

elf x Nabela Noor



By Athena Eskenazi and Jaz Ho



Who is Nabela Noor?

28 year old Plus-size,
Bangladeshi-American,
Muslim woman

- Youtuber 700k+ subscribers
- 1.3mil followers on Instagram
- Founder/CEO of Zeba
 - Body positivity movement that has unconventional sizing



“Self Love Revolution”

zeba.

THE OLD
STANDARD

XS



S



M



L



XL



2X



3X



4X



THE ZEBE
STANDARD

passionate

brave

inspiring

fearless

radiant

powerful

loved

independent



Who are e.l.f. Cosmetics?

— — —

- Stands for eyes, lips and face
- Cruelty-Free, low priced cosmetic & skincare brand
 - Creating better and better products



“It is surreal to be celebrating today what
so many people have wanted me to
apologize for”

Price: \$35 for set



Launched October 6th

5-Piece Brush Set

Retail: \$20



Lip Cocktail

Retail: \$10



Loose Highlighter

Retail: \$8



Place

- Sold online on elfcosmetics.com
- Ulta Beauty stores and online



Promotion

- Emails announcing the launch to those subscribed
- Instagram posts/stories/ads
- Nabela youtube announcement video
 - Over 100k views in 3 days



Segmentation

Demographic:
women who are in
their early teens to
late 20's

Psychographic:

- enjoy makeup
- follow Nabela Noor

Targeting

Differentiated
Marketing

- People who love e.l.f.
- People who love Nabela Noor
- The price is right

Positioning

- Good quality at a low price
- Company seen as more inclusive in regards to ethnicity and size

SWOT Analysis

STRENGTHS

- Clean formula for products
- Packaging!!
- Low price

WEAKNESSES

- Too many new products from brand may make the consumer overwhelmed

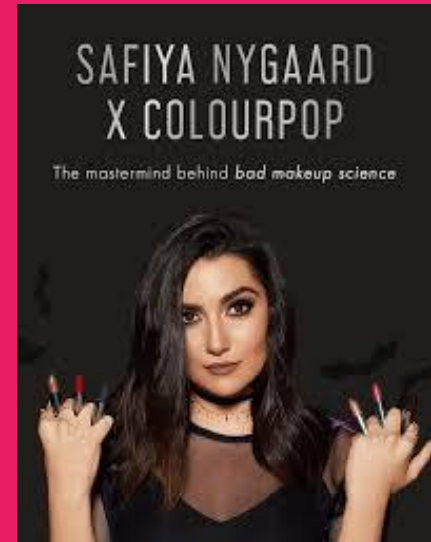
OPPORTUNITIES

- Expand users of e.l.f. to those of South Asian origin
- Spread awareness of body positivity & religion

THREATS

Similar collaborations (Colourpop x Safiya)

- Also South Asian origin with original lipstick shades



PARTNERSHIPS

BENEFITS FOR NABELA

- Publicity for Nabela!
- Helps spread Nabela's message, body positivity
- e.l.f. with ~5mil followers on Instagram

BENEFITS FOR e.l.f.

- Shows they are an inclusive brand
- Brings in new customers from her viewers (Women in their 20s-30s, Plus-Size Women, South Asian Heritage)