



# Influencer or icon?

DECODING THE POWER OF FAME  
IN THE BEAUTY INDUSTRY



# Celebrity-founded beauty brands: 2023

- Total Sales: \$1.1 billion
- Growth Rate: 58%  
(v. 11% for overall beauty category)
- Reach: 20.7 million U.S. households

## e.l.f. Beauty Announces Definitive Agreement to Acquire rhode in \$1 Billion Deal

Fast-growing beauty brand founded by Hailey Bieber will further diversify e.l.f. Beauty's portfolio of brands that disrupt norms, shape culture and connect communities

The acquisition of Hailey's company, which she launched in 2022, occurred on May 28. She will continue her role as founder and additionally serve as Rhode's chief creative officer and head of innovation, overseeing creative, product innovation and marketing. She will also act as a strategic advisor to the combined companies.

A woman wearing a bucket hat, a striped crop top, and jeans is standing next to a whiteboard. She is holding a glass of water and writing on the board with a black marker. The whiteboard lists several brand values with handwritten definitions:

- Simplicity → less is more
- Affordability → ~~low prices~~ <sup>best prices</sup>
- Authentic → being yourself / normal / genuine
- Quality → Great product / Great price / durability
- Transparency → NO BULLSHIT / 100% transparency
- Personality → fun, sexy, beautiful / authentic / timeless / classic

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### OBJECTIVE

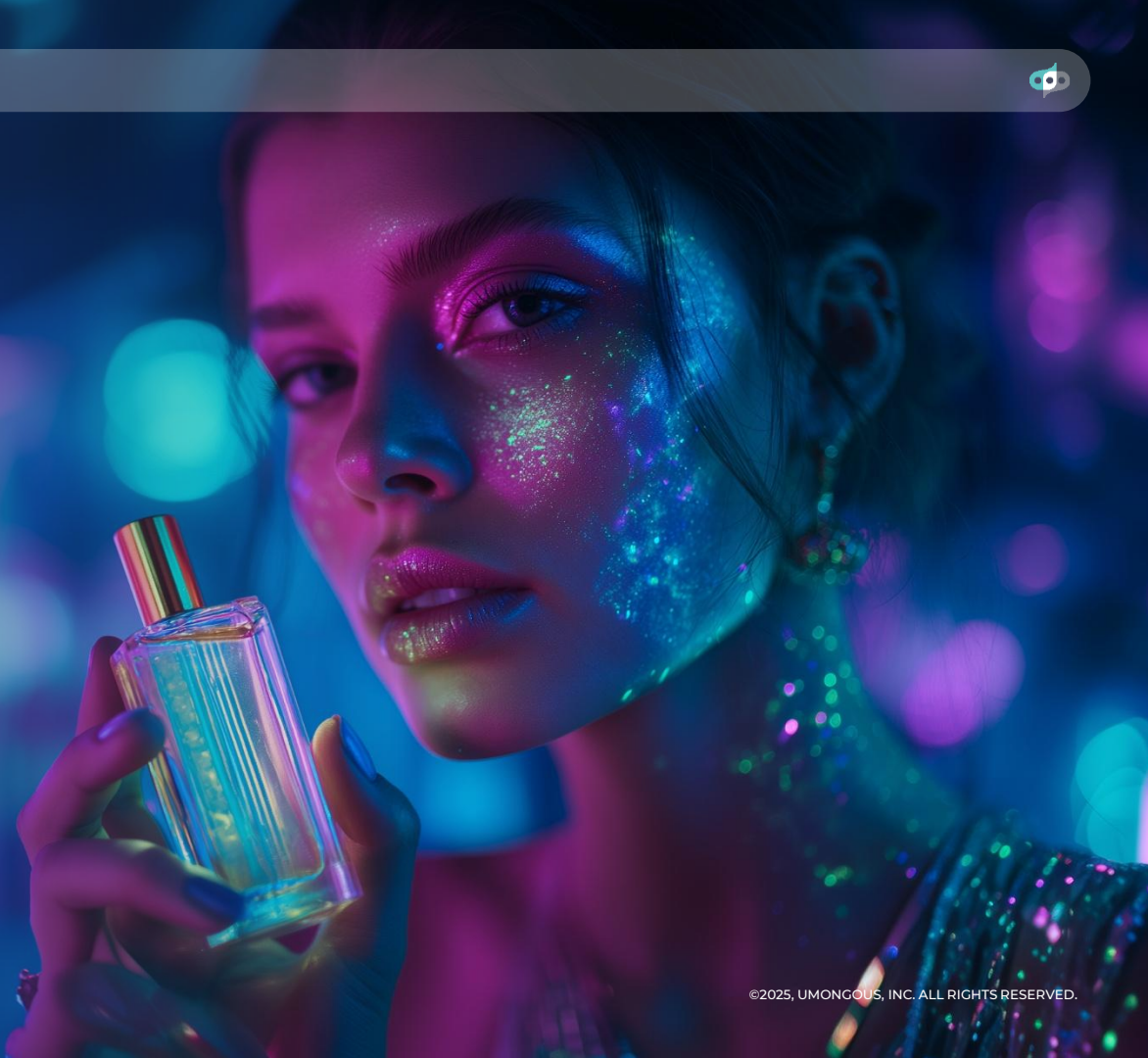
Understand the role and power of influencers and celebrities in building and promoting beauty brands.

### METHODOLOGY

10-min survey on the aytm platform and PaidViewpoint, fielded July 1st–July 3<sup>rd</sup>; utilized *Conversation AI* to conduct ~100 qualitative interviews with respondents.

### TARGET AUDIENCE

US female beauty care shoppers ages 18–44; have used or at least open to using celebrity/influencer beauty brands.



# What we'll cover

Differences in  
perceptions of  
influencers versus  
celebrities

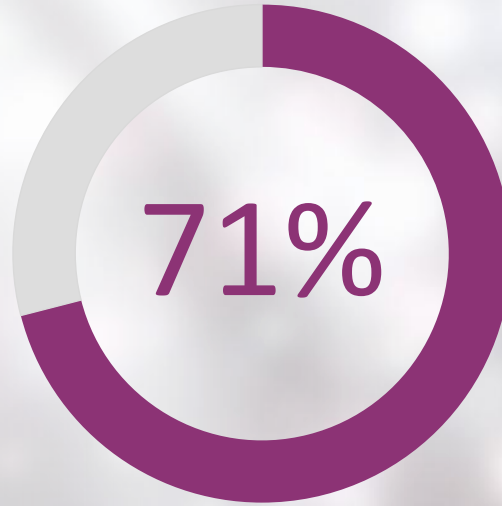
Ingredients  
for an effective  
collaboration

How to maximize  
the potential of  
the product



# Celebrity v. influencer





believe celebrities and influencers  
are distinct groups of people





### CELEBRITY

- Well-recognized by the public
- Famous for achievements in entertainment, media, or sports
- Linked to talent, wealth, and media visibility

### INFLUENCER

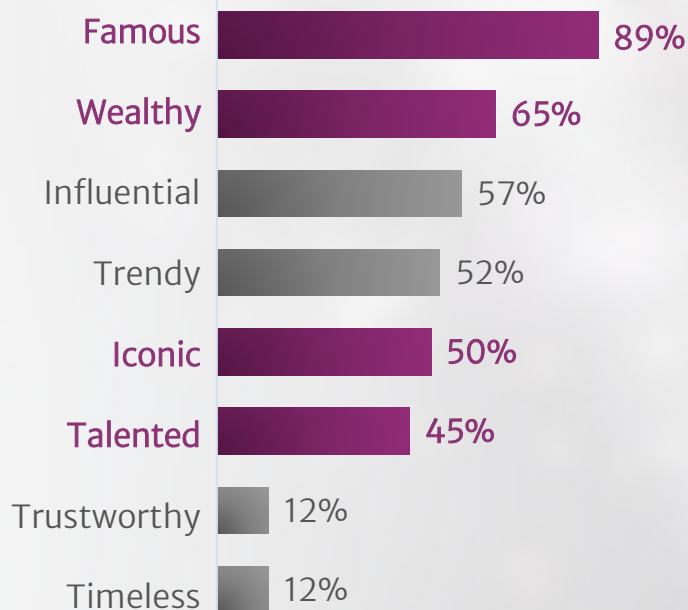
- Has strong social media presence
- Gains influence via endorsements, lifestyle sharing, relatability, or aspirations
- Influences followers' opinions, behaviors, and purchases through content



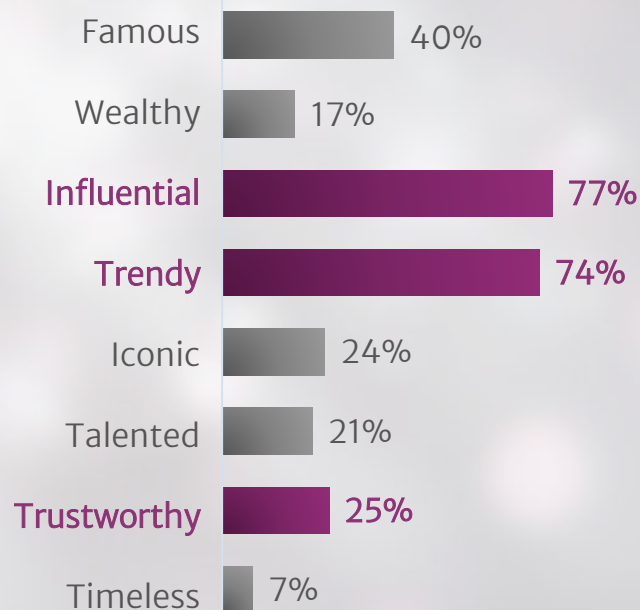




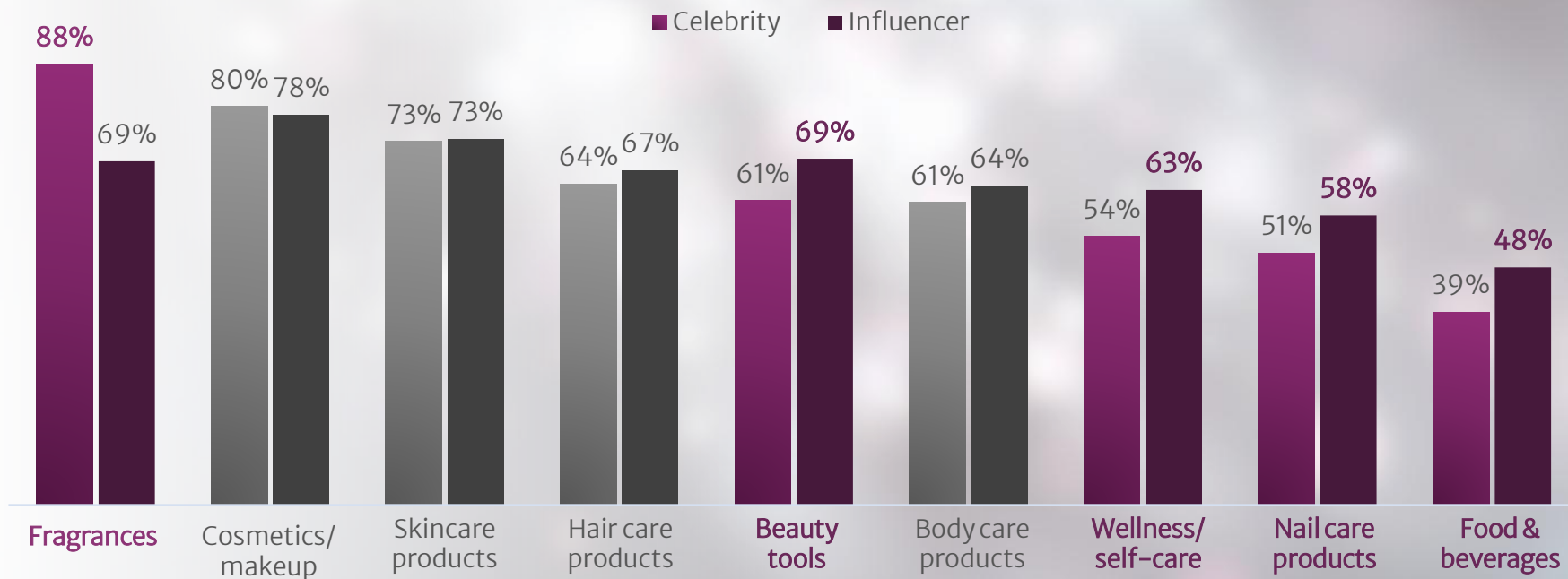
## Celebrities are...



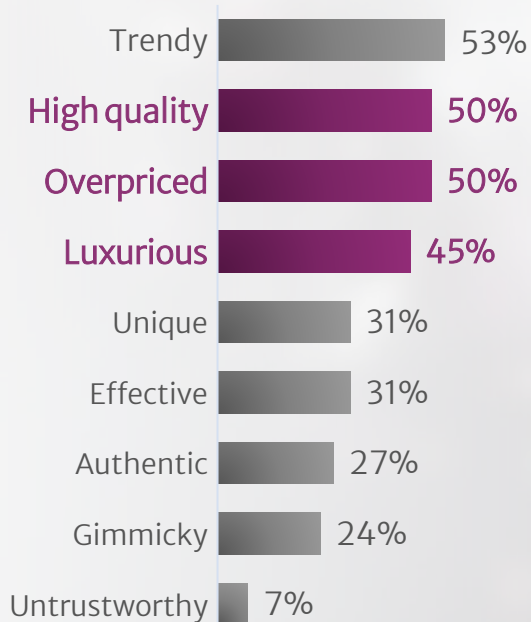
## Influencers are...



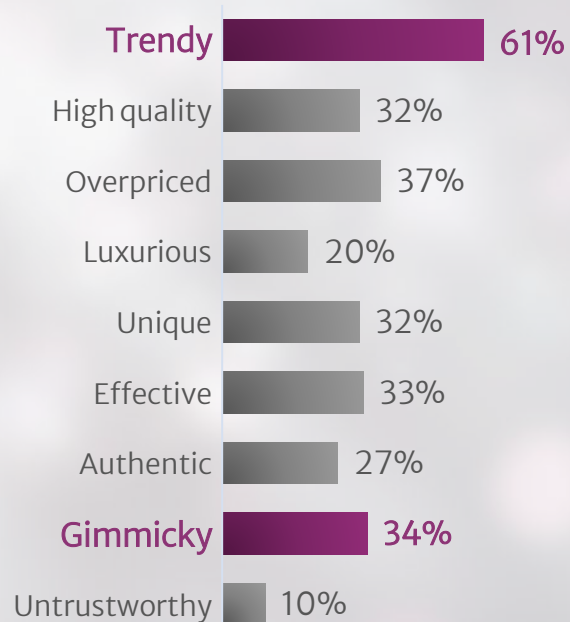
## Product expectations



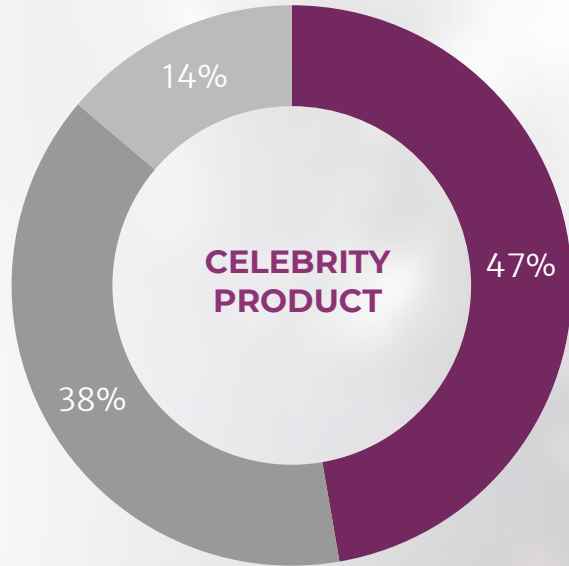
## Celebrity products are...



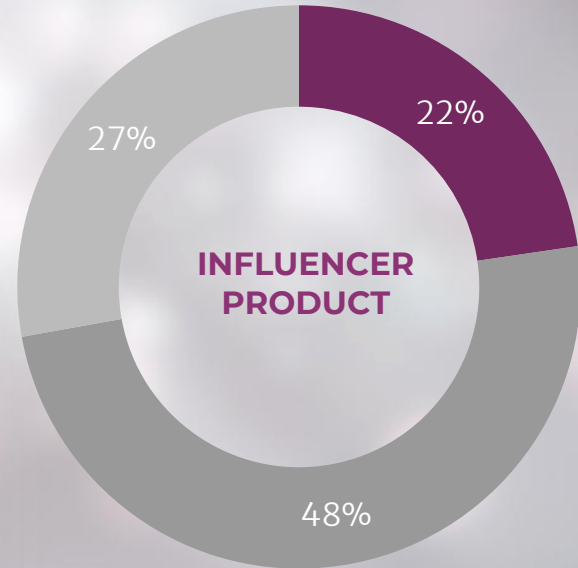
## Influencer products are...



## Price expectations vs. regular products



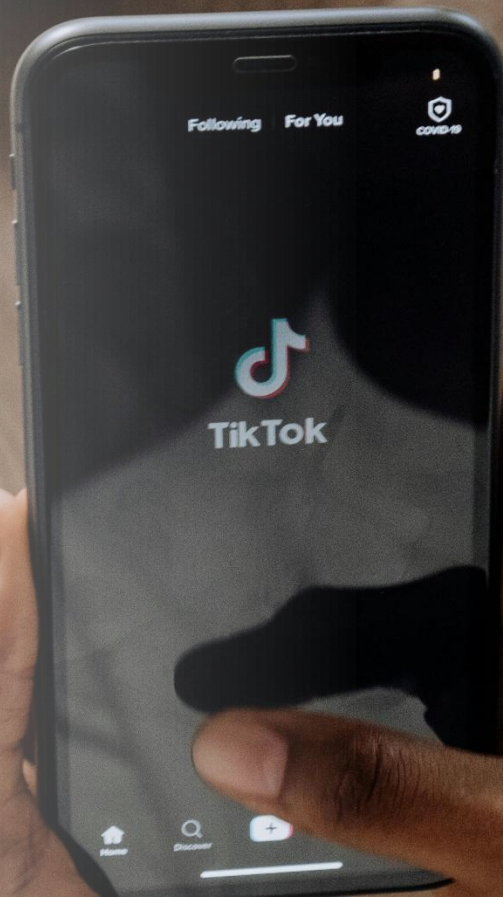
- Much more
- A little more
- About the same





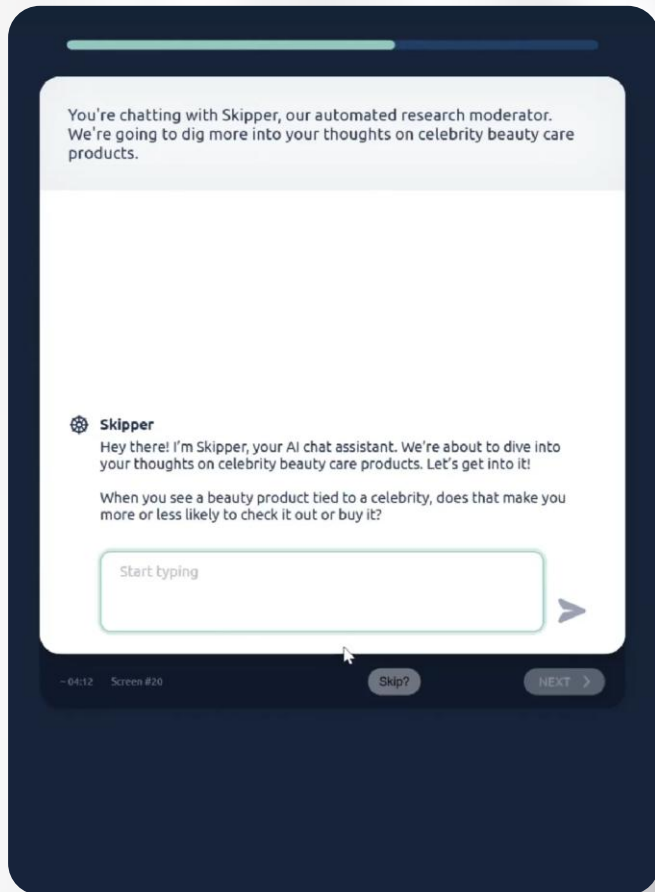
# \$35

*average order value  
on TikTok Shop*



# The ingredients for an effective collab





## To dive into this topic, we leveraged aytm's Conversation AI

- Replicates the *flow & nuance* of live, moderated interview
- Captures *organic & authentic* consumer opinions





A celebrity's star  
power & relevancy  
*drives interest.*

"It depends on the celebrity.  
If I like the celebrity a lot, I am  
more interested...if I like their  
personality, the stuff they've  
been in, their talent."

*"It definitely depends on the  
celebrity and type of product... If the  
product makes sense coming from a  
specific celebrity then I would be  
more interested in trying it."*





A celebrity's  
involvement with  
creating the brand  
*shows authenticity.*

*"I lean more towards celebrities that actually have a creative hand in the product... I can tell in the ways they promote it."*

**"It feels more authentic if the celebrity is involved with creating the product. If they aren't, it seems like a money grab. That makes me less interested."**

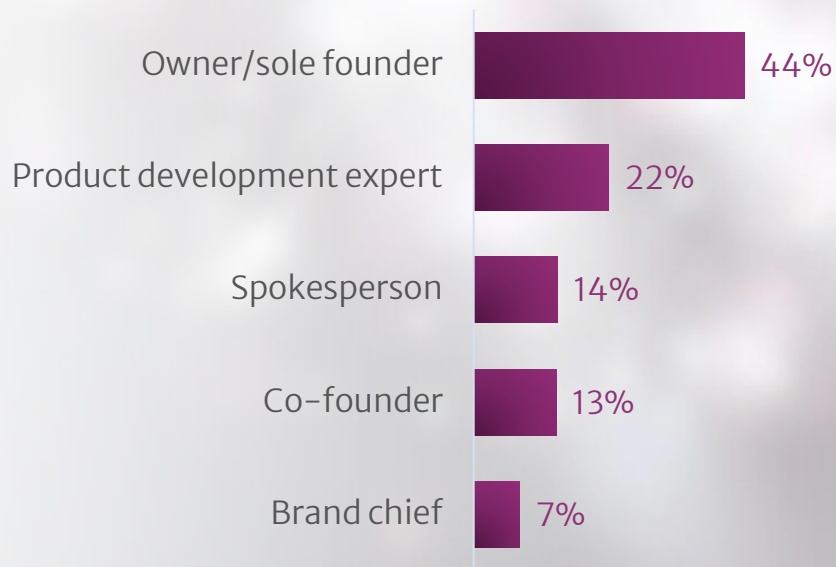


A celebrity's  
passion for the  
brand *builds trust.*

"I loved when Fenty Beauty came about, because I felt like **Rihanna is really passionate about her brand.** She showed herself applying the product multiple times and showed behind the scenes concept ideas."

"Selena Gomez and Rare Beauty. It seems like **she put thought into her products and their accessibility,** which made me want to try it more."

## Most compelling title for celebrity involvement



*"They would put energy into their product and if it failed it wouldn't look very good"*

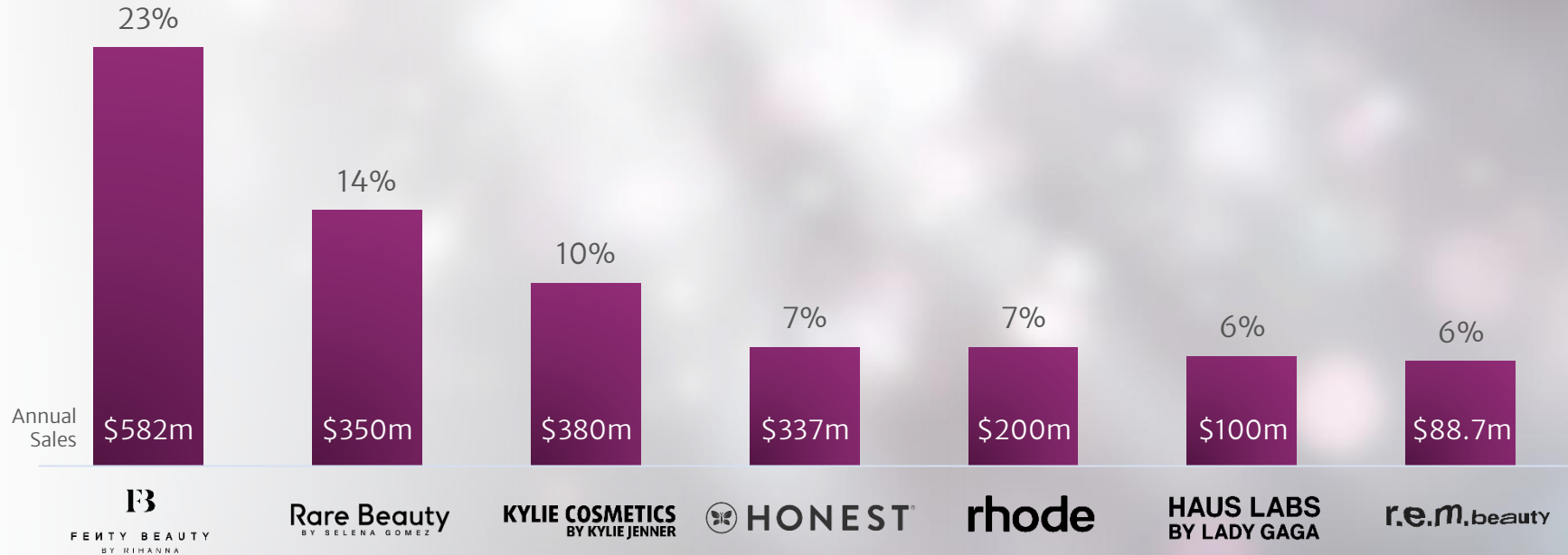


# How to maximize product potential

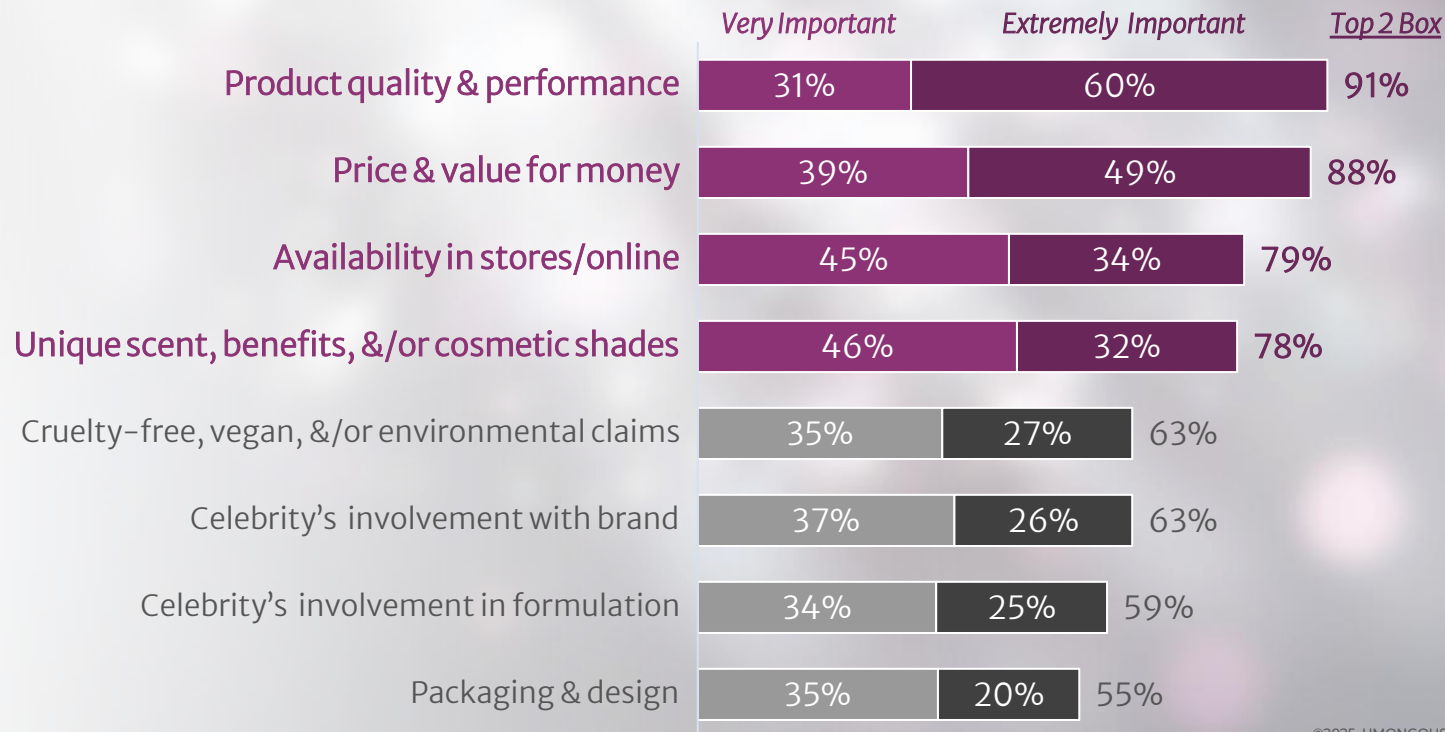




## Top brands purchased: P6M



## Importance when buying celebrity beauty products



# Why is Fenty #1?

- ★ Rihanna's star power & relevancy
- ★ Rihanna **believes** what it stands for
- ★ Addresses **unique** needs of consumers

*"I love everything that Rihanna has put out because you can tell she really cares. The products are **very well made for the price** and she **makes products that work for [different] ethnic backgrounds.**"*



Source: [fentybeauty.com](https://www.fentybeauty.com)







# Key findings





Celebrities and influencers are *different*:  
luxury v. everyday, fame v. influence, iconic v. trendy

The right celebrity is *relevant, involved,*  
and *passionate* for the brand

*Product fundamentals* are vital for a  
successful celebrity-backed brand

right person  
+  
right collaboration  
+  
right product  
=  
success

# Questions?

