

# LEYDA

## Brand Guide

March 2021

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# Who We Are

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## *Our Mission*

Our mission is to bring the best of the beauty world to one trifecta - therapeutic spa indulgences, clinical outcomes, and glowing makeup looks. We seek to develop top-of-the-line, luxurious skincare and makeup that prepare you for life's moments.

We reject the old paradigm that skincare, self-care, and makeup are disparate areas and embrace a new truth. Guided by principles of ethical sourcing, innovative ingredients, and transparency in labeling, we seek to bring the future approach to beauty.

Backed by Science Results + Day Spa Escapes + Limited Edition Makeup

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# Who We Are

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## *Our Vision*

**A world where we actualize our beauty as we create and step through all of life's moments.**

From unexpected fleeting moments to the biggest red-carpet life-defining ones. We want the world to embrace their beauty, take hold of their moments, and live a life of purposeful beauty that will affect their experience in this one life. *Realize your beauty; seize the day.*

“The focus in the beauty industry has always been outward appearance. We are evolved, complex beings, moving through life. Beauty, like art, always points toward something greater; the inward significance.”

- Founder, Leyda Quintero

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# Luxury with Warmth

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*The LEYDA™ brand is prestige without pretense.*

Luxury at its core. Sweet and inclusive. LEYDA™ is luxury meets heart.

Clients and customers "fall-in" with the brand instantly and stay loyal long-term. Who doesn't need a bougie and fun best friend?

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# Enamored

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*LEYDA™ is obsessed with beauty.*

Beauty is life for LEYDA™. Devoted to bringing your skin to its healthiest state. Consumed with finding the best active and ethically-sourced ingredients. Possessed by the craft, LEYDA™ makeup is ever-evolving.

This beauty obsession results in fans who quickly become a cult following, always on the lookout for the next product drop. Spa clients know they have found the holy grail, evidenced by the unending 5-star reviews.

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# Emboldened

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*LEYDA™ understands the transformative power of beauty.*

Healthy skin and expertly applied makeup is power-inducing.

Makeup: your metaphorical warpaint. Find your voice, discover your strength, and go get it. #LetsDoThis

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# Focused on Excellence

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*LEYDA™ prioritizes quality and visible results.*

Meticulously vetted product formulas. Rigorous formulation processes alongside quality and ethical sourcing standards preserve the brand's pillar of excellence.

High-needs clients in television, film, and print put a focus on low trauma, intense therapies, and highly effective outcomes.

Bespoke in-spa treatments leave you fresh-faced and glowing, ready for any moment.

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# To the Point

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*LEYDA™ is candid and real.*

True to New Yorker style, LEYDA™ will call a spade a spade, tell it like it is, and be straightforward with all things skin, makeup, and spa.

LEYDA™ doesn't lean on marketing fluff, sneaky data, or confusing labels. No greenwashing here. What you see is what you get. Smoke and mirrors apply only to our beauty routines.



# Setting the Tone

The brand's attitude toward the services and products.

The LEYDA™ brand voice is elevated, warm, and sophisticated, with sass sprinkled in when context calls for it. This guidance is applied to all communications.

## **The Brand Sounds    The Brand Does Not Sound**

Elevated, Sophisticated	Ostentatious, Garish, Uppity
Warm, Congenial, Inclusive	Tender, Soft (Too Vulnerable), Phony
Decadent, Luxurious, Pampering	Clinical, Cold, Academic
Mischievous (Foxy), Bold/Driven, Motivated	Flippant, Malicious
Outgoing, Welcoming, Fun	Elite, Exclusive
Straightforward, Open, Candid	Disingenuous, Fluffy, Tactical
Relaxed, Confident	Pushy, Overbearing, Brash
Helpful, Caring	Self-Serving, Individualistic
Sassy, Lighthearted	Serious, Formal
Edgy, Progressive, Modern	Traditional, Stuffy, Conservative
Tailored, Customized, Personalized	One-Product-Fits-All, General, Broad

# Brand Language

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## Luxurious

Luxe/luxuriant, lush/luscious, abundant/super-abundant, generative, supple, posh, refined, flush (rich with), bliss/blissful, sublime, exquisite, smooth, velvety, milky, relaxing, tranquil, ideal, awash, opulent, creamy, melt, decadent, glamorous, lavish, rich, splendid, (a) sweet escape, self-care, self-love, limited edition,

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## Edgy

Emboldened, empowered, liberated, brave, light and dark (light enhances and dark recedes), crafty, resourceful, adventurous, ambitious, driven, grit(ly) powerful, motivated, independent, eye-catching, steamy, ravishing, come-hither, alluring, sensuous, stunning, progressive, cutting-edge, innovative, transformative, experimental, bullet proof, confession, insider, off the record

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## Welcoming

Delicious, foxy, nurturing (spa services), attentive, fresh, diverse, relatable, emotional, honest, charitable, philanthropic, joyful, charming, light, humorous, energized, vibrant, colorful, inviting, comforting, helpful, informative, humble, witty, warm, inclusive, rosy

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## Products / Formulas

Innovative, backed by science, advanced technology, high-end ingredients, active ingredients, actives, clinical skincare with biological purposes, serums, tonic, oil, cream, lotion, elixir, cleanser toner/toning, mask, treatment, hybrid, topical, nanotechnology, biostimulant, highly concentrated, medicinal plant extracts, good skin, ph balanced, molecules, supercharge cells, skin nutrition, chemical compounds, organic fruit acids, micronutrient, phytochemical (unsure), skin tint, lip/cheek balm, clean, pure, calming, vital, brighten, detoxify, smooth, soothe, tighten, refresh, skin rejuvenation, rejuvenate, fresh-faced, dewy, youthful, glowing, enhanced, contoured, face balms, EU organic standards, discover, natural fragrance, tested, water-free solution, aging beautifully, small-batch, backed by studies, limited/limited edition, boost, power, seaweed/marine extracts, ocean-deep, collagen, ethical growth factors, baltic seaweed (best in the world), peer-reviewed journals, folic acid with gentle ph, energizing the skin, mild exfoliation, concentrations, undiluted, research shows, wild yam, plant stem cells extracts, propolis, isolated ingredients, solvent free extracts, pre/post treatment, address (issue), stimulate, peptide fortified, meaningful concentrations, dissolves

# Content Strategy

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## *Focus on Quality + Luxury First*

Brand quality is the factor that will drive the products to sell. Luxury is the facet that will align the brand with the target audience.

- Bake into content the quality, effectiveness, and transparency in every aspect of the brand (products, services, experiences online or in-person)

## *Stress Simplicity*

Make the buying process as transparent and easy as possible so that there are fewer barriers to purchase.

- REP (edgy acronym with bougie label) will bring simplicity to any of the multi-step product lines (REJUVENATE, ENHANCE, PREPARE)
- Easy, effective, and affordable (\$65+) products to care for the skin
- Focus on providing products and services that = solutions

## *Tap into Social Proof*

LEYDA™ is customer-focused. The brand is not “me/us” focused. This is evident through the abundant and growing 5-star reviews, glowing testimonials, never-ending referrals, and positive press. Audiences looking for emerging brands who align with their lives fall in love and become brand ambassadors.

- Lean heavily on testimonials (written and video) to move online buyers to purchase
- Before-and-After - show how regular/real people can get the look
- Highlight Leyda’s experience working with all kinds of ethnicities and skin types
- Highlight Media Mentions from the founder's recent past (i.e., leverage Cosmopolitan and Elle logos in panels on the website as social proof)

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# Content Strategy Cont'd.

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LEYDA™ BRAND GUIDELINES

## *Sell Socially*

Emulate the in-store experience online to capture needs arising out of the COVID shutdowns/limitations and general move to online purchasing. Social selling is the focus. The brand is highly inclusive, welcoming, and loving. DTC sales via social and website are ideal for the brand's naturally connective personality. Bake into content the quality, effectiveness, and transparency in every aspect of the brand (products, services, experiences online or in-person).

- Immersive video tutorials or unboxings to build excitement around a product
- Samples available through the mail, pop-up spas, and experiential activations
- Create a sense of belonging via subscribe and save, rewards, insider club

## *Lean Heavily on Future Pacing “Moments”*

The focus of the products is on the customers' life moments. The brand also creates moments through limited brand activation events. Brand activation events echo the moment's pillar out further. Think product ads focus on celebratory moment + brand activation event echoes that celebratory moment theme (think: pop-up champagne and makeup bar- because champagne is associated with celebrating).

- Focus on customers' future “moments” vs. product. The consumer will envision their future moment/event with the product. Creative and copy should illustrate future pacing as a sales technique. Future pacing will help our audience visualize and live the vision for a brief thought and will be moved to purchase.

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# Content Strategy Cont'd.

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## *Showcase Founder*

Founder, Leyda Quintero, is the brand's thought leader, educator, and spokesperson. DTC sales will be driven by her (and later other influencers/vloggers) demonstrations of the products and results. Leyda will be ever-present as a teacher (expertise with genuine warmth + infectious personality).

- Carefully crafted content (i.e., about copy, press mentions, social channel posts) will showcase Leyda Quintero to establish brand authority
- Video content will serve twofold:
  - Reinforce the brand's personality pillar of Warmth through Ms. Quintero's infectious personality
  - Push educational knowledge base/tutorial content
- Maintain cohesive duality of the makeup and skincare industries through the founder's authority

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# Messaging Tactics

LEYDA™ BRAND GUIDELINES

## "The Grab"

While there are many ways LEYDA keeps repeat customers coming back for more, strategies are needed for grabbing the attention of NEW buyers and creating noise in the market. There need to be core traits of the brand that organically attract. The brand can adopt more than one of the opportunities.

### *Flagship Products*

A product or products that gain notoriety for their superior effectiveness that, in turn, gives the brand further exposure for additional purchases.

Example: Thrive Causemetics Liquid Lash Extensions Mascara

### *Gossip-Worthy Products*

Focus is not necessarily on quality or effectiveness but, rather, gaining attention through attributes such as being risqué, strange, taboo, etc.

Example: Nars "Orgasm" Blush, Goop brand

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### *Celebrity Endorsements*

The goal is to attract viewers because of the celebrity first, leading to more interest in the brand itself.

Example: Appearance on YouTube tutorial or podcast.

### *First-to-Market Technology*

Focus is on being the first to innovate, discover, and produce new ingredients, products, etc., that have never been used before.

Example: True Botanicals Anti-Aging/Anti-Inflammatory

"Chebylum Serum"

# Messaging Tactics

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LEYDA™ BRAND GUIDELINES

## *About Leyda Quintero*

- As a proud daughter of immigrants, Leyda's diverse background has led to a love for entrepreneurialism, travel, culture, and support for vulnerable and at-risk communities, which is woven into the brand's core values and identity as a Latinx-owned business.
  - The future rationale for background in outward-facing copy:
    - Daughter of immigrants = Leyda has learned to (replace hustle with a word similar to devote) from a young age to take care of herself; independence; the value of hard work; entrepreneurial spirit
    - Latina = focus on family values: love to meet new people with diverse backgrounds: travel: culture: relate to and support other minority communities
- Award-winning, New York City-based makeup artist and esthetician with over 18 years of experience
- Two-time "Best of New York" Winner - Facials
- Makeup artist for television, film, and print
- Experience includes leading domestic and international brand launches, lending her expertise in product research roles for luxury brands, and teaching master classes in over 30 countries worldwide for prestige brands
- Featured throughout various media outlets and showcased in Seventeen, Harper's Bazaar (Turkey), People en Espanol, In Style U.K, The NY Post, Swedish Glamour, Cosmopolitan and Elle, ABC Network, Good Morning America, VH1, and The Oxygen Channel
- Her increasing list of celebrities includes Laura Prepon from the hit show "Orange is The New Black," Alyssa Milano, Uma Thurman, Anna Mouglalis' "Coco Chanel"



# Messaging Tactics

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LEYDA™ BRAND GUIDELINES

## *Brand Narrative*

Founded by celebrity skincare, makeup artist, and licensed esthetician, Leyda Quintero, LEYDA™ is a multi-faceted, powerhouse beauty brand for modern women. Born out of the needs of her high-profile television, film, and print clients, Leyda artfully marries deep expertise in skincare to the world of cosmetics. She is known in the beauty space for her ability to carry out high-impact facials without the high-trauma drama (think: no red puffy faces and zero downtime), resulting in fresh-faced, camera-ready skin. The brand is in formulation for its first product to compliment the current Spa and Makeup offerings, launch planned for 2022.



# Channels & Mediums

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*Marketing Channels for  
LEYDA™*

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The website and YouTube are the key content and traffic touchpoints.

The website serves as a key information hub for all things brand: products (DTC eCommerce), spa services, events, mission/vision, brand narrative, video content, social feeds, and email subscription. The website is closely intertwined with the LEYDA™ YouTube channel. Additional social media serve as conduits to support traffic to these top two sources.

LEYDA™ BRAND GUIDELINES



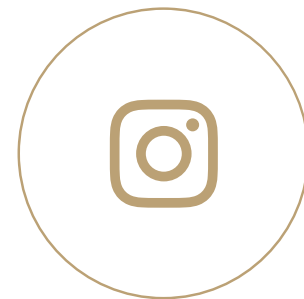
YouTube

Channel URL here



Facebook

LEYDABEAUTY



Instagram

leydabeauty



Pinterest

Channel Board URL here

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# Social Media

*Channels and Tactics*

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# YouTube

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## Channel Rationale

A YouTube channel with a robust following will help Leyda with her credibility, show her personality and story, educate and connect with her viewers, and help build a stronger association with the brand name. Potential customers wary of sales pitches, skeptical, heavy on brand research, and/or are overwhelmed with skincare/beauty options will find this content to be genuine, helpful, and free.

## YouTube Tactics

- Consistent posting is key. Ideally, post 1-2 videos per week but posting consistently is more important than the number of posts so set a schedule that you can follow.
- Customize the video thumbnail to reflect the brand.
- Use keywords in video titles and descriptions (similar to product pages on the website) for searchability.
- Build a community on your YouTube page by responding to commenters.
- Use relevant industry and content tags on your videos.

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# Facebook

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## Channel Rationale

Facebook will act as a digital product catalog for the brand. This platform will showcase all products through Facebook Shop but also highlight videos and tutorials through Facebook Video. All content linking towards the brand website and/or YouTube channel. Facebook will increase Leyda's brand reach to more audiences outside of the target audience, generate customer engagement and feedback, and increase shareability of the videos and product content.

## Facebook Tactics

### Newsfeed

- Post 2-3 times per week
- Share content that focuses on videos generated through Facebook Video (cross-share from YouTube)
- Highlight new products, best-sellers, customer reviews, and noteworthy PR.

### Facebook Shop

- Upload all available products so that users can shop within the Facebook app
- Customize Facebook Shop for smooth user experience

### Facebook Video

- Cross-promote YouTube content

### Facebook Messenger

- Use Messenger as a channel for customer service and product inquiries

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# Instagram

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## Channel Rationale

Instagram will act as a digital magazine for the brand. It conveys the brand's personality, tone, and mission through visuals (photo/video/graphics) - all linking towards the brand website and/or YouTube channel. Instagram will also increase Leyda's visibility to a broader audience, generate engagement and interaction with other brands, and help research what people are looking for/talking about/complaining about.

## Instagram Tactics

### Newsfeed Posts

- Post 4-5 times per week
- Create an Instagram grid that is full of lifestyle and product images. Heavy on the brand story and less about selling.
- Tag your products for IG shopping every time one is showcased in the grid.

### Instagram Stories

- Create 2 -3 stories per week
- Create highlights that are consistently updated
- Create engaging IG stories that ask for consumer interaction. You can build an audience for paid ads off of your social profile engagers.

### IGTV

- Post 1 -2 IGTV a week
- Use clips or whole videos from YouTube, cross-shared on Instagram for more reach and impressions.

### Reels

- Post 1-2 Reels a week
- Instagram is favoring IGTV and Reels over organic newsfeed posts, so it's imperative to populate these sections as well.
- Use clips from YouTube videos to cross-promote

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# Pinterest

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## Channel Rationale

A digital collection of “creative boards” help showcase Leyda’s past and current work/products and things she likes from other brands that she takes inspiration from. As these pins are “pinned” and shared amongst Pinterest users, they are linked to their origin spot (YouTube or website), providing yet another outlet to circulate creative and educational content. Examples include before/after client photos, skincare tips, tricks, and more.

## Pinterest Tactics

### Shoppable Pins

- Connect your product catalog to Pinterest so you can link products back to the Leyda website for easy shopping.

### Organic Pins

- Post 5-6 times per week
- interact rewards active accounts so pin as much as you can.
- Interact with beauty influencer boards to increase brand awareness

Website

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# Contact Us

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*Let's talk.*