

Integrated Marketing Communications: Male Inclusion within Cosmetic Brands

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Abstract

The cosmetic industry has been exclusive to females, not only in products, but also in the way brands market the products with North America. With the increase of male spokespeople for the beauty industry, cosmetic brands may have to change the way they market their products. This thesis paper examines if cosmetic brands will need to change their integrated marketing communications strategies. In addition to secondary research on the topic of male cosmetic products, an online survey and interviews aim to help answer this question.

Keywords: Integrated marketing communications, cosmetic industry, male users

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Introduction

Women have been the primary consumers of cosmetic products and the primary audience for cosmetic brand advertisements. But, with a new wave of men breaking societal gender norms by wearing and buying cosmetic products, it has become more relevant than ever for cosmetic brands to change their integrated marketing communications (IMC). IMC is defined as the “Combination of activities designed to sell a product, service, or idea, including advertising, collateral materials, publicity, promotion, direct mail, trade shows and special events” (Wilcox & Cameron, 2012, p. 14).

This thesis aims to identify the gaps in the knowledge between men and their cosmetic use. It was only until recently that large cosmetic brands have included male spokespeople into their advertising campaigns. Moreover, almost all the secondary research done on this topic only explores the idea of masculinity in relation to cosmetic use and men purchasing cosmetic products.

As a public relations student, I find the topic of IMC interesting and relevant in all aspects of public relations work as it helps to promote a product or service to the public. I also believe IMC is a part of public relations that is the most exciting because of all the interesting and unique ways to promote a product or service. Events are just one way that IMC can be used to promote a product or service. Events are not the easiest to plan but when the event comes together, it is incredibly rewarding and fun especially when the attendees enjoy the event and all the activities.

I am passionate about cosmetic products because there is the ability to have a confidence boost, try something new or change certain features on the face or body without it being permanent. I also enjoy the cosmetic industry because it is always evolving and changing. The constant change leads to innovative and unique products being sold. I am also excited that companies are starting to

use male spokespeople in their campaigns as it will allow male users to be more public with their cosmetic usage and purchases.

Research Question

The research question is: *Will cosmetic brands need to adjust their integrated marketing communications (IMC) to include male users?* A sub-question was also explored: *do Canadian males want more visibility in cosmetic brands?*

If more men start purchasing cosmetic products because of the increased visibility within major brands, this niche market could provide a new revenue sources for major brands. Also, with more men being visible within the cosmetic industry and within cosmetic branded stores, the average male may be more inclined to walk into a store and make a purchase.

An intended audience for this thesis are public relations practitioners who work in the cosmetic industry or with a cosmetic brand client. Another intended audience are cosmetic brands who want to expand their products to reach the male users. The final intended audience are males who regularly purchase cosmetic products including skincare products.

The results from the primary research will aid public relations practitioners with developing new IMC campaigns that are targeting a new audience. Also, the primary research will give public relations practitioners data about men and the cosmetic industry.

Research Methodology

This study commenced on February 14, 2017 and concluded at the end of March 2017.

To inform the primary research for this study, secondary research was conducted using a variety of relevant sources including books based on the cosmetic industry and cosmetic brands, peer-reviewed articles and other non-cosmetic focused books focusing on integrated marketing communications and brand management were also used. The online databases used to find most of

the secondary sources were, Business Source Complete, Communications and Mass Media Complete and Google Scholar. All secondary data were published within a 12-year timeframe to ensure relevance and the most up-to-date data.

Due to many of the journals focusing on the idea of masculinity within the cosmetic industry and the purchasing habits of men, primary research was conducted to gain an insight on brands marketing cosmetic products to men and if Canadian men wanted more visibility in cosmetic brands.

Data were collected through an online survey administered via SurveyPlanet.com over the course of three weeks. The respondents were aged 19 to 59 years of age and were selected through personal connections. In total, 35 people were asked to participate in the survey and the survey had a response total of 30 participants. The purpose of the online survey was to gain the insight from males and females on the cosmetic industry and males purchasing cosmetic products. The respondents were asked different questions based on their selected gender to help gather a more in-depth insight from the male respondents on the cosmetic industry and their cosmetic purchasing habits. The survey questions can be found in **Appendix A**.

Data were also collected through interviews. The interviewees were selected based on profession and cosmetic industry knowledge. The interviews were used to gain an insight into the cosmetic industry from a professional viewpoint. The interviews were also used to gain an insight into how integrated marketing communications is used in the cosmetic industry. The interview questions can be found in **Appendix D**.

The surveys and interviews were conducted following the guidelines provided by the Humber College Research Ethics Board (REB).

Literature Review

This literature review summarizes the findings on men's cosmetic buying habits and the way cosmetic based companies market their male centered product lines. Although the findings examine the concept of masculinity in regards to men buying cosmetic products, this is not the focus of the thesis.

“Despite the fact that the cosmetic industry is traditionally associated with women; there is an increasing demand for cosmetics by men” (Souiden & Diagne, 2009, p.97). L’Oreal, a leader in the cosmetic industry conducted a survey in 1990 and found that only four per cent of men were using a facial care product. In 2001, this number increased to 21 per cent. In 2015 that number increased again to 50 per cent (Souiden & Diagne, 2009, p.97). Souiden and Diagne also shared recent figures in Western countries show men marketed skin care products make up more than 30 per cent of the whole cosmetic market (2009, p.97).

Estée Lauder’s Clinique brand was the first cosmetic company that designed a line for men. In 1976, Clinique Skin Supplies for Men was released as a three-step process in gunmetal packaging (Tungate, 2011, p.215). This three-step process had a masculine tone when it was advertised, “clean, exfoliate, moisturise. Gets your skin in its best shape for your best shave” (Tungate, 2011, p.215).

It was not long after Estée Lauder’s male line was launched that other brands started to release their own men’s lines. In 2004, Avon, a catalogue based women’s makeup company introduced its first men’s lines called Pro-Extreme and Pro Sport Daily Performance (Klepacki, 2005, p.118). These men’s lines were released with a catalogue specifically designed for men called *M*. The first issue, published in the fall of 2004, featured New York Jets quarterback Chad Pennington on the cover (Klepacki, 2005, p.117).

“Along with sport, men appreciate the language of technology and science: they approve of functional products” (Tungate, 2011, p.215). It was not only Avon using this approach. Around the time, Avon released its men’s lines, Old Spice expanded their product lines to include men’s scented body care that was in packaging that resembled oil cans (Klepacki, 2005, p.119). “Nivea, Neutrogena, King of Shaves, Gillette and Zirh are [also] among the host of new lines for men that have been making their presence felt” (Klepacki, 2005, p.119).

It seems that the male viewpoint of cosmetic and grooming products have not changed in recent years. In McNeill and Douglas’s research into the purchasing habits of men, many of the male participants explained the importance of the product’s functionality rather than the product’s ability to enhance their appearance (2011, p. 452). One male participant in their study said, “Quite a few guys use that Nivea after shave gel or moisturizer. I use that because otherwise you get shaver’s rash, but it’s not to look good ... [it’s] to stop you [from] getting really dry skin after shaving” (McNeill & Douglas, 2011, p. 452). According to Tungate, “The shaving ritual is the ultimate ‘man moment’ of the day and a good place to get them started on a skincare regime” (2011, p.219).

While these males appear increasingly aware of the importance of appearance, they are aware of the gender issue and are concerned about appearing overly feminine in their behaviour. In order to protect their masculine identities, they claim to view their grooming products to practical solutions to specific needs, rather than providers of beautification (McNeill & Douglas, 2011, p. 452).

This viewpoint of functionality may be one way for men to use grooming products to legitimize their masculinity (McNeill & Douglas, 2011, p.452). Hall, Gough and Seymour-Smith examined a men’s cosmetic line called 4VOO *Distinct Man* to understand if testimonials play a role in the way men purchase cosmetics (2013). 4VOO *Distinct Man* is a Canadian based company with outlets in Europe, South East Asia and the Americas. This company provides luxury cosmetics and skin products to men and many A-list celebrities (Hall, Gough & Seymour-Smith, 2013, p. 229).

Unsurprisingly, given the difficulties with men using cosmetics, only two of the 65 testimonials [examined] made reference to cosmetic use. The majority alluded to them either as 4VOO products or skincare products, even though many of the products the men use are listed under 4VOO's men's cosmetics section (Hall, Gough & Seymour-Smith, 2013, p. 229).

With the lack of men discussing cosmetics on a designated male cosmetic site shows that men still care about their "manliness" (Hall, Gough & Seymour-Smith, 2013, p. 233).

Cosmetic and skincare products are not the only product lines that have gender distinctions, in fact, recent launches of many products and brands have been assigned a gender identity (Azar, 2013, p. 502). "To appeal to male consumers, brand managers are attributing to a masculine sexual identity for traditionally non-sex typed brands and products" (Azar, 2013, p. 502).

Primary Research

Interview Participant Profiles

The first participant (Participant 1) is a female working within the public relations industry and has experience working within the cosmetic industry. She has been working in her current public relations position for six and a half months and has been in the public relations industry for a year and a half.

The second participant (Participant 2) is a male who works for a high-end cosmetic brand. He has been working in his current position for this brand for a little over a year but he has been working in beauty industry for 19 years.

The third participant (Participant 3) is a male makeup artist with seven years of experience. He has a total of eight years of experience in the cosmetic industry.

Findings

How do you feel about male spokespeople in the cosmetic industry?

All three participants agreed that male spokespeople in the cosmetic industry was a great idea. Participant 1 explained having male spokespeople in the cosmetic industry “goes along with the redefining of gender roles and gender stereotypes”. She also explained spokespeople in general help get the information about products to consumers and having male spokespeople would “breakdown what we think someone who uses beauty products should look like”. Participant 3 had the same view as Participant 1. Participant 3 stated, “It broadens an industry, broadens a market and broadens a definition of beauty”. Participant 2 believes that male spokespeople are more common than we think and he thinks that it works. He also explained that he believes there is no difference in power between a male spokesperson and a female spokesperson as long as the person “embodies the brand and the message”.

With the use of male spokespeople in the cosmetic industry, do you think more men will use cosmetics?

Participant 1 believed more men would use cosmetics because “Society is all about role models, images and learning through images”. She also explained, “With more male spokespeople, I feel like more men will think it’s okay. Seeing more men, and hearing more men talking about beauty, skincare, cosmetics, it breaks down that barrier just like seeing older women or women of colour in the cosmetic industry it redefines everything”. When asked this question, Participant 2 answered with both yes and no. He stated, “I’m a male spokesperson but I don’t think I encourage more men to use it”. I think I’m bringing more awareness to the mass audience that men do wear makeup”. He thought, seeing a male as the face of a campaign would be more encouraging men to explore cosmetics and to be more open about the idea of exploring cosmetics. Participant 3 also

agreed and explained that the number of brands that have a male dedicated skincare line had increased in the last five years.

What is your experience with the beauty industry and the industry's marketing strategies?

Participant 1 has worked for a natural, organic, vegetarian and vegan cosmetic company and found many different types of people are searching for cosmetic products. She explained the strongest marketing strategy for the beauty industry is utilizing influencers and social media. For the last six or seven years, Participant 2 has become more involved with marketing and the public relations side of the cosmetic industry. He talked about how eye-opening the experience has been because he is seeing first-hand what goes into sending a message to the consumer, especially getting the key messages and understanding how to effectively communicate those key messages.

Participant 3 had no knowledge on the marketing strategies of the industry and therefore could not answer the question.

Do you think cosmetic companies will change their marketing and communication strategies to include a male demographic?

Participant 1 believed that cosmetic companies would change their marketing and communications strategies to include a male demographic. She believed that brands need to include a male demographic by not using gender labels on their products. Participant 1 talked about skincare specifically when answering this question and was asked **you think they will change the way skincare is marketed to men?** She responded with yes and explained that removing gender labels on products would open a brand's demographic and would erase the taboo about men buying products. Participant 2 answered this question with, "One day yes". He also stated, "I do think now is a perfect example of the industry moving in that direction by having male spokespeople".

Participant 2 also explained that men wearing and working in cosmetics is nothing new but it was

not until recently that men started to become spokespeople and brand ambassadors. Participant 1 was not asked the follow up **why do you think they will change** question because she had answered it in her original answer, stating the need for brands to target all demographics.

Participant 2 was not asked the follow up **why do you think they will change** question because he had answered it in his original answer, stating that brands are now using men as their spokespeople and as their brand ambassadors. Participant 3 was not asked this question or the follow up question, **why do you think they will change**, because he had no prior knowledge in marketing and communication strategies.

Do you feel the way cosmetics are currently marketed is a deterrent to potential male consumers?

Participant 1 and Participant 2 believed it was a deterrent. Participant 1 believed it was a deterrent because of the language used to market the cosmetics. She said “Brands [always use words and phrases] like be beautiful and be sexy, it really gender marks are something for women so that deters men. Men aren’t going to buy something if it is deemed for women or uses the words sexy or beautiful”. Participant 2 noted, that brands are not marketing their products to the mass public but to only specific demographics. He also explained that more cosmetic brands are becoming more aware and more mindful of it. He explained, “the brand I am currently at, has broken those boundaries a long time ago. We have used a lot of diverse models in skin tone and in age range and appearance, we don’t just use models, we simply don’t have celebrities and models endorsing our products. We use real people”. Participant 3 said, “I don’t think it is a deterrent but I do believe there is room for improvement”. He explained, “If a guy feels the want to wear makeup, they already have the confidence to walk into a store to do it”. Participant 3 did say that the deterrent is more social and the social expectations.

Do you think cosmetics as they are currently marketed, are inaccessible to men?

All of the participants agreed cosmetics are accessible. Participant 1 explained that she believed cosmetics were not marketed in a way that encourages males to purchase them. Participant 1 also believed, “[I] don’t think a safe environment is created for them. I mean it is super easy to search up skincare and like go on Sephora’s website or Instagram but I don’t think [males] would see anything they really like there which would then prohibit them from ever purchasing something”. Participant 2 answered with “It is absolutely accessible but no one’s knocking on their door”. Participant 3 said “when you walk into a makeup store 80 per cent of it is geared towards women. But a man can easily walk into [the] store and easily navigate to where the men’s section it”.

What was the first cosmetic product you purchased and how long ago was that?

Participant 1 said “when I consciously purchased something as an adult that I actually did research on [was] honestly very recently, like first year of university and it was probably skincare”. Participant 2 purchased his first cosmetic product 20 years ago, a year before he started in the beauty industry. The product he purchased was a Spice lip liner by M·A·C Cosmetic as it was the popular colour at the time. Participant 3 purchased his first product eight years ago, when he first started beauty school and it was either the Laura Mercier primer or Chanel’s Illusion d’Ombre eyeshadow.

How did you feel when purchasing that product?

Participant 1 said, “It’s exciting for sure. It is an experience”. She stated, “It’s exciting to search something up, look at it, go in store, be talked to about it, have a demo if that’s what the stores does and most stores do, take it home and try it for the first time. You’re waiting to see if there are results. It’s definitely something that has the power to change your self esteem, your mood

your emotions”. Participant 2 said, “It felt really awesome. It felt like I had a piece of the elite kit. People saved up money for comics, I saved up money for makeup”. Participant 3 said, “I felt good”. He explained, “I read Laura Mercier was really known for her primer and I went out and [bought] it. There is no colour to it, so I knew I would use it for myself and on [a client]. And I have always really liked Chanel products”.

Do you think social media has opened channels for males to participate in the cosmetic industry?

All the participants agreed social media has opened channels for males. Participant 1 said, “You can get recommendations without really asking for them and I think that is huge, for men especially because men don’t want to take care of their skin unless they are told they need to and what a way to be told than by their favourite YouTube [star], a celebrity, sports star or blogger”. Participant 2 described social media as an unbiased forum where “anyone can express what they want to express”. However, he noted that backlash still happens on social media to users expressing themselves. Participant 2 finished his answer by saying, “I think it’s opened up another way for males, in particular, or any up and coming artist to express something that we haven’t seen before”. Participant 3 explained the makeup styles on social media are not usually wearable and are more of an animated style. He said, “You would have never seen that so for sure it has opened up and brought that to attention. It goes hand in hand with the accessibility of makeup in the store”.

Participant 3 was the only interview participant who was asked the next question because the question relates to his professional career.

Have you ever applied makeup to a male client before? How many male clients have you had over the course of your professional career?

Participant 3 has applied makeup to a male client before and has had a lot of male clients over his professional career but not as many as women. He said, “I do actor headshots and music videos so there are males. Not as often but I have done makeup workshops throughout the year and men do [attend] them as well”. Participant 3 continued to explain the workshops saying, “The workshops could be something as simple as foundation or a Halloween workshop [where the attendees are learning] a tiger face or a cut bruise, so it [could] be a male model. I have had some clients that dress up like drag queens. So, it can be as extreme as drag queens with lashes and everything to as simple as concealer and powder for actor headshots and music videos”.

Surveys

There were 30 respondents to the online survey. There were 16 male participants and 14 female participants. All the survey participants were over the age of 19.

Age. About 27 per cent of the respondents were below the age of 29, 20 per cent were between the ages of 30 and 39, about 27 per cent were between the ages of 40 to 49 and about 27 per cent of were between the ages of 50 and 59.

Makeup. When asked if respondents used makeup, 50 per cent of the respondents said no, about 33 per cent said occasionally and about 17 per cent said yes.

Frequency of use. Only respondents who answered yes or occasionally to the third question regarding makeup use were asked how frequently makeup was worn. In total, 15 of the 30 respondents answered this question. Only on special occasions and daily were the most popular answers, each having 40 per cent. More than once a week but not daily had about 13 per cent and once a month had about 7 per cent. The answer once a week was not selected.

Advertisement. All survey respondents were asked about seeing a cosmetic advertisement featuring a male. About 53 per cent of survey respondents had seen an advertisement featuring a male and about 47 per cent had not.

Male makeup use. All survey respondents were asked about their thoughts on male makeup use. About 67 per cent of the respondents were neutral towards male makeup use. It is interesting that approximately 17 per cent of respondents viewed male makeup use as negative and approximately 17 per cent of respondents viewed male makeup use as positive.

Male Only Survey Questions

Product purchases. A relatively small sample of about 31 per cent of males have not purchased facial skincare products besides shaving products. The majority of male respondents, about 69 per cent have purchased facial skincare products besides shaving products. The males that answered yes to having purchased facial skincare products besides shaving products were asked what type of facial skincare products they have purchased. The most popular facial skincare product listed by the male respondents was a moisturizing cream or moisturizer. Other popular answers with the male respondents were beard oil and face cleanser. One male respondent also listed along with moisturizer and cleanser, “face mask and peel”. It was not surprising that all the male respondents have never purchased a makeup product.

Significant other influence. The male respondents were asked about significant others purchasing products for their use. Again, it was not surprising that all the male respondents never had a significant other purchase a makeup product for them. Approximately 44 per cent of male respondents had a significant other purchase a skincare product for them not including shaving products. However, the majority of male respondents, about 56 per cent, never had a significant other purchase a skincare product for them that did not including shaving products.

Appearance. The male respondents were asked about enhancing their appearance with makeup. It was not surprising the majority of male respondents, approximately 69 per cent would not purchase a makeup product to enhance their appearance. Approximately six per cent of the male respondents would purchase a makeup product to enhance their appearance and 25 per cent of the male respondents answered maybe to purchasing a makeup product to enhance their appearance.

Female Only Survey Questions

Only one of the female respondents was a significant other to a male respondent. The remaining female respondents were not significant others to the remaining male respondents.

Product purchases. Female respondents were asked about product purchasing habits for a male significant other. As to be expected, all the female survey respondents have never purchased a makeup product for a male significant other. When asked about buying a male significant other skincare products, not including shaving products, approximately 64 per cent of the female respondents had not purchased skincare products for a male significant other excluding skincare products. Approximately 36 per cent of female respondents had purchased a skincare product for a male significant other not including shaving products.

Results and Discussion

Male Usage. The secondary research explained men who use cosmetic and skincare products are reluctant to be open about the use.

Only two of the 65 testimonials [examined] made reference to cosmetic use. The majority alluded to them either as 4VOO products or skincare products, even though many of the products the men use are listed under 4VOO's men's cosmetics section (Hall, Gough & Seymour-Smith, 2013, p. 229).

The primary research does support the claims as well. However, the interview participants all agreed the use of male spokespeople would help overcome this. Participant 2 explained, he

thought, seeing a male as the face of a campaign would be more encouraging to men to explore cosmetic products and to be more open about the idea of exploring the cosmetic industry.

Survey respondents were asked about viewing a cosmetic brand advertisement featuring a male and although the majority of respondents saw an advertisement featuring a male, there was a high percentage of respondents who had not saw one. For more males to be comfortable using cosmetic and skincare products, it is important to continuously show advertisements featuring a male or have more males working within cosmetic stores.

Product usage. As explained in the secondary research, about 50 per cent of men in 2015 were using a facial skincare product. This was supported within the primary research as approximately 69 per cent of the male respondents were using a facial skincare product. The number of men using a facial skincare product has continued to increase in the last year. Also, in the secondary research, McNeill and Douglas's research into the purchasing habits of men, showed many men purchased the products for functionality rather than products to enhance their appearance (2011, p.452).

The primary research supported this claim as well. The most popular facial skincare products, not including shaving products, were moisturizer, beard oil and face cleanser. These facial skincare products do not enhance appearance but are functional and keep facial skin healthy.

Gender marks. Secondary research did create a discussion about using gender and gender marks to market products. Cosmetic and skincare products are not the only product lines that have gender distinctions, in fact, recent launches of many products and brands have been assigned a gender identity (Azar, 2013, p. 502). "To appeal to male consumers, brand managers are attributing to a masculine sexual identity for traditionally non-sex typed brands and products" (Azar, 2013, p. 502).

In the primary research, interview Participant 1 discussed the use of gender marks. She stated, “Brands are just like ‘be beautiful’ or ‘be sexy’. It just really gender marks as something for women so that obviously deters men and they aren’t going to buy something if it is deemed for women or uses the words sexy or beautiful”.

Gender roles. The secondary research did touch on the topic of gender roles especially when men’s purchasing habits were discussed. “The position of men in the workplace, their relationship and their involvement in family life is undergoing transformation – such changes are clearly leading to modifications in retailing to males and consequently their consumption behaviour”. (McNeill & Douglas, 2011, p. 449.)

Gender roles were highlighted in the primary research during Participant 1 and Participant 3’s interviews. Participant 1 explained male spokespeople and how having more male spokespeople would redefine gender roles and gender stereotypes. Participant 3 explained including male spokespeople would not only broaden the industry, market and the definition of beauty and having male spokespeople in advertisements would diversify the cosmetic industry.

Masculinity. The majority of the secondary research focused on the concept of masculinity in relation to men using cosmetic products including skincare.

There has been much talk recently about the growth of the men’s grooming industry. In fact, there is nothing new about this habit. It’s only in the last 50 years or so that men have been encouraged to equate masculinity with a lack of vanity. (Tungate, 2011, p.214)

Within the primary research, interview Participant 1 touched on this subject. Participant 1 explained brands using female typed terms such as sexy and beautiful, is in her opinion, leading to males not wanting to buy those products. Participant 1 related this to her experience working at a natural, organic, vegetarian and vegan cosmetic brand saying, “I’ve had a lot of men coming in and they feel uncomfortable but when you tell them you get a lot of men coming into the store they start

to feel better”. She also said, “People come in looking for just stuff for men and we would say well everything is for men and everything is for women. We don’t have gender labels on our packaging because anyone can use anything it just depends on your skin type”.

Societal Norms and Expectations. The concept of societal norms and expectations was explored in the secondary research. McNeil and Douglas’s research showcased this as many of the men included in their research justified using products because of functionality.

Within the primary research, interview Participant 1 and interview Participant 3 each touched on societal norms and expectations within the cosmetic industry and towards males. Participant 1 explained that men, in her opinion, would not buy products using the words sexy or beautiful, as nowadays men want to be considered tough. Participant 3 stated, “The deterrent is more so the social, not the cosmetic industry just the social exceptions, like a man wouldn’t say, ‘what are you doing on your lunch break?’ ‘Oh, I am going to go buy some makeup’. They wouldn’t say things like that”.

Societal norms and expectations play a role in everyday life so there is a high possibility the survey respondents thought about the societal norms and expectations when answering the survey questions resulting in response bias. Response bias refers to the tendency of survey respondents to answer the survey questions in a misleading or untruthful manner (Andale, 2015). Response bias can happen when survey respondents feel pressured to give answers that fit with societal norms and expectations, regardless if the survey is completely anonymous (Andale, 2015). Within the conducted online survey, there were questions where response bias could have occurred. Many of these questions dealt with the male respondents wearing makeup products to enhance the appearance and purchasing makeup products.

It is important for public relations professionals to understand the importance societal norms and expectations play when consumers are making purchases. Societal norms and expectations could potentially stop consumers from making purchases and interacting with brands if the brands are deemed to not follow societal norms and expectations.

Social Media. Although social media was not explored within the secondary research, all the interview participants explained the importance of social media within the cosmetic industry and in male usage. All the interview participants agreed social media opened new channels for males to express themselves within the cosmetic industry.

Participant 1 stated, men are getting recommendations without asking for them from social media channels. Participant 1 also discussed social media from an influencer perspective.

You have the whole Instagram movement and beauty blogger movement that I think has redefined what the industry is. I don't know anyone who would watch a CoverGirl commercial anymore and believe anything they say. Having worked in this industry in PR and beauty, I've learned that bloggers, specifically when it comes to the cosmetic industry count for so much more than any advertisement ever could, simply because people want to see how you use a product. People want to see how it looks on different skin types. People want to know where you can get it, what kind of looks you can create [with] it and how you can repurpose a product. And I think Instagram and Snapchat have revolutionized that. (Interview Participant 1)

This is important for public relations practitioners when creating a campaign targeting the cosmetic industry and males in the cosmetic industry. This information is also important for public relations practitioners who already work within the cosmetic industry or work for a cosmetic brand and are managing the social media accounts of the brand. Public relations practitioners should also keep in mind the importance of influencers in the cosmetic industry.

Limitations

The biggest limitation with the thesis is the amount of time to conduct both primary and secondary research as well as writing the thesis. Another limitation with the thesis is almost all the

secondary sources examine the idea of masculinity in connection with male cosmetic use and cosmetic purchasing habits. Although the secondary sources did contain relevant information, the focus of the thesis was not on masculinity. Another limitation regarding the secondary research is that none of the research explored social media and how social media has changed the landscape for males to be a part of the cosmetic industry. The last limitation for the thesis was getting individuals to participate in both the survey and the interviews.

Conclusions and Recommendations

Based on this thesis and past research, more research needs to be done on the inclusion of male consumers and the effect including males would have on the cosmetic industry. Throughout the research, it was stated having more men visible within cosmetic advertisements and stores would increase the number of men purchasing cosmetic and skincare products. Despite the increased number of men purchasing skin care products, there has been little-to-no increase in the number of men purchasing cosmetic products. A potential factor contributing to the minimal increase in men purchasing cosmetic products is the language used to market the products to consumers. With the inclusion of men within the cosmetic industry, the language used to market the cosmetic products or used to describe the results provided by the product would need to change to fit the new demographic.

Additionally, more research should also be conducted on influencers and their effect on male consumers. Male influencers may have the ability to increase male cosmetic and skincare purchases, but this increase would depend on the visibility of men wearing and purchasing cosmetic products and destigmatizing the use of make up due to gender and societal norms and expectations.

Although women have been the primary target audience of the cosmetic industry, more males have started to become visible in the cosmetic industry by being featured in cosmetic brand advertisements, as brand spokespeople and as the face of cosmetic brands. Times have started to shift; more men and women are breaking free from traditional gender roles and rebelling against societal norms and expectations. This rebellion is most notably on social media with male makeup artists showcasing their talents for extreme and vibrant makeup looks.

However, societal norms and expectations have the potential to stop everyday male consumers from purchasing cosmetic products. For cosmetic brands to overcome this, it is important to stop creating gender specific and gender typed products. Instead, brands should focus on creating products that target different skin types and concerns. This would help men focus on taking care of their skin or using products to boost their self-esteem thus destroying ingrained societal norms and expectations as well as gender roles.

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Appendix A

Survey Questions

1. Age (choices: 19-29, 30-39, 40-49, 50-59)
2. Gender (choices: male or female)
3. Do you wear cosmetics (choices: yes, occasionally, not at all)
4. How often do you wear cosmetics (choices: daily, once a week, once a month, only on special occasions) Only participants who answered yes or occasionally to Question 3 answered this question.
5. Have you seen an cosmetic brand advertisement featuring a male (choices: yes or no)
6. How do you feel towards men wearing makeup (choices: positive, negative, neutral not my concern)

Male Only Survey Questions

7. Have you ever purchased a skincare product besides shaving products? (choices: yes or no)
8. Have you ever purchased a makeup product ie. mascara, concealer etc.? (choices: yes or no)
9. Has a significant other ever purchased a makeup product for you? (choices: yes or no)
10. Has a significant other ever purchased a skincare product for you besides shaving products (choices yes or no)
11. Would you purchase a makeup product to enhance your appearance? (Choices: yes, no or maybe)

Female Only Survey Questions

12. Have you ever purchased a makeup product for your male significant other? (Choices: yes, no or not applicable)
13. Have you ever purchased a skincare product for your male significant other that was not a shaving product? (Choices: yes, no or not applicable).

Appendix B

Survey Participants

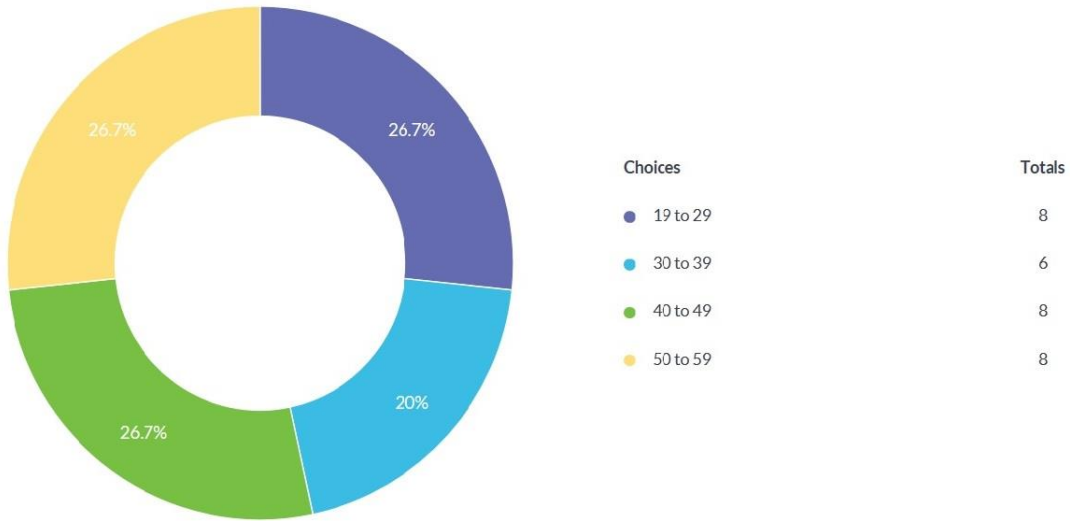
	19-29	30-39	40-49	50-59
Female	Survey Participant 1; past coworker	Survey Participant 9; past coworker	Survey Participant 15; family friend	Survey Participant 23; father's coworker
	Survey Participant 2; friend	Survey Participant 10; family friend	Survey Participant 16; family friend	Survey Participant 24; father's coworker
	Survey Participant 3; past coworker	Survey Participant 11; family friend	Survey Participant 17; father's coworker	Survey Participant 25; family friend
			Survey Participant 18; parent	Survey Participant 26; significant other's relative
Male	Survey Participant 4; friend	Survey Participant 12; father's coworker	Survey Participant 19; father's coworker	Survey Participant 27; father's coworker
	Survey Participant 5; father's coworker	Survey Participant 13; friend's significant other	Survey Participant 20; father's coworker	Survey Participant 28; significant other's relative
	Survey Participant 6; friend	Survey Participant 14; father's friend	Survey Participant 21; father's coworker	Survey Participant 29; family friend
	Survey Participant 7; significant other		Survey Participant 22; mother's coworker	Survey Participant 30; father's coworker
	Survey Participant 8; Significant other's brother			

Appendix C

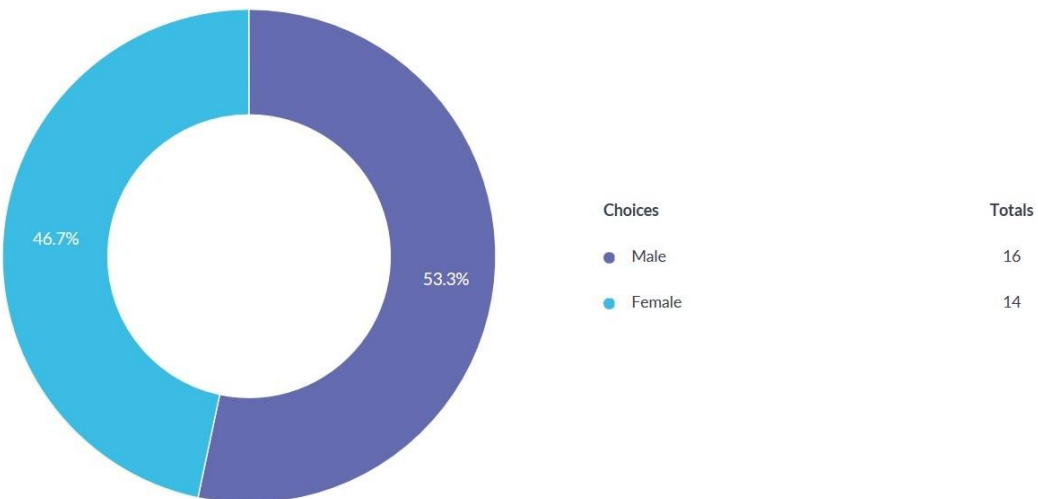
Survey was created on surveyplanet.com.

Survey Results

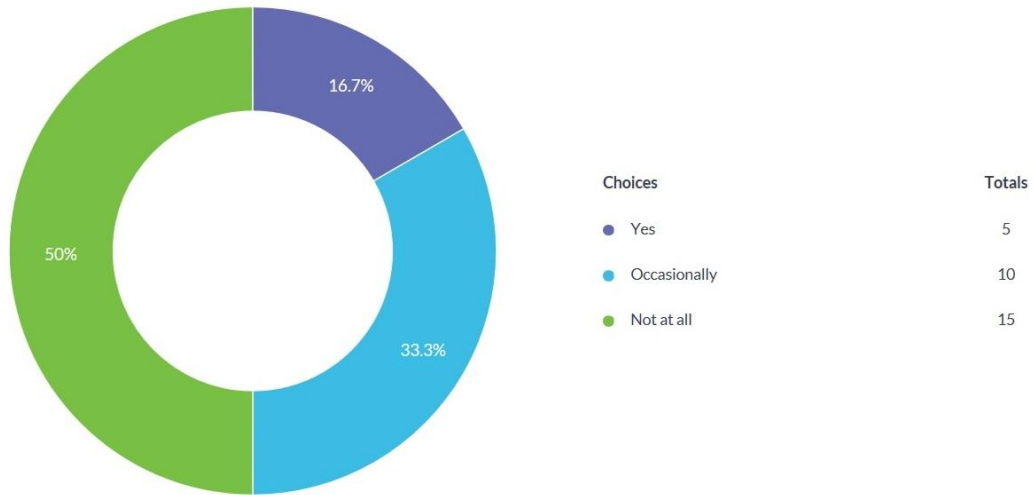
Question One. What is your age?



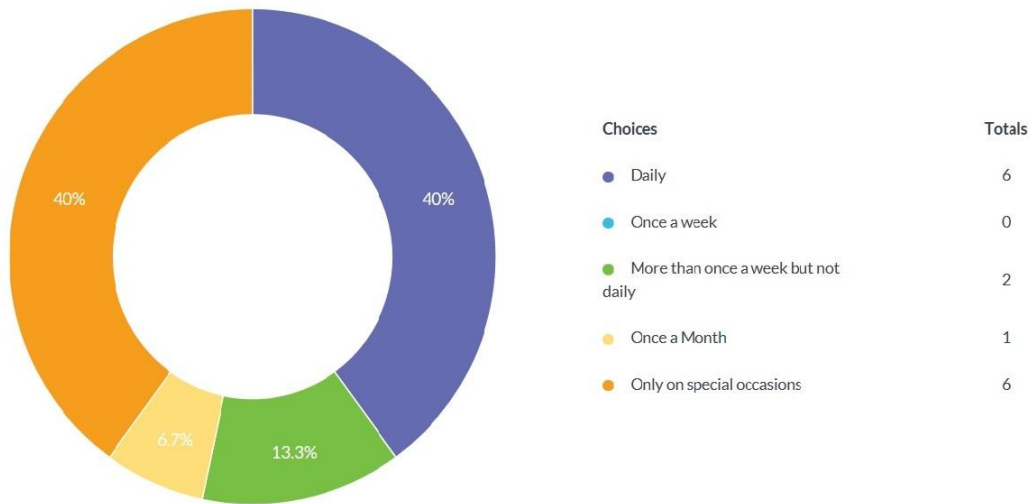
Question Two. What is your age?



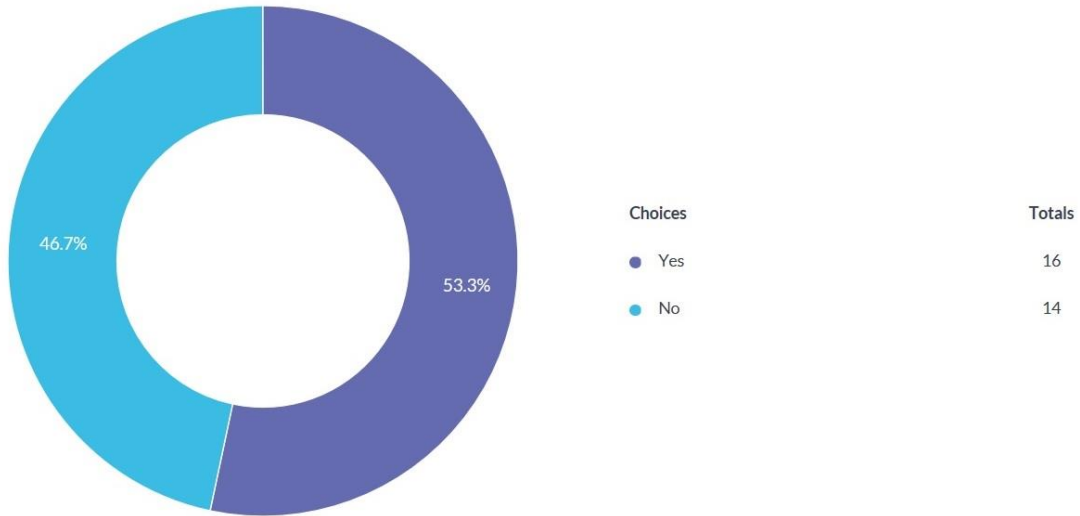
Question Three. Do you wear makeup?



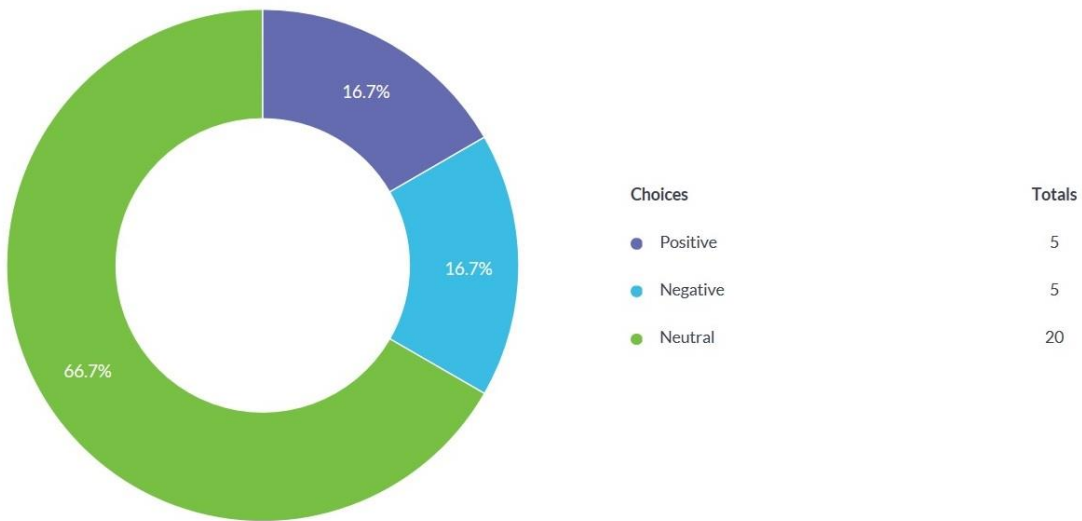
Question Four. How often do you wear makeup? Only participants who answered yes or occasionally to Question three answered this question.



Question Five. Have you seen a cosmetic brand advertisement featuring a male?

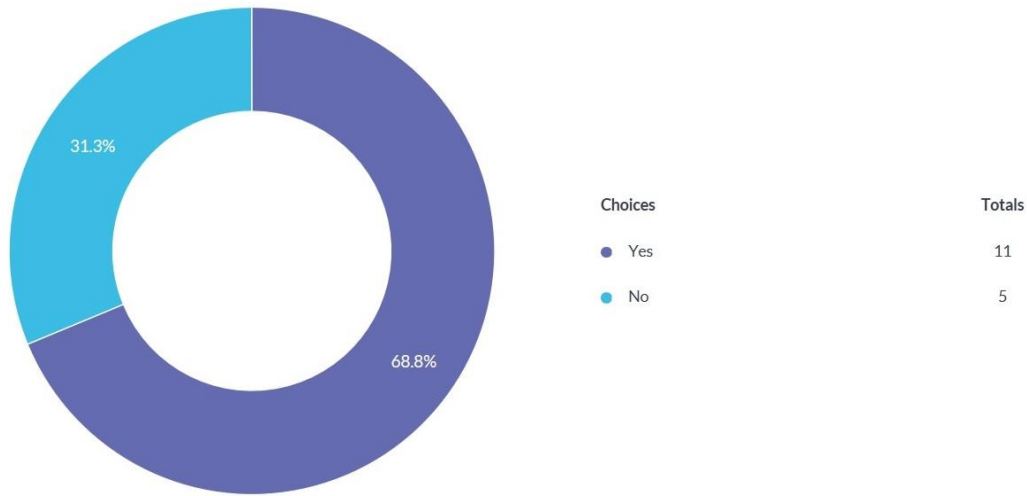


Question Six. How do you feel about men wearing makeup?



Male Only Survey Question Results

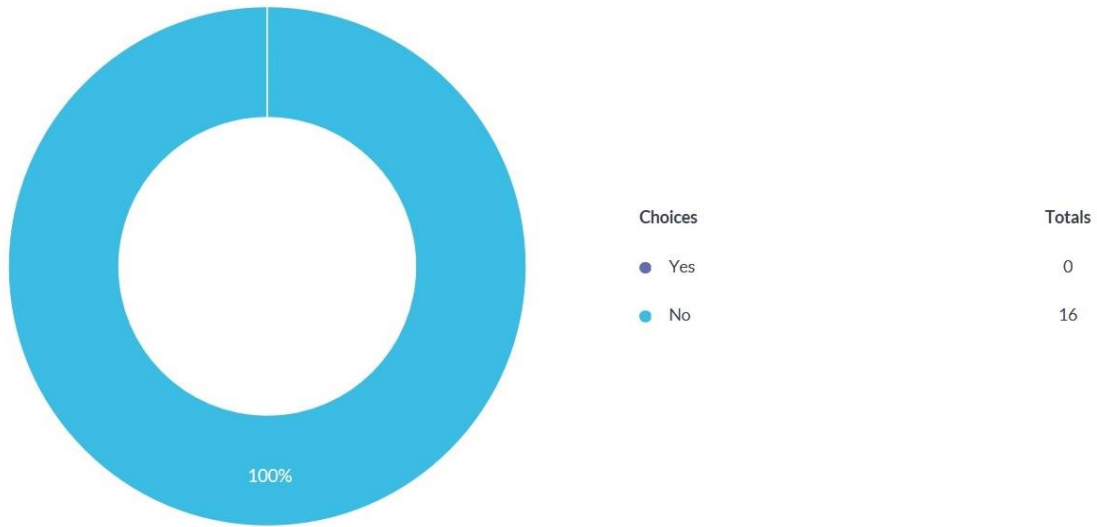
Question Seven. Have you ever purchased a skincare product for your face besides shaving products?



Question Eight. What was the facial skincare product you purchased? Only male respondents who answered yes to question 7 answered this question.

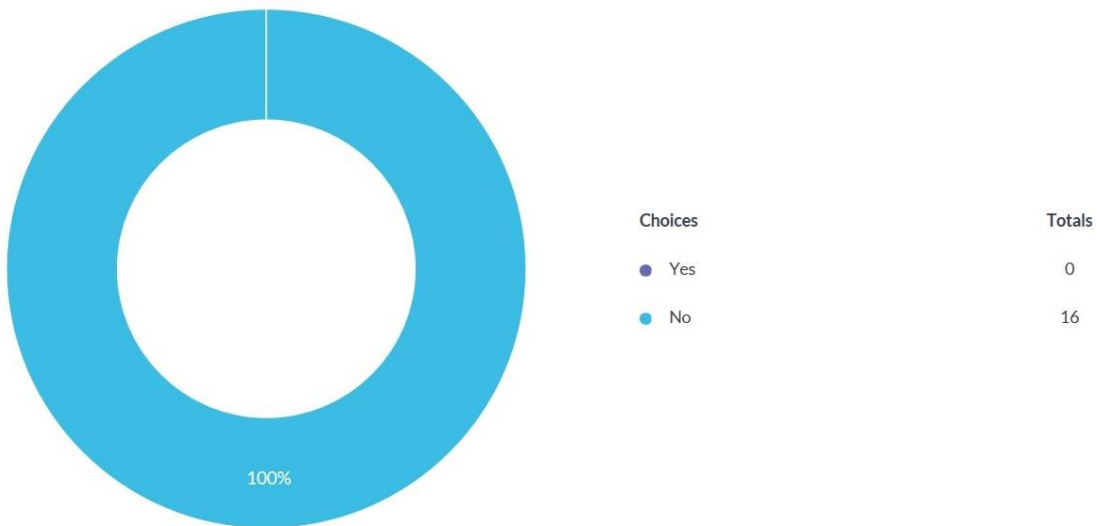
- Beard oil and special soaps
- Nivea face moisturizer and Gillette face rubs
- Beard Oil
- Facial Scrubs
- Nivea Face Moisturizer
- Moisturizer, facewash, mud mask, peel
- Moisturizing cream.
- Avon cream
- Pore cleaning stuff
- Moisturizer exfoliating cream
- Face cleanser

Question Nine. Have you ever purchased a makeup product ie. Mascara, concealer, etc.?

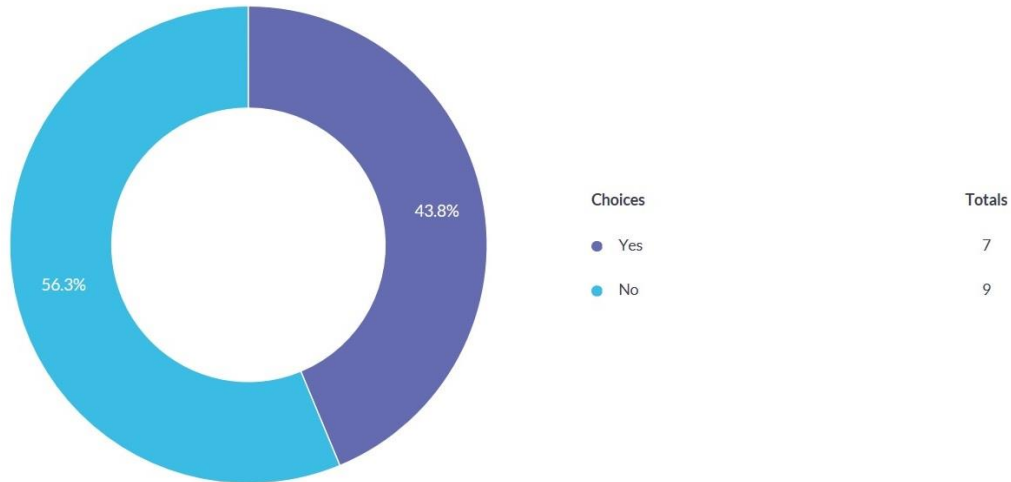


Question 10. What was the makeup product you purchased? There are no answers as no male respondents answered yes to question 9.

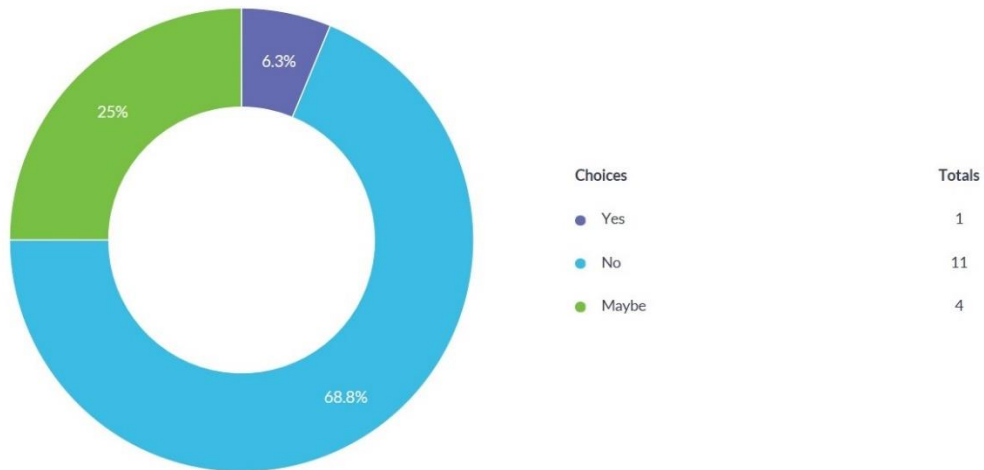
Question 11. Has a significant other ever purchased a makeup product for you?



Question 12. Has a significant other ever purchased a skincare product for you besides shaving products?

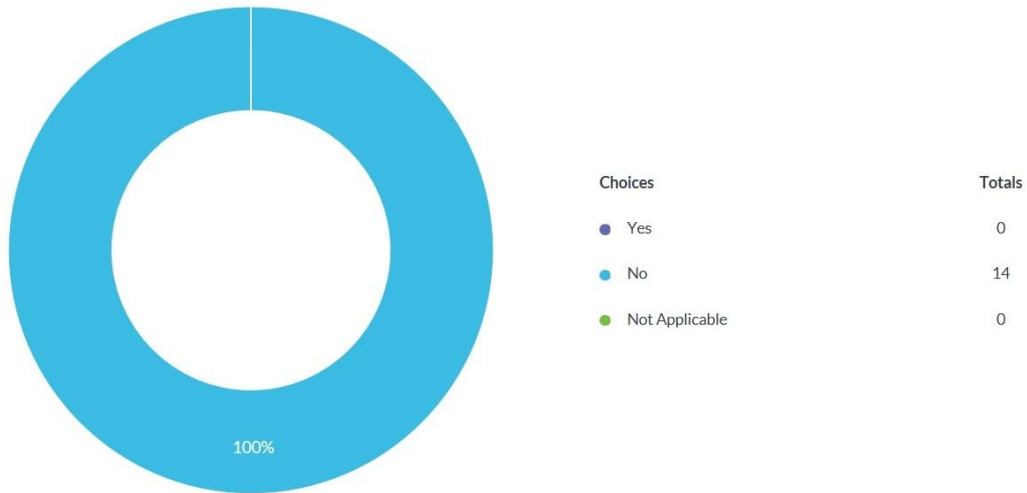


Question 13. Would you purchase a makeup product to enhance your appearance?

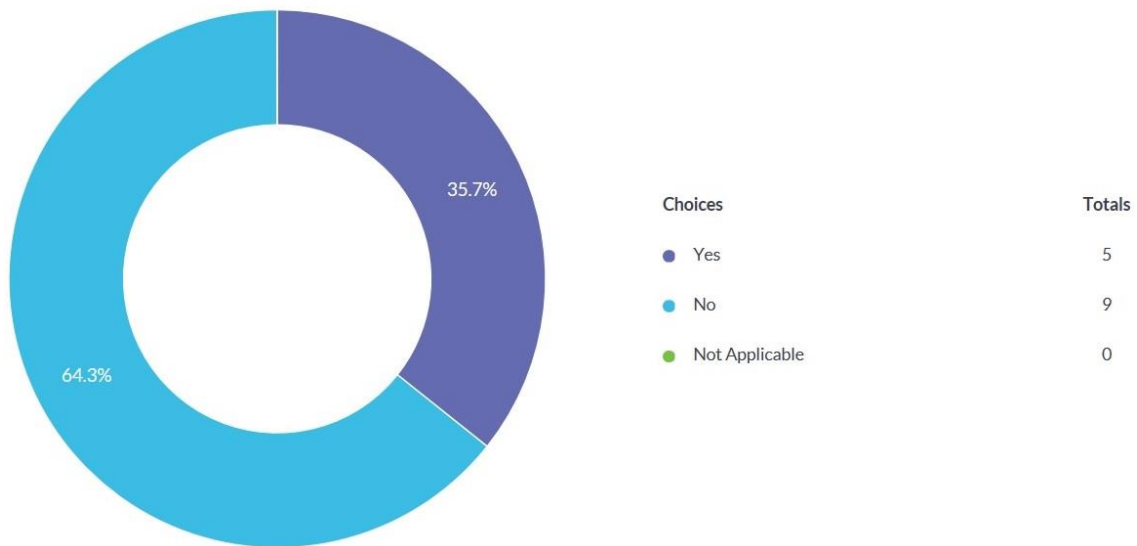


Female Only Survey Question Results

Question 14. Have you ever purchased a makeup product for your male significant other?



Question 15. Have you ever purchased a skincare product for your male significant other that was NOT a shaving product?



Appendix D

Participant 1 Interview Transcript

How long have you been working in your current position? And in the Public Relations industry?

In this current position six and a half months and a year and a half in the public relations industry.

How do you feel about male spokespeople in the cosmetic industry?

I feel great about it because I think it goes along really well with the whole redefine gender roles and gender stereotypes and I think men are really starting to care a lot more about like skincare, beauty and all that kind of stuff. And having worked industry, I would say I've noticed a lot more men inquiring and wanting to use beauty and skincare products. And yeah, I feel great and I think it's a good way to get the word out and breakdown what we think someone who uses beauty products should look like.

With the use of male spokespeople in the cosmetic industry, do you think more men will use cosmetics?

I think for sure because society is all about role models and images and learning through image and I think when we change our perception on what someone who uses beauty products should look like. With more male spokespeople, I feel like more men will think it's okay. When see more men and hear more men talking about beauty, skincare, cosmetics whatever it is, it kinda breaks down that barrier just like seeing older women or women of colour in the cosmetic industry it redefines everything and unfortunately the media is the main way create what is

normal in our world. So if more men, see more men, hear more men, eventually I think it will transfer down into what we deem is okay or what's normal

What is your experience with the beauty industry and the industry's marketing strategies?

So, my experience is I've actually worked for a natural, organic, vegan, vegetarian cosmetic company and my experience in it is I find there is a lot of different types of people coming in who want to learn more about it and my experience working for that company is a lot of people are shocked when I give them information about what natural products can do for you and they really appreciate that. And also, specifically with men, I've had a lot of men coming in and they feel uncomfortable but when you tell them you get a lot of men coming into the store they start to feel better. And in terms of a marketing scheme, one thing that I've always had an issue with in this industry is the selling of antiaging products because having worked at a natural cosmetic company and personal care company, you get a lot of people coming in saying "what will take away my wrinkles" "do you have anything anti-aging" and one thing we are taught is to actually say no, we don't have that it is simply a marketing scheme and those products don't exist we have stuff to maintain your skin but the only thing that can reverse the effects of antiaging is plastic surgery. So, this industry is definitely brands against insecurities such as antiaging or you know wanting to look a certain way. But on the other hand, you have the whole Instagram movement and beauty blogger movement that I think has redefined what the industry is like I don't know anyone who would watch a CoverGirl commercial anymore and believe anything they say. Everyone want to kind of learn, like for me personally, I learn and having worked in this industry in PR and beauty, I've learned that bloggers, specifically when it comes to the cosmetic industry count for so much more than any ad ever could, simple because people want to see how you use a product. People want to see how it looks on different skin types.

People want to know where you can get it, what kind of looks you can create for it, how you can repurpose a product. And I think Instagram and snapchat have revolutionized that. So that definitely has to be, I say, the strongest marketing scheme. The weakest marketing scheme to me is obviously the antiaging.

Do you think cosmetic companies will change their marketing and communication strategies to include a male audience?

I definitely think they will but it is definitely something I would say is a lot slower to the role than other marketing scheme has been. Like you see the obvious things like beard oils and beard balms like we worked with a client who obviously, that was their main product was men's grooming. That seems obvious but it's awesome to have a brand that says no you can use the same skincare as your girlfriend uses. For instance, I know GLAMGLOW loves reposting boyfriends and girlfriends having masks on. You can see it kind of erases that taboo so I think they are starting too but I definitely don't think it is as fast as it should be but I would say probably within the next year we will really see it take off especially with, I would say skincare is probably going to be the biggest one cause I mean I can't see my boyfriend using foundation. But I think skincare is a huge opportunity because a lot of men want to take care of their skin, they just don't know how to so definitely I would say within the next six to 18 months we will see a lot of brands really really targeting men and I know one of the company's I've worked for is super proactive on that as well as haircare. And I know it has paid off huge for them. So yeah, definitely think it is something they are going to do soon, I would just say if you are a beauty brand now, jump on that soon. Don't be late to the party.

So you think they will change the way skincare is marketed to men?

Yeah, I definitely think they should and I think that they will try to redefine. I think one of the biggest opportunities that they should change and my recommendation would be in their marketing schemes would be don't brand this as men's skincare and this is women's skincare because then you've closed off your demographics. What I seen work for one of the brand's I have worked for is people come in looking for just stuff for men and we would say well everything is for men and everything is for women. We don't have gender labels on our packaging because anyone can use anything it just depends on your skin type. So I definitely think they would change their marketing schemes and I think that would be opportunity, don't label things as gender wise because then you close off a demographic to them and that would be an awesome to see that, like oh your girlfriend house on face mask night well you can use the facemask too like that is a huge opportunity for them because then it obviously erases the taboo and they can try the product with their girlfriend or whatever it is. And they will eventually buy the product if they like it or be gifted it by the person who let them try it.

Do you feel the way cosmetics are currently marketed is a deterrent to potential male consumers?

Yes definitely and it goes back to what I just said, it's always brand as just like be beautiful, be sexy or I don't know, it just really really gender marks as something for women so that obviously deters men because guys, especially now want to be a bro and be tough and they aren't going to buy something if it is deemed for women or uses the word sexy or beautiful. I know GlamGlow specifically uses that word, sexy, in a lot of their branding and all over their website and if I was a guy I would be like no. So that definitely a deterrent and just like would be awesome to see a lot more men working at stores and brands post pictures of guys using it and I think once you see that it would be less intimidating for a guy to enter a store or enter a website.

So I definitely think there is a deterrent. I mean there are hippie brands like Lush and stuff like that have an equal gender ratio in their stores and in their ads and stuff on their social media. But to definitely walk into Sephora or something like that would be extremely overwhelming I think.

Do you think cosmetics, with the way they are currently marketed are inaccessible to males?

I think they are accessible I just don't think it is made a safe environment is created for them. I mean it is super easy to search up skincare and like go on Sephora's website or Instagram but I don't think they would see anything they really like there which would then prohibit them from ever purchasing something. So I think they are accessible, I just don't think they are marketed or created in a way that encourages them.

When was the first time you purchased a cosmetic product? What was the product?

I honestly don't know specifically what the product was but it was probably something crappy from Walmart when I was in grade 7. But when I consciously purchased something as an adult that I actually did research on was probably, honestly, very recently like I would say first year university and it was probably skincare and I did research on it and like now I'm so obsessed with the cosmetic industry but definitely something recent and it was definitely propelled to buy it by Instagram. But before that I probably would've just went to Walmart and gotten a foundation or something. But as an adult actually looking something up was definitely first year university and probably like realizing actually my skin is not going to be nice forever and actually do something about it.

With the product you researched, how did you feel when you purchased that product?

It's exciting for sure. It's exciting to search something up, look at it, go in store, be talked to about it, have a demo if that's what the stores does and most stores do and take it home and try it for the first time. It's exciting. And obviously you're waiting to see if there is results and stuff like that. It's definitely something that has the power to change your self esteem, your mood your emotions and stuff like that. It's honestly an experience.

Do you think social media has opened channels for males to participate in the cosmetic industry?

I think it has for sure. There is a lot of celebrities, bloggers, YouTubers, whatever it is there is a lot of people like that on there that they may have followed for something else but then when they see them post about it or talk about it, it gets them thinking maybe I should use this or let me search this up. And I don't think that is an environment that they ever would've had without Instagram. I mean they would've had to be consciously searching for this stuff as they wouldn't come across it as with now it's like they are 10 times more likely in my opinion to encounter something than they ever would've before. I mean before you would specifically sign something or hear it word of mouth and then search it up. With Instagram you can actually see a product, see a review and then go to that website. You can get recommendations without really asking for them and I think that is huge, for men especially because men don't want to take care of their skin unless they are told they need to and what a way to be told than by their favourite YouTubers or a celebrity or sports star or blogger.

Participant 2 Interview Transcript

How long have you been working in your current position and in the beauty industry altogether?

In my current position, it's been a little over a year. I have been in the beauty industry for 19 years.

How do you feel about male spokespeople in the cosmetic industry?

I think it is more common than we think. I think that it works! It has been happening long enough that it really goes to prove that there really is no difference between the power of male spokesperson versus a female spokesperson. I do think there is a difference if the person embodies the brand and the message is one thing and what gender that person is makes no difference.

With the use of male spokespeople in the cosmetic industry, do you think more men will use cosmetics?

Yes and no. I think that is a catch 88. For instance, I'm a male spokesperson but I don't think I encouraging more men to use it. I think that it depends on what demographic of men. I think I'm bringing more awareness to the mass audience that men do wear makeup. So, in spreading that message yes but I don't think I'm convince men to start wearing it, however, I think seeing the face of a man in a campaign definitely encourages men to explore more and be open to exploring. So if you go into any department stores and you see a men's section or a men's line and you see a recognizable men's face that is obviously catering to a demographic but you would not find that where the lipsticks are, where the concealers are, where the foundations are and I think if we started showing that demographic and opening up that door, just like we did with all the different racial demographics, it would compel men to try more but we don't see that. We are just scratching the surface.

What is your experience with the beauty industry and the industry's marketing strategies?

I've only just recently in the last 6 or 7 years been more involved with marketing and PR and all of that side of cosmetics. It very eye-opening to see what goes into portraying a message to a

consumer. It's not as pretty or as simple as you think. It's a lot of layers, lots of editing and I don't mean photoshop editing, I mean boiling down your key messages and how to effectively communicate it and those things touch on things like is it a male or is it a female, does it need to be both, what skin tone would she be to best represent the collection. It's all of those things.

Do you think cosmetic companies will change their marketing and communication strategies to include a male demographic?

One day yes! I do think now is a perfect example of the industry moving in that direction by having male spokespeople. You know, it's no surprise, it's not new that men are in and working in this industry but now for the first-time males are recognized as the spokespeople, as the ambassadors, in the forefront speaking the marketing messages. It is no longer just a fan posting a picture or a video anymore, it's not just someone representing the brand, endorsing it.

Note: Participant 2 was not asked the follow up question *why do you think they will change* as he answered it already.

Do you feel the way cosmetics are currently marketed is a deterrent to potential male consumers?

200 per cent. It's not inclusive. I mean, the same could be said about cosmetic lines always using predominantly one specific demographic for their images and it doesn't appeal to a broad mass and the reality is everyone wants cosmetics. It's not an exclusive right, it's anybody's game and we're not as brands, we are not marketing it enough to the mass. It is still very pigeon holed. But slowly, make up brands are becoming more aware of that and they are more mindful of that. The brand I am currently at, has broken those boundaries a long time ago. We have used a lot of diverse models in skin tone and in age range and appearance, we don't just use models, we simply don't have celebrities and models endorsing our products. We use real people.

Do you think cosmetics as they are currently marketed, are inaccessible to men?

I think it's not appealing to males. It is available. It is absolutely accessible but no one's knocking on their door. I believe it was Giorgio Armani, I could be completely wrong but I believe, no, Jean Paul Gautier, sorry. Gautier was the first ever luxury house that designed a men's line of male cosmetics, it was nice to see. Did it last? Is it doing great? Probably not, you know, rolling in the dough but they had men's tinted moisturizer, men's brow gel and I ever never heard of another really well known brand do that besides them. Currently Tom Ford has a bunch.

What was the first cosmetic product you purchased and how long ago was that?

It was 20 years ago, a year before I started and it was Spice Lipliner by MAC. In the 90's spice lip liner was all the rage and it was a very matte romantic pinky neutral shade. Everybody loved pink neutral lips. Everyone was into matte. Matte everything, matte lips, matte skin, lots of powder. Makeup equalled powder.

How did you feel when purchasing that product?

My feeling that I got when buying it was "Holy crap, I'm buying, an eight dollar lip liner". Back then the lip liners were 8\$ and back then, when I bought it, 8\$ was a lot of money. But it was a good deal. I felt like I was buying a pro product because back then, in 1996 or 1995, MAC was regarded very differently. There weren't a lot of competitors. They were the leaders, they were trendsetting, they were unusual and they were really highly regarded as an artistry brand and I think now that it has become more accessible to the public and more established, it's a little more relatable, a little less only makeup artists and only rebels that want purple lips or black lips. It felt really awesome. It felt like I had a piece of the elite kit. People saved up money for comics, I saved up money for makeup.

Do you think social media has opened channels for males to participate in the cosmetic industry?

I think social media has been an unbiased forum because it is anybody's game because anyone who pays for data can post. I think it has, like I said anybody with a phone or anybody with can now be heard or be seen, which is amazing. They express what they want to express. It's such a, I mean I hate to use the word safe because I disagree with that term, it's a safe place. Anybody and everybody can voice and share whatever they want to share but the unfortunate side to it is also no one is accountable for the backlash. There are lots of terrible things that also happen on social media towards people that want that freedom to express themselves. So, it's double edged. But yeah, I think it's opened up another way for males, in particular, or any up and coming artist to express something that we haven't seen before.

Participant 3 Interview Transcript**How long have you been working in your current position? And in the beauty industry overall?**

7 years. 7 years. Well I guess 8 years if you want to count my one year in beauty school.

How do you feel about male spokespeople in the cosmetic industry?

I love it because I always, I mean I'm obviously bias because I represent brands but I love it because beauty is traditionally or it's known to be populated by women traditionally but men and women share the concept of beauty and wear makeup. So, I love it. And it broadens an industry, broadens a market, broadens a definition of beauty. It makes it bigger and better, so, yeah, I love it.

With the use of male spokespeople in the cosmetic industry, do you think more men will use cosmetics?

Yes but define cosmetics, are we talking the full nine yards like I do or just makeup and skincare. *(confirmed it was makeup and skincare)* Yes, absolutely because even like five years ago I could name like a handful of brands that had a men's dedicated skincare line. Whereas now, there is a lot. So, definitely. If we want to just talk about makeup, like foundation, blush, bronzer, a lot of brands have men in their ads wearing it so it has diversified.

Do you feel the way cosmetics are currently marketed is a deterrent to potential male consumers?

No I don't think it is a deterrent but I do think there is room for improvement. I don't think it's a deterrent because if a guy feels the wanting to wear makeup, they already have the confidence to walk into a store to do it. I think if they actually have, I don't want to say they deter themselves though, but if a man is looking for makeup and they walk into a makeup store, they already like, it's not a deterrent because they are already there and everybody loves to see a man and they are already going to be happy to see them there. The deterrent is more so the social, not the cosmetic industry just the social exceptions, like a man wouldn't say what are you doing on your lunch break? Oh, I am going to go buy some makeup. They wouldn't say things like that but they would do that. A lot of them have done that

Do you think cosmetics, the way they are currently marketed, are inaccessible to males?

No. Actually it's not as accessible as it is to women but it is still easily accessible. When I say it's not as accessible, I mean when you walk into a makeup store, it's like 80 per cent of it is

geared towards women. So that's what I mean by not as accessible. But a man can easily walk into a store and easily navigate and see where the men's section is

When was the first time you purchased a cosmetic product? What was the product?

Well it was when I was in makeup school, so I'm guessing around first day of makeup school. I'm not counting the makeup kit as I count that as part of the tuition. But around the same time so eight years ago. It would either be Laura Mercier foundation primer or it would've been Chanel's Illusion D'ombre, sparkly green and sparkly gold eyeshadow. It's one of those two, they were probably on the same day too, I just remember them.

How did you feel when purchasing those products?

I felt good! I had already, mind you I didn't know much about makeup industry or things like that but I had already heard of Laura Mercier as a brand and it was one of those, I didn't know anything about makeup when I went to makeup school so at my school they all these different books and Laura Mercier was one of them so that already had my eye towards it. And then I read about it and then I Googled what she was really known for which was her primer and I went out and got it. There is no colour to it, it's just a clear so I knew I would use it for myself and on someone else. And I've always really like Chanel products.

Do you think social media has opened channels for males to participate in the cosmetic industry?

Absolutely! I am not, believe it or not, not that social media active but I have heard about, I teach so a lot of my students have been telling me about these YouTube makeup artists. I've seen videos of them and I mean you would have never even saw that ever. And I'm not talking

eye makeup that is wearable, I mean makeup that is full like animated style. You would have never seen that so for sure it has opened up and brought that to attention. It goes hand in hand with the accessibility of makeup in the store.

Have you ever applied makeup to a male client before? How many male clients have you had over the course of your professional career?

Yes. A lot, not as much as women but a lot. I say a lot because I do things like actor headshots so there are males that have makeup applied to them. Not as often but I do, have done like makeup workshops throughout the year so there are men that come to them as well. And those workshops could be something as simple as like foundation or even Halloween workshops like a tiger face or a cut bruise, so it would be a male model and yeah I have had some clients that dress up like drag queens. So it can be as extreme as drag queens with lashes and everything to as simple as concealer and powder for actor headshots and music videos too so a lot.

Appendix F

Sample Information and Survey Letter



To: [Participant's Email]
From: sarah-thompson81@hotmail.com
Sent: Tuesday, February, 14, 2017, 9:00 AM
Subject: Bachelor of Public Relations Student Thesis: Invitation To Participate in An Examination of *IMC and Male Users in the Cosmetic Industry*

My name is Sarah Thompson and I am a fourth-year Bachelor of Public Relations program student at Humber College Institute of Technology & Advanced Learning. I am currently conducting research as part of my final semester capstone thesis titled, **An Examination of Integrated Marketing Communications: Male Inclusion within Cosmetic Brands**. My thesis supervisor is Dr. Lydia Boyko, Professor, School of Media Studies & Information Technology, Humber College. I am writing to request your participation in the survey.

The purpose of this study is to understand how cosmetic brands may have to change their integrated marketing communications (IMC) strategies to incorporate a male audience. Integrated marketing communications plays an important role in public relations as it helps reach the public. By reaching out to selected individuals who have connection to the public relations field or the cosmetic industry as well as surveying selected individuals in determined age categories for information relating to this study, the information found through secondary sources will be supported. The projected timeline for this study is six weeks, beginning February 14, 2017 and concluding at the end of March.

You were identified for participation on the basis of your age, which fits into the predetermined categories as well as recommendations from my social group.

Understanding the demands and limitations on your time, the web-based questionnaire, which is accessible through the link below should take about 15 minutes to complete. It is password protected; access to the database is limited to this researcher and the thesis supervisor. I am administering the survey myself.

Only aggregate data will be reported and no participant will be identified or identifiable individually. The data (including audiotapes) will be destroyed three years after the study has been completed and the results have been published.

Subject to the student's/investigator's consent, this research project may be published in the Humber Library Repository - an open access website available to the public

(<https://library.humber.ca/collections/>) – or in another publication, and/or presented at professional and/or industry conferences. If published/presented, participants' privacy will be protected by using pseudonyms or removing any identifying features.

No risks, harms or inconveniences are anticipated to involvement in this study. Your participation is entirely voluntary, and you may withdraw from the study at any time for any reason, without any need of explanation or penalty of any kind. You are free to reply to any questions you want and to leave blank any questions you would prefer not to answer.

There is no immediate financial compensation for providing input to this study. The gains are both general and specific: not only to bridge a large gap in the literature on the Canadian public relations profession but potentially, on a practical level, to enhance the preparation for and recognition of the practitioner's roles and responsibilities in a complex operating environment.

If you have any questions or concerns about this study, please do not hesitate to contact me (coordinates provided below) or Dr. Boyko directly: 3199 Lake Shore Blvd. W., L4000, Toronto, Ontario M8V 1K8; (tel) 416-675-6622 (ext. 79322); (email) lydia.boyko@humber.ca .

For information regarding your rights as a research participant or for clarification about the ethics approval, please contact the Humber Research Ethics Board (REB): Jasteena Dhillon, REB Chair, 416-675-6622 (ext. 4543), jasteena.dhillon@humber.ca.

Please indicate your consent to participate in this study and for the stated use of the collected data, based on the information in this letter to the survey, by marking an “x” in this box:

Link to the survey: <https://surveyplanet.com/58bc4f321b114214b20d084c>

Your time, consideration and insights are appreciated.

Sarah Thompson
Bachelor of Public Relations
School of Media Studies & Information Technology
Humber College Institute of Technology & Advanced Learning
Sarah-thompson81@hotmail.com
289 213 1619

Sample Information Letter for Interviews

March 6, 2017

MEMORANDUM

To: [Participant's Name]

From: Sarah Thompson

Re: **Bachelor of Public Relations Student Thesis: Invitation To Participate in An Examination of Integrated Marketing Communications and Male Users in the Cosmetic Industry**

My name is Sarah Thompson and I am a fourth-year Bachelor of Public Relations program student at Humber College Institute of Technology & Advanced Learning. I am currently conducting research as part of my final semester capstone thesis titled, **An Examination of Integrated Marketing Communications: Male Inclusion within Cosmetic Brands**. My thesis supervisor is Dr. Lydia Boyko, Professor, School of Media Studies & Information Technology, Humber College. I am writing to request your participation in an interview.

The purpose of this study is to understand how cosmetic brands may have to change their integrated marketing communications (IMC) strategies to incorporate a male audience. Integrated marketing communications plays an important role in public relations as it helps reach the public. By reaching out to selected individuals who have connection to the public relations field or the cosmetic industry as well as surveying selected individuals in determined age categories for information relating to this study, the information found through secondary sources will be supported. The projected timeline for this study is six weeks, beginning February 14, 2017 and concluding at the end of March.

You were identified for participation on the basis of your [Title] at [Company name].

The session will be 20 minutes in length, at the Lakeshore campus of Humber College, or at a location on your premises or by phone/email if more convenient for you. Handwritten notes will be taken; the discussion will also be audio recorded

Only aggregate data will be reported and no participant will be identified or identifiable individually. The data (including audiotapes) will be destroyed three years after the study has been completed and the results have been published.

Subject to the student's/investigator's consent, this research project may be published in the Humber Library Repository - an open access website available to the public (<https://library.humber.ca/collections/>) – or in another publication, and/or presented at professional and/or industry conferences. If published/presented, participants' privacy will be protected by using pseudonyms or removing any identifying features.

Participants will have the option of reviewing transcripts to ensure clarity and to expand upon commentary if they wish to do so.

No risks, harms or inconveniences are anticipated to involvement in this study. Your participation is entirely voluntary, and you may withdraw from the study at any time for any reason, without any need of explanation or penalty of any kind.

There is no immediate financial compensation for providing input to this study. The gains are both general and specific: not only to bridge a large gap in the literature on the Canadian public relations profession but potentially, on a practical level, to enhance the preparation for and recognition of the practitioner's roles and responsibilities in a complex operating environment.

If you have any questions or concerns about this study, please do not hesitate to contact me (coordinates provided below) or Dr. Boyko directly: 3199 Lake Shore Blvd. W., L4000, Toronto, Ontario M8V 1K8; (tel) 416-675-6622 (ext. 79322); (email) lydia.boyko@humber.ca .

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Your time, consideration and insights are appreciated.

Sarah Thompson
Bachelor of Public Relations
School of Media Studies & Information Technology
Humber College Institute of Technology & Advanced Learning
Sarah-thompson81@hotmail.com
289 213 1619

Sample Consent Form for Interviews

Re: Bachelor of Public Relations Student Thesis: Invitation To Participate in Examination of Integrated Marketing Communications: Male Inclusion within Cosmetic Brands. Consent To Participate in interview.

I, Participant's Name have carefully read the information in the invitation letter for the project, An Examination of **Integrated Marketing Communications: Male Inclusion within Cosmetic Brands** given to me on date. I understand that if I have additional questions about the project, I can contact Sarah Thompson at sarah-thompson81@hotmail.com or 289 213 1619 any time during the project.

I confirm that I do not require approval of my department/organization to participate in the study. I am participating as an individual based on my experience in the profession and am expressing personal views and not those of my organization.

I agree to being audio taped during the interview and understand that I will not be identified by name or identifiable in any way in the reported results.

I understand this project has been approved by the Humber Research Ethics Board (REB). If I have any questions about my rights as a research participant, I can contact Jasteena Dhillon, REB Chair, 416-675-6622 ext. 4543, jasteena.dhillon@humber.ca .

I understand that, subject to the student's/investigator's consent, this research project may be published in the Humber Library Repository - an open access website available to the public (<https://library.humber.ca/collections/>) – or in another publication, and/or presented at professional and/or industry conferences. If published/presented, participants' privacy will be protected by using pseudonyms or removing any identifying features.

I also understand that I may decline or withdraw from participation at any time without negative consequences.

My signature below verifies I have received a copy of the information letter, and that I agree to participate in the research project as described in the information letter.

Participant's Name (printed)

Participant's Signature

Date