

Beauty Marketing:

U.S. Promotional Activities and Strategies Assessment

1st Edition

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A comprehensive analysis of the changing face of beauty marketing in the United States for personal care products focusing on key trends, developments, changes, challenges and business opportunities, and addressing such issues as:

- Types of marketing approaches major beauty marketers are employing
- How beauty companies and brands are connecting with their customers
- Beauty marketing best practices
- New trends in social media and relation to the marketing mix
- Latest trends in sampling, mobile marketing, and viral marketing
- Use of special events and sponsorships

Report Scope

Beauty Marketing: U.S. Promotional Activities and Strategies Assessment provides subscribers with a detailed analysis of industry marketing trends and developments for the personal care industry in general and for key beauty brands.

The study focuses on these industry trends and developments, as well as:

- Marketing trends relative to the personal care industry
- Understand how marketing methods have changed over the past few years
- The rise of social media, how it is changing the landscape of the beauty marketing, and how to integrate with traditional media
- In-depth profiles of the marketing activities of the major beauty brands
- Marketing and promotional best practices for the beauty industry
- How beauty companies are creating traffic and leads

Key Benefits

This report enables subscribers to exploit business opportunities by understanding what is happening in the fast changing marketing arena.

Specifically, this report assists subscribers by providing:

- A highly reliable and independent assessment of marketing activities employed by beauty firms
- An unbiased appraisal of emerging marketing techniques
- Competitive intelligence for use in benchmarking
- What new marketing methods have consumers been receptive to and why

Report Contents

1. INTRODUCTION

2. EXECUTIVE SUMMARY

- Key trends
- Challenges and opportunities
- Industry cost structures for marketing and promotional expenditures
- Key lessons learned

3. MARKETING METHODS

The following information is provided for each of the marketing methods segment listed in Table 1.

- Recent history and use of method
- New trends and developments
- Importance and relation to marketing mix
- Examples of what brands are doing
- Appraisal and expected future trends

4. BRAND PROFILES

For each of the brands listed in Table 2, the report provides information on its changing marketing approach relative to the marketing methods listed in Table 1.

- Brand marketing background
- Review of overall marketing mix
- New developments
- Examples of 2010-2011 marketing initiatives
- Appraisal

Table 1: Marketing Methods Profiled

- Advertising
- Blogs
- Coupons/price promotions/rebates
- Direct marketing
- Events/publicity/philanthropy
- In-store marketing
- Internet/websites
- Mobile marketing
- Sampling
- Social media
- Videos

Table 2: Brands Profiled

- | | |
|---------------------|--------------|
| ■ Avon | ■ Gillette |
| ■ Axe | ■ Lancôme |
| ■ Bare Escentuals | ■ MAC |
| ■ Bath & Body Works | ■ Maybelline |
| ■ Burt's Bees | ■ Neutrogena |
| ■ Clinique | ■ Olay |
| ■ Cover Girl | ■ Old Spice |
| ■ Crest | ■ Pantene |
| ■ Dove | ■ Proactiv |
| ■ Estée Lauder | ■ Redken |

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Methodology

Kline is unmatched in our ability to gather hard-to-get market and competitive intelligence with a high degree of confidence.

Kline's market analysis approach relies heavily on primary research, employing the use of telephone interviews to capture insights and information from a wide range of industry experts and opinion leaders including personal care manufacturers and marketers, distributors and suppliers, key retailers, public relations and advertising executives, and other direct influencers on marketing and promotional decisions. This approach has proven to be the most effective and reliable approach to obtaining accurate market data, capturing expert insights, and identifying business opportunities.

The analysis is supplemented by a thorough review of secondary research drawn from marketing literature, brand websites, samples, special events, magazine advertisements, collection of coupons, industry blogs, recent trade articles, social media, and other internet sites.

The cost structure and expenditure information is drawn from Kline's latest edition of *Personal Care: U.S. Competitor Cost Structures*.

Kline Credentials

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

Kline's research and consulting services extend across the entire personal care industry value chain. Our solutions have helped clients develop better ways to create and profit from new business opportunities, respond to competitive and economic threats, improve productivity, achieve sustainable growth, and optimize performance. Kline provides clients with facts, forecasts, and recommendations based solidly on the realities of the market.

Our market research reports and services are designed to provide subscribers with a deeper understanding of their markets, an outlook for their business, and accurate information about their competitors. Our clients tell us they often use Kline's market research to validate their own internal analysis, and many clients rely on Kline reports as their most critical source of information.

For more information about this study or Kline's other services, e-mail us at sales@klinegroup.com, visit our website at www.KlineGroup.com, or contact us at any of our regional offices listed below.

Recently published or in-progress research for the Consumer Products industry includes:

- Cosmetics & Toiletries
- Beauty Retailing
- Natural Personal Care
- Personal Care: U.S. Competitor Cost Structures
- Professional Skin Care
- Salon Hair Care

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