clever

online skincare: competitive evaluation

Table of Contents

Clinical Skin Care Classics: Skinbetter

skinbetter SCIENCE™

44% match

Brand Positioning

EFFECTIVE PRODUCTS BACKED BY SCIENCE:
- Award-winning products
- Leverage decades of rigorous research
- Uncomplicated approach to skincare
- Accomplished science
- Deep knowledge
- Rigorous study of skin and skincare chemistry
- Product innovation
- Advanced chemistry
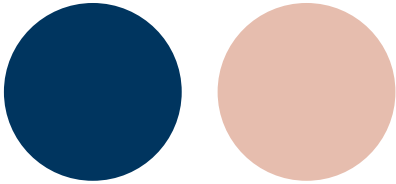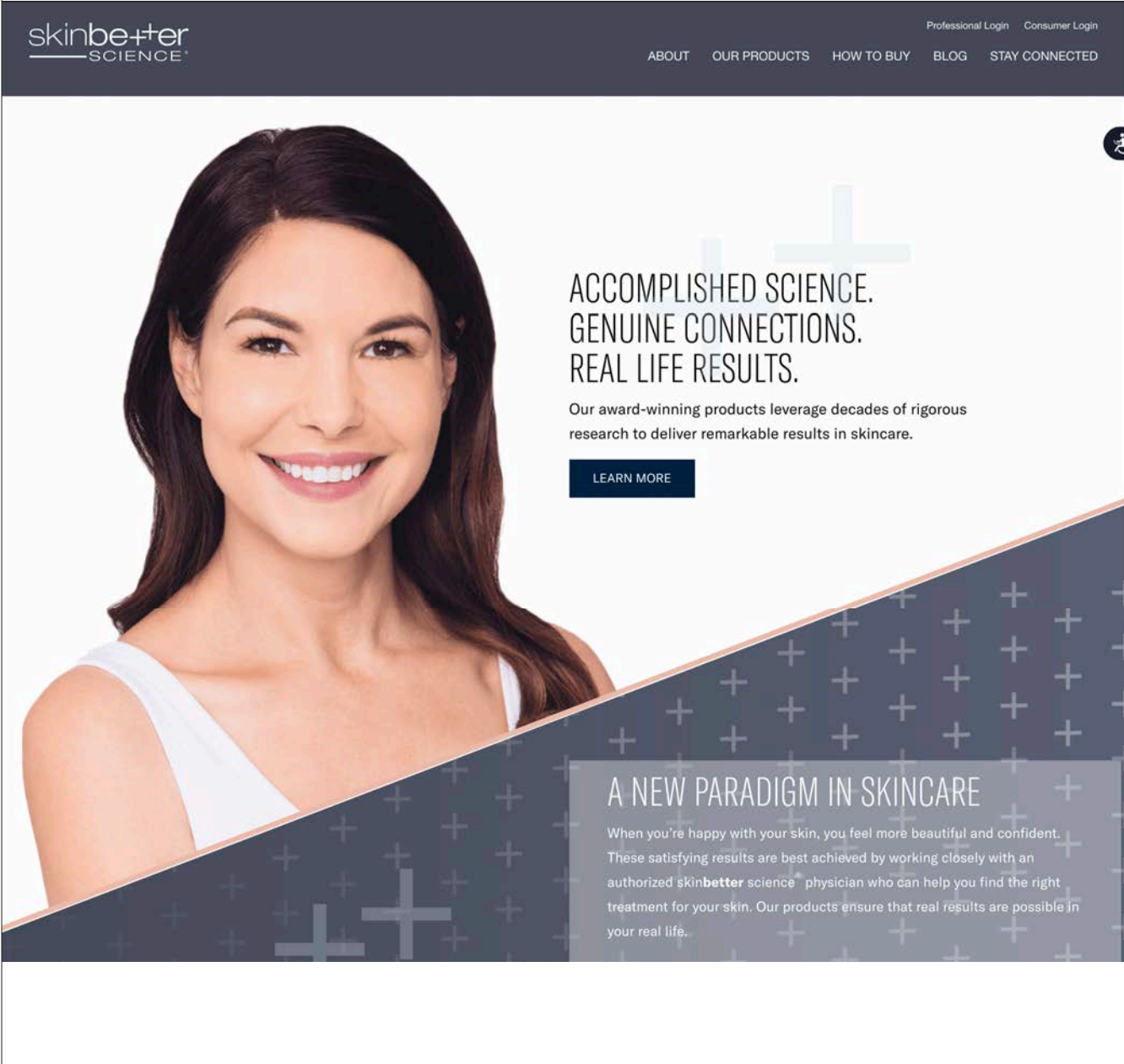
Relevancy

- Clinical grade skincare
- Focused on clinical messaging
- Clinical validity
- Scientific quality
- Reputation
- Well curated line
- Where we differ: offer primarily online, offer a subscription, offer customization, wider range of age and concern, lower pricing

	Skinbetter	Online Skincare
Availability	through doctors only	online only
Clinical Grade Products	+	+
Complete Regimen	+	+
Subscription	–	+
Customization	–	+
Anti-Aging	+	+
Acne	–	+
Demographic	Women 45-60	Women 16-50
Pricing	$$$	$$

Name & Logo	Takeaways
skinbe+ter SCIENCE™	**NAME:** The name is descriptive and benefit based. Adding the word science clearly defines the brands core differentiator. **LOGO:** The logo features plus signs that give the mark a technical feel. The classic modern typefaces that are used lend a feeling of simplicity and clarity. The extended and rectangular shapes in the skinbetter "s" add to the scientific and technical character. The thick/thin elements in the "b" and "r" in better add a humanistic element, but also fight with the clean geometry that is established elsewhere. Overall the logo is simple and clear, though somewhat expected and not a strong differentiating component.
Color Palette	**Takeaways**
	Navy blue establishes a character that is firm and trustworthy. It has an air of the technical and is a no-nonsense choice, that pairs well with the focus on science. The pink and rose gold elements, balance out the blue and white with a softer, more feminine counterpoint Use of metallic treatments is meant to elevate the brand, giving it a premium feel. The restraint of the use of the metallic accent is key to its success.

Competitive Analysis: Clinical Skin Care Classics: Skinbetter: Website

Website	Takeaways
	DESIGN: The dominant cool grey color is neutral and unobtrusive, but doesn't add much personality to the design. Use of white space to provide a "clean" feel connects with the product benefits of cleansing and renewal. The plus signs from the logo are used to create a recognizable brand element. This is a great technique for ownability and consistency with the identity and packaging design. The pattern itself feels a bit clunky and unrefined here. **PHOTOGRAPHY:** Model photography is focused on a 45-60 year old female demographic. Light makeup allows the skin to be a focus. The poses of the models, smiling expressions, and direct eye contact with the camera feel very posed and commercial

Website: Additional Examples	Takeaways

CONTENT:
Content is science focused. It adds credibility to product claims and benefits.

Adding more emotive copy and imagery could help this site connect more personally with consumers.

Before and after imagery lends credibility to product claims. This gives the materials more of a clinical feel and continues with the focus on research and science.

Products broken down into treatment areas and easily shopable.

Details and information about products clearly written and easy to find.

Application videos take any guesswork out of how to use the treatments.

The website features a blog with about 9-10 articles per year.

STATISTICS:
What do you want to put in here? Monthly visits? Key traffic generator? Anything else?

Website: Additional Examples	Takeaways

Packaging	Takeaways
	DESIGN: The packaging aims for a sophisticated and high-end feel with metallic finishes and accents. Use of metallic caps feels very traditional in the beauty space and perhaps makes this product seem targeted towards an older demographic. The use of the plus sign pattern helps with recognizability. A variety of finishes and spot gloss add depth and texture to the design. The rich color of the rejuvenate line feels sophisticated. It also feels more traditional and geared towards the older audience that this line is formulated for. The cleansing line feels a bit disconnected from the rest of the packaging as it doesn't have an ownable color that the others clearly illustrate. Overall the aesthetic aims to establish a high end feel geared towards a mature female-only audience. The packaging feels very consistent, premium, and ownable.

Social Media	Takeaways
	Instagram: 26.9K followers

Facebook: 5,831 followers

Social media messaging predominantly features product imagery and marketing copy related to product benefits and ingredients.

The few before and after posts that have been made on instagram have a much higher engagement rate than the product imagery and marketing messaging posts. |

Clinical Skin Care Classics:
Other Notable Brands

We have ordered the following based on number of Instagram followers to highlight relevancy to today's market.

Competitive Analysis: Clinical Skin Care Classics: Skinceuticals
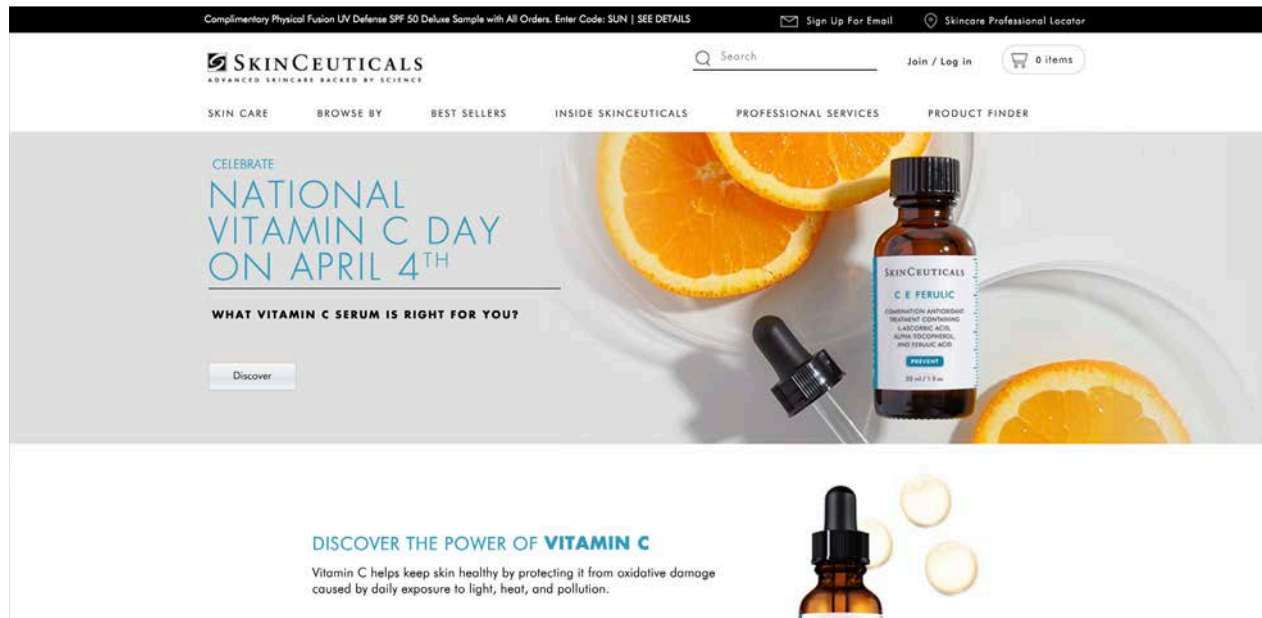
Websites	Takeaways
	The skinceuticals mark has a clinical feel to it and also feels somewhat dated. It is used minimally on the site and packaging, so it is not a dominant symbol for the brand. Overall Skinceuticals approaches pack design and branding from a clinical/apothecary angle. White and blue are clean colors that we see used time and again in this space. While they communicate cleanliness and maintain a clinical character, they are highly used so not ownable or recognizable in the space. The website is very product focused. It does a good job of explaining ingredients, formulations and clinical validity, but has no personal or emotional message for consumers. Instagram followers: 300K

Competitive Analysis: Clinical Skin Care Classics: Dermalogica
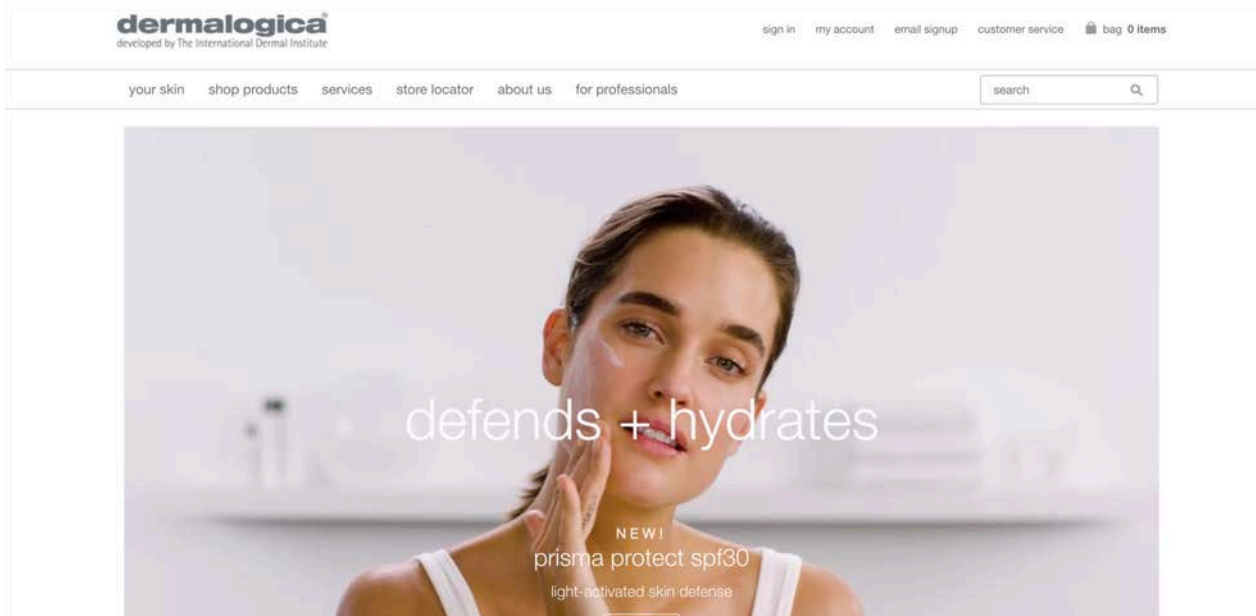
Websites	Takeaways
	Dermalogica is clear and bold with it's branding. White space is a key component illustrating freshness and cleanliness. The brand follows along with the "un-branded" model where packaging is left minimal and the focus is on the formula and effectiveness. The website feels more up to date than some others and seeing a real and relatable model front and center makes the product benefits immediately more tangible and desirable. Comparing this model to the models used in the Skinbetter campaign, this feels much more real and lifestyle relevant. This approach marries much better with an online marketplace where reviews and social media drive product perception and sales. Overall this is still a relevant brand and is important to note for differentiation. Instagram followers: 282K

Competitive Analysis: Clinical Skin Care Classics: Murad
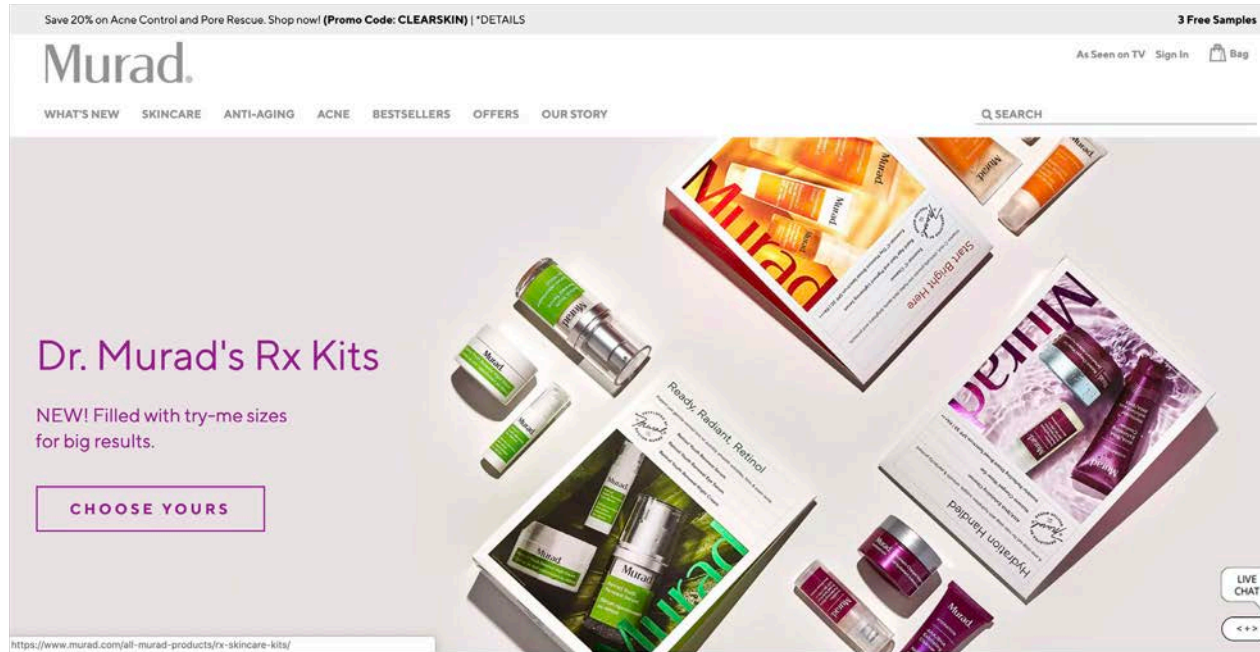
Websites	Takeaways
  	The logo and typeface take a very classic approach to "beauty" branding. Bright color coding helps to make products more shopable and gives them some notability from competitive set. Simple typography and thin rules give the packaging a subtle "labeling" or medical feel. Though this brand has existed for a long time, it holds interest and has adapted to remain relevant to a modern consumer. Though the website is not high for traffic and online sales are not a focus, it feels updated and more modern than some of the other classic clinical skin care contenders. Since this is such a well-known brand, it is important to ensure we keep visual identity and separation from what they've established. Instagram followers: 284K

Competitive Analysis: Clinical Skin Care Classics: Rodan + Fields
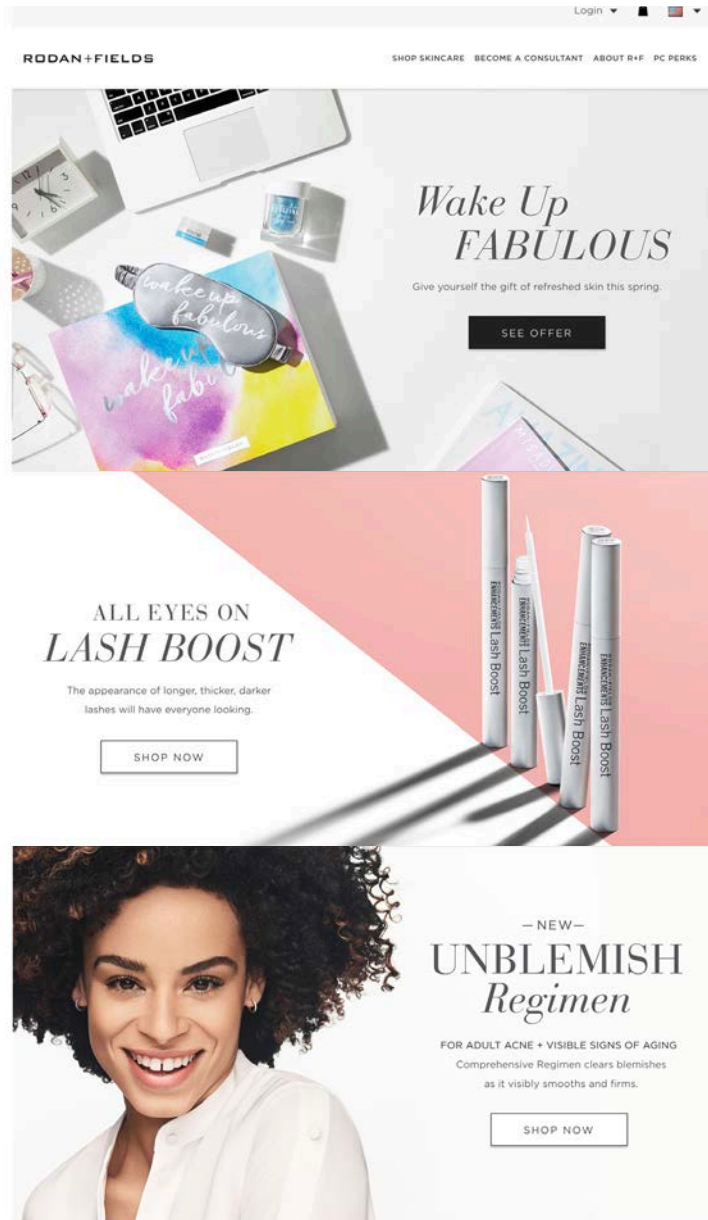
Websites	Takeaways
	Rodan + Fields, from the makers of proactiv. This brand sells through a very different business model than we do, though the products are available for purchase online.

The packaging design here goes with a minimal approach, which is effective in communicating cleanliness and a focus on efficacy, though does not help them stand out from the pack.

The more prominent category colors help differentiate it a bit more from some of the other brands in the segment.

The secondary colors feel strong and vibrant, which ties in nicely with the idea of an effective product.

Overall the website has a much more benefit focused approach to the story of the products. With this content. The brand definitely makes an effort to market products that aren't just effective, but are something you "want" to buy.

While some formula information is available on the site, it doesn't have deep credibility in content. It lacks before and after imagery and other clinical trial info that would help substantiate and qualify it more authoritatively.

This brand has a fairly large social media following 203K on instagram. Which speaks to it's relevancy.

Instagram followers: 203K |

Competitive Analysis: Clinical Skin Care Classics: PeterThomasRoth
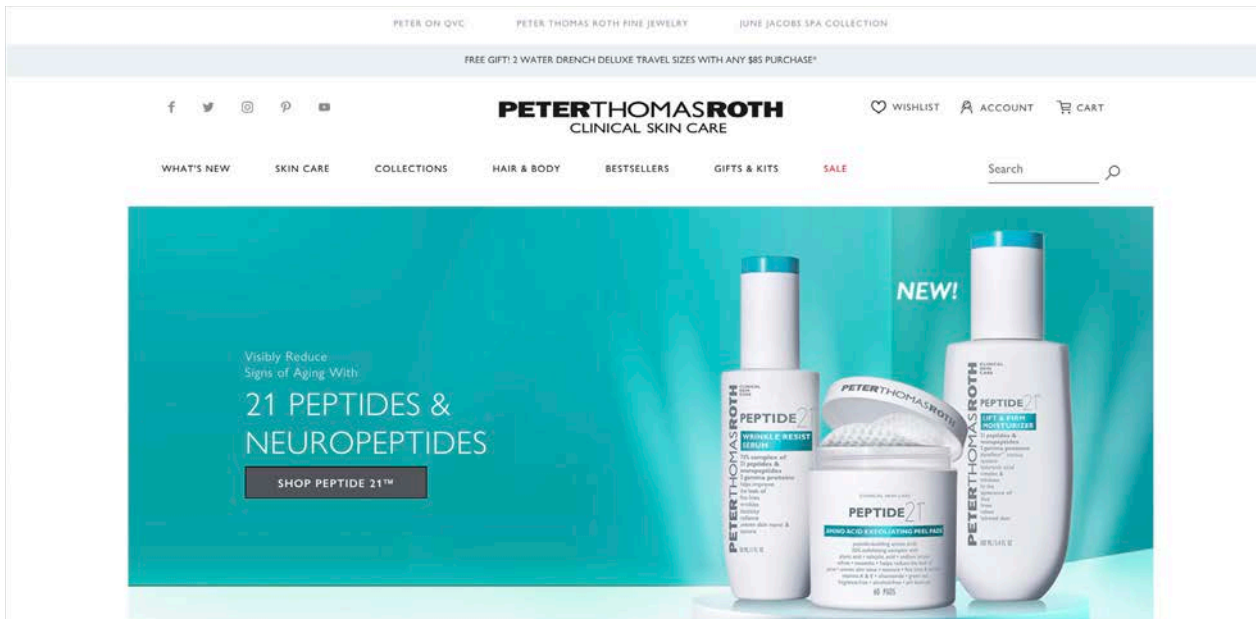
Websites	Takeaways
	PeterThomasRoth is one of the classic clinical skin care lines that approaches product and logo design from a minimal - non-branding - perspective. The strategy here is to let the product benefits and clinical story be the hero over showy or luxury packaging. In theory, this proves a focus on effectiveness. Though this brand has been available for a long time, it does still have relevance for today's consumer. Some of the brighter colors for formulas add energy to the brand. The website and marketing is clinically focused and doesn't feel especially motivating. One interesting thing to note about this brand is that due to it's focus on function and simplicity in design, it is a cross-over brand that can apply to both a male and female market. Instagram followers: 131K
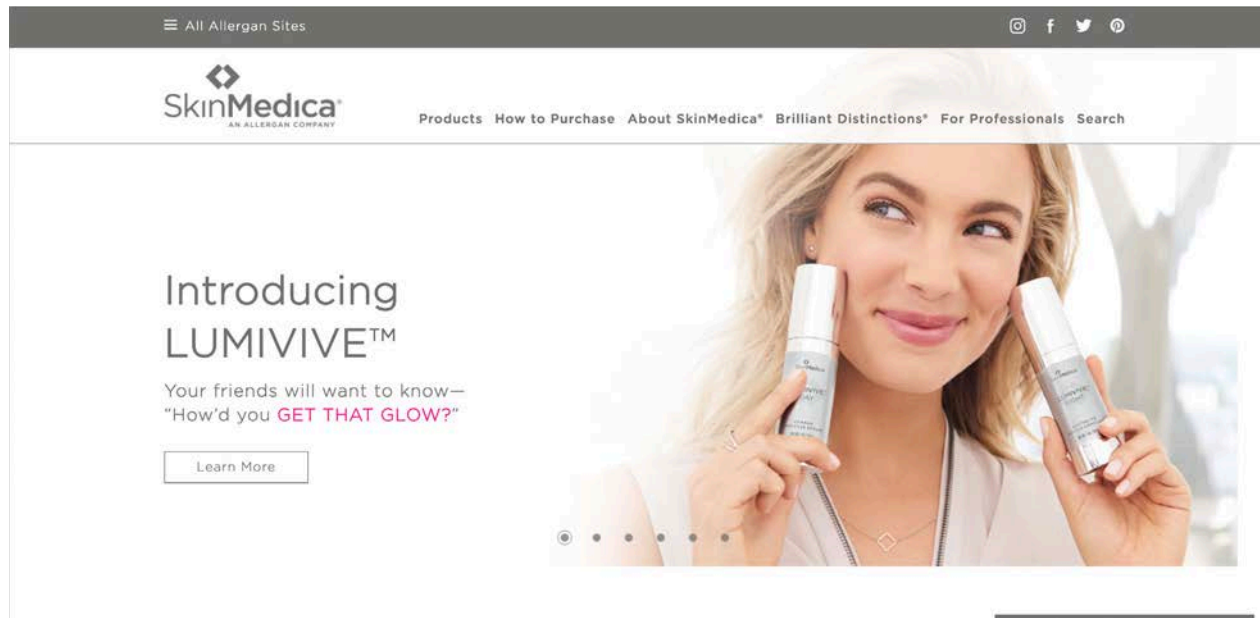
Websites	Takeaways
	SkinMedica's mark definitely adds a scientific feel to the brand. Overall, the lack of color and soft tones put the marketing and packaging in a place where they don't really leave a strong or lasting impression. The packaging feels like it takes cues from classic beauty brands which helps it differentiate from some other clinical brands and feel a bit more high-end. Metallic accents and classic elements make the packaging have a bit more of a dated feel. There is nothing that is memorable or notable about the packaging or the brand. Instagram followers: 70.6K

Competitive Analysis: Clinical Skin Care Classics: LaRoche-Posay
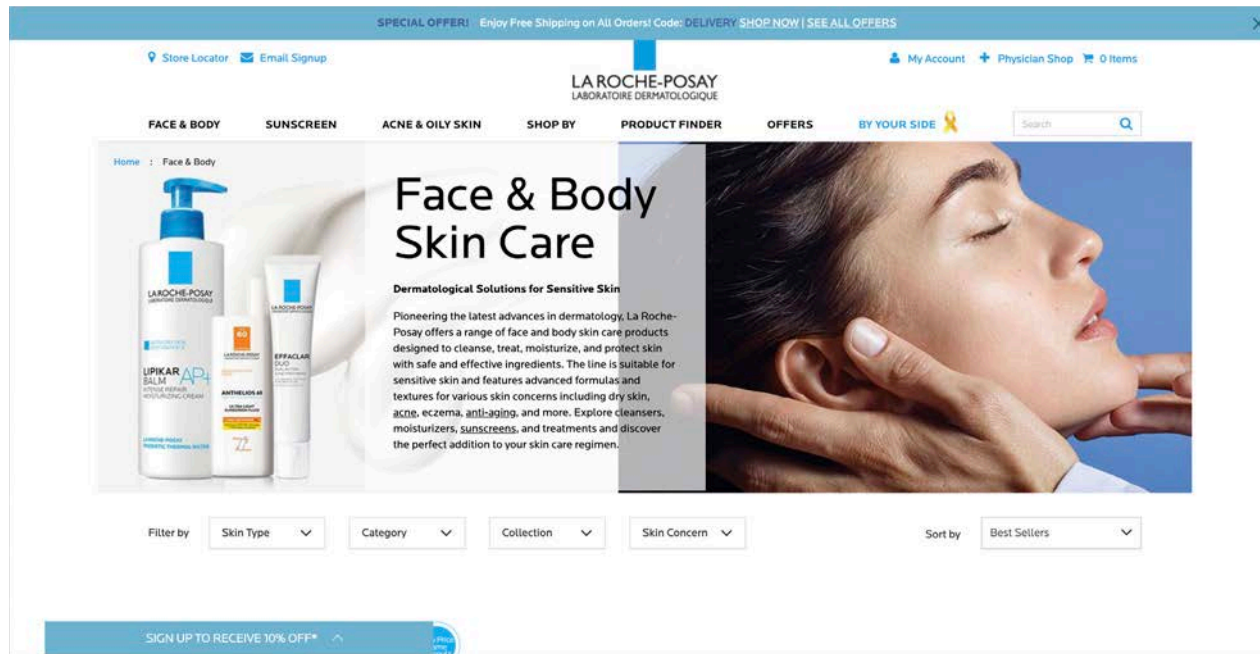
Websites	Takeaways
	The solid blue rectangle is a highly recognizable brand element that works really well on the packaging.
	The brighter blue tone here, feels fresher and more modern.
	Use of white materials and bright colors keep the packaging feeling clean and fresh.
	The website is cluttered and crowded. It feels dated.
	More aspirational messaging and imagery mixed with the clinical focus would help the product relate to customers.
	An established brand that is rooted in its reputation and is not investing highly in growing or changing its market.
	Instagram followers: 60.5K

Competitive Analysis: Clinical Skin Care Classics: OBAGI
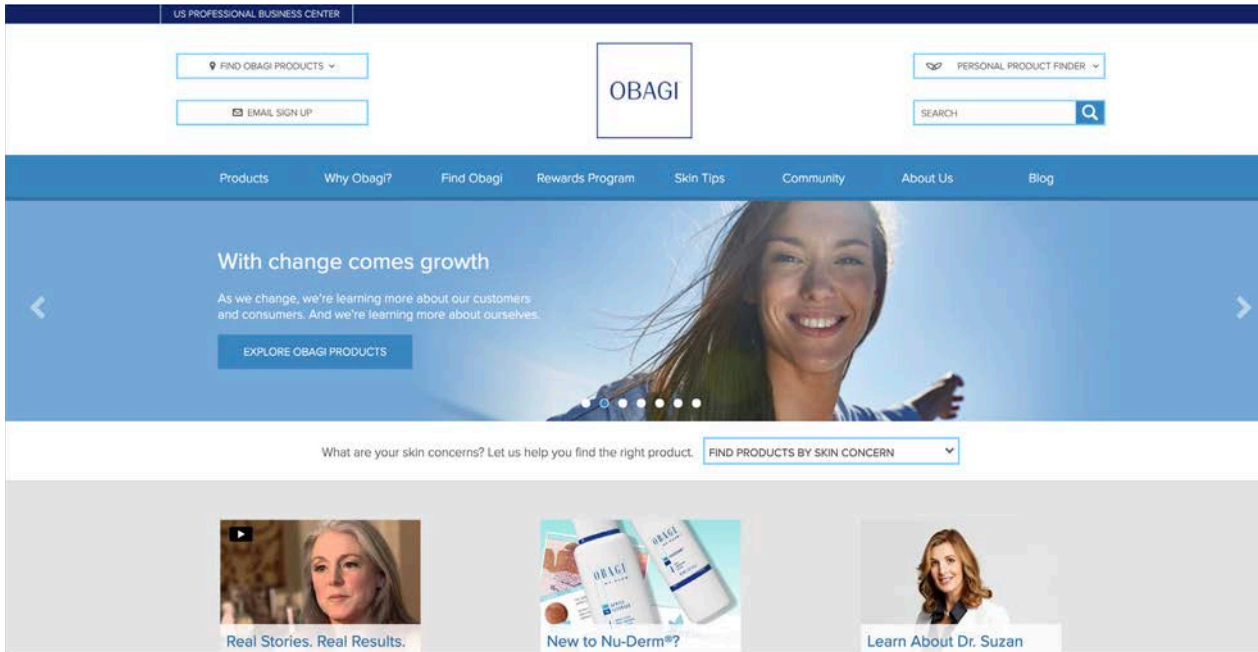
Websites	Takeaways
	Blue and white color scheme feels clean, but darker blue also feels corporate and clinical. Font selection feels somewhat dated. Packaging feels very low-end, akin to grocery and drugstore brands. Website lacks inspiring or aspirational imagery and has an overall dated look. Instagram followers: 47.8K

Competitive Analysis: Clinical Skin Care Classics: Neocutis

Websites	Takeaways
	Another brand that takes a clean and clinical approach. Unsurprisingly, Neocutis has chosen a bright blue and white as brand colors.

The typography of the brand name is clean, classic and timeless.

The choice for the packaging materials feels high-end, though some of the softer accent colors feel very feminine and soft, which could be contrary to the idea of a powerful product.

Overall the website provides clinical authority, but little to no emotional motivators.

Though the primary blue packaging is recognizable and feels high end, the lack of support from other elements and sub brand lines make it easy to see this getting lost in the mix.
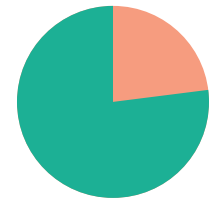
Instagram followers: 8,539K |

Clinical Skin Care Newcomers: The Ordinary
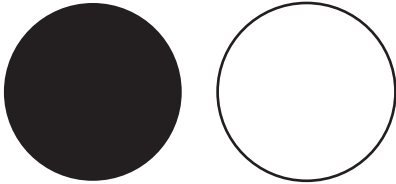
The Ordinary.

77% match

Brand Positioning

AFFORDABLE, EFFECTIVE CLINICAL SKIN CARE
- Founded on taking a new approach to skin care
- Different
- Functional
- Sensibly priced

Relevancy

- Clinical grade skincare
- Available online and direct through manufacturer only
- Similar pricepoints to our offering
- Similar target audience
- Focus on active ingredients and effectiveness
- Reputation
- Where we differ: offer customization and a subscription option

	Deciem - The Ordinary	Online Skincare
Availability	online & in their own branded retail locations	online only
Clinical Grade Products	+	+
Complete Regimen	+	+
Subscription	−	+
Customization	−	+
Anti-Aging	+	+
Acne	+	+
Demographic	Women 20-60	Women 16-50
Pricing	$$	$$

Name & Logo	Takeaways
# The Ordinary.	**NAME:** This name is abstract and based on customer experience and the company's core mission. The Ordinary re-invents luxury skin care by stripping away marketing and branding and focusing on effective formulas for a more affordable pricepoint. **LOGO:** Bold and clear, black and white typography in a classic modern typeface tie-in with the minimal branding, low-hype message of this brand. The Ordinary approaches it's product line with design that is aimed at looking minimal to highlight their focus on effectiveness and quality. However, this non-brand look, has also been very popular in its own right for nearly a decade, propelled by brands like American Apparel.
Color Palette	Takeaways
⬤ ⭘	Black and white are a clear choice for this brand as it's core message is efficacy and functionality at a lower price point. Though black and white speak to minimalism, they are also timeless and classic color choices. The extreme contrast in the palette aligns with the brand's bold attitude.

Website	Takeaways
	DESIGN: The design of Deciem's website supports multiple brands including our feature brand, The Ordinary. The parent website is kept spare and simple so that it does not conflict with sub-brands that exist within the set. The website itself, and especially The Ordinary brand are hard to shop as its not possible to easily and quickly search by indication or concern. While the point of the minimal design pairs well with the brand's mission, including before and after photos and some model imagery that shows results or goals would help better illustrate the benefits of the products. The website does feature customer reviews and ratings as well as detailed information on formulas and ingredients to add scientific validity to its claims. Overall, this brand sells products because of the media attention it gets for effective and quality products. **PHOTOGRAPHY:** Photography is exclusively of product imagery. This ties in with the focus on formula and effectiveness, but leaves benefits entirely up to the reader's imagination.

Website: Additional Examples	Takeaways
	CONTENT: Content is ingredient and benefit focused. It aims to add credibility through clarity and detail. The organization of the content is difficult for users to navigate and while one can appreciate the brand's focus on formulas, it is hard to go through many pages and products that look identical and have lots of technical copy. Adding more emotive copy and imagery could help this site connect more personally with consumers. In an online market, seeing is believing with reviews, real customer stories and before and after results. For many online shoppers, the most credible content is user-generated, third party reviews. Reviews are featured here, but lack imagery and could be presented in a more visually compelling way. **STATISTICS:** What do you want to put in here? Monthly visits? Key traffic generator? Anything else?

Packaging	Takeaways
	DESIGN: As with the rest of the design, the packaging takes an extreme approach to minimalism. The goal is to highlight product effectiveness and formula over marketing. This un-branded approach is a decisive look that aligns with other "quality focused" brands of the past like American Apparel. The bottle design and materials avoid anything that feels lavish or expensive as that would be contrary to the mission of supplying premium formulas at reduced prices. Since pricepoint is a key driver for most of the sub-brands within the Deciem line, it is important to show economy in the packaging to support that claim. Other lines also from Deciem include: Niod, which has an almost similar pack style and is a collection of slightly higher pricepoint products with more than one active ingredient. And Hylamide, which features Hyauluronic Acid in it's products. Hylamide maintains the same no-nonsense materials and packaging design, but uses bold colors to differentiate between benefits. This is not unique in the skin care realm, but is executed well here. Another brand that is called to mind by the Hylamide line is Vitamin Water, which has a very similar approach though for a totally different product.
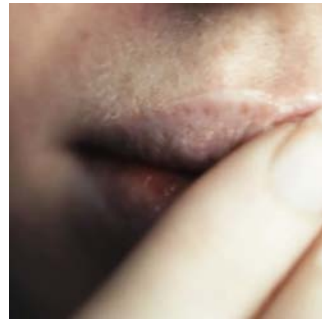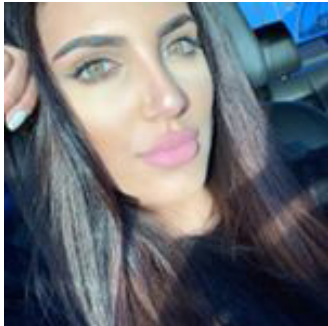
Social Media	Takeaways
	Instagram: 472K followers
	Facebook: 562K followers
	Deciem and its sub-brands are aimed at a hipper and younger demographic than many of the classic skin care lines. Because of this, social media is a key marketing tool for the brand.
	With 472K Instagram followers, they easily surpass the top "classic" clinical skin care brand, Skinceuticals, which currently has closer to 300K followers.
	Posts on the Deciem pages are a mix of: Product shots, usually with some whimsy or sense of humor that make them stand out.
	Scientific and lab imagery that adds credibility to the brand.
	Messaging to support its promotions.
	And real customer photos.
	The brand's sense of humor and unique character is expressed much more fully through its social media presence than its website.

Clinical Skin Care Newcomers:
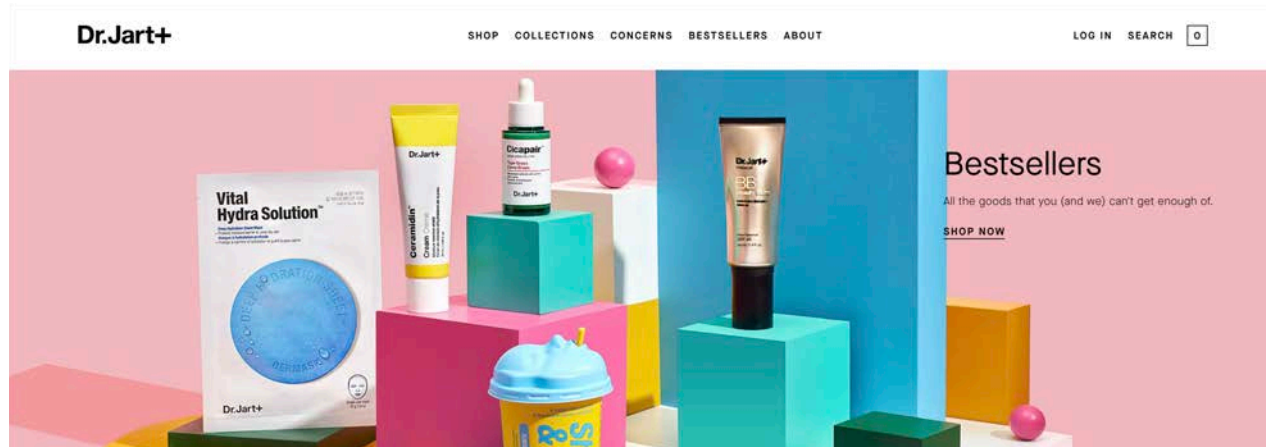# Other Notable Brands

We have ordered the following based on number of Instagram followers to highlight relevancy to today's market.

Competitive Analysis: Clinical Skin Care Newcomers: Dr. Jart

Websites	Takeaways
	Dr. Jart is a very bold take on clinical skin care. The brand explains its products as an intersection of art and skin care.

The graphics that support this brand are inspired by bold modern art and clearly set these products apart from competitors.

The packaging consists mostly of very minimal, clear design with bright pops of color. The materials of the package design are purposefully industrial and meant to relate to functional packaging of art supplies.

That said, the brand pushes the whimsical and surreal with eye catching, novelty treatments like the shake shot and sheet masks that are branded with large pills on them. These products are meant to grab internet fame for their unexpected and completely unique character.

All this said, while the brand is bold and is grabbing attention and sales, Dr. Jart has little to no clinical evidence on their website and lacks before and after imagery and results.

Though this is touted as clinical skin care, it is much more of a premium skin care brand than a scientifically backed product.

The brand has notable popularity on instagram with 209K followers. |

Competitive Analysis: Clinical Skin Care Newcomers: Dr. Barbara Sturm

Websites	Takeaways
	Dr. Barbara Sturm's Molecular Cosmetics, is another minimal brand in the premium/clinical skin care market.

This brand was founded by skin care expert Dr. Barabara Sturm world-recognized for non-surgical anti-aging treatments and rejuvenation of the skin matrix.

A focus on effective active ingredients and Dr. Sturm's reputation provide clinical validity to the products.

This website misses out on inviting user generated content like reviews and ignores before and after imagery as well as any aspirational model imagery.

The typography and look is a nice balance of fashion/beauty and science, however the all white minimal look is almost impossible to own in this space.

Dr. Sturm's separate website for her practice brings in some more content that proves her authority in the industry, but aside from this, the brand is entirely built around her name and presence.

All that said, Dr, Sturm has 167K followers on instagram. |

Websites	Takeaways
	Stacked Skin Care is a premium skincare line that is non-toxic, vegan and fragrance-free. The brand was developed by an aesthetician named Kerry Benjamin and her reputation is what a lot of the validity of the brand is built on. A focus on ingredients supports claims, but there is not a lot of other clinical evidence or imagery as proof of effectiveness. The branding is minimal and focused on a clinical feel, though this brand introduces some metallic elements that introduce more of a luxury feel. The packaging is very ubiquitous and largely forgettable. The website visuals are similar. The dull green/blue accent color doesn't correlate well with the idea of vibrancy in skin color. Instagram followers: 24K

Competitive Analysis: Clinical Skin Care Newcomers: Pour Moi
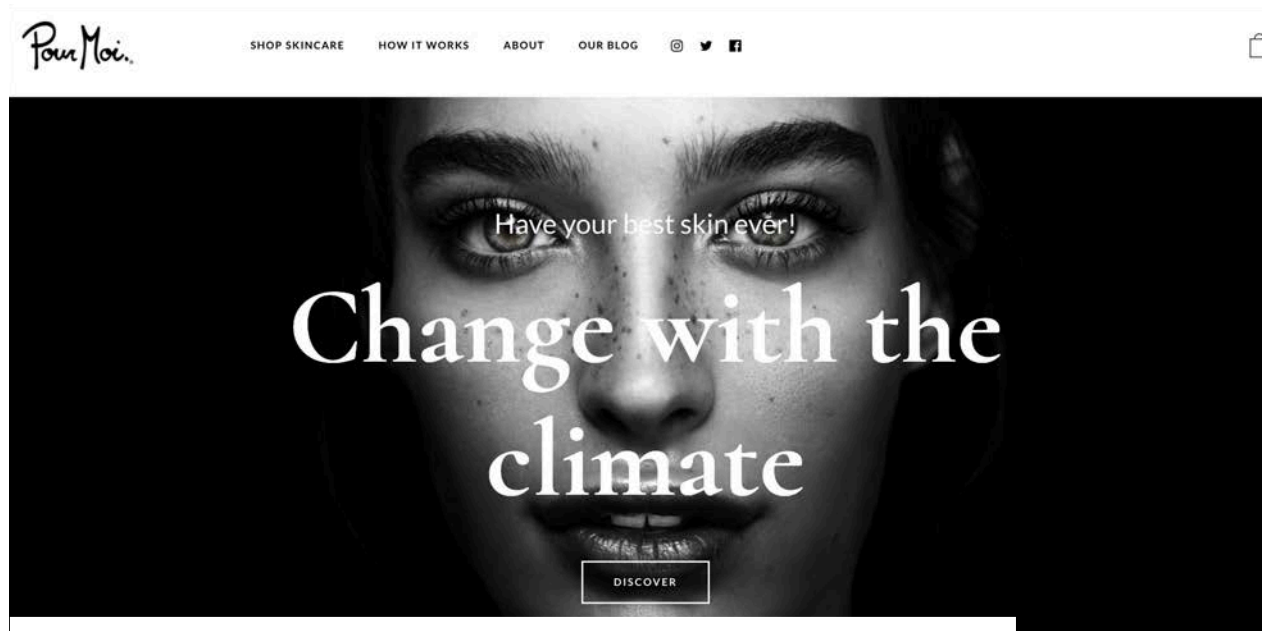
Websites	Takeaways
	Founded by European beauty & wellness expert Ulli Haslacher. Being a skincare enthusiast and frequent traveler, Ulli paired up with a team of International scientists to secure a new niche in the beauty world — Climate-Smart skincare.
	A small brand with about 9 SKUs, this design is featured around simplicity and fashion.
	Black and white are classic colors.
	The name of the company and the hand-written logo imply that the formulas are specialized for individual needs.
	Instagram followers: 22K
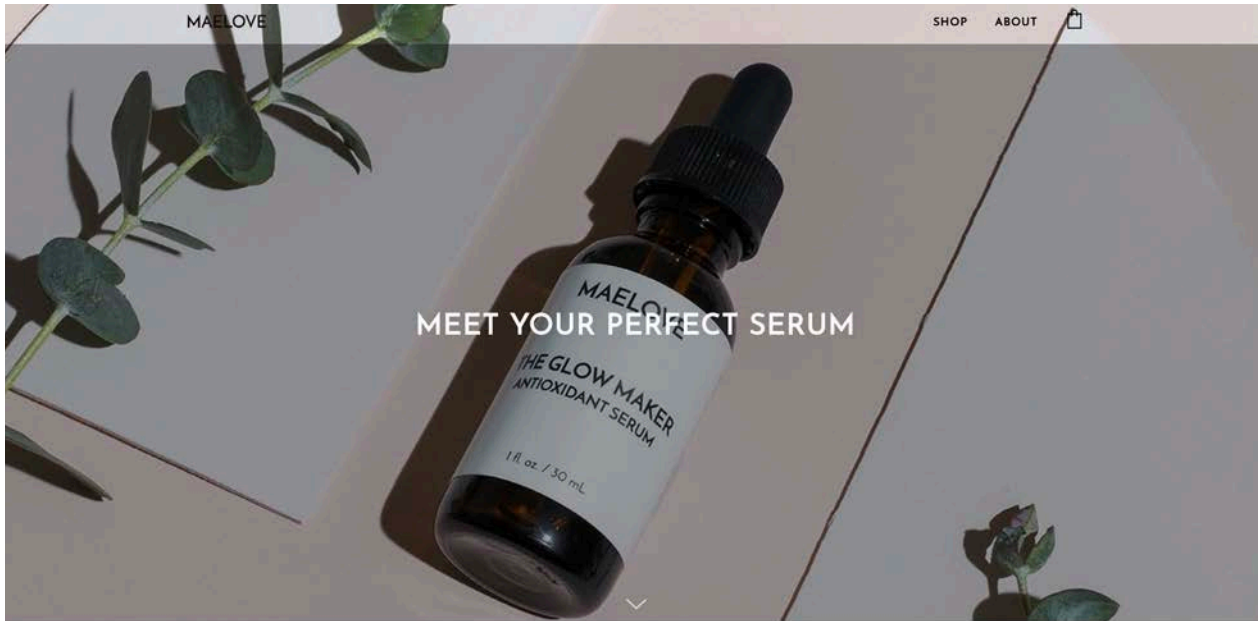
Competitive Analysis: Clinical Skin Care Newcomers: Maelove

Websites	Takeaways
	Skincare can be simple and effective. Products priced for value and designed for ease of use. Formulas rooted in clinical research, with input from chemists, dermatologists, plastic surgeons and medical researchers. Collected and analyzed over 3 million online skincare product reviews to better understand what customers are looking for. Formulas that not just work well, but work well for all skin types. This competitor again, touts effective formulas over marketing and pushes a value and convenience sell. The lack of before and after imagery and results makes it feel less trustworthy. The design of the packaging is on the far end of functional, with almost no branding and a focus on the product. Instagram followers: 22K

Competitive Analysis: Clinical Skin Care Newcomers: Ever
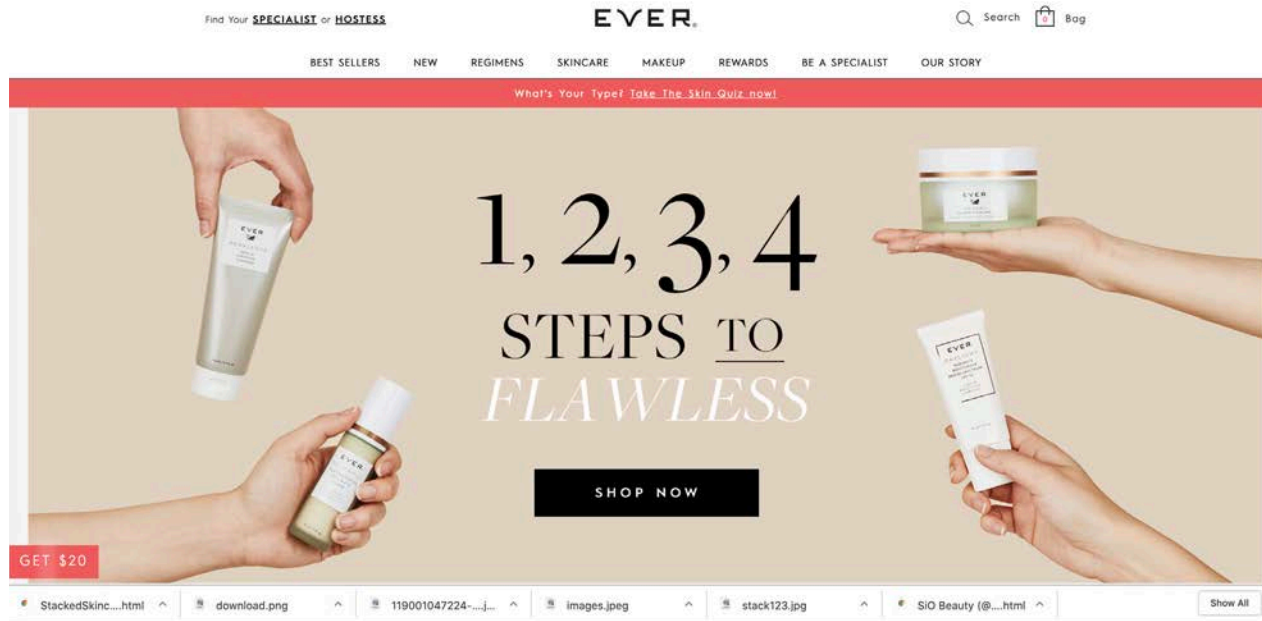
Websites	Takeaways
	This product and brand tries to be the best of all worlds and ends up in a place where it doesn't leave a clear or memorable impression. The products are touted as being "clean" formulations that are inspired by nature, but that key benefit does not come across in the name of the product or the package design, except for a very tiny "v" shape that is made out of a leaf. The website is easy to shop and the online offering includes things like subscription and referral rewards. The frosted glass in the packaging and the metallic gold accents feel a bit dated. Similarly the use of subtle and indistinct colors feel undecided and don't have a strong impact. From a content perspective there are one or two images of models using the product that give the brand a bit of a personality, but there is very little clinical evidence of results. Content is primarily focused on active ingredients and benefit claims associated with them. Instagram followers: 20K
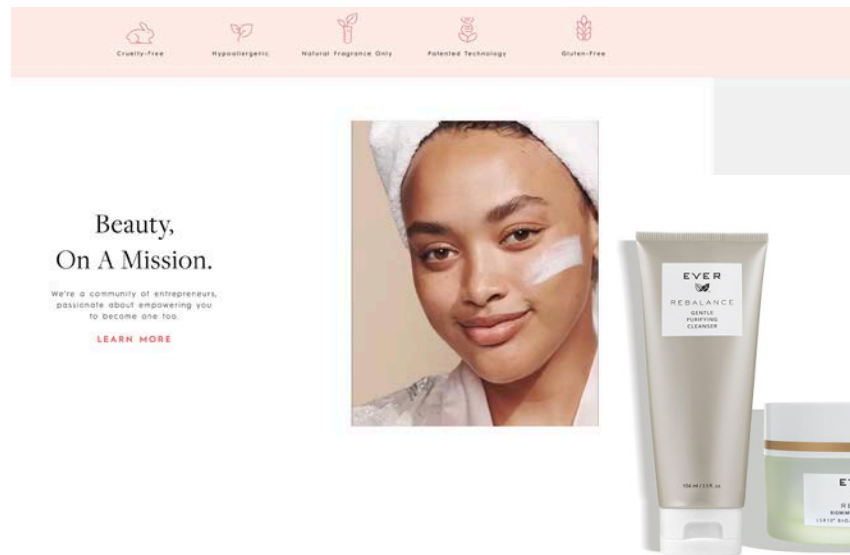
Premium Skin Care Classics: Clinique
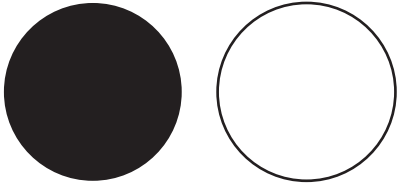
77% match

Brand Positioning

DERMATOLOGIST-CREATED PREMIUM SKIN CARE
- Founded by The Estée Lauder Companies in 1968 as the first dermatologist-created, prestige cosmetic brand.
- High quality, effective products for every skin type and concern

Relevancy

- Clinical grade skincare
- Available online and through many third party distributors and stores
- Similar pricepoints to our offering
- Similar target audience
- A classic brand with staying power
- As a comparison to the "new" set of premium skin care
- Where we differ: primarily available online, higher clinical validity, customization, lower price

	Clinique	Online Skincare
Availability	online & through many third party distributors and retail locations	online only
Clinical Grade Products	+	+
Complete Regimen	+	+
Subscription	+	+
Customization	−	+
Anti-Aging	+	+
Acne	+	+
Demographic	Women 20-60	Women 16-50
Pricing	$$$	$$

Name & Logo	Takeaways
	NAME: This name is abstract and ownable. It clearly ties in with the clinical relevancy of the products and it is short, easy to remember and pronounce. The name also has a feminine quality to it. **LOGO:** Bold and clear. This clinique "C" is a definite icon that is easily identifiable and has stood the test of time. The logo is usually set in black and white or a neutral color to ensure it keeps a strong impact, though oftentimes the pack color will change with the product adding variety to a very large line. The typeface feels much more fashion oriented than clinical so is a nice balance to the more clinical sounding name. The typeface of the Clinique name feels traditional, but also somewhat feminine.
Color Palette	Takeaways
	Black and white are the prominent brand colors, which works well for a brand with so many sub-brand and lines. Different coloring in packaging and materials helps to differentiate the product lines, while the logo remains consistent and recognizable.
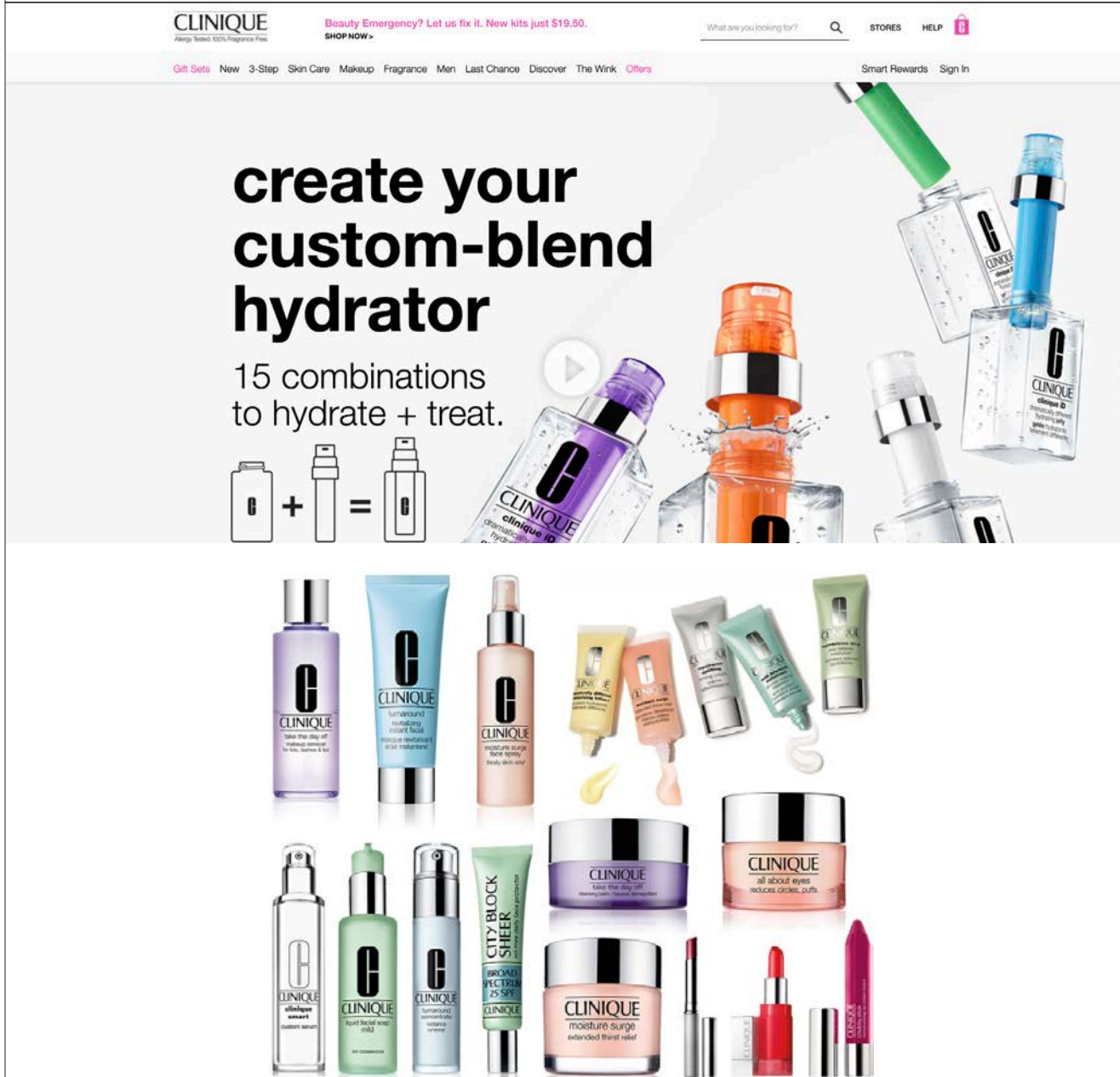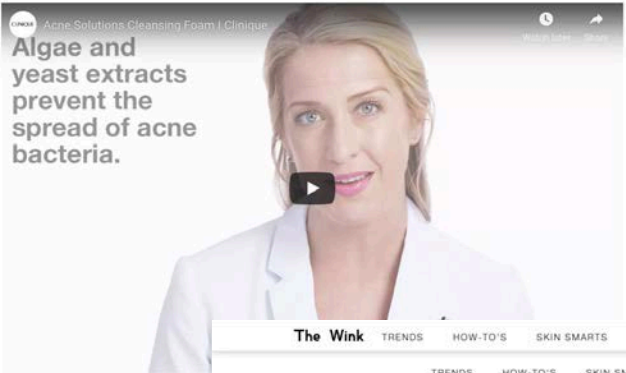
Website	Takeaways
	DESIGN: The design of Clinique's website feels clunky or cluttered in structure, but the elements used within it are energetic & lively and well-produced. **PHOTOGRAPHY:** Model imagery here is very well done, but is hidden in a slider within product sections. Pulling out some of the model imagery would help create a more emotional connection with the consumer. The product shots are well styled and feel fresh and energetic.

Website: Additional Examples	Takeaways
	CONTENT: Content is ingredient and benefit focused. It aims to add credibility through clarity and detail. There is good clarity around the claims and videos from experts help to lend validity to product efficacy. The website does have a blog called "The Wink" that provides deeper info on products, general beauty tips and stories that focus on the history of the brand. **STATISTICS:** What do you want to put in here? Monthly visits? Key traffic generator? Anything else?

Packaging	Takeaways
	DESIGN: When looking at Clinique packaging, it is always immediately recognizable by the iconic "c" mark. The decision to let the parent brand be neutral and devoid of color has allowed them to create endless extensions that still feel consistent. Pastel colors definitely skew these products far towards the feminine side. Though pastel, the colors maintain a purity so they avoid looking washed out and still convey vibrancy. The high shine metallic accents are definitely more in line with classic beauty and skin care products, but the bold mark and unique colors help the brand still feel fresh and relevant. Overall the packaging has stood the test of time and continues to be an iconic and relevant brand in premium skin care.
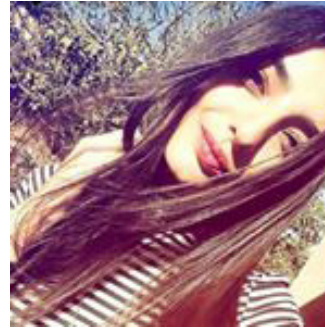
Social Media	Takeaways
	Instagram: 2.7M followers

Facebook: 11M followers

Clinique's social media focuses on a mix of posts that feature:

Professionally styled product photography with marketing copy.

Posts featuring influencers and customers talking about their experience with Clinique products

Promotions and offers

Visually the imagery is well curated and stays true to the brand's heritage while adapting enough to remain relevant to a modern marketplace. |

Premium Skin Care Classics:
Other Notable Brands

While we will not do a deep dive into every Premium Classic Skin Care brand, it is important to look at them in snapshots since they have a notable approach to packaging and design that we need to understand in contrast to clinical skin care and also the skin care "newcomers".
We have ordered the following based on number of Instagram followers to highlight relevancy to today's market.

Competitive Analysis: Premium Skin Care Classics: Lancome
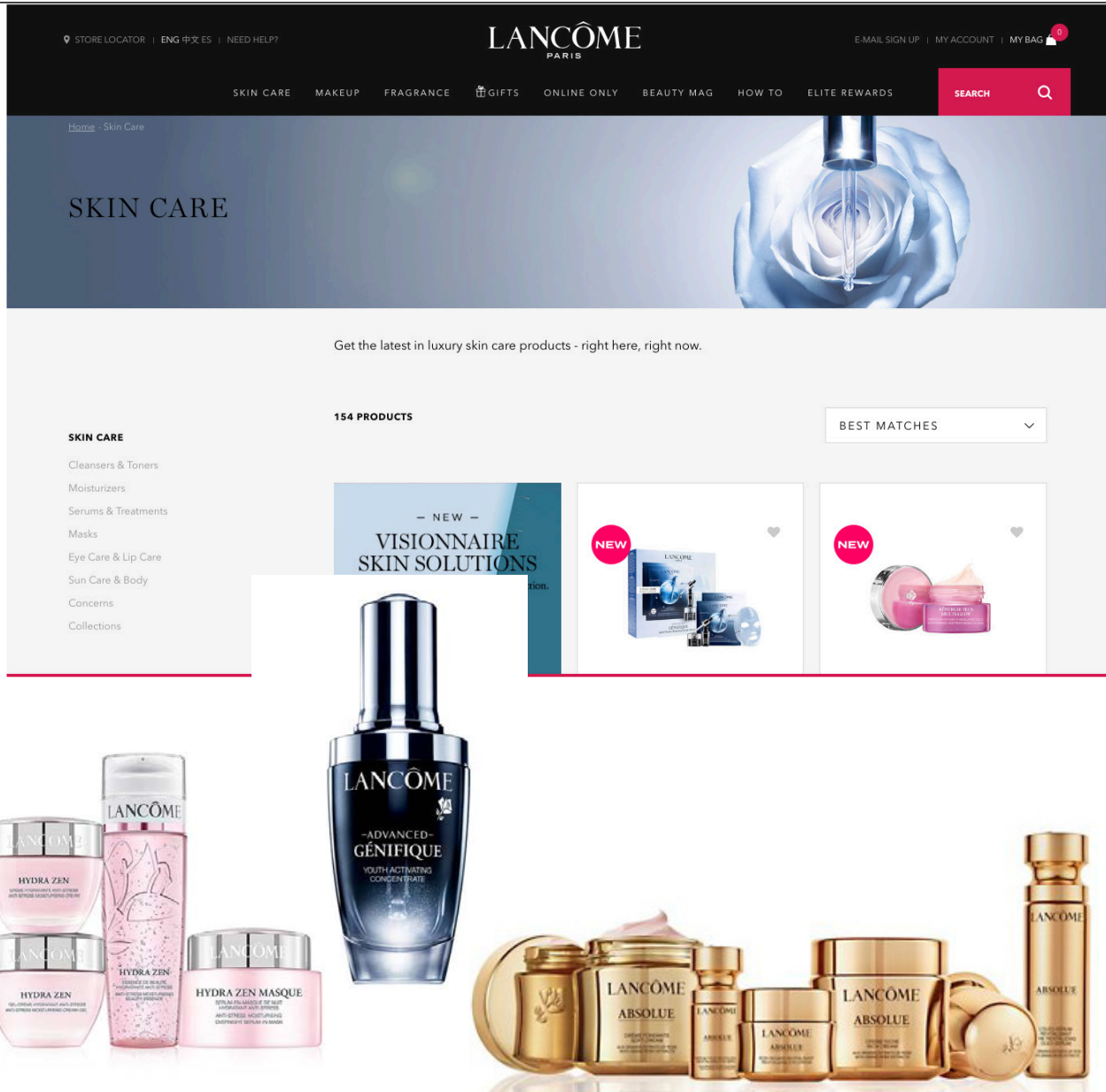
Websites	Takeaways

Lancome is positioned first and foremost as a luxury skin care brand.

The packaging here is noticeably premium with high shine materials and unique bottle shapes. As with a fancy and indulgent box of chocolates, the packaging is a huge part of the product experience.

Due to the decisions made here, Lancome can give us cues as to what a luxury brand represents.

This is important to understand as our product is a very different offering that is almost at the opposite end of the spectrum from a benefit and market position perspective.

Though visually appealing, associations with these same luxury cues would not support our product's focus on value and clinical efficacy.
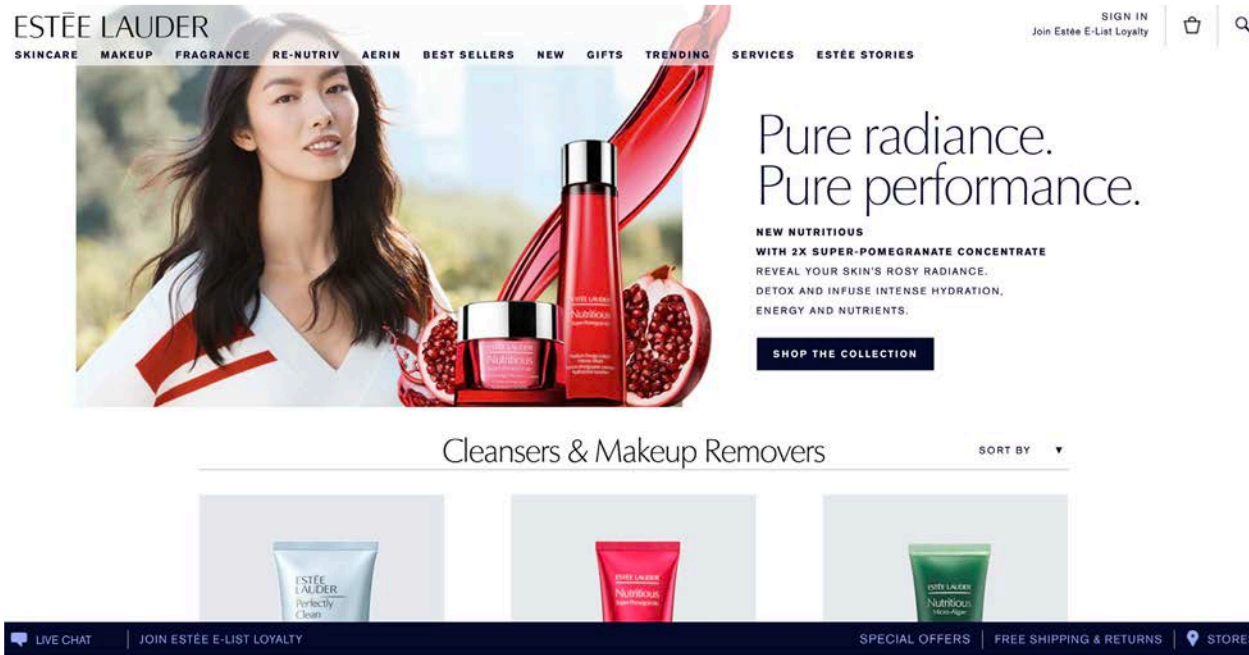
Websites	Takeaways
	Estée Lauder is important to look at as another brand that represents what our preconceived notions of what a luxury brand should look like. Similar to Lancome, we see metallic accents and expensive packaging. Unlike, Clinique, here the pastel colors are toned down, which gives them a washed out feel that doesn't connect as readily with a younger demographic customer. Though this brand is very well established, if we looked at the logo and pack graphics with fresh eyes, there is little that is memorable about the identity. The interest in this brand lies with it's model imagery and highly produced marketing campaigns, but it feels much less relevant to an online consumer looking for a different and new approach.

Competitive Analysis: Premium Skin Care Classics: La Mer
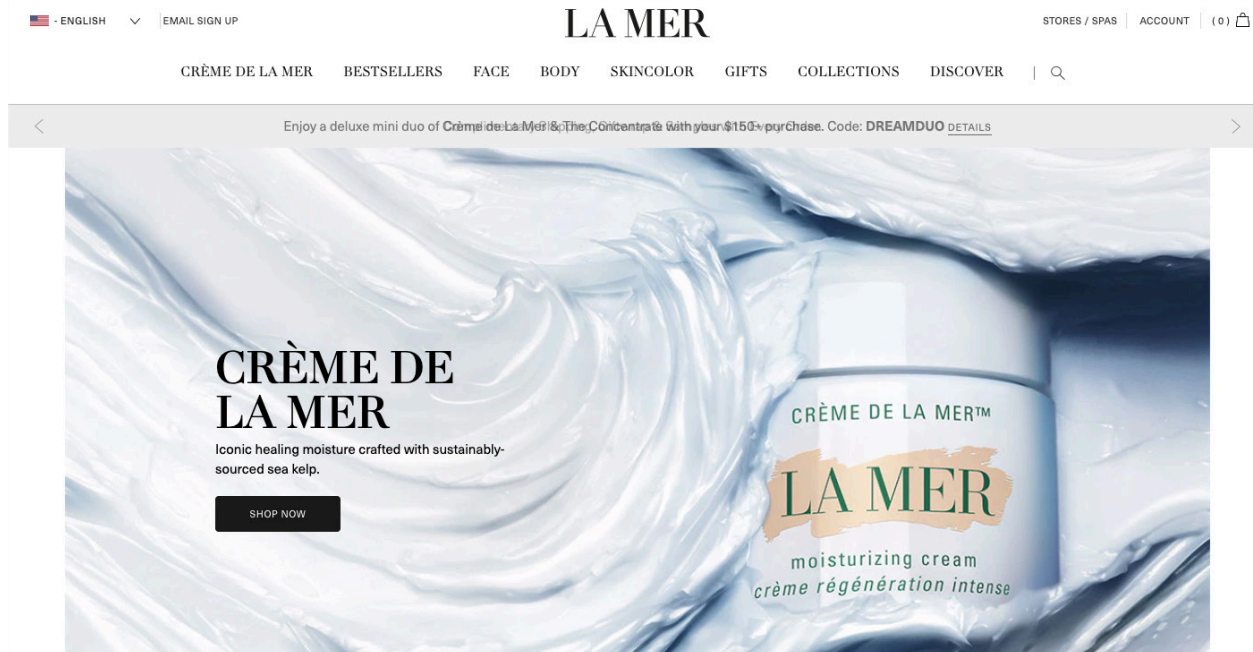
Websites	Takeaways
	La Mer has a website that feels much cleaner and fresher than some of the other brands from the Premium Skin Care Classics segment. The product design still feels very traditional with pastel colors as heroes and highly polished metallic accents. For the brand itself, the swash mark of paint that is usually found behind the words La Mer, is definitely an ownable element that helps with pack recognition and consistency. Brand assets like high quality videos and imagery are in line with the higher pricing this brand commands. They work to build an aura of exclusivity and luxury.

Competitive Analysis: Premium Skin Care Classics: Shiseido

Websites	Takeaways
	Shiseido is a brand that doesn't have strong visual continuity. There is no strong brand element that ties the packaging from different lines together. While they continue to innovate unique package shapes, which is a hallmark of the brand, wild shifts in color and minimal visibility of the brand name tend to make this offering feel confused.

Competitive Analysis: Premium Skin Care Classics: Clarins
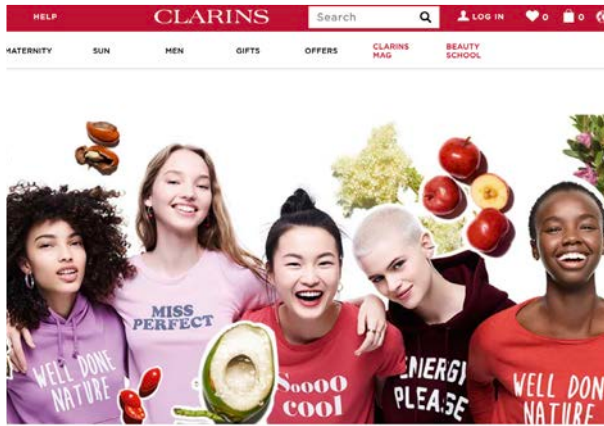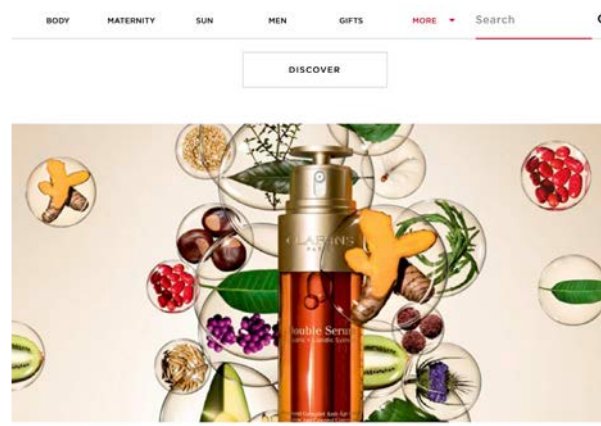
Websites	Takeaways
	Clarins is an interesting study because it is obvious to see that they are aiming for relevance to a younger generation with their my Clarins line of skin care, while maintaining their original branding and positioning for their established and older audience. This split in the branding feels disingenuous, making it hard to believe in the brand as it doesn't feel like it has a clear message or focal point.

Online Skin Care Newcomers: Glossier

Glossier.
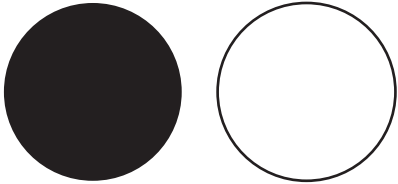
55% match
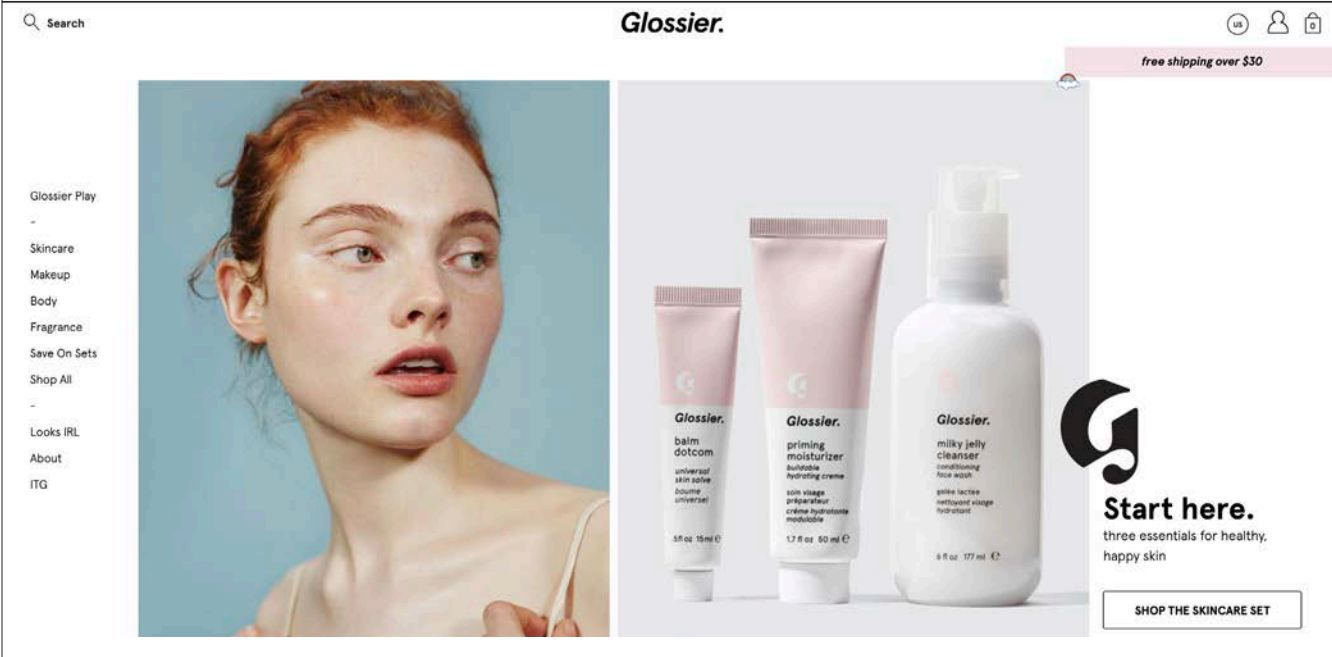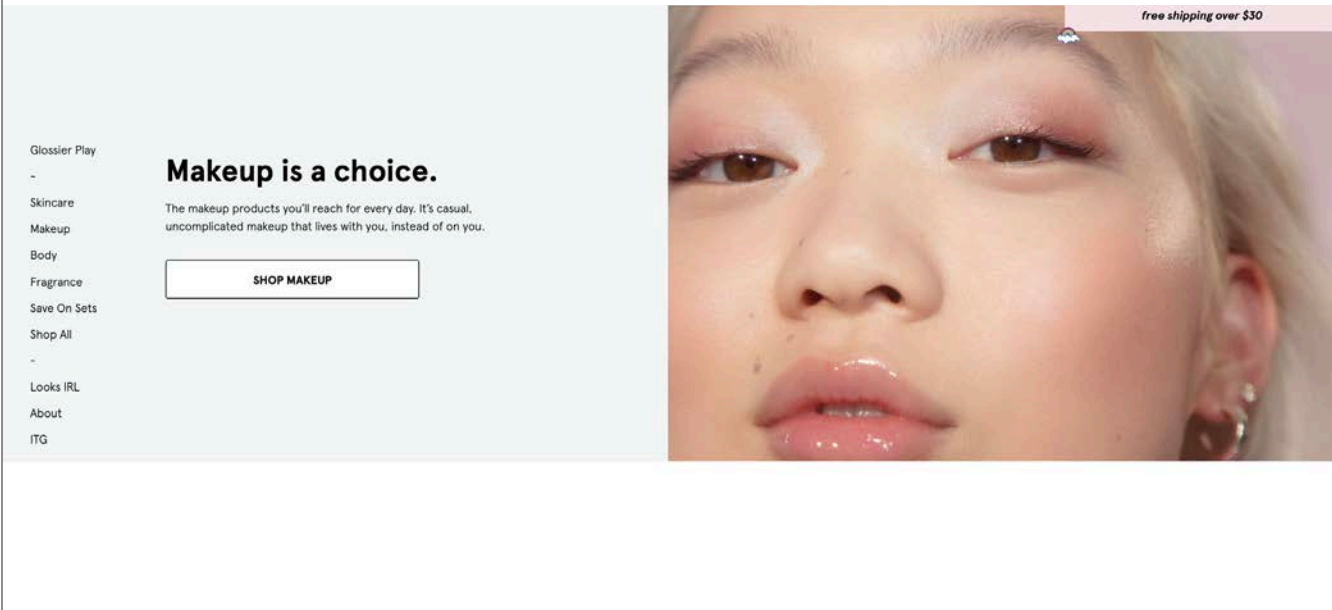
Brand Positioning

TRENDY AND FUN PRODUCTS DEVELOPED BY A FASHION AND BEAUTY INSIDER
- Founded by Emily Weiss as an extension of her very popular beauty blog *Into the Gloss*
- Products have a sense of fun to them
- An ever growing and changing lineup to fit with the brand's trend driven audience

Relevancy

- A good case study for a brand that has made success with content marketing, user testimonials, and social media
- Available online
- Similar pricepoints to our offering
- Some overlap in target audience
- A strong brand in the digital space
- As a comparison to the "classic" set of premium skin care and makeup
- Where we differ: a clinical focus and targeted to a wider age range and concerns, offer customization and a subscription option

	Glossier	Online Skincare
Availability	online only	online only
Clinical Grade Products	−	+
Complete Regimen	+	+
Subscription	−	+
Customization	−	+
Anti-Aging	−	+
Acne	+	+
Demographic	Women 16-25	Women 16-50
Pricing	$$	$$

Name & Logo	Takeaways
	NAME: This name is based on the name of the blog the product line was derived from. Glossier and Into The Gloss are abstract names that illustrate an in-the-know attitude. The abstract quality of the brand name allows it to apply to many different types of products that go beyond skin care, makeup and fragrance. **LOGO:** Bold and clear. This Glossier "G" is an ownable element that stands out to consumers and is found prominently on many packs. The logo is usually set in black and white or a neutral color to ensure it keeps a strong impact, though oftentimes the pack color will change with the product adding variety. The typeface follows more of the "un-branded" feel that we have identified as resonating with today's market's interest in minimalism in style.
Color Palette	**Takeaways**
	Black and white are the prominent brand colors, which works well for a brand that needs to remain flexible to support sub-brands and product lines. Different coloring in packaging and materials helps to differentiate the product lines, while the logo remains consistent and recognizable.

Website	Takeaways

DESIGN:
The design of Glossier's website definitely takes cues from it's editorial beginnings.

Model photography and product imagery are evenly matched in representation.

Clear, simple, sans-serif fonts maintain an accessible feel that works for an inclusivity focused market.

PHOTOGRAPHY:
Glossier's model imagery is one of it's defining points. The imagery is artfully 'real' and models are never overly perfected. The feeling of no retouching and real-results is important in a testimonial driven, on-line environment.

Showing the products as applicable to a wide range of audience with a variety in age, skin color and sex gives the brand a very inclusive feel. As we saw a movement in design, working towards 'un-branding' and focus on formula, here we see a move towards 'realism' and 'inclusivity' vs. the 'exclusivity' that was a hallmark of premium brands in the past.

Website: Additional Examples	Takeaways
	CONTENT: The product content is ingredient and benefit focused. In keeping with the "real results" trend, product efficacy is primarily supported by testimonials. Similar to photographic content, the how-to video content on the site aims for realism & feels much more like a YouTube influencer review than highly polished videos on other websites we have reviewed. The publication, Into The Gloss, continues to create content about style and beauty that helps to cross promote the Glossier line. **STATISTICS:** What do you want to put in here? Monthly visits? Key traffic generator? Anything else?

Packaging	Takeaways
	DESIGN: Glossier's packaging definitely takes a cue from minimalism in layout and typographic elements. Simplicity and function are key in packaging formats and materials. While the brand experiments with unique accent colors, foils and holographs to create novel and trendy products, it's core branding is always recognizable. The recognizable "G" graphic and bold/prominent brand name help to make the Glossier brand standout across a varied mix of product packaging formats. Due to the lower pricepoint, these products are designed to feel fun and accessible rather than exclusive and precious.
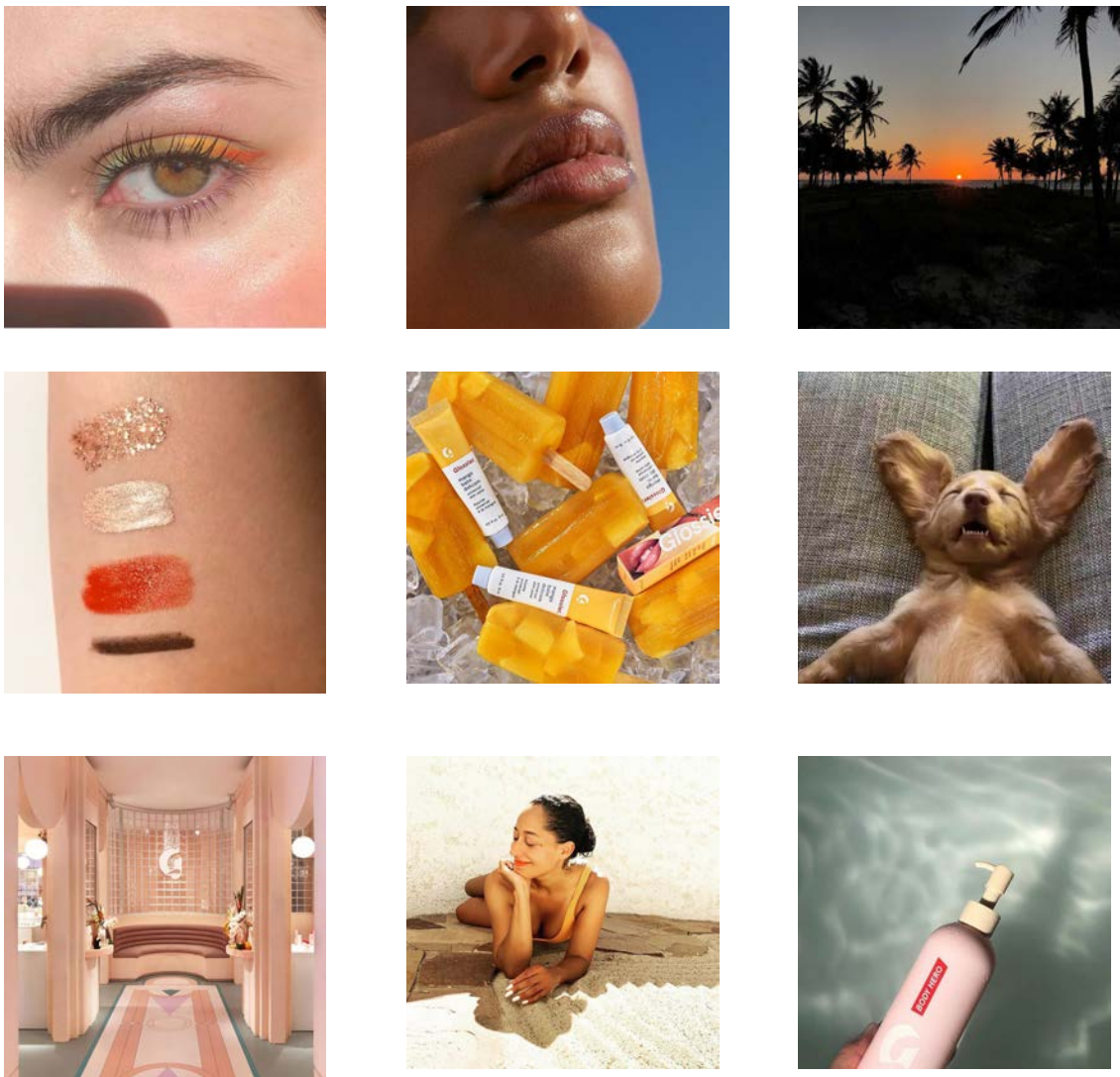
Social Media	Takeaways
	Instagram: 1.9M followers

Facebook: 261K followers

Glossier's social media focuses on a mix of posts that feature:

Testimonial & influencer "real" model imagery featuring products with application tips

Stylized product shots with tips and quips about the products

Quirky lifestyle posts that speak to the brand's sense of humor

The channel aims to conjure a complete lifestyle brand for the consumer rather than singularly focusing on products. |

Online Skin Care Newcomers:
Other Notable Brands

Competitive Analysis:Online Skin Care Newcomers: Goop
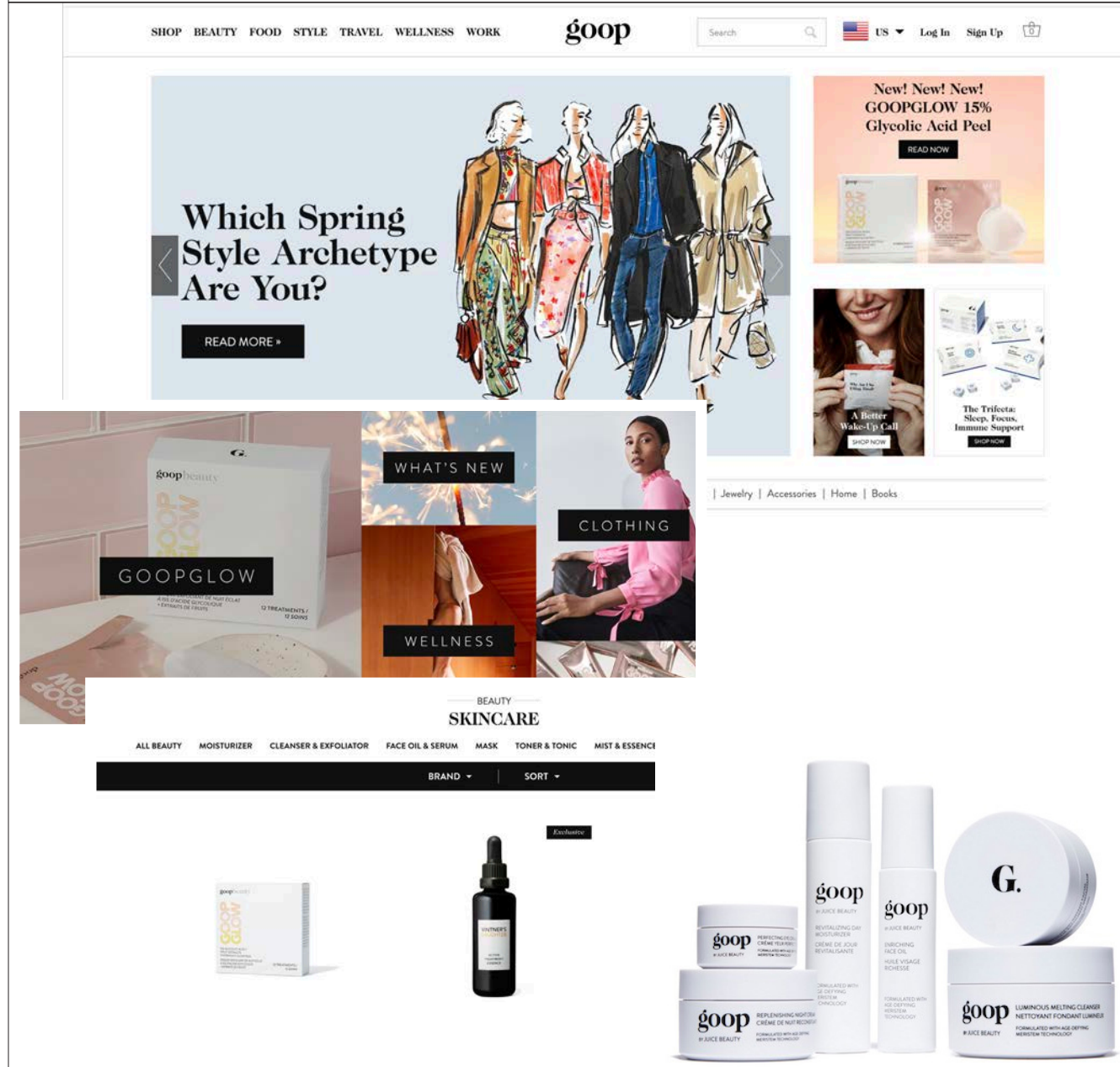
Websites	Takeaways
	Goop is a natural health company owned by actress Gwyneth Paltrow. It was launched as a "lifestyle brand" by Paltrow in September 2008, beginning as a weekly e-mail newsletter providing new age advice. A lifestyle website was later added, and then Goop expanded into e-commerce, collaborating with fashion brands, launching pop-up shops,holding a "wellness summit",launching a print magazine,] a podcast,and a docuseries to be streamed on Netflix. This content-first approach has made goop a widely known name with a huge flock of followers. The brand has over 1M Instagram followers today. The goop branding has been rooted in minimalism and fashion. The parent brand is very minimal and touts luxury through, focus on benefits and clean ingredients. Goop faces criticism for promoting and selling products and treatments that have no scientific basis, lack efficacy, and are recognized by the medical establishment as harmful or as misleading. Cues to take from goop are: building an audience through content and creating a brand that is classic and versatile enough to speak to a wide array of topics and products. The goop backlash proves that clinical data, statistics, and before and after imagery are tools that are important components of credible skin care products.

Competitive Analysis: Online Skin Care Newcomers: Botanical Brands

Packaging	Takeaways
	Though our product is not going to focus on botanical extracts, this segment of the market has been growing quickly with many online brands focused on the segment.

Brands in this collection are similarly priced to our offering, available online, and targeted towards a similar demographic.

To the left is a collection of the brands that are popular in this segment.

The collection of these products that have been obtaining notoriety cements a trend in a "post luxury" marketplace online for uniquely formulated, boutique, value priced beauty and skin care products.

The packaging materials selected all speak to functionality over luxury and the design aesthetic favors minimalism, white space and the "un-branded" look. |

Acne Focused Products: Curology

Curology
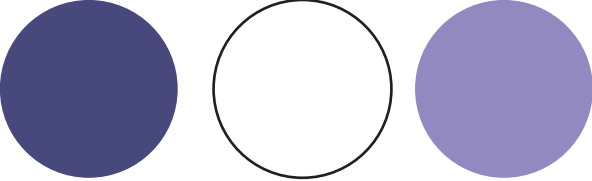
83% match
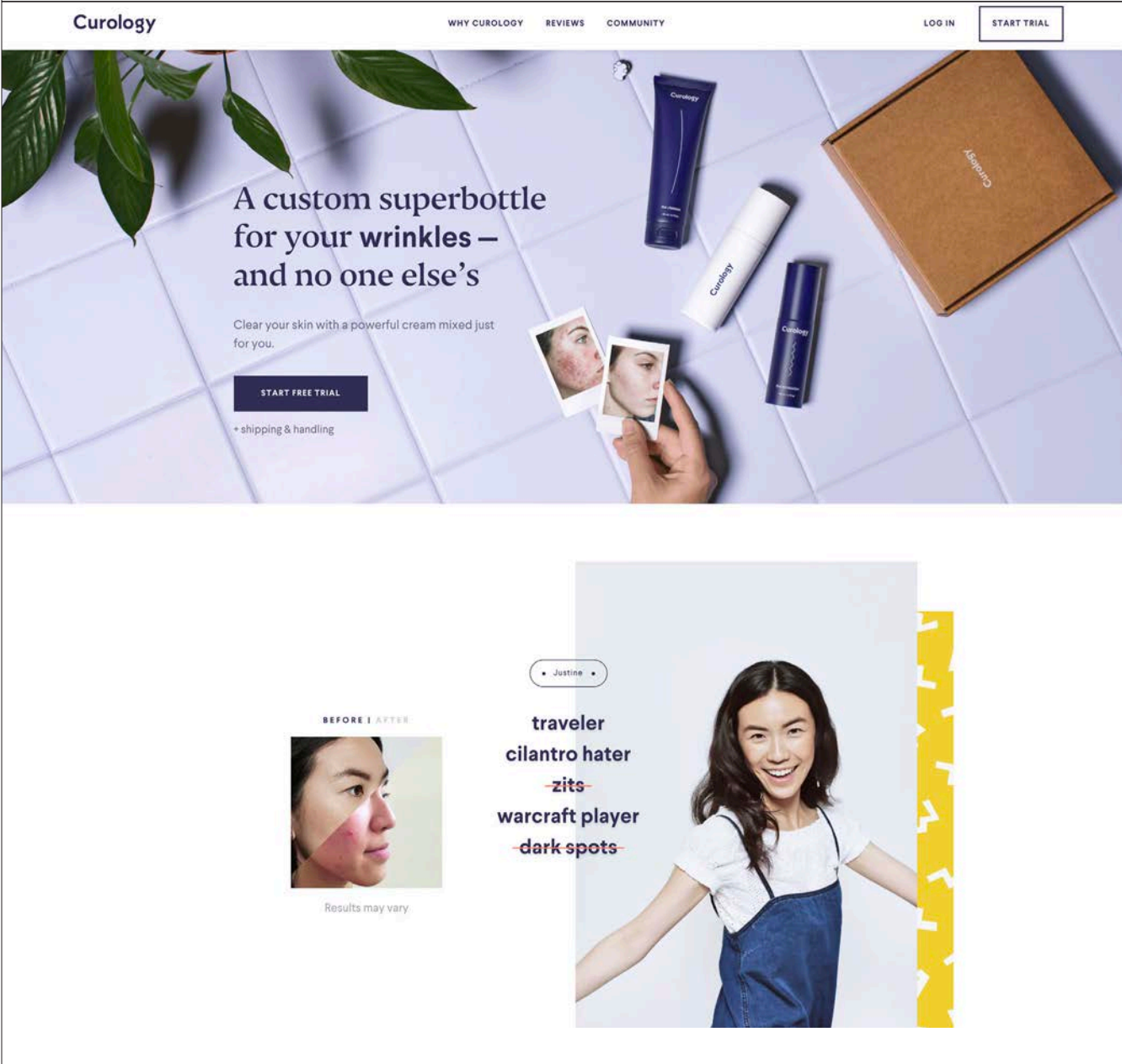
Brand Positioning

CUSTOMIZED ACNE TREATMENT REGIMEN
• Customized formula for your skin's unique needs
• Paired with a skin expert for expert advice and support
• Fast and easy
• Powerful active ingredients
• Results and testimonials that prove efficacy

Relevancy

• Clinical grade skincare
• Available online
• Available through a subscription
• Similar pricepoint to our offering
• Similar target audience
• Customization in skin care
• Simplicity in ordering and daily use
• Where we differ: targeted to a wider age range and concerns

	Curology	Online Skincare
Availability	online only	online only
Clinical Grade Products	+	+
Complete Regimen	+	+
Subscription	+	+
Customization	+	+
Anti-Aging	–	+
Acne	+	+
Demographic	Women and Men 16-25	Women 16-50
Pricing	$$	$$

Name & Logo	Takeaways
Curology	**NAME:** This name is benefit focused and merges two primary differentiators or the brand, being a "cure" for acne and the suffix "ology" meaning science. The name literally means a cure that is based in science. As naming goes, this is a highly relevant, yet short and easy to remember brand name. **LOGO:** Bold and clear. The clean and geometric typeface used for the logo is uncluttered and definitive. The simplicity pairs with the idea of clarity and ease of use, while the bold lettering feels confident.
Color Palette	Takeaways
	A very dark, indigo allows for high contrast legibility as a black and white scheme would feature, but has more ownability. The lilac tone that is used as a secondary color throughout brand materials is vibrant and fresh, but adds a feminine feel to a product that could easily have been relevant to a male audience as well.

Website	Takeaways
	DESIGN: White space and an editorial feel to the content design lends the site a fresh quality. The patterned elements add pops of color and a unique personality that pairs very well with the message of customization. Patterns are also quite unique in this space as we haven't seen them widely used in most of the other comparison brands. Website messaging is short, direct and easily digestible. **PHOTOGRAPHY:** Photography leans towards the "real" people and real results, testimonial style of imagery that has so much value and credibility in an online product. The models feel energetic, optimistic, fresh and relatable.

Website: Additional Examples	Takeaways
	CONTENT: Customization, ease of use, a connection to a knowledgeable professional and real world results are the main focus of content on the website. Testimonials are given their own section of the website and are entirely user-generated for added authenticity. Customer before and after images make a strong enough case for the product that there is little scientific or formula specifics included in the messaging. Content is presented in a way that is clear and concise, but also friendly and helpful. This supports the customization and personal connection messaging of the brand. **STATISTICS:** What do you want to put in here? Monthly visits? Key traffic generator? Anything else?

Packaging	Takeaways
	DESIGN: The Curology packaging is memorable due to it's unique coloring. The bold simplicity is refreshing and speaks to the focus on efficacy and simplicity. Product materials are functional and not overly showy or luxury oriented. The unboxing experience for online orders can be a unique chance to connect with consumers. Curology takes advantage of this with a friendly and pleasant message greeting and bright optimistic colors paired with a fun pattern.

Social Media	Takeaways
	Instagram: 221K followers Facebook: 68K followers Curology's instagram channel features more of the real-life testimonials and user photos that bring the brand credibility on its website. It also has messaging that celebrates being unique and an individual. There is some messaging that is devoted to the culture of Curology as a company and its commitment to diversity and results. Offers and giveaways promotions And inspirational/motivational messaging with a positive, upbeat tone.

Acne Focused Skin Care:
Other Notable Brands

Websites	Takeaways
	BioClarity is another very effective brand name that clearly illustrates two primary benefits of the brand.

The website continues with images that feel unretouched and 'real' as well as using before and after and testimonial content to prove results.

BioClarity incorporates some of the lifestyle branding that we see in other online brands through their blog which speaks to their product, but also offers articles about changing diet for changing your skin and how beauty supplements work.

As with Curology, user-generated content and social media posts are prominently featured.

The brand's packaging is mostly focused on function as far as materials and format are concerned. However, it has more of the plant based coloring and iconography coming into plat to tie in with the botanical ingredients.

BioClarity has 100K followers on Instagram. |

Competitive Analysis:Acne Focused Skin Care: Proactiv

Websites	Takeaways
	Proactiv is an older brand in this segment that predominantly makes its name via television and infomercials. The brand website highlights user testimonials with before and after pictures, reviews from customers and doctors to add clinical credibility. Also, this brand has partnered with Kylie Jenner, a huge social media influencer, to share its message with her fans and followers. The brand's packaging is mostly focused on function as far as materials and format are concerned. We see the same simplicity and boldness in the typography that Curology features. The blue and white color palette is a familiar choice for clinical grade skincare as the white conveys freshness and cleanliness and the blue is a trustworthy and traditional clinical color.

Insights & Takeaways: Content & Design

CONNECTIONS COUNT
According to Harvard Business School professor Clayton Christensen, each year more than 30,000 new consumer products are launched. In an already cluttered marketplace, having a great product is not enough. Marketing and content can help to build an audience, educate potential customers and provide a key to success.

BUILD YOUR BASE
Building an audience with high quality content, sets your product apart as an offering from an industry insider and expert. Proof of this model is the success of brands like Goop, Glossier, Tiege and Dr. Axe. These brands all spent time growing an audience and building confidence in their expertise before launching a product.

BE DISCOVERED
Leveraging analytics insight, optimization and long-tail keywords, we can attract a targeted audience who is highly interested in exactly what our product offers.

QUALITY CONTENT
Detailed information regarding our products unique formulas, active ingredients and proven benefits help to support our message of efficacy. Many competitive sites stop at mentioning ingredients. Going beyond this to showing infographics of data and studies would provide a stronger support to our message.

BEFORE AND AFTERS & REVIEWS
We see Skinbetter and acne focused products using before and after imagery to prove results. These images can be created both internally (to ensure that the imagery is high quality and study is controlled) and externally, by real customers (for authenticity and believability). User testimonials and reviews are another way to prove customer satisfaction.

A REASON TO BELIEVE
With instant access to information, customers are more educated today than they ever were. In an online market where customers can't touch, smell or test products, proof of efficacy and quality is paramount in driving conversions.

INDUSTRY EXPERTS
Creating content that is focused on the scientists who develop our formulas and dermatologists and aestheticians that test it, proves that our products are supported by a highly experienced and knowledgeable team.

INFLUENCERS & SOCIAL MEDIA
Influencers are a trusted source of information who can give new products a boost in recognition while also supporting messaging about effectiveness and quality. As our products are available online, the pathway from discovery through online influencers and messaging to purchase is highly optimized, making these channels very relevant to our offering.

Insights & Takeaways: Design

EFFICACY
Two of our core differentiators are based around efficacy. Proving our formulas really work is essential to convincing customers to try them. Value based messaging is contingent on pricing, but also quality and efficacy, so this is a key point we want to convey.

Efficacy can be supported and expressed through design with the following techniques and considerations:

Clarity: Delivering scientific proof in a way that is easily scannable and digestable by the general public is key. Creating an information hiearchy that leads with benefits builds relevancy & interest.

Shopability: Ensuring there are easy ways for consumers to navigate by concern and product type will help them find the products that are most relevant to them.

Cleanliness: Leveraging whitespace and keeping information organized and manageable helps support the product benefits of cleanliness and ease of use/ simplicity.

BELIEVABILITY
With instant access to information, customers are more educated today than they ever were. In an online market where customers can't touch, smell or test products, proof of efficacy and quality is paramount in driving conversions.

Believability can be supported an expressed through design with the following techniques and considerations:

Un-retouched or minimally retouched model imagery: Conveys a sense of authenticity and reality helps support the fact that our products are actually effective.

Real People: Casting and using "real people" vs. models and having them actually use the products for a month before a photoshoot would provide a stronger support for believability than a typical commercial photoshoot

Testimonials: Ensure that website and materials focus real customer testimonials, reviews and imagery in a way that is highly visible, easy to navigate and digest and very visible.

Insights & Takeaways: Packaging

luxury

High shine metallic accents
Feminine or dark colors
Materials that feel expensive and exclusive

apothecary

Amber bottles
Simple labeling with little or no graphics
Typography and benefit focused labeling

un-branded

Functional format & materials
Simple, geometric, bold typography
White space, contrast, bold typography
Bold accent colors

un-branded

Functional format & materials
Simple, geometric, bold typography
White space, contrast, bold typography
monochromatic, or minimal colors

minimal luxury

Functional format
Simple, geometric, bold typography
White space, contrast, bold typography
Monochromatic, or minimal colors
Some feature metallic accents

FUNCTION = FORM

Minimalism and functionality in packaging design is becoming synonymous with a focus on formula and efficacy. Precious materials and expensive finishes are contrary to a value based offering. Our product touts clinical efficacy at a value oriented price, functional and minimal packaging could be a good fit. Recycled materials and environmental concerns are also very relevant for today's consumer.

MAKE YOUR MARK

Across brand classic and new, a bold and easily recognizable mark helps products maintain consistent branding and provides instant recognition. In a digital marketplace owning an icon is even more important. Your icon will serve to identify you across social media channels, favicon use and even as an app icon.

STANDOUT FROM THE PACK

While it's important to consider the products that exist in the marketplace as they have an impact on customer perception, it's equally important to define a look that is unique, memorable and ownable. If your brand is not helping you capture and connect with your audience, its hurting you.
Ultra-minimal design & blue accent colors are two design elements that are overused in this space.

STICK TO THE STORY

Creating a format or layout that can allow for a consistent size, placement and design of key information, while providing flexibility for individual product styling, personality and differentiation is a direction that will ensure products can be unique and memorable while remaining consistent and recognizable.
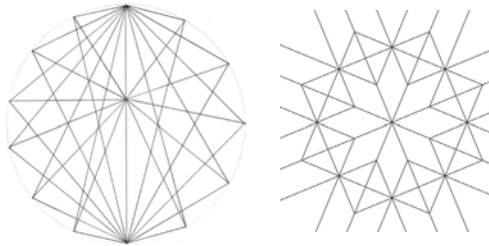
LET'S TESSELLATE

Incorporating precise, geometric patterning elements into our design could be an interesting way to connect with the scientific foundation of our formula while creating a strong visual differentiator that is not seen in any of the competitive brands reviewed here.

NOW IT'S PERSONAL

Customization and personalization are two key motivators for online shoppers. Clinical skin care won't help you if it's not targeted to your specific needs. Our approach to matching customers with the products that are right for them and developing new products based off of their most pressing needs could find ways of being expressed in design.

Insights & Takeaways: Naming

There are several general techniques for naming a company or product.
Within each method there is the opportunity to lean towards illustrating functional benefits, emotional benefits,
or aim to balance the two.

ABSTRACT NAMES

Abstract names include names that are a newly invented word. They may leverage parts of existing words that connect with a certain quality (emotional or functional) that your offering provides:

Google: A misspelling of Googol, a mathematical term that came up in a brainstorming session.

Amazon: Inspired by the size of the Amazon river, indicating massive size of the business and its offering

NIKE: Originating from the name of the Greek goddess of victory.

Disney: A founder's name. These can sometimes be classified as "abstract" if they bring little or no connotational value at the start.

BLENDED NAMES

These names are derived from merging one or more words that relate to your brand from a functional or emotional standpoint.

Spotify: A combination of spot and identify

Facebook: combination of face & book, tie-ing in to the original functional offering of the brand

Groupon: combination of group & coupon, literal tie-in to functional offering of brand

Silverline: combines silver and lining, bringing the feeling of optimism and positivity

DESCRIPTIVE NAMES

Descriptive names clearly express benefits of the offering. They can be a combination of words and sometimes are referred to with acronyms if the full name is too long to easily remember or for conversational purposes.

Bank of America: Clearly and simply spells out what the offering is, while remaining somewhat broad.

Citizens Bank: Clearly spells out an offering, but includes a more emotive term as well to express the brand's focus on individuals

IBM: International Business Machines

Intel: An example of a brand that leveraged an existing word to illustrate it's USP

Sentri: an alarm company that takes an existing word, but uses a unique spelling to make it own able

BENEFIT FOCUS:

Focused on literal benefit

Focused on emotional benefit

Focused on how/why it works

Not driven by benefit or functionality

BLENDED NAME	DESCRIPTIVE NAME	ABSTRACT NAME	FOUNDER'S NAME
Skin Better	Stacked skincare	The Ordinary	Murad
Skinceuticals		PourMoi	Rodan & fields
Dermalogica		Maelove	PeterThomasRoth
Skinmedica		Ever	LaRoche-Posay
Neocutis		La Mer	Obagi
Clinique		Glossier	Dr Jart
Curology		Goop	Dr Barbara Strum
BioClarity			Lancome
Proactiv			Estee Lauder
			Shiseido
			Clarins

The Online Marketplace:
Notable Brands & Benefits

Online Marketplace: Convenience Culture

Websites	Takeaways
	The online marketplace has dramatically changed our reality in so many ways.
	One example, meal planning and delivery services, offer subscription based, customized meal plans, groceries and recipes, conveniently delivered to your home at regularly scheduled intervals.
	The proliferation and success of these companies is only one small case study that shows how the internet has turned convenience into a commodity.

Online Marketplace: Access to an Expert
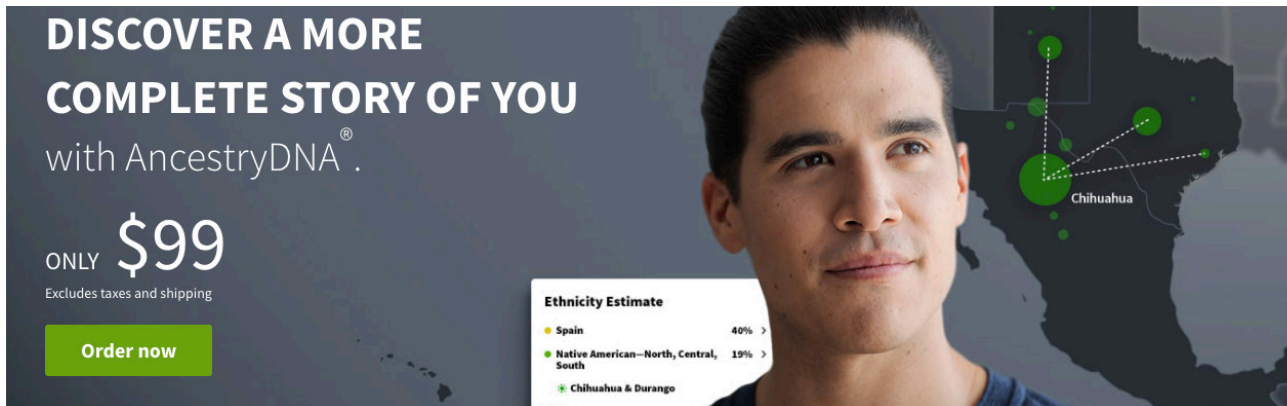
Websites	Takeaways
	It's easier than ever to get an expert's opinion. Clothing subscription brands like StitchFix, Le Tote, TrunkClub, Frank and Oak and many others offer access to personal stylists and shoppers who help customers keep their wardrobes fresh with monthly deliveries of clothing based on their preferences and size. Looking for something a bit more scientific? Hum Nutrition offers access to nutritionists who will help users customize a supplement regimen based on their unique needs. In our skin care competitive set, we see treatments like Curology offering access to dermatologists and industry experts for advice on product use and personalized support.

Websites	Takeaways
	Similar to the growth of meal delivery services, interest is picking up momentum for products that use DNA testing to deliver highly personalized results and offers. Ancestry.com, My Heritage, and 23 and me offer just three of the many products where users can submit a DNA sample in order to learn more about their ancestry. We are quickly seeing this trend expand outside of the area of heritage into things like nutrition and medical well being. Noom offers customized diet plans based on DNA and LifeDNA offers multiple health and wellness optimization reports, supplements and coaching personalized to fit with your DNA.
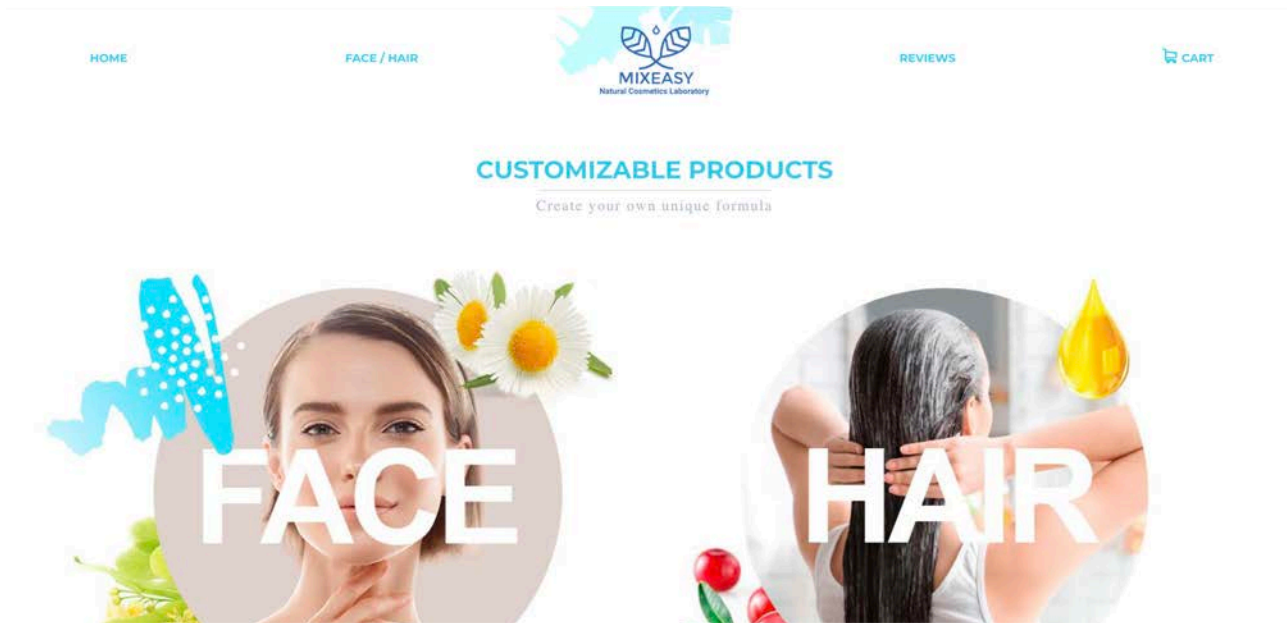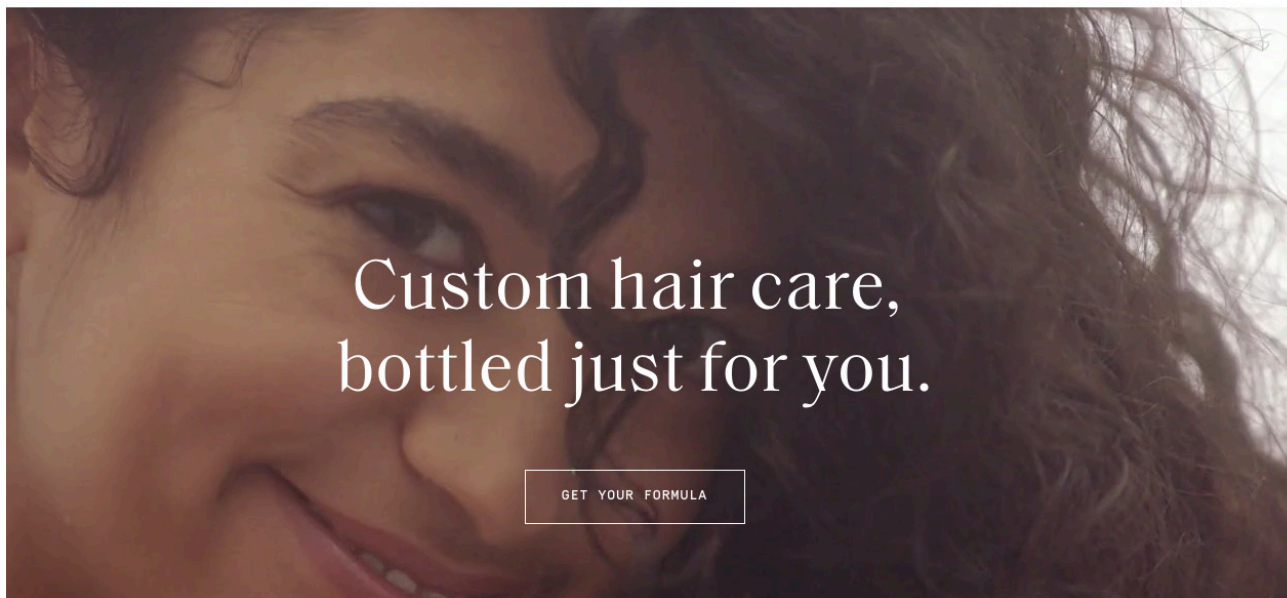
Websites	Takeaways
	The wealth of products and options available online has made us all choosy consumers. The choice oriented consumer has a desire for customized products that work specifically for their unique interests and goals. Customization is an underlying force in all of the other trends we have reviewed. Meal delivery services match customers with recipes and ingredients that fit their preferences. Similarly, subscription clothing and nutrition are only successful if they are accurately aligned with a customer's unique needs. DNA insight proves customers are willing to spend time and money to see results that are 100% unique to them. In the beauty segment, Prose offers customized hair care, while mix easy offers personalized skin and hair care formulas.

Insights & Takeaways: Online Model

Insights & Takeaways: Online Model

CUSTOMIZATION

The choice oriented consumer has a desire for customized products that work specifically for their unique interests and goals.

Customization is an underlying force in all of the other trends we have reviewed.

Customization can be integrated into our offering in many ways:

Offering users a chance to take a quiz to discover what product mix works for them

Connecting customers with experts for personalized advice

Creating unique kits and formulas based on preference and/or DNA

Collecting customer input to develop products based on their desires (kickstarter)

CONVENIENCE

While online availability of our products is the first step towards this trend. We can maximize convenience with skin care subscription plans that automate monthly product deliveries.

A monthly subscription, not only saves our customers time, it also builds a more meaningful relationship with them as we offer a service that not only improves their skin care, but also their quality of life.

DNA

DNA can tell us many things about our skin's sensitivities and natural inclinations. Firmness and elasticity, glycation, sun damage and pigmentation, free radical damage and inflammation are all indications that DNA can provide insight into.

Creating a premium product offering that provides a customized skin care routine based on a customer's DNA profile would help us to leverage this growing trend.

ACCESS TO AN EXPERT

Building a network of trusted dermatologists and aestheticians not only provides validity to our product claims, but it also helps our customers access knowledge and services that might currently be out of their reach due to limitations of time or budget.

This industry insight, helps tailor our offering to customer's specific needs and increases the perceived value of our products many times over.

Website Traffic & Referral Sources

Competitive Analysis: Website Traffic & Referral Sources

COMPETITORS	FOLLOWERS	TRAFFIC	TRAFFIC MIX						
Included in Presentation	Instagram	Organic traffic	Branded ratio	Direct	Referral	Search	Social	Mail	Advertising traffic
Skin Better	27,000	9,800	46.00%	15.18%	9.97%	73.97%	0.84%	0.00%	0
Skinceuticals	300,000	150,000	78.00%	30.04%	13.69%	38.93%	3.51%	1.43%	772,000
Dermalogica	282,000	158,000	57.50%	37.09%	1.78%	48.71%	3.84%	1.67%	438,000
Murad	284,000	102,800	89.00%	49.04%	1.37%	35.20%	3.56%	1.84%	296,000
Rodan & fields	203,000	893,000	94%	49.97%	10.19%	28.12%	2.51%	2.30%	2,300,000
PeterThomasRoth	131,000	50,100	92.00%	38.35%	4.46%	40.29%	1.78%	1.32%	380,000
Skinmedica	70,000	59,800	96.00%	13.84%	10.92%	68.37%	2.89%	0.83%	26,000
LaRoche-Posay	60,000	100,000	77.33%	20.30%	4.29%	63.47%	4.94%	0.33	277,000
Obagi	47,000	75,400	88.00%	17.70%	2.95%	71.55%	6.91%	0.64%	0
Neocutis	8,000	9,200	1.14%	28.61%	0.20%	68.32%	1.10%	0.00%	0
The Ordinary	472,000	175,200	80.00%	24.55%	11.86%	57.33%	5.18%	0.87%	0
Dr Jart	209,000	14,300	6.95%	13.64%	1.01%	84.83%	0.21%	0.31%	778
Dr Barbara Sturm	167,000	6,800	-	11.71%	1.94%	86.13%	0.21%	0.00%	0
Stacked skincare	24,000	27,500	8.00%	25.71%	3.67%	62.53%	2.03%	0.61%	4,300
PourMoi	22,000	259	55.60%	71.97%	0.56%	12.83%	1.62%	11.16%	341
Maelove	24,000	203	-	35.33%	16.81%	24.81%	18.52%	0.99%	0
Ever Skin	20,000	32,200	15.18%	39.35%	8.76%	24.38%	10.46%	13.10%	9,600
Clinique	2,700,000	648,000	88.56%	36.22%	2.07%	40.68%	3.22%	2.52%	2,800,000
Lancome	3,500,000	478,000	81%	36.47%	10.32%	32.38%	3.56%	3.41%	2,500,000
Estee Lauder	3,000,000	567,000	85.84%	41.01%	3.28%	37.87%	2.31%	2.08%	2,500,000
La Mer	777,000	154,000	93.70%	29.95%	6.30%	44.66%	2.40%	2.23%	770,000
Shiseido	672,000	144,000	87.23%	27.86%	3.14%	54.62%	2.90%	0.74%	410,000
Clarins	461,000	109,000	87.83%	32.62%	11.90%	40.03%	1.46%	2.20%	460,000
Glossier	1,900,000	341,500	80.00%	45.11%	4.35%	35.33%	7.80%	1.37%	1,800,000
Goop	1,000,000	829,000	14.27%	40.23%	3.38%	41.21%	7.88%	0.64%	402,000
Sio	82K								
Curology	221,000	90,700	75.00%	43.38%	2.70%	34.27%	13.72%	1.85%	511,000
BioClarity	100,000	76,900	5.00%	10.50%	1.08%	80.02%	7.00%	0.43%	33,300
Proactiv	868,000	499,300	85.00%	31.36%	4.77%	27.80%	6.65%	12.33%	2,400,000

Insights & Takeaways:
Traffic & Referral Sources

INSIGHT

Established Brands:
Established brands like Clinique, Lancome and Estée Lauder have the highest number of followers and website traffic. We can see these brands are household names since a very high percentage of their search traffic is 'branded search', meaning that users typed in the brand name as part of the search query. The advertising spend of these brands is a lot more robust than what we would be targeting and also supports their continued awareness and relevancy.

Newer brands that have success are interesting for us to look at as they show tactics and techniques that are driving visibility and success.

BioClarity:
BioClarity is worth taking a look at since it has a similar amount of products in its offering to what we will have at launch. Online availability and subscription offerings are also similar tactics that we will both leverage.

- BioClarity has a reasonable amount of search traffic but it is interesting to note that most of it is non-branded. This means that users who are viewing the site are primarily getting there through search terms that are unrelated to the brand name.
- As a brand looks to establish itself and gain recognition, leveraging deep and specific content tied to a strategic content marketing and SEO plan is a strong model for success.

The Ordinary:
Has a high number of Instagram followers and also a high percentage of 'branded search' queries. This shows us that the brand has success in growing brand recognition. Some tactics that have helped this brand reach success are:
- Featured in beauty blogs and magazines
- Developed a strong set of followers who engage with the brand via social media
- Detailed and professional content that adds relevancy and optimization for search

Curology:
Curology offers a personalized solution to skin care that is similar to our offering.
- Customized offerings are more appealing to online shoppers, who may be looking for solutions to very specific concerns.

Believability:
Two case studies that are worth considering here are Glossier and Goop. Both of these offerings started as blogs with highly engaged audiences and migrated to selling products.
- This model ensures that there is an audience who is engaged and interested
- We see a high level of success here because brands are building trust and relationships with consumers
- Goop and Glossier both boast some of the highest number of Instagram followers thanks to the effort they have put into engaging with their audience through content
- Leveraging partnerships with influencers who have an audience that fits well with our product offering is another great way to build brand believability.
- Instagram followers and influencers will ultimately add to organic search traffic as they build buzz around your brand

TAKEAWAY

Many of the brands we've studied take one or two elements of engagement and leverage them to drive traffic, awareness and success. We believe taking a well considered, holistic approach that can adapt and grow as our brand recognition takes hold will give us the greatest chance of success.

At the beginning, when our brand is entirely unknown and our product offering is small, looking towards search and strong content will help us gain awareness.

Influencer relationships will also help us find an audience and add credibility to our brand.

Adding the ability to customize product selections will help us provide our customers with the specificity they are looking for when searching for products online. It improves search and conversion by boosting relevancy.

As our brand's recognition and product line grow, we will want to continue to support success and build customer trust and relationships through content, but also will hope to see traction from media placement and a strong audience of followers.

Insights & Takeaways:
Target Audience Survey Results

DERM COLLECTIVE

- **52%** rank the name Derm Collective as very authoritative or authoritative.

- The top words that came to mind when respondents heard the website name were **"Dermatologist"** and **"Skin care."**

- Derm Collective was chosen as the **best site name** of six options provided.

- **39%** are likely or very likely to buy a product featured on the Derm Collective, with many stating the name made them believe the website was created and endorsed by dermatologists.

- **73%** have researched skin care concerns and/or treatments online.

- **46%** have researched skin dryness/hydration online. Each of the other concerns listed was researched by **25 to 40%** of respondents.

- **66%** are likely or very likely to buy skin care products online, with **44.5%** indicating that they currently do.

- The most trusted sources of skin care information are **dermatologists**, closely followed by **informational websites**, **friends** and **beauty experts**.

KEY TAKEAWAYS

- **Name:** Derm Collective is the preferred site name, with 30% rating it as their first choice, significantly above any of the other ones.

- **Information:** Almost 75% of respondents research their skin concerns online. This search behavior is spread out across a wide range of concerns and conditions.

- **Trust:** Medical opinion is more trusted than other sources of information on skin care. But the other most trusted sources all have a strong association with authority or inherent trust.

- **Authority:** There is a notable association between the Derm Collective name and the perception of medical authority.

SKIN CARE PRODUCTS SURVEY

- **79%** say it's important or very important that a skin care product be dermatologist-recommended.

- **Moisturizers, cleansers** and **body creams** are the products most prevalent in people's skin care routines, as well the most frequently used, closely followed by **sunscreen** (which could be incorporated in moisturizers).

- Only **21%** are very likely or likely to purchase a new moisturizer without sunscreen in it.

- **59%** spend under **$30/mo.** on skin care products, while **26%** spend between **$30-80/mo.**

- **49%** receive information about skin care products through word of mouth.

- **30.3%** received information about skin care products through Google.

- **11.3%** receive skin care product information from YouTube, **8.4%** from bloggers and **7.3%** from Instagram. While these are moderate numbers, altogether they form the basis of word of mouth.

- **64%** eventually purchased the last skin care product that attracted their attention.

- **49%** consider skin care product personalization to be important or very important, and **33%** would take a DNA test to improve that personalization. Another **30%** are undecided about the test.

KEY TAKEAWAYS

- **Price:** 59% of consumers spend $30 or less on skin care products each month.

- **Trust:** 79% of consumers believe it's important that their skin care products be dermatologist-recommended. Consumers want to be educated about a product before buying it. Ads are the least trusted means of getting information about skin care products.

- **Hydration and anti-aging routines:** Moisturizers, cleansers & body creams are the most sought-after products, followed by sunscreens, anti-aging creams, exfoliators and eye creams.

- **Acne routine:** Anti-acne products have the lowest satisfaction rate, and are most likely to get users to try a new product.

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Insights & Takeaways: Product Verticals

CONCERN CLUSTERS AND SUGGESTED TREATMENTS

PRODUCTS		CONCERN CLUSTERS					NEAUVIA
Type	Status	Anti aging	Acne	Hydration	Eye area	Lips area	Existing equivalent
Cleanser	Routine	1	0	1	0	N/A	None
Cleanser	Routine	0	1	0	0	N/A	None
Moisturizer	Routine	1	0	0	0	N/A	https://www.neauvia.com/products/ad
Moisturizer	Routine	0	1	0	0	N/A	https://www.neauvia.com/products/ad
Moisturizer	Routine	0	0	1	0	N/A	https://www.neauvia.com/products/ad
Serum	Routine	1	0	0	0	N/A	https://www.neauvia.com/products/co
Serum	Routine	0	0	1	0	N/A	https://www.neauvia.com/products/co
Carry-on spot treatment serum	Routine	0	1	0	0	N/A	https://www.neauvia.com/products/ad
Rigen Mask - Sensitive	Routine add-on	1	1	1	0	N/A	Not applicable
Rigen Mask - Dry	Routine add-on	1	1	1	0	N/A	Not applicable
Rigen Mask - Oily	Routine add-on	1	1	1	0	N/A	Not applicable
Rigen Mask - Normal (hydra concept)	Routine add-on	1	1	1	0	N/A	Not applicable
Rigen Mask - Combination	Routine add-on	1	1	1	0	N/A	Not applicable
C Shot	Free agent	+	+	+	0	N/A	https://www.neauvia.com/products/ad
Eye Cream	Free agent	+	+	+	1	N/A	https://www.neauvia.com/products/ad
Exfoliator Scrub	Free agent	+	+	+	0	N/A	None
Silk Body	Free agent	+	+	+	0	N/A	https://www.neauvia.com/products/co