



elf.

eyes lips face

By Dayanna, Jordan, & Sofia



PROJECT OVERVIEW

Challenge

How can e.l.f. create a campus pop-up that stands out, drives trial, and builds long-term interest among UCF students?

Objective

Develop a pop-up strategy centered on one product to maximize engagement and measurable action.

BRAND SNAPSHOT

Positioning

Accessible beauty with premium-looking results with an affordable price

Why it wins

Fun, bold, and innovative brand with strong social/community presence





elf

HALO GLOW
LIQUID FILTER
GLOW BOOSTER
FOR RADIANT SKIN
FILTRE LIQUIDE
HALO ÉCLATANT
BOOSTER D'ÉCLAT POUR
UNE PEAU RADIEUSE

elf

HALO GLOW
LIQUID FILTER
GLOW BOOSTER
FOR RADIANT SKIN
FILTRE LIQUIDE
HALO ÉCLATANT
BOOSTER D'ÉCLAT POUR
UNE PEAU RADIEUSE

HALO GLOW
LIQUID FILTER
GLOW BOOSTER
FOR RADIANT SKIN
FILTRE LIQUIDE
HALO ÉCLATANT
BOOSTER D'ÉCLAT POUR
UNE PEAU RADIEUSE

elf

HALO GLOW
LIQUID FILTER
GLOW BOOSTER
FOR RADIANT SKIN

e

HALO
LIQUID
GLOW B
FOR RADIA
FILTRE L
HALO ÉC
BOOSTER D'É
UNE PEAU

5C'S INSIGHTS

Company, customers, competitors, collaborators & context

- ELF promotes premium quality products at extraordinary prices
- Gen Z interested in beauty and influenced by social media trends
- Rare Beauty, NYX and L'Oreal
- Social media influencers, Sororities & clubs at UCF such as Her Campus, Alpha Delta Pi
- Student Union patio is a great location where students walk by, especially during lunch or in between classes





Strengths

- Premium quality & budget friendly
- Already established as a high-end alternative online
- Campus size & visibility
- Versatile use cases



Weaknesses

- Execution complexity on campus
- Short attention window
- Shade-matching + application guidance
- Dewy finish is not universal



Opportunities

- Turn trial into first party data
- Create UGC wave
- Drive immediate conversion with a "pop up only" offer
- Turn Halo Glow into a gateway product



Threats

- Weather and environment disruption
- UGC risk
- Crowd control and safety risk
- Line management failure





TARGET PERSONA PROFILE

Emily Hernandez
"The Cost-Aware Beauty Enthusiast"

UCF Student

Age: 18-27

Location: UCF Campus

About User

A social-media active student who is interested in skincare & beauty looking for high quality, but affordable options.

Goals

- High-performance "Halo-Glow" results without luxury price tag
- Maintains hyperactivity through social media channels like TikTok/IG
- Values inclusivity, skincare-infused makeup, and brand authenticity

Pain Points

- Expensive alternatives are outside student budget
- Makeup melts off with Florida weather
- Tired skin after back-to-back classes
- Desire to look "filtered" without heavy foundation mask

Key Motivation

"I need an 8 AM to 8 PM glow that survives the Florida humidity and a 3-hour lecture."

CAMPAIGN OBJECTIVE

Activate UCF beauty enthusiasts to adopt the Halo Glow Liquid Filter as their go-to essential through a high-visibility campus takeover

KEY PERFORMANCE INDICATORS (KPIs)

- On site-product trials
- Email/SMS sign-ups
- UGC post featuring before/after looks





GET GLOWY

Concept Theme

A **fast, fun** pop-up built for **student schedules**: stop by, try our Halo Glow, and **look your best** for the rest of the day.

Designed to be easy to **experience**, easy to **share**, and easy to **remember**.

Sign up for emails/SMS and get a **10% discount coupon** or **post a before-and-after** on social media tagging **@elfcosmetics** and get an elf exclusive phone mount.

LOCATION & TIMING

- Where students move from entrance of SU to outside general middle area
Specificity in this area optimizes amount of potential students actually stopping & willing to try products
- During Fall 2026 within the first week of the semester
Guarantees student engagement with mass amount of foot traffic happening during this week



STUDENT JOURNEY WALKTHROUGH

BEFORE

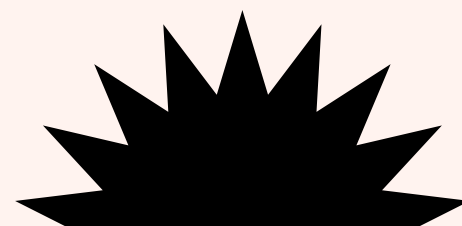
Partnerships with Student Government, Greek Life, RSO's like UCF Fashion Society, and UCF Ambassadors for event promotion

DURING

Students check in via QR for a 10% code, get a quick try on with an e.l.f. ambassador, then post a story to earn a phone mount and goodies.

AFTER

After the event, use their opt-in info to send personalized tips and reminders so they stay engaged with e.l.f. and come back to purchase.



MERCH & INCENTIVES

DISCOUNT COUPOUNS

- Students can get discount coupons after signing up for emails or SMS

TRY. POST. GLOW.

- Get an exclusive e.l.f. phone mount when you share your Halo Glow before & after and tag [@elfcosmetics](#)



PROMOTION PLAN





KEY PERFORMANCE INDICATORS (KPIs)

AWARENESS

- Total visitors (booth foot traffic)
- UGC volume (stories/posts/videos tagged or hashtags used)
- UGC reach + engagement (views, likes, shares, saves)

ENGAGEMENT

- Demos completed (number of try-ons)
- Average wait time + throughput (demos per hour)

CONVERSION AND RETENTION

- Opt-ins captured
- Promo-code redemptions (online) + unique QR clicks
- Post-event conversion (purchases within 7-14 days tied to event code)

RISK & MITIGATION

OVERWHELMING TURNOUT

- **RISK:** First week crowds can cause potential bottleneck, and even a fire hazard
- **MITIGATION:** Fast-pass lane implementation for people who already follow @elfcosmetics

OPERATIONAL RISK: SANITATION & SPEED

- **RISK:** High-volume "first-timers" sharing testers leads to hygienic concerns and messy displays
- **MITIGATION:** Use a "No-Touch" Demo Policy where ambassadors apply swatches to student's wrists using disposable applicators only



THANK YOU FOR
YOUR ATTENTION
AND INTEREST!

By Dayanna, Jordan, & Sofia

