



CHIRP

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"...and We Apologize": Ulta Beauty Inc.

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Synopsis

This case describes the insensitive marketing email sent by Ulta Beauty Inc. on May 1, 2022, featuring Kate Spade New York Fragrance. Promoting the brand's line of perfumes, the company wrote, "Come hang with Kate Spade and get \$15 off." The customers who received this email connected the subject line to the designer's tragic death by suicide. Incidentally, the email was sent in May, which is Mental Health Awareness Month. The infuriated customers shared this tone-deaf email message on social media and ridiculed the campaign. Appalled fans also expressed outrage on social media. The huge email marketing mistake forced Ulta to apologize to its customers following the backlash.

Against this backdrop, the case has been documented to help students explore perspectives of drafting PR messages during the crisis, understand the importance of tone in writing and the strategies available for avoiding such fiasco in marketing communications.

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