PERSUASIVE BRIEFING

Mitali Shukla December 2020



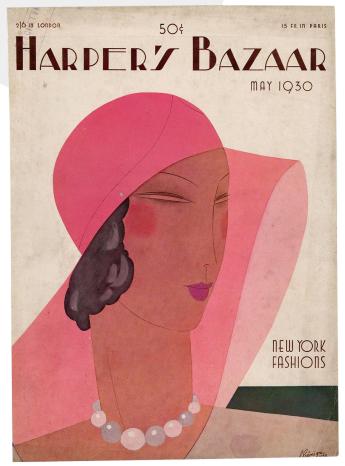


SUPPLEMENT TO HARPER'S BAZAR, 1867

2020 D

STACEY ABRAMS & JANELLE WHAT'S NEXT FOR MONÁE ON THE FIGHT FOR DEMOCRACY AVA THE NEW SEASON **DuVERNAY** & HER CAST OF CULTURE SHIFTERS THE PRIVATE LIFE & PUBLIC ART OF JENNY RIHANNA'S REVOLUTION HOLZER WHY SHE'S THE ICON WE NEED NOW

1867



Harper's Harper's





Harper's Harper's



About Harper's BAZAAR

- Founded in 1867 in New York City
- Monthly fashion magazine
- Worldwide: 37 countries and regions
- Target market: style-conscious 18-30 year old women
- Showcases work of visionary stylists, expressive photographers & talented designers
- Appointed first woman of color as top editor (June 2020)

WHAT YOU NEED: Digital Fellow

- Harper's BAZAAR digital team seeking enthusiastic, hard-working editorial fellow
- Be intimately familiar with the BAZAAR brand & topics they cover
 - fashion, beauty, politics, culture and entertainment, celebrity news –
 emphasis on royal family
- Function like a full-time staff writer, working on daily posts, contributing research for larger stories, photo galleries & other projects.
- Recent graduates with a completed degree
- Strong writing skills are required
- Previous experience interning at a website or magazine is a plus.

THE SOLUTION

- Features Editor (The Panther) 2019-now
 - Covering arts, culture, entertainment & more
 - Expert in AP Style
 - Superior news judgement
- Content & Social Media Intern (DoLA) 2020
 - Covering food, arts, entertainment & events in downtown Los Angeles area
 - Content writing & newsletter articles
 - Proficient in Slack, Asana & Radmin
- SEO Foundations & Content Marketing LinkedIn Learning Courses Completion
- Coursework in Marketing, Public Relations,
 Message Design, Mass Media





VISUALIZATION

SPOTLIGHT BIPOC & LGBTQIA+ COMMUNITY





INFLUENCER MARKETING

EXPANDING THE TARGET MARKET



hudabeauty 🕲 🤀 🏶 Repost @samiacaff

In this tutorial conceal and contour one side of my face using @shophurabbeauty #OverachieverConcealer in shades Nougat and Honeycomb. In so impressed by the results. I usually color correct to hide my dark circles. But with these concealers you don't need color correction. The coverage is amazing #O. These concealers come in 20 different shades, perfect for every skin tone.

©hudabeauty Rose Gold Remastered Eyeshadow Palette. @hudabeauty Faux Filter Foundation in Raklava

©hudabeauty Overachiever Concealers in Nougat and Honeycomb. @hudabeauty Easy Bake in Banana Bread.

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THE PLAN

- Spotlight BIPOC & LGBTQIA+ communities
- Expand target market
- Segment market channels
- Collaboration with beauty companies
- Influencer marketing



THANKS

Do you have any questions? mishukla@chapman.edu

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