

Evaluating Pink Marketing Strategy in Maybelline Company

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Abstract:

This study aimed to analyze the pink marketing strategy of Maybelline Company. To achieve the study objectives, the concept and importance of pink marketing, its principles and components, as well as the requirements for the success of pink marketing addressed. We applied the theoretical study to the case of Maybelline Company. The study concluded that Maybelline relied on promotion through websites, especially video technology via YouTube, and also used Instagram and contracted with many famous artists to promote its pink products. Maybelline's strategy is not limited to the successful promotion policy, it is also interested in the other pink marketing mix elements, especially focusing on continuously developing quality of products and distributing them through intermediaries, which led to the effectiveness of pink marketing and the success of Maybelline in achieving its strategic goals.

Keywords: Pink, Marketing, Strategy, Maybelline.

Jel Classification Codes : M30 ; M31 ; M39.

Résumé :

Cette étude visait à analyser la stratégie marketing rose de la société Maybelline. Pour atteindre les objectifs de cette étude, le concept et l'importance du marketing rose, ses principes et composants, ainsi que les conditions nécessaires au succès du marketing rose ont été abordés. On a appliqué le coté théorique au cas de Maybelline. L'étude a conclu que Maybelline a utilisé la promotion par internet, en particulier la vidéo YouTube, ainsi que l'utilisation d'Instagram et de contrats avec les artistes pour la publicité de ses produits. La stratégie de Maybelline n'est pas limité à la politique de promotion, il s'intéresse aussi aux autres éléments du mix marketing rose, en se concentrant notamment sur le développement continu de la qualité des produits et leur distribution par des intermédiaires ce qui a conduit à l'efficacité du marketing rose et le succès de Maybelline dans la réalisation de ses objectifs stratégiques.

Mots clés : Rose, Marketing, Stratégie, Maybelline.

Jel Classification Codes : M30 ; M31 ; M39.

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I. Introduction

Shopping disorder is the disease that is currently sweeping the world, and women are the first group affected by this disease, as women buy many different products compared to men, because they play many main roles in society, they are mothers, sisters, teachers, and doctors, and due to their multiple roles, their purchases are multiple. Marketers and producers have recently realized that meeting women's needs is one of the most important strategies for achieving profits, so the concept of pink marketing emerged, and it called pink because it is the favorite color for women. Pink marketing means women's needs and desires through effective strategies in the marketing mix that suit their taste nature, and interests. In order to pink marketing success, a set of effective conditions and strategies must be available. Maybelline stands out as one of the successful companies in the field of pink marketing. In light of these foundations, we decided to choose the subject of this study. To achieve the objectives of this study, its main problem formulated as follows:

What is the pink marketing strategy in Maybelline Company?

Based on the problem of the study, its sub-questions formulated as follows:

- What is the concept of pink marketing and its importance?
- What are the principles and elements of pink marketing?
- What are advantages of Maybelline's pink marketing mix?
- What is the successful pink marketing strategy adopted by Maybelline?

Hypotheses of this study formulated as follows:

- Maybelline's pink marketing strategy based on the pink product,
- Maybelline's pink marketing strategy based on pink pricing,
- Maybelline's pink marketing strategy based on pink promotion,
- Maybelline's pink marketing strategy based on pink distribution.

The importance of this study stems from the importance of creating a competitive advantage for economic companies. The emergence of many brands of various products that attract women as the first consumer and their multiplicity created competition in the market, which requires searching for the best ways to make the promotion process easy and profitable, especially for products that interest women. To achieve study objectives, the deductive and analytical approach relied upon by linking various theoretical aspects of pink marketing, as well as analytical approach by analyzing and evaluating Maybelline's successful strategy in pink marketing. This study was limited to the pink marketing variable without other types of marketing, while the spatial limits were limited to Maybelline Company. As for time limits of this study, it was limited to analyzing and evaluating statistics related to the period extending from 2011 to 2024.

This study divided into two axes:

The first axis, entitled “**Definition and Importance of Pink Marketing**”, dealt with principles and elements of pink marketing, and requirements for its success. As for the second axis, entitled “**Evaluating Pink Marketing Strategy in Maybelline Company**”, it dealt with an overview of Maybelline Company, its pink marketing mix advantages, and the successful pink marketing strategy adopted by Maybelline.

In the conclusion, a set of results related to the research topic reached, and a set of recommendations proposed for the success of pink marketing strategy.

II. Background

Pink marketing represents all marketing methods used by the company for selling goods or services to women. It called women’s marketing. Through this theoretical background, we will discuss the concept of pink marketing and its importance, its principles, and the main elements of pink marketing mix.

II.1 Pink Marketing, Definition & Importance.

Marketing is a comprehensive system of interrelated business activities that aims to plan, price, promote, and distribute goods and services that satisfy needs of current and potential customers (Abd Rabboh, 2012, p.10),

The OECD defined marketing as the whole business activity that directs current and new products to the market based on knowledge of desires and needs of consumers (Khalil, 2017, p.10). In general, marketing is considered as a link between those who manufacture (produce) goods and services and those who buy and use them. In other words, marketing bridges the gap between production and consumption (Al-Maghribi, 2018, p.7).

The current century witnessed major changes in the social, economic and demographic levels, the latest statistical studies confirmed an increase in the women number. It is necessary to form a clear picture of women’s purchasing behavior, by finding a best ways to keep them as permanent customers, but since pink is the color that symbolizes women, it prompted all foreign literary to write and express women’s marketing as pink marketing (Al-Rubaiaoui, Al-Amri, & Al-Amri, 2019, pp.83-84).

However, as women around the world increasingly gain access to higher education, higher-paying jobs, and excel in many fields, manufacturers, marketers, and retailers have begun to pay greater attention to women needs and desires (Noel, 2009, pp.81-82), On the other hand, women are the world's most powerful consumers and spenders, and make up more than half of the world's population and, more importantly, control more than half of the total global spending (Barletta, 2003, pp.19-20). Pink marketing is a relatively new concept that is specific to women. It considered as an important market segment that has its own needs and desires for goods and services. Due to the large volume of the

women purchases, it called women's marketing or pink marketing. This concept and strategy linked to satisfying the desires and needs of this market segment (women), given the role that this segment plays in many purchasing decisions related to children and men (Abdullah A., 2017, p.127). Through the previous definitions, we can said that pink marketing expresses the marketing of goods and services to women after studying and analyzing their needs, desires and tendencies during her purchasing behavior.

Arab societies are most in need of learning women's marketing because of Islamic culture paying great attention and respect to women, who play many strategic roles in society: mother, sister, daughter, wife, teacher, doctor, investor, and many other important roles. There is also a need to change the culture regarding women's role, rights, and duties. This culture has many consequences, including those related to women's rights in education, trade, investment, and other matters, knowing that the role of women in Islamic history appears clearly in almost all areas of life, starting with their basic social roles, passing through trade and investment, and reaching participation in some wars with medical services (Ahmed, 2012).

Therefore, the pink marketing importance lies in the fact that women play many strategic roles in society, as well as the necessity of looking at the role of women, their rights and duties, as they are buyers and sellers, and they participate in the purchasing decision. The percentage of women's purchases represented 85% of the world's purchases. Pink marketing was an opportunity for institutions to collect ideas and develop offers that women understand and need, and thus increase interest in collecting and analyzing data related to the characteristics and purchasing patterns of women, their desires and needs, problems and suggestions, hobbies and preferences (Ghodban, 2015, p.472).

II.2 Pink Marketing, Principles & Elements.

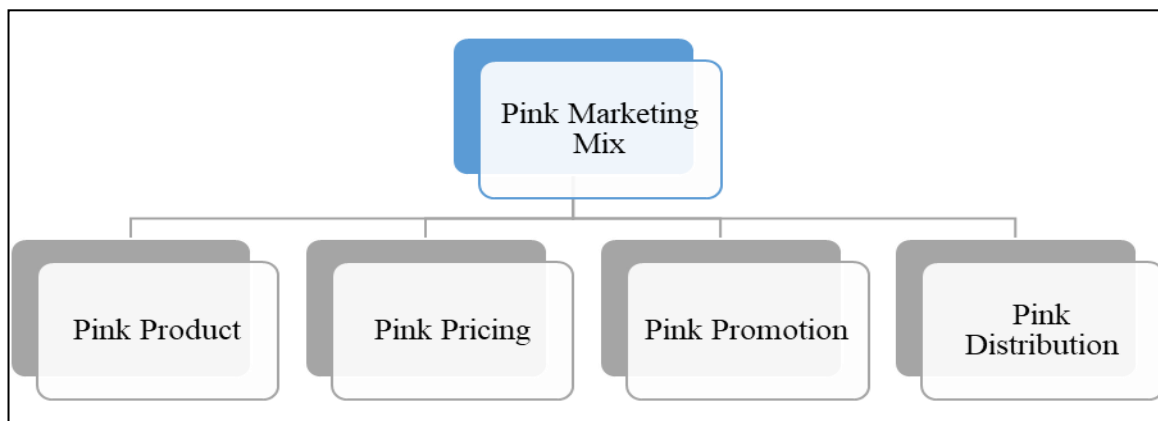
Pink marketing based on a set of the following principles (Mimoune, 2018, p.121):

- Correcting the idea that pink marketing is limited to sales teams, but pink marketing goes far beyond just sales function, emphasizing the importance of selling.
- Correcting the idea that women's marketing depends on exploiting women's weaknesses in promoting various goods and products, but this is not welcome in marketing to men or women,
- Correcting the idea that women's marketing depends on using women in advertising and personal selling, but quite the opposite in the eyes of laws and customs, and criminalizing this even in western writings, such as the American Constitution of Marketing Ethics.
- If we want to market to women, the presence of women in the work team

- is the best thing that makes the process of knowing women's desires easy,
- Thinking about possibilities instead of responsibilities that women carry out,
 - Women have many roles in society and culture, and we must reflect this reality in the various goods and services that suit them.

The elements of pink marketing mix is not different from the traditional marketing mix elements, but they differ in the way they are applied in specific areas and directed to a specific category of consumers such as women. In general, the elements of pink marketing mix represented through the following figure:

Figure (01): Pink Marketing Mix.



Source: Prepared by the researcher based on: (Zidan, 2020, pp.204-205).

Through the figure above, elements of pink marketing mix explained as follows:

a. Pink Product:

A product defined as a combination of tangible and intangible components that a consumer purchases in order to satisfy one of his many needs and meet his requirements (Haridi, 2024, p.105). Pink product expresses what a woman is looking for in terms of a services or goods, it offered to women products in order to meet her needs and desires. It represents a set of benefits achieved by the consumer, which was the reason for searching for it and completing the purchase deal, which generates satisfaction because of use. Here, a distinction must made between pink goods directed to women that have a tangible quality, such as jewelry and cosmetics, or pink services that do not have a tangible quality, such as hospitality service on airplanes. Pink product distinguished by a set of characteristics, such as good design and attractive color that affects women's emotions (Zidan, 2020, pp.204-205).

b. Pink Pricing:

The objective exchange value of a given unit of product expressed in monetary units, and products usually exchanged for money, so every good or service has a price that expressed in money (Mises, 1953, p.48). Pink pricing refers to the price that accompanies pink products that women buy or sell, so companies set it in a

way that suits women's characteristics. Women are good shoppers who listen to their senses and emotions and always seek out distinctive price offers. Therefore, companies should use promotional pink pricing methods by setting reduced prices with some discount methods to women (Zidan, 2020, p.205).

c. Pink Promotion/ Advertising:

Advertising is defined as a paid form of non-personal presentation or promotion of goods, services or ideas by a particular sponsor, or it is a sales art that may be printed, written, oral or pictorial (Rudani, 2009, p.189).

Pink promotion convinced that the promoted pink product is compatible with women's desires and needs, as statistics showed that women more affected by promotion than men are. Women's characteristics vary, so institutions must devised means through which they seek to influence women's purchasing decision using pink promotional mix elements such as advertising using celebrities, visual dazzle, music and attractive colors that women tend to like. Through personal selling by female marketers, sales activation methods, as well as relying on the spoken word because, women tend to tell about their successful experiences (Zidan, 2020, p.205).

d. Pink Distribution:

Pink distribution represents the location where the product sold to women, as women always focus on the elements that appeal to their tastes in terms of decoration, colors and designs. They care about the way of displaying and distributing products, as well as the way sales and marketing officials deal with the place. In order for the company to ensure effective distribution of its products, it must use a wide and efficient distribution network and rely on diverse distribution outlets in places where women gather, such as clubs and shopping malls (Zidan, 2020, p.205), The pink distribution strategy is divided into two types:

- Direct distribution policy, whereby the product is distributed directly to the consumer (women) without resorting to an intermediary,
- Indirect distribution policy, by relying on intermediaries to distribute products to consumers (Khalil W. R., 2017, p.155).

II.3 Requirements for successful pink marketing.

The main requirements to achieve a successful pink marketing are evident in the following:

- **Exploiting the positive emotional side of women:** Women are more attracted to brands and trademarks that have an emotional impact on the market or environment in which they operate. For example, the organization's participation in charitable work or sponsoring a charitable event gives women a positive positioning for the brand through emotional influence through promoting advertising campaigns for that charitable act,

- **Women are attracted to self-esteem messages:** For example Dove's campaign which began on 2004. It called Dove Real Beauty Campaign. This campaign changed the face of advertising industry by launching short films (winning multiple times). The Evolution of Beauty film, and its commercials featuring women of average size and beauty, where Dove sought to convey the message to the targeted women, the content of which was that "women are actually beautiful, and beauty cannot be found in perfection," which increased Dove's sales that year to 51% of global sales. We said that Dove exploited the point that women prefer self-esteem messages and implemented a successful marketing strategy based on that.
- **Women influenced by word of mouth:** Positive word of mouth is a powerful marketing tool that used as a market opportunity. Gaining the satisfaction of one woman is a double gain through word, as most studies have proven that word has a great impact on women's behaviors, especially those issued by another woman (meaning women among themselves). In addition to exchanging experiences, experiments and opinions between family members and exchanging knowledge between colleagues, it makes it easier for women to make decisions.
- **Women are the most influential family members in the purchasing decision:** whether for their children or their husbands. For example, when NIVEA for men realized the power of women's influence in the purchasing decision for their family and social environment, it exploited this strategic point when it launched the "Nivea Shaving" product for men. The company organized a six-month campaign targeting more than 42,000 women with the aim of educating them about the skin care habits of their partners and husbands and handed them samples. This was one strand of the pink marketing strategy directed at women and the product for men, and it was very successful in convincing men.
- **Women respond more quickly to media than men:** For example, we find that women participate more on Facebook pages than men do. According to the results of a survey conducted by the Harris Intra Active Center, 95 percent of women surveyed enter Facebook, compared to only 6 percent of men. In addition, 67 percent of these women enter Facebook at least once a day, while only 54 percent of men do the same. In other words, an organization that wants to acquire a large share of women's wallets has the opportunity to exploit these means (Ben Ali , Muqaddam, & Shanaq , 2018, pp.275-276)

III. Evaluating Pink Marketing Strategy in Maybelline Company

Maybelline considered one of the leading companies in the production and sale of cosmetics that interest women. The company has achieved today significant returns due to its successful promotional policy. Through this axe, we will present an overview of Maybelline Company, its advantages of pink marketing mix, and the successful pink marketing strategy adopted by Maybelline.

III.1 An overview of Maybelline

It is the leading global company in the field of cosmetics. Maybelline is one of the most famous and powerful cosmetics companies in the world. It has developed from a small family company to the first company in the field of cosmetics in the United States. It affiliated with the global company L'Oreal. Maybelline is a long-standing company with a long history in cosmetics.

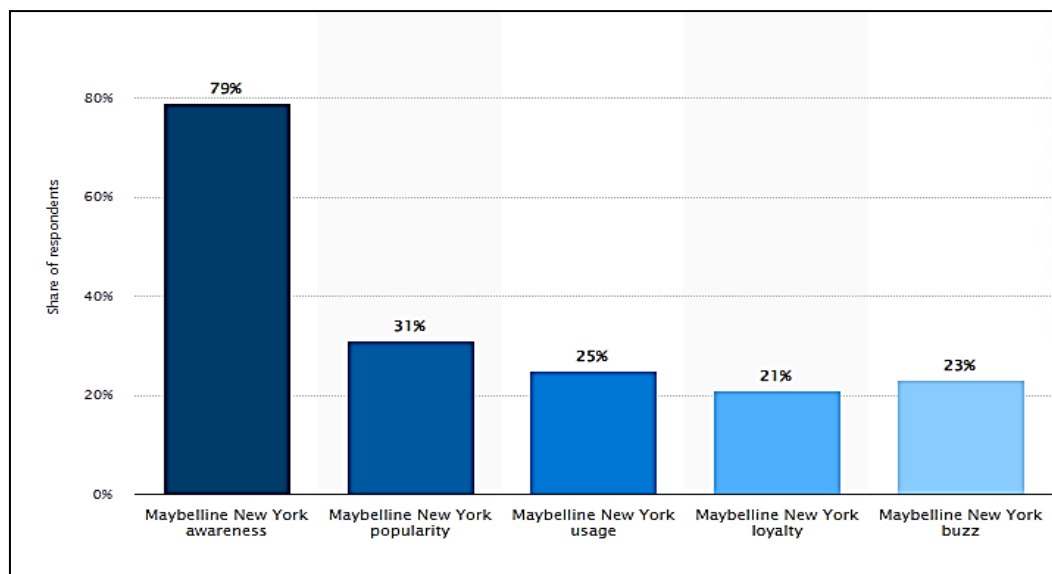
It is the idea of Thomas Williams, where the company began with his sister's love story in 1913 a century ago. His sister Williams fell in love with a young man and wanted to attract his attention, so she looked for ways to attract attention. She lined her eyes by putting soot from an oil lamp on her eyelashes. Her pharmacist brother Williams wanted to help her, so he invented a darkening agent for eyelashes with a mixture of Vaseline and carbon dust. From here came the idea of making the first mascara. Two years after that event, Thomas Williams founded his own cosmetics company, and named it Maybelline, after his sister Maybelline and Vaseline. From there, Maybelline New York became a leading company in the field of cosmetics.

The company started as a small family company a century ago in 1915, then developed and became the number one company in the production of cosmetics. It became a leading and established company with many famous products (Maybelline: An Overview of Maybelline's History and Products, 2024). Maybelline's product lines include various aspects of cosmetics, including products for the face, eyes, eyebrows, lips, and nails, and various cosmetic tools such as brushes, applicators, and makeup removers sold (Kenneth & Donald , 2010).

In 1967, Williams sold Maybelline to Schering-Plough of Memphis, and moved from Chicago to Memphis. In 1975, the company moved to Little Rock. In 1990, Schering-Plough sold Maybelline to a New York investment firm called Wasserstein Perella. Maybelline's headquarters remained in Memphis until L'Oreal acquired it in 1996. Its headquarters moved to New York City in 1996 and its manufacturing plant moved to Brooklyn in 2000. Today, Maybelline is a subsidiary of L'Oreal France (Maybelline, 2023).

The following figure present Maybelline Brand Awareness, Usage, Popularity, and Loyalty among Cosmetics Users in the United States in 2022:

Figure (02): Share of respondents to Maybelline brand.



Source: (Kunst, 2023).

The figure above shows the percentage of increase in Maybelline New York brand awareness in the USA during the year 2022:

- **In terms of cosmetics and makeup users**, Maybelline New York brand awareness is 79% in the United States, after conducting a survey by showing the brand logo and the written name of the brand to its participants.
- **In terms of Maybelline New York's popularity in the USA**, 31% of cosmetics and makeup users in the United States say they like Maybelline New York.
- **In terms of Maybelline New York usage share in the USA**, 25% of cosmetics and makeup users in the USA use the Maybelline New York brand. This means that out of the 79% who know the brand, 32% use it.
- **In terms of Maybelline New York user loyalty**, about 21% of makeup and cosmetics users in the USA say they are likely to use Maybelline New York again, and given the brand's 25% usage share, this means that 84% of its users show loyalty to the brand.
- **As for the buzz around Maybelline New York in the USA**, in September 2022, about 23% of makeup and cosmetics users in the USA had heard about Maybelline New York in the media, on social media, or in advertisements over the past three months (Kunst, 2023).

III.2 Advantages of Maybelline's pink marketing mix

Maybelline's marketing mix based on analyzing the Maybelline brand into four elements: product, price, distribution, and promotion. The following is a presentation of the most important features of Maybelline's pink marketing mix:

a. Maybelline's pink product mix:

Maybelline is a famous brand of leading cosmetics with a strong presence all over the world. Maybelline has a wide range of products that it offers to its female customers, so that the product offers in the marketing mix covers a remarkable variety of products in terms of eye, skin, lip, etc. products.

The following table present some of the most popular products of Maybelline (MBA School Team, 2023):

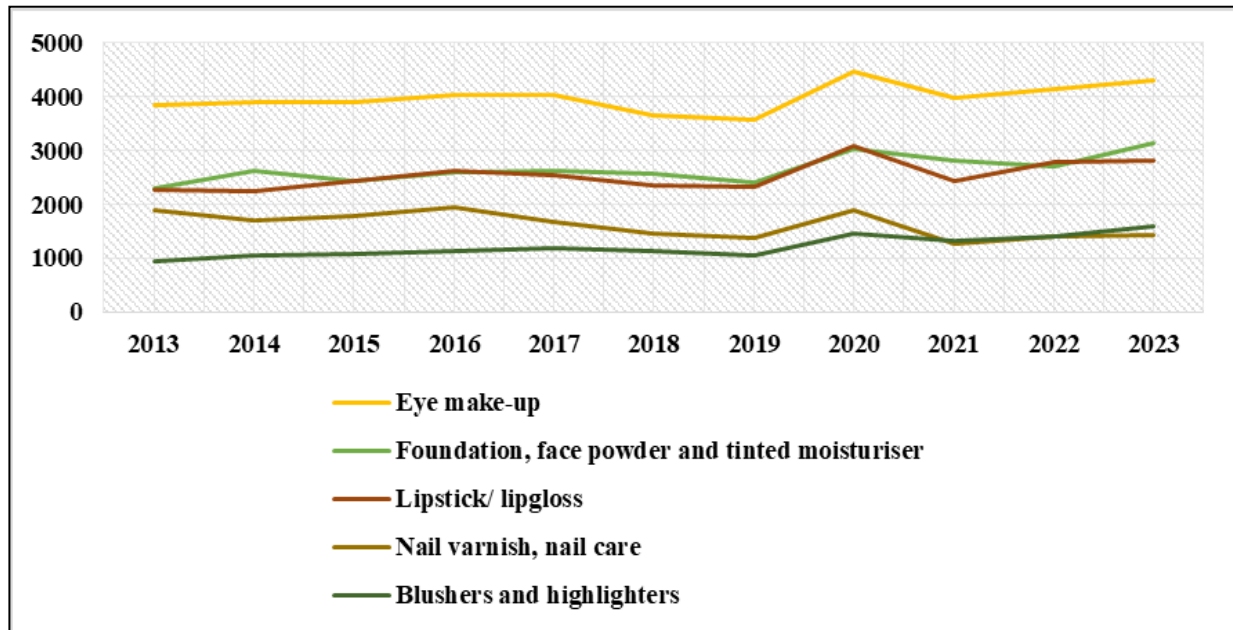
Table (01): Maybelline's pink product mix.

Product Type	Product Mix
Eye Makeup	Maybelline Eyeshadow (Cream, Palette, Pressed Classic, Smokey), Mascara (Curling, Lengthening, Smudge proof, Volumizing, Waterproof, Fiber), Eyeliner (Liquid Eyeliner, Gel Eyeliner, Waterproof Eyeliner And Pencil Eyeliner), Brow (Brow Precise Micro Pencil, Brow Drama Pomade Crayon, Brow Precise Fiber Volumizer Eyebrow Gel, Brow Drama Pro Palette).
Face Makeup & Skin Care	Foundation (Anti-Aging, Creamy, Liquid, Long-Wear, etc, Powders, Concealer, Blush And Bronzer & Primer).
Lip Care	Maybelline Lipsticks, Lip Balms & Lip Gloss, Lip Liner.
Accessories	Brushes (Expert Tools Eye Shadow Brush, Expert Tools Face Brush, Expert Tools Lip Brush, Expert Tools Angled Definer Brush, Expert Tools Blush Brush, Expert Tools Brush N' Comb, Gigi Hadid Eyeshadow Brush, Gigi Hadid Eye Contour Brush), Makeup Tools (Expert Tools Eyelash Curler Refills, Expert Tools Slant Tip Tweezer, Expert Tools Eyelash Curler, Dream Blender, Expert Tools Dual Sharpener), Removers (Expert Eyes 100% Oil-Free Eye Makeup Remover, Expert Eyes Moisturizing Eye Makeup Remover, Superstay Eraser Lip Color Remover).

Source: (MBA School Team, 2023).

The following figure present the Maybelline products ranked by number of users in Great Britain from 2013 to 2023:

Figure (03): Maybelline products ranked by number of users in Great Britain from 2013 to 2023 (in 1000s).



Source: Excel Outputs based on: (Petruzzi, 2024).

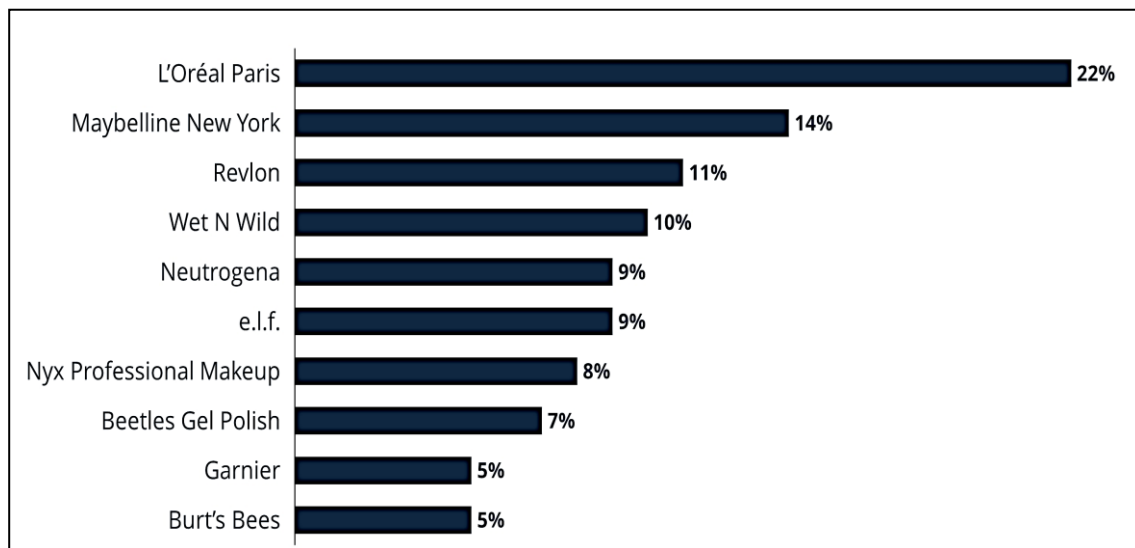
From the figure above, we notice that the product **Eye make-up** had the largest number of users, and the highest number during the period 2013-2023 was 4475000 users in 2020. In second place was **the Foundation, face powder and tinted moisturizer** products, in third place it was **Lipstick/Lipgloss** products, followed by **Nail varnish, nail care**. The lowest value appeared in 2013 with 944000 users of **Blushers and highlighters**.

b. Price mix for Maybelline brand:

Maybelline is a premium brand that targets affluent and working class women as well as teens and young adults from the community. The company known for its high-end pricing and is considered a luxury product in the United States. Maybelline products are available in the range of \$10 to \$100 depending on the type of product. Thus, the premium pricing strategy in its marketing mix helps the brand serve the premium customers with its high-quality product line (MBA School Team, 2023).

The following figure shows the best-selling beauty and personal care brands on Amazon website in the USA during the first quarter of 2023:

Figure (04): The best-selling beauty and personal care brands on Amazon website in the USA during the first quarter of 2023.



Source: (Lobo, 2024).

The figure above shows that Maybelline is the second best-selling brand on Amazon, with a percentage of 14% after the company L'Oreal.

Statistics indicate that Maybelline's annual revenue is estimated at \$2.6 billion, Maybelline New York has about 4118 employees, and its peak revenue is expected to reach \$2.6 billion in 2023 (Maybelline New York revenue, 2023).

c. Maybelline Pink Product Distribution Mix:

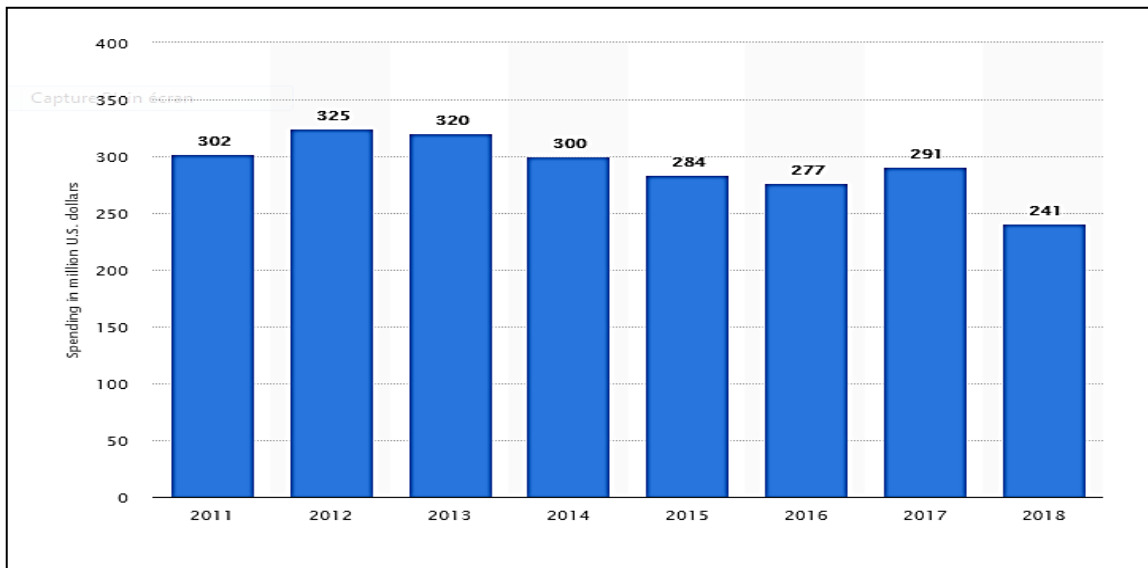
Maybelline does not distribute its products directly, but rather distributes its products through retail intermediaries in public markets, pharmacies, other shopping malls, and supermarkets. Either customers can choose from a myriad of products according to their preferences on the Maybelline website, and can purchase from online retailers or they can use the store locator feature on the website, which uses codes to find the nearest store where the specific product is available. The official website contains a virtual beauty studio that enables users to test different products on themselves before purchasing them (MBA School Team, 2023).

d. Maybelline Pink Product Promotion Mix:

Maybelline offers discount coupons and promotions in magazines and newspapers, customers can subscribe to their newsletter, which mailed to customers' inbox with relevant promotions as well as new products available. Maybelline also uses all possible media channels to promote and advertise its brand. It uses TV commercials, online advertisements and print media effectively to promote its entire product range, organizes many global events, shows and beauty contests, and uses coupons to offer discounts and other benefit to its users (MBA School Team, 2023).

The following figure present advertising spending of Maybelline in the USA from 2011 to 2018:

Figure (05): advertising spending of Maybelline in the USA during the period 2011 - 2018.



Source: (Faria, 2023).

From the figure above, the value of spending on promotion and advertising for Maybelline products reached its highest value in 2012, at \$325 million, and then decreased slightly. It is noticeable that the series of promotional spending on Maybelline products was somewhat stable until 2018, and the reason for the decrease is due to the replacement of traditional expensive means with promotional means through Internet and social media sites, especially Instagram.

Between 2015 and 2018, Maybelline invested relatively less in promoting and advertising its products in the USA compared to the previous few years. In 2018, Maybelline's US media spending was \$241 million.

In addition to traditional media, Maybelline has made significant progress in the field of social media. In 2017, it ranked first among the leading beauty brands based on high engagement on Instagram. It also won the social media visibility game that year, by leveraging influencer marketing on Instagram. The company also relied on makeup artist Manny MUA and beauty blogger Shayla Mitchell in its "That Boss Life" campaign, to promote Maybelline mascara (Faria, 2023).

III.3 The successful pink marketing strategy adopted by Maybelline

The success of Maybelline's marketing was through its reliance on promoting its products mainly through various types of media. Its strategy to attract attention of its female customers around the world summarized as follows:

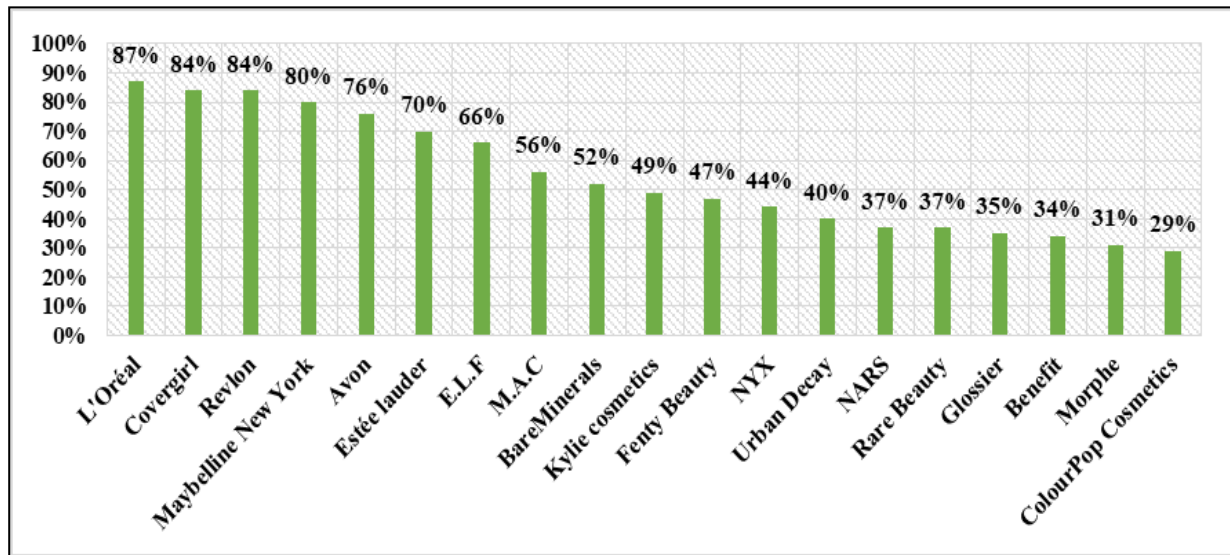
- It was used in many famous programs with famous stars such as the first Arab singing program Arab Idol under the supervision of beauty expert Eva Atallah,
- Maybelline got a brand name as a best-selling in China in 1997 and it is also an official sponsor of New York Fashion Week (Maybelline: An Overview of Maybelline's History and Products, 2024),
- Maybelline's history with social media goes back a long way. When Myspace overtook Google as the most visited site in the United States,

- Maybelline launched a 2006 campaign for Maybelline Pure on Myspace, using quizzes to grab attention before they became popular,
- Maybelline actively researched the most crowded social media sites, Pink Monday photo contests on Facebook and Instagram got people to take photos and share them with their friends. In Canada alone, Facebook videos and giveaways generated 15,000 new likes and 10,000 contest registrations,
 - Maybelline has also used influencers to help reaching new audiences, getting over 1.4 million clicks through a YouTube campaign, so social media outreach, such as Instagram photos; it can be an effective marketing strategy. However, one way to maximize this reach is through influencers.
 - In 2014, Maybelline teamed up with 13 influential YouTube vloggers to promote its Nudes Palette. Along with strategic video placement, these influencers helped drive over 1.4 million clicks,
 - Using video content to spread its message and differentiate itself as a makeup brand, Maybelline has received over 15 million impressions. When sharing video content is now easier – and more effective – than ever before, one Maybelline YouTube campaign in mid-2014 generated 15 million impressions,
 - Maybelline has also used video as a powerful tool to reach customers and provide them with unique services that they can't find through other means,
 - Using Snapchat, Maybelline ran 5- and 10-second ads during New York Fashion Week in 2015. This gave customers short glimpses into real-life experiences with Maybelline products. Maybelline's foray into video advertising, and the excellent way it used to convey its message, set it apart. (Leong, 2016).

Maybelline does a great job of monitoring all the comments and putting in extra effort to respond to them and their page posts are extensive, the volume of public shares on their wall brings more updates about Maybelline. One of Maybelline's most famous initiatives, when Maybelline invited millions of Facebook fans to contribute to the One-Of-Its-Kind 'KISS' Song, promoting the product. They invited fans to contribute to the 'KISS' song using an app to upload all the kisses. Today, most of female customers turn to social media for its instant nature and expect instant response. Maybelline makes sure to respond to its community using social media tools. Lately, it has invested a lot of effort into this content and its endeavor has already started paying off (Hingwala, 2014).

The following figure present the top cosmetics and makeup brands in terms of awareness and costumer loyalty in the USA during the year 2024, and Maybelline's position among the leading American cosmetics companies:

Figure (06): Leading cosmetics & make-up brands ranked by awareness in the United States in 2024



Source: Excel Outputs according to: (Bashir, 2024).

From the figure above, we notice that Maybelline ranks fourth among the bests leading cosmetics companies in terms of loyalty and brand awareness, with a percentage estimated at 80% in the United States of America, while the parent company L'Oreal, the company that acquired Maybelline brand, ranks first with 87%. This confirms Maybelline's successful strategy in pink marketing of its brand and achieving customer satisfaction and loyalty, this company has achieved great earnings and successful achievements through this effective pink marketing strategy.

IV. Conclusion

Women being smarter than men, she cannot easily make a decision of buying specific product, so pink marketing is one of the ways through which an effective strategy must be developed to sell a product to women in a way that suits their interests, inclinations, and attention, especially if this product is cosmetics or related to women's femininity and beauty.

Maybelline is one of the global companies that has succeeded in achieving requirements of pink marketing that attracts women. The company was famous with its products and big returns. Through this study, a set of results reached, the most important of which are:

- Pink marketing expresses the marketing of goods and services to women after studying and analyzing their needs, desires and tendencies and their purchasing behavior,
- The pink marketing importance lies in the fact that women play many strategic roles in society, as well as the necessity of considering the role of women, their rights and duties, as they are buyers and sellers, and participate in many purchasing decision,

- Maybelline has achieved significant revenues from selling cosmetics, due to its effective pink marketing strategy, which relies heavily on the promotion or advertising mix,
- Maybelline relies on promotion through websites, especially video technology via YouTube, and also using Instagram and contracting with many famous artists to promote its products,
- Maybelline's strategy is not limited to the successful promotion policy, it is also interested in the other pink marketing mix elements, especially focusing on continuously developing quality of products and distributing them through intermediaries, as it relies on an indirect distribution policy, which led to the effectiveness of pink marketing and the success of Maybelline in achieving its strategic goals.

Based on the previous results, a set of suggestions presented for the pink marketing strategy success, the most prominent of which are the following:

- Focusing on balancing between all elements of marketing mix,
- Paying attention to the quality of pink product's among priorities for pink marketing success, as the woman buys and tries, and based on here experience, she will transfer its results to the rest of buyers, so the product must be of high quality,
- Pricing policy for pink product is important, but it is closely linked to the quality of this product, as women often do not care about the price of the product if they see that it is effective and increases their beauty,
- It is necessary to rely on various social media, Facebook, Twitter, Instagram, YouTube and others in order to reduce costs of advertising and the success of the product distribution process; thus achieve effectiveness and success of the marketing process.

IV. References:

1. Books :

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