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**CAMPAIGN:** DESTINATION IPSY  
**CLIENT:** IPSY  
**AGENCY:** PERFORMANCE MARKETING GROUP

**BACKGROUND**

Ipsy is a subscription cosmetics service in which a subscriber, or an Ipster, receives a monthly allotment of various premium cosmetics within the skincare, perfume, makeup or nail product categories. However, where Ipsy differentiates itself from the mainstream cosmetics giants is in how and why it was founded. In essence, Ipsy flipped the traditional cosmetics trend on its head by taking the power to dictate styles from the elite and transitioning it to a revolution fueled by self-expression and inclusivity.

Arriving on the scene in the early 2010s via Ipsy founder and YouTube influencer Michelle Phan, the company had solely driven its subscription model via social influencers and associated vloggers. However, in 2019 believing it could increase its reach and influence and amplify their existing social footprint, Ipsy entered the experiential space with various partnerships and sponsorships of lifestyle events.

**NEW VISION**

This strategic change resulted in Destination: Ipsy, a three-stop mobile program focusing on the Ipsy community and potential new Ipsters. The program would provide a member delight vehicle and acquisition tool as well as being a valuable incentive for Ipsy partner brands to reach new communities of Ipsters in a plug-and-play style partnership. Put simply, by utilizing their already existing social outreach, Ipsy viewed the program as a way to increase its social footprint and its participating brands' footprints.

While we knew the footprint would vary from event to event, the concept remained consistent at each activation. Destination: Ipsy was an opportunity for each Ipster (or a potential Ipster) to engage



with the Ipsy brands onsite, get educated on best practices for skin care or cosmetic application, amplify their social feeds via Ipsy tags and get free samples all while in an inclusive environment backed by a DJ playing upbeat music.

Destination: Ipsy provided a unique opportunity to leverage Ipsy's social channels by activating their network of social influencers prior to and during each of the three events. This component was crucial to connecting the Destination: Ipsy messaging with targets and ultimately resulting in event attendance. For each event, Ipsy partnered with a social media influencer (with a combined total of 14 million followers) to share multiple posts that provided specific details and precise call to action elements regarding the event including the meet and greets with each influencer.

**RESULTS**

Destination: Ipsy was a success by any metric and anecdotally provided the positive, feel-good story for Ipsy (and Ipsters) to rally around.

- Hosted 8,300 attendees vs. goal of 6,000 – 38.33% increase
- Hosted 25 total brand partners vs goal of 18 (6/event) – 38.89% increase
- Each attendee participated in BYOGB vs goal of 75% – 33.33% increase
- Achieved social reach of 50,000,000+ vs goal of 750,000 – 6,566.67% increase

