



# SOCIAL ENGAGEMENT

## CASE STUDIES

*Driving engagement & conversation in the beauty category*

Growth in the beauty sector is said to be down to the 'selfie' generation, with today's consumers increasingly looking to visual social media platforms like YouTube and Instagram for beauty inspiration. Unsurprisingly, beauty brands are turning away from traditional advertising and onto digitally-focused marketing in order to capture their attention.



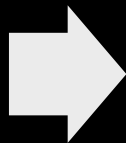
# HOW DIGITAL HAS CHANGED COSMETICS & WHAT THIS MEANS FOR CONSUMERS

Social media has completely disrupted the way brands connect with consumers, but also ushered in a totally new business model. Instagram and YouTube have changed the way consumers interact, becoming marketing channels, and indeed sales channels, in their own right through PR, digital advertising, paid-for influencer marketing and organic influencer behaviour. Cosmetics brands have quickly moved from a product-based model to an experience-based model.

## 3 MAJOR CONSUMER TRENDS:

### 1. MADE FOR SOCIAL

Brands are no longer in control; social enables a 2-way dialogue. Stay ahead by being attuned to what consumers tell you they want, & identify trend signals before they emerge.



### 2. THE INFLUENCE OF INFLUENCERS

Socially enabled expertise -  
The consumer regularly looks for expert guidance away from stores – celebs & amateur influencers with strong social presence



### 3. INDIVIDUAL CUSTOMER EXPERIENCES

Products & experiences need to be tailored to suit a variety of consumers; Fenty's range of foundations as an example.





65% of women feel overloaded with options – and this includes the impact of influencers, media and celebrities. To sort through this jungle of choice, consumers want guidance, they want customisation and personalisation.

- The Beauty Digital Report 2018

# BENEFIT'S BROWMOBILE COMPETITION



According to NPD, Benefit Cosmetics had a 50% share of the £20 million brow market in 2016, and that was before the brand launched 13 brand new brow-related products. One reason behind Benefit's domination of the space is its shrewd marketing activity, which in 2017 involved the 'Browmobile' campaign.

Combining **experiential elements** with digital marketing, it involved an **online competition** offering users the chance to win a visit from the browmobile. A lucky few would be able to enjoy a **personalised brow tutorial, treatments, and a hamper of Benefit goodies**.

## MECHANICS:

The Brow Mobile, a 4x4 all-terrain vehicle in Benefit's signature pink, had a Benefit Boutique inside visiting consumers whether they lived in a city, a country lane or a mountain pass. The vehicle was manned by brow experts able to wax, map, tint, shape and style brows. The campaign also featured special appearances from Benefit's head make-up artist and brow expert, Lisa Potter-Dixon, and the vehicle served coffee and cocktails

Consumers were able to request a personal visit from the BrowMobile via Benefit's Facebook page.

# BENEFIT'S 'BROWMOBILE' COMPETITION



The online competition page reportedly generated **61,000 unique visitors, 5 000 entries** plus a tonne of buzz and engagement on social media.

The Browmobile tour and competition were also **supported by digital and online activity**. We worked with different influencers and reached out to the ones we have great relationships with - Benefit has a policy of not paying for influencer write-ups, preferring instead to give them unique experiences, let them try products and, and have the influencer decide how and if they wish to review or feature a product by Benefit.

"We believe in building great relationships instead. For example, we do an even twice a month in London called 'Browtime' where influencers and bloggers meet at the Carnaby Store and we chat with them about our new products"



# L'OREAL BEAUTY SQUAD



L'Oréal Paris created a beauty squad, made up of ethnically diverse YouTube stars, and has them reveal new products attend events like Paris Fashion week. Together, **the squad has helped the beauty brand reach new audiences** online and shaped the company's thinking around how to make its products, and its message, more inclusive.

# L'OREAL BEAUTY SQUAD

## ROOTING INFLUENCERS IN THE EVERYDAY THE BEAUTY SQUAD



Creating content for both L'Oréal's website and social channels as well as their own, the campaign has allowed the brand to **capitalise on the influencers' combined reach of 5.5m.**

By giving each influencer the freedom to create their own style of content and offer honest reviews, it succeeded in **creating a sense of real authenticity.**

L'Oréal Paris's general manager for the UK Adrien Koskas says the brand is **shifting more of its budget away from traditional media to social influencers after seeing an uplift in sales.** The brand had previously revealed that its first influencer campaign had caused its True Match product to become the best-selling foundation in the UK.

"Influencers have a different value because they are the voice of consumers. They can help us craft better campaigns, content and products and get live feedback in the process. Through them, we can reach communities we couldn't reach before"

"The great thing about influencers is that we sometimes do social promotions where they talk about the products and tell their followers they can use a discount code to buy it online at a specific retailer. We can then track that code, and we've seen a fantastic uplift in sales. The impact [from those campaigns] is immediate and working really well for us."

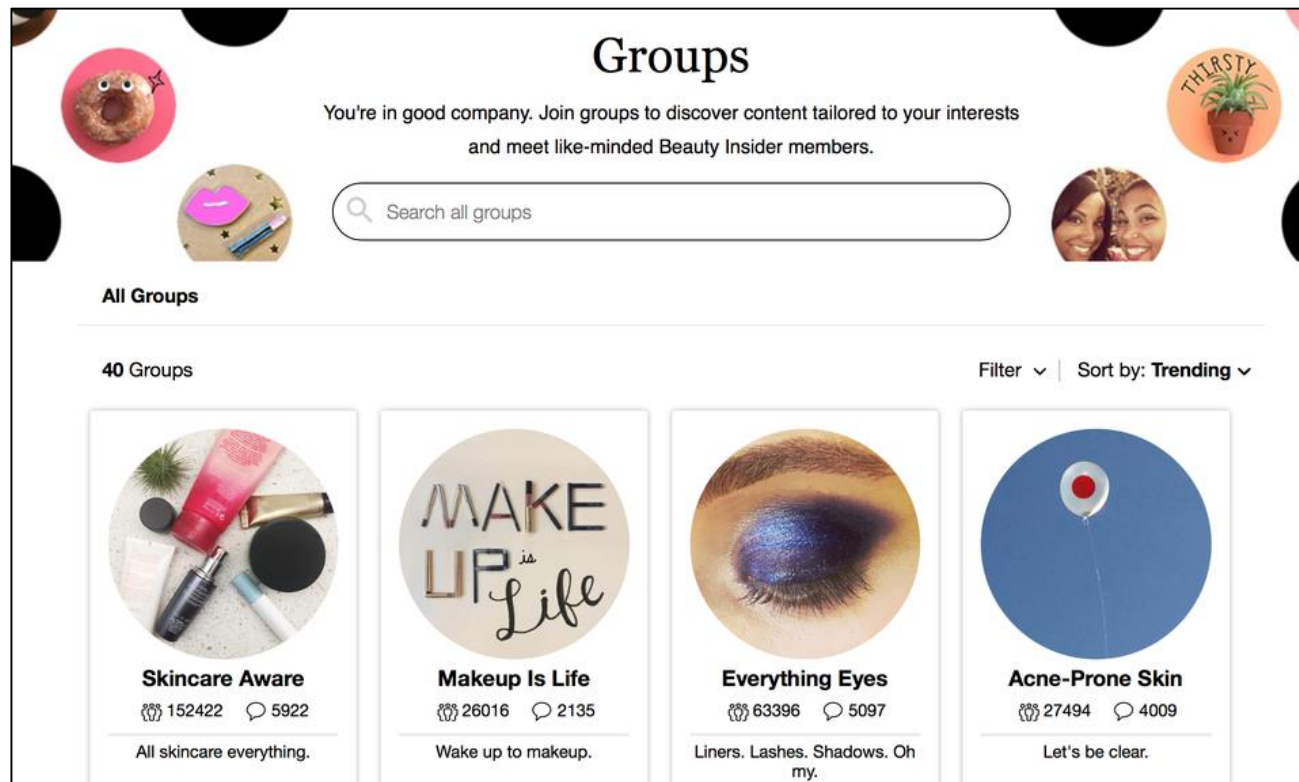
**So how do you measure success across all these different tiers?**

"One way is to link content to sales uplift on sites like Boots. But the second measure is the way consumers are talking about the brand. The two main KPIs in that area are engagement and net sentiment online."



# HOW BEAUTY SETS THE BAR FOR USER-GENERATED CONTENT

*It soon may no longer be the brands that define beauty through the images they produce. It will be the consumers themselves, through the content they create and share, that make or break the beauty brands of tomorrow.*



## COMMUNITY

The brand's role is to trigger discussion not promote relentlessly; make the consumer feel involved & respected; rewards don't have to be monetary – social credibility has massive value, NB to reward influence to encourage quality engagement & not just volume.

## SOCIAL MEDIA [INSTAGRAM]

Understand your brand's personality & embrace specific values, which can be curated through aligned customer posts, help your fans look good so it's easy to take great shareable pics to promote your brand – product packaging & design; unboxing; messaging etc

## REVIEWS

UCG makes reviews more trustworthy; use review content to help customers shop – filter according to needs and make complimentary product recommendations.

## UCG MEETS THE STORE

Focus on experiences for customers is key – workshops & competitions, product launches partnered with influencers & consumers. Experiment with featuring products trending on social, most reviewed etc

# GLOSSIER'S INSTAGRAM

*In the case of Glossier, the content came first.*

Hey Glossier! Just wanted to let you know how much I ADORE your products! I'm a 51 year old flight attendant, and I tell all of my Girlsquad about your stuff. These products are not just for young women; your pro-skin minimal makeup philosophy is great for us older girls. I look 10 years younger issuing your products! They're travel- friendly and easy to use. Just wanted to thank you for making my life just a bit easier, and a lot more beautiful! Stephanie Donofrio



Borne out of 'In the Gloss' – a blog which founder Emily Weissman launched in 2010 – it is described as a 'content-first' company, with this content mainly manifesting itself on social media.

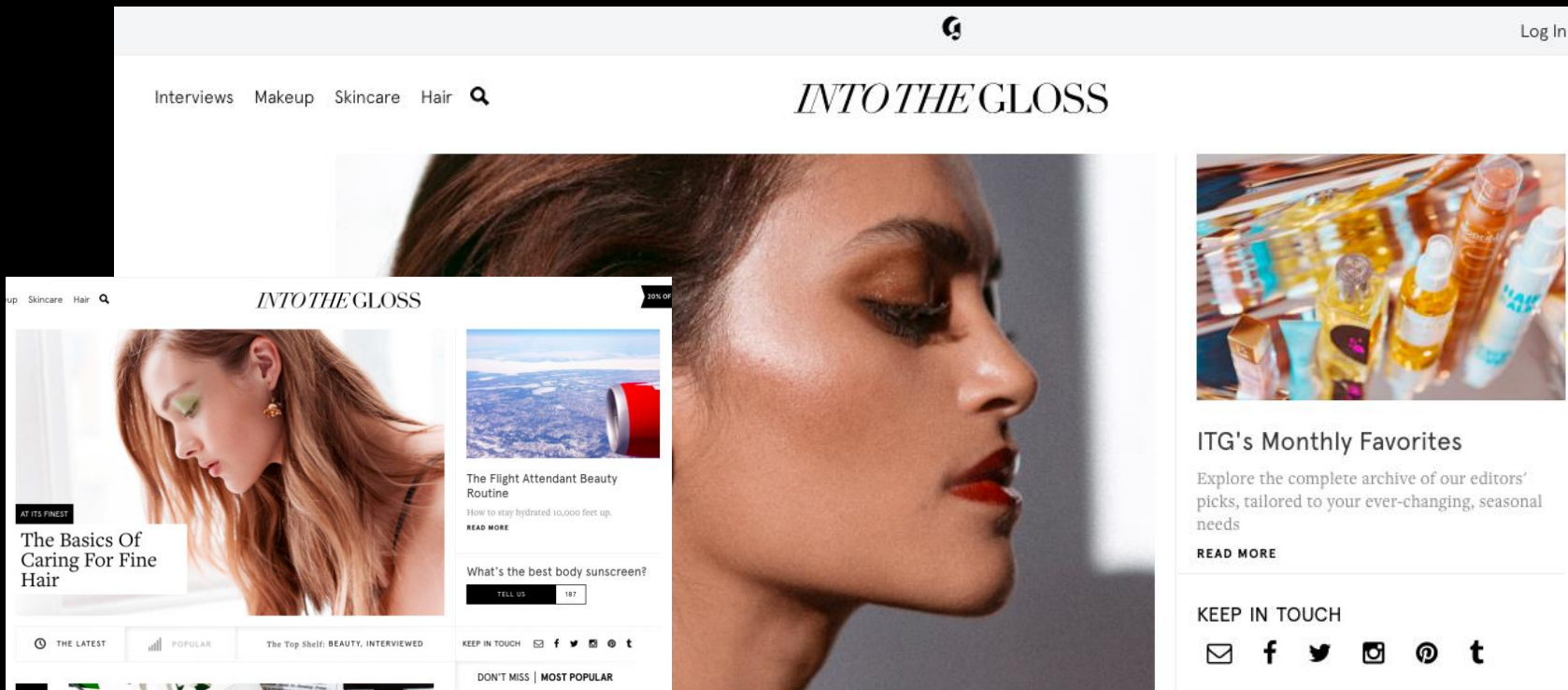
Glossier's Instagram channel, which is integrated into its main site, is at the heart of its strategy. It posts sneak peaks of new releases and influencer content, however, it dedicates a large portion of its activity to user generated content– re-posting photos and turning real-life customer feedback into content for its own channels.

The brand has frequently returned to the theme of provocative subject lines, such as "ADULTS ONLY", "whoops", and "How to get Rich". Sometimes the content is related – in the case of the latter it is about 'rich moisturizer' – whereas others are often more ambiguous.

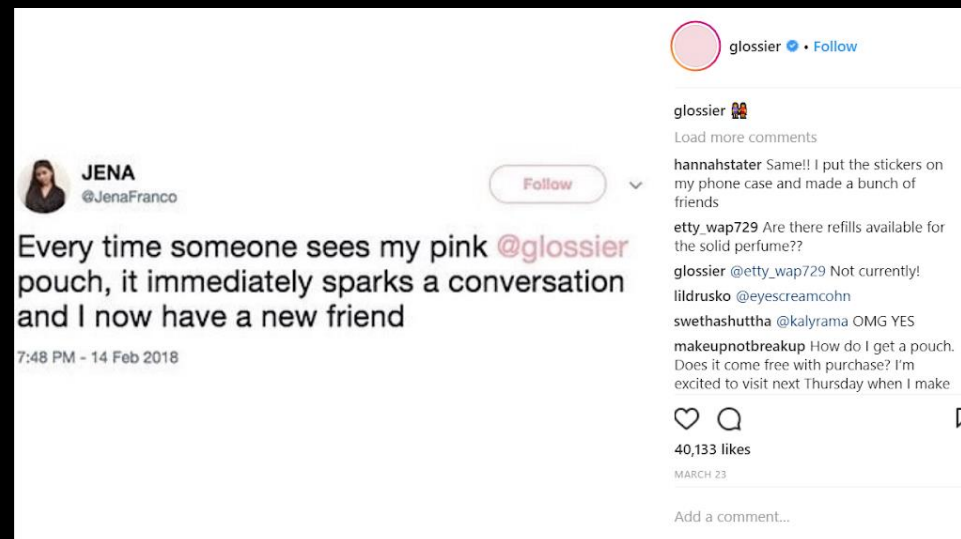
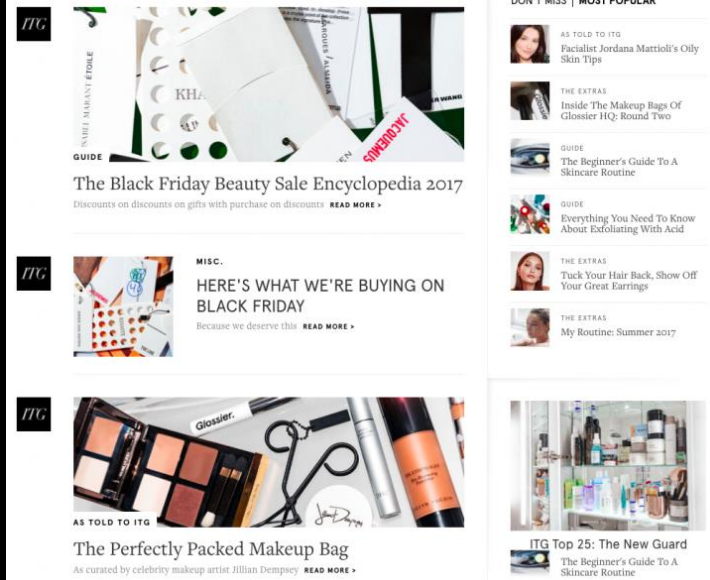
A common theme with this brand is the sense that it knows its customer; this translates throughout the user experience (UX).

Glossier has not bothered with an app, but, recognising the proliferation of smartphone usage amongst its audience, has designed an excellent m-commerce site. In fact, it basically is an app.

An order comes in a white box embossed with Glossier's single-letter logo. Under the lid there is are quotes like "Skin First. Make up second. Smile always.", all conveying a personal touch. The merchandise is encased within a pink semi-transparent sleeve with bubble wrap.



Glossier products are “inspired by the people who used them and together with the content on Into the Gloss, is what the brand’s website calls “a people-powered beauty ecosystem.” And for founder Emily Weiss, product and content are one and the same. In a 2017 interview with Fashionista, Weiss compared Glossier products to “pieces of content.” And the company as a whole as “a content company.”





# KEY LEARNINGS

How to's & tutorials are your bread & butter

User-generated content is key –create social 'proof'

Competitions & give-aways encourage & reward engagement & source new audiences

Community 'sameness' & relatability – humour & inspiration posts

Run influencer campaigns; posts feel organic & show products off in a compelling style

Tactical branded tagging are landmines to increase brand visibility

