



### BASIC INFORMATION

**Company Name:** CeraVe Skincare  
**Brand Name:** CeraVe  
**Year founded:** 2005

**Headquarters location:**  
CeraVe Skincare  
10 Hudson Yards  
New York, NY 10001

The following three dermatologist founded CeraVe  
Dr. C. Daniel Valero  
Dr. Tom Allison  
Dr. Tad Johnson

Despite being bought by L'Oréal in 2017, the company has kept its original identity and objective of offering affordable, scientifically supported skincare products.

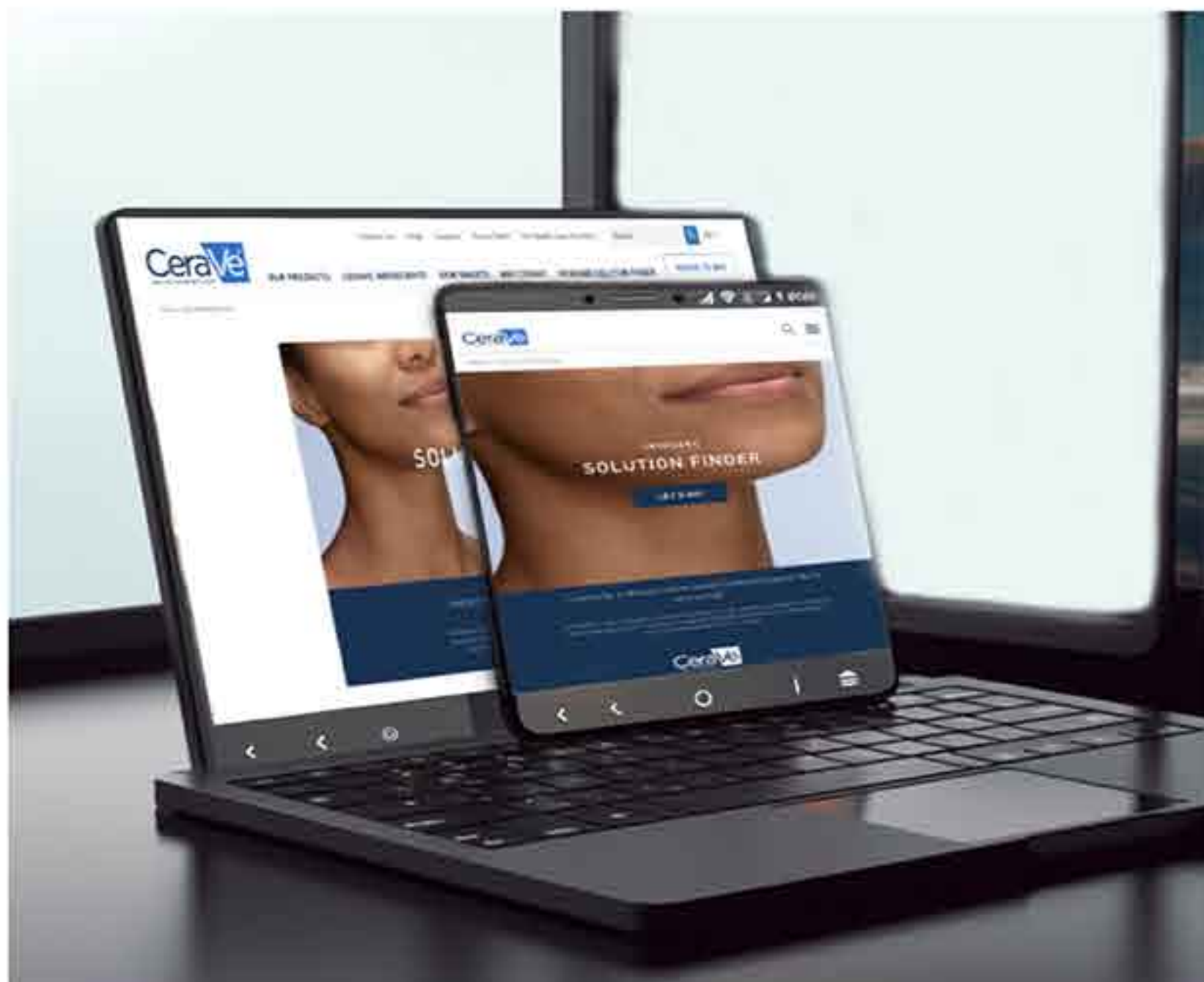


### PRODUCTS AND SERVICES

CeraVe creates and markets reasonably priced skincare products that are supported by science to address a variety of issues.

The company uses marketing and advertising to raise awareness of its brand and sell its goods.

A range of cleansers, moisturizers, serums, sunscreens, and treatments are available from CeraVe's skincare product line, all of which are designed to be mild, efficient, and reasonably priced.



### PRESENCE AND DESIGN

CeraVe has set itself apart from rivals with formulas that are supported by research, reasonable prices, mild and non-irritating formulations.

With a clear, minimalistic aesthetic that exudes trust and dependability, CeraVe's brand design is centered on simplicity, functionality, and efficacy.

The writing style used by CeraVe is authoritative, friendly, and instructive. Without resorting to too technical language or jargon, the brand focuses on providing straightforward, simple explanations of its products and the benefits they offer.

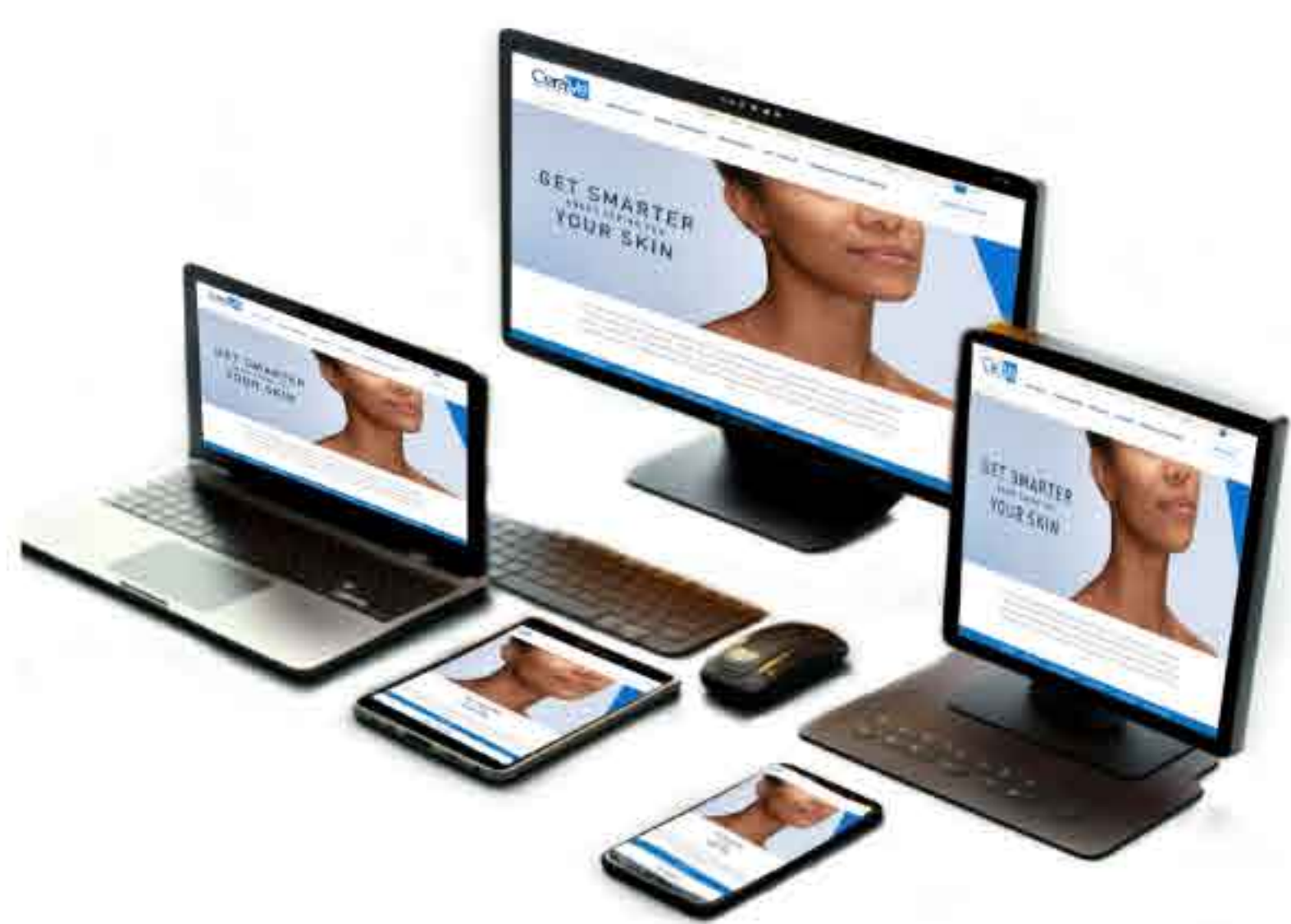


### MARKETING AND COMMUNICATION

The various avenues used by CeraVe for communication include its website, social media pages, email newsletters, advertising, and PR and media outreach.

The marketing goals of CeraVe are to boost product sales, develop brand recognition, and inform customers about their products and skincare in general. By leveraging influencer collaborations, targeted advertising campaigns, and exclusive deals or discounts, the brand hopes to establish itself as a respected authority in the skincare industry

The company has collaborated with groups like the National Psoriasis Foundation and supported occasions like the American Academy of Dermatology's Annual Conference and the Indie Beauty Expo.



### WEBSITE

The website was created with usability, load time, and technology in mind.

The website includes comprehensive product information, skincare guidance, and a blog with articles on a range of skincare-related subjects. Also, customers have the option of taking a "Skin Quiz" to get specific product suggestions depending on their skin type and skin care issues.

I suggest CeraVe display associates' whole faces to be more personable. Furthermore, that adjustment would ooze marketing relatability, potentially leading to increased customer engagement and higher profits.

CeraVe can strengthen their relationship with their target market and build confidence and brand loyalty as a result.



### AUDIENCE CUSTOMER BASE

CeraVe's products are primarily targeted at adults who are interested in taking care of their skin and have specific skincare concerns.

CeraVe's target audience is likely to be interested in trying new skincare products and incorporating new routines into their lives.

The target market for CeraVe is likely to be interested in themes relating to health, fitness, and beauty as well as purchase a variety of personal care and home goods.

**Age:** Most customers falling in the 25-54 age range.  
**Gender:** Products are designed for both men and women.  
**Ethnicity:** Products work for all skin tones and ethnicities.



### SOCIAL MEDIA

The company's content strategy is focused on offering value through education, suggestions, and high-quality skincare goods. Their posts on various platforms can be divided into four categories: instructional content, product details, promotions, and brand message.

A minimum of once a week, CeraVe adds fresh content to its website, which is regularly updated. The company publishes content on social media sites including Instagram, Facebook, and Twitter many times per week

CeraVe can gain from using TikTok influencers by reaching a large, engaged audience, increasing brand recognition, and generating interest in the product through relatable and genuine content.



### AUDIENCE

Based on the research, CeraVe's audience includes a range of demographics, but may skew towards younger consumers who are interested in effective, science-backed skincare products.

Focusing on parents and high school students who developed early skincare routines is a smart move for CeraVe because it results in loyal customers who value the brand.

The brand can fosters engagement, trust, and helps customers discover the best products for their skin type by enticing them to complete the skin quiz on CeraVe's website. By establishing a presence among young consumers, this strategy aids CeraVe in securing development in the competitive skincare industry.



### MESSAGE

It may be advantageous for CeraVe to develop unique messages for various audiences based on their requirements, interests, and preferences when it comes to skincare, while retaining constant core messaging.

However, they could reflecting Maslow's hierarchy of needs, by providing affordable, effective skincare products to satisfy basic physiological needs. By utilizing TikTok users to promote self-care and confidence among young customers, CeraVe enables them to realize their full potential and personal fulfillment, benefiting all parties involved.

Young customers can achieve their full potential and find personal fulfillment thanks to CeraVe's use of TikTok users to encourage self-care and confidence among them. This is advantageous for all parties.



### MEDIUM

The marketing goals of CeraVe are to boost product sales, develop brand recognition, and inform customers about their products and skincare.

CeraVe can reach a large, enthusiastic audience of young users on TikTok who are more likely to take part in challenges and share content. The company can create buzz and increase product exposure by launching a TikTok challenge with a \$10k prize for the first individual to get a total of 10k interactions on their CeraVe skin transformation post.

Users are encouraged by this task to share their skincare journeys, which promotes community and authenticity. Additionally, it promotes user-generated content, which frequently connects with the target group more strongly.



### CALL TO ACTION

Transform your skin and share your journey on TikTok for a chance to win a \$10k prize in CeraVe's challenge.

Connect with a supportive community, inspire others with your authentic experience, and discover the power of CeraVe skincare.

Submit reviews or feedback to help build trust and credibility for those considering trying CeraVe.

Take advantage of free samples or trial sizes to experience the brand firsthand and become a loyal CeraVe advocate. Don't miss out - join the challenge and let your skincare transformation shine!



### VALUE OVER TIME

CeraVe will gain by developing fresh, engaging content in partnership with influencers on TikTok by analyzing previous content to better understand audience preferences.

Leveraging TikTok's dynamic environment, CeraVe will capitalize on trends and challenges to maintain relevance with its target audience. CeraVe's customer relationships will increase its market presence over time.

This sustained approach not only drives brand awareness but also fosters a sense of community, further solidifying CeraVe's position in the skincare industry.



### SLOGANS

"Reflections of confidence start with healthy skin."

"Your beauty is more than skin deep, but healthy skin never hurts."

"Beauty is self-confidence applied directly to the skin."

"From self-doubt to self-love: Start with CeraVe skincare."

"Get a boost of confidence with CeraVe skincare."

"Skincare that makes you feel good inside and out: CeraVe."



### HASHTAGS

Confidence  
Self-assured  
Self-reliance  
Self-worth  
Self-acceptance  
Self-love  
Positive self-image  
Empowered  
Assertive  
Resilient



### CONTENT IDEAS

**Social media posts** featuring before-and-after images of acne treatment using CeraVe products, with a call-to-action to visit the website for more information.

**Blog posts** and website content focused on the science behind CeraVe's products, with a call-to-action to follow CeraVe on social media for regular updates and skincare advice.

**Partnerships** with influencers and everyday people to create sponsored content that reinforces CeraVe's core values and messaging, with a call-to-action to follow the brand on social media and sign up for the email newsletter.



### PROPOSAL

We advise when teaching kids about skincare, parents are encouraged to use cerave.com and work with social media influencers and sites like TikTok.

When Maslow's Hierarchy of Needs is used by CeraVe to target young people and promote long-term skin health, CeraVe is recognized as essential to consumers.

This multifaceted strategy assists CeraVe in expanding its customer base and reinforcing its place as a top skincare company.