



MEMORANDUM 1

To: Kyle Leahy, Glossier CEO

From: The Media Team

Date: September 14, 2022

Subject: Being the CCO: Briefing Report and Media Reaction #1

SUMMARY OF PRIOR RECOMMENDATION

We recommend that you launch an initiative of publicizing Glossier's first retail partnership with Sephora to demonstrate that the company specializes in seeking new possibilities and holds accountable for overcoming reputational challenges that used to occur in the workplace.

REACTIONS TO OUR OUTREACH

Selling Glossier products in Sephora stores and online was a great public relations step as the public has been asking for this for years since the company launched. This means that their products will be more accessible to the public and having products in more in-person stores can also raise sales.

Glossier had a public relations scandal involving a toxic workplace in 2020. Many employees spoke out about the brand and its practices which was very detrimental to the company. They came out with a statement on Instagram addressing the situation and how they were planning on rectifying it which included a public discourse on how to address the issue. This could have been prevented by having training in place to prevent the events from even happening.

MEDIA REACTION

- [Glossier - You look Good with Olivia Rodrigo](#)
- [A Group Of Former Glossier Employees Are Calling Out Alleged Bad Practices](#)
- [Into The Gloss \(@intothegloss\) • Instagram photos and videos](#)
 - A beauty experience—interviews, inspiration, and the products you need to know about.

- a beauty website devoted to people sharing the products they love, and our source for inspiration and information.
- [Outta The Gloss \(@outtathegloss\) • Instagram photos and videos](#)
 - Outta The Gloss is a collective of former Glossier retail employees
 - call-to-action, intentions, demands, problems, thoughts for current events
- [Makeup company Glossier to sell its products at Sephora as new CEO pushes to expand reach](#)
- [Glossier is coming to Sephora - CNN](#)
- [What Does Glossier's Impending Sephora Launch Signal About DTC Distribution In The Beauty Industry?](#)

ANALYSIS OF COVERAGE

The recent media coverage has been largely positive as the brand has taken strides to save the company after having to cut a third of its employees. Now that Glossier will be sold in stores people are excited to have easier access to the products. The brand's consumers have been asking for the brand to be sold in Sephora stores for a long time and the media coverage reflects this excitement.

Recently Ulta, Sephora's main competitor, has been bringing its branding and exclusive products into Target as the new big beauty section. Similarly, Sephora is now in Kohl's with its products. Influencers collaborating with brands have also been increasingly popular, and Glossier has taken strides into this by collaborating with Olivia Rodrigo, a popular pop star, but the brand could continue doing more collaborations.

IMPACT

A publicized initiative can be a series of campaigns, events and social media activities, etc. This brings positive impacts to customers, employees, partners and key stakeholders. First, customers will have higher chances of knowing the partnership news and also accessing the company's products because Sephora, as a popular retailer, owns many stores that have largely been distributed in the world. Then the synergy between Glossier and Sephora also creates reciprocal benefits for the two companies' employees with shared values and resources. In addition, promoting this idea would strategically attract other partners and stakeholders to provide investment. As a result, this response toward this partnership will manifest that Glossier significantly takes an interest in Corporate Social Responsibility.

RECOMMENDED PUBLIC ACTIONS

Glossier should focus on promoting the Sephora Glossier launch through different events and product launches. There should be an exclusive Sephora x Glossier product in stores to entice consumers to come to purchase the products in stores and influence them to buy other things. There could also be a free product, like a tote, if you purchase a certain amount of

products in-store or online. Pop-ups have also been increasingly popular, especially in large cities. There could be a traveling pop-up, like a truck, that could give away free samples or a small product and a snack. All of these actions are proactive to boost sales and promote the new launch in Sephora.

RECOMMENDED MANAGEMENT ACTIONS

To better initiate recommended public actions, Glossier needs management activities to organize the bigger picture. And once assuring the goal setting and business plans, we recommend that you play an integrator role to combine the marketing, execution and financial control into one business model for weighing the options in terms of in-person Sephora retail stores, online stores and pop-up approach. It is necessary to keep an eye out for budget planning and give feedback for project execution. In addition, implementing incident management and conveying its importance to employees are also critical steps of management actions so that employees will handle public actions more strategically.

MEMORANDUM 2

To: Kyle Leahy, Glossier CEO
From: The Media Team
Date: September 28, 2022

Subject: Being the CCO: Briefing Report and Media Reaction #2

SUMMARY OF PRIOR RECOMMENDATION

We recommended that you focus on pushing the publication of Sephora x Glossier in the media, producing more influencer/celebrity collaborations and continuing diversity and inclusion efforts.

REACTIONS TO OUR OUTREACH

We still keep an eye on the preliminary procedures that Glossier's products will be sold in Sephora stores in early 2023. But based on the recent two-week's media reaction, our focus for this briefing will be dealing with the ramification of Glossier's new products. Generation G is a line of lipstick that originally launched in 2016 and is one of the most popular products Glossier sells. The new shades that launched of Generation G last week attracted Glossier-lovers attention. Most news coverage and social media posts excitedly informed this announcement to the public. But on some Instagram posts and product reviews, some users mentioned that they have had a bad experience with poor packaging.

MEDIA REACTION

- [Glossier Drops New Generation G Shade Extensions - Yahoo](#)
- [Sephora brings Sephora to the metaverse - Glossy](#)
- [Macy's Answers Target's Ulta and Kohl's Sephora Beauty Moves - TheStreet](#)
- [Good American, Brightland and Glossier: Product releases this week | CNN Underscored](#)

Reviews:

- [Users reviews of the new Generation D product website](#)
- [Glossier's post introducing the New Extension of Generation D](#)

ANALYSIS OF COVERAGE

A lot of the coverage for Glossier recently has been about their new Generation G lipstick shades. Three shades were dropped to add to the collection. Although there isn't a lot of media coverage about the launch as it isn't a full new product, all the coverage is positive and talks about how highly rated the products are. It is important to note that although the media coverage has been positive not all of Glossier's audience reaction has been positive. When

looking at their social media and product reviews a lot of customers complain about the packaging of the product which could be something important to consider.

Sephora had coverage on an event called Sephoria which includes a lot of their brands being featured and have events such as masterclasses and involves Sephora's Beauty Insider program. NFTs were also being given away. This is important media coverage for Glossier as it is a future partner of theirs and this could also be something to consider for the brand in the future as they have always had mostly just an online presence.

IMPACT

The impact of the media coverage is positive as it speaks very highly of the brand and entices people to buy the product. Cnn even says it is the perfect matte lipstick for the winter as it is hydrating, which is great press for the upcoming season.

It is important to think about the customer's feedback, so maybe rethinking Generation G's packaging could be an important next step.

RECOMMENDED PUBLIC ACTIONS

The organization should continue pushing the launch of Generation G lipsticks as the feedback has been mostly positive, but consider changing the packaging to avoid negative comments. Additionally, Glossier should start pushing holiday collections.

RECOMMENDED MANAGEMENT ACTIONS

The brand could look into redesigning Generation G lipsticks for the next launch and pause production once the push of this launch dies down, to address some complaints being brought by the customers.

Glossier should also start pushing holiday collections, including the new shades of lipstick, as soon as possible as the holidays are extremely important for sales due to gifting and limited edition items.

MEMORANDUM 3

To: Kyle Leahy, Glossier CEO
From: The Media Team
Date: October 12, 2022

Subject: Being the CCO: Briefing Report and Media Reaction #3

SUMMARY OF PRIOR RECOMMENDATION

For the last briefing, we recommended that the company should push the launch of Generation G new lipstick and reconsider the package's design.

REACTIONS TO OUR OUTREACH

We will continue keeping track of the promotion of new products for upcoming Thanksgiving sales, but during the past two weeks, there were other aspects that we need to be aware of. One of the articles featured Marisa Meltzer, a fashion column writer in The New York Times, who will be releasing her new book called "Glossy: Ambition, Beauty and the Inside Story of Emily Weiss's Glossier" in July next year. Meltzer incorporates interviews with our former CEO Ms. Emily Weiss, employees and the company's stakeholders in the book to unveil the unknown stories and internal enterprise culture in terms of pros and cons.

The article "What's going on at Into the Gloss" mentioned that the beauty website experienced a five-month hiatus until the updated post six days ago. Into the Gloss is known as Glossier's subsidiary website of sharing people with "interviews, inspirations and products" and exploring women's beauty experience. Based on the updated blog, the editorial director explained that her parental leave resulted in the account's stagnation and she apologized for the void. In this case, we also tracked the latest post on Instagram. Comments are combined with welcoming messages and complaints.

MEDIA REACTION

- [A Glossier Tell-All Book Is On Its Way](#)
- [Glossy | Book by Marisa Meltzer | Official Publisher Page | Simon & Schuster](#)
- [About Into the Gloss](#)
- [What's Going On at Into the Gloss? | BoF](#)
- [Hello From ITG | Into The Gloss](#)
- [New ITG post after 5 month](#)
- [10 Best Glossier Black Friday Cyber Monday Deals for 2022](#)
- [How Indie Beauty Brands Are Navigating The New Ways We Shop](#)

ANALYSIS OF COVERAGE

The book "Glossy: Ambition, Beauty and the Inside Story of Emily Weiss's Glossier" could be both good and bad press for the company. We should prepare for both good and bad media

coverage that could come from this book, as it is being advertised as a “tell all”. This could heavily impact the collaboration with Sephora as it comes out in late 2023 and could potentially decrease sales depending on the content. The book contains several interviews including one with the previous CEO Emily Weiss, which will hopefully provide good coverage.

Into the Gloss, a beauty website created by Emily Weiss, is also getting coverage for not posting since June. This hasn’t quite been bad press, because people are wondering why the website hasn’t been posting because they want more content. The website will supposedly begin posting again in late October.

Glossier black Friday deals have also been getting some coverage which is positive as it alerts Glossier fans as to what sales are coming up for their favorite products.

IMPACT

The book release could cause both good and bad media coverage for the brand. Hopefully, it’ll be more positive leaning and focus on positive things, but as it is being advertised as a tell all, there will most likely be negative things being said about the company. This could affect sales and affect the Sephora collaboration, so there should be a plan in place for when the book is released. Posting more frequently on Into the Gloss could be positive for the brand as it seems that consumers want more content. Additionally, black Friday deals being advertised is positive for the brand because it can increase future sales.

RECOMMENDED PUBLIC ACTIONS

We recommend that Glossier try to get an advanced copy of the book to prepare for what information will be released to the public. Additionally, reaching out to Emily Weiss about her interview could be beneficial to seeing what content may be in the book. Action plans should also be put in place to address negative comments about the brand, and progress should be shown before the book releases about the brand's previous controversies.

The organization should also compensate the account’s followers for ITG’s prolonged silence by more frequently posting content to satisfy those followers who have craved for the new content over the past several months.

RECOMMENDED MANAGEMENT ACTIONS

Again, Glossier should speak to Emily Weiss about her interview, and possibly even reach out to other individuals interviewed to try and gain perspective as to what was said in the interviews.

Moreover, we also recommend the CEO should arrange for human resources to hire more editors in charge of running the Into the Gloss account to keep content updated regularly.

MEMORANDUM 4

To: Kyle Leahy, Glossier CEO
From: The Media Team
Date: October 26, 2022

Subject: Being the CCO: Briefing Report and Media Reaction #4

SUMMARY OF PRIOR RECOMMENDATION

We recommended that you may try to get a copy of Marisa Meltzer's new book in advance and reach out to Emily Weiss to prepare for the "good and bad" of Glossier exposed in the author's new book. Also, we suggest the company should compensate into the Gloss's fans for its account several-month hiatus by maximizing headcount.

REACTIONS TO OUR OUTREACH

We recently collaborated with the famous singer Olivia Rodrigo and launched a limited-edition Glossier collection. She released a daily makeup routine GRWM video six days ago where she showcased the products and promoted the line. This video got positive feedback and created excitement for the product releases.

We also added a new limited-edition Balm Dotcom flavor called Swiss Miss, which is hot chocolate flavored. The news coverage described this scent as a "nostalgic" treat and also features a set including the lip balm and a G Pal sweatshirt called Snow Day Duo. It is a very smart way of promoting Glossier's winter-ready products, which attracts people to purchase.

MEDIA REACTION

- [Get Ready With Me: feat. Olivia Rodrigo | Glossier - YouTube](#)
- [Olivia Rodrigo Drops First Beauty Collection With Glossier](#)
- [Olivia Rodrigo Reveals Her New Glossier Beauty Collection With a Daily Makeup Routine GRWM](#)
- [Olivia Rodrigo Urges Fans to Vote While Attending Glossier Event | Olivia Rodrigo | Just Jared Jr.](#)
- [The 'good and bad' of Glossier exposed in new book](#)
- [Glossier's Winter-Ready Balm Dotcom Is Peak Nostalgia](#)
- [Glossier Launches Nostalgic Winter Cocoa-Flavored Lip Balm](#)
- [Balm Dotcom and the Camping Mug on IG](#)
- [Olivia Rodrigo new collection on IG](#)

ANALYSIS OF COVERAGE

The recent coverage is mostly positive as it highlights the new Olivia Rodrigo collection and the meet and greets in California and the new Swiss Miss Balm Dotcom. The Olivia Rodrigo

collection features new exclusive products that include a new mini makeup bag, a new refillable eyeshadow tin and a new Ultralip in an exclusive shade called Pisces. The whole collection is in the same shade of lavender, so there is a cohesive look to the whole collection that is also a color that reflects Olivia Rodrigo and her brand and is the same color as her popular album Sour. The Swiss Miss Balm Dotcom features the Swiss Miss logo on the packaging of the lip balm and a free gift with a \$60 purchase is also included. The free gift is a mug that could be used for hot chocolate and the release has gotten a lot of good feedback.

IMPACT

The impact of the recent news is positive as it portrays the company in a good light. Olivia Rodrigo also gives the company a good image as she is a widely liked and very popular pop artist at the moment which will continue to improve the company's image. Additionally, a gift with a purchase for a certain amount of money can entice people to buy more products from the company due to the incentive of a free product. The meet and greet at the California store was also very positive as it caused more people to come to buy products and they were able to meet Olivia Rodrigo as well.

RECOMMENDED PUBLIC ACTIONS

Glossier should continue promoting not only the new Olivia Rodrigo collection and Swiss Miss Balm Dotcom but also Generation G lipsticks. The Glossier social media team should continue to update its social media with teasers of new products to keep consumers engaged and excited about what is next. They also release any new information about future packaging changes. We should also continue to try to gather information on Marisa Meltzer's book and try to stay ahead of any press that may come from it whether it be good or bad.

RECOMMENDED MANAGEMENT ACTIONS

The company should continue to capitalize on its Olivia Rodrigo partnership and should consider what future partnerships may look like. Exclusive collaborations and meet and greets are also a great idea since it brings new audiences to the brand. Additionally, more coverage of the new Balm Dotcom and holiday season sets should be circulating on social media. Emphasis should be placed on holiday/black Friday sets since those will be the most sought out items coming up. Since there will be a surge in orders during the holiday season, we should be prepared to have enough stock for the demands.

MEMORANDUM 5

To: Kyle Leahy, Glossier CEO
From: The Media Team
Date: November 30, 2022

Subject: Being the CCO: Briefing Report and Media Reaction #5

SUMMARY OF PRIOR RECOMMENDATION

We recommended that Glossier should continue leveraging Olivia's partnership for future collaborations. The company also needs to promote all 2022 new collections via holiday posts on social media to maintain high engagement and attract new audiences. Glossier should also be prepared for upcoming high-volume orders.

REACTIONS TO OUR OUTREACH

Olivia Rodrigo's new collection has had a positive public reaction overall so far. Consumers have had great reactions to the Swiss Miss Balm Dot Com, and it went viral on TikTok as the must have shade for the fall/winter. Although people have been begging the brand for a restock, Glossier replied to the comment and announced that Swiss Miss Balm Dotcom was limited edition and they don't have plans to restock. Furthermore, there have been negative comments about having trouble checking out sales information on the website and orders getting canceled online. Some users missed sales opportunities because the website was down. Glossier apologized for the technical glitch and offered DM options with the email address to solve problems.

Glossier released previously store-exclusive merch online yesterday that will be sold for a very limited amount of time, and portions of the proceeds will go to their charity partners. Glossier fans were very excited about this drop, as many fans had been asking for these items to be sold on their website for a long time. Additionally they released exclusive holiday sets, one of which included a collaboration with Marvis the toothpaste company, which confused some users.

MEDIA REACTION

- [GLOSSIER RELEASED ITS STORE-EXCLUSIVE MERCH ONLINE & IT'S SELLING OUT QUICK](#)
- [Glossier Is Selling Their Entire Global Merch Collection In The UK For A Limited Time](#)
- [Glossier Black Friday sale 2022: Up to 30% off | CNN Underscored](#)
- [Glossier opens new stores in Philadelphia, Brooklyn | Retail Dive](#)
- [Glossier's holiday beauty sets have arrived, and they're selling fast](#)

Reviews:

- [Some user's negative comments about websites and order](#)
- [Response for technical glitch and comments](#)
- [Comments keeping requesting restocking the Swiss Miss Balm](#)

ANALYSIS OF COVERAGE

The coverage recently has been largely positive as all the new drops went well and the black Friday sale was also successful. The holiday tins were very well received by consumers and combined old products with new products that excited customers and even a collaboration with a toothpaste brand called Marvin. Some fans have been complaining that they want restocks of limited edition items, however since they are limited edition the company doesn't plan on restocking them. New brick-and-mortar Glossier stores also opened up in Brooklyn and in Philadelphia, giving consumers an in person option for shopping in two popular destinations, which will hopefully prove to be successful in the long run.

IMPACT

The impact is positive on Glossier recently. The collaboration with Olivia Rodrigo is still proving to be very successful and the drop of popular items that were previously only offered in stores was also very well received and created buzz for the brand. The holiday set tins are also performing very well, and many have sold out already on the website, including other popular products that sold out during their black Friday sale. Additionally the sales of past store-exclusive merch did very well and the company donated a portion of each sale to local charity partners is very positive for the brand.

RECOMMENDED PUBLIC ACTIONS

Glossier should keep preparing for the holiday season and restock popular items for last minute gift shopping from customers. The brand should continue to advertise their new holiday tins and products in general to continue selling at such a crucial time. Additionally more coverage on the store-exclusive merch sales and the charity partners should be pushed out to continue gaining good press. This press will also continue helping the brand's new image in light of the tell all book coming out in a year that the brand must prepare for.

RECOMMENDED MANAGEMENT ACTIONS

The CEO should organize workshops and training sessions for employees to improve their abilities to deal with urgent and sudden situations. It is important to enhance the efficiency and communication between the technology team and the media team. Cultivating staff's leadership skills and social listening skills are also necessary for a team to reconcile with issues effectively and efficiently, and to help continue growing the company's new image.