

CAPSTONE 2022



# THE BEAUTY RENAISSANCE

## THE NEO CONSUMER LANDSCAPE



OFFLINE LIVES IN THE NOW  
VALUE DRIVEN  
NEED TO DISCONNECT



ONLINE CHANGE MAKERS  
DIGI DAYDREAMERS  
EXPERIENCE DRIVEN

REAL ME

META ME

- Alex Alfaro Garcia
- Carey Fenton
- Aldana Ferrer Garcia
- Maria Llanos
- Christina Madsen
- Randy Malm
- Nicole Martino
- Shirel Teboul
- Amanda Rand

BEYOND INDIVIDUAL

1

DESIGN LONG TERM ARCHITECTURE

2

FIND REASONS THAT AREN'T ABOUT YOU

3

REWARD WITH OWNERSHIP

BEYOND TRUST

1

PROVIDE TRANSPARENCY FROM A-Z

2

EVOLVE INFLUENCING TO BE 1:1

3

REMEMBER "SHOW ME YOU KNOW ME"

BEYOND PRODUCT

1

PROVIDE THE RIGHT TOOLS

2

BRING THE MAGIC BACK

3

EXPAND THE POSSIBILITIES

## NEO MARKETING MODEL



FACTUAL-FAITH



INTER-COLLECTIVE



IMMERSION