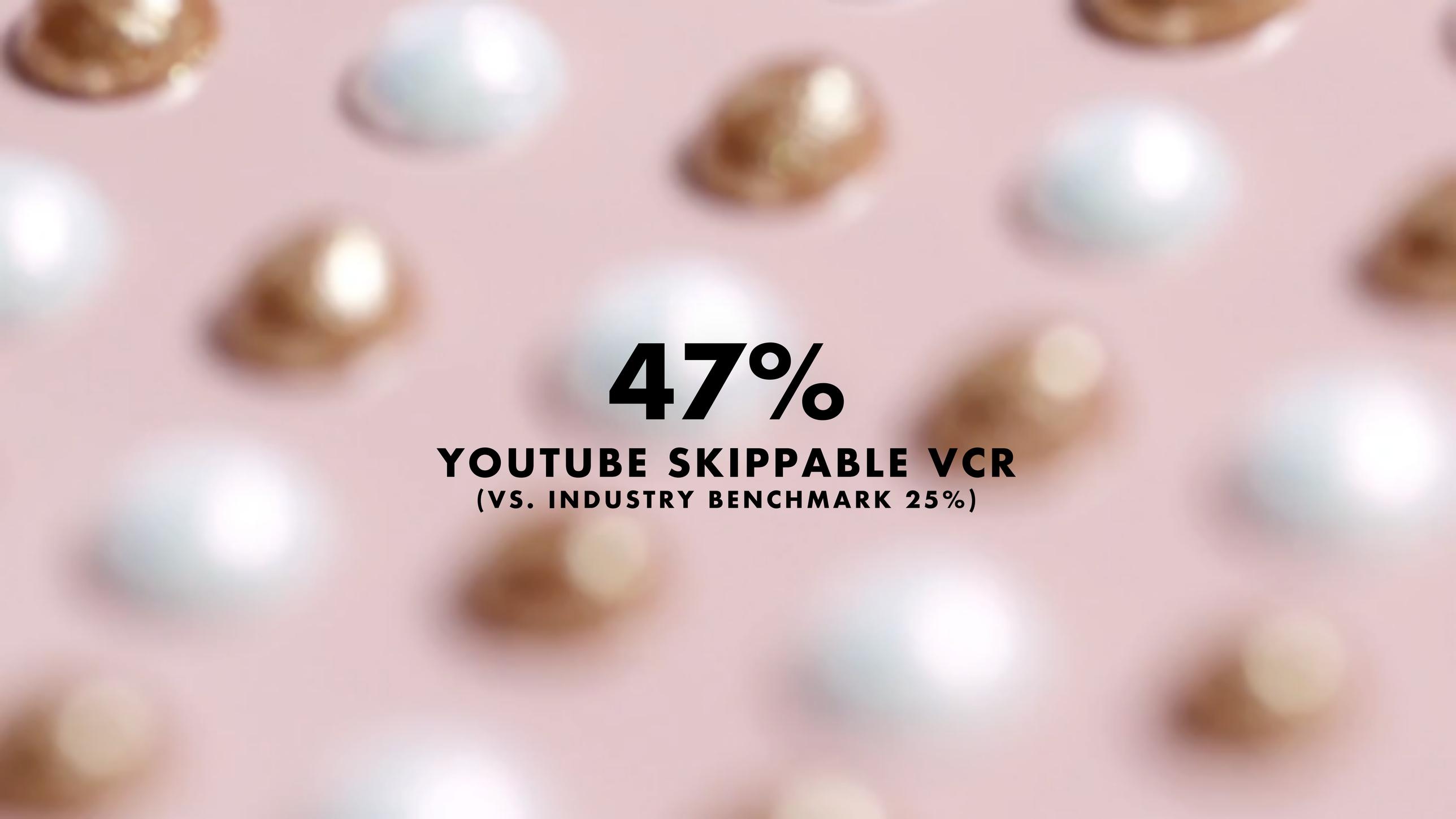
wake the e.l.f. up!

USING DATA-DRIVEN CONSUMER INSIGHTS TO RECHARGE AN O.G. DIGITAL-FIRST BEAUTY BRAND



e.l.f.
eyes.lips.face.


47%
YOUTUBE SKIPPABLE VCR
(VS. INDUSTRY BENCHMARK 25%)

3.2B

TIKTOK #EYESLIPSFACE VIEWS


60%
AD RECALL
(VS. INDUSTRY BENCHMARK 16%)
+10%
AWARENESS
(VS. INDUSTRY BENCHMARK 6%)

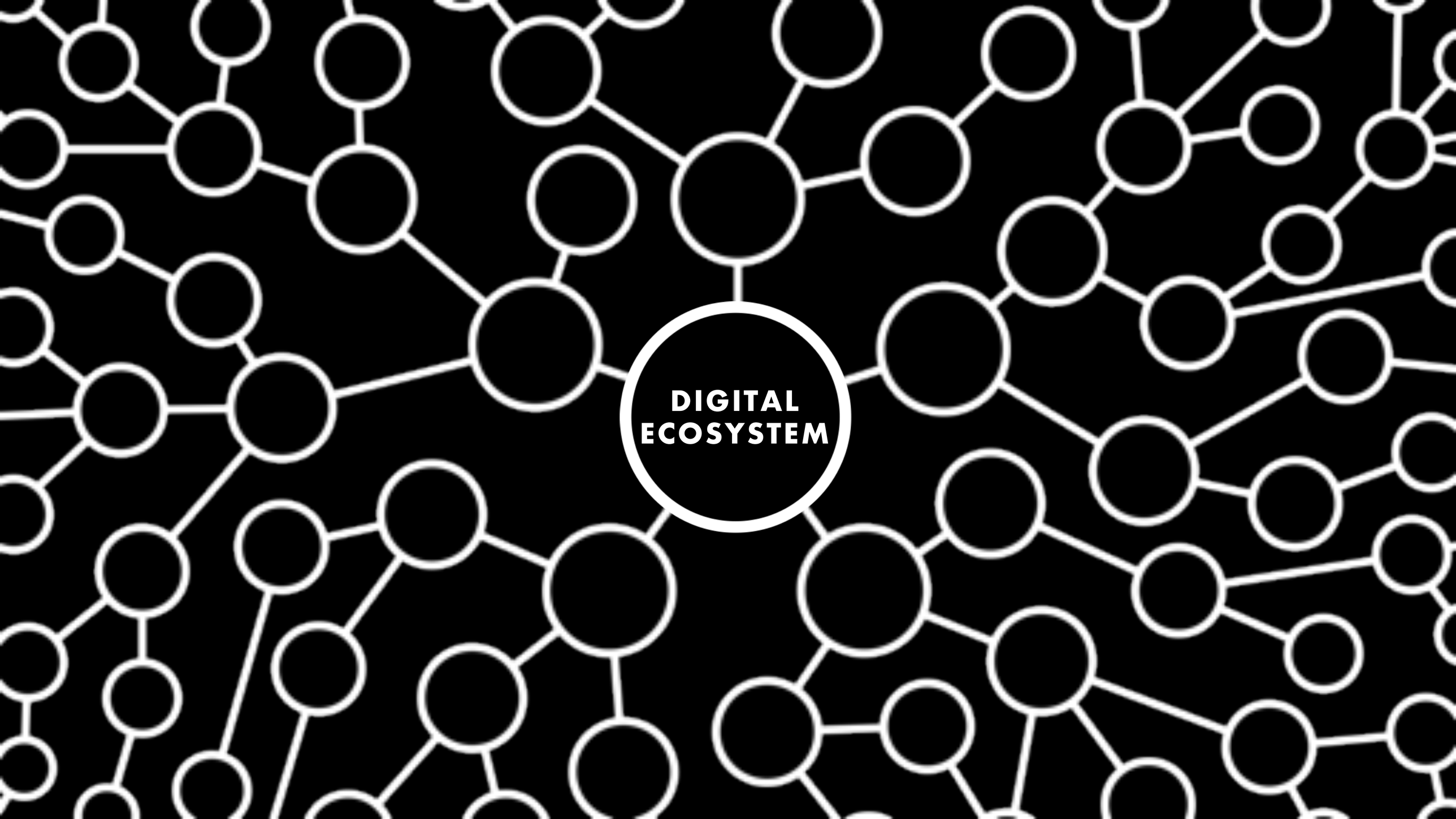

+19%
GOOGLE SEARCH TRENDS


+15%
TOTAL SALES
(VS. CATEGORY -4%)

HOW DID WE CONVERT THIS DREAM TO REALITY?

wake the e.l.f. up!

WHILE WE WERE SLEEPING...


DIGITAL
ECOSYSTEM

Department stores

AND

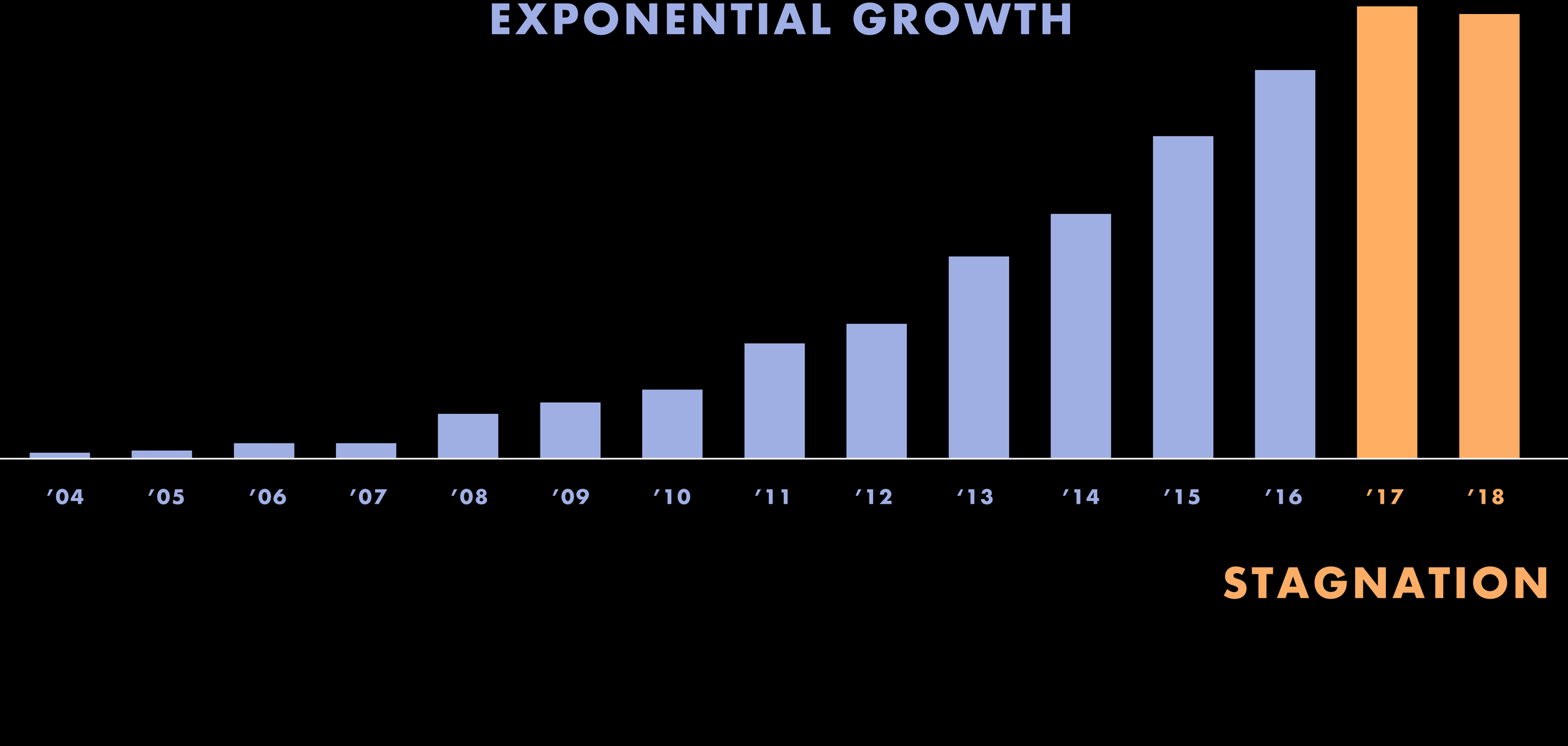
Mass retailers


Direct-to-Consumer
Technology
Green Beauty
Pop Up Stores
Exclusives
Gender Fluidity
Transparency
A Beauty
Greenwashing
Inclusivity
social media
Botanicals
Vertical retail
K-Beauty
Experiential Retail
Masstige
Nature Inspired
Vegan
Mass
Department stores
Clean
Mass retailers
Wellness
Authenticity
Promotion
Philanthropy
Specialty Stores
Cruelty-Free
J-Beauty
Hygge
Genderless
Artificial Intelligence
Metaphysical Beauty
Department Stores
Blue Beauty
Partisan Branding
Sustainability
Natural
Astrophysical Beauty
Prestige
Indie
Customization
Influencers
Digital Natives
Trans-Beauty

1,000

NEW BEAUTY BRANDS SINCE 2015

shift
happens.
fast.


EXPONENTIAL GROWTH
'04
'05
'06
'07
'08
'09
'10
'11
'12
'13
'14
'15
'16
'17
'18
STAGNATION

wake the e.l.f. up!

LEAN INTO EXISTING SUPER POWERS

100%
VEGAN &
CRUELTY-FREE



100%
VEGAN &
CRUELTY-FREE

PREMIUM
QUALITY



100%
VEGAN &
CRUELTY-FREE

PREMIUM
QUALITY

FIRST
TO MASS
HOLY GRAILS







100%
VEGAN &
CRUELTY-FREE

PREMIUM
QUALITY

FIRST
TO MASS
HOLY GRAILS

**UNIVERSAL
APPEAL**









100%
VEGAN &
CRUELTY-FREE

PREMIUM
QUALITY

FIRST
TO MASS
HOLY GRAILS

UNIVERSAL
APPEAL

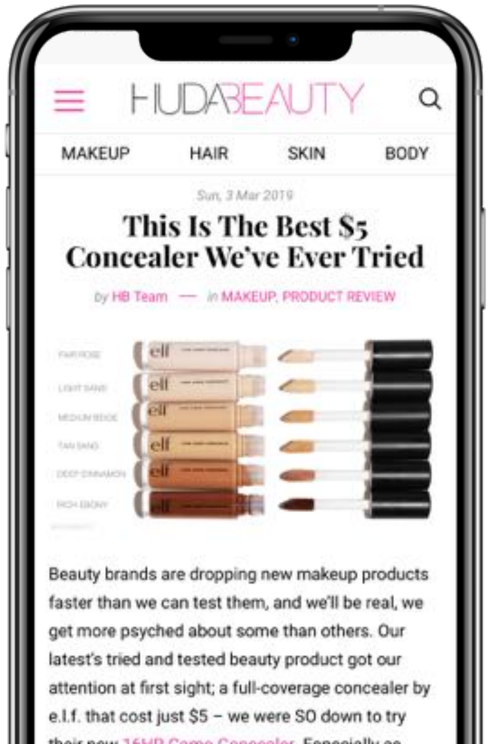
UN-
BELIEVABLE
PRICE











BUILD MORE SUPER POWERS

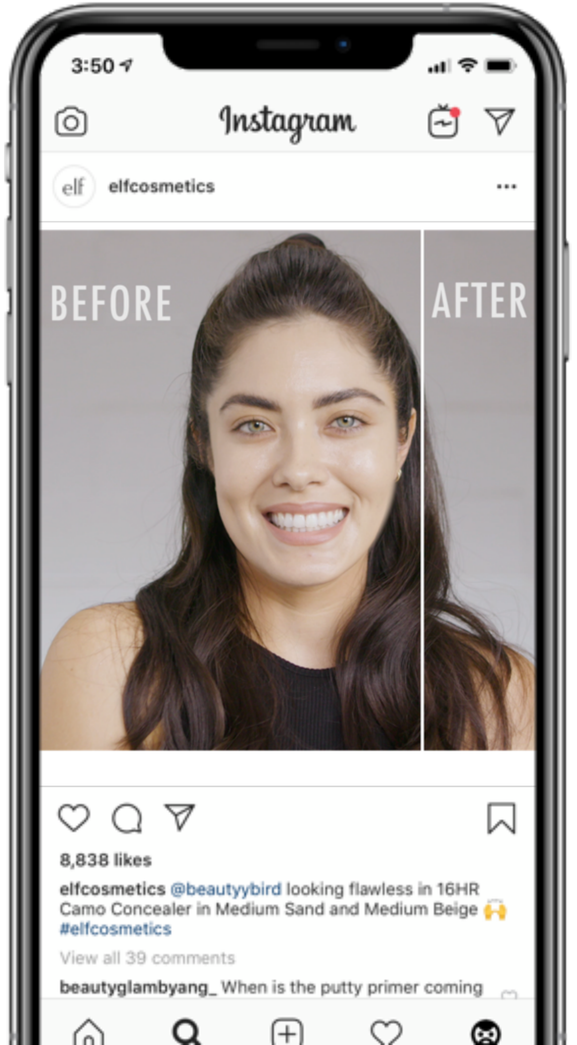
DELIVERING WOW QUALITY



DELIVERING
WOW QUALITY



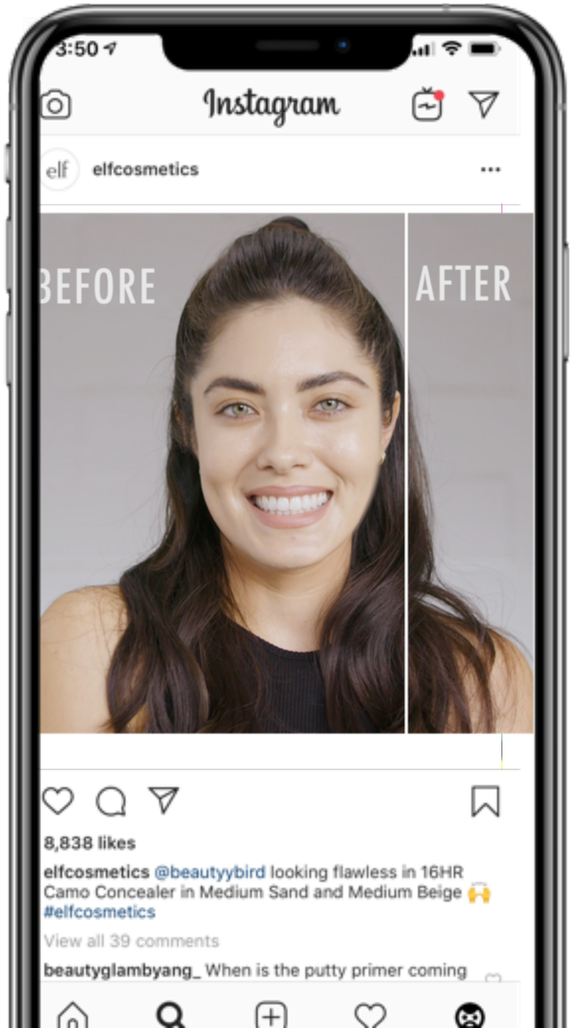
TRANSFORMING SOCIAL



DELIVERING WOW QUALITY



TRANSFORMING SOCIAL



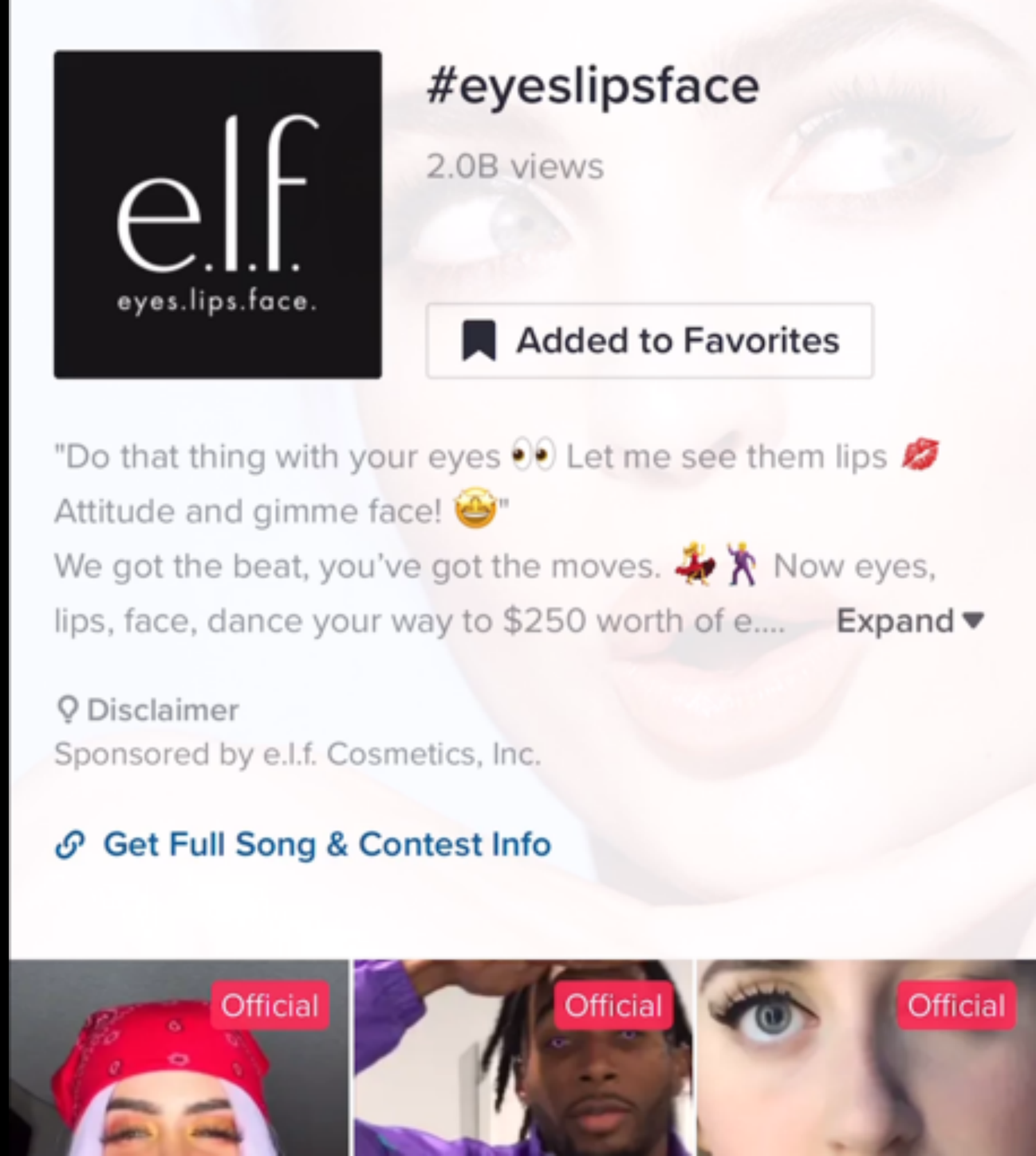
DRIVING DIGITAL DOMINATION



TIKTOK MANIA

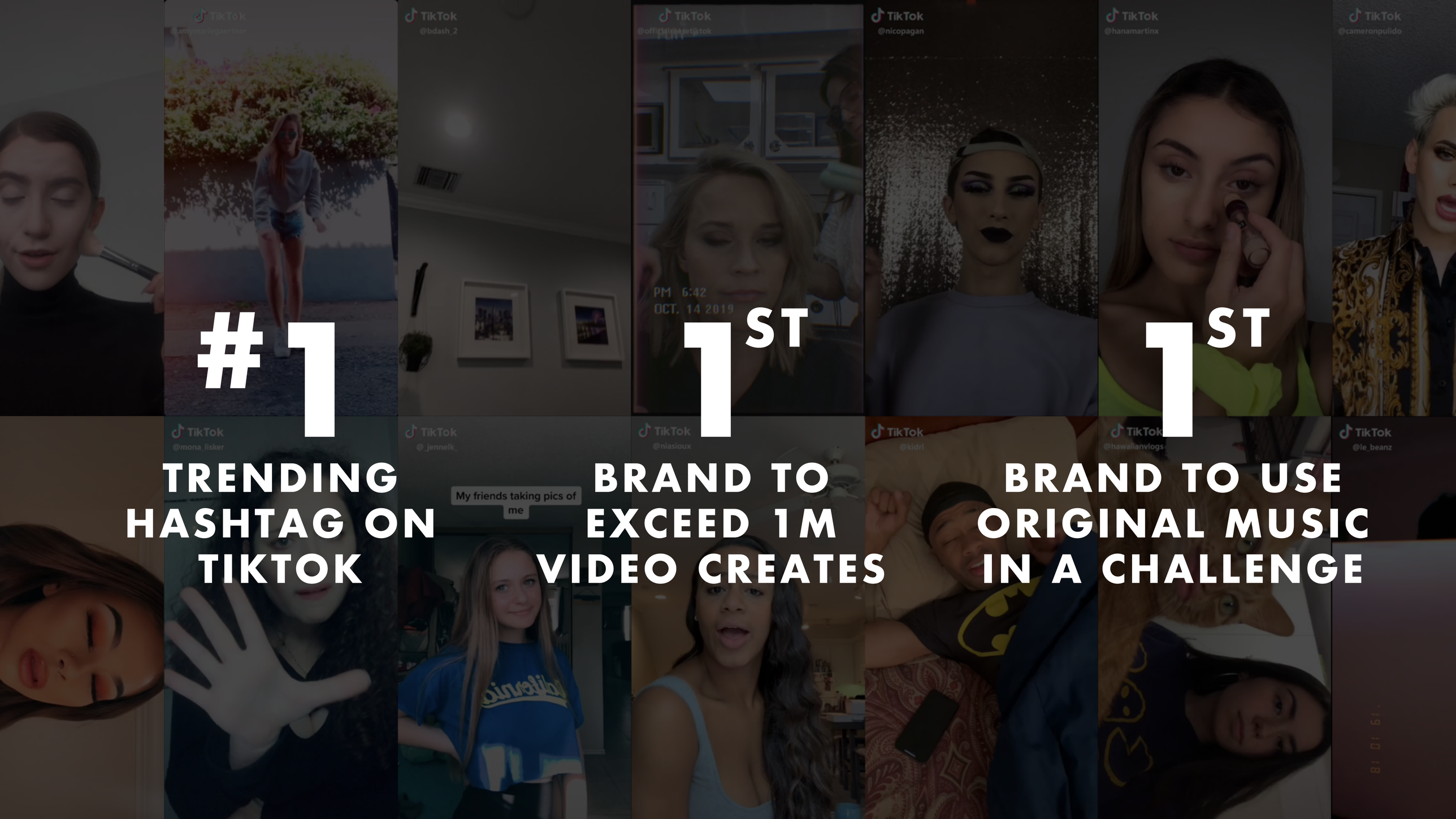
3.2B

#EYESLIPSFACE



e.l.f.

eyes.lips.face.


#1
TRENDING HASHTAG ON TIKTOK
1ST
BRAND TO EXCEED 1M VIDEO CREATES
1ST
BRAND TO USE ORIGINAL MUSIC IN A CHALLENGE
TikTok
@bdash_2
PM 6:42
OCT. 14 2019
@nicopagan
@hanamartinx
@cameronpulido
@mona_lisker
@_jennelk_
My friends taking pics of me
@niasioux
@kidrl
@hawaiianvlogs
@le_beanz

1

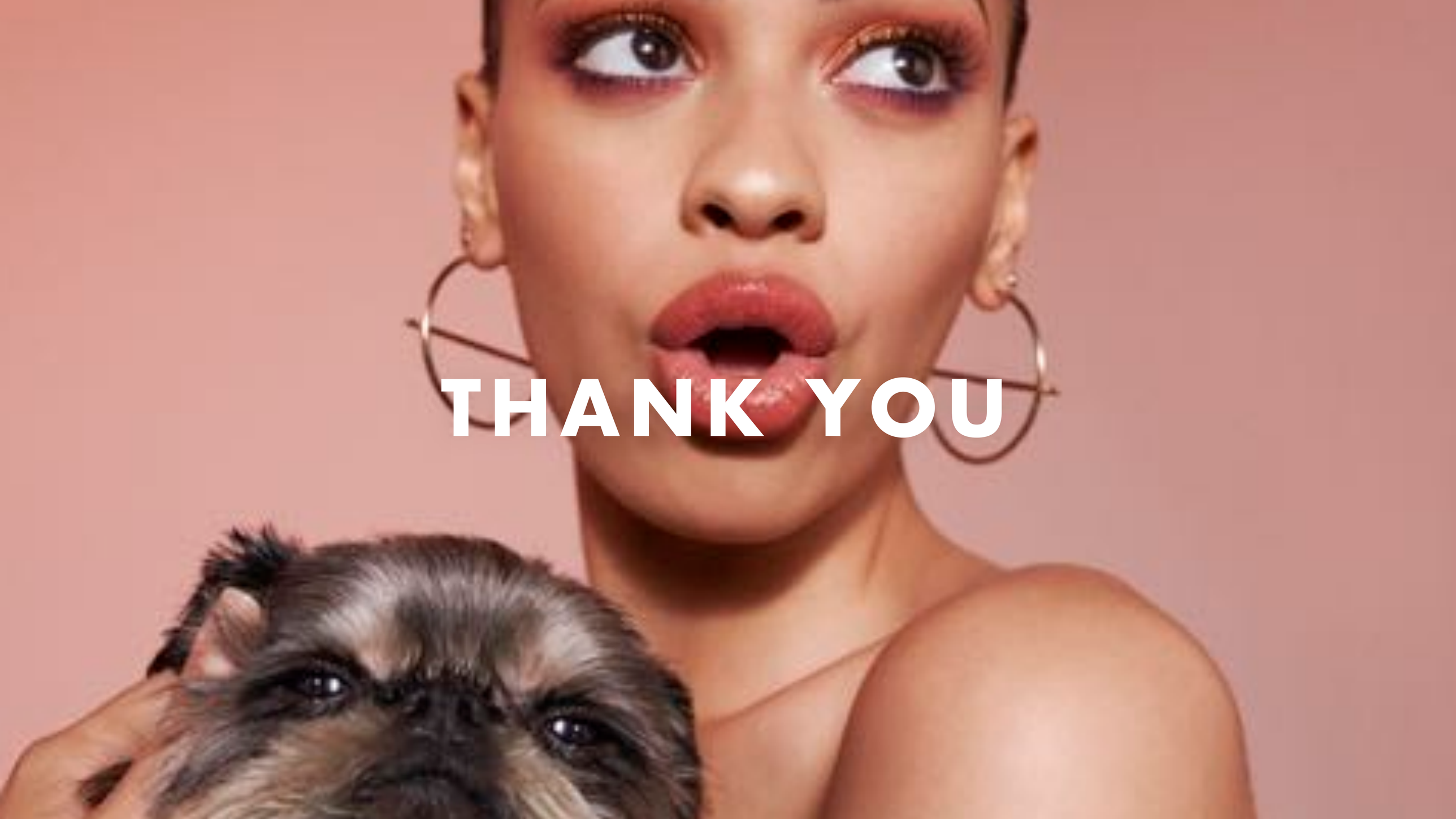
FOLLOW THE DATA

2

BE E.L.F.ING DISRUPTIVE

3

FORCE MULTIPLY


THANK YOU