

INSPIRING A NEW GENERATION OF BEAUTY

SLAY

by

FENTY BEAUTY

FENTY CONCEPT

Fenty Beauty will launch a digital game aimed towards teaching the next generation of MUA the fundamentals of makeup application.

1.

ENGAGE

Seeking to connect with a new-aged consumer who will be buying makeup products in the near future.

2.

EDUCATE

This game will teach users about cosmetic products, their specific functions, and how to apply them.

3.

REWARD

As individuals proceed to play the Fenty Beauty game they will receive special discount codes for every level they complete.



PURPOSE



Target

Fenty Beauty will target tech-savvy and creative Gen Z's aged 9-20 who are developing a growing curiosity and understanding of makeup.



A collection of several red lipstick tubes scattered on a white surface. Some are upright, some are lying horizontally, and some are partially open, showing the lipstick tip. The lighting creates soft shadows to the right of each tube.

Incorporation

In one's transformative years many become interested in the art of makeup. However, not everyone has access to further learning about products or their application.

Fenty Beauty will utilize virtual technologies to create a game that allows users to visibly see themselves on screen and virtually practice, apply, and gain makeup knowledge.



Functions

GAME

Users will be able to virtually choose Fenty Beauty products which they will then virtually apply them to their face.

HOW

Using either a computer, tablet, or smartphone with a functioning camera individuals will be able to use their faces as a canvas

LEVELS

As players, complete makeup looks they will advance through a series of levels. Each is harder than the last. These levels will tackle makeup techniques leaving participants confident in their skills.

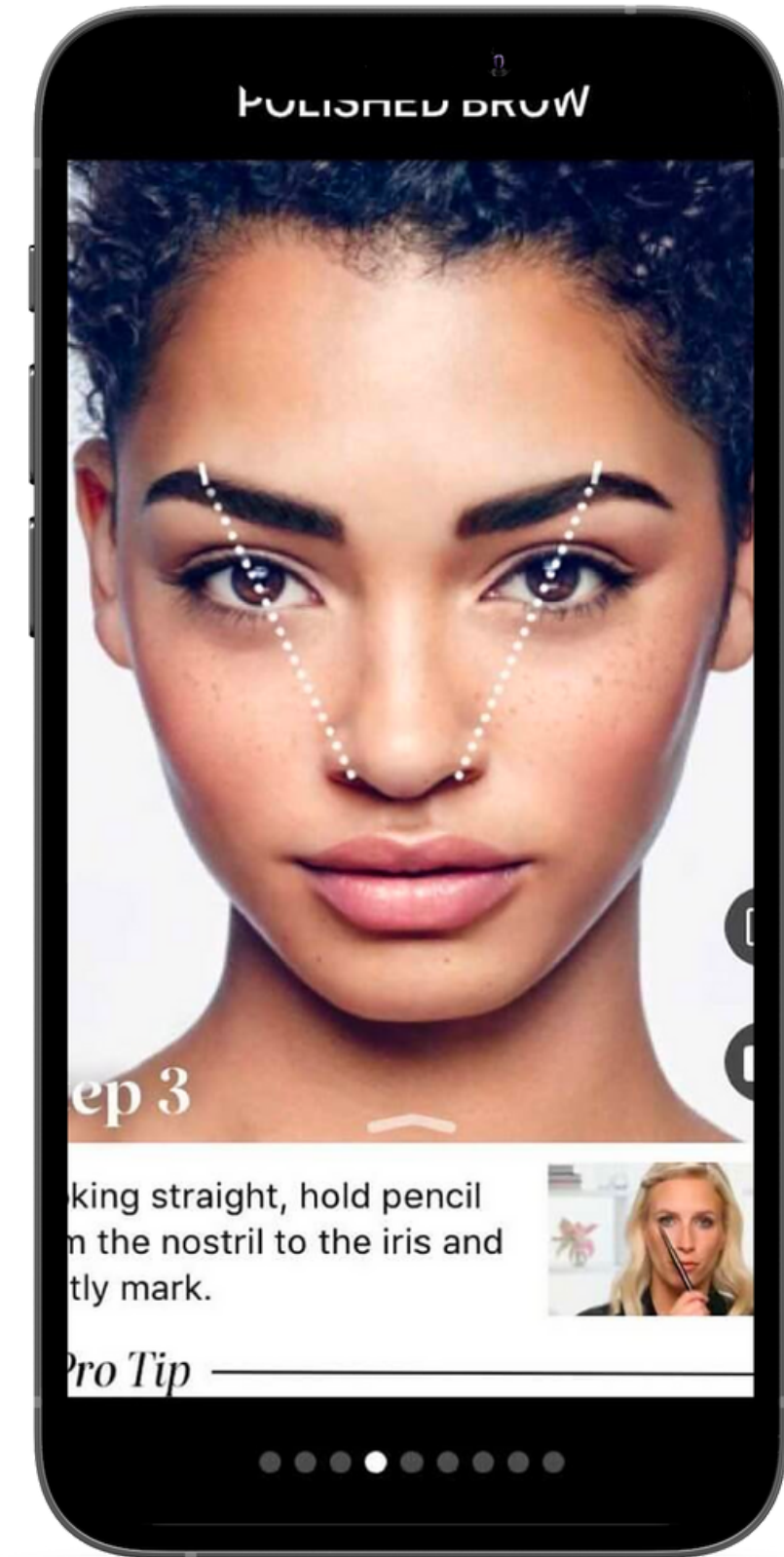
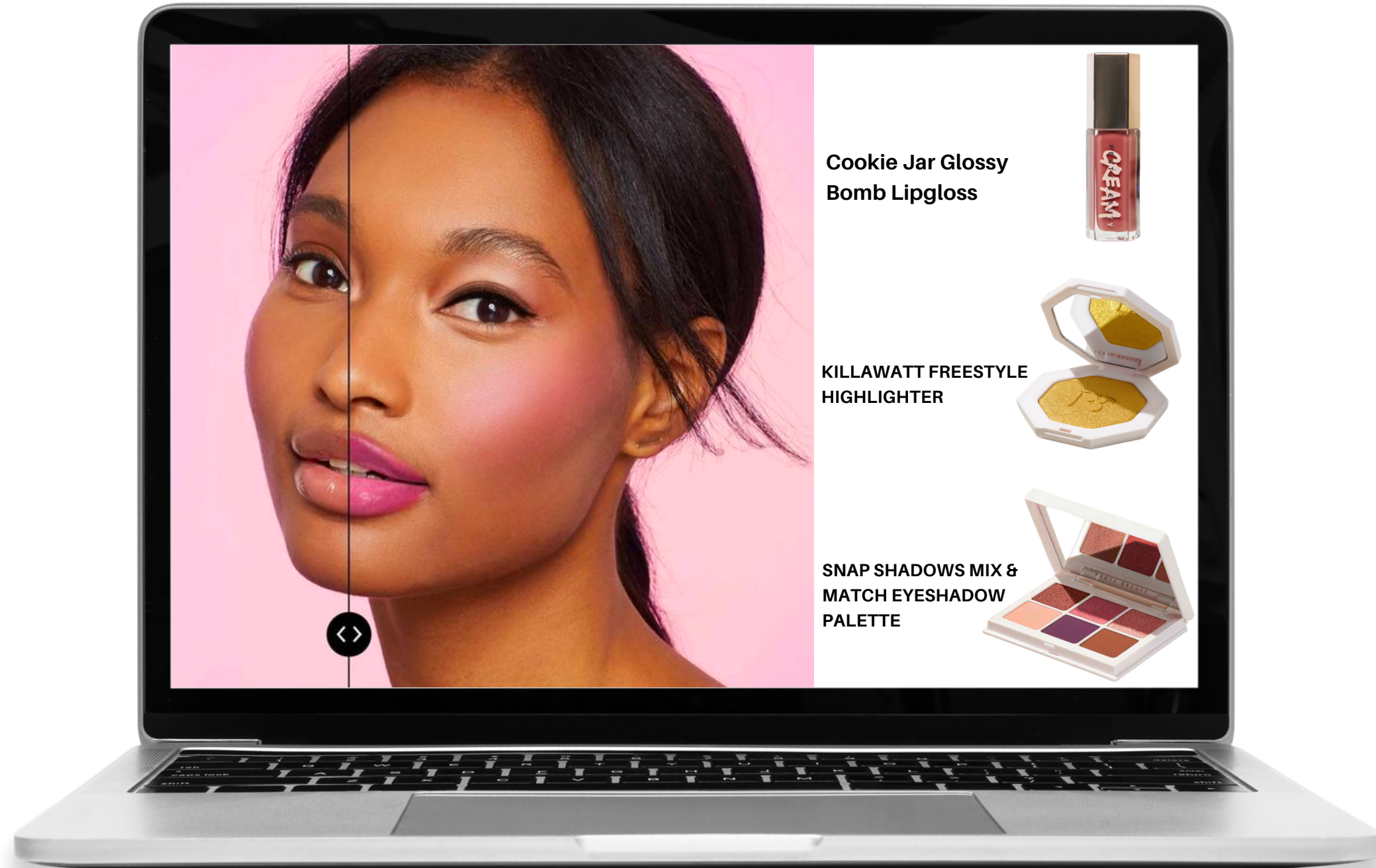


“Creativity is your best makeup skill, don’t be afraid to experiment.”

~LADY GAGA



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SLAY by Fenty Beauty will bridge the gap between individuals seeking makeup knowledge with nowhere to look. This game will also introduce a younger audience into the brand's landscape, familiarizing a generation of potential consumers with the brand.



Thank-You!