

OUAI



Glossy Ouaisis

Lip by Ouai

Avery Mytty

11 November, 2024

Beauty 220

Professor Von Nydeggen

Brand Analysis

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BRAND ANALYSIS

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OUAI

- Founded by Jen Atkin
- New York Times named Jen Atkin “The Most Influential Hairstylist in the World.”
- Ouai was founded in 2016
- It launched in Ulta Beauty in 2020
- Scents inspired by cities around the world



COMPETITIVE OVERVIEW

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Ouai Competitor Analysis

*All simple, neutral packaging and colors

Lip Industry Leaders



Rhode Peptide Lip Treatment
\$18



LANEIGE Lip Glow Balm
\$19



Summer Fridays Lip Butter Balm
\$24

Targeted Audience

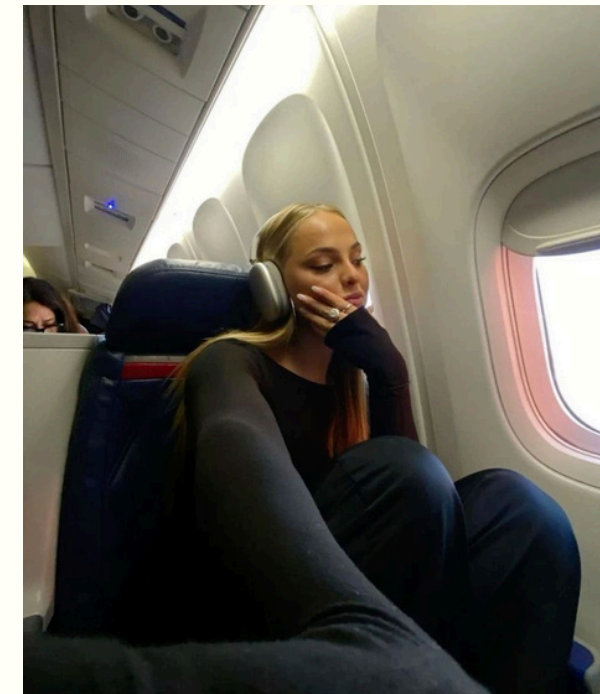
Sex: Female

Age: 18-24

- Wants a simplistic routine
- Easy, everyday products
- Appreciates a relatable brand
- Values clean ingredients
- Enjoys travel
- Enjoys slight shimmer and shine

Key Response:

Glossy Ouaisis users have **hydrated** and **healthy** lips, because their lip product formula consists of **clean, effective** ingredients that **easily** integrates into their **everyday** routine!



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Glossy Ouaisis
Product Development

Lip gloss: cosmetic product that moisturizes and provides a glossy finish, often tinted.

Category: Lip gloss is a cosmetic in the lip category

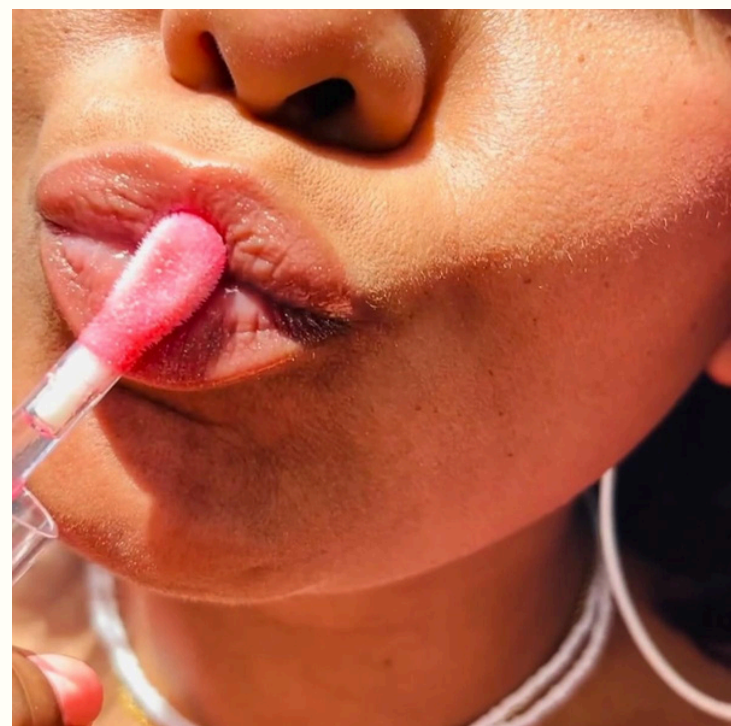
Classification: Lip gloss is a personal care product and skin protectant

Finishes

- Matte
- Satin
- Glossy

Effects

- Glitter
- Plumping
- Sheer
- Clear
- Shimmer



Glossy Ouaisis

This chic and simple lip balm is created with clean ingredients and provides instant shine and all day hydration!

Internal feeling: combination of relief and comfort, it's a simple and effective method of self-care

External feeling: glides on easily with a light-weight formula and leaves lips with a silky, sheen



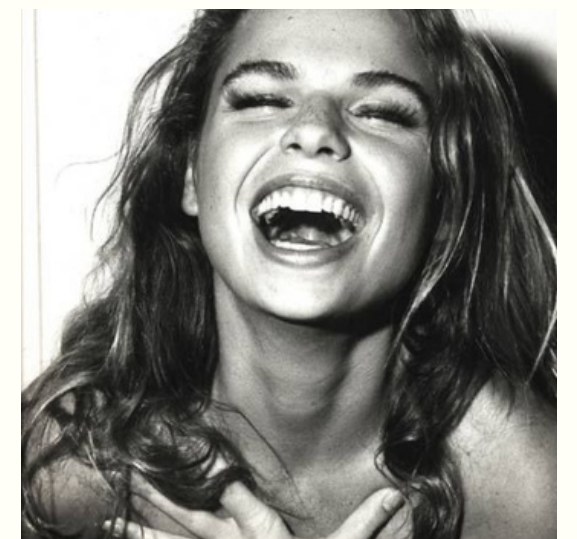
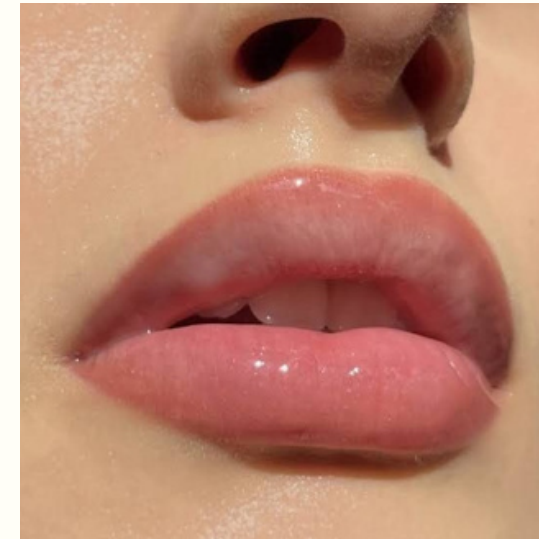
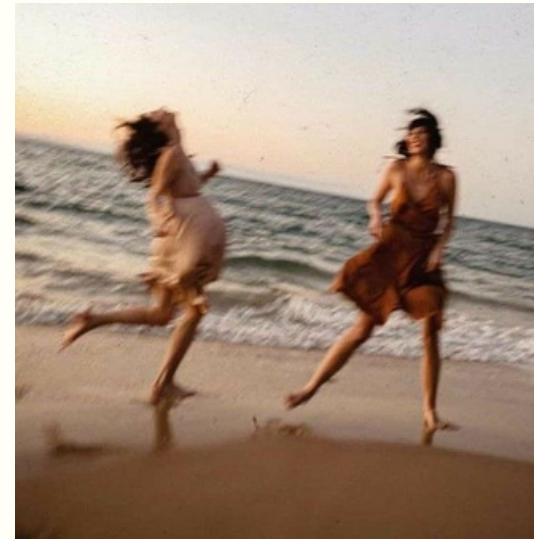
EXPERIENCE

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OUAI



Clean
Glossy
Simple
Stylish
Everyday
Relatable
Sustainable
Coastal Charm



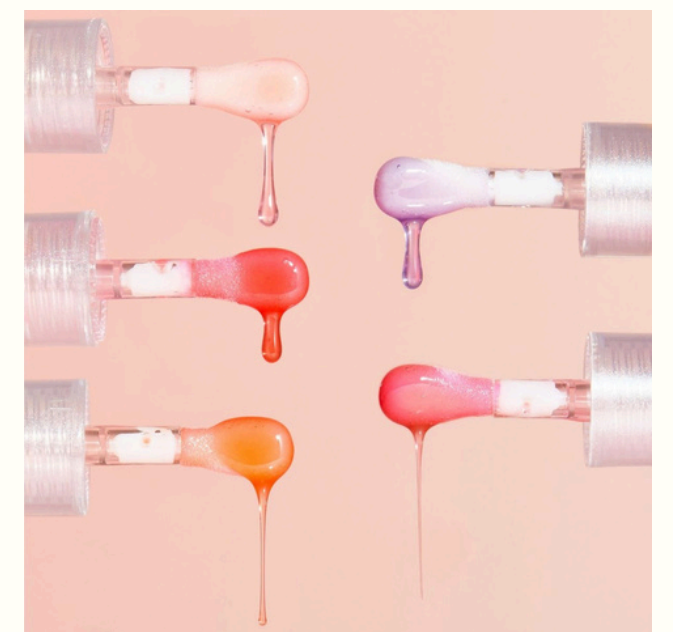
Glossy Ouaisis

Glossy (adj): shiny and smooth

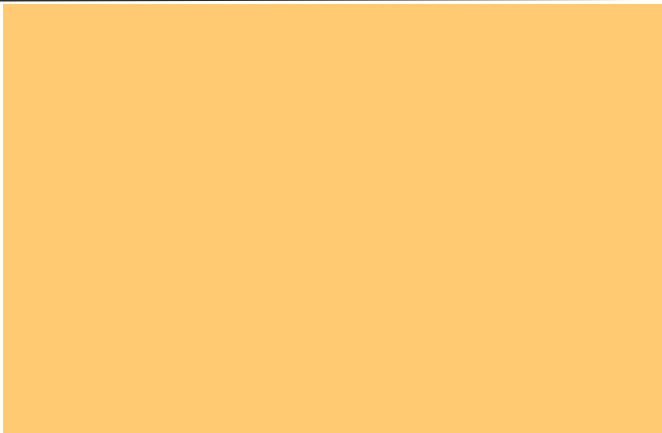
Oasis (noun): something that provides refuge, relief, or pleasant contrast

Ouaisis: a fun play on words including the name of the brand, Ouai

Together the name, "**Glossy Ouaisis**" evokes the idea of a product that **provides a shiny, luxurious finish** while **also offering comfort or relief**



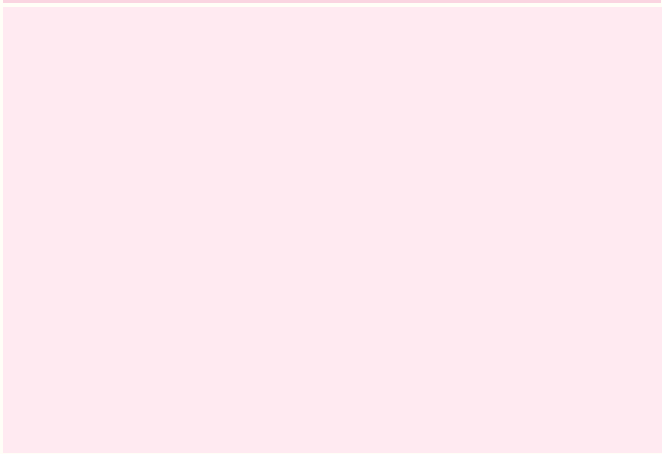
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M: 20
Y: 70
K: 0



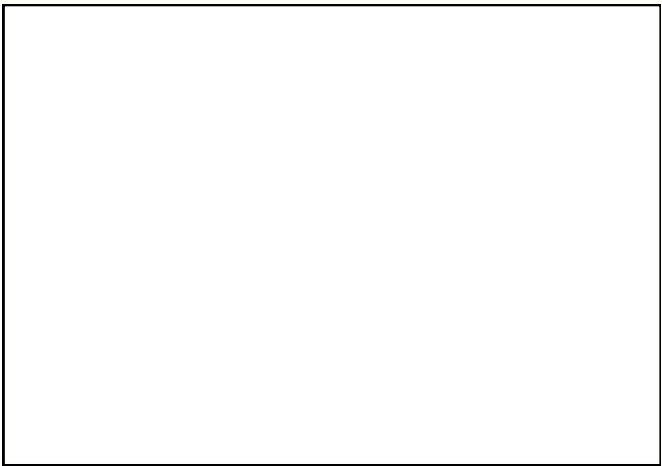
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M: 30
Y: 5
K: 0



C: 0
M: 10
Y: 2
K: 0



C: 0
M: 0
Y: 0
K: 0



Color Palette

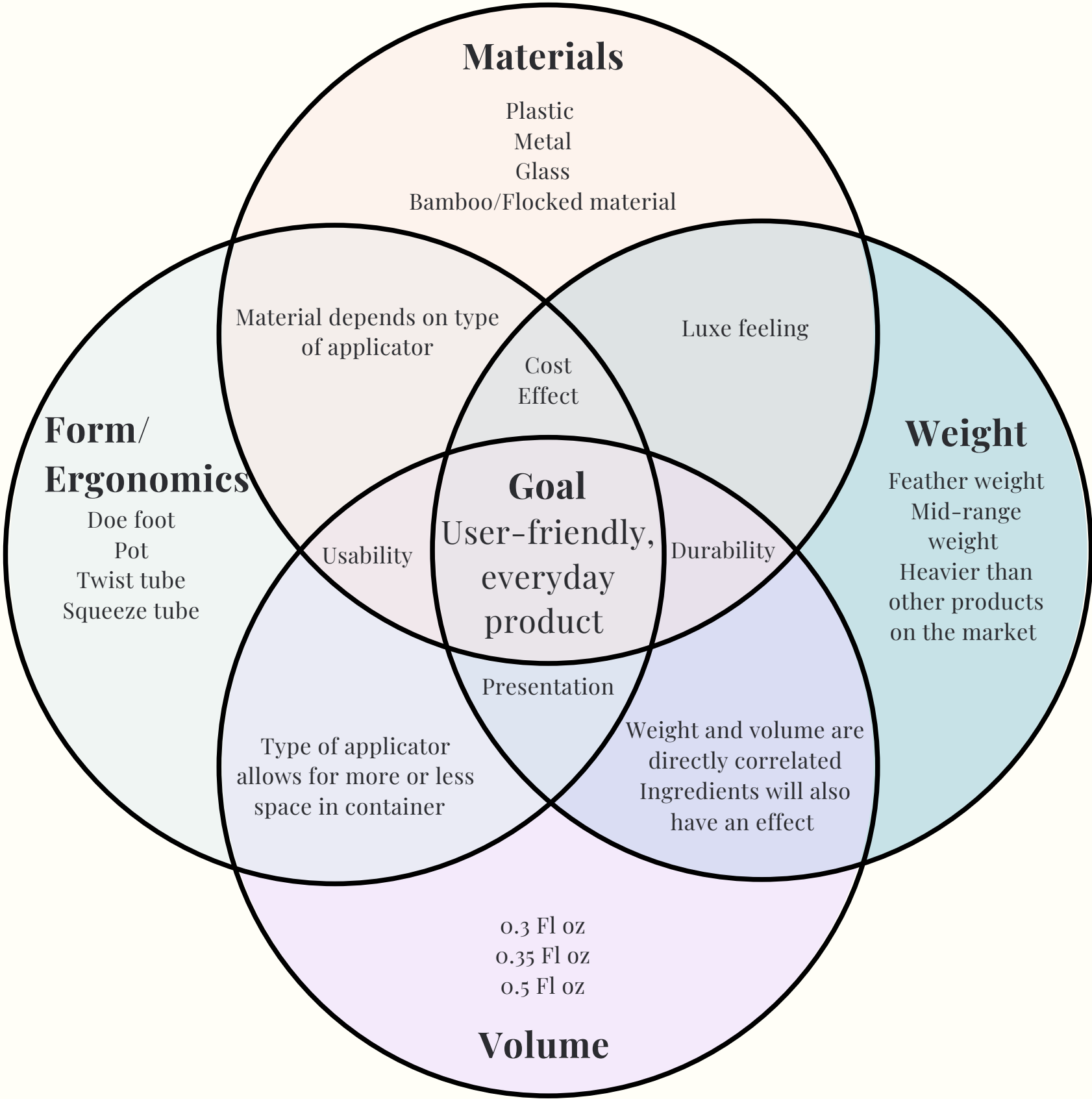
Color Psychology

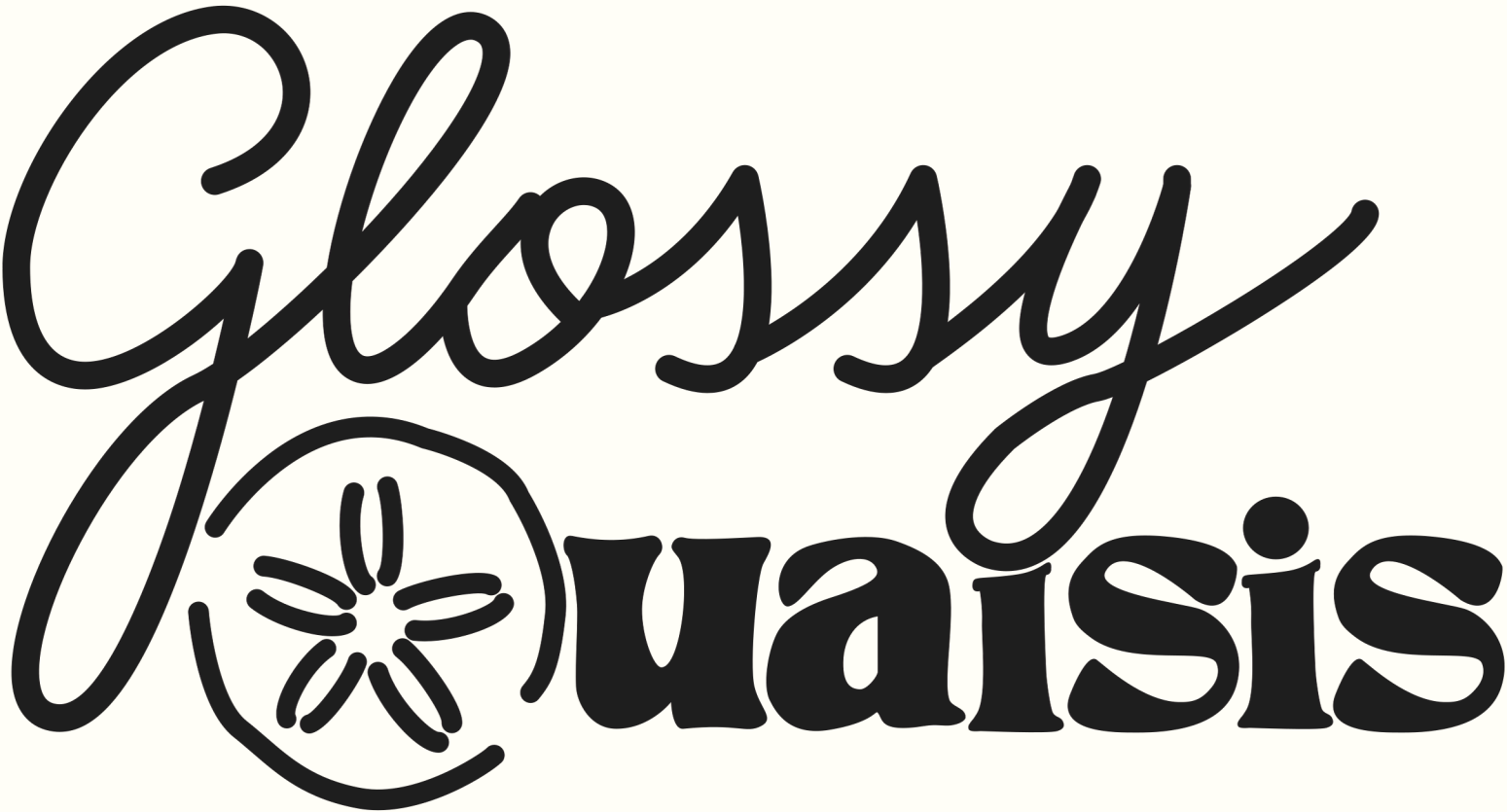
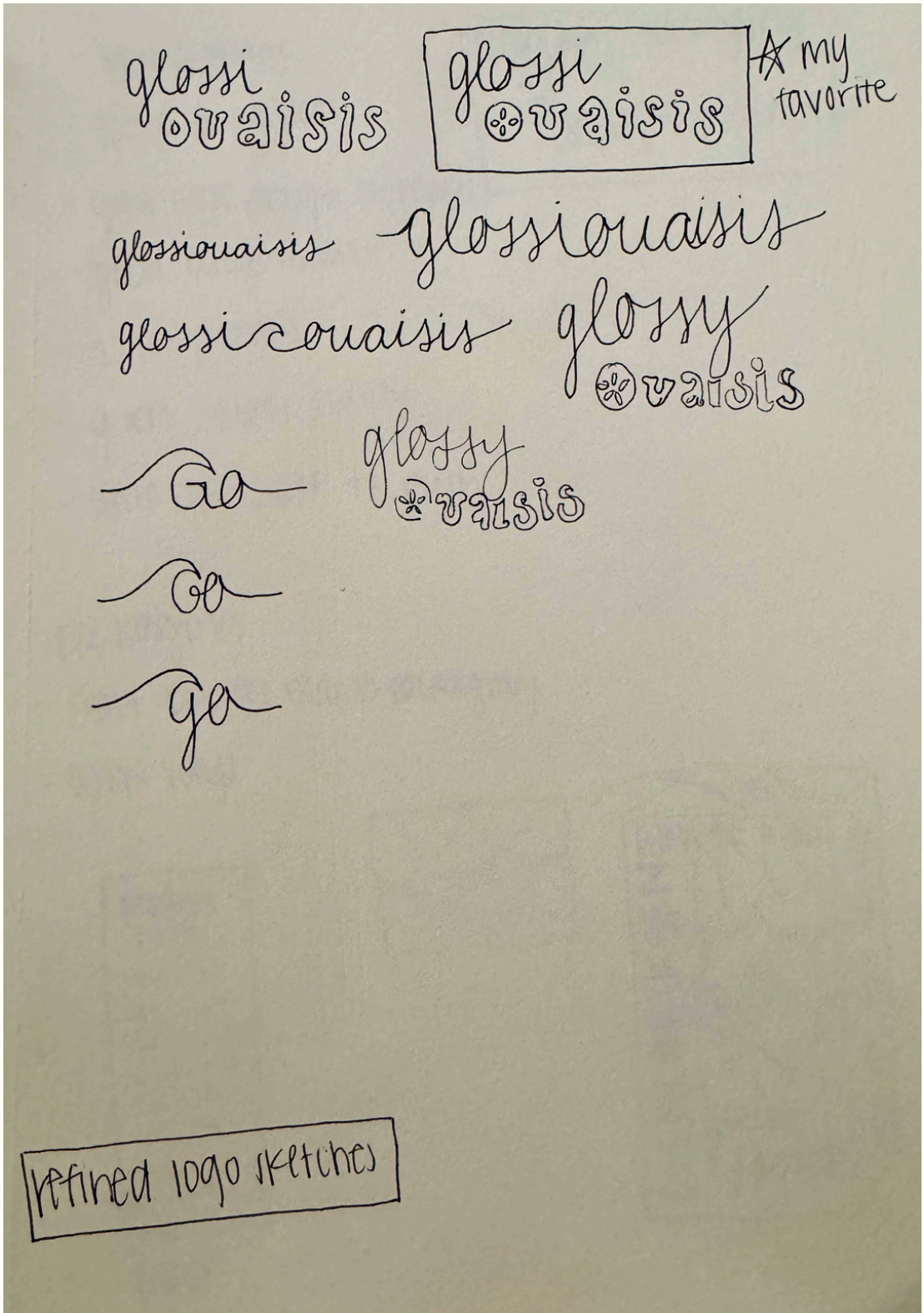
- Gold: wealth, success
- Pink: warmth, love, nurture, compassion
- White: cleanliness, purity, beginnings

Inspiration

- Ouai is a clean, sleek, and simple brand
- Ouai is inspired by traveling, specifically beachy locations
- The ocean and seashells/sand dollars were a large inspiration
- Many top lip balms are neutrals and pinks



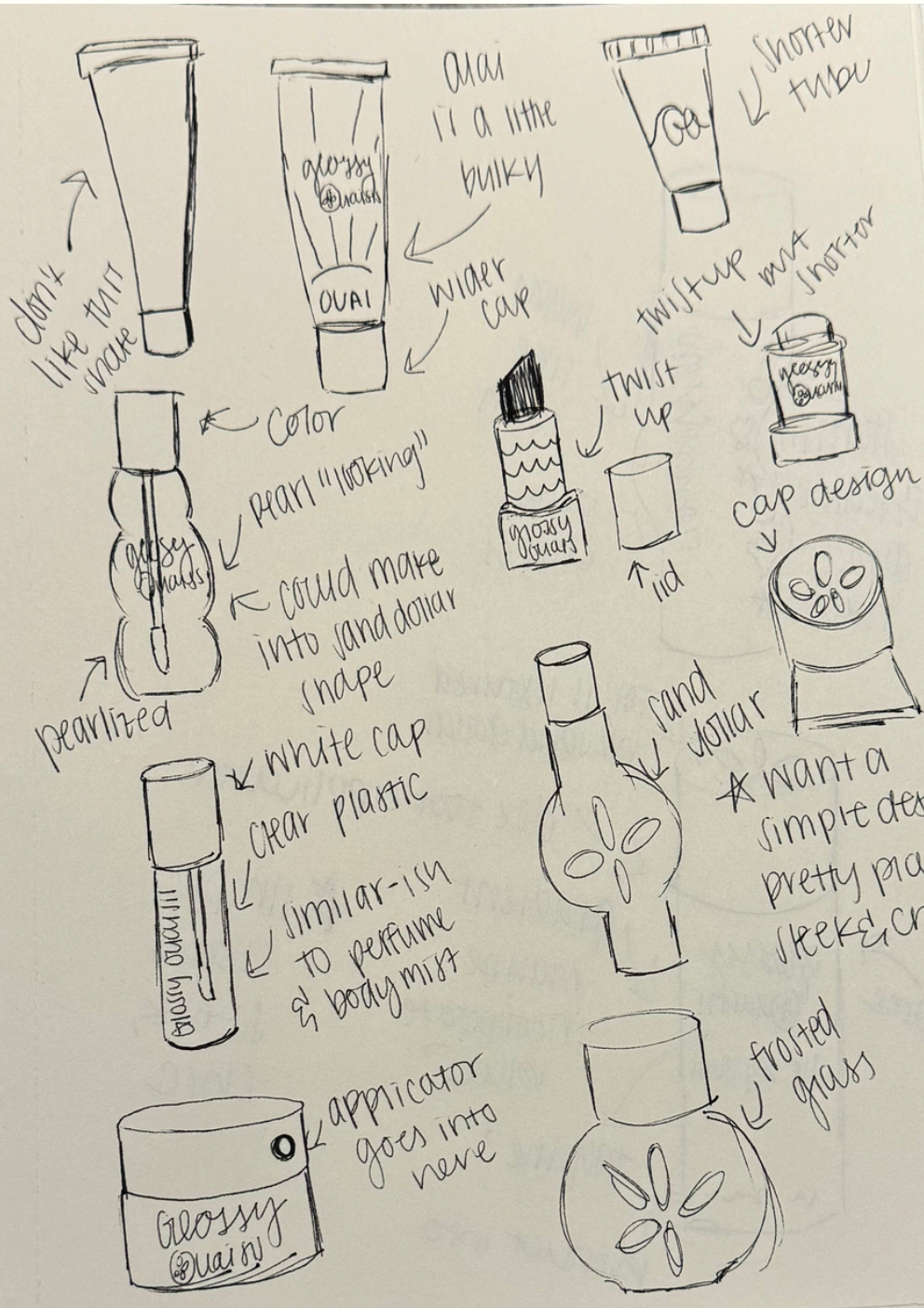




PRIMARY

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OUAI



Length: 1 inches
Width: 0.6 inches

Length: 1.16 inches
Width: 1.25 inches

Length: 1.2 inches
Width: 1.3 inches

Length: 1.16 inches
Width: 1.25 inches

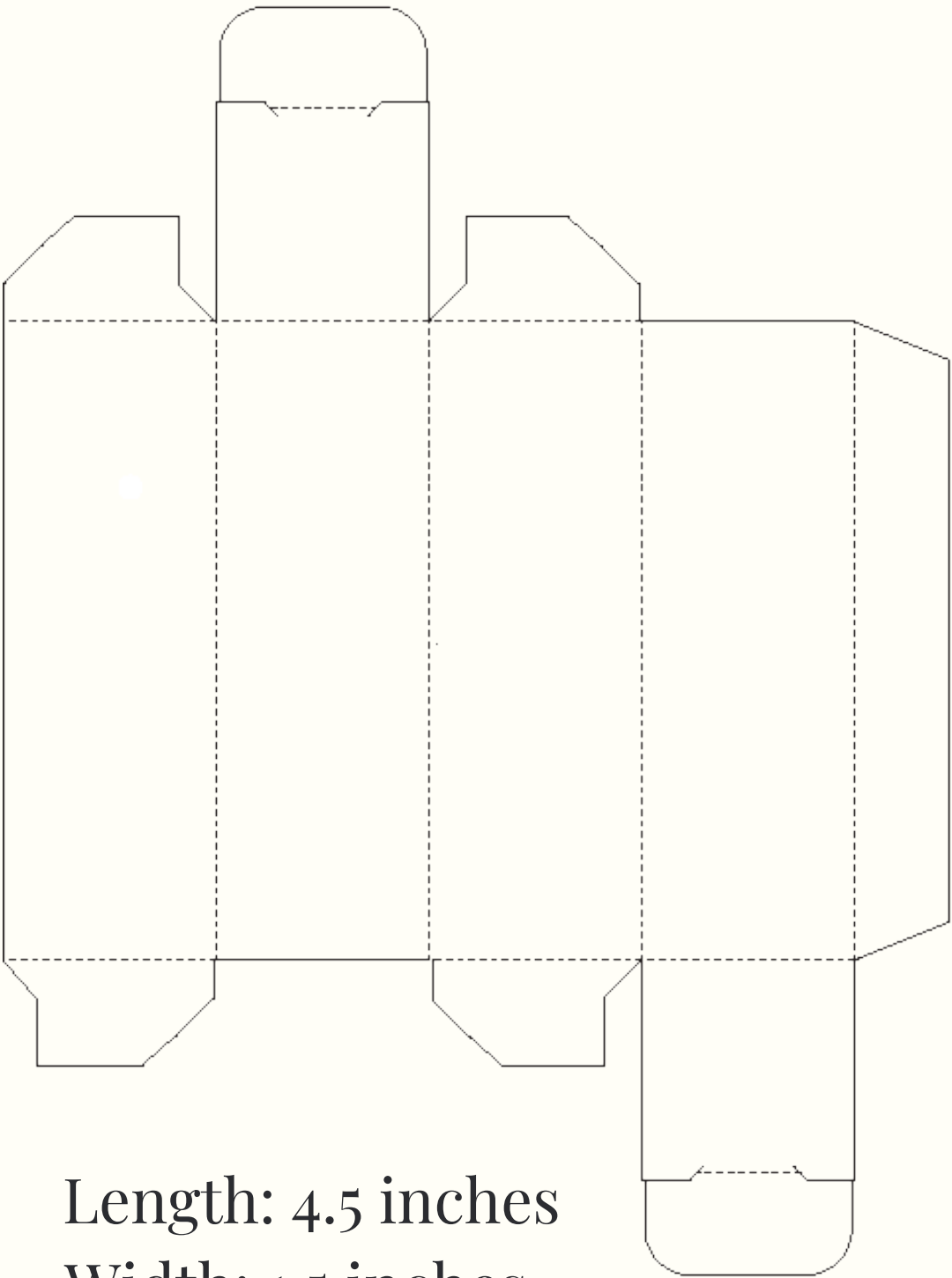
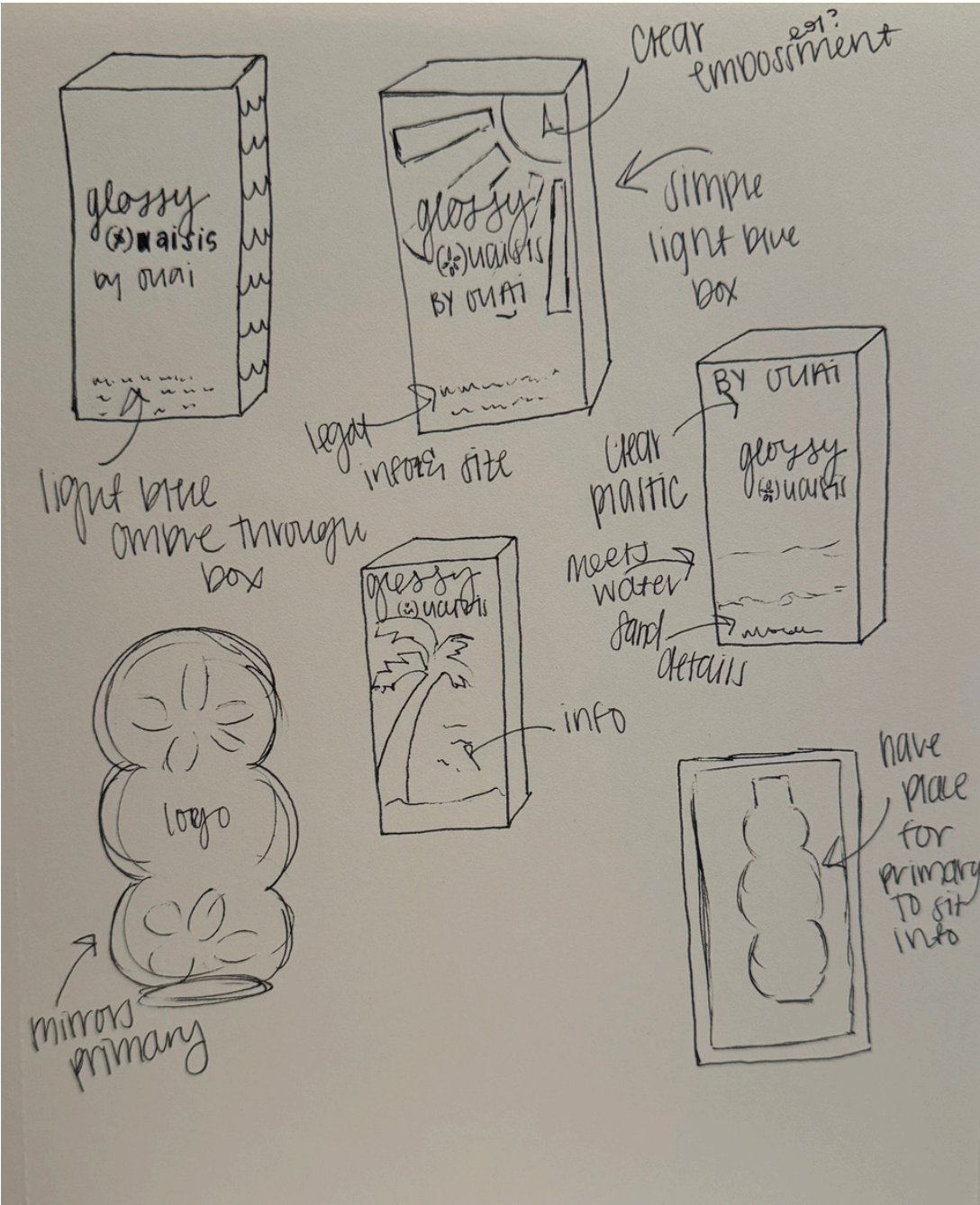
Overall
Length: 4.25 inches
Width: 1.3 inches



SECONDARY

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Ouai



Length: 4.5 inches
Width: 1.5 inches



WHITE MODELS

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3D RENDERINGS

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