

PERI Beauty Consulting

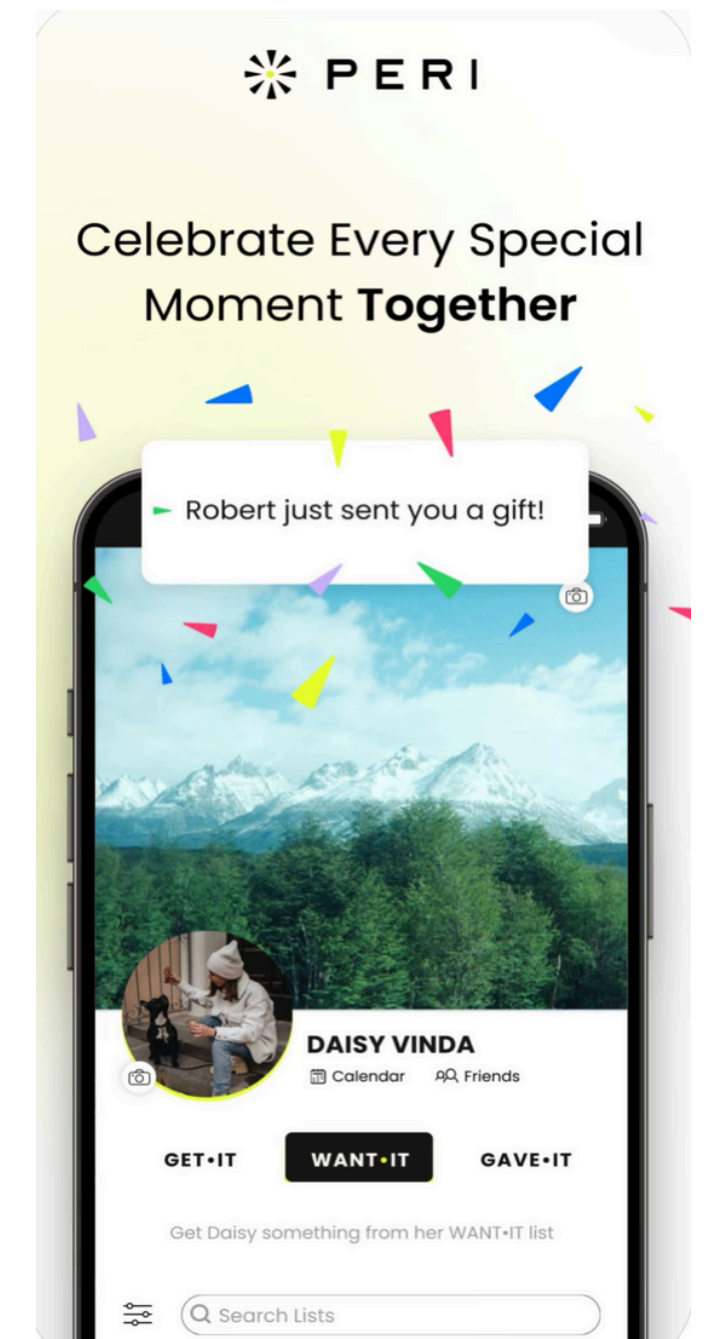
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PERI
launch party



SITUATION

- PERI LLC is a newly launched online gifting app that **simplifies giving and receiving gifts.**
- Users can **create wishlists and registries** with items from any website, making gifting seamless and preventing duplicates.
- As a one-month-old startup, PERI needs support in **refining its brand positioning and strengthening its identity.**
- The company aims to elevate its **social media strategy** to drive higher app usage and broader brand awareness.
- PERI is specifically looking to grow by targeting Gen Z college students, especially those interested in **beauty, self-care, and lifestyle trends.**
- The goal is to align with campus culture, beauty influencers, and **Gen Z's digital habits** to position PERI as the go-to gifting app for young consumers.



ISSUES

1. Early-Stage Startup With No Established Foundation

- PERI is still in its startup phase, meaning there were no existing systems, brand guidelines, or structured marketing processes.
- There was a lot of “wiggle room” because nothing had been formally developed yet.

2. Lack of Existing Marketing & Social Strategy

- No established social media strategy, content pillars, audience targets, or marketing funnel.
- No consistency in messaging or brand voice, and no prior data to guide decisions.

3. Incomplete and Underdeveloped Client Materials

- The initial client PowerPoint was very basic and lacked detail.
- No KPIs, no metrics, and no clear goals — we had to create all projections and strategic assumptions ourselves.



ISSUES CONTINUED

4. Self-Managed Social Media Causing Brand Inconsistency

- The founder was running social media alone, resulting in:
 - Unpolished visuals
 - Inconsistent posting
 - No cohesive brand identity
- This limited reach and slowed growth potential.

5. No Prior Testing, Activations, or User Insights

- No previous influencer outreach, campus activations, or testing phases.
- No customer behavior data, making it harder to build user-informed recommendations.

6. We Had to Build the Entire Foundation From Scratch

Our team had to create nearly every strategic component, including:

- Social media strategy
- Marketing strategy
- On-campus activation plan
- Content calendar
- Feasibility analysis
- Competitor review & content trend analysis



ANALYSIS

- PERI currently has no brand foundation or consistent messaging, which makes it hard for students to clearly understand the app.
- Our team created the structure PERI was missing: brand direction, social strategy, content pillars, and visual identity.
- Through planning the campus activation, we identified that PERI fits naturally into college culture, especially moments involving beauty, gifting, and friendship.
- Wishlists stood out as the simplest and strongest behavior for students to engage with, so they became the core focus of our marketing and product ideas.
- The proposed Beauty Bar and Big-Little concepts showed that PERI needs experiential, campus-based touchpoints to make its purpose clear to Gen Z students.
- Partnerships with well-known local brands would help PERI build credibility and interest as a new startup.
- Overall, the work shows that PERI needs structured branding, a clear onboarding path, and campus-based engagement to grow effectively.

OPTIONS

Strategic steps PERI can use going forward

1. On-Campus Beauty Bar Activation

- Bring PERI to campus with a pop-up experience (Glow Bar, Mindful Station, photo wall)
- Drive downloads, → encourage wishlist creation, and friend adds
- Partnerships with Pura Vida + The Salty Donut to boost incentive flow

2. Big-Little Week Gifting Integration

- PERI can become the platform for Big-Little wishlists
- Brunch giveaway + chapter competition increases
- Uses sorority tradition to fuel organic growth

3. Influencer & Content Growth Track

- Micro-influencer ambassadors to promote
- Leveraging content from both activations

4. Features Prioritization

- Focus future app development on enhancing wishlists and group gifting
- Prioritize wishlists as the main behavior that supports all activations



RECOMMENDATIONS

- **Strengthen Brand Identity & Messaging:** Create consistent visuals, tone, and content pillars.
- **Prioritize Wishlist-Focused Product Development:** Improve wishlist and group gifting features first.
- **Launch Campus Activation Rollout:** Use Beauty Bar pop-ups to drive downloads and wishlist creation.
- **Build Micro-Influencer Ambassador Network:** Partner with Gen Z creators for authentic, repeatable content.
- **Integrate PERI Into Big-Little Gifting Culture:** Make PERI the go-to platform for sorority gifting traditions
- **Establish Data-Driven Marketing Systems:** Track KPIs to refine strategy and optimize growth.



THANK YOU!
ANY QUESTIONS?

