



Marketing To The New Beauty Consumer!

Omerge Alliances Steers Beauty Brands Targeting Multicultural Audiences

New York, NY, October 27, 2014 – Thirty percent (9MM) of 2010 U.S. census takers indicated mixed-raced heritage, up from 6.8MM in 2000, 16% indicated Hispanic and 13% indicated Black. America’s changing skin complexions and hair textures have demanded attention, and manufacturers like Curls Unleashed, Curls, Briogeo, Ouidad, DevaCurl, Oyin Handmade, Jane Carter, have risen to the challenge, as well as new media entities Natural Chica, Afrobella, naturallycurly.com and curlynikki.com (among many others).

The multicultural beauty product market’s increase in 2014 of 3.7%, per Kline & Co., outpaces the overall cosmetics market growth and reflects the impact of this new beauty consumer on the \$400 billion global beauty industry. With an overwhelming number of product options, brands must present clear benefits and value propositions to consumers to drive sales & longevity.

“Over the past three years, we’ve observed corporate giants like L’Oréal expand marketing efforts targeting brown people globally, and U.S. retailers like Target, Ulta, CVS & Duane Reade increase multicultural beauty offerings e.g. Carol’s Daughter, Shea Moisture, Nuance by Salma Hayek and Miss Jessie’s. We love the category growth, but for sustainability, consumers must be able to navigate the space,” says Omerge Alliances’ Founder Olivia Scott. “Our contribution is creating unique brand personalities and compelling marketing campaigns showcasing how the products enhance consumers lives.”

The firm offers promotions marketing expertise to beauty’s corporate giants and indie entrants including: 1) brand positioning strategy, 2) marketing plan development and 3) promotional activities e.g. blogger product reviews, entertainment partnerships, sweepstakes & contests, content marketing and branded event production.

With client experiences including *Carol’s Daughter* and *IMAN Cosmetics*, Omerge Alliances has a track record of developing integrated marketing campaigns driving consumer engagement with diverse audiences.

“Omerge Alliances’ marketing innovation resulted in 7K⁺ new emails in one program, and a breakthrough Holiday campaign, “The Pooka Happiness Box,” which we will annualize because of brand and consumer resonance,” says Dawn Fitch, CEO, Pooka Pure & Simple.

Referencing agency account management experiences at Leo Burnett, DDB, Ogilvy, Frankel and Draft, Scott operates the firm in a manner that minimizes waste and maximizes efficiencies valuable for brands needing flexible resources and fee structures. Omerge Alliances executes its marketing plans in affiliation with its proprietary professional services network overseeing social media, graphic design, website development and copywriting with Eyes Dotted, Control Alt Designs and Five Locs.

Omerge Alliances (omergealliances.com), a NYC-based marketing management consultancy, specializes in brand strategy, marketing planning and consumer promotions.

Olivia Scott, 646-200-5075.