

Teads

The Global Media Platform

FRESH FACES: THE GLOBAL BEAUTY & SKINCARE STUDY



Taking a fresh look at today's global consumer behaviour and trends in **skincare and beauty**



“ To understand the female audiences attitudes, preference and behaviours towards skincare and beauty cosmetics ”

Results from 4,500 women across 8 countries

This includes:



Purchasing behaviour



The role of advertising



Reception of new technologies

Sample

4,487 female internet users between the **ages of 16-64**

across USA, Japan, Germany, UK, France, Italy, Brazil and Mexico

Methodology

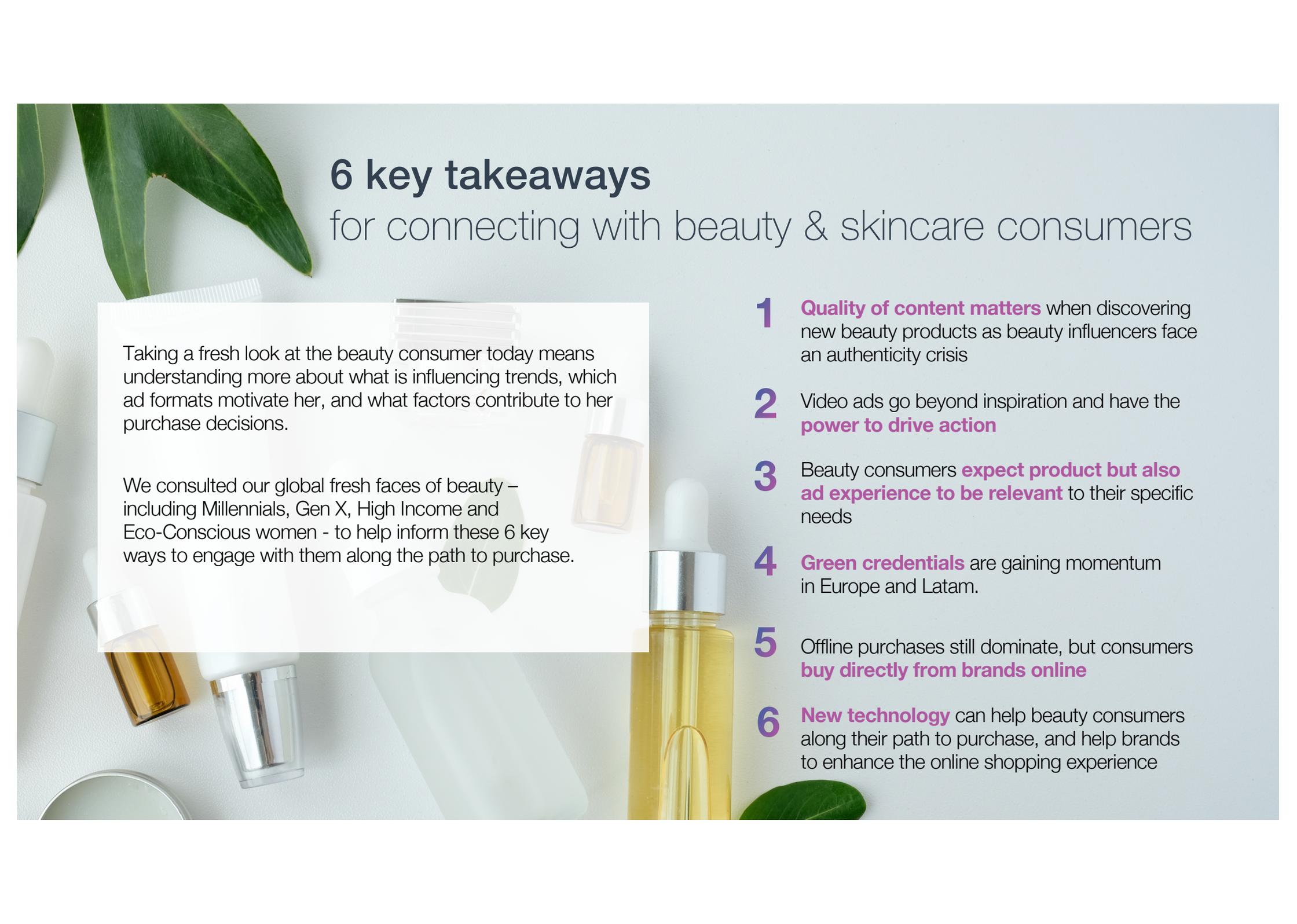
15-minute online questionnaire sent to GWI panelists who completed their core survey in 2018. Results integrated and synchronized with the GWI core data which consists of 25,000 data points.

Fieldwork: April 2019

Research Partner:



Teads



6 key takeaways

for connecting with beauty & skincare consumers

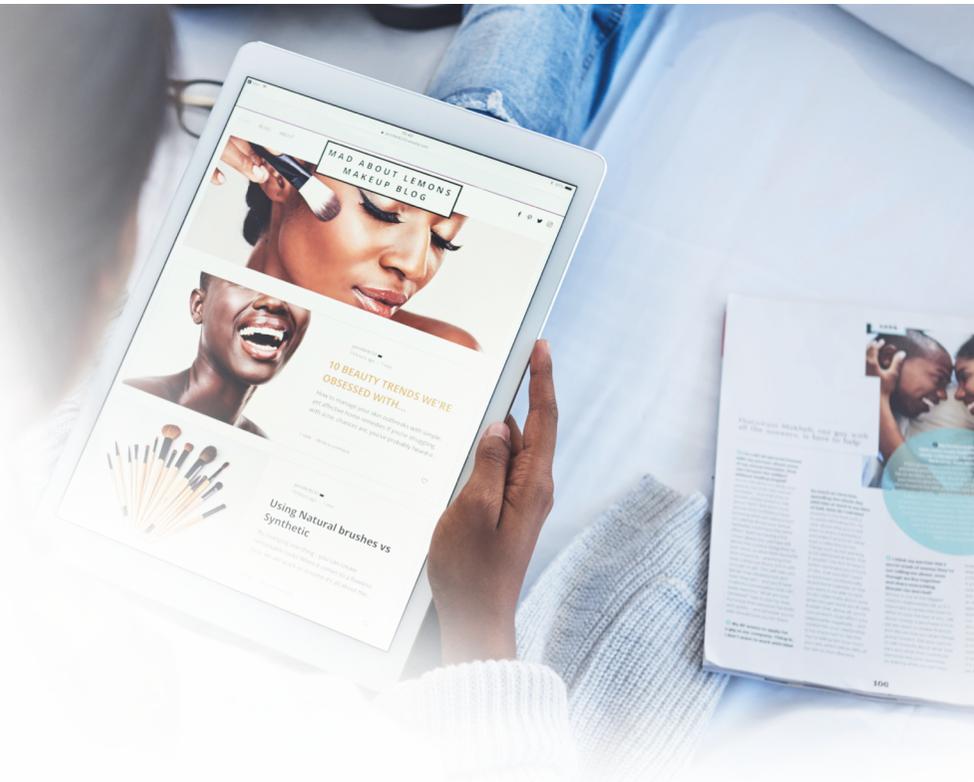
Taking a fresh look at the beauty consumer today means understanding more about what is influencing trends, which ad formats motivate her, and what factors contribute to her purchase decisions.

We consulted our global fresh faces of beauty – including Millennials, Gen X, High Income and Eco-Conscious women - to help inform these 6 key ways to engage with them along the path to purchase.

- 1 Quality of content matters** when discovering new beauty products as beauty influencers face an authenticity crisis
- 2** Video ads go beyond inspiration and have the **power to drive action**
- 3** Beauty consumers **expect product but also ad experience to be relevant** to their specific needs
- 4 Green credentials** are gaining momentum in Europe and Latam.
- 5** Offline purchases still dominate, but consumers **buy directly from brands online**
- 6 New technology** can help beauty consumers along their path to purchase, and help brands to enhance the online shopping experience



Beauty consumers control their discovery process by relying on reputable sources



How Teads helps



Teads is a single access point to the world's best publishers. Our platform reaches 1.5bn people globally in the heart of premium editorial content.

Our Interest Graph identifies consumers who are most likely to engage with beauty content and allows our advertisers to reach these enthusiasts in and out of contextual content.



of beauty / skin care users are **influenced by online articles** (either by the editorial content itself or advertising within the articles)

Source : GWI, Fresh Faces, the Global Beauty and Skincare Study commissioned by Teads

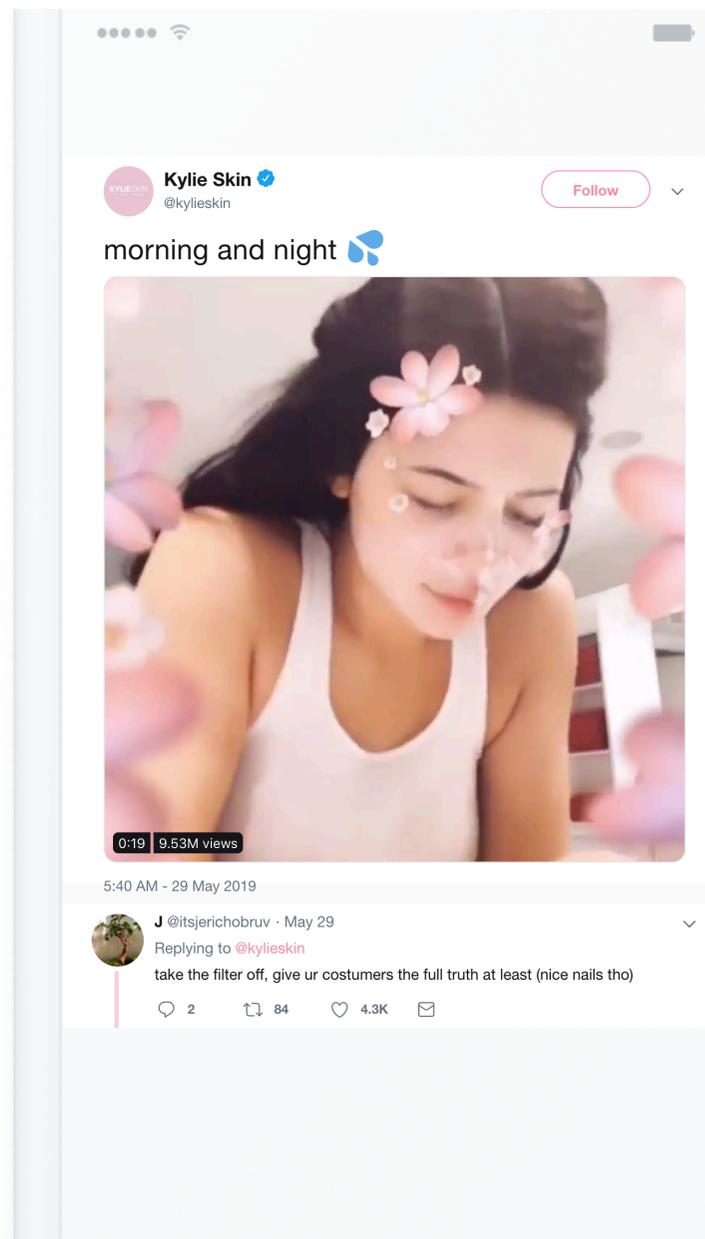


Beauty influencers have less credit than marketers would expect



Of beauty consumers
discover new beauty /
skincare products through
social media influencers

Base: Beauty / Skincare Product Users (4390) Source: Teads Beauty and Skincare Study



Teads

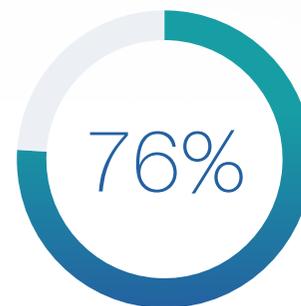
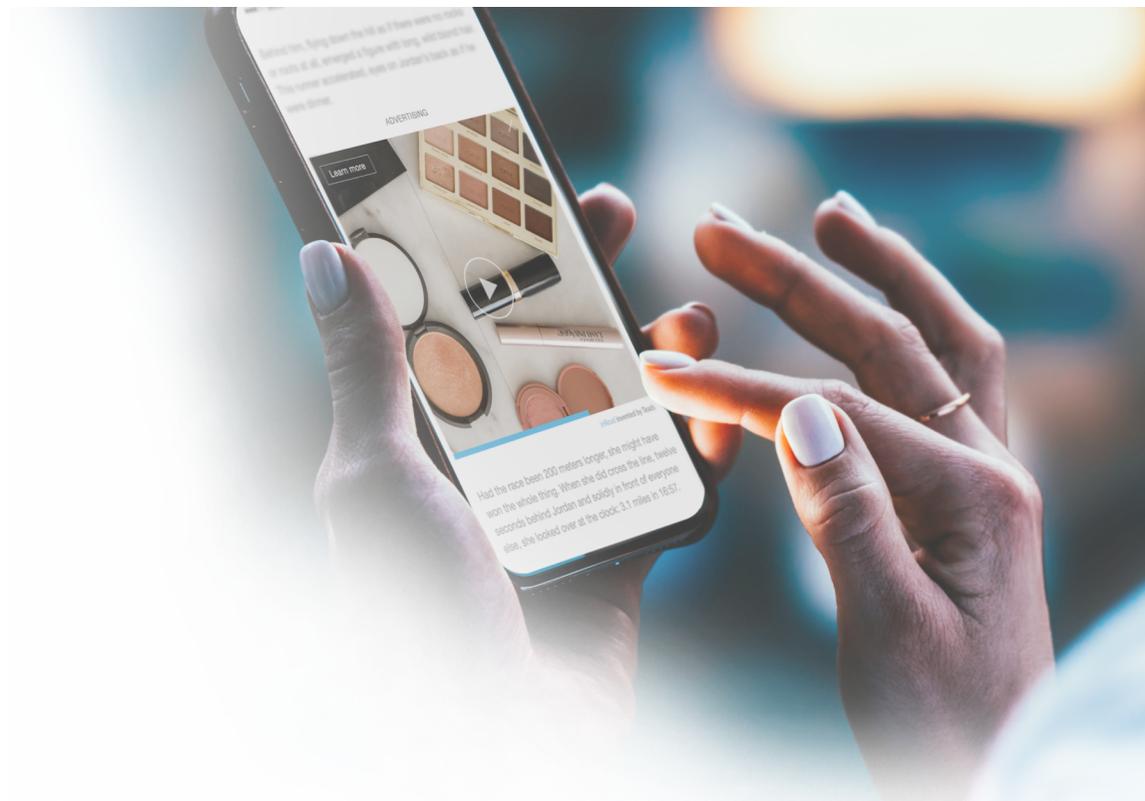
Video ads are the **most preferred format** by beauty consumers, driving them to **take subsequent actions**

How Teads helps



Teads created inRead video as a way to deliver premium ad experiences within brand-safe content because we recognize that video is the mobile primetime.

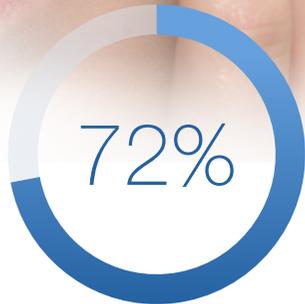
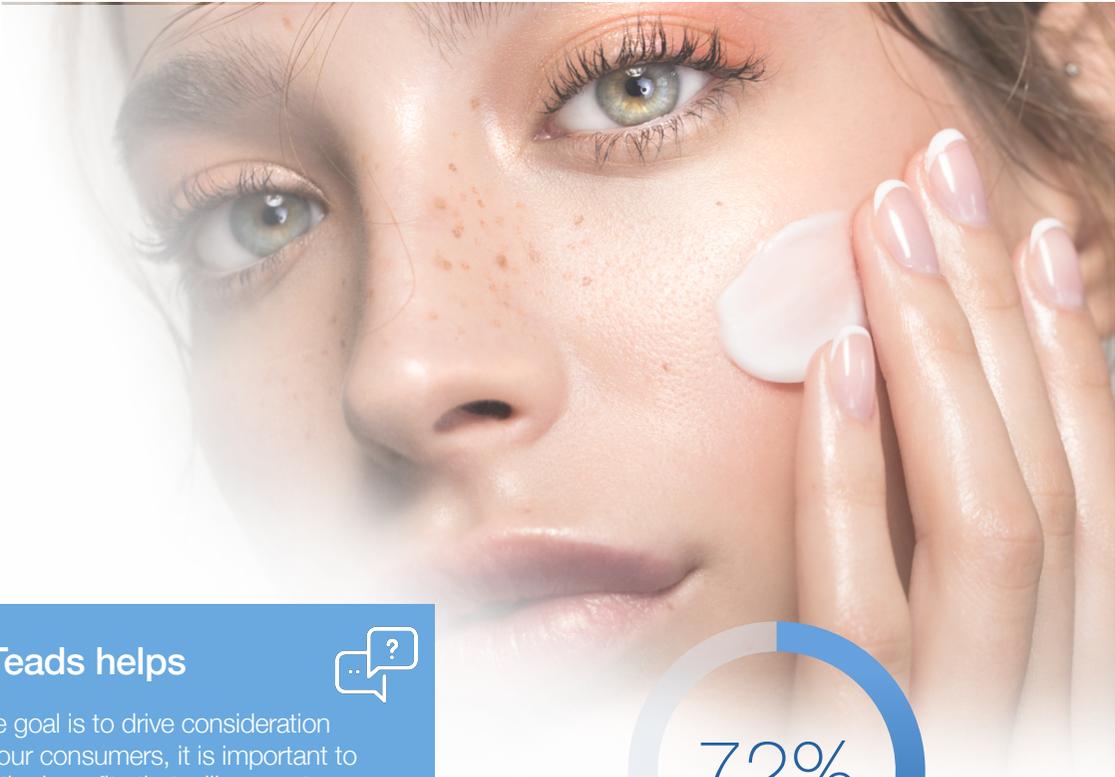
Teads Studio can optimize your hero video assets by enhancing branding, adding a tailored call to action, and including product information or reviews that consumers are likely to search for (ingredients, where to buy...).



of **beauty consumers take action** after seeing a beauty / skin care video ad – like searching for more, or visiting the brand's website



Beauty consumers care most about finding the **right product for their skin type**, at the **right price**



of beauty / skin care users say: **Suitability for skin type is the most influential factor** in purchasing beauty / skincare products, followed by price (71%)

Focus on video advertising 

Relevance is the most important attribute for video advertising among beauty consumers.

31% of consumers like video advertising only when they are relevant to them

How Teads helps 

When the goal is to drive consideration among your consumers, it is important to highlight the benefits that will resonate most for different audiences, and in different contextual environments.

Teads Studio, our team of creative strategist, engineers and designers, can optimize your existing creative assets so they will best connect with consumers based on which attributes matter most to them.

Source : GWI, Fresh Faces, the Global Beauty and Skincare Study commissioned by Teads

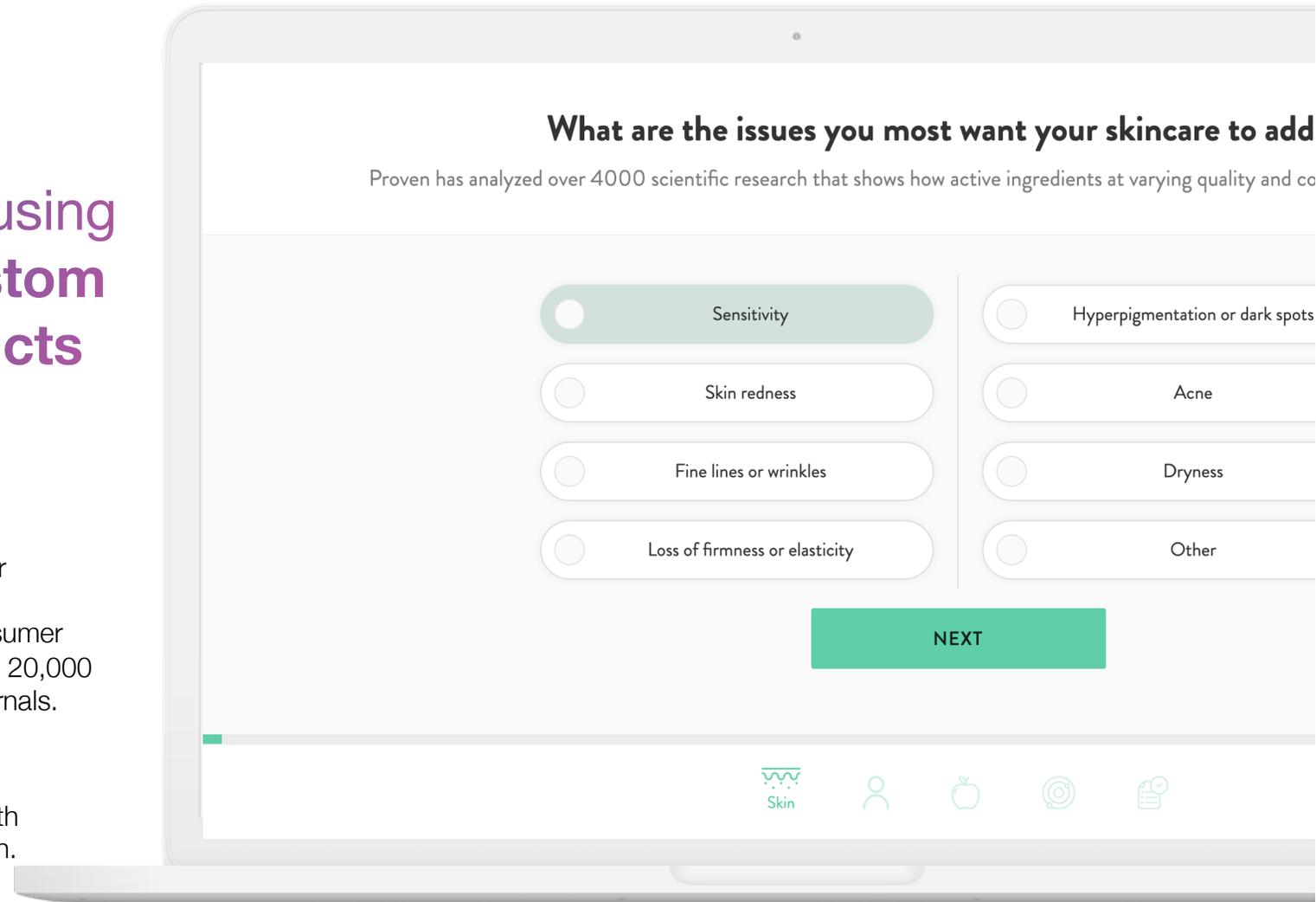




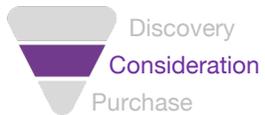
PROVEN™

A beauty start up using AI to produce custom formulated products

- Proven skincare launched in the US in November 2018 and is based on a personalized e-commerce model.
- To determine the best ingredients for each individual, Proven relies on AI, aggregating data from 8 million consumer reviews, 100,000 skincare products, 20,000 ingredients and 4,000 academic journals.
- After completing an assessment, customers can opt to pay \$145 for a custom consultation and two month supply of their three-product regimen.



Teads

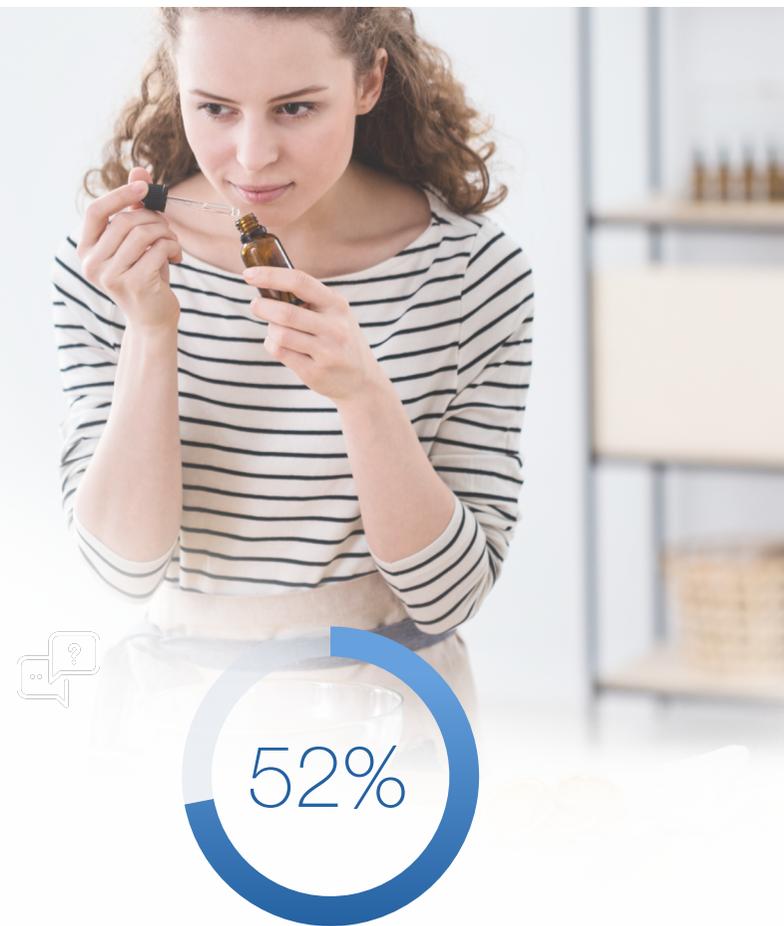


Green credentials are gaining momentum in Europe and Latam

Focus on sustainability

When considering which products to purchase, beauty consumers care about sustainability in packaging, testing and ingredients.

37% of consumers are Eco-conscious in relation to beauty and skincare (strongly agree either packaging should be eco-friendly, ingredients organic or willing to pay more for eco-friendly products)

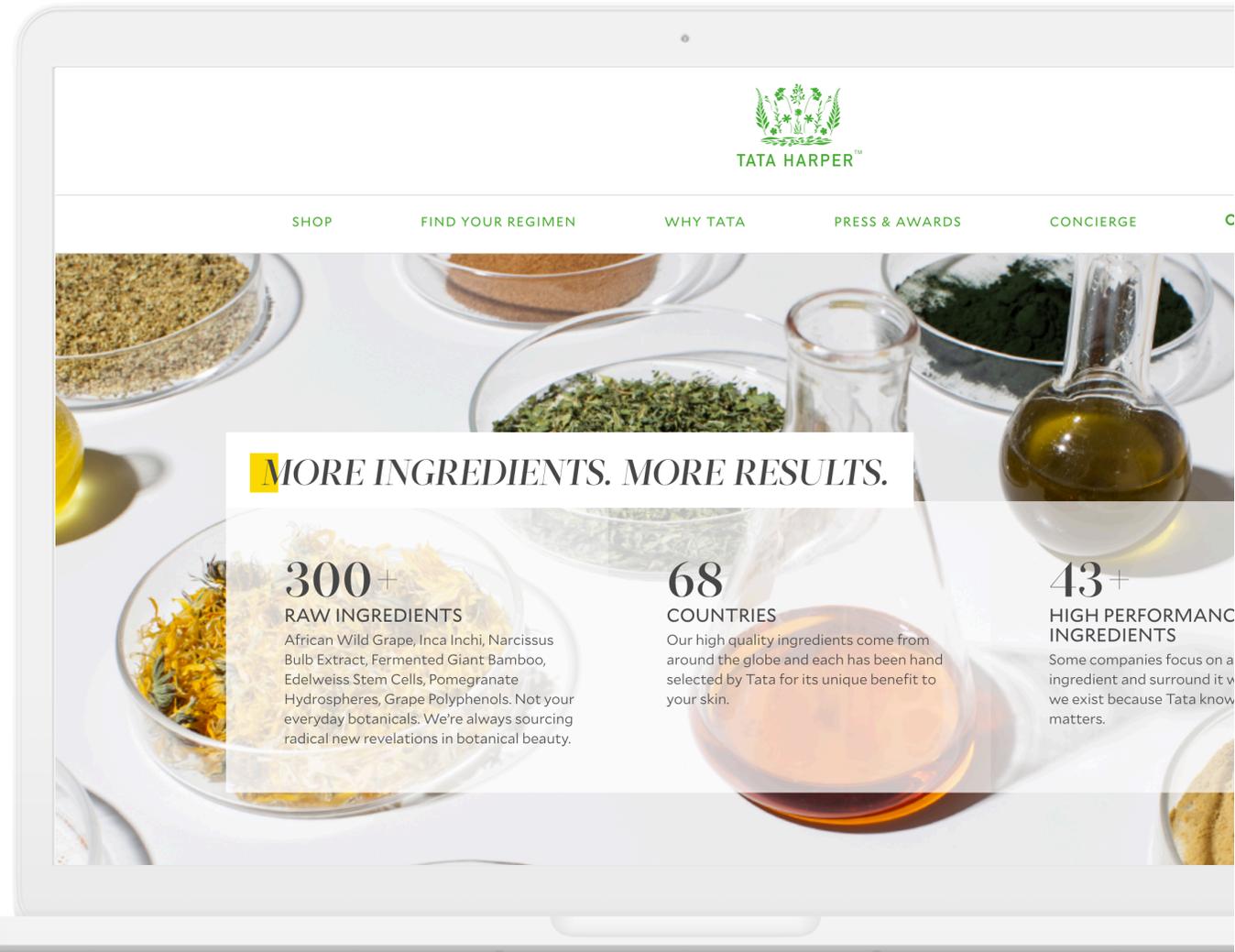


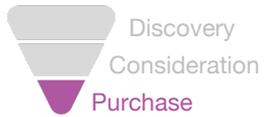
of beauty / skin care users say they would pay more for for sustainable / eco-friendly products



The queen of the green skincare movement

- Harper has launched her business in 2010 with the objective of creating a line of 100% natural, nontoxic products that would be as effective as the most sophisticated products in the market.
- The brand now retails in 500 doors ranging from Sephora to Neiman Marcus.
- Tata Harper is growing at about 50% annually and reached \$65 million turnover in 2017.





Discovery
Consideration
Purchase

Most purchases take place offline, but **online sources** show significant traction particularly among millennials



Focus on: Buying from brands online

Beauty consumers cited price and variety as the main factors for shopping online and most often ordered directly from a brand's website. For in-store purchases though, they were far more likely to shop at department stores or general retailers.

53% of all beauty and skincare purchasers and **67%** of Millennials buy from **online sources** (e.g. online stores, brand website etc)

How Teads helps

Whether shopping online or in-store, Teads has creative solutions that can help beauty consumers on their path to purchase. By leveraging shoppable overlays we can connect to a brand's site seamlessly – or dynamically serve assets driving actions based on a consumer's location or weather signals.

We also introduce new customers to your product through Teads True Visits where you only pay for incremental visitors.

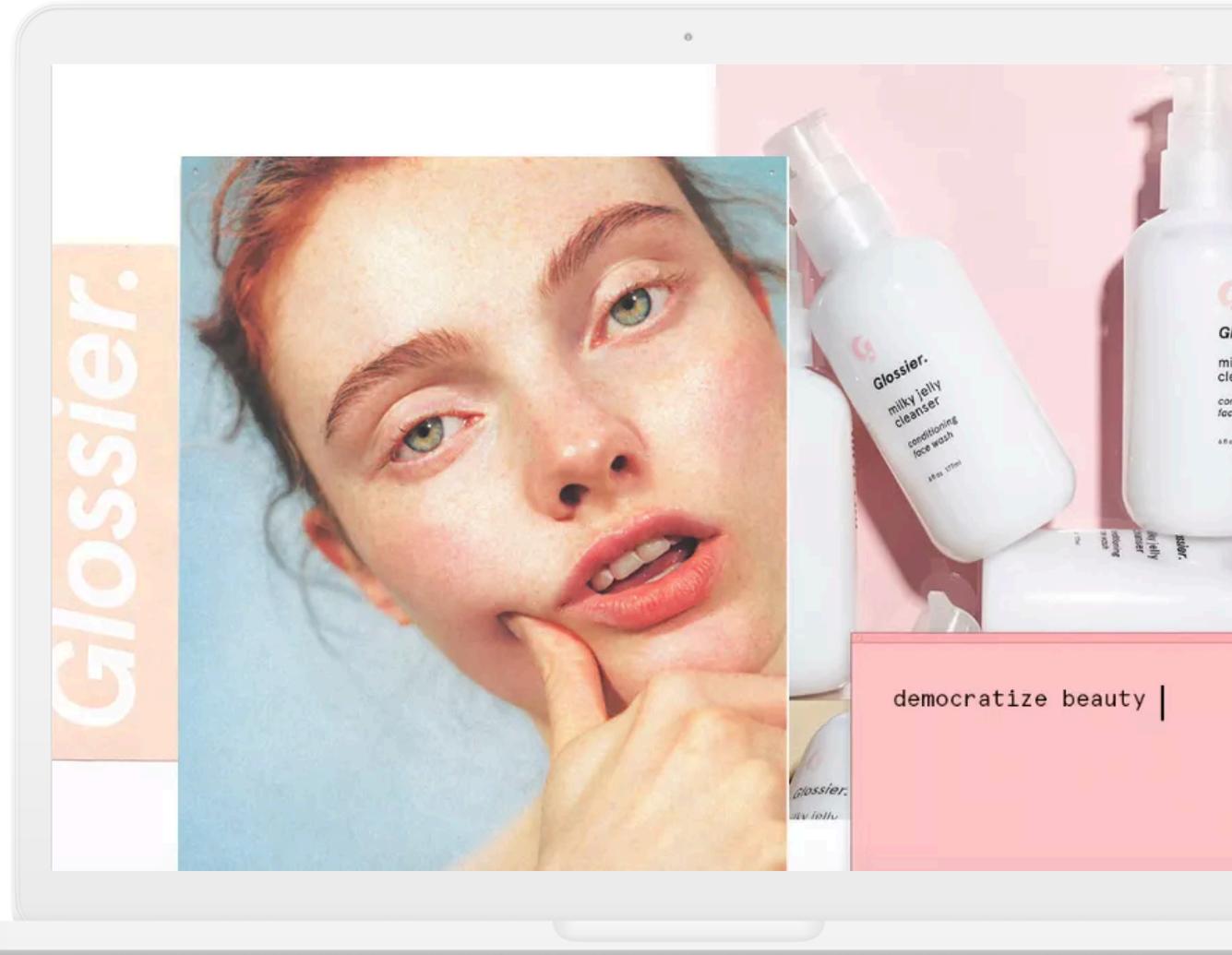


beauty consumers of all demographics were 2x as likely to **purchase in the physical store** than the website

Glossier.

The DTC brand mastering social commerce

- Emily Weiss, the founder and CEO of Glossier started a beauty blog in 2010, which grew to an established global community.
- In 2014, she launched Glossier and in less than five years, with few products that range in price from \$12 to \$35, the startup has become one of the industry's biggest disruptors.
- The success of the company relies on a representative program with over 500 reps promoting Glossier on their personal social media profiles for monetary commission and product credit.

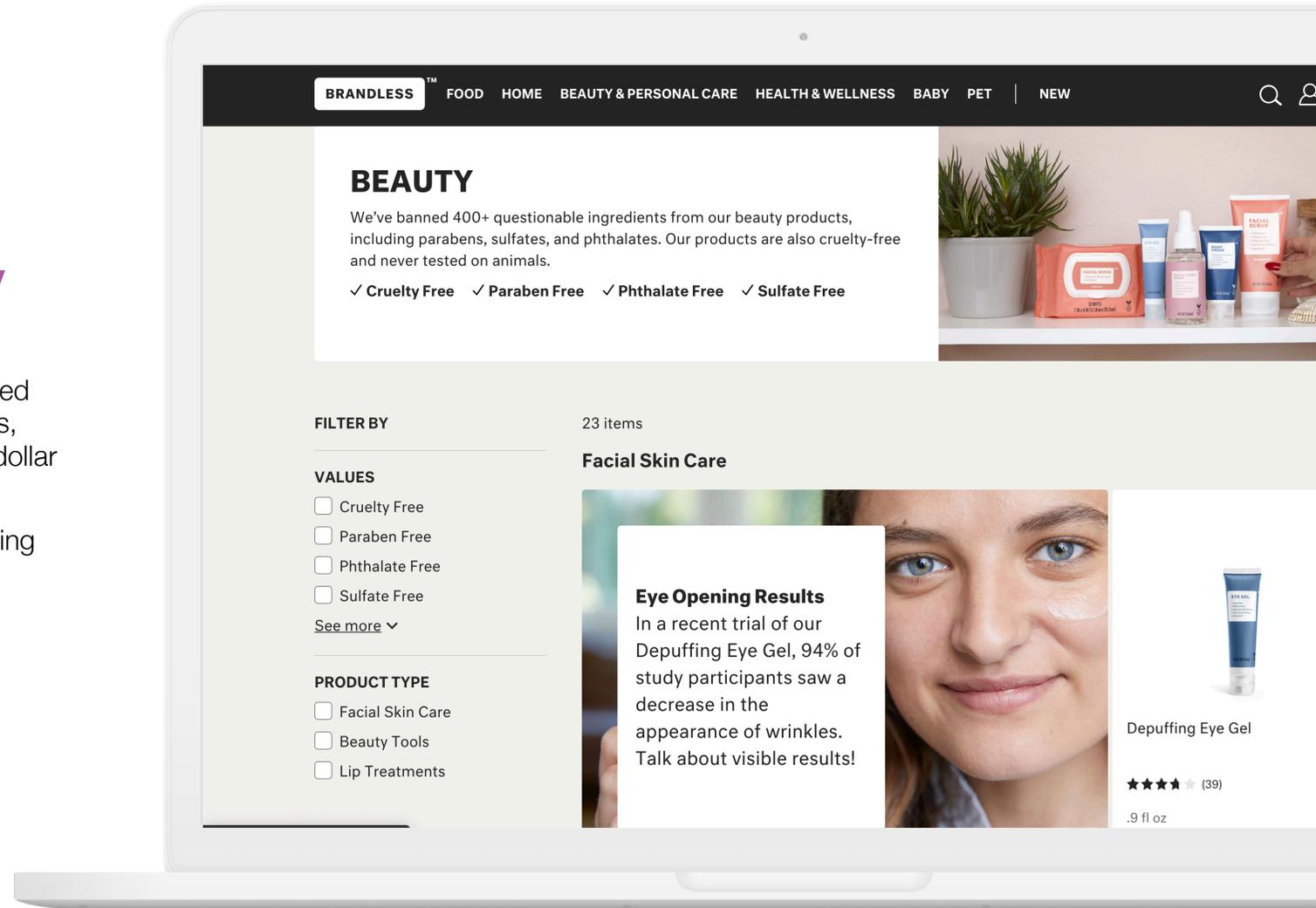


BRANDLESS

TM

The e-retailer disrupting beauty

- Brandless, the online retailer dedicated to minimalist and affordable products, has expanded in 2018 into a billion-dollar clean beauty market.
- It is capitalizing on consumers' growing interest in healthier ingredients at affordable price.



Teads

Consumers **recognizing value**, but also a show of apprehension for new technology

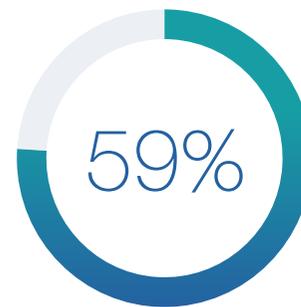
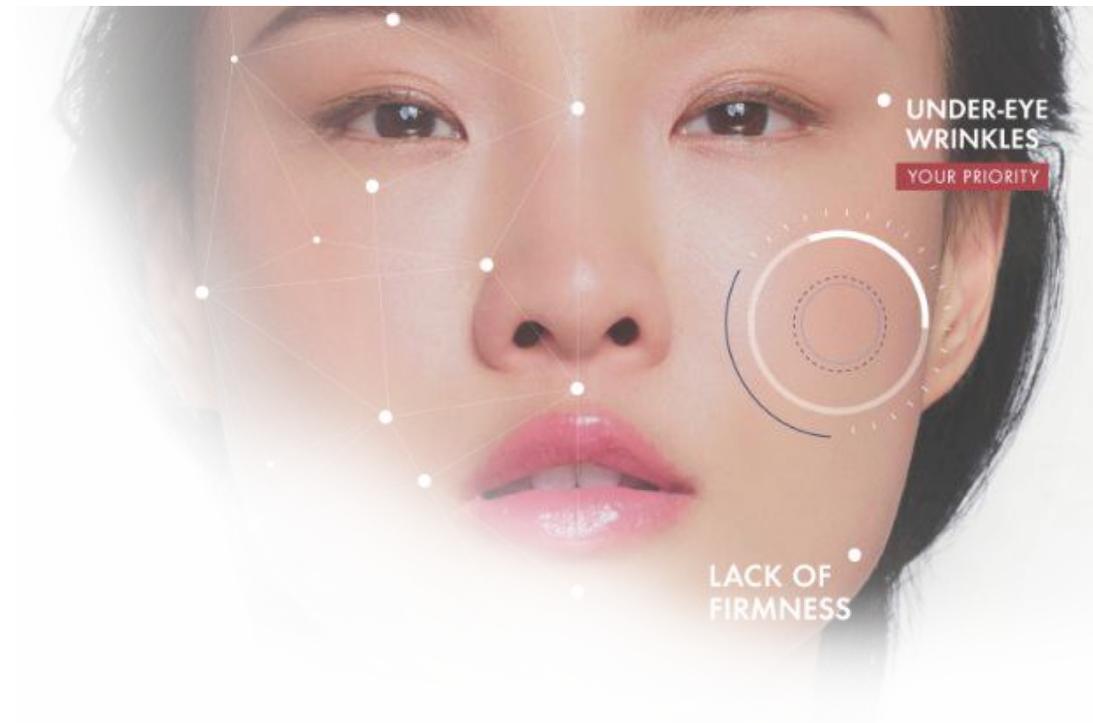
Focus on: Modern technology



Among those seeing value in new technology:

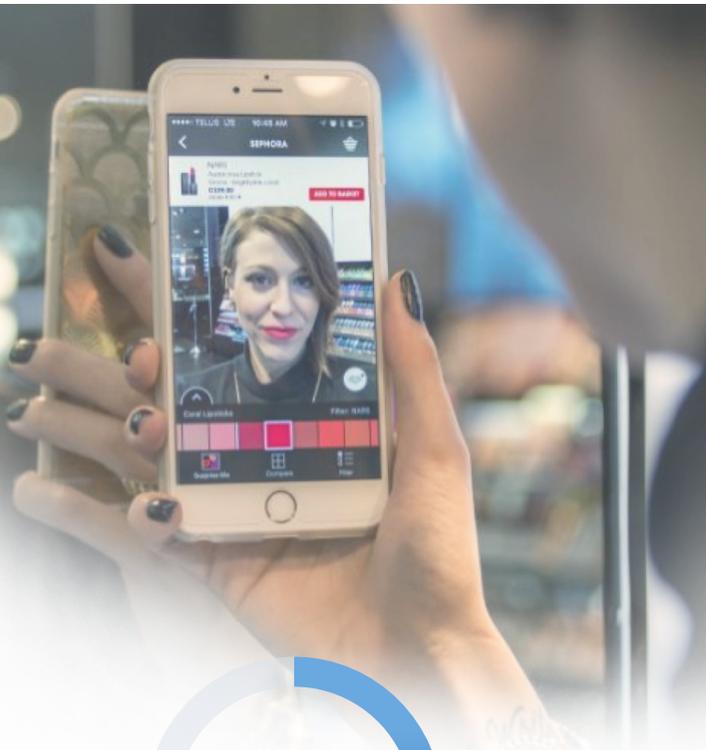
- 25% for saving time in finding products
- 18% for saving money in finding products
- 16% for less stress in purchasing products.

France, Japan and Germany are the countries where consumers are most apprehensive, while consumers in Brazil and Mexico were less so.



of beauty / skin care users **see value in using modern technology** such as AR, virtual advisors or chatbots.

Enable **try-on experiences** digitally with Augmented Reality



of beauty / skin care users **would like to try Augmented Reality** though about 1 / 3rd of those are still apprehensive about it

Focus on: Millennials



75% of Millennials say they are open to trying Augmented Reality, and 42% are comfortable with the technology

How Teads helps



With AR technology more accessible on mobile than ever– it now brings beauty trial to consumers at home. Teads Studio can help create Augmented Reality experiences to engage your consumers on mobile.

Business case

KIKO
MAKE UP MILANO

- Teads built an AR experience within its ad unit that allows consumer to try on make up virtually

A white smartphone mockup displaying a Glamour article. The article features a product image of a Sisley face scrub and a headline about face scrubs vs liquid exfoliants.

GLAMOUR



CREME GOMMANTE
pour le visage
toutes peaux

BOTANICAL
GENTLE FACIAL
BUFFING CREAM
all skin types

sisley
PARIS

NET WT 1.3 OZ 37 g 40 ml

SKINCARE

Face scrubs vs liquid exfoliants: What's the best exfoliator for you skin?

It's the key to a healthy glow ✨

BY GLAMOUR
30 OCT 2018

Teads

THANK YOU

Teads

The Global Media Platform

