



2017-2018 American Marketing Association Collegiate Case Competition

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**MARY KAY**<sup>®</sup>

Mary Kay is an iconic beauty brand built by a woman for women. The core mission of the company is to enrich the lives of women through outstanding products, an unequalled business opportunity and charitable efforts that impact women's issues. To maximize the reach of the opportunity, the company was built using the direct-selling business model.

Through Mary Kay, women around the world in nearly 40 countries own their own business. These entrepreneurs, known as Mary Kay Independent Beauty Consultants, build their businesses around personal relationships – a key differentiator in the marketplace and a driver of the successful growth of the brand for over 50 years.

Mary Kay Independent Beauty Consultants are known for their best-in-class service, their positive attitude, their authentic approach to doing business and their passion for helping women find the best side of themselves – whether that be through a last-minute product delivery, application tips and advice or bringing beauty enthusiasts together for a fun-filled beauty class or party.

Each party can be customized to fit the interests of the attendees and is usually hosted by a current Mary Kay Independent Beauty Consultant's customer. The hostess and her friends get together to experience the latest products in a comfortable environment with lots of personalized attention from the Independent Beauty Consultant. The parties can be centered around skin care, color, fragrance or gifts and is one of the major channels for generating sales. It is also a natural venue for sharing the Mary Kay opportunity with other women who may want to own their own beauty business.

The Mary Kay personal beauty experience is also enhanced by online tools that make it convenient and easy for the Independent Beauty Consultant to connect with her customers and potential customers. From a Mary Kay<sup>®</sup> Personal Website to an online catalog to a virtual makeover to social media, the Independent Beauty Consultant and her product and services are always just a click away.

### **The Job To Be Done**

Like every brand, Mary Kay wants to continue to leverage its core strengths while adapting to the changing needs of consumers and harnessing the power of technology. Mary Kay wants to marry the best in a personalized beauty experience and party, with the emerging trends in the digital space to build a strong and sustainable future for its Independent Beauty Consultants.

The American Marketing Association's 2017-2018 Case Challenge invites chapters to reimagine, reinvent and revolutionize the Mary Kay personal beauty experience and beauty party and develop an integrated marketing plan that will increase the number of Mary Kay Independent Beauty Consultants and also sales among next generation non-users, ages 18-24.

The full case will be available at the end of August. The first 100 chapters to submit an Intent to Participate Form will be provided with over \$500 of Mary Kay product for team members to experience.

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