

The Ordinary.



Challis Lee

PRESENTATION:

https://www.canva.com/design/DAGlY3qBfCM/tad4nCjoDfWacR-NSnn4Sg/edit?utm_content=DAGlY3qBfCM&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Brand Background

- Industry/Trends
 - Clean beauty and skincare
 - Affordable, high-quality beauty and skincare
 - Sustainability
 - Social media influencers promoting brands
- Competition
 - CeraVe – a drugstore skincare brand, affordable
 - The INKEY List – an affordable and transparent skincare brand
 - Good Molecules – a drugstore, affordable, and accessible skincare brand
 - La Roche-Posay – a higher-end drugstore skincare brand
- Opportunity
 - The Ordinary offers transparency in its high-quality, affordable skincare and beauty products, tailored to meet the specific needs of its customers.

Business Goals

- ELC predicts an improved performance from The Ordinary's expansion into new markets and debuting in new channels for 2025. Amazon's U.S. Premium Beauty store.
- "The Ordinary's net sales grew in strong double digits, driven by growth across every geographic region and benefiting from the continued success of hero products, new product innovation, such as the Soothing & Barrier Support Serum, and targeted expanded consumer reach." 2024

<https://www.elcompanies.com/en/news-and-media/newsroom/press-releases/2024/08-19-2024-114531935>

Mission/Values

- "Skincare should be effective, honest, and accessible to everyone. That's why The Ordinary exists—to bring integrity to the industry."
- "Remain committed to what genuinely works: formulations created in our lab, designed to give your skin precisely what it needs."
- **Goals:** "Our goal is to provide quality solutions grounded in science, transparency, and trust."
- **Values:** Transparency, Integrity, Inclusivity, Simplicity, Accessibility, High-quality, Backed by Science

<https://theordinary.com/en-us/about-us.html>

Target Audience

Demographic:

- Females, some males, Gen Z & Millennials, Age 16-36
- Active on social media
- Those interested in skincare or those looking to address specific skincare problems

Target Persona



Name: Maddie

Age: 24

Occupation: College student and part-time barista

Location: Urban area, lives in Chicago

Income: Modest (\$25K-\$35K annually)

Goals: Improve acne-prone skin without breaking the bank

Pain Points: Overwhelmed by complicated skincare jargon; distrusts influencer marketing

Social Media Use: Heavy user of TikTok and Instagram, relies on peer reviews and skincare communities

Why they love The Ordinary: Transparency, affordability, and results without marketing fluff

Brand Positioning

- **Benefits:**

- Affordable yet high-quality skincare solutions
- Science-backed and transparent product formulations
- Simple, easy-to-understand skincare guidance
- Trust and empowerment through education, not hype
- Accessibility — available at major retailers, online, and affordable for most budgets

- **Features:**

- Clinical formulations with active ingredients

- Transparent labeling and communication
- Cruelty-free and vegan options
- Minimalist packaging (environmentally conscious)
- Personalized regimen builder
- Frequent product innovation

Positioning Statement

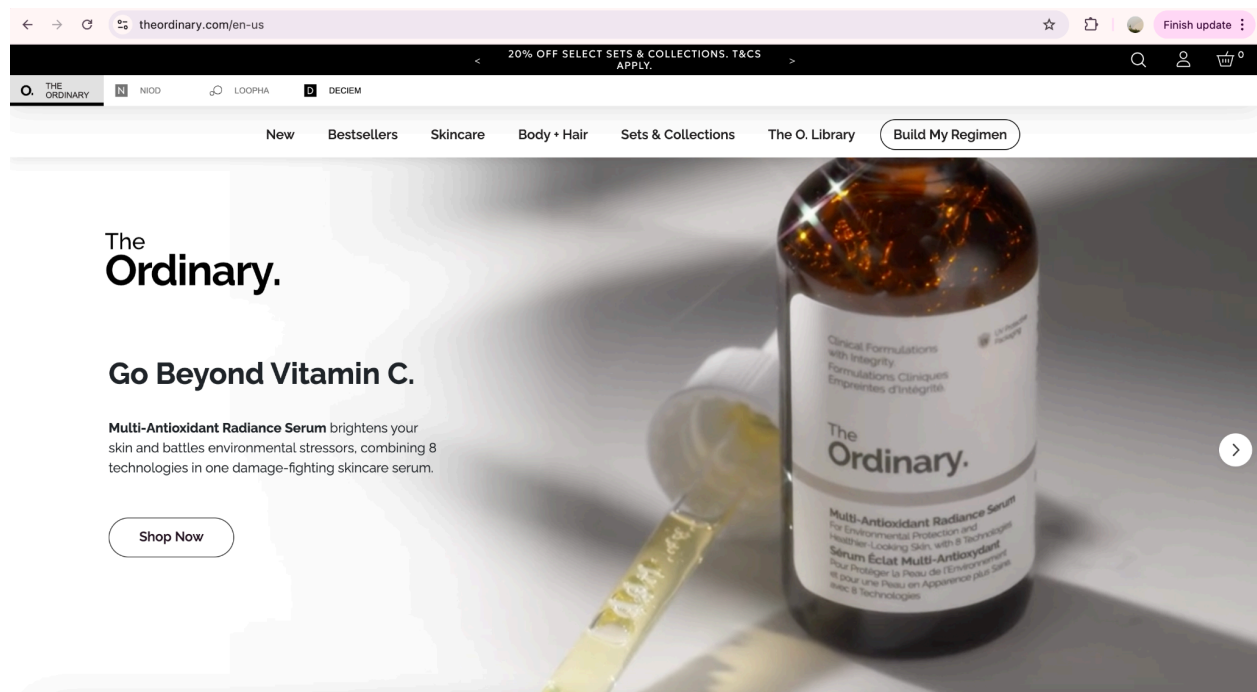
The Ordinary is the one brand in the skincare industry that provides Gen Z and Millennials with affordable, high-quality products for their specific skin needs.

They do this better than any other skincare brand because they focus on honesty and transparency about what goes into their products, offering science-backed formulations, while being easily accessible and affordable for high-quality products.

Digital Marketing Objectives

- Drive awareness
- Conversion (engagement, sales)

Website Strategy



Identify if it is an e-commerce business, branding/lead gen, and/or a hybrid?

The ordinary is a hybrid business. It is e-commerce through selling beauty/skincare products by selling directly through the website and through third-party retailers like Ulta. This is mixed with branding/lead gen because it has built a strong brand/ social media presence of a cruelty-free, science-backed, and affordable brand, which it relies on, plus influencer marketing to drive sales.

What is the main objective of the site?

The primary objective of the site is to sell products through direct-to-consumer sales and cater to individuals' specific skincare needs. On the site, they advertise their products and influencers who use them. They also generate leads through email subscriptions.

Comment on navigation, technical, and on-page optimization?

The site has user-friendly navigation labeled with clear categories. The search button is easily accessible in the header. For technical optimization, the pages load quickly. For on-page optimization, the pages have product descriptions, and they use relevant keywords related to beauty products as sub-sections, such as “uneven skin tone” and “lip care”.

What the website is designed to do and how well it does it?

The website is designed to sell products directly through the website, to reinforce the brand identity, and to engage customers. It does all of these things well by having clear navigation for finding specific products, by having sections on the website that remind users of the brand identity, and by having an FAQ and email list, along with personalized recommendations. It also has a minimalist design that is easy to follow.

What are its prominent calls to action?

Conversion: At the bottom, there is a Join Us tab that leads users to open positions. There is also a purchase tab for gift cards. They have a contact us link that takes you to fill out a form, an email subscription bar, a sign-in tab if you have an account, and social media icons leading you directly to their pages.

Leads, Sales, Other Conversion?

There is a header at the top that has a Build My Regimen tab where users can personalize their own skincare routine to cater to specific products that the brand offers. After you click on a product, an add to cart icon pops up for purchase, and a shop now button for products under the “as seen on social section” The main lead generation comes from email signups and social media followers. For sales, it is mainly focused on product purchases and promotions such as “subscribe and save 10%”.

Channel Strategies

SEO: (Organic)

The Ordinary has a great organic SEO strategy that attracts organic traffic to its website. This drives relevant traffic to their website through keywords like:

Short Tail:

- Affordable skin care - volume- 92.0k, organic CTR- 82%, difficulty- 53%
- Multi-use skin care volume- 3.0k, organic CTR- 80%, difficulty- 36%
- Clean skin care - volume 1.7k, organic CTR 94%, difficulty 30%
- Clean Beauty- volume- 3.3k, organic CTR- 35%, difficulty- 25%

We chose to focus on affordable skincare, multi-use skincare, clean skincare, and clean beauty because these keywords are representative of the brand and align perfectly with the idea the brand wants to convey.

Social Media: (Organic and Paid) The Ordinary relies heavily on social media engagement. They mainly use TikTok and Instagram but also have a presence on Facebook and YouTube. They have amassed over 1.3 million followers on TikTok alone and 2.7 million followers on Instagram. The Ordinary utilizes these platforms to promote their products through organic posts from users, which increases engagement through UGC. They also use paid advertisements that target specific groups on specific social media platforms.

Email: The Ordinary uses a good email marketing strategy, maintaining a low spam score and using concise subject lines to enhance open rates.

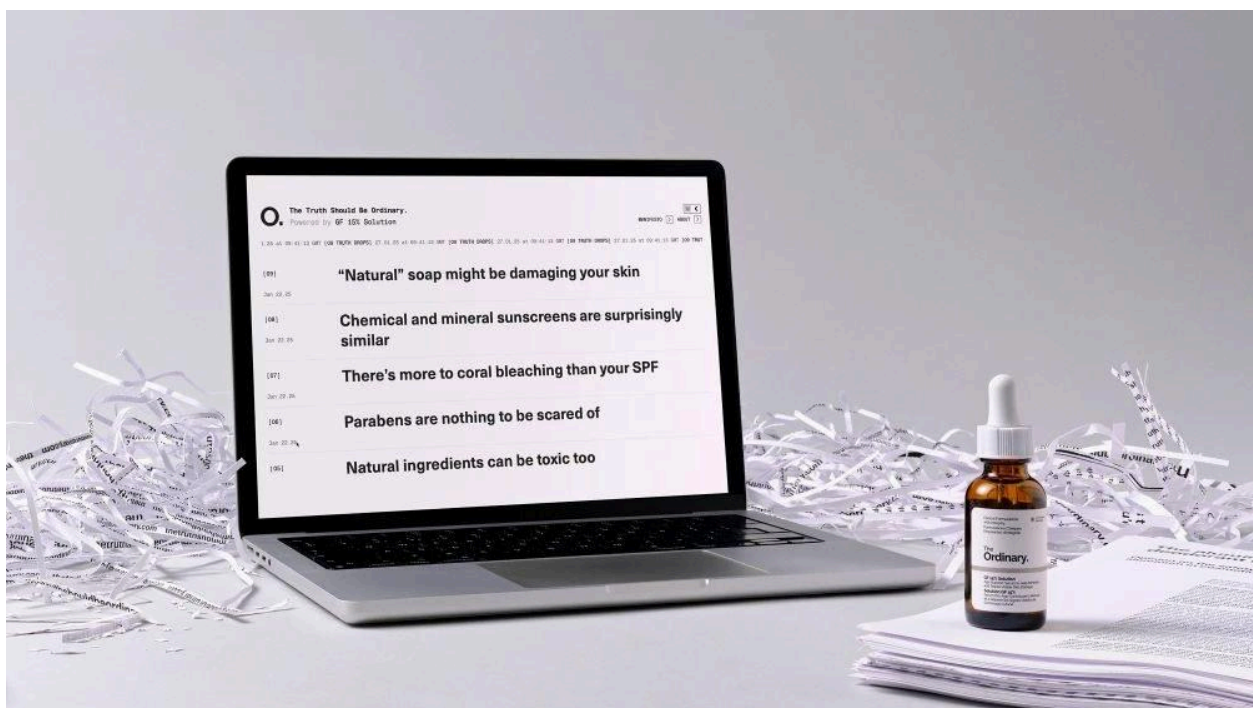
Traditional: The Ordinary uses billboard ads, magazine print ads (*Vogue*, *Allure*), and transit ads (subways, buses) to build brand awareness. In-store displays at Ulta and Sephora promote education and product discovery. They also sponsor clean beauty expos and could test direct mail to reach new customers.

Paid digital: The Ordinary runs TikTok and Instagram ads featuring influencers and user-generated content to drive engagement and sales. Google Search and YouTube ads capture high-intent shoppers with transparent messaging. Retargeting ads and Amazon Sponsored Products help recover abandoned carts and boost e-commerce sales.

Content & Creative Strategies

- **Brands content strategy**
 - The Ordinary's content strategy centers around its mission and values of transparency, accessibility, and affordability. It believes that skin care brands should be honest and "demystify skincare for consumers." Its content reflects this message of empowering consumers with knowledge of its products and creating trust with its customers, another core value. We see this content featured across various social media platforms, including UGC and sponsored advertisements, as well as traditional out-of-home advertisements. One of the company's creative campaigns reflects its goals, which is titled "*The Truth Should Be Ordinary*."
- **Creative strategy observed from promotional advertising**
 - In January 2025, The Ordinary launched a campaign revealing concealed truths about the beauty industry titled: "*The Truth Should Be Ordinary*", such as the use of animal testing during the making of products, and debunking myths such as the use of parabens. This campaign coincided with the release of their GF 15% Solution. There were outdoor visuals/ad campaigns posted along with a digital archive called "The Truth Should be Ordinary", that highlighted facts behind beauty products. It was also promoted on their social media. The creative strategy was designed to build trust between the business and the consumer, and to reinforce the brand as a reliable, transparent source for beauty products backed by

<https://thetruthshouldbeordinary.com/>





Observations & Recommendations

How well is The Ordinary doing?

The Ordinary is performing very well in terms of brand visibility, user trust, and consistent growth throughout the years. Its commitment to transparency, affordability, and science-backed skincare has resonated strongly with Gen Z and Millennial audiences. Its success on social platforms like TikTok and Instagram, along with high engagement in email marketing and SEO, reinforces a strong digital presence. Campaigns such as *"The Truth Should Be Ordinary"* have elevated the brand's credibility and uniqueness in a crowded market.

What would we add or subtract to improve?

- **Add:**
 - **Stronger personalization** in the email campaigns and on-site experience (e.g., follow-up product suggestions based on browsing/purchase behavior).
 - **Interactive content** like quizzes, mini skincare lessons, or “myth vs. fact” reels on social media to boost education and engagement.

- **An affiliate or ambassador program** to convert loyal users into micro-influencers and continue building trust organically.
- **Subtract:**
 - Avoid heavy jargon in certain product descriptions—while transparency is key, some content feels overly technical and may intimidate first-time buyers.
 - Avoid over-reliance on trending ingredients and instead, spotlight long-term product efficacy in more content.

How well does the advertising and content work for the brand?

The content strongly reinforces the brand values: simple, honest, and affordable skincare backed by science. UGC, dermatologist collaborations, and transparency-forward messaging work well across platforms. However, much of the creative could benefit from **more inclusive representation**—across different skin types, ages, genders, and ethnicities—to reflect the brand's value of accessibility.

Recommendations for refinement:

- Explore more emotional storytelling to highlight user journeys and transformations.
- Expand influencer partnerships beyond beauty creators to wellness, lifestyle, and dermatology fields for broader exposure.
- Incorporate more real-time engagement features (Q&A stories, AMAs with dermatologists, or livestreamed product tutorials).

6-month Calendar Plan for Brand Activity

January: "New Year, New Skin"

Theme: Barrier repair and hydration products.

Tactics

Social Media: TikTok and Instagram influencer collaborations showing "skin reset" routines.

Paid Ads: Instagram carousel ads and TikTok Spark Ads promoting hydration bundles.

Website: Feature curated "Reset Your Skin" bundles on homepage.

Email: New Year skin care tips + personalized regimen builder links.

February: “Valentine’s Promo”

Theme: Self-love skincare bundles and social media contest.

Tactics

Social Media: TikTok/Instagram contest: "Share Your Skincare Love Story" (UGC contest).

Paid Ads: Paid Facebook and Instagram ads promoting limited-time bundles.

Website: Highlight “Self-Love Sets” with countdown timers.

Email: Valentine’s Day gift guide featuring bundles.

March: “Spring Glow-Up”

Theme: Skincare education for spring weather changes.

Tactics

Website: Educational blog + landing page about sun protection and exfoliation.

SEO: Focus on spring skincare keywords (e.g., "best SPF for spring").

Paid Ads: Google search ads and YouTube bumper ads featuring spring must-haves.

Social Media: Instagram Reels showing "Spring Glow-Up" transformations.

April: “Earth Month Sustainability”

Theme: Highlight eco-friendly practices and packaging.

Tactics

Social Media: Instagram Stories and TikTok videos about sustainability efforts.

Website: Launch and revamp “Sustainability Commitment” page.

Paid Ads: Display ads promoting eco-friendly product lines.

Email: Earth Month special featuring recycling tips + product spotlights.

May: “Summer Skincare Essentials”

Theme: Vitamin C and sunscreen focus.

Tactics

Social Media: Dermatologist Q&A Instagram Lives and TikTok myth-busting reels.

Paid Ads: Instagram and TikTok ads showcasing “Summer Skincare Kit.”

Website: Create a "Summer Must-Haves" collection page.

Email: Educational series on summer skincare myths and must-haves.

June: “Pride Month and Inclusivity”

Theme: Limited edition Pride packaging + charity support.

Tactics

Social Media: Highlight LGBT influencers’ skincare journeys; Instagram Story takeovers.

Paid Ads: Promote Pride collections via targeted paid ads (TikTok, Instagram).

Website: Dedicated Pride landing page with donation information.

Email: Feature stories of inclusivity and announce Pride initiatives.

Integration:

- Influencer UGC fuels paid ads; email and site reinforce promotions.
- Social contest drives UGC; paid ads retarget contestants; site and email push urgency.
- Search and YouTube drive discovery; socials and SEO support education content.
- Organic and paid highlight brand values; email and website build deeper engagement.
- Live content builds authority; ads and websites drive conversions.
- Influencers and stories build authenticity; ads and websites push Pride products.

Creative Examples

- **Events:** “**The Ordinary Lab**” Pop-up event across major cities where people can experience skincare through a lab-like setting, where they can mix serums and test formulas. A dermatologist will be at every station to aid and answer questions. There will be an augmented reality mirror that can analyze and suggest products in real time. Customers can also scan QR codes to save their personalized products.
- **Social:** Utilize a more diverse range of social media influencers who highlight the brand's values of accessibility and inclusivity.