



Marketing Beauty To A Whole New World!

Omerge Alliances Steers Beauty Brands Targeting Multicultural Audiences To Differentiate & Drive Choice

New York, NY, October 21, 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. Globally, BRIC (Brazil, Russia, India and China) economies, along with discretionary incomes, are rising. Global manufacturers in the \$400 billion beauty industry recognize the changing complexions and hair textures of a broader beauty consumer and are racing to meet demand.

“Over the past three years, we observed corporate giants like L’Oréal expanding marketing efforts throughout Brazil, and U.S. retailers like Target, Ulta & Duane Reade distributing increased offerings targeting the multicultural consumer e.g. Carol’s Daughter, Shea Moisture, Clear Scalp & Hair and Miss Jessie’s. Product access and choice is now significant, yet overwhelming. We work with manufacturers to create target-relevant brand personalities, centered around product benefits, and engaging marketing promotions to help consumers navigate the space and impact preference,” says Omerge Alliances Founder, Olivia Scott.

The firm offers promotions marketing expertise to beauty’s corporate giants and indie entrants including: 1) audience relevance & 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 clients such as *Carol’s Daughter, IMAN Cosmetics, Pooka Pure & Simple, Tepure and Limelight Extensions*—Omerge Alliances has a track record of developing and managing integrated marketing campaigns driving consumer engagement with diverse audiences.

“Omerge Alliances’ marketing counsel and innovation with our brand 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 & Founder, Pooka Pure & Simple Natural Bath & Body Products.

Referencing agency account management experiences at Leo Burnett, DDB, Ogilvy, Frankel and Draft, Scott operates the boutique 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 through a proprietary professional services network of affiliate partners, including Eyes Dotted, Five Locs and Control Alt Designs.

Omerge Alliances (omergealliances.com), a NYC-based marketing management consultancy, creates strategic promotional marketing campaigns that help companies distinguish their products as *valuable brands* fulfilling emotional and tangible consumer needs, driving awareness, choice, engagement, sales and loyalty. Contact: Olivia Scott, 646-200-5075.