

SEYTÚ  
TAKE CARE OF YOUR BEAUTY



DSA AWARDS  
Marketing + Sales Campaigns  
2024

# DSA Awards 2024 – Seytú x Miss Universe: A Global Statement of Real Beauty and Empowerment

## A Growing Need for Smarter Beauty Marketing

In a crowded beauty market and a saturated advertising environment, capturing the attention of diverse Latina audiences across the Americas requires more than visibility—it demands authenticity, emotional resonance, and cultural relevance.

Seytú recognized the need to elevate its positioning with a bold, purpose-driven message that would celebrate empowerment, diversity, and real beauty.

## What We Set Out to Solve

At **SEYTÚ**, we believe beauty is more than just an image — it's attitude, empowerment, and an act of self-love.

- We needed to expand Brand visibility in key markets, such as Mexico, Peru and the U.S.
- We needed to drive sales growth in skincare and make up categories.
- We needed to establish an emotional connection with both younger and mature Latinas.

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# Meet the Campaign: “La Belleza Real Se Cuida”/ Taking Care of Royal Beauty

## 360° Experience

We launched a marketing campaign, that blended immersive brand activations, influencer collaboration, training events, and localized digital and physical experiences.

## Advertising and Experiential Activations

- 128 personalized kits for pageant candidates; 51 for official makeup artists; 12 for judges and influencers.
- High-impact visual advertising including billboards and metro ads
- We launched a Lipstick Bar and a Seytú Arch with a runway, offering attendees an interactive brand experience. Customized product kits were given to participants, and over 50 official pageant makeup artists were trained.

## From Idea to Impact

Pre-launch work included messaging strategy, narrative development, and logistical alignment with event organizers. Post-launch, Seytú reinforced the campaign with interviews, real-time social content, testimonials, and KPI tracking across markets. The message “Taking care of Royal beauty” was seamlessly embedded across every consumer touchpoint—emotional, visible, and scalable.



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# What We Achieved so far

The campaign exceeded its initial goals in brand positioning, engagement with key audiences, and tangible results. We achieved a clear association with the values of authentic beauty, female empowerment, and cultural diversity.



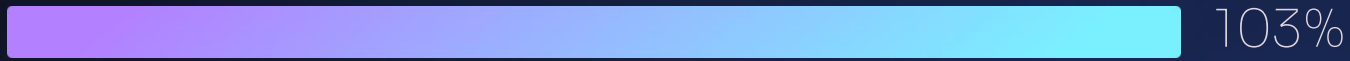
## Increase in the U.S.

Increase in enrollments following the sponsorship launch



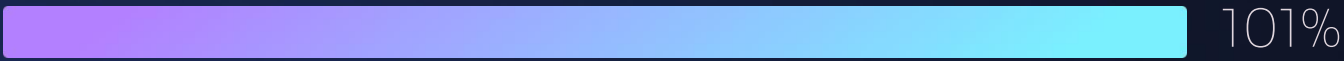
## Growth in Ecuador

Increase in enrollments and a rise in makeup participation from 28% to 30%



## Increase in Peru

Sales growth following the sponsorship launch



## Improvement in Colombia

Highest increase in average ticket across all markets

The campaign generated over 200 mentions across influencers, press releases, media coverage, and social media. High-quality execution included the development of key messages, visual asset design, makeup artist training, and continuous tracking of sales and engagement metrics.