

An Analysis of the Inclusion of Different Genders in BLP Beauty's Brand Image

Hanni Shabrina Johan¹, Nadia Marita Andayani²

^{1,2}Department of Communication, Faculty of Social and Political Sciences, Universitas Indonesia
Jl. Prof. DR. Selo Soemardjan, Pondok Cina, Kecamatan Beji, Kota Depok, Jawa Barat 16424
E-mail: hannishabrinaaa@gmail.com¹, nadia.andayani@gmail.com²

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Abstract

In recent years, beauty brands have begun to incorporate different genders into their brand image. This phenomenon emerged as a big change for the beauty industry because beauty products at that time only targeted women. In the past, using cosmetics was generally only reserved for women. The use of cosmetics for men is considered inappropriate and strange. BLP Beauty is an Indonesian beauty brand that prioritizes inclusivity towards all genders. BLP Beauty features different genders on their social media ads to promote their inclusivity, which they specifically use inclusive marketing strategies to achieve their goals. This research discusses the implementation of an Inclusive Marketing Strategy through the Creative Elements model applied by BLP Beauty in their social media advertisements on Instagram. Through content analysis from a qualitative approach, the findings show that BLP Beauty uses these models to carry out their social media advertising on Instagram. Social media advertising content on the official BLP Beauty Instagram account proves the use of Creative Elements in implementing an Inclusive Marketing Strategy. To encourage more opportunities, researchers need to analyze BLP Beauty's other social media platforms.

Keywords: Brand image; Creative elements; Inclusivity; Marketing; Gender roles.

Abstrak

Dalam beberapa tahun terakhir, merek kecantikan mulai memasukkan gender yang berbeda ke dalam citra merek mereka. Fenomena ini muncul sebagai perubahan besar bagi industri kecantikan karena produk kecantikan saat itu hanya menyoroti perempuan. Dahulu, memakai kosmetik umumnya hanya diperuntukkan bagi wanita. Pemakaian kosmetik bagi pria dianggap tidak pantas dan aneh. BLP Beauty merupakan salah satu merek kecantikan Indonesia yang mengedepankan inklusivitas terhadap semua gender. BLP Beauty menampilkan gender yang berbeda pada iklan media sosial mereka untuk mempromosikan inklusivitas mereka, yang secara khusus mereka gunakan strategi pemasaran inklusif untuk mencapai tujuan mereka. Penelitian ini membahas tentang implementasi Strategi Pemasaran Inklusif melalui model Elemen Kreatif yang diterapkan oleh BLP Beauty pada iklan media sosial mereka di Instagram. Melalui analisis konten dari pendekatan kualitatif, temuan menunjukkan bahwa BLP Beauty menggunakan model tersebut untuk melakukan iklan media sosial mereka di Instagram. Konten iklan media sosial di akun instagram resmi BLP Beauty membuktikan penggunaan Elemen Kreatif dalam implementasi Strategi Pemasaran Inklusif. Untuk mendorong lebih banyak peluang, peneliti perlu menganalisis platform media sosial BLP Beauty lainnya.

Kata Kunci : Citra merek; Elemen kreatif; Inklusivitas; Komunikasi Pemasaran Peran gender.

INTRODUCTION

In the past few years, beauty brands have started to include different genders in their brand image. This phenomenon appears as a big change for the beauty industry because beauty products were only targeting women back then. In earlier times, wearing cosmetics was commonly related only to women. The wear of cosmetics for men was considered inappropriate and queer. Sarwono and Fayardi (2018) argue that women are stereotyped with wearing makeup, while men do not even need to take care of their faces. However, throughout the years, society has changed its perception towards gender and its performative acts. Society now believes that gender is performative, as Butler states that gender is not a stable identity; rather, it is an identity indeterminately constructed throughout time, or simply an identity constituted through repetitive acts. The belief of being attentive towards one's own aesthetic appearance has always been linked to the female gender, though, it has changed throughout recent years (Elsner, 2012). People of today believe that any gender can take care of their appearances. Hall et al. (2012) believes that men of today are interested with their appearance—they invest time and money to take care of their personal appearances, through diet and lifestyle preferences, fitness regimes, as well as purchasing consumer goods, such as clothing, accessories, and cosmetics. This shift of men's self-presentation practices has created the term 'metrosexual', which has recently emanated in the beauty industry (Schlarbaum & Warshaw, 2021).

As this phenomenon occurs, the beauty industries also shift their target audiences from initially only women, to currently men as well as other genders. Sarwono and Fayardi (2018) argue that the appearance of metrosexual groups and male beauty products users is clearly inseparable from the evolution of industry and media, specifically from the role of advertising in the media. Various beauty brands start to include diverse genders as the faces of their brands in order to show inclusivity to all of their audiences. Here, to be inclusive becomes the means of justice, conducted through supportive action or other mandatory integration efforts (Ashcraft et al., 2012). This can be seen from many international beauty brands, with Glossier as an example. Glossier started to include men as the faces of their brand, where they introduced 'Boys of Glossier'. 'Boys of Glossier' is an advertisement campaign created for Glossier to promote Glossier's products as something wearable for men too instead of only for women. This inclusivity brought by Glossier is shown on Glossier's official Youtube account.

Particularly in Indonesia, many local beauty brands have also begun to shift their target audience from only the female gender to all genders. BLP Beauty is one of the local beauty brands that has shifted their brand image and target audience. Initially, BLP Beauty only featured women as the faces of their brand. However, BLP Beauty has started to feature other genders as the faces of their brand. This is shown from BLP Beauty's social media branding (see figure 1).



Figure 1. BLP Beauty Posts on Inclusivity
(Source: Instagram.com/blpbeauty, retrieved on 29 November 2021)

Not only that, BLP Beauty also changed its hashtag from #BLPGIRLS (see figure 2) to #BLPFAM (see figure 3) as they want to promote diverse genders and diverse kinds of beauty. Figure 2 shows a post consists of only women as BLP Beauty used to target only women as their customers. However, as BLP Beauty has included different genders to their brand, they start to also include men in their posts. It can be seen on Figure 3, which shows a photo that consists of both women and men.



Figure 2. BLP Beauty Instagram Posts With #BLPGIRLS Hashtag
(Source: Instagram.com/blpbeauty, retrieved on 29 November 2021)



Figure 3. BLP Beauty Blog Post With #BLPFAM Hashtag

(Source: <https://blpbeauty.com/blogs/story/blpfam-together-is-a-place-to-be>, retrieved on 29 November 2021)

The reason why beauty brands such as BLP Beauty bring up such a movement is because this contempt of toxic masculinity is mostly exposed to generation Z, who is most likely to be woke of such issues. In fact, this generation is the one who uses social media a lot. It is because Generation Z grew up with devices and social media platforms. It is inevitable that technology and internet connectivity have become a fundamental part of their lives along with internet connectivity (Viştelar, 2019). This can be seen through a TikTok “LAKIK!” trend where men have to appear manly, even when they are going to apply skincare products. The trend was initially created to satirise those who believe that men should not be wearing skincare products. Through this trend, the creator of the trend aims to

despise the toxic masculinity that appears in society. Therefore, he created the “manly” steps to do the skincare routine. Thus, this explains why beauty brands focus on shifting their social media branding to encourage the contempt of toxic masculinity.

Previous research by Ashley and Tuten (2015) emphasizes the importance of brand communication strategies on social media, including interactive and relevant content for the target audience. They found that brands that successfully leverage social media to create engaging and authentic content can enhance consumer engagement and strengthen brand image. This aligns with Tsai and Men (2013), who highlight consumers' dependency on social media as a primary platform for interacting with brands. Both studies indicate that consumer engagement with brand communications on social media can increase loyalty and the likelihood of becoming prospective customers.

Additionally, research by Godey et al. (2016) examined the impact of social media activities on brand equity and found that positive interactions and consistent content on social media can enhance brand perception in the eyes of consumers. They also noted that a brand's inclusive presence, particularly in terms of gender representation, can broaden its customer base and create a more progressive and inclusive brand image. In the context of BLP Beauty, emphasizing diverse gender representation can shape positive consumer perceptions, as modern consumers increasingly value inclusivity and diversity in the brands they support.

By comparing these studies, it is evident that inclusive and representative communication strategies on social media are not only important for building a positive brand image but also for creating stronger consumer engagement. Therefore, an inclusive approach to brand communication, such as that employed by BLP Beauty, has the potential to significantly impact consumer perceptions and loyalty. This research aims to analyse the inclusion of different genders by BLP Beauty on their Instagram account. Specifically, this research will focus on the implementation of inclusive marketing strategy through creative elements done by BLP Beauty on their Instagram account.

THEORETICAL/CONCEPTUAL REVIEW

Marketing Strategy

Olson et al. (2018) refers marketing strategy to a series of decisions made in order to achieve a business' objectives and meet the customers' values and expectations. The decisions made in the marketing strategy revolves around market target and segmentation, as well as the positioning strategy of the product, which will be based on the 4P—product, price, place, and promotion. Through marketing strategy, businesses will be able to achieve their marketing objectives.

Promotion

Promotion is one of the element from the 4P marketing mix. Promotion includes advertising, selling, and public relations (Rowley, 2020). Promotion can be done through many platforms, one of them is through social media. Many businesses now utilise social media to advertise their brands. It is because social media advertising is believed to be more interesting for the customers because it exposes consumers to quick information regarding the products, as well as providing them advices and experiences relating to the product.

Inclusive Marketing Strategy

Inclusive marketing strategy represents diversity and includes a diverse audience. Inclusive marketing strategy is increasingly being utilised by companies with the aim of showing their commitments in catering to all (Mokhtar & Hussein, 2019). This strategy uses the 4Ps marketing mix, which includes of Product, Place, Price, and Promotion. The product that BLP Beauty offers, the price that they set for their products, and the place they use to promote their products might be commonly used by other local cosmetics brands. However, BLP Beauty uses an innovative promotion strategy to promote their brand. This research will specifically focus on the promotion strategy done by BLP Beauty. Promotion refers to the diffusion of product information to customers (Nedbalová et al., 2014). Here, BLP Beauty uses their social media accounts to do their promotion, where they create an inclusive branding on their social media. Here, BLP Beauty starts to promote their brand as inclusive to all genders. This strategy allows brands to encourage inclusivity and drive innovativeness, while at the same create a certain brand image to be presented to their audiences. In this case, this strategy allows BLP Beauty to create an image where their cosmetic products can be worn by anyone, regardless of their gender. Not only that, BLP Beauty also changed their hashtag from #BLPGIRLS to #BLPFAM to show their inclusivity towards all genders. Additionally, not only to show social awareness of the progress in society, utilising this strategy also helps brands to remain competitive as they are easily distinguished from the competitors.

Gender Roles in Advertising

Gender roles refers to certain attributes that are associated to different genders. These attributes lead to the emergence of gender stereotypes that differentiate men and women through different aspects. These aspects have a masculine and a feminine version, which is used to differentiate the roles of a man and a woman. However, these gender stereotypes can be harmful as they lead to expectations and judgements that limit one's life opportunities (Knoll et al., 2011). This is why marketing activities should not promote gender stereotypes.

Creative Elements in Advertisement

In doing social media advertising and making social media content, there are several aspects to consider, with one of it being the creative elements. Many forms of advertising often use visual designs in a creative manner to attract consumers' attention to affect perception, persuasion, as well as behaviour (Negm & Tantawi, 2015). The elements in visual design are including lines, color, texture, shape, value, form, and contrast (Negm & Tantawi, 2015). In creating visual design, lines in different sizes help to create shapes or outlines, which can later emerge as a form, with colors as the image builders. Meanwhile, textures help to suggest sophistication or toughness to the design. In addition, value and contrast refers to the degree of light and dark of a design. Other than visual designs, there are other elements that shape an advertisement, such as the spokesperson, the copy (caption), and the tone and manner. Holman & Hecker (1983) mention that one of the factors that can distinguish a brand from other brands is continuing executional element. This could be the spokesperson for the brand that has a certain type, which will be easily distinguished and memorised by the audience. Liu-Thompkins (2019) believes that creative elements can be classified into three categories:

(1) attention-getting elements, such as format, size, and animation; (2) engaging approach, such as emotional appeals; and (3) creative coordination between ads. This implies that creative elements can be analysed through the objects in the image, the chosen model for the image, and the tone and manner of the image. Each elements provide meanings for the content and is chosen carefully in order to achieve the intended message of the content.

METHODS

This research uses a qualitative approach to analyze the inclusive marketing strategy employed by BLP Beauty on their Instagram account. This approach focuses on content analysis, which involves collecting and analyzing non-numerical data, such as texts, photos, or videos. This allows us to gather a wide range of appropriate research materials, including audio-visual recordings, photographs, as well as documents and archival materials (Dicks et al., 2015).

By using a qualitative approach, this research aims to understand how BLP Beauty's inclusive marketing strategy influences consumer perceptions and engagement. The in-depth analysis of various content types enables the identification of patterns and themes that reflect the brand's efforts to represent diverse genders. This method is particularly effective in capturing the nuanced ways in which inclusivity is communicated and perceived on social media platforms, providing valuable insights into the effectiveness of BLP Beauty's marketing strategies. In order to collect data, this study gathers selected Instagram posts from BLP Beauty's official account, @BLPBeauty, as photos to be analysed based on chosen theories and conceptual framework regarding inclusive marketing strategy and gender roles in advertising. The selected posts will be the posts that use the #BLPFam hashtag and include the male gender in the content. There will be 9 selected posts from BLP Beauty Instagram account which clearly represent their inclusion

towards different genders. Through these selected posts, this research will analyse how BLP Beauty has been including different genders to promote their brand.

FINDINGS

Creative Elements in Advertisement: Visual Designs

When talking about advertisements on social media, of course visual designs are one of the most critical element to pay attention to, especially on visual-based social media platform like Instagram. BLP Beauty shows that they are very careful about the visual designs that they show on their Instagram account. In 2015, Negm and Tantawi mentions that the elements in visual design are lines, color, texture, shape, value, form, and contrast.

In terms of color, BLP Beauty uses a very neutral color that helps to emphasize their brand as a gender-neutral brand. Figure 4 shows how BLP Beauty's Instagram post is typically neutral-toned to represent a gender-neutral brand image.



Figure 4. BLP Beauty Neutral-Toned Post

(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)

Other than using neutral colors to represent their brand, BLP Beauty also do not disregard any masculinity of a man through their posts. In Figure 5, BLP Beauty posts a picture of a man and their product. However, the texture of the image is made to appear rough to suggest toughness, with the aim of showing that using BLP Beauty's product does not reduce one's masculinity (see Figure 5).



Figure 5. BLP Beauty Post with Rough Texture
(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)

In addition, the contrast shown in Figure 5 also represents boldness, which explains the value of the image. Besides, the spokesperson chosen on this post is someone who appears very manly: tanned skin, thick moustaches and beards, bulky body. However, this man is doing something that is very contradictory to the conventional gender role of a man, which is wearing makeup. By using this type of person for the spokesperson of the brand, BLP Beauty will be easily distinguished from other beauty brands as the audiences will easily remember BLP Beauty for their spokespersons. This implies that BLP Beauty products can be used by everyone from all genders, and that using BLP Beauty products does not reduce one's masculinity.

However, as BLP Beauty wants to add some color to their brand palette, instead of only using the color pink—which is identical to women, BLP Beauty also uses the color blue as a representation to their inclusivity towards men. Figure 6 shows a photo compilation of BLP Team, where the people wear blue and pink clothes to represent the inclusivity towards both gender. Not only in photos, in terms of visual designs, BLP Beauty uses the color pink and blue for the hashtag #BLPFam (see Figure 7).



Figure 6. BLP Beauty Posts with BLP Team in Pink and Blue Clothes
(Source: Instagram.com/blpbeauty, retrieved on 15 December 2021)



Figure 7. BLP Beauty Posts with #BLPFam Hashtag Designed in Pink and Blue
(Source: Instagram.com/blpbeauty, retrieved on 15 December 2021)

Creative Elements in Advertisement: Copy

Another important elements in an ad is the copywriting of the ad itself. BLP Beauty seems to be very thoughtful about the copy for their new brand image. As BLP Beauty is now being inclusive towards different genders, they no longer use their #BLPGirls hashtag. BLP Beauty has changed their hashtag to #BLPFam as they want to include all genders and not only girls. With their new hashtag, BLP Beauty can include all of their audience without seeing the gender.

Figure 8 shows the post where BLP Beauty still uses the #BLPGirls hashtag and calls their customers BLP Girls as they were focusing their marketing to women only. However, as BLP Beauty has shifted to promoting inclusivity and include different genders in their brand image, they also changed their hashtag to #BLPFam so they can include all of their customers of different genders and provide a safe space for them (see Figure 9).



Figure 8. BLP Beauty Posts with #BLPGirls Hashtag
(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)



Figure 9. BLP Beauty Posts with #BLPFam Hashtag
(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)

Figure 9 also presents BLP Beauty's engaging approach through a headline with an emotional appeals where it says "You are the hero of our story!" with the #BLPFam hashtag. The headline and the hashtag imply a sense of inclusivity and connectivity with their customers, in which the inclusivity here shows that their customers have become a part of their journey. This also brings an emotional appeals where customers feel engaged and connected.

Inclusivity as a Marketing Strategy

Inclusive marketing strategy focuses on including diversity as it aims to be catering to diverse audiences. In this case, BLP Beauty focuses on including different skin tones and different genders in their brand image as they want their brand to fit all audiences. As BLP Beauty is used to known as a brand who has a diverse range of shades, BLP Beauty is now also known as a brand that includes diverse genders as their brand image.

Apparently, BLP beauty has been proudly and transparently shows their inclusivity towards men, as they have been posting images of men wearing their products on their Instagram account (see Figure 10). In Figure 10, BLP Beauty also mentioned on their caption that they really mean it when they say that they are being inclusive. They even welcome men to try their other products as well.



Figure 10. BLP Beauty Posts on Inclusivity
(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)

Not only promoting their inclusivity towards men, BLP Beauty also posted some makeup tips for men to show their support towards the inclusion of men. They also write captions that show their inclusivity towards men. In Figure 11, BLP Beauty posted an Instagram Reel that provides a face concealer tips for men. Here, BLP Beauty uses a man figure to be the spokesperson for the Instagram Reel. Not only that, the caption also emphasizes how BLP Beauty actually includes men and supports them to wear makeup.

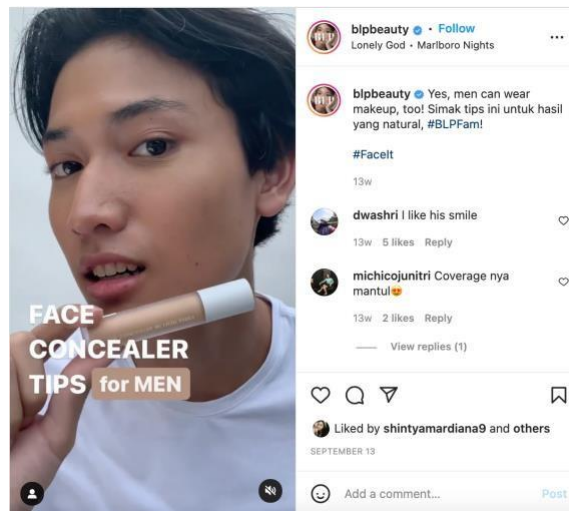


Figure 11. BLP Beauty Makeup Tips for Men

(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)

BLP Beauty even posted a makeup tutorial with a man as the model without disregarding any masculinity of a man. The post is also very contradictory to the conventional gender roles as it does not show the conventional role of a man. In Figure 12, the caption mentions that BLP Beauty's face concealer is suitable to cover after-shaving blemishes, and that the packaging is very minimalist, which makes the product to appear gender-neutral. BLP Beauty also mentions that their face concealer is made for everyone with no exceptions, which also shows their aim to be catering for all audiences.

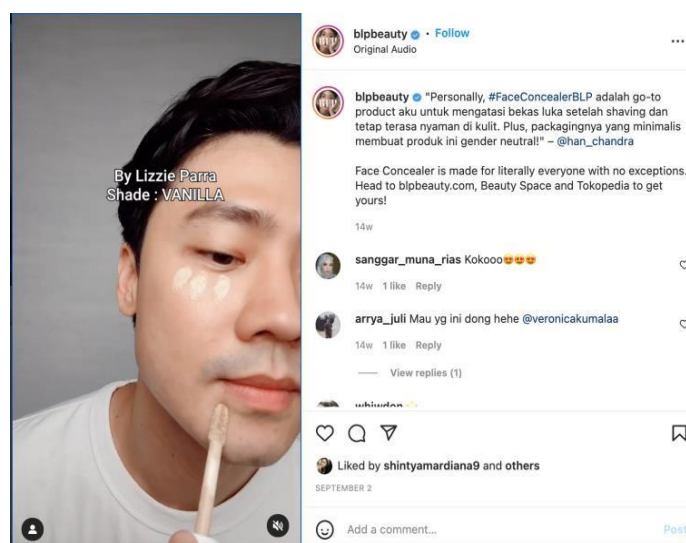


Figure 12. BLP Beauty Face Concealer Tutorial

(Source: Instagram.com/blpbeauty, retrieved on 14 December 2021)

DISCUSSION

BLP Beauty, as one of the local beauty brands, has successfully promoted inclusivity by including different genders in their brand image. BLP Beauty started with a brand focusing on women as their target market. However, they finally shifted their target market to both men and women, which is done and can be seen through their social media advertising content that includes not only women, but also men. This paper focuses on BLP Beauty's practices on including different genders in their brand image. Therefore, the previously mentioned findings have analysed selected Instagram posts from BLP Beauty's official account that provides insights to the research objective of the study.

In the inclusive marketing strategy theory, Mokhtar and Hussain in 2019 discussed that brand advertisements are able to bring awareness, promote inclusivity and drive innovativeness. Through BLP Beauty social media advertisement, it is clear that they have been using the inclusive marketing strategy to promote inclusivity towards different genders, which in this case is men. The way BLP Beauty includes men in their brand image shows that they want to be innovative, which is to be one of the local beauty brands that includes men in their brand image in the aim of bringing awareness that men can wear makeup too. Through this inclusivity promoted by BLP Beauty, BLP Beauty is resisting the gender roles discussed by Knoll et al. in 2011. As gender roles have always differentiated men and women through several aspects like masculine and feminine version, what men and women must or must not do, BLP Beauty does the inclusivity practices to oppose it, which is shown on their social media advertisement and the creative elements provided in the advertisement itself.

The creative elements provided in BLP Beauty social media advertisement are including visual designs and copy. In 2015, Negm & Tantawi argue that visual designs are used in advertisements to attract consumers' attention with the aim of affecting their perception and behaviour. These elements include lines, color, shape, texture, form, value and contrast. With these elements applied on the social media advertisement, BLP Beauty aims to create a certain image and deliver a message for the consumer to perceive. Not only through visual designs, the copy of an advertisement is also an important aspect of the advertisement. Through the copy or the caption of BLP Beauty's social media advertising, BLP Beauty aims to reach their business objective, which is to promote inclusivity. To elaborate further, this discussion will present a table that provides the analysis of the findings from BLP Beauty's posts on their official Instagram account.

Table 1. Analysis on BLP Beauty's Instagram Posts on the Subject of Creative Elements Implementation

No.	Type of Creative Elements in Advertisement	BLP Beauty Instagram posts
1.	Visual Designs	<ul style="list-style-type: none"> • BLP Beauty using neutral colors for their posts • BLP Beauty showing rough textures on their post • BLP Beauty team wearing Pink and Blue clothes • BLP Beauty posting #BLPFam hashtag designed in Pink and Blue
2.	Copy	<ul style="list-style-type: none"> • BLP Beauty using the #BLPGirls hashtag • BLP Beauty using the #BLPFam hashtag

Findings 1.1 elaborate the visual designs implemented by BLP Beauty social media advertising on their Instagram. As seen on Figure 4, BLP Beauty is using neutral colors for their Instagram posts to promote their brand as universal and is wearable by all genders. In addition, to emphasize their inclusivity towards men, BLP Beauty uses a male figure as their spokesperson, with specifically chosen man with tanned skin, thick moustaches and bulky figure to show that wearing makeup does not reduce one's masculinity (see Figure 5). This is also done in order to against the gender roles. Other than that, BLP Beauty also demonstrates their inclusivity towards both men and women through their choice of color palette. Figure 6 shows a photo of BLP Team wearing pink and blue clothes. Not only through photos, BLP Beauty also uses the color blue and pink—which are commonly affiliated with men and women—for their design (see Figure 7).

Following the second type of creative elements in advertising, which is copy, Findings 1.2 presents the copy or caption used by BLP Beauty to promote inclusivity towards different genders. In order to show their inclusivity towards all genders, BLP Beauty changed their hashtag from #BLPGirls to #BLPFam (see Figure 8 and Figure 9). Moreover, Figure 9 also shows the engaging headline provided by BLP Beauty that brings an emotional appeal to the audience. Liu-Thompkins in 2019 states that engaging approach is also classified as one of the categories of creative elements.

With the combination of both types of creative elements in advertising, BLP Beauty has effectively promote inclusivity towards different genders, specifically towards men. In Findings 1.3, the findings show how BLP Beauty promote inclusivity through an appropriate copy and proper visual designs on their posts (see Figure 10). Again, BLP Beauty opposes the gender roles through their chosen copy and visual designs (see Figure 11). Figure 11 emphasizes how BLP Beauty convinces the audience that men can wear makeup too.

From the findings, we find that BLP Beauty has effectively implemented the inclusive marketing strategy and creative elements in their social media advertising, particularly on their official Instagram account. Additionally, BLP Beauty has also challenged traditional gender roles. Thus, BLP Beauty's practices in promoting inclusivity towards different genders have been successful.

In comparison, research by Chang et al. (2018) highlights the impact of inclusive marketing strategies on brand perception and consumer loyalty. Their study found that brands that actively promote diversity and inclusion in their advertising campaigns tend to receive more positive responses from consumers, enhancing brand equity and fostering stronger emotional connections. Similarly, the research by Avery (2012) indicates that inclusive advertising, which challenges conventional gender norms, can attract a broader audience and improve brand reputation.

Moreover, a study by Smith et al. (2019) explored the role of social media in shaping brand image through inclusive content. They discovered that consumers are more likely to engage with and support brands that reflect their values and promote inclusivity. This aligns with BLP Beauty's approach, where the emphasis on diverse gender representation and challenging gender roles has led to increased consumer engagement and positive brand perception.

By comparing these studies, it is evident that inclusive marketing strategies, particularly those that address and oppose traditional gender roles, are effective in enhancing brand perception and consumer loyalty. BLP Beauty's success in implementing these strategies on their Instagram account demonstrates the potential benefits of adopting an inclusive approach in social media advertising.

CONCLUSION AND RECOMMENDATIONS

The study shows how BLP Beauty has implemented the inclusive marketing strategy through creative elements in advertising. Inclusive marketing strategy encourages brands to be catering for all and that with inclusive marketing strategy, as Mokhtar and Hussain in 2019 explained that through inclusive marketing strategy, brands can promote inclusivity and drive innovativeness. The analysis was done by scrutinizing the findings which show that BLP Beauty has implemented the inclusive marketing strategy, where BLP Beauty promotes inclusivity towards different genders on their social media advertising on Instagram. In relation to this, it is also found from the findings that BLP Beauty used the creative elements in advertising to implement the inclusive marketing strategy. In order to promote inclusivity, BLP Beauty used several creative elements that convey messages showing their inclusivity, such as through their visual designs and copy. As Negm and Tantawi in 2015 stated that creative elements can attract consumer's attention, which leads to shaping consumers' perception and behaviour. With the right combination of visual designs and copy, as well as engaging approach, BLP Beauty can promote inclusivity and achieve their business objective. In addition to that, choosing the right creative elements can also help BLP Beauty to be easily distinguished from other brands. Not only achieving their business objective, BLP Beauty has also resist the gender stereotypes, and has convinced the consumers that men can wear makeup.

For further research, it is recommended to collect more data to have a more in-depth analysis which improves the findings. This could be collecting data from other social media platforms that BLP Beauty owns. Other suggestions such as gathering data from actual interviews with BLP Team would be beneficial to understand deeper on the inclusive marketing strategy implemented by BLP Beauty. This will provide a more accurate and insightful data for the research. As for brands, it is suggested to use the inclusive marketing strategy as it would help brands to reach a broader set of audience. While doing that, it would be better for brands to always consider the creative elements of their content, including choosing the right spokesperson for the brand. Additionally, creating a copy or hashtag that really represents inclusivity would be favorable as it would embed in the audience's mind. Using other social media platforms than Instagram will also help to reach more audience.

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