

THE BEAUTY-REPORT

Abstract

Cologne, 18th of December 2018



LET'S SHED SOME LIGHT

on the dark

ONLINE SURVEY

with 6,925 respondents

THE BEAUTY MARKET DEFINED

Face care cosmetics, decorative cosmetics and hair care

BASIC CHARACTERISTIC OF THE TARGET GROUP TYPOLOGY

Beauty-minded people who use face care cosmetics, decorative cosmetics or hair care products at least several times a week

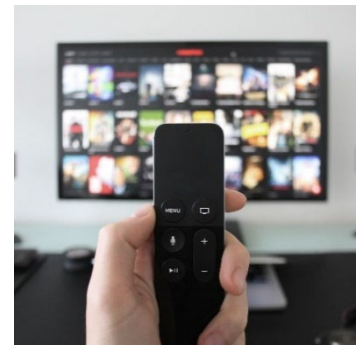
61

beauty brands in all



15

brands for detailed analysis

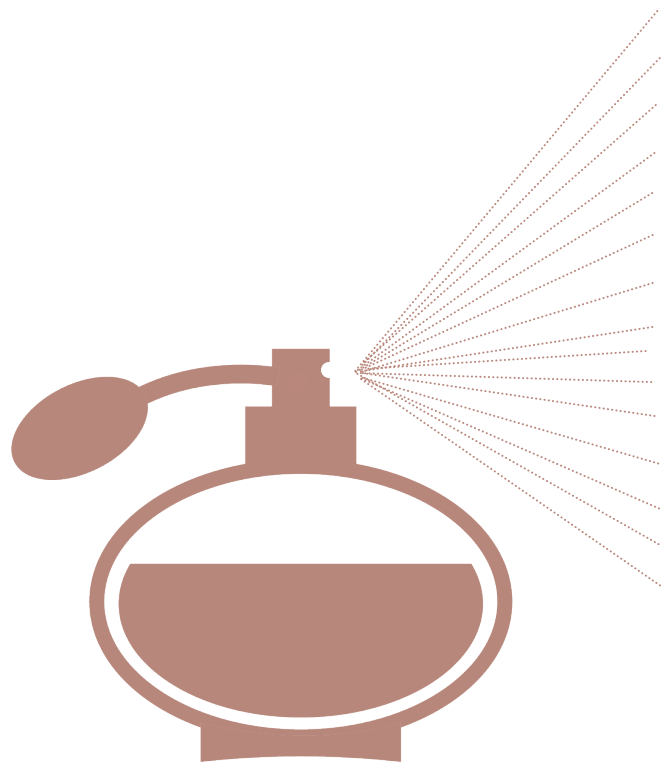


17

TV formats in the survey

61 BEAUTY BRANDS

from three categories



■ 15 brands for detailed analysis

ALPECIN

ALTERRA

ALVERDE

ANNEMARIE BÖRLIND

ARTDECO

ASTOR

AUSSIE

AVON

BALEA

BATISTE

BEBE

BENEFIT

BIOTHERM

CATRICE

CHANEL

CLARINS

CLINIQUE

DESSANGE

DIADERMINE

DIOR

DREI WETTER TAFT

EDDING

ELVITAL

EOS

ESSIE

EUBOS

EUCERIN

GARNIER FRUCTIS

GARNIER SKINACTIVE

GARNIER WAHRE SCHÄTZE

GLISS KUR

GUHL

HEAD & SHOULDERS

HERBAL ESSENCES

ISANA

JOHN FRIEDA

LOV

L'ORÉAL PARIS

L'ORÉAL PARIS REVITALIFT

LABELLO

LAVERA

MAC

MANHATTAN

MAUI MOISTURE

MAX FACTOR

MAYBELLINE

MEDIPHARMA COSMETICS

NEUTROGENA

NIVEA

OLAZ

PANTENE PRO-V

PLANTUR

REVLON

SALLY HANSEN

SCHAEBENS

SCHAUMA

SCHWARZKOPF

SHISEIDO

SYOSS

VICHY

WELEDA

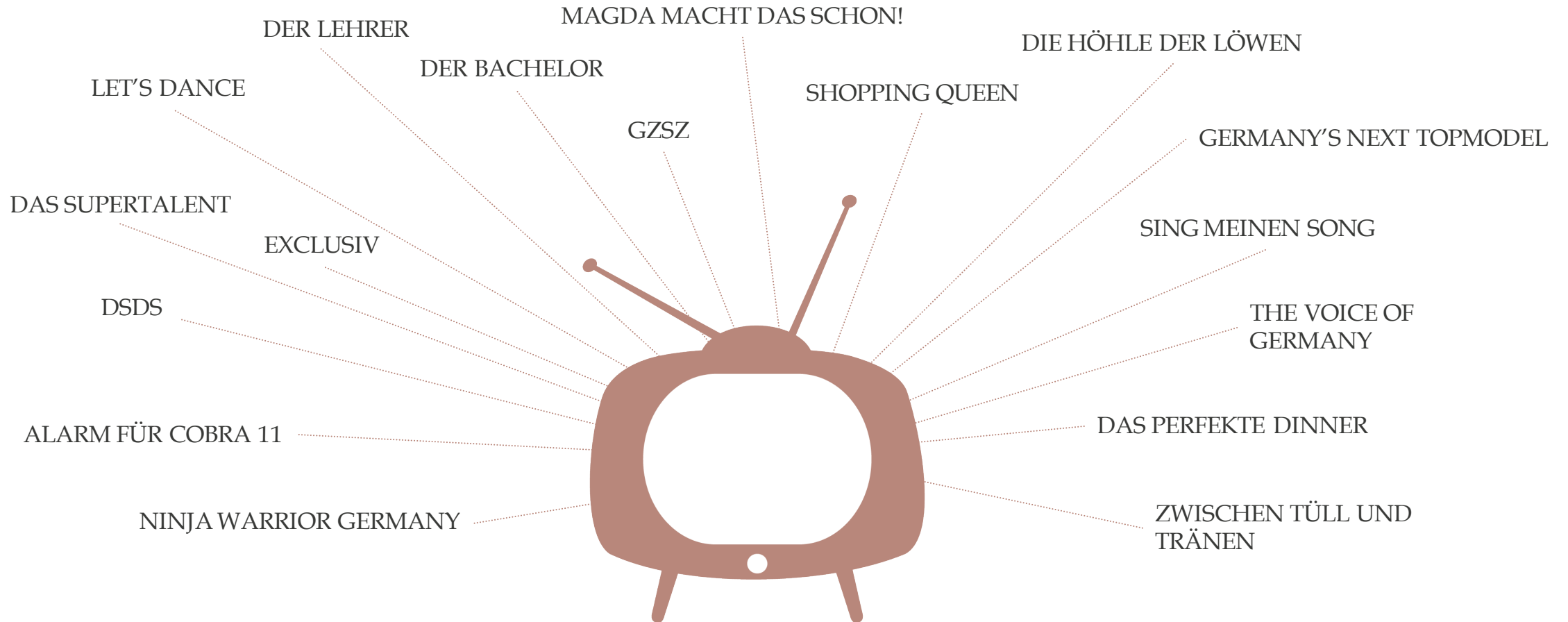
HOW TO WIN OVER YOUR TARGET GROUP

*Selecting the right channels and media
brands is crucial to the success of
your campaign!*



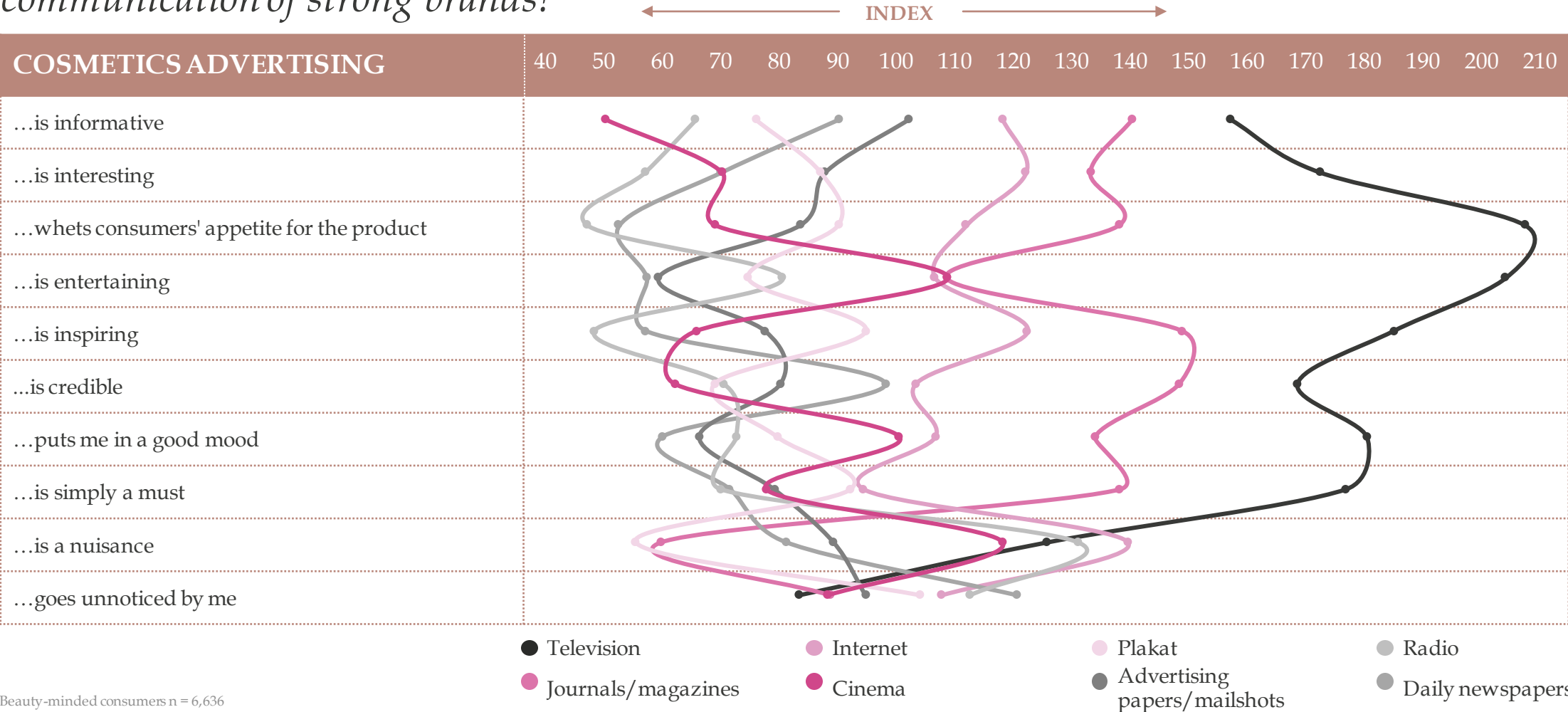
17 TV FORMATS SURVEYED

From the TV stations RTL, Sat.1, ProSieben and Vox



BEAUTY BRANDS NEED QUALITY MEDIA

TV advertising enjoys the highest acceptance rate and is therefore indispensable to the communication of strong brands!

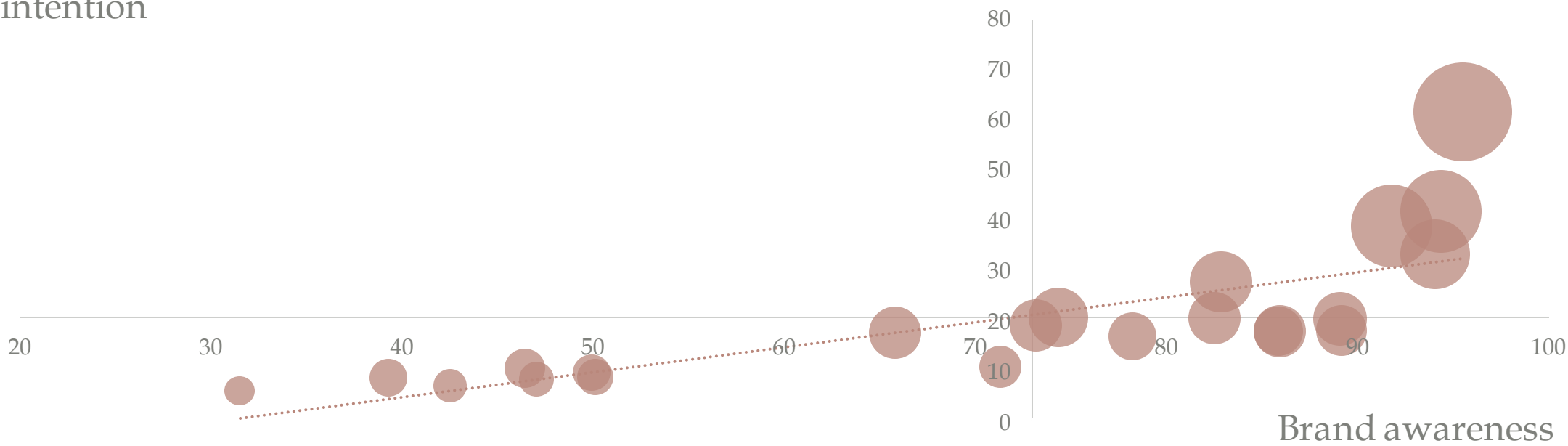


AWARENESS DRIVES AFFINITY AND PURCHASE

Awareness of, affinity for and intention to purchase face care brands, in %

Size of bubble: purchase intention

Brand affinity



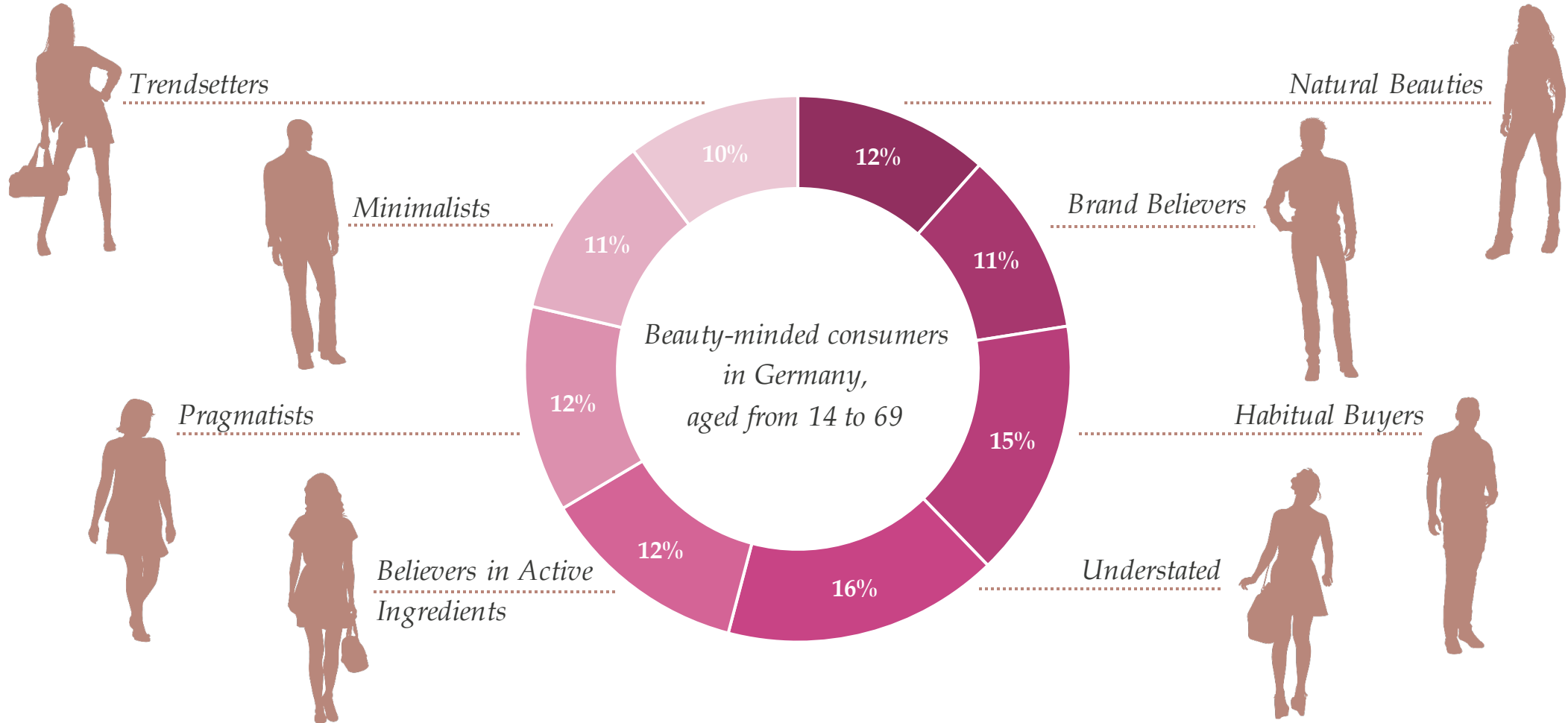
YOU NEED TO BE FAMILAR WITH THESE EIGHT TYPES

*A clearly differentiated target group
typology based on values is crucial for
brands in the beauty segment.*



OVERVIEW

of the eight beauty types





1

Brand awareness is essential if a brand is to be successful. But each purchase is also accompanied by an **unconscious, emotional decision-making process**.

2

A lot of what goes on during a purchase decision takes place at an unconscious level: within an instant, emotions trigger an **intuitive response** to alleviate the complex decision-making process.

3

Only those brands that manage to gain an emotionally appealing foothold then enter the consumer's relevant set and achieve a sustainable degree of brand loyalty

4

Not only does a strong brand enjoy strong awareness, it also has a **good story**, a **consistent brand presence** and a **good, value-based communication strategy**.

5

The kind of advertising that **involves** the consumers, both **creatively and emotionally**, works better and longer term than that which merely delivers a single explicit message.

6

Brand ambassadors such as **celebrity endorsers** can also bring across the intended brand values



THE TRENDSETTERS

Adventurous & ready to take risks



THE TRENDSETTERS

Sociodemographics/attitude to life





Conclusion

*Customisation is
what's wanted!*

For advertisers in general and those from the beauty segment in particular, TV offers **considerable** marketing communication **potential**.

With impressive pictures, catchy slogans and atmospheric music, this channel is especially well equipped to create **emotional experiential worlds**.

This is an ideal way of **whetting consumers' appetite**.

Each environment stands for its **own value profile**.

Despite all the commonalities within people's general affinity for television, there are still key differences between the beauty types.

The extent to which the types differ in terms of their preferences is particularly highlighted by the high relevance of carefully selected environments

THANK YOU

for working with us.

Facit Research GmbH & Co. KG. Building Best Value

