

Glossier Inner Circle Email Campaign

SPECULATIVE PORTFOLIO WORK

10-Email Mobile Series | Trust Recovery Campaign

⚠️ IMPORTANT DISCLAIMER

- This is speculative work created for portfolio demonstration only.
- NOT commissioned by or affiliated with Glossier Inc.
 - All concepts (Inner Circle, Trust Loop System™) are fictional
 - All names, data, and scenarios are fictional
 - Created to demonstrate copywriting and strategic thinking skills

Campaign Strategy

Objective: Rebuild trust with alienated customers through governance model

Format: 10 mobile-optimized emails, each under 175 words

Arc: Acknowledgment → System Introduction → Social Proof → Empowerment → Urgency → Decision

Techniques: Emotional storytelling, urgency, scarcity, social proof

EMAIL 1: Past Tense (Day 1)

Subject: I used to be a Glossier girl

Preview: Past tense. You know when that changed.
Word Count: 173

Sarah,

Not "I am." Past tense. Used to be.

You can pinpoint the moment. Maybe when you opened new Balm Dotcom and it felt wrong. Or when you saw the Sephora announcement and felt grief, not excitement.

You're mourning an identity.

[PLACEHOLDER IMAGE]

Nostalgic visual showing old vs new Glossier aesthetic

Being a "Glossier girl" meant something: Natural over full-coverage. Community over celebrity. You weren't just buying makeup—you were part of a movement.

Then we became what we disrupted.

The betrayal wasn't that we changed. It's that you had no say.

You went from partner to passenger. Watching changes happen TO you instead of WITH you.

We built Boy Brow because you asked for it. Cloud Paint launched because you requested it. The co-creation was real.

Until it wasn't.

Tomorrow: What's different now.

— The Glossier Team

P.S. We stopped asking. We started deciding. That's the betrayal.

EMAIL 2: The Trust Loop System™ (Day 2)

Subject: Before we launch anything else

Preview: You'll see it first. And your vote will be binding.
Word Count: 139

Sarah,

Before we launch, reformulate, or discontinue anything else, you'll see it first.

Not after the fact. Not a PR statement.

You'll approve it. Or you won't. Your vote will be binding.

[PLACEHOLDER DIAGRAM]

Trust Loop System circular flow diagram

The Trust Loop System™:

1. We propose (before budget allocation)
2. You test (30 days, real life)
3. You vote (Launch/Don't Launch/Fix First)
4. We respond (public dashboard shows decision)
5. Re-test (if needed, until 85%+ approval)
6. Launch (only if you approve)

Your power moved from END to BEGINNING.

I know you're thinking: "I've heard 'we're listening' from every brand that screwed up."

Fair. Words are cheap.

Tomorrow: Meet Rachel, who tested this system and changed a product launch.

— The Glossier Team

P.S. This isn't feedback. It's governance. Big difference.

EMAIL 3: Rachel's Story (Day 3)

Subject: She voted NO. We listened.

Preview: Meet Rachel. She killed our product launch.
Word Count: 147

Sarah,

Meet Rachel.

Long-time customer. Done with us after the reformulation.

[PLACEHOLDER: CUSTOMER PROFILE]

Rachel testimonial visual

She joined Inner Circle beta to tell us everything we did wrong.

First test: Reformulated Milky Jelly Cleanser.

Her feedback: "Headache within 30 seconds. Smells synthetic, not fresh like the original. Can't use this."

She expected us to ignore it.

Two weeks later:

"Rachel - 44 testers flagged headache/synthetic scent. You're right. We're adjusting the fragrance. New version ships in 3 weeks."

She re-tested. She voted YES.

Product launched. Her name appears on the product page: "Approved by Rachel M. and 2,847 Inner Circle members."

Rachel's take: "I don't fully trust Glossier again. But I trust the PROCESS."

That's binding votes in action.

Tomorrow: Design the governance structure that prevents future betrayals.

[VERIFY IN DASHBOARD →]

— The Glossier Team

EMAIL 4: Write The Rules (Day 4)

Subject: You write the rules we'll follow

Preview: Not feedback. You're writing our Terms of Service.
Word Count: 144

Sarah,

Take this 2-minute survey.

You're not giving feedback. You're writing the rules we'll follow.

[PLACEHOLDER: SURVEY INTERFACE]

Survey questions preview

Questions:

- What approval % for reformulations? (70%? 85%?)
- What happens if we bypass votes?
- How much advance notice do you need?
- Who gets veto power?

If you say "I need veto power on reformulations," we're writing it into our Terms of Service. Legally binding.

This is your chance to determine how much power you have.

Not how much we give you. How much you demand.

3,000 spots available. First come, first served.

[TAKE SURVEY - CLAIM YOUR SPOT]

Tomorrow: We'll show what you told us + the governance structure you built.

— The Glossier Team

P.S. Survey is anonymous. Tell us everything we did wrong. We need that more than nice comments.

EMAIL 5: You Set The Terms (Day 5)

Subject: 3,124 of you spoke. Here's what you decided.

Preview: You just wrote our Terms of Service. It's binding.
Word Count: 140

Sarah,

3,124 of you took the survey in 72 hours.

We had 3,000 spots. We're expanding to 3,500.

[PLACEHOLDER: DATA VISUALIZATION]

Survey results chart

What you demanded:

- 85% approval threshold for any changes
- Automatic refunds if we bypass votes
- Public apology within 48 hours
- Products pulled immediately

All four are now in our Terms of Service. Section 4.2. Legally binding.

WHAT YOU GET:

- Binding votes on all launches/reformulations
- 15% off everything, forever
- Your name on products you approve
- Dashboard verification of everything
- Legal protections if we violate terms

The Dashboard is live. Everything we claim? You can verify.

[JOIN INNER CIRCLE]

Tomorrow: Vote on our next launch—even if you're not a member yet.

— The Glossier Team

P.S. You built us once. Now let's rebuild—together, for real.

EMAIL 6: Your Vote, Our Budget (Day 6)

Subject: Your vote decides our next launch

Preview: Not feedback. Binding vote. Closes in 48 hours.
Word Count: 139

Sarah,

Three products ready. One launches June. You decide which.

OPTION A: Non-Sticky Lip Gloss

Fix stickiness (67% complain) but might reduce wear 10-15%

Current votes: 34% (1,197 votes)

OPTION B: Cloud Paint "Brick"

Warm brick red (3,124 requests). First version pulled orange. Fixed now.

Current votes: 41% (1,441 votes) ✓ LEADING

OPTION C: Body Hero Original

2018 formula return. Not vegan. Can't sell EU. Running both versions.

Current votes: 25% (879 votes)

Your vote is binding. Monday morning, \$120K gets allocated to winner.

[VOTE NOW - 47 HOURS LEFT]

You can vote even if not a member. Preview of your power.

Tomorrow: Results + what happens to the losers.

— The Glossier Team

EMAIL 7: We Killed \$225K Worth (Day 7)

Subject: We killed 3 product launches

Preview: Because you voted them down. Here's the proof.
Word Count: 134

Sarah,

Cloud Paint "Brick" won. 43%.

\$120K allocated Monday. Verily in dashboard.

But here's what else you votes did:

[PLACEHOLDER: COST BREAKDOWN CHART]

Killed products visualization

Last 6 months, Inner Circle killed 3 launches:

- Stretch Concealer Expansion: 73% yes. Killed anyway. Why? The 27% said "Fix oxidizing first." Cost: \$75K
- Lidstar Reformulation: 36% yes. Killed. "Texture wrong." Cost: \$100K
- Cloud Paint "Terracotta": 36% yes. Killed. "Too orange." Cost: \$50K

Total: \$225,000 spent on products that will never launch.

If we'd launched anyway: \$800K+ in returns and lost trust.

Your votes saved us \$575K.

This is what "for real" costs: \$225,000.

[SEE KILLED PRODUCTS IN DASHBOARD →]

Tomorrow: The truth about Sephora.

— The Glossier Team

EMAIL 8: The Sephora Truth (Day 8)

Subject: You were right about Sephora

Preview: We lost something. But found something better.
Word Count: 130

Sarah,

You were right about Sephora.

You said: "This will change everything. Glossier won't be special anymore."

We said you were being dramatic.

We were wrong.

[PLACEHOLDER: BEFORE/AFTER VISUAL]

Direct-to-consumer vs Sephora comparison

What you lost:

- The insider feeling
- Pink bubble wrap ritual
- "Glossier girl" identity

These losses were real.

But the special thing wasn't WHERE you shopped. It was HOW MUCH POWER YOU HAD in shaping what we made.

The new exclusive:

Anyone can buy Glossier at Sephora.

Only 3,500 people can GOVERN Glossier.

You're not deciding what to buy. You're deciding what 40,000 Sephora shoppers will be able to buy in 6 months.

"I'm Inner Circle" > "I'm a Glossier girl"

Tomorrow: Final invitation.

— The Glossier Team

EMAIL 9: 396 Spots Left (Day 9)

Subject: Wednesday midnight: doors close

Preview: 3,104 joined. 396 spots left.
Word Count: 130

Sarah,

The timeline:

[PLACEHOLDER: PROGRESS BAR]

3,104 of 3,500 spots filled visualization

- 11 days ago: You were a former Glossier girl
- Day 3: Your survey shaped our Terms
- Day 6: Your vote decided our next launch
- Day 7: You saw the \$225K we killed
- Now: 3,104 of 3,500 spots claimed. 396 remaining.

Wednesday midnight: Enrollment closes.

If you join:

- Permanent governance rights
- Beta test Cloud Paint (March)
- 15% off forever
- Your name on products

If you wait:

- Watch others govern
- Buy at full price
- Find out at launch like everyone

You built Boy Brow with a comment. Cloud Paint with a request.

Now rebuild everything—with binding, legal power.

[JOIN INNER CIRCLE - 396 SPOTS]

47 hours left.

— The Glossier Team

EMAIL 10: Your Seat At The Table (Day 10)

Subject: Will you take your seat?

Preview: At the table you built. Last chance.
Word Count: 140

Sarah,

You built us once.

Boy Brow exists because you asked. Cloud Paint launched because you requested. That was real co-creation.

Until we forgot.

[PLACEHOLDER: DECISION VISUAL]

"Seat at the table" metaphor visualization

Now we're asking: Do you want your power back?

Not the power to comment and hope. The power to vote and know it's binding.

Not promises. Terms of Service that make your votes legally protected.

Not "Glossier girl" identity. "Inner Circle member" governance.

THREE WAYS TO RESPOND:

[JOIN INNER CIRCLE]

396 spots left. Get voting rights + 15% off forever.

[KEEP ME UPDATED]

Watch from sidelines. No votes or discounts.

[UNSUBSCRIBE]

You're moved on. We get it.

The choice is yours. The deadline is tonight.

— The Glossier Team

P.S. If this is BS, Section 4.2 triggers automatic refunds. You're protected.

Campaign Summary

Total Emails: 10

Total Word Count: 1,409 words

Average per Email: 141 words

All emails under 175-word limit: ✓

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