

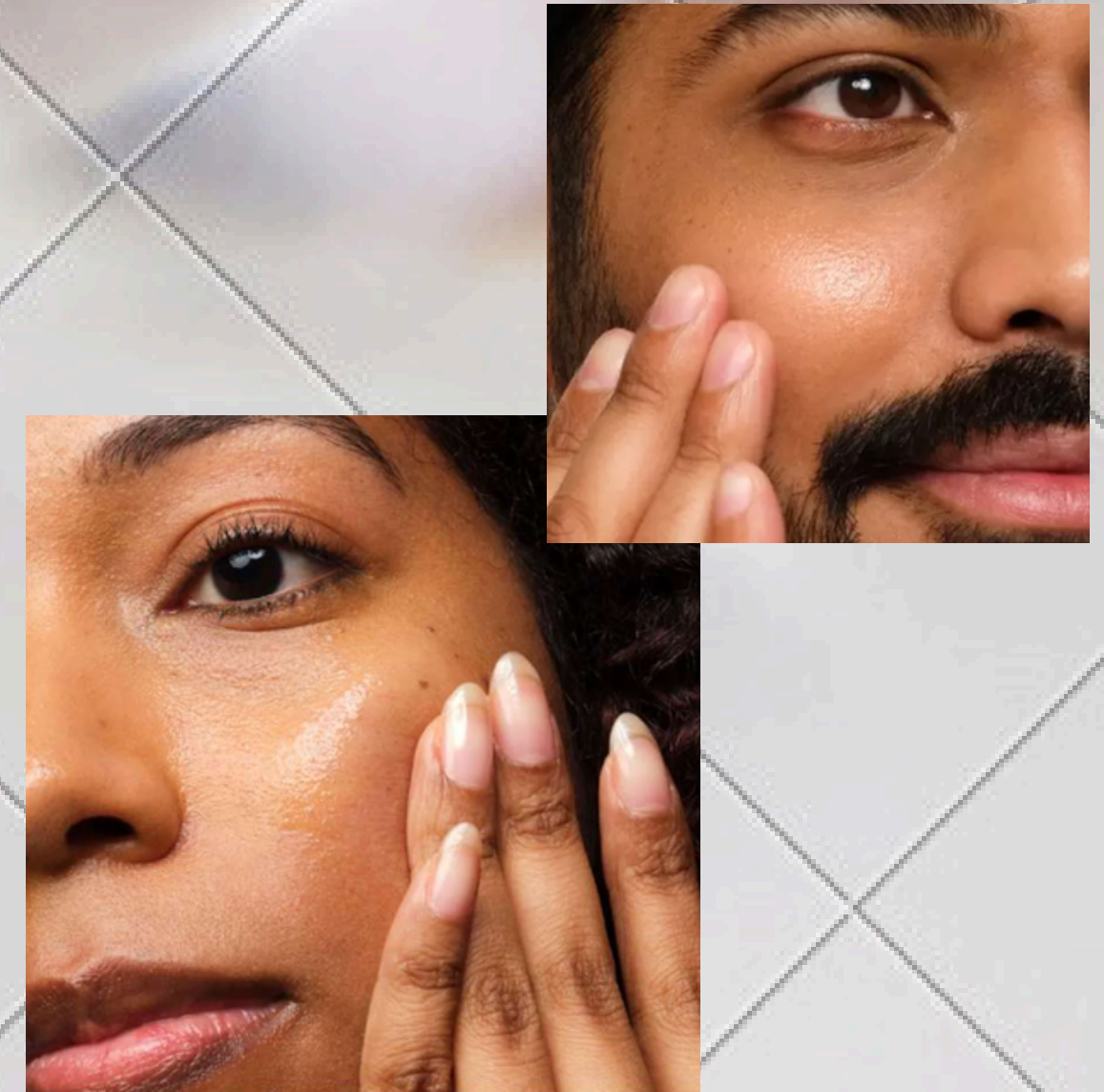
The Ordinary.

Presented by: Challis Lee



Brand Background

The Ordinary is a Canadian brand and was founded in 2016 by Brandon Truaxe, as a project within the DECIEM beauty company, now acquired by Estee Lauder Companies. They began with a simple yet powerful idea: to challenge the beauty industry by offering high-quality skincare at accessible prices. The brand quickly gained popularity for its straightforward formulations and accessible pricing, challenging the traditional beauty industry.



DECIEM

ESTÉE
LAUDER
COMPANIES



Industry & Trends

Industry

- The global skincare market size was valued at USD 115.65 billion in 2024.
- The market is projected to grow from USD 122.11 billion in 2025 to USD 194.05 billion by 2032



Trends

- Clean beauty and skincare
- Affordable, high-quality beauty and skincare
- Sustainability valued by Gen Z
- Social media influencers promoting brands
- Skin care inclusion
- Skinminimalism
- Korean skincare



Competition

- **CeraVe** – a drugstore skincare brand, accessible and 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 accessible drugstore skincare brand

Opportunity

The Ordinary offers unique transparency in its high-quality, affordable skincare and beauty products, tailored to meet the specific needs of its customers like through personally tailored skincare regimes.



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." ELC Report from 2024

amazon

PREMIUM BEAUTY

DISCOVER YOUR NEW FAVORITES





Mission & Values



Mission: “Democratize Skincare”

“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, Products Backed by Science

Target Audience



Demographic

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

Name: Maddie

Age: 21

Occupation: College student and part-time barista

Location: Urban area, lives in Chicago

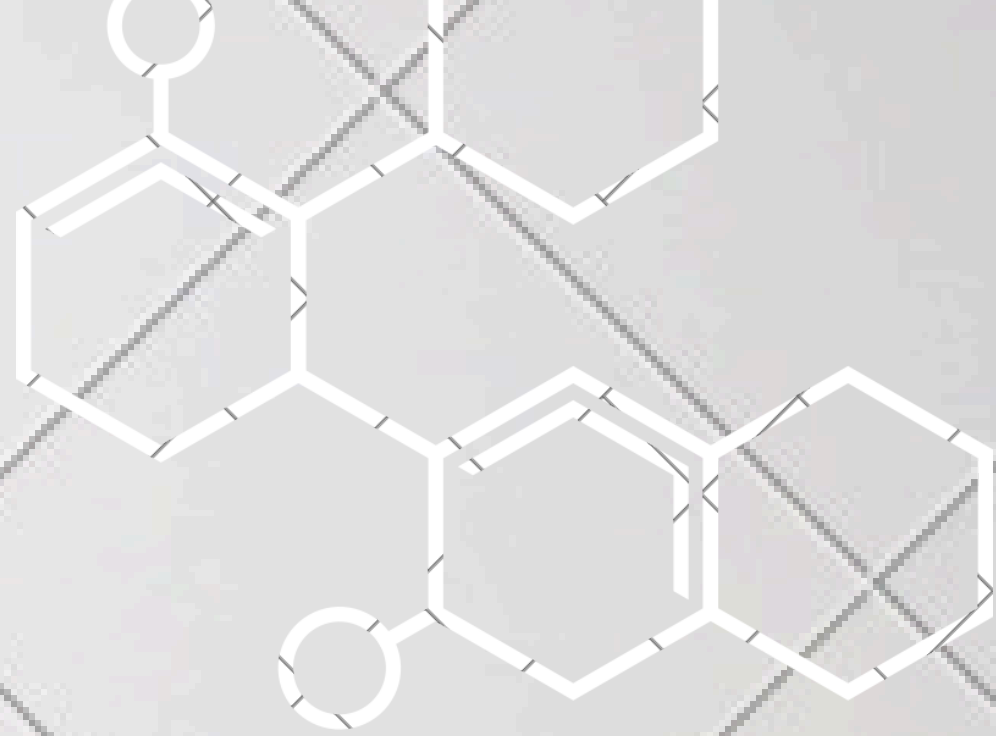
Income: Modest (\$25K–\$35K annually)

Goals: Improve acne-prone skin without breaking the bank

Pain Points: Overwhelmed by complicated skincare jargon

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

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.

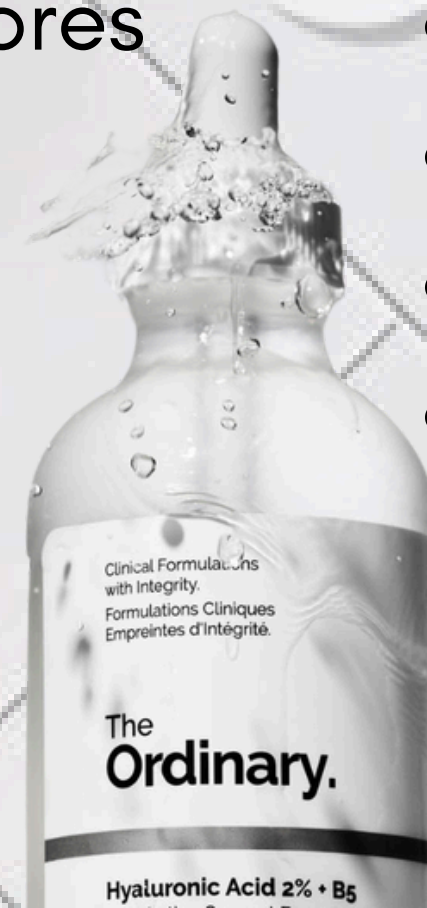
They do this better than any other skincare brand because they focus on honesty and transparency about what goes into their products, offering science-backed formulations, while being easily accessible and affordable for high-quality products.



Brand Positioning

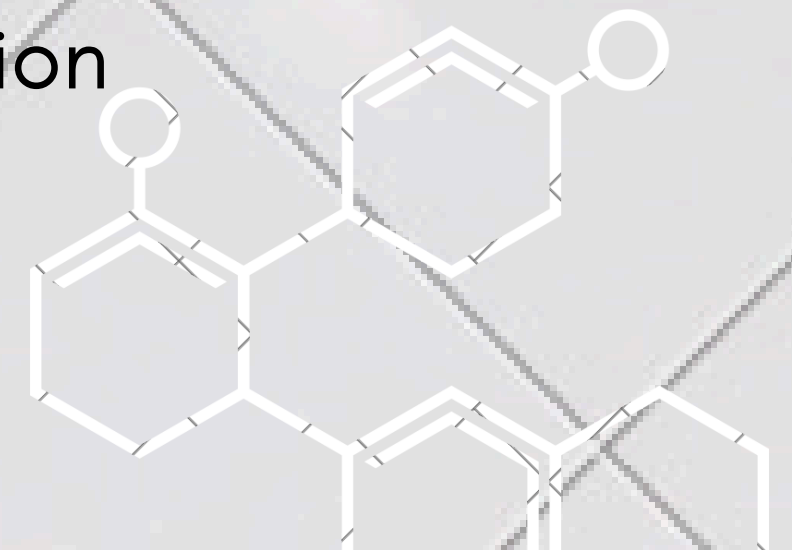
Benefits

- Affordable yet high-quality
- Backed by science and transparency
- Easy-to-understand skincare guidance
- Empowers through education, not hype
- Widely accessible — online & in stores



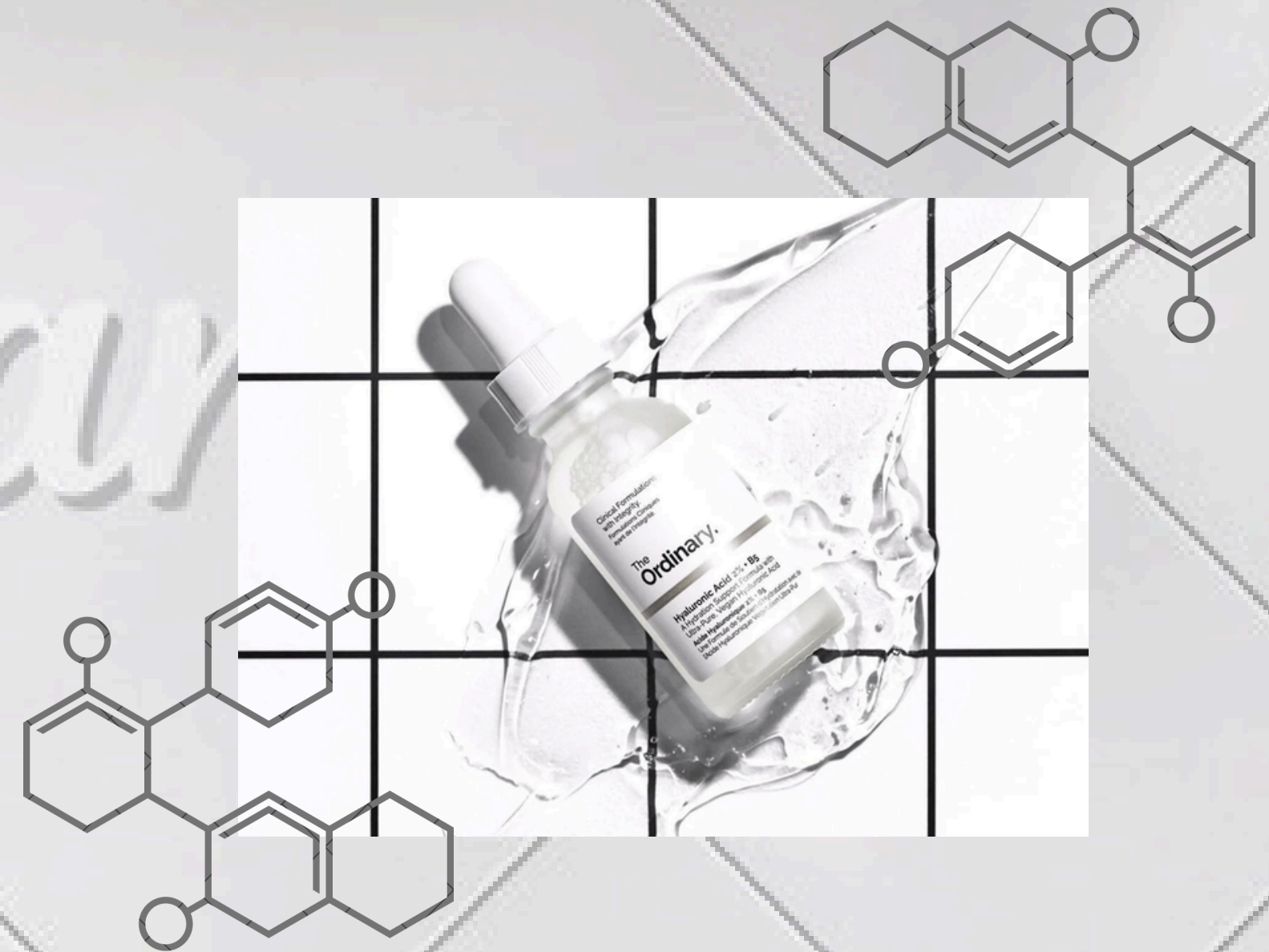
Features

- Clinical, active ingredient formulas
- Transparent labeling and communication
- Cruelty-free & vegan-friendly
- Minimalist, eco-conscious packaging
- Personalized regimen builder
- Continuous innovation



Digital Marketing Objectives

The Ordinary has goals to drive awareness as well as have an overall increase in sales and engagement for the brand.



Website Strategy



The Ordinary has a hybrid website. It blends e-commerce through direct sales and third-party retailers with strong branding and lead generation via social media and influencer partnerships.



The main objective of the website is to sell skincare products while also educating visitors about their ingredients and helping users find the right regimen for their needs.



The site is designed to guide and convert. It's easy to navigate with helpful tools like "Build My Regimen," and it uses clean design to highlight products and brand values effectively.



The site has clear calls to action, including "Add to Cart," "Shop Now," and email sign-ups. There are also personalized recommendations and discount offers that encourage first-time purchases and lead generation.

Channel Strategy

- Direct Website (DTC)

Main sales channel. Offers full product range, exclusive bundles, regimen builder, and lead generation through email sign-ups and quizzes.

- Retail Partnerships

Sold through Ulta, Sephora, and Amazon. These boost brand visibility, tap into loyal shoppers, and drive trust via reviews and retail loyalty programs.

- Social Media

Key platform for brand awareness and education. TikTok, Instagram, and YouTube are used for influencer marketing, product demos, and user-generated content.

- Email & CRM

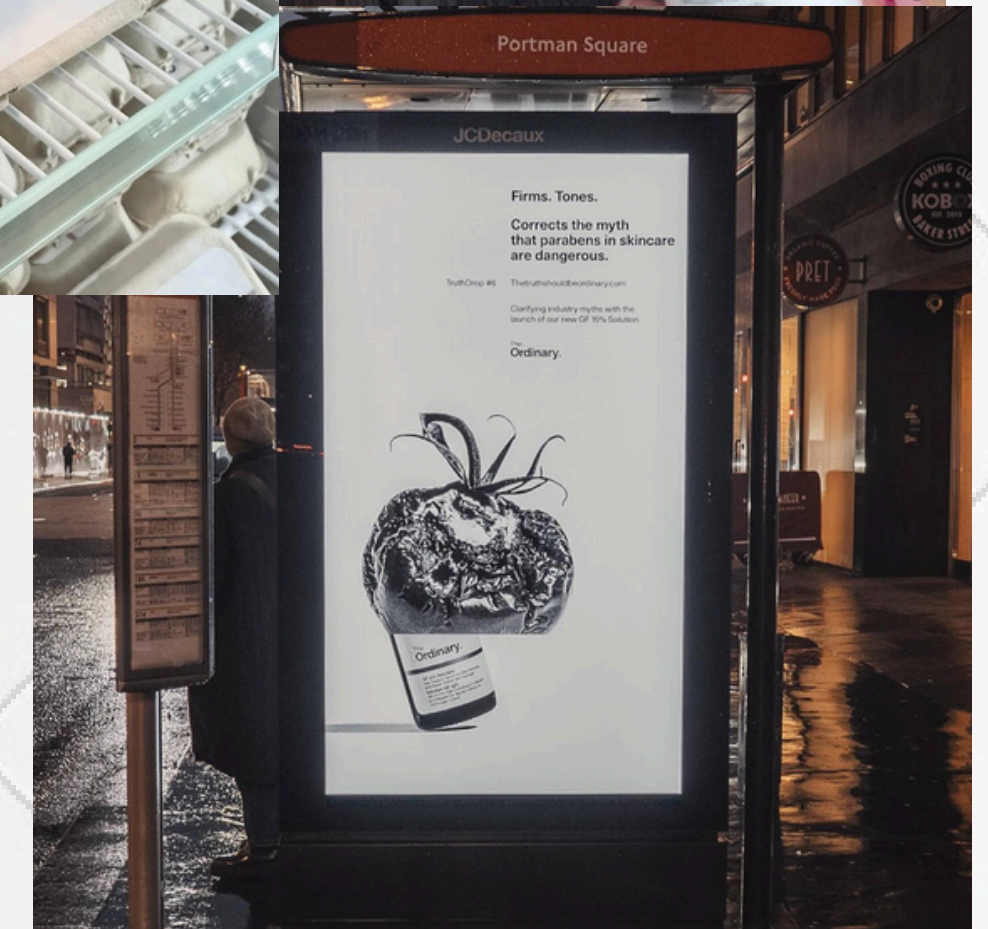
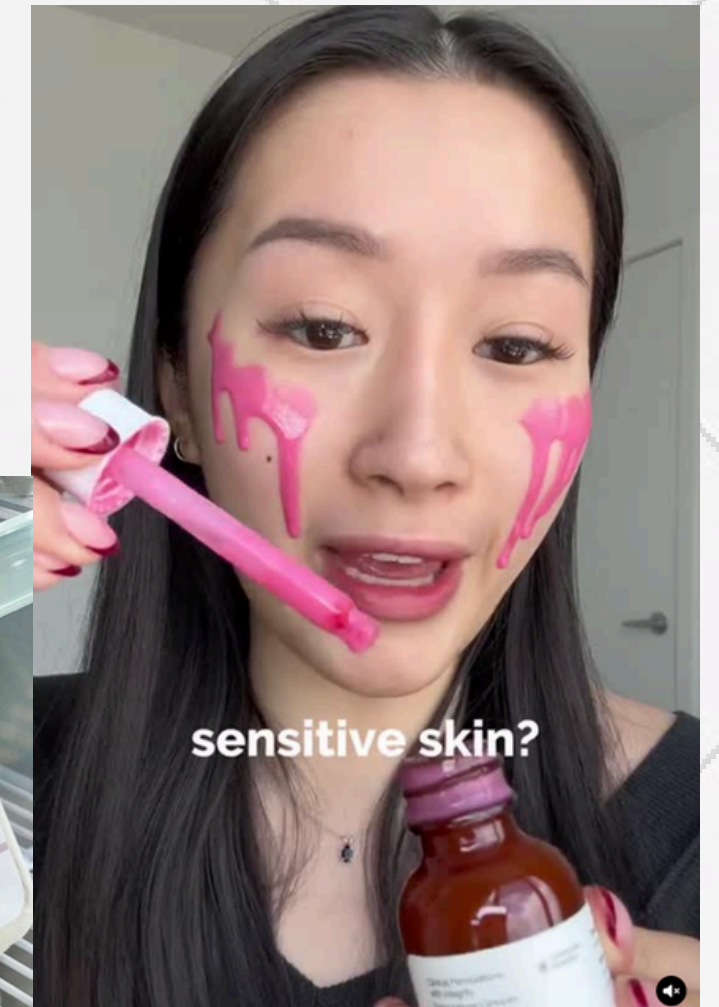
Drives retention and repeat purchases. Sends personalized product tips, skincare routines, promotions, and back-in-stock alerts based on user behavior.

- Content & SEO

Optimized blog posts, ingredient spotlights, and skincare how-tos to drive organic traffic and reinforce expertise and trust in the brand.

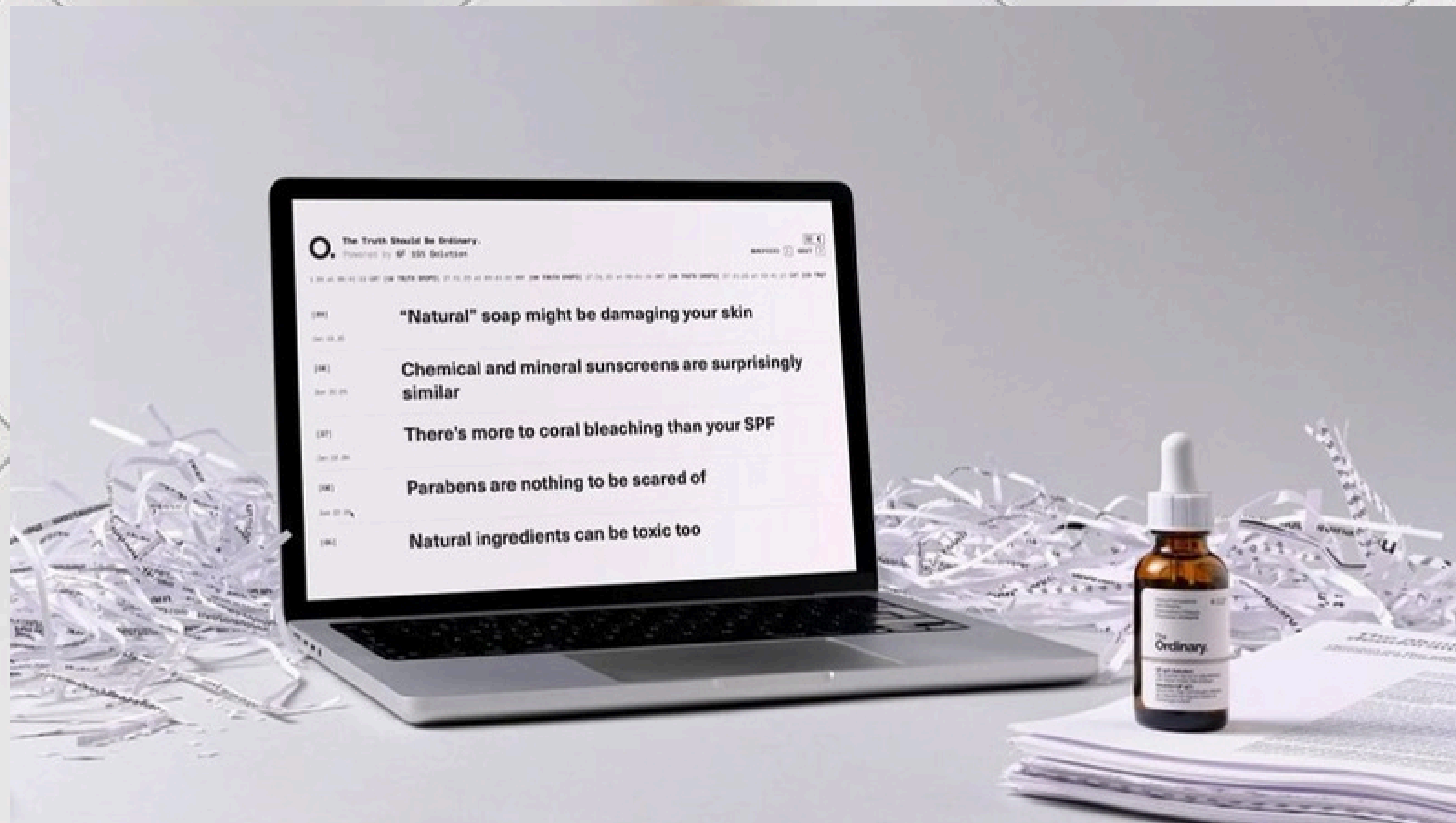
Content Strategy

- 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, some non-traditional ideas, as well as traditional out-of-home advertisements.



Creative Strategy

"The Truth Should Be Ordinary" <https://thetruthshouldbeordinary.com/>





**"Miracle creams"
aren't miracles
if no one
can afford them.**



TruthDrop #1

thetruthshouldbeordinary.com

Clarifying industry myths with the
launch of our new GF 15% Solution.

The
Ordinary.

The Ordinary.

In a world where facts can be blurred
and science, often filtered,
the truth can be hard to find.



TruthDrop #3



Six-Month Calendar Plan

JANUARY

"New Year, New Skin"

Theme: Hydration & Barrier Repair

Tactics:

Influencer "Skin Reset" routines (TikTok/IG)
Spark Ads + IG carousel for hydration bundles
"Reset Your Skin" bundles on homepage
Email: Tips + regimen builder

FEBRUARY

"Valentine's Promo"

Theme: Self-Love & Gifting

Tactics:

UGC Contest: "Skincare Love Story"
Paid IG & FB ads for bundles
Countdown timers for "Self-Love Sets"
Email: Gift guide for V-Day

MARCH

"Spring Glow-Up"

Theme: Education for Seasonal Skin Needs

Tactics:

Blog + landing page on SPF & exfoliation
SEO for spring keywords
Google & YouTube bumper ads
IG Reels: Spring glow-up routines

APRIL

"Earth Month Sustainability"

Theme: Eco-Friendly Values

Tactics:

IG Stories/TikToks on sustainability
New "Sustainability Commitment" page
Display ads for eco product lines
Email: Recycling tips + Earth Month spotlight

MAY

"Summer Skincare Essentials"

Theme: Vitamin C + Sunscreen

Tactics:

Dermatologist IG Lives + myth-busting TikToks
Summer Kit ads on TikTok & IG
"Summer Must-Haves" landing page
Email: Skincare myths + tips

JUNE

"Pride Month & Inclusivity"

Theme: Pride, Inclusivity, and Charity

Tactics:

LGBT influencer takeovers
Pride collection ads
Pride landing page + donation info
Email: Stories of inclusivity + campaign announcement

Creative Examples

Experiential Marketing: "The Ordinary Lab" Pop-Up

- Interactive skincare experience in major cities
- Lab-themed stations where users mix serums & test formulas
- Dermatologist on-site to consult and educate
- AR Mirror provides real-time product analysis & suggestions
- QR Codes to save personalized routines



Social Media Strategy

- Partner with diverse influencers who reflect brand values
- Emphasize accessibility, inclusivity, and transparency
- Showcase real skincare routines and honest experiences

Observations & Recommendations

Performance Overview

The Ordinary has built strong brand visibility and trust, especially among Gen Z and Millennials. Their transparency, affordability, and science-backed approach have set them apart in a crowded market. Campaigns like “The Truth Should Be Ordinary” further strengthen their credibility and messaging.

What’s Working Well

Their digital presence is consistent and effective, with strong SEO, user-generated content, and social media engagement. Content is simple, direct, and backed by experts, which reinforces their core brand values of honesty and accessibility.

What to Add

They could benefit from more personalized user experiences —like tailored email follow-ups and smarter product suggestions. Adding interactive content like skincare quizzes or “myth vs. fact” reels would drive engagement. An ambassador or affiliate program could also turn loyal fans into active promoters.

What to Refine

Some product descriptions are overly technical and could be simplified to better support new customers. Instead of following ingredient trends, the brand could highlight long-term product performance and results more often.

Content & Ad Recommendations

While their messaging is strong, the brand would benefit from more inclusive visuals that reflect diverse skin tones, ages, and identities. Emotional storytelling—like customer transformations—could deepen audience connection. Finally, expanding influencer collaborations and adding live Q&As or tutorials could boost real-time engagement and reach.



Thank You!