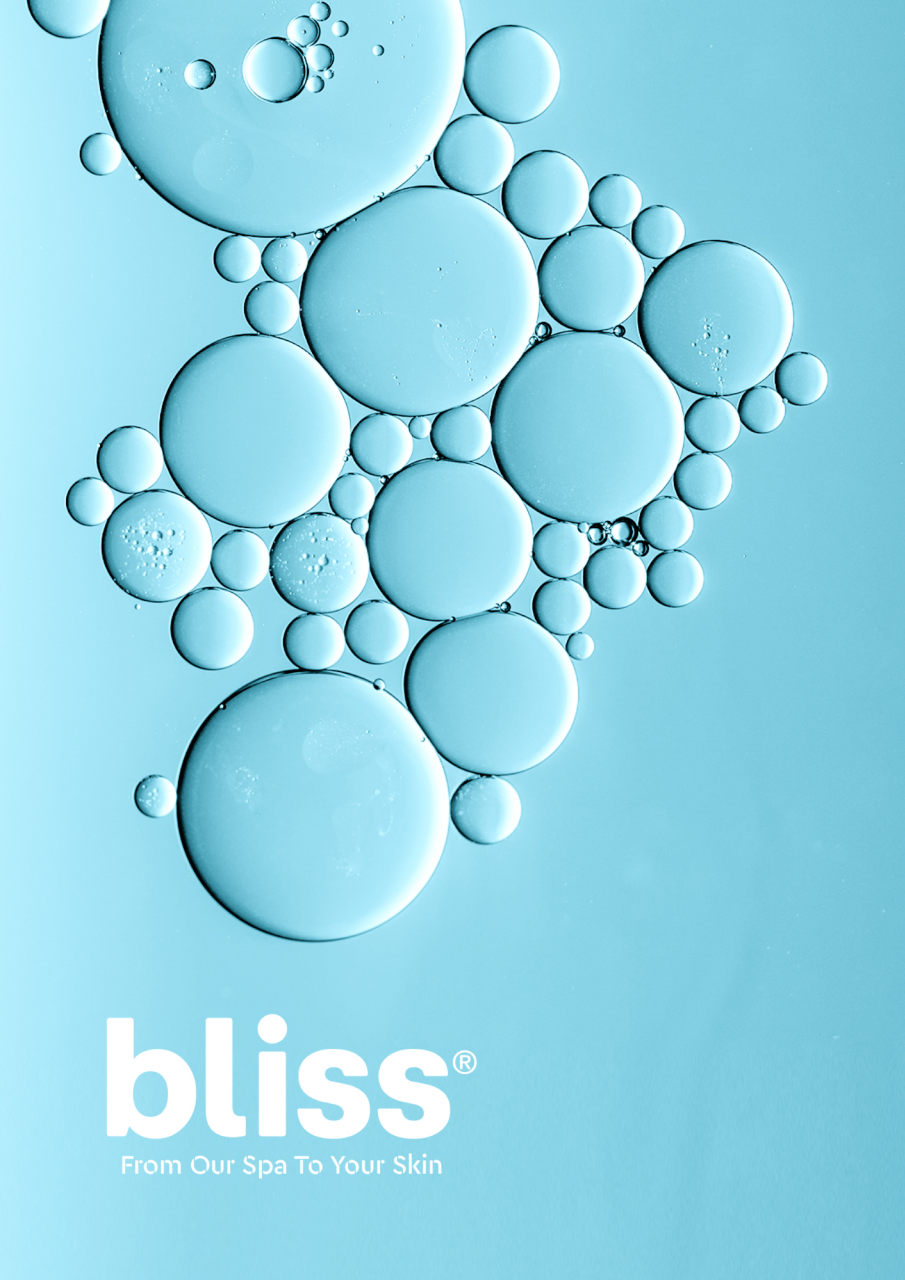

bliss®
From Our Spa To Your Skin

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bliss®

Team Biographies –



Alexandra Riese, Media Director

Alexandra Riese is a fourth-year public relations major with a minor in business administration. On her PR Campaigns team, she serves as the media director where she leads responsibility for investigation, cost assessments and recommendation of appropriate media channels. She has previously worked as a features editor for Her Campus UFL and currently works as a publicity associate fotr The Dana Agency, where she writes and distributes press materials for clients in the hospitality, culinary, wellness and beauty industries. You can always find Alexandra watching a K-drama or sipping on an iced latte.

Olivia Pedigo, Creative Director

Fourth-year public relations major and digital art and sciences minor Olivia Pedigo is the creative director for the PR Campaigns team. As creative director, she is responsible for the aesthetic of the brand, Bliss and its materials. Along with spearheading her role as creative director, Olivia is also graphic designer for The Creative Exchange, as well as the merchandise director for Rowdy Magazine. In her free time, Olivia freelances as a graphic designer and 3D artist, while also reading her daily horoscope as a Capricorn.





Kara Guillaume, Account Executive

Kara Guillaume, a fourth-year public relations major, is the account executive for her PR Campaigns team. Her role includes managing the operations of the team and monitoring deadlines. With strong communications skills, Kara organizes meetings with the AE's of other teams and coordinates plans with Professor Nall. In addition to PR Campaigns, she serves as a project manager and hiring coordinator at The Agency at UF and as an ambassador for the College of Journalism and Communications at UF. Outside of work, Kara is an avid concert goer, attending over 60 in her lifetime.

Team Biographies –



Lexi Cook, Research Director

Fourth-year public relations and political science major Lexi Cook is the research director for her PR Campaigns team. As research director, she compiles information about Bliss and its competitors, and assists in conducting a survey on skincare consumers' social media and purchasing habits. Before PR Campaigns, Lexi interned for the Brevard County Communications Department where she conducted analytics on the county's social media accounts and assisted with the implementation and compilation of research for Brevard County's COVID-19 communication strategy. When she's not collecting data, Lexi is exploring national parks around the country.

Brynn Fantuzzi, Copy Editor

Brynn Fantuzzi is a fourth-year public relations major and Spanish minor. She serves as the copy editor on her PR Campaigns team, where she is responsible for revising and organizing all print for the brand. Along with her copy editing skills, Brynn showcases leadership, communication and organizational skills within her position as the external affairs editor at Strike Magazine UF. Outside of her college career, she enjoys traveling and food blogging.



Executive Summary –

Bliss has succeeded in establishing itself in the skincare industry, However, as is the goal for most brands, Bliss aims to boost awareness and revenue as a whole. In a world that is constantly evolving, Bliss must identify and keep up with purchasing trends for its target audience of females in the GenZ market. Launching a campaign is a great step toward opening a door to new opportunities for Bliss.

Survey research indicated that most female consumers in Bliss' target market did not know of the Bliss brand. Additionally, results indicated that most classify sleep as a primary means of self-care, which is important to consider in regard to Bliss' current spa-centered products. Respondents reported that influencers play a large role in purchasing habits.

Survey respondents in this target market also indicated that social media was the most common form of media they consumed, which indicated where Bliss should invest most of its time when it comes to advertising. Instagram and TikTok were the two most commonly-used platforms across the board. Bliss has an opportunity to better reach its target market by implementing these insights to tap into consumers' wants.

The primary goals of this campaign are as follows:

1. To implement a college brand ambassador program to increase awareness
2. To establish an influencer partnership that caters to GenZ
3. To expand the Bliss brand to include a sleep centered product line



Executive Summary –

This campaign will focus on increasing overall awareness of the Bliss brand within the target market of women between the ages of 18-22. It will focus on boosting brand loyalty and ensuring that Bliss customers become more consistent with purchasing products. Some components of this campaign include recruiting and appointing brand ambassadors at five public universities, hosting a Bliss-sponsored slumber party, partnering with a targeted influencer and launching a Bliss sleep essentials line.

Determining the success of this campaign will entail conducting a survey following its completion. Implementing the suggestions recommended throughout this campaign would help Bliss establish its goals of becoming a well-recognized brand in its industry.



Brand Print –

Skin Care Industry Overview

Although many consider it a modern practice, skin care has been prevalent since ancient times. The first archeological evidence of a skin care routine was discovered in ancient Egypt, dating back to 6000 B.C. (The Webster, 2022). Back then, skin care was viewed as a practice for both health and beauty–much like it is today. Certain beauty ideals have come and gone throughout the years, but what remains relatively consistent is the love for youthful, clear and supple skin (Smithsonian, n.d.).



Since their introduction, skin care products have accounted for a large portion of the American cosmetics and hygiene industry (Smithsonian, n.d.). In 2020, the skin care industry's worldwide revenue was $128.7 billion, which is 27% of the beauty industry's market (Shaulova & Biagi, 2021). Skin care is growing faster than most sectors of the beauty industry, even with beauty sales falling in 2020 (McKinsey, 2020). The industry tends to focus the most on facial skin care, but it includes all cosmetic products related to body care, sun protection, baby care and child care (Shaulova & Biagi, 2021).

As of 2020, 71% of skin care revenue in the U.S. comes from the sale of facial products (Lüdemann, 2021). Twenty percent of the industry's revenue is from body care products, 6% are meant for sun protection and 3% are baby and child care products. On a global scale, Japanese and South Korean consumers spent the most on skin care in 2020, while Americans spent the tenth most (Shaulova & Biagi, 2021). The leading skin care products in the U.S. during 2020 included facial cleaners, facial anti-aging, facial moisturizers, acne treatments, hair removal, bleach and body anti-aging (Lüdemann, 2021). Facial cleaners generated $1.59 billion in sales and body anti-aging products generated $2.78 million (Statista Research Department, 2022).

Brand Print –

Skin Care Industry Overview

It is important to note that an emerging segment of the industry–natural skin care–is rising in developing and developed countries around the globe (Shaulova & Biagi, 2021). National skin care uses ingredients found in nature. Between celebrity endorsements and growing environmental concerns, the natural skin care industry is projected to experience rapid growth over the next five years. Its market is valued at $10.53 billion and is expected to grow by roughly half, $5.53 billion, by 2027 (Grand View Research, 2020).

Consumer interest in skin care has also been on the rise and for almost a decade. The COVID-19 pandemic significantly contributed to this boost in interest (Tabor, 2020). In 2020, 96% of consumers preferred buying skin care instead of makeup. However, buying and understanding skin care requires more than a basic understanding of coverage or color shades. Consumers often need more help understanding the ingredients, percentages and chemical reactions in the products they buy. Because the skin care industry is so competitive, consumers can easily get lost when trying to decide what to purchase. Enter the skinfluencer: the primary go-to source for consumers looking to learn more about products before purchasing them.

With expertise and high-authority on the topic of dermocosmetics, skinfluencers use their platforms to explain the chemistry of products, what ingredients can do wonders for your skin and what ingredients consumers should avoid (Tabor, 2020). Often a combination of dermatologists, estheticians and skin care aficionados, consumers are more inclined to trust their recommendations and buy products based on their suggestion. These creators provide real-time tutorials to consumers, which comes across as more relatable and trustworthy compared to branded content. Influencer content about skin care rose by 39% in 2020, and audience engagement increased by more than 160% (Quock, 2021). This interest and engagement did not slow down in 2021, and it's expected to continue through 2022. Companies have seen massive brand awareness and increased sales because of these creators, a trend that will likely stick around for years to come. Learning how to forge partnerships with skinfluencers and use social media platforms like TikTok are crucial to a skin care company's success.

Brand Print –

Skin Care Industry Overview

Consumer interest in anti-aging products and artificial intelligence (AI) in personalizing consumers' skin care experience is also on the rise (Shaulova & Biagi, 2021). Additionally, companies have seen significant increases in online retail for beauty and personal care. Online sales reached a record high of 21.7% of the share in 2020, and it is projected to surpass 30% by 2025 (Shaulova & Biagi, 2021).

Leaders in the skin care industry include L'Oreal, Olay, Aveeno, Neutrogena, Proctor and Gamble and Estée Lauder. L'Oreal is the most profitable skin care brand in the world with an annual revenue of $33.93 billion. Proctor and Gamble and Estée Lauder are the second and third most profitable skin care brands with respectively $19.41 billion and $14.29 billion in revenue (Boskamp, 2021). A 2021 study asked women 16 years and older who use face care products at least once a month which facial care brands they had purchased in the last 12 months. The most commonly used brand was Olay with 30% of respondents purchasing its products. Aveeno (27%), Neutrogena (26%) and Cerave (19%) were the next three most common products. The study also questioned respondents about their awareness of facial care brands. Most respondents were aware of Aveeno (64%), followed by Olay (63%), Neutrogena (60%), Garnier (49%), Nivea (48%) and CeraVe (47%) (GCS, 2021).



Brand Print –

History of Bliss

Inspired by her struggle with preteen acne, Canadian entrepreneur Marcia Kilgore founded Bliss. After attending esthetician school at Columbia University, and before finishing her studies at New York University, Kilgore began giving facials to friends in her New York City apartment. The casual facials soon evolved into a SoHo office mini spa called 'Let's Face It!' in 1991 (O'Hara, 2000). Kilgore gained attention after carrying celebrity clients from her previous job as a personal trainer into her spa. As her business developed, Kilgore rebranded Let's Face It! to Bliss Spa in 1996 (Bliss, n.d.).



At the time, the day spa business model was growing in popularity largely due to the self-care trend, something that had previously been perceived as available on special occasions or for the wealthy. As it gained the attention of celebrity clients such as Oprah and Madonna, the spa became a skin care hot spot and booked out up to 18 months in advance. Bliss Spa eventually gained the attention of Moët Hennessy Louis Vuitton (LVMH), leading the conglomerate to acquire a stake in Bliss Spa in March 1999 for a reported $30 million. LVMH's involvement propelled Bliss Spa to open a second NYC location and a London location two years later. Over time, Bliss Spa expanded to San Francisco, Chicago, Los Angeles, Dallas, Atlanta, Scottsdale, Hong Kong, Doha, Hoboken, Ft. Lauderdale and St. Petersburg. As popularity increased, the appointments did as well (Zippia, n.d.).

After the brand's expansion, Kilgore launched a skin care product line for clients to take home a little bit of "bliss" to experience outside the spa. The first products included a shower gel, a product for leg cooling and firming and the Lemon & Sage Body Butter, one of the brand's best sellers. As its product line grew, Bliss began a monthly catalog called Bliss Out in which customers could order spa-adjacent products to use at home. However, the catalog became defunct when the internet took over, shifting all products to the Blissworld website (Zippia, n.d.).

Brand Print –

History of Bliss

In January 2004, Starwood Hotels & Resorts Worldwide group acquired Bliss spa from LVMH for $25 million. The next year, Kilgore left Bliss in 2005 and went on to found the brands Soap & Glory, FitFlop and Beauty Pie (Moorhouse, 2018). Under Starwood, Bliss spas and products were incorporated into its W Hotels. Several years later, Steiner Leisure Limited, a company that provided spa services to cruise ships and resorts, acquired the business in 2010 for $100 million. In 2015, both Steiner Leisure Limited and Bliss were acquired by L Catterton, a private equity firm that owns restaurant chains, fitness chains and beauty brands. Bliss currently operates under Steiner Leisure Limited (Steiner Leisure Limited, 2010).

After years of being operated by different companies, Bliss struggled with its identity. The brand launched a series of new products and partnerships with fitness brands Crunch and Flywheel, as well as retailers like Kohl's but did not obtain the success it previously achieved. According to Bliss' current CEO, Meri Baregamian, Bliss received complaints regarding its high prices (Rao, 2019).



The brand then reduced prices by almost 50% across the board, though certain products were discounted more than others. In recent years, Bliss relaunched with almost a 60% new product assortment. New items included gel overnight masks and fresh variations of its famous body butter, such as grapefruit and aloe. The 40% of classic products that remain in the line-up have been reformulated to 100% cruelty-free and no longer contain harmful chemicals such as parabens, sulfates and phthalates. Some were even renamed to fix problematic titles, such as changing "Fatgirl Slim" to "Fabgirl Firm" (Zippia, n.d.). Previous Bliss packaging featured the "Bliss girl," a young cartoon girl; however, in the relaunch, Bliss Girl is now a series of real humans, depicted via photography and GIFs, and "she's anybody she needs to be." After the revamp, Bliss hopes to find "a new audience in a new generation" (Wischhover, 2018).

Brand Print –

Mission, Values & Purpose

According to PR Newswire, Bliss' mission is "Taking care of ourselves, each other and the environment in order to achieve a higher state of happy" (Bliss, 2021).

Bliss is a clean, cruelty-free, spa-powered skin care brand (Bliss, n.d.). With a true belief that inner happiness unlocks outer beauty, Bliss offers products that are 100% cruelty-free and blissfully free from parabens, phthalates, sodium lauryl sulfate (SLS), sodium laureth sulfate (SLES) and other harmful chemicals. Bliss believes happiness looks beautiful on everyone.

Values

Bliss prides itself on the three values that encompass what the company stands for: clean, cruelty-free and spa-powered (Bliss, n.d.).



Clean

Bliss is happy to be a clean brand, where products are thoughtfully formulated to be safe and free from over 1,300 harmful substances (Bliss, n.d.). Bliss partners with the most responsible ingredient suppliers and follows the strict European Union standards—the highest in the world for skin care safety.

Cruelty-Free

Bliss prioritizes being a clean and cruelty-free brand (Bliss, n.d.). Bliss products are PETA-certified and the ingredients are never tested on animals. In addition, 90% of Bliss products are vegan, and the company is working toward making all its facial care products 100% vegan.



Spa-Powered

Founded in 1996 in Soho, Bliss ignited the modern spa revolution and championed skin care as self-care before it was a trend (Bliss, n.d.). Now, more than two decades later, Bliss leverages its unique spa experience, along with the newest ingredients and skin care innovation, to make products that are both affordable and effective.

Brand Print –

SWOT Analysis

Strengths

- Philanthropy and sustainability are important values for the Generation Z target audience, and Bliss upholds those values through partnerships with The Trevor Project, The Antiracist Research & Policy Center and the recycling program with TerraCycle.
- Bliss uses clean and 100% cruelty-free ingredients, and 90% of its products are vegan.
- Bliss has a strong sense of social media brand strategy with eye-catching feed colors and interactive stories.
- Strong earned media presence with beauty-focused publications such as PopSugar, Allure and Vogue reviewing products.
- Collections and the ability to shop by concern (such as discoloration and dryness) allows consumers to tailor their shopping experience to their individual needs.
- Diverse models on the Bliss website.
- Bliss was the first Certified B Corp skin care brand sold at mass. Bliss is also PETA certified.
- There is an abundance of product reviews on its website, most of which are positive in sentiment.
- The ingredients glossary is easily accessible and understandable on the website.
- “Happy Skin Crew” influencer network allows for quick mobilization for consumer-to-consumer marketing campaigns.



Brand Print –

SWOT Analysis

Weaknesses

- There is an abundance of products similar to Bliss in the skin care market, and Bliss is not a market leader.
- Bliss is not an established go-to brand for skin care.
- There is no “face” of the brand to attract a younger audience.
- Bliss customers are not repeating purchases.
- Too many products and lines under one brand makes it difficult to market.
- No clear intended audience has been established.
- Packaging and product function do not align (Ex: Anti-wrinkle products in colorful packaging that is more appealing to younger generations).
- Website is not 100% accurate and updated (Ex: Still have limited Pride collection linked on website, but it is not available anymore. Also, the brand stated it wanted to be 100% vegan by 2021, but it is now 2022.).

Opportunities

- To be the leading brand in affordable skin care.
- Create products for niche consumers.
- Expand within the beauty industry by creating new, varied types of products.
- Self-care became more important during the pandemic, and this phenomenon has translated to post-pandemic life. People are starting to go out more and therefore use more skin care.



Brand Print –

SWOT Analysis

Opportunities

- Clean ingredients/eco-friendly skin care is becoming more important to consumers.
- Rebrand to better target a specific audience/demographic.
- Return to the spa-focused ‘90s roots of the original Bliss brand.
- Educating target audience on skin types and Bliss products that best fit them using AI.
- Further promote and add to its current sustainability initiatives.

Threats

- Bliss has many competitors in the affordable skin care market.
- The pandemic has had a negative impact on production and consumption.
- Consumer preferences change frequently.
- Teen audiences do not have a steady income to purchase Bliss products.
- Personalized skin care brands are gaining popularity over “one-size-fits-all” skin care products.
- Negative product reviews mostly regard the scents of products.
- Products do not typically appeal to people of color. The brand is most popular among white women.
- Social media handles are not all the same, which makes some of them hard to find (Ex: @blissworld versus @bliss).



Brand Print –

Social Media Analysis

(Statistics as of Feb. 10, 2022)

Instagram: @bliss | Followers: 363K



- Feed aesthetic is pastel blue with pops of true orange, violet purple, bright yellow, pale green, bubblegum pink and deep teal.
- Features a variety of products and highlights the company's minimalist packaging.
- Showcases paid partnerships and curated content with young women using or recommending its products.
- Instagram stories and highlight reels feature text graphics that explain how to use Bliss products.
- Reels are used exclusively for curated content, including skin care education and product demonstrations.
- Bliss typically posts one to two times a day.

TikTok: @bliss | Followers: 360.8K | 2.7M Likes

- Posts include product promotions, how-to videos, short clips of current trends, Q&A videos, ASMR videos and curated content.
- Bliss pays a variety of influencers to promote its products, including @dixiedamelio with 57M followers, @k0uver with 13.6M followers and micro influencers.
- Products featured typically match what products the brand talks about on Instagram.

Brand Print –

Social Media Analysis

(Statistics as of Feb. 10, 2022)

TikTok: @bliss | Followers: 360.8K | 2.7M Likes

- Brand is quick to respond to both positive and negative feedback and answers questions with insightful answers.
- Typically posts every four to seven days.

Facebook: @blissworld | Likes: 93.6K | Followers: 96.6K

- Posts similar content on its Instagram; Other content includes graphics that match the company's brand kit, customer reviews and holiday themed posts.
- Content centers around product descriptions, brand deals, ways to save money and national holidays.
- Bliss' voice on Facebook is passionate and its captions are bubbly, energetic and engaging. However, the brand is struggling to see engagement on this platform.
- Bliss averages about 15 likes per post, with only a few comments and shares.
- Brand typically posts every one to two days.

Twitter: @blissworld | Followers: 29.4K

- Bliss uses a conversational tone on Twitter and runs a significant portion of its customer service on the platform.
- The brand highlights positive customer feedback and takes negative conversations out of the public eye by reaching out via direct message.
- Like Facebook, Bliss' tweets struggle to gain traction, which may be because the brand is posting the same content on multiple platforms.
- Uses Twitter to start a conversation with its audience about its values such as sustainability.

Brand Print –

Social Media Analysis

(Statistics as of Feb. 10, 2022)

Twitter: @blissworld | Followers: 29.4K

- Bliss does not retweet other users often, saving the majority of its curated content for Instagram and TikTok.
- Bliss typically tweets three to four times per day.

LinkedIn: Bliss | 482 Employees on LinkedIn | Followers: 19.6K

- Posts are mainly about job postings, influencer mentions, brand awards and certifications and recognition from other brands.
- Featured in People magazine, increasing the brand's reach and introducing new audiences.
- Bliss plays with a variety of content types, including pictures, videos, gifs and direct links to articles.
- Places emphasis on sustainable packaging and encourages its consumers to recycle.
- Bliss typically posts two to three times per month.

Pinterest: @blissworld | Followers: 5.1K | 49.1K monthly views

- Bliss has no saved or created pins yet.

YouTube: Bliss | Subscribers: 1.94K

- Most videos are between five and 30 seconds in length.
- Posts include how-to videos, new product promotions and product demonstrations.
- Over 5M views with 57 videos posted over the past three years.



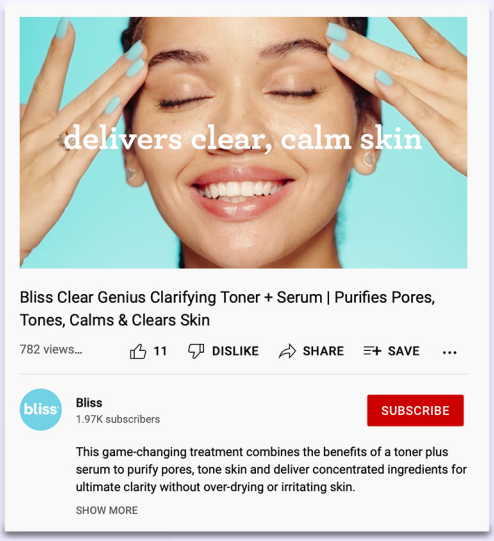
Brand Print –

Social Media Analysis

(Statistics as of Feb. 10, 2022)

YouTube: Bliss | Subscribers: 1.94K

- Video views range from around 100 views to 1.7M.
- Often only five to 50 likes on videos.
- Very few dislikes.
- Little to no comments on the channel as a whole.



Brand Print –

Generational Analysis

(Target Market Overview)

Bliss' 2016 rebrand shifted its target audience to what it is today: millennials and Gen Z. Born between 1981 and 1996, millennials are the largest living adult generation as of 2019 (Fry, 2020). Generation Z has no set chronological endpoint yet, but it includes all those born in 1997 and onwards (Dimock, 2019). As the two most diverse adult generations in U.S. history, Gen Z and millennial consumers have dealt with formative events like 9/11, the rapid evolution of technology, the 2008 economic recession and the youth vote that helped elect the first Black U.S. President. Gen Z is different from any other generation because technology — and using it to communicate and interact — has been a part of their lives since childhood.

In addition to these generations experiencing things no other generations have, millennial and Gen Z consumers are more active in social and political issues like climate change (Tyson, et. al, 2021). These individuals are highly engaged in both online and offline causes that they care about. Because of this, brand neutrality on social issues is no longer an option (Fromm, 2021).

In terms of marketing, 71% of adults aged 18 to 29 are on Instagram, and 48% of those aged 30 to 49 use the platform (Statista, 2022). This is significantly more than any other age group. Studies show that Gen Z often multi-tasks across five platforms numerous times a day (Saettler, n.d.). Due to this, their attention span is lower, and they communicate best with bite-sized information. Their brains can process more information at faster speeds, and they are more nimble and able to handle bigger mental challenges. However, gaining and retaining a Gen Z consumer's attention can be challenging.

In order to best reach Gen Z, it is important to communicate with symbols and images, lean into their fear of missing out, ensure positive brand reputation and share digestible information (Saettler, n.d.). In addition, these consumers demand transparency from brands (Fromm, 2021). Because Gen Z is so well-versed digitally, they are resourceful and able to "train" their algorithms to get more of the content they do and don't want online, and they are easily able to verify information they find online. Because of this, transparency is not only something important for brands but rather something absolutely vital if they want to see long-term success.

Brand Print –

Generational Analysis

(Target Market Overview)

Millennials and Gen Z have a lot in common, but they also function differently. Millennials check their emails more, are bigger Facebook fans and enjoy seeing "real people" in ad content (Dilday, 2021). Gen Z uses TikTok more than any other generation, prefers authentic content over branded content and makes twice as many mobile purchases as millennials.

In terms of similarity, millennials and Gen Z prefer to interact via digital channels, have similar online shopping habits and are heavily influenced by social media, especially in terms of purchase habits (Dilday, 2021). Both of these generations love video content, and they are also fans of brand loyalty programs, deeming those brands to be "more special" (Dilday, 2021).

Additionally, this demographic demonstrates a rising demand for natural and organic products. The millennial and Gen Z concern for naturally derived products stems from a heightened awareness of the harmful side effects of synthetic and chemical-based products. Gen Z has specifically spent anywhere from $10 to $50 on skin care in 2021 (Statista, 2021). About 50% of Gen Z consumers say they would not buy from a brand that wasn't certified as "cruelty-free," and 40% say that diversity and inclusion is the most important brand value when shopping for skin care and beauty products (Allen, 2021). Over 70% of Gen Z consumers consider themselves "beauty enthusiasts" that are searching for the next big beauty products and brands (Allen, 2021).

The global skin care market has been increasing steadily in billions of USD since 2012 (Statista, 2021). In 2021, the market was worth $155.8 billion and has increased to $163.5 billion in one year. This growth can be attributed to a shift in demand from older consumers to younger consumers. Millennial and Gen Z consumers are looking to prevent skin issues before they surface, which has created a reliable market for the future (Statista, 2021).

Because both of these generations' purchase decisions are heavily influenced by social media, brands must have a strong presence on all platforms. It is crucial that brands reflect both Gen Z and millennial values and preferences as they continue to grow in prominence and wealth.

Brand Print –

COVID-19 and the Impact on the Skin Care Industry

The COVID-19 pandemic has had both positive and negative impacts on the skin care industry. Sales for beauty products fell in 2020, and there were widespread store closures (McKinsey, 2020). Skin care sales moved primarily online and the online market has remained vital to cosmetic sales. Although online sales have increased, they are not reaching the brick-and-mortar sale levels pre-pandemic. Cosmetic brands that are available in mass-market stores, grocery stores and drugstores are recovering, but foot traffic to these stores has decreased as well. Skin care sales decreased by 1.12% since 2020, even with an increase in sales in the past few years (McKinsey, 2020).



According to a study by McKinsey and Company, American consumers intend to spend about 36% less on skin care products every two weeks because of the COVID-19 pandemic (McKinsey, 2020). However, skin care sales worldwide were responsible for 27% of the beauty industry's overall 2020 revenue, and it is growing faster than most sectors in the industry. Skin care companies were in a better position during the pandemic than others because these products are seen as a daily necessity. Brands could easily pivot to manufacturing and distributing pandemic essentials (McKinsey, 2020). For example, Bliss competitor Glossier created hand lotions to combat the effects of excessive hand washing and sanitizing (Trakoshis, 2020). The brand also created masks for sensitive skin and distributed many of its hand creams and other products to support health care workers during the pandemic.

Brand Print –

COVID-19 and the Impact on the Skin Care Industry

The pandemic also created incredible growth for some brands, many of which saw a drastic increase in sales on specific products. Because of lockdowns, people shifted their focus from primarily makeup brands to skin care brands. Bliss competitors CeraVe and L'Oreal reported an 18.9% increase in sales during 2020 on their skin care products (MMI Analytics, 2021). Searches for blue-light-blocking skin care increased by 46% with sales in blue-light skin care on Amazon doubling every week for a month (MMI Analytics, 2021). Skin care subscription brands reported 70% more subscribers in 2020 and an increased interest in health-oriented skin care in the subscription boxes (Deals on Health, 2020). Because of the increase in social media consumption during the multiple lockdowns in 2020, brands like The Ordinary saw a 426% increase in sales for its acne serums that went viral on TikTok and Instagram (MMI Analytics, 2021).

In the first quarter of 2022, skin care brands seem to be back on the rise. Skin care purchases make up 42% of the total purchases in the beauty industry (Cision, 2021). The pandemic changed the way skin care is sold and marketed, but the industry has shown resilience. The market is projected to grow by 5.9% and reach $150 billion by 2023 (Cision, 2021).



Brand Print –

Media Analysis

Paid Media

In 2019, Bliss skin care used a quiz to help boost social engagement and email open rate (Sandler, 2019). Bliss launched a five-question skin care quiz to customers in order to gather key information such as skin type, age and location. This quiz was shared across paid social ads, the brand's Instagram story, emails and was embedded into the website navigation bar. The information gathered from this quiz allowed Bliss to better understand its customers as well as steer product development to its customers' needs.

One of Bliss' key paid media methods is through paid posts on Facebook and Instagram (Bliss x Facebook, n.d.). From April 1, 2019, to May 17, 2019, the company bought mobile video ads and placements across Facebook's family of apps in order to increase purchase intent. The media was targeted to those interested in beauty retailers and products who live near stores that sell Bliss products. Bliss' strategy was successful, leading to a 50% increase in purchase intent and a 45% increase in reach.

From June 15, 2019, to Sept. 1, 2019, Bliss followed its purchase intent campaign with an awareness campaign that focused on brand messaging and in-store sales (Bliss x Facebook 2, n.d.). It featured a variety of ad formats such as photos, videos, influencer content and brand partner content. The ads themselves included product benefits, reviews and in-store retailer promotions. The brand has been looking for ways to measure the impact on in-store sales resulting from online ads, which was one of the intents of the awareness campaign. From the campaign, Bliss experienced an overall positive increase in ad recall, purchase intent and in-store sales.

Bliss has had various other campaigns intended to increase brand awareness and product sales with the launch of new products and lines. In 2020, Bliss featured a campaign that was intended to help launch the Clear Genius line and boost awareness of the collection (Shortyawards, 2020). The campaign featured digital ads, online videos, billboards and animations. Over the course of the first 60 days of the ad campaign, Blue Wheel helped Bliss reach 7,956,711 people on Facebook, drove 547,993 clicks and had over a 0.75% click-through-rate (CTR) for retail campaigns. Bliss' campaign was highly successful and drove 6,794 clicks to the site, resulted in 1,007 purchases and had a campaign return on ad spend (ROAS) of 2.87. After the release of this campaign, the Clear Genius became the second-best-selling skin care line in Walmart and Target.

Brand Print –

Media Analysis

Earned Media

Meri Baregamian took over as CEO for Bliss in July 2016 (Rao, 2019). Upon gaining this position, Baregamian had a mission to give the brand a makeover to reach its target audience of millennials and Gen Z. This rebrand included lowering prices, updating packaging to be Instagram friendly and expanding Bliss' retailers to include Ulta and Target. The brand is focused on being relevant to its consumers, which led to the current branding to be modern and fresh in order to represent the customer values of Gen Z and millennials.

In regard to earned media, Bliss receives a heavy amount of recognition across skin care and beauty magazines, including Allure, PopSugar, Vogue and Glamour. It also receives earned media from non-beauty centered sources such as Entertainment Tonight, The Today Show and NBC. Many articles give a breakdown of the best products for specific subsets such as the best gifts, the best beauty products on Amazon and the best brands for teens. Bliss receives overwhelmingly positive earned media that positions the brand as reliable and affordable.

Allure has published various articles on the brand including reviews and special deals about the products. Two of the most recent articles are "Amazon Has Some of the Best Cyber Monday Beauty Deals on the Entire Internet" (Robin, 2021) and "The Only Non-Irritating Retinol Serum & Moisturizer Duo This Dermatologist Recommends" (Caruso, 2021). Both of these articles shed a positive light on the brand. The brand is also revered as a beauty editor approved gift set, which can be seen in an article published by Popsugar titled "18 Editor-Approved Beauty Gift Sets You Can Buy at Target" (Reddy, 2021).

Bliss also earned media through Hyram Yarbro, a skin care TikTok user with a high following. In an article published by USA Today, Yarbro shared his favorite beauty staples (TodayShow, 2021). In this review, he recommended Bliss Block Star Invisible Daily Sunscreen. Hyram has worked with Bliss as a partner in the past.



Brand Print –

Media Analysis

Shared Media

The brand's shared media is lacking compared to its earned and paid media. Across Facebook and Twitter, Bliss receives little interaction between its content and its users in regard to likes and comments. Across both platforms, Bliss typically receives less than 20 likes per post, and less than five shares or comments. Some tweets feature no interaction. This results in the brand having little shared media on these platforms due to low engagement on its content.

Bliss receives a decent number of shared media on Instagram. Its tagged posts feature reviews from both sponsored gift baskets and consumers. The posts on Bliss' feed receive more interaction than on other platforms with a high amount of likes and user comments. The hashtag #ThisIsBliss features 39,000 posts with reviews of different Bliss products. In reality, this number is much lower in regard to purchaser content as Bliss frequently uses the hashtag on its posts.

In regard to shared media on TikTok, the brand has thrived. The hashtag #blissskincare has 33 million views with various influencers, micro influencers and normal users posting content about the brand. One of its TikTok videos has been shared 187 times, and a majority of its others have been shared around nine times. Various influencers, such as @skincarebhyram, @dermdoctor and @victorialyn, have shared their positive reviews on Bliss products.

Owned Media

Bliss operates various social media channels including Facebook, Instagram, Twitter, LinkedIn and TikTok. By covering multiple social media channels, Bliss has a larger digital footprint that provides the potential to reach more customers. Of these channels, Bliss uses Facebook and Instagram most often. Bliss communicates through these channels on almost a daily basis, which provides the opportunity for Bliss to connect with consumers and gain traction for potential earned media.

Bliss also operates its company website, which does not feature a blog, but does include three different interactive quizzes to test an individual's skin care type (Bliss Skin Quiz, n.d.). The three quizzes are Clear Skin 101, Ingredients Quiz and Find My Routine. By including these quizzes on its website, Bliss is able to provide a fun way for potential consumers to understand which Bliss products will best fit their needs and connect them to new products. These owned media channels can help Bliss generate earned media and reach a wider consumer base.

Brand Print –

Competitor Analysis

Glossier



Founded in 2014, Glossier, Inc. sells skin care, makeup, body care and fragrances online in all 50 states, Puerto Rico, Canada, the UK, the Republic of Ireland, Sweden, Denmark and France (Glossier, n.d.). Glossier prides itself on "building the future beauty company" where everything it produces begins with consumers (About Glossier, n.d.).

Glossier's website provides a plethora of company information for consumers, including product details and a skin care quiz to match customers with products (Build a Routine, n.d.). The company is cruelty-free, meaning it does not test on animals at any stage of product development and only works with vendors who uphold the same standards (Glossier, n.d.). The company also launched a grant program, the Glossier Grantees, for Black-Owned Beauty Businesses (Grant Recipients, n.d.). The 10 founders and brands in the 2021 program receive $50,000 in funding and six months of mentorship and business programming.

As far as its social media presence, Glossier is on all major platforms and has a large following on each site.



Instagram

- 2.6M followers (as of Feb. 2022)
- Verified account
- 4,249 posts
- High like counts, low comments
- Tagged in user-generated content (UGC) more than 10 times per day
- The majority of comments are positive or neutral in sentiment
- Posts at least once a day
- Content includes flat lays, aesthetically pleasing product shots, makeup looks using company products and other promotional posts

Pinterest

- 110.8K followers (as of Feb. 2022)
- Verified account
- 4,249 posts
- Content includes inspiration and product boards, photos of makeup looks with the products featured and other promotional posts

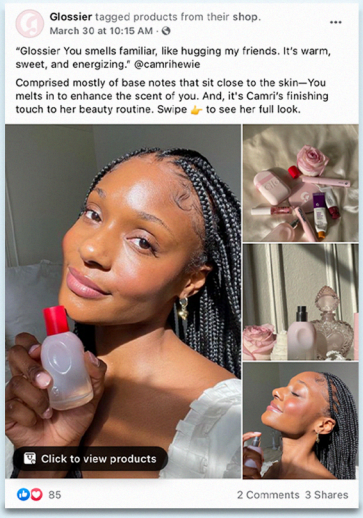
Brand Print –

Competitor Analysis

Glossier

Facebook

- 379,383 likes (as of Feb. 2022)
- 395,886 followers
- Low engagement, but consistent. Averages 400 likes and a handful of comments and likes
- Most content is almost identical to what is posted on Instagram
- Receives positive and neutral comments
- Posts about five times per week



Twitter

- 106.7K followers (as of Feb. 2022)
- Does not post often; has not posted since 2021
- Low engagement
- The account is youthful and lively, and it uses humor in its posts and replies
- Primarily uses Twitter for customer service; frequently monitors and replies to Tweets

YouTube

- 150K subscribers (as of Feb. 2022)
- Averages 75,000 views per video
- Videos range from 15 seconds to 10 minutes long
- Averages 1,000 likes
- Most content is either promoting new products or demonstrating how to use products

TikTok

- 171K followers (as of Feb. 2022)
- 4.4M likes
- Averages 50K+ on videos
- Averages 5,000 likes and 100 comments per video
- Most content follows current trends, showcases new products or highlights how to use products

Brand Print –

Competitor Analysis

Burt's Bees



Since its creation in the 1980s, Burt's Bees has been rooted in natural processes and environmental sustainability (Burt's Bees, n.d.). The company sells makeup, lip care, skin care, body and hair care, baby products, maternity products and pet products. The brand is owned by Clorox, a public entity that experienced 9% sales growth as a total company in 2021 (Clorox, 2021). Burt's Bees' NYSE listing was valued at $143.44 per share as of Feb. 15 (Yahoo!, 2022). Burt's Bees' website provides information about its brand, values and products, including a foundation matching tool, a lip shade finder and a skin care adviser (Burt's Bees, n.d.).

In its respect for nature, Burt's Bees uses natural ingredients, practices responsible sourcing and uses recyclable packaging (About Burt's Bees, n.d.). All of Burt's Bees' products are Leaping Bunny Certified, meaning the brand does not test on animals or ask anyone else to conduct animal testing its behalf. The company is committed to supporting the communities where its ingredients are sourced. It invests in communities that support its supply chain to ensure access to clean water, supports women's and children's empowerment and promotes the community's overall health, safety and biodiversity. The company also uses packaging that is recyclable curbside or through its partnership with TerraCycle, a recycling company. Burt's Bees avoids over-packaging and uses materials that are readily recyclable. Burt's Bees also uses landfill-free operations, is carbon neutral certified and offsets its water consumption through watershed restoration projects. In addition, Burt's Bees has given more than $3.5 million in grants to support honeybee health and biodiversity, and its employees have volunteered more than 2,500 hours annually to support its community partners (About Burt's Bees, n.d.).



The brand is present on all major social media channels and has a sizable following online.

Instagram

- 575K followers (as of Feb. 2022)
- Verified account
- Averages 500 likes and 10 or less comments

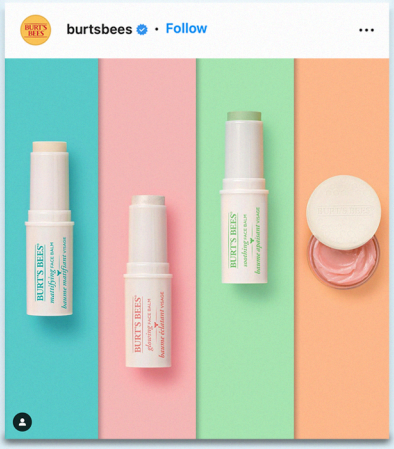
Brand Print –

Competitor Analysis

Burt's Bees

Instagram

- Most content is product photos and flat lays; reels content is typically showing the products
  in use
- Posts three to five times per week on average
- Tagged in user-generated content a few times per week



Facebook

- 3,339,681 likes (as of Feb. 2022)
- 2,243656 followers
- Content is predominantly identical to what is posted on Instagram, but without the video content
- Averages 50-100 likes and two comments
- Mostly positive sentiment in the comments
- Posts three to five times per week on average

TikTok

- 148.5K followers (as of Feb. 2022)
- 2M likes
- Average 2K views
- Likes around 500 and comments around 50 on average
- Content typically uses current trends to promote products
- Posts about twice a week on average

YouTube

- 26.6K subscribers (as of Feb. 2022)
- Around 1K views on average
- Most content advertises new products through flay lays or how to videos
- Posts about once a month

Twitter

- 110.3K followers (as of Feb. 2022)
- Content is predominantly identical to what is posted on Facebook and Instagram, but without the video content

Brand Print –

Competitor Analysis

Burt's Bees

Twitter

- Posts about three to five times per week
- Averages 15 likes and three retweets
- Often uses Twitter for customer service; frequently monitors and replies to Tweets



Pinterest

- 47K followers (as of Feb. 2022)
- 10M+ monthly views
- Content includes lots of product listings and ads for skin types/products, less creative and more advertisement focused

Brand Print –

Competitor Analysis

Cetaphil



Founded in 1947, Cetaphil is a brand dedicated to sensitive skin care and sells within the categories of cleansers, facial and body moisturizers, facial serums, eye creams, sunscreens and baby skin care. Cetaphil is the No. 1 recommended sensitive skin care brand by dermatologists (Cetaphil, n.d.). On Cetaphil's website, the brand states, "We believe you should not have to compromise when it comes to skin care, which is why we've formulated our products to defend against 5 signs of skin sensitivity and improve the resilience of your sensitive skin" (Cetaphil, n.d.). Cetaphil's website boasts tips for taking care of different skin types and finding products that align with those various skin types.

Cetaphil has a major focus on the environment and sustainability when creating its products and packaging. Some of the brand's green initiatives include "reducing environmental impact, formulating with cleaner ingredients and using smarter packaging" (Cetaphil, n.d.). In addition, the brand has a goal of "transforming factories to achieve 100% renewable electricity by 2022 and carbon neutrality in current production facilities" (Cetaphil, n.d.).

Furthermore, Cetaphil had 5.4% of dollar sales of the leading facial cleansers brands in 2019 (Statista Research Development, n.d.). Cetaphil is under Galderma Laboratories, which owns 13 other brands, such as Proactiv and Differin (Galderma, n.d.). Products of Cetaphil can be purchased at a wide variety of stores, including Amazon, Walmart, Target, CVS and Walgreens (Cetaphil, n.d.). The brand is available in 70 countries (Cetaphil, n.d.).

The social media presence of Cetaphil is lower compared to similar brands.

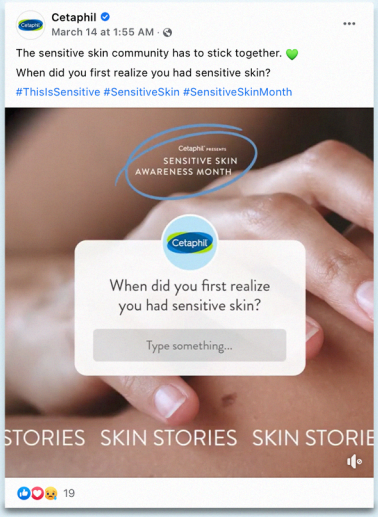
Instagram

- 106K followers (as of Feb. 2022)
- 225 following
- 402 posts
- 150-900 likes per post
- Less than 30 comments per post
- Posts curated and created videos, Instagram reels, and photos

Brand Print –

Competitor Analysis

Cetaphil



Facebook

- 3.6M likes (as of Feb. 2022)
- 20-40 likes per post
- Up to 30 comments per post
- Posts curated and created videos and photos

Twitter

- No official account (as of Feb. 2022)

TikTok

- 35.2K followers (as of Feb. 2022)
- 382.1K likes
- Up to 740K views per video

YouTube

- 5.74K subscribers (as of Feb. 2022)
- 69 videos
- Starting four years ago, less than one minute videos
- Between seven and five years ago, videos were one minute to five and a half minutes long
- Highest view: 4.9M views
- Lowest views: 419 views

Pinterest

- No official Pinterest (as of Feb. 2022)

Brand Print –

Competitor Analysis

Olay



Founded in 1952, the beauty brand Olay has become one of the leading names in its industry. As of Feb. 9, Olay has a share price of $159.60 (Allbrands Markets, 2022) and as of 2020 had a “6% share of the global skin care market” (Cheng, 2020).

Olay sells a variety of fragrance-free moisturizers, serums, treatments, SPF, cleansers, toners and wipes for both the face and body. The brand also has multiple gift sets and kits available for purchase on its website. There are eight collections the brand categorizes its products into: Power Couples, Retinol 24, Red Jar, Sun, Serums, Eyes, Collagen Peptide 24 and Vitamin C (Olay, n.d.). The brand’s products have no parabens, phthalates, mineral oil or synthetic dyes. Furthermore, the brand focuses on three responsible beauty initiatives for its products: clean ingredients, recyclable cartons and dermatologist testing (Olay, n.d.). Olay is also cruelty-free and is “calling for an end to animal testing in skin care and the beauty industry” (Olay, n.d.). As a brand under Procter & Gamble, “Olay and P&G have started by committing $5 million to #TakeOnRace, a fund supporting organizations fighting systemic bias and inequality, including the NAACP Legal Defense & Education Fund” (Olay, n.d.).

The social media presence of Olay is strong regarding its follower count, and the brand receives a high number of views and interactions per post.

Instagram

- 325K followers (as of Feb. 2022)
- 642 following
- 1,920 posts
- 150-700 likes per post
- Under 20 comments per post
- Posts curated and created videos, Instagram reels, and photos

Facebook

- 8M page likes (as of Feb. 2022)
- 30-200 likes per post
- Around 10-20 comments per post

Brand Print –

Competitor Analysis

Olay

Facebook

- 4,000-7,000 views per video
- Posts curated and created videos and photos



Twitter

- 149.1K followers (as of Feb. 2022)
- 580 following
- 16.3K tweets
- Less than 30 likes per post
- 1-5 retweets per post
- 19.5K likes
- Posts curated and created videos and photos

TikTok

- 16.4 followers (as of Feb. 2022)
- 155K likes
- 200-700 views per video
- Less 30 likes per video
- Posts curated and created videos and photos

YouTube

- 85.4K subscribers (as of Feb. 2022)
- Less than four minute videos
- 26 videos
- Lowest views: 277 views
- Highest views: 5.8M views
- Mixture of videos focused diversity and the products

Pinterest

- 23.3K followers (as of Feb. 2022)
- 19 following
- 375.9K monthly views
- A lot of products listed under “shop” category
- Under the “created” category, there are aesthetically pleasing graphics about the products and brand

Brand Print –

Competitor Analysis

Aveeno



Aveeno is an international skin, hair and baby care brand founded in 1945. It became part of the Johnson & Johnson's Consumer Health segment in 1999 (Johnson & Johnson, 1999). Its products, which are not cruelty-free and not 100% vegan, include the seventh leading moisturizer in the United States in 2019 (Statista, 2019). Along with moisturizer, the brand carries body scrubs, body washes, sunscreen, shaving cream, facial cleansers, facial masks and makeup remover as well as solutions for cracked skin, dark spots, dull skin, eczema, redness and more (Aveeno, n.d.).

Aveeno's branding has a natural, eco-friendly feeling to it as many of its products are made with clinical study-based colloidal oatmeal, proteins, lipids and saponins (Oat, n.d.). The brand is committed to skin health equity and advancing eczema awareness. Aveeno largely appeals to women, and Jennifer Aniston has been the face of the brand since 2013.

Aveeno has around 700 employees and its estimated annual revenue is $540 million (Owler, n.d.). The brand recalled some of its aerosol sunscreens in 2021 due to remnants of carcinogenic benzene found in its bottles (Jimenez, 2021). Despite the recall, Aveeno has a generally positive reputation.

Instagram

- 197K followers (as of Feb. 2022)
- Videos get around 2,000 views
- Photos get around 600 likes
- Posts are infrequent; 416 posts total
- Educational, self-love #SkinVisibility

Facebook

- 1.7M likes (as of Feb. 2022)
- 20-250 reactions per post
- 15-45 comments per post
- Account responds directly to comments
- Around 4K views per video

Brand Print –

Competitor Analysis

Aveeno

Twitter

- N/A

TikTok

- 1,180 followers, five videos (as of Feb. 2022)
- Around 300 views
- Around 10 likes per video
- 82 likes total
- All influencer content

YouTube

- 22.4K subscribers (as of Feb. 2022)
- Highest views on Tips and tricks and Aveeno Baby, lowest on Jennifer Aniston videos
- Around 20K-40K views per video; most are 4-6 years old

Pinterest

- N/A



Brand Print –

Competitor Analysis

Neutrogena



Neutrogena is an international skin care brand a part of Johnson & Johnson's Consumer Health segment. Founded in 1930 under the name Natone and acquired in 1994, it is now available in 70 countries (Johnson & Johnson, n.d.). The brand has a notable reputation as dermatologist recommended and science based. As of 2019, Neutrogena is the No. 1 acne treatment brand in the U.S., possibly due to its heavy influencer usage during and before that time (Statista, 2019). Its product categories include skin care, makeup, hair care, solutions, devices and skin advice. The brand does not test on animals (Johnson & Johnson, n.d.). With 352 employees, the company accrues an estimated $4 billion in revenue (Zippia, 2021).

In 2021, the brand recalled some of its aerosol sunscreens due to remnants of carcinogenic benzene found in its bottles (Jimenez, 2021). The brand has most recently collaborated with Kerry Washington to create Neutrogena Studios, which has produced three inspiring, award-winning short films that tell relevant stories about skin and beauty (Hoffman, 2021).



Instagram

- 897K followers (as of Feb. 2022)
- Can get up to 3,000 likes and 5,000 views
- Educational content from scientists and male and female influencers
- Almost daily posts; 1,800 total posts

Facebook

- 5.3M likes (as of Feb. 2022)
- Shop is very prominent
- 60-200 likes per post
- 800-5K views per video

Twitter

- 48.8K followers (as of Feb. 2022)
- 433 following
- 18.8K tweets
- Around 20-60 likes per post

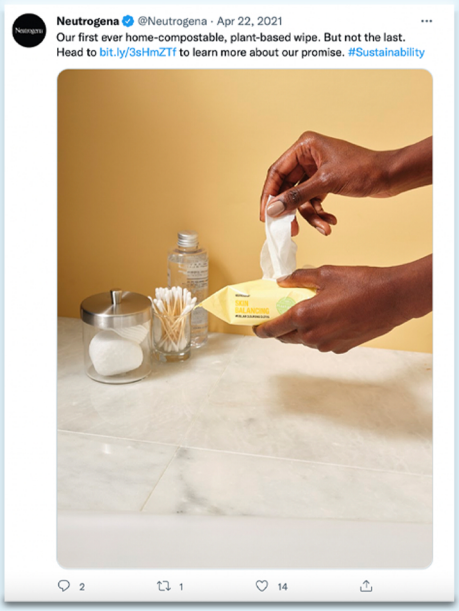
Brand Print –

Competitor Analysis

Neutrogena

Twitter

- 4-40 retweets
- Influencer posts can reach 2,000 likes



TikTok

- 56.4K followers (as of Feb. 2022)
- 815.9K likes total
- 100-7,000 likes per post
- Funny, helpful, relaxing content

YouTube

- 43.8K subscribers (as of Feb. 2022)
- Most viewed are films, beauty tips & tricks and Kerry Washington videos
- Least viewed are Sun Smart Advice & Tips, make up remover and Neutrogena TV videos

Pinterest

- 11.5K followers (as of Feb. 2022)
- 4 following
- 10M+ monthly views
- Verified account and merchant
- A lot of products listed under “shop” category
- Under the “created” category, there are graphics about the products and brand

Brand Print –

Competitor Analysis

CeraVe



Founded in 2005, CeraVe offers the only line of skin care products that contains a unique blend of three essential ceramides and patented delivery technology (CeraVe, n.d.). It is the No. 1 dermatologist recommended moisturizer brand in the U.S. and has been widely endorsed by skin care organizations around the globe. It has received more Seal of Acceptance awards from the National Eczema Association than any other brand. Some of CeraVe's products include facial cleansers, moisturizers, acne control products and sunscreens. CeraVe was acquired by L'Oréal inn 2017.

CeraVe has been wildly successful on TikTok, and many of its products are frequently mentioned by beauty influencers and consumers on the platform (Besser, 2021). Dubbed "TikTok's favorite skin care brand" by Nylon, #CeraVe has 1.5 billion views on TikTok, with related hashtags consistently having over 1 million uses each (Rearick, 2021). In addition to earned media from influencers and consumers, CeraVe partners with influencers, beauty community members and licensed physicians or dermatologists on TikTok and YouTube to promote its products.

The brand's popularity on TikTok in early 2020 caused sales to skyrocket and certain products to sell out in markets around the world (Weil, 2020). In the first half of 2021, CeraVe doubled in size, and its parent company saw overall company growth (L'Oréal, 2021). As of Feb. 10, its NYSE value is $364 per share (Yahoo!, 2022). CeraVe does not claim to be a sustainable brand, but it does claim to not test on animals and to provide low-cost and high-quality skin care to its consumers (CeraVe, n.d.).

Revenue: $600 million (Weil, 2020)

TikTok

- 292.1K followers (as of Feb. 2022)
- Almost 1M likes on one video

Brand Print –

Competitor Analysis

CeraVe

Instagram

- 587K followers (as of Feb. 2022)
- 771 posts
- Content varies between photos of the product in aesthetic backgrounds or influencers using the product. CeraVe also attempts to use popular social media trends in its posts (most recent was Wordle)
- CeraVe uses longer captions on this platform.
- Brand gets more engagement on its own content posted on Instagram than any other platform



Facebook

- 752,891 likes (as of Feb. 2022)
- 765,630 followers
- Content is identical to Instagram

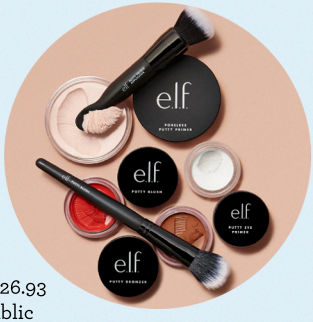
Twitter

- 42.1K followers; 12.3K tweets (as of Feb. 2022)
- Photos are similar/identical to those used on Instagram and Facebook. Captions tend to be shortened versions but carry a similar message to the other platforms.
- Captions do not often encourage the audience to respond or share the tweets

Brand Print –

Competitor Analysis

e.l.f.



Founded in 2004, e.l.f. is a makeup and cosmetics company that sells products including mineral-based makeup, professional tools, eyeliners, lipstick, glosses, blushes, bronzers, brushes and mascara (e.l.f., n.d.). All of the company's products are 100% vegan and cruelty-free, and it prides itself on making quality products at affordable prices. Listing at $26.93 per share as of Feb. 14 (Yahoo!, 2022), e.l.f. is a public company that made $381 million in 2020 revenue (Companies Market Cap, n.d.).

In an effort to appeal to its consumers, e.l.f. took to TikTok in 2019 with the "Eyes Lips Face" challenge in which the brand created a song for the platform (Bach, 2020). People soon started searching for it on Spotify, and the team extended it into a full song with a music video. This campaign garnered one billion views in only six days, the fastest to ever do so on TikTok. This was also the first piece of branded content to ever hit No. 1 in TikTok's organic trends, and it currently has more than 6 billion views and 5 million user-generated videos. Celebrities and influencers took part in the challenge too, which provided unsolicited support to the campaign.

Revenue: $370M (e.l.f., 2021)



TikTok

- 388.1K followers; 9.6M likes (as of Feb. 2022)
- Content is exclusively made by brand influencers

Instagram

- 5.9M followers (as of Feb. 2022)
- Content heavily features influencers using the products and products photographed with aesthetic backgrounds or in nice locations

Facebook

- 2.3M likes (as of Feb. 2022)
- Content is identical to Instagram

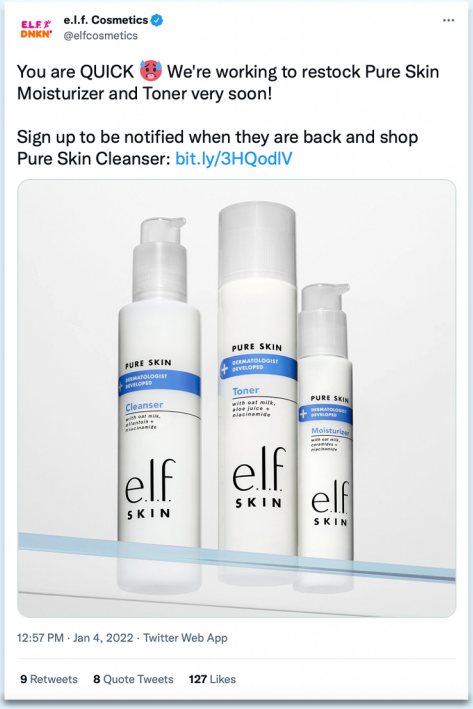
Brand Print –

Competitor Analysis

e.l.f.

Twitter

- 545.2K followers; 46.7K tweets (as of Feb. 2022)
- Content is mostly the same as other social platforms. e.l.f. often retweets its own influencers; tweets or articles positively talking about the brand



Brand Print –

Competitor Analysis

L'Oreal



The L'Oréal Group is an international cosmetics and beauty company that began in 1909 by a young chemist, Eugène Schueller (L'Oréal, 2020). The L'Oréal Group features 40 brands, one of which is Garnier, the No. 1 natural drugstore natural brand (L'Oréal, n.d.). The company was present in 150 countries as of 2019 and has a set of six values that include passion, innovation, entrepreneurial spirit, open-mindedness, quest for excellence and responsibility (L'Oréal, n.d.). It holds a commitment statement that declares, "Our commitments focus on three key areas – planet, the people, our products – with multiple initiatives and day-to-day actions that achieve our goals. Because we committed to do everything in our power to be exemplary," (L'Oréal, n.d.).

Revenue: $32,026,717,800 (L'Oréal Finance, 2020)

Instagram

- 1,213 posts (as of Feb. 2022)
- 323K followers
- Message of "we create the #beauty that moves the world"
- Various close-up images and short videos of products and people. No specific color scheme, yet appeals to an older demographic. Platform has a mix of color and black and white.

Twitter

- 131.8K followers (as of Feb. 2022)
- Focuses on social causes, promoting international and national awareness days/holidays, and newsworthy initiatives and product launches

Facebook

- 2,764,788 followers (as of Feb. 2022)
- No apparent theme, yet focuses on newsworthy partnerships, campaigns, product launches, promoting social justice and awareness days

Brand Print –

Competitor Analysis

Clean & Clear



Clean & Clear, a brand that prioritizes the various delicate skin types of consumers, was founded by Revlon in 1956 (Brandyuva, 2019). Revlon sold the brand to Johnson & Johnson in 1991. Clean & Clear's first product was a skin cleanser.

The brand targets young professionals and college students (Clean & Clear, n.d.). Clean & Clear wants its consumers to focus on having healthy skin. It sells a diverse line of skin care products, including moisturizers and face washes as well as scrubs focused on oil removal, oil control, blackhead removal, moisturizing, pimple removal and pimple prevention.

The brand's pricing goal is to sell excellent quality items at a sensible cost. Clean & Clear's yearly revenue is $18.4 M and has 82 employees (Owler, n.d.).

Instagram

- 612 posts (as of Feb. 2022)
- Verified account
- 144K followers
- 125-170 likes per post
- Starting in August 2021, the account rebranded to cartoon graphics with blues and greens
- Focus on relaxation through a soothing skin care routine
- #CleanandClear has 62K posts
- Mix of positive and negative reviews

Twitter

- 95.4K followers (as of Feb. 2022)
- Verified account
- 15-80 likes per tweet
- Advocates for fighting for a change while taking care of your skin

TikTok

- No account (as of Feb. 2022)
- #CleanandClear (234m views) has primarily negative reviews due to the ingredients (such as alcohol) used in products

Brand Print –

Competitor Analysis

Clean & Clear

Facebook

- 4.4M likes (as of Feb. 2022)
- Posts range from 2-500 reactions
- No posts since June 2021
- Appeals to Gen Z through zines



Brand Print –

Competitor Analysis

Biore



Biore is a skin care brand from Tokyo, Japan, that was founded in 1887 (Kao, 2022). Biore made its way to the United States in 1997. With a slogan of “free your pores,” the company’s products emphasize cleansing pores with products such as deep pore charcoal cleansers and pore clarifying toners (Kao, 2022). Biore is connected to its Japanese roots and focuses on Japanese skin care techniques. The brand is centered around affordability and functionality. Additionally, it is owned by Kao Corporation. Biore has a revenue of $11 million (Zoominfo, 2022).

Biore is a partner of the National Council for Mental Wellbeing and Mental Health First Aid USA with the goal to improve mental health for college students (Kao, 2022). Biore is cruelty-free and uses sustainable materials in its products (Kao, 2022).

Revenue: $11 million (Zoominfo, 2022)
Products: Deep pore charcoal cleansers, pore strips and pore clarifying toners (Kao, 2022)
Employees: 59 (Zoominfo, 2022)



Instagram

- 166K followers (as of Feb. 2022)
- 1,844 posts
- Verified account
- 166K followers
- Focuses on bright neon colors that showcase products

Twitter

- 8,042 followers (@bioreus, as of Feb. 2022)
- 1,240 Tweets
- Verified account
- Partnerships with influencers

Facebook

- 1.3M likes (as of Feb. 2022)
- Posts every day

Brand Print –

Competitor Analysis

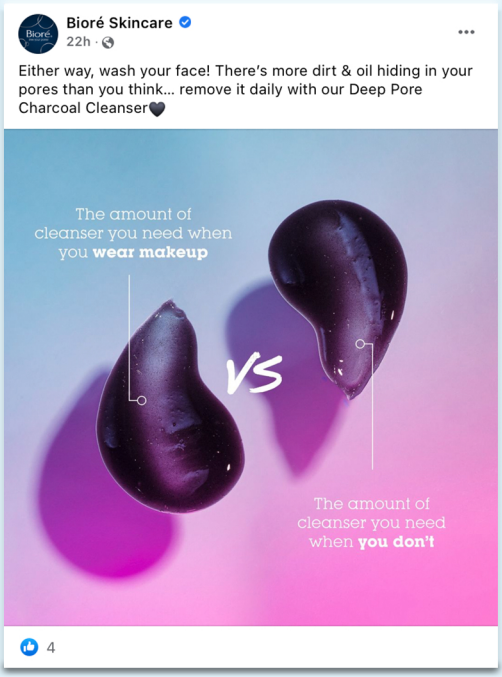
Biore

Facebook

- Posts relatable memes

TikTok

- 4,308 followers
  (as of Feb. 2022)
- Verified account
- 692.5K likes
- No posts since Jan. 11, 2022



Brand Print –

Competitor Analysis

Garnier



Garnier was established in 1904 in France and is owned by L'Oreal (Garnier, 2022). The brand focuses on both skin care and hair care. Garnier is famous for hair color creme, products infused with fruit protein and makeup removing micellar water (Garnier, 2022). Garnier is cruelty-free certified under the Leaping Bunny program, which ensures that all raw and international materials do not involve animal testing (Garnier, 2022). Garnier is also dedicated to sustainable, eco-friendly products. Garnier has a revenue of $175 million.

Revenue: $175 million (Zoominfo, 2022)
Products: Hair color creme, makeup removing micellar water, shampoo, conditioner and moisturizers (Garnier, 2022)
Employees: 373 (Zoominfo, 2022)

Note: Garnier has social media accounts for each country it operates in. The following audit is for the United States Garnier social media.

Instagram

- 4,726 posts (as of Feb. 2022)
- 524K followers
- Pictures of products on feed are color-coordinated
- Mid-level engagement; 200-300 likes and 30-50 comments

Twitter

- 27.5K tweets (as of Feb. 2022)
- 35.1K followers
- Does not seem to be super active on Twitter. Activity is mostly retweets and quote tweets from other accounts, and Garnier has not tweeted since October 2021
- Low engagement; 5-10 retweets and 2-5 replies

Facebook

- 1.8M likes (as of Feb. 2022)
- 1,753,736 followers

Brand Print –

Competitor Analysis

Garnier

Facebook

- Actively posts 2-3 times a day
- Similar content to Instagram with mostly pictures of products with bright colors
- Large follower base but do not seem to be active; 5-10 likes per post and 7-10 comments
- Garnier is responsive to commenters

TikTok

- 65.1K followers (as of Feb. 2022)
- 802.7K likes
- Majority of posts are influencers using Garnier products.
- High engagement; on average 3K views on videos, 100-200 likes and 20-30 comments



Brand Print –

Competitor Analysis

Yes To, Inc.



Yes To, Inc. was founded in 2006 and creates skin care products with a natural base of fruit and vegetables (About Us, 2022). The brand is committed to its four brand pillars: nature, quality, solutions and partnership. It uses 95% natural ingredients and high quality standards when formulating its products (About Us, 2022). The brand creates solutions for people by designing skin care lines that include products for every step of a complete skin care routine. Its bestselling Yes To Tomatoes skin care line was created for blemish-prone skin. Some of its other skin care lines include Yes To Charcoal, Yes To Avocado and Yes To Watermelon, all with bases of natural ingredients. These collections include facial cleansers, masks, moisturizers and other facial products. Each of the five skin care lines appeals to different skin types, such as variations of blemish-prone, dry and sensitive skin. The brand also has one hair care line called Yes To Tea Tree.

Yes To, Inc. has accounts on all the major social media platforms but has not created new content on any account since 2021.



Instagram

- 120K followers (as of Feb. 2022)
- Verified account
- 2,975 posts
- Averages around 180 likes per post and four comments on posts that are not giveaways
- Giveaway posts average over 1,000 likes and over 300 comments
- Has not posted since December 2021
- Content includes mainly photos of its products and some user-generated content

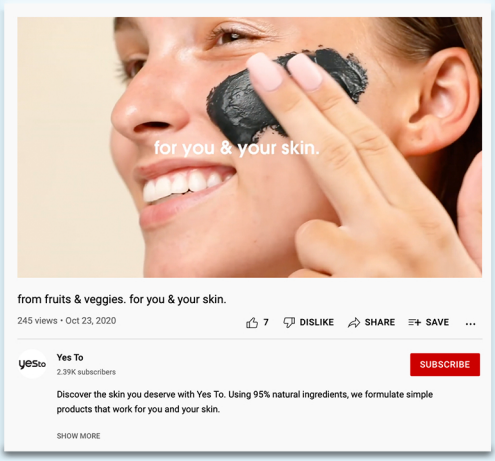
Twitter

- 15.6K followers (as of Feb. 2022)
- Low engagement with around one like per tweet
- Has not posted since October 2021
- Content includes the same content from its Instagram with few retweets of other accounts that mention its products

Brand Print –

Competitor Analysis

Yes To, Inc.



TikTok

- 826 followers (as of Feb. 2022)
- 859 likes
- Has not posted since October 2021
- Averages between 12-14 likes on videos with one or two comments
- Averages around 300 views per video with most watched video having 2,606 views
- Content is product based with videos showing its products with background music

Pinterest

- 6.2K followers (as of Feb. 2022)
- Verified merchant
- 45.4K monthly views
- Uses Pinterest as a way to sell products as a shop; has only created two pins that are videos

Facebook

- 481,426 likes (as of Feb. 2022)
- 456,846 followers
- Has not posted since October 2021
- Posts range from 2-70 reactions
- Content includes same product posts and giveaways as Instagram and Twitter

YouTube

- 2.4K subscribers (as of Feb 2022)
- Averages about six videos a year, starting three years ago
- Videos range from 20 seconds to 13 minutes, with the majority of them around one minute
- Has not posted since August 2021

Brand Print –

Competitor Analysis

Thayers Natural Remedies



Thayers Natural Remedies, originally Henry Thayer & Co., was founded in 1847 by Henry Thayer, a doctor with a strong interest in chemistry (Since 1847, 2021). Thayer opened a drug store in Cambridge, Massachusetts, where he focused on preparing extracts in concentrated forms around 1850 (Since 1847, 2021). Thayer worked on producing herbal extracts over the years and used witch hazel extract within his products. Now, Thayers Natural Remedies is best known for its witch hazel facial toners and astringents, but the brand also has facial cleaners, serums, balms, lotions, deodorants and other body care products. The brand considers witch hazel to be its “hero ingredient” (Since 1847, 2021). The company’s headquarters contains its very own witch hazel farm that produces the ingredients used in the brand’s products (Since 1847, 2021). Thayers’ products are cruelty-free and made with natural ingredients that are minimally processed. The brand was acquired by L’Oreal in 2020, after previously being owned by Henry Thayer Company (L'Oreal, 2020).

Thayers Natural Remedies is active on all major social media platforms and posts product photos and videos to connect with consumers.

Instagram

- 116K followers (as of Feb. 2022)
- Verified account
- 2,222 posts
- Posts almost every day consistently
- Averages around 175 likes per post
- Number of comments range from zero on a product posts to 1,915 on a giveaway post
- Content includes the use of Instagram reels, photos and user-generated content to show its products

Twitter

- 1,847 followers (as of Feb. 2022)
- Averages around six likes per post

Brand Print –

Competitor Analysis

Thayers Natural Remedies

Twitter

- Posts at least once a week
- Content includes product photos, videos and graphics



TikTok

- 15.4K followers (as of Feb. 2022)
- 419.8K likes
- Verified account
- Most viewed and liked video has 26.2M views and 101K likes with no comments
- Most videos have close to 20 likes, while some have likes in the thousands
- Posts about every other day
- Video content includes skin care routines, people using the products and the Thayers farm

Pinterest

- 1.5K followers (as of Feb. 2022)
- Verified account
- 19.2K monthly views
- Content includes pins of products with aesthetically pleasing backgrounds, some of which use the outdoors as a background
- Uses videos and descriptive captions to educate people on its products

Facebook

- 64,882 likes (as of Feb. 2022)
- 70,548 followers
- Posts range from 11-43 reactions
- Content includes product photos also posted on its other platforms

YouTube

- 1K subscribers (as of Feb. 2022)
- Videos are short, with the longest video being one minute and 16 seconds
- Most videos are under one minute
- Content includes new product announcements, DIY videos and how-to videos

Brand Print –

Competitor Analysis

Pacifica



Pacifica, founded in 1996, operates with the core value of compassion (Pacifica, n.d.). The brand prides itself on its service to the planet, animals and its customers. Pacifica is vegan and cruelty-free, and it supports organizations like Gentle Barn that assist animals through monetary donations, spreading awareness and guiding those switching to veganism. The brand has a variety of products such as skin care, suncare, makeup, nail care, body care and fragrances.

Pacifica lives by its compassion standards, which includes over 1,800 ingredients that the company refuses to use in its formulas (Pacifica, n.d.). The company has also taken a stand on social issues, asserting its stance to defend bodies and human rights. It firmly upholds its mission of “Putting the planet first. Protecting animals. Never compromising for people” (Pacifica, n.d.).

Instagram

- 519K followers (as of Feb. 2022)
- Posts: 4,736
- Theme: Pastels and close-ups of the product. A playful and fresh presence.
- Message: Made with compassion for the planet, animals & you. The OG Clean, 100% Vegan & Cruelty-Free Beauty brand #KindVibesAlways

Twitter

- 21.7K followers (as of Feb. 2022)
- Message: Made with compassion for the planet, animals and you

Facebook

- 192,884 followers (as of Feb. 2022)
- Message: Natural Cosmetics, Perfume, and Body products. 100% Vegan and cruelty-free. Be inspired. Indulge your wanderlust.



Brand Print –

Competitor Analysis

SheaMoisture



SheaMoisture is the legacy of Sofi Tucker, who sold Shea Butter, African Black Soap and homemade beauty preparations in Sierra Leone in 1912 (SheaMoisture, n.d.). Tucker's grandson, Richelieu Dennis, turned his grandmother's story into a business in 1991. The company honors Tucker's vision by continuing to formulate with Shea Butter handcrafted by women in Africa.

SheaMoisture's skin and hair products are all-natural and sustainably produced. The brand focuses on inclusivity, modern wisdom, sensory solutions and cultural cultivation. SheaMoisture's revenue is $21 million (ZoomInfo, n.d.).

Instagram

- 851k followers (as of Feb. 2022)
- Verified account
- 5,550 posts
- 500-1,000 likes per post
- The account posts a mix of product images and influencers
- The brand is purpose-driven with a focus on economic equity and making an impact

Twitter

- 83.3K followers (as of Feb. 2022)
- Verified account
- 7-12 likes per tweet
- Focus on quality products; created The Next Black Millionaire fund

TikTok

- 10.8K followers (as of Feb. 2022)
- Verified Account
- 50-700 likes per post
- Positive reviews
- Reposts content from Black female influencers

Brand Print –

Competitor Analysis

SheaMoisture

Facebook

- 10.8K followers (as of Feb. 2022)
- Verified Account
- 50-700 likes per post
- Positive reviews
- Reposts content from Black female influencers



Research Plan –

Problem Statement

We will develop a campaign to establish a connection between Bliss's skin care products and young women. The campaign will target females ages 18-34 as the primary audience and ultimately attract a larger customer base to Bliss. We aim to connect the brand to young women who enjoy shopping for skin care products. This campaign is focused on Bliss' social media posts and its influencer marketing to position the brand as a must-have for all skin care and beauty needs.

Methodology

We are focused on the impact primary and secondary research will have on the success of our campaign. Our secondary research will be focused on the demographic and psychographic traits of Bliss's current audience. We seek to learn how Bliss customers interact with the beauty industry on social media and in their shopping habits. This helped to frame how we approached developing the questions and where we would post the survey so that it was primarily taken by our targeted demographic.

For our primary research, we conducted a quantitative survey using convenience sampling. We exceeded our goal of 200 responses and received 536 total responses. The survey asked participants their gender and age and filtered out participants that selected an answer other than
women, under 18 years old and over 34 years old. As a result, the survey generated 376 completed surveys from women ages 18-34. Our survey was distributed using communications channels accessible to the research team, such as social media groups. Because we received more responses than anticipated, we are confident that the survey's result will accurately depict the behaviors and beliefs of women ages 18-34. We consider this survey to be reliable because it was such a large group of participants.

Participants were asked about their habits when purchasing skin care products, lifestyle, awareness of skin care brands and demographics. This research allows us to understand the wants and needs of our target audience regarding the purchasing process of skin care products and brands.

Research Plan –

Timeline and Instrument

We created a survey to understand the skin care and lifestyle habits of women ages 18-34 and potential customer touchpoints Bliss can utilize to build awareness of its brand and increase purchases. Using Qualtrics, we created the survey and began distributing it on Feb. 28, 2022. The survey included multiple-choice questions, ranking, Likert scale and multiple-select questions. We used convenience sampling to measure our target audience and distributed the survey through multiple social media platforms and groups, such as Facebook and Reddit, that included members of our target audience.

The social media groups that we shared the survey in were Facebook groups and Reddit subreddits that included women ages 18-34, such as sorority organizations and beauty groups. In these groups, we posted the link to the survey along with a paragraph that asked members who fit our qualifications to take the survey. We closed the survey on March 11, 2022, with 536 total responses.

Secondary Research Results

Primary Audience: Female 18–24

Gen Z is prioritizing their personal health at a much younger age than generations before (L'Official, 2021). According to a survey conducted by Klarna on this age group, 41.4% of respondents have skin care products as their top beauty items (2021). This group chooses to support brands that align with their values and expects a brand to listen to feedback if it falls short (Vogue, 2021).

Purchasing Habits

According to a 2021 study by Kyra Media, Gen Z is more likely to buy a beauty product based on a recommendation from social media than any other group. The study found that influencer recommendations on YouTube and TikTok were the most likely to sway participants' purchasing decisions (2021). This group spends, on average, $21-$25 on one skin care product (2021). Affordability is a top concern of this age group. A study from Kearney revealed that Gen Z actively seeks out coupons and discounts, particularly when shopping at brick-and-mortar stores (Kearney, 2019).

Research Plan –

Secondary Research Results

Purchasing Habits

When purchasing skin care products, women ages 18-24 have four main drivers: (1) efficacy and purchasing the best that they can afford; (2) trends and buying products they see influencers they trust recommend; (3) quality and a personalized experience; and (4) stylish brands (Deloitte, 2021). These women are well-researched and are experts on their own beauty needs. Young customers will research between five to ten ingredients before purchasing a skin care product (Vogue, 2021).



Media Habits

For brands, TikTok is often the first touchpoint with Gen Z (Vogue, 2021), though YouTube remains the most popular social media platform for this age group (Forbes, 2021). Gen Z values skin care content that is informative and inclusive (Vogue, 2021). People ages 18-24 primarily use YouTube and TikTok to consume media, though Instagram is close behind (Forbes, 2021). TikTok's largest audience includes ages 10-19, and women make up 61% of its total audience. According to Sprout Social's Social Media Report, TikTok users spend an average of 90 minutes per day on the app. Instagram has a larger audience of people 18-24, though more males use the app. People also spend significantly less time on Instagram, only 29 minutes compared to TikTok. While Instagram and YouTube are popular platforms amongst women 18-24, they don't actively seek out brands and recommendations as much on those platforms as they do TikTok (Sprout Social, 2022).

Research Plan –

Secondary Research Results

Secondary Audience: Female 25–28

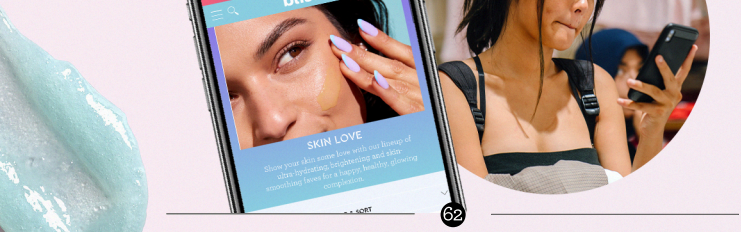
The tail end of Gen Z prioritizes skin care as a form of self-care. Women in their mid-20s are recommended to start using skin care products that are preventative and habit-forming, regardless of experiencing acne breakouts (Real Simple, 2020). This group uses online shopping as a form of social media, with networks creating their own e-commerce platforms.

Purchasing Habits

Women drive between 70-80% of all consumer purchasing decisions and spend over an hour a day on online shopping (Forbes, 2019). Online retailers such as Amazon, Target, Sephora and Ulta Beauty make shopping simple through subscribe and save purchases and free shipping. The buy-now, pay-letter method has allowed this age range to shop for more expensive, higher-quality products. Gen Z more often shops secondhand through platforms like Depop (Vogue Business, 2021).

Media Habits

When looking at the media habits of women in this age range, 99% own a smartphone, and 93% have at least one social media profile. In terms of streaming, 77% watch on-demand or streamed content. (Of Com, 2021). Women ages 24-35 are the most likely to use Facebook and Instagram compared to other age ranges. However, a higher percentage of males use both of these platforms. Instagram maintains a firm hold on Gen Z and Millennials, making up two-thirds of the platform's base users. Gen Z is migrating toward TikTok as Instagram shifts to become an e-commerce hub as opposed to solely a social networking app (Sprout Social, 2022).

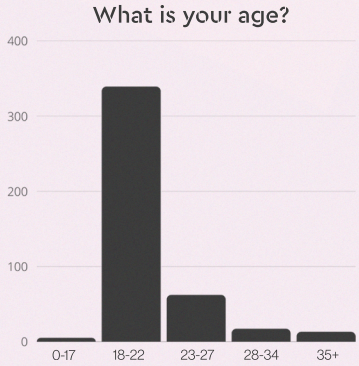


Research Plan –

Primary Research Results

Demographics

The majority of respondents were white women ages 18-22. 83.38% of respondents said they identified as caucasian. The survey also showed that 77% of respondents were between the ages of 18-22, 14.22% were between the ages of 23- 27 and 3.9% were between the ages of 28-34. Additionally, 17.8% of respondents were of Hispanic, Latino or Spanish origin.



The survey additionally found that 54.3% of respondents' highest level of education is high school. Bachelor's degrees followed behind with 37.39% of respondents, and 3.86% of respondents had a master's degree. As Bliss is targeted toward college-aged women, this data reflects that college women's highest level of education is high school.

Finally, 21.07% responded that their annual household income was between $50,000 to $100,000. The survey also showed that 20.47% of respondents said they would prefer not to say their personal income, and 18.40% of respondents had annual household incomes between $100,000 - $200,000.

Skin Care Results

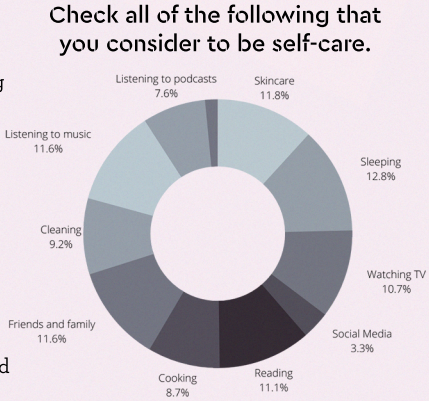
The survey analyzed what respondents classified as self-care. Most respondents (82.71%) considered their skin care routine to be self-care. The survey also found that the majority of respondents consider sleep to be a self-care activity. When asked what they considered self-care, sleep was the most popular (12.84%), followed by skin care routine (11.78%) and a tie between spending time with friends and family and listening to music (11.63%). Specifically, 93.1% of females aged 18-22 viewed sleep as self-care, and 89.7% viewed their skin care routine as self-care. 100% of females aged 23-27 viewed sleep and their skin care routine as self-care activities. The survey additionally provided information about how purchasers of the top skin care brands viewed self-care. Most purchasers of Neutrogena (66.7%) considered social media to be a self-care activity.

Research Plan –

Primary Research Results

Skincare Results

55.6% of L'Oreal purchasers considered social media as a self-care activity, and 42.1 % of purchasers considered listening to podcasts as a self-care activity. Both skin care and sleeping were the No. 1 self-care activities for Bliss purchasers.



Social Media Results

The survey analyzed media use among women ages 18-34. We measured the use of social media, streaming services, podcasts, online shopping, print magazines and other. Each segmented age group uses social media the most, led by 78.8% of women ages 18-22 reporting they regularly consume social media, followed by 77.4% of women ages 23-27. Women ages 18-34 spend between one to four hours on social media each day. Instagram is the most widely used social media platform among the surveyed group, tied with Facebook for ages 28-34. 74.6% of our primary audience used Instagram, followed by 61.1% for TikTok. Based on our findings, Bliss should cater their social media content to both Instagram and TikTok.

We see varied results in terms of influencer engagement within our research. For ages 18-22, 23.6% of respondents are extremely unlikely to like, comment or share an influencer's post on TikTok, 15% are somewhat unlikely, 11.2% are neither likely nor unlikely, 21.2% are somewhat likely and 9.1% are extremely likely. The responses remain in line with the other age ranges surveyed.

We see a similar pattern as the above for influencer engagement on Instagram, with 24.2% of women ages 18-22 being extremely unlikely to like, comment or share influencer content, 22.7% being somewhat unlikely and 20.1% being somewhat likely. For both TikTok and Instagram, social media users ages 18-22 are most likely to engage with lifestyle content, followed closely by fashion and beauty. Ages 23-27 are most likely to engage with both lifestyle and fashion content followed by beauty on Tik Tok or lifestyle content followed by both fashion and beauty on Instagram.

Research Plan –

Primary Research Results

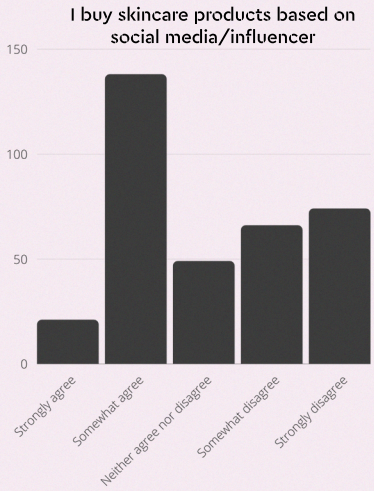
Social Media Results

Ages 28-34 are least likely to engage with influencer content on Tik Tok at all, as only 41.2% regularly use Tik Tok. For those who do, fashion and beauty were tied. On Instagram, they are most likely to engage with fashion and beauty.

Purchasing Habits Results

Women ages 18-34 are avid users of skin care products, with over 96% using them in the past week. The price our audience was willing to pay varied. Women 18-22 prefer products between $11-$15, whereas ages 23-27 and 28-34 are more willing to pay $30+. For those that price was the number one factor when purchasing skin care products, $11-$15 was the preferred price range.

Women 18-22 purchase skin care products primarily from beauty stores, drug stores and retail stores. Those willing to spend $30+ buy skin care products from beauty stores. Those willing to spend $21-$25, which is closer to the Bright Idea price range, primarily buy from beauty and retail stores. Those who buy skin care products based on specific ingredients purchase primarily from beauty and retail stores. Based on this data, Bliss should consider strategies that include offering coupons and discounts on their products because the price is a huge factor in whether its target audience, women 18-22, choose to purchase.



The majority of survey participants agree that they buy products based on influencer recommendations. Overall, 31.7% of participants somewhat agree that they purchase products based on influencer recommendations, and 4.8% strongly agree. For participants who ranked product ingredients in their top 3 factors they consider when purchasing skin care products, a higher percentage listen to influencer recommendations.

Research Plan –

Primary Research Results

Purchasing Habits Results

Participants who buy products from influencers use TikTok and Instagram as their primary social media platforms. Almost 50% of participants who buy influencer recommendations are likely to comment, like or share content on TikTok. Of this group, 15.7% were neither likely nor unlikely. Based on the data, influencer marketing is a viable strategy for Bliss. Specifically, the brand should focus its efforts on Instagram and TikTok using lifestyle and beauty influencers.

According to the survey, 19.5% of participants purchase skincare products monthly, and 36.2% of participants purchase skincare products every 2-3 months. The largest number of participants answered that they purchase skincare products monthly or every 2-3 months. Of this group, over 60% use skincare products very often. Based on this data, Bliss should pursue messaging that makes its product an integral part of someone's skincare routine.

Survey Anomalies

Overall, the survey didn't have many anomalies, and most of the results observed were expected. However, some survey anomalies are worth noting.

The survey started with 536 participants and ended with 337. This could be due to respondents not fitting into the target audience because they were either male or ranged outside of the ages 18-34. However, this may not account for every participant. Some individuals may have exited the survey early, which could have led to a lower end participant number.

Another survey anomaly worth noting was that only 339 of the women who took the survey were between the ages of 18-24. This was the primary target audience for this research, so it would've been preferred to have a higher number in this age group.

The last survey anomaly involved the wording of a survey question. One question asked participants about their habits regarding liking, commenting and sharing influencer content online. Three types of engagement were put into one question and made it difficult to determine which form of engagement is most popular. Further research should look at engagement actions individually.

Research Plan –

Primary Research Results

Additional Survey Implications

According to the survey, very few respondents purchase skin care products through social media (2.2%) or subscription boxes (3.2%). This can be a threat to Bliss because brand awareness is highest through these avenues. Of the respondents who have purchased skin care products through social media, 41.7% have purchased a Bliss product. Of the respondents who have purchased skin care products through subscription boxes, 23.5% have purchased a Bliss product. Bliss has the smallest brand awareness at drugstores (10.2%) which is a threat because, according to the Bliss website, the Bright Idea line is only available through Amazon (online store) and CVS (drugstore). Bliss needs to raise awareness of the brand within online stores and drugstores and consider making the Bright Idea line available on social media and through subscription boxes to reach its target audience of women ages 18-34.



Goals and Objectives –

Summary

After surveying over 500 females between 18 and 22 years old, we can conclude that a majority of female skin care consumers are unaware of the brand Bliss. With this in mind, it is essential to increase brand awareness by implementing a series of goals outlined and completed by objectives and tactics. In addition to brand awareness, our survey also concluded that a majority of the respondents consider sleep a top act of self-care. Our results also affirmed that social media influencers play a large role in the purchasing habits of Bliss' target market.

As a result of our research, we have developed three goals to overall increase brand awareness of Bliss, while also catering to its target market of women between 18 and 22 years old. Our goals include: (1) implementing a college brand ambassador program, (2) partnering with an established self-care influencer and (3) expanding the Bliss brand to include sleep-centered products. These goals will be achieved through the implementation of elaborate objectives and tactics.

Goal 1: Implement a college brand ambassador program

Objectives

1. Recruit and appoint five brand ambassadors at each of the five public universities during a two-month time period.
2. Increase Bliss sales by 10% in a two-month time period.
3. Increase brand awareness among female college students at five selected public universities by 5% in a two-month time period.

Tactics

- Distribute PR packages to ambassadors with Bliss' top five products: sunscreen, cleansers, moisturizers, serums and oils
- Have brand ambassadors host three tabling sessions that all include raffles where winners receive a giveaway of Bliss products
- Implement paid partnerships with the brand ambassadors where they post Bliss content to their personal Instagram and TikTok accounts
- Send out a survey to college students at the five public universities selected before the program begins to gage awareness of Bliss products

Goals and Objectives -

Tactics

- Resend the same survey to female college students at the five universities after the program finishes to measure its success
- Partner with local CVS and Walgreens locations in the college towns where the universities are located to ensure Bliss products are sold
- Provide samples of three primary Bliss products on campus for students to try products firsthand
- Collaborate with Dormify for a partnership at the start of each semester to reach college freshmen in particular
    - This collaboration would be for students who spend $100 or more on Dormify's website to receive a complimentary Bliss package

Goal 2: Establish an an influencer partnership that caters to GenZ

Objectives

1. Increase GenZ following by 5% on all Bliss social media platforms within the three-month campaign.
2. Increase awareness of Bliss by recruiting Rachael (@skincarestandard), an established female influencer who is relevant in current GenZ skin care industry, by 5% in a three-month time period.

Tactics

- Partner with Rachael (@skinscarestandard) to promote Bliss products on her personal Instagram and TikTok channels
- Create a 3-part TikTok series with Rachael on the Bliss account that drives traffic and increases Bliss' TikTok followers
- Implement an Instagram campaign with Rachael that revolves around sleep-related content
    - Have her post a "get ready with me for bed" Instagram Reel where she uses Bliss products as part of her nighttime skin care routine

Goals and Objectives -

Tactics

- Have the influencer host a giveaway with Bliss on her personal social media accounts that requires people to repost, which will help increase following on Bliss's social media accounts

Goal 3: Expand the Bliss brand to include a sleep-centered product line

Objectives

1. Increase sales of Bliss sleep line products by 5% within a three-month campaign.
2. Launch Sleep Essentials line to increase awareness of Bliss brand by 5% within a three-month campaign.
3. Educate audiences and increase knowledge of sleep on Bliss channels by 5% in a three-month time period.

Tactics

- Create sleep-centered product line with lavender sprays,melatonin gummies, eye patches, nighttime moisturizers that are heavier on the skin
- Launch a Bliss slumber party event with 10 relevant microinfluencers
    - Rent out a nice home on Airbnb to host a slumber party event
    - Create branded pillowcases and decorative materials
    - Ensure that all microinfluencers post deliverables of two Instagram stories, one TikTok and one main feed post with a commented promo code
    - Give influencers each a personal promo code to measure the success of the influencer slumber party event
- Establish a public Bliss sleep white noise and ASMR playlist on Spotify
- Create infographics relating to sleep benefits and importance to post on Bliss' Instagram feed

Implementation –

Prototype 1

Bliss will post the following graphic on Instagram to tease the launch of its Sleep Essentials line.



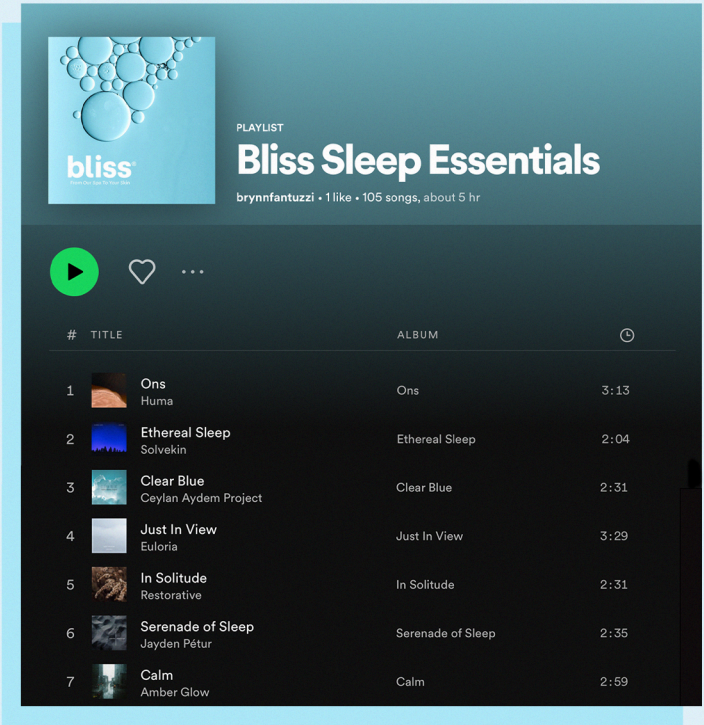
Caption

Get ready to stock your bedside table with Bliss! We are officially launching Sleep Essentials on July 12. The line includes a lavender spray, melatonin gummies, eye patches and a nighttime moisturizer.

Implementation –

Prototype 2

Bliss will create the following Spotify playlist and promote it on its Instagram.



Caption

Having trouble falling asleep? We got you. Tune in to our curated Spotify playlist specifically designed to help you get a good night's rest.

Implementation –

Prototype 3

Bliss will post the following infographic on Instagram to educate its audience on the benefits of sleep.



Caption

We all need our beauty sleep. Beyond benefits for your energy, mood and health, getting a good night's rest is also good for your skin. Take a closer look above to learn more. Drop a zzZ if you love your beauty sleep!

Implementation –

Prototype 4

Bliss will send the following invitation to influencers who are chosen to attend the slumber party event.



Timeline –

1

June 10

- Send the Sleep Essentials product info to manufacturers to work on content and packaging

2

July 1

- Manufacturers finish the Sleep Essentials product line and send to Bliss corporate
- Send out invites to mircroinfluencers for the Bliss slumber party
- Reach out to Rachael and recruit her as influencer

3

July 3

- Bliss posts a graphic on Instagram teasing the Sleep Essentials dropping

4

July 5

- Send Rachael contract and explain deliverables

5

July 10

- Confirm Rachael approval

6

July 12

- Launch the sleep line to the public with Rachael as the face of the line at the same time
- Bliss announces new line on Instagram with main feed post
- Rachel makes Instagram main feed post announcing her partnership with Bliss

Timeline –

6

July 12

- Bliss shares Rachel's post to our Instagram story

7

July 13

- Begin sleep-centered initiatives
- Post Spotify playlist
- Post infographics to Bliss socials of new products: lavender spray, melatonin gummies, eye patches, nighttime moisturizers that are heavier on the skin
- Rachael posts TikToks and Instagram main feed posts and stories of new sleep products to promote Bliss skin

8

July 14

- Bliss slumber party in LA (influencers receive promo materials with their codes and deliverables at Airbnb)
- Influencers at event post original content of the event and the new sleep line products

9

July 15

- Release applications for Bliss college brand ambassadors
- Bliss will announce the college brand ambassador program on Instagram, TikTok and Facebook

Timeline –

10

Aug. 1

- Select ambassadors and host information session to explain deliverables
- Ambassadors will be instructed to announce their new position on Instagram and TikTok
- Bliss and Dormify partnership begins and runs for exactly one month
- Students who spend $100 or more on Dormify's website receive a complimentary Bliss sample package with their purchase

11

Aug. 15

- Bliss sends promo packages with program materials to partnered student ambassadors from five selected campuses
- Program materials include:
  i. Sample-sized products
  ii. Tabling materials (logoed flyers, stickers, etc.)
- Student ambassadors begin tabling at each respective campus during the start of their own academic calendars
- Ambassadors promote Bliss at their own student organizations

Timeline –

11

Aug. 15

- Ambassadors meet with students on campus to promote Bliss by handing out tabling materials, sample-sized products and promoting the brand

12

Sept. 5

- Ambassadors send out follow-up Bliss survey to fellow students on their respective campuses
- Print QR codes with survey to hang around campus and hand out at tabling
- Also can distribute through classes, social media, text messages, email, online school boards, etc.



Budget -

The total budget for this campaign is $25,000.

Goal 1: Implement a college brand ambassador program

- Payment for ambassadors: $200 per ambassador for participating
    - $200 x 25 = $5,000
    - Cost to train ambassadors: $200 to organize training materials
- PR packages given to ambassadors: $2,000 total to compile PR packages and program materials
    - Tabling session materials (flyers, stickers, raffle prizes)
    - Survey creation and implementation
- Bliss product samples: $2,000 total including Dormify samples

Goal 2: Establish an influencer partnership that caters to GenZ

- Payment for Rachael: $1,000
    - Any additional costs for sending Rachael Bliss products to make content - $500
    - Costs for Bliss giveaways on Rachael's accounts: $1,500

Goal 3: Expand the Bliss brand to include a sleep-centered product line

- Cost of creating lavender spray, melatonin gummies and eye patches: $6,000
- Cost of distributing product line: $1,000
- Slumber party event:
    - Cost for Airbnb: $1,100
    - Branded pillowcases, decorations, Bliss products at event: $2,000
    - Cost to send influencers to event: $3,000

Total = $24,800



Budget –

The total budget for this campaign is set at $25,000. We will not account for social media posts in the total budget, as we assume those will be created by our internal team.

We plan to create a brand ambassador program at five universities in the United States, with five ambassadors at each school. Training the ambassadors on what they need to complete the program will cost $200. Additionally, each ambassador will receive a payment of $200 at the end of the program, which adds up to a total of $5,000. All ambassadors will receive PR Packages with all program materials, including flyers, stickers, raffle materials and survey materials.

To promote Bliss on social media, we plan to partner with microinfluencer Rachael (@skinscarestandard). Rachael will be paid $1,000 to create and post content on her Instagram and TikTok accounts. Rachael will additionally be given Bliss products, such as sunscreens, moisturizers and serums, to use for content creations, which will cost $500. An additional $1,500 is budgeted for Bliss products to be used for giveaways on her Instagram account. This cost includes the cost of the Bliss products and mailing the products to winners' homes.

To promote the Bliss sleep product line, a large portion of our budget is allocated to host a slumber party event, costing a total of $6,100. The cost to rent a house in Los Angeles in the month of July for the event will be $1,100. The house will be decorated with branded pillowcases, Bliss products, food, photo backdrops and props for a total of $2,000. It will additionally cost $3,000 to cover travel costs, such as plane tickets and Uber fares, for 10 influencers to visit Los Angeles for the event. The sleep product line will consist of lavender spray, melatonin gummies and eye patches and will cost $6,000 to create the line. The distribution of the line will cost $1,000.

The total cost for the campaign is budgeted to be $24,800. The remaining $200 will be saved for emergencies or any small extra costs that may arise.



Evaluation –

The evaluation of our Bliss campaign will be based on our three goals to implement a college ambassador program, establish an influencer partnership and expand the Bliss brand to include sleep-centered products between June and September 2022. To measure the success of the college ambassador program, we will compare Bliss sales, conduct surveys and compare ambassador recruitment and retention. To measure awareness of Bliss on social media, we will conduct surveys and monitor social media growth. Finally, to measure the success of expanding the Bliss brand, we will conduct surveys and compare sale rates. The following outline serves as a guideline for measurement methods and metrics that will be used continuously throughout the campaign.

Goal 1: Implement a college brand ambassador program

1. Compare the number of college ambassadors recruited for the Bliss college ambassador program between the start of the two months in July and the end of the program in September to measure if Bliss recruited and maintained five college ambassadors.
2. Monitor Bliss product sales at retail and online stores and compare its previous sales from two months earlier to evaluate if Bliss sales increased within two months of the brand ambassadors program's creation.
3. Monitor awareness of the Bliss brand among female college students at the five participating universities by Qualtrics surveys distributed through student emails and QR codes on campus. The surveys will be distributed at the beginning and end of the 2-month ambassador program to determine changes in awareness during the two months.

Goal 2: Establish an influencer partnership that caters to GenZ

1. Monitor the follower growth rate of GenZ followers on Bliss' social media, such as Instagram, TikTok, Twitter and Facebook, throughout the three-month campaign by using Hootsuite Analytics's follower growth and demographics tools.
2. Compare awareness of the Bliss brand among Genz Instagram and TikTok users by distributing Qualtrics surveys at the beginning of Rachael's partnership in July and the end of the partnership in September. The surveys will be distributed by Rachael on her Instagram and TikTok accounts to measure awareness during the three-month campaign.

Evaluation –

Goal 3: Expand the Bliss brand to include a sleep-centered product line

1. Monitor Bliss' sleep line products' and additional products' sales in retail and online stores and compare its previous sales from three months earlier to evaluate if Bliss sales' increased within three months of the sleep product line's creation. Additionally monitor use of promo codes from influencers at the slumber party event to compare if sales increased from use of the promo code compared to the previous three months of sales.
2. Measure awareness of the Bliss brand by distributing Qualtrics surveys to GenZ consumers through Facebook groups throughout the three-month campaign to compare brand awareness at the beginning and end of the three-month campaign.
3. Compare Bliss' social media followers' knowledge of sleep by distributing Qualtrics on Bliss' social media channels at the beginning of the sleep-centered product line's release in July and the end of the campaign in September.

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Appendix C -

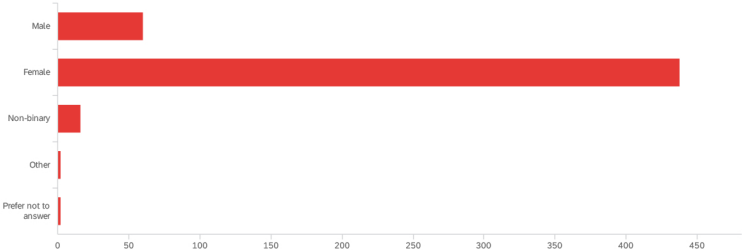
Primary Research Results

Default Report

Bliss- PUR4800

March 15, 2022 12:50 PM MDT

Q1 - Which gender do you identify as?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Which gender do you identify as?	1.00	5.00	1.93	0.44	0.19	518

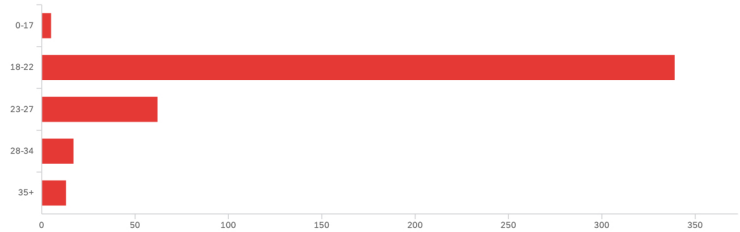
#	Field		Choice Count
1	Male	11.58%	60
2	Female	84.56%	438
3	Non-binary	3.09%	16
4	Other	0.39%	2
5	Prefer not to answer	0.39%	2
			51

Showing rows 1 - 6 of 6

Appendix C –

Primary Research Results

Q2 - What is your age?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your age?	1.00	5.00	2.30	0.70	0.49	436

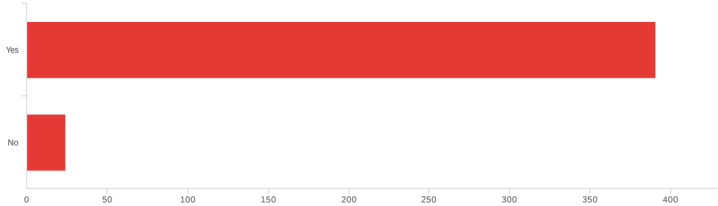
#	Field		Choice Count
1	0-17	1.15%	5
2	18-22	77.75%	339
3	23-27	14.22%	62
4	28-34	3.90%	17
5	35+	2.98%	13
			436

Showing rows 1 - 6 of 6

Appendix C –

Primary Research Results

Q14 - Do you use skincare products?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you use skincare products?	1.00	2.00	1.06	0.23	0.05	415

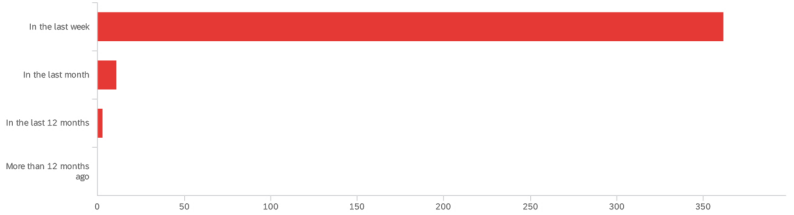
#	Field		Choice Count
1	Yes	94.22%	391
2	No	5.78%	24
			415

Showing rows 1 - 3 of 3

Appendix C –

Primary Research Results

Q15 - When was the last time you used a skincare product?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	When was the last time you used a skincare product?	1.00	3.00	1.05	0.24	0.06	376

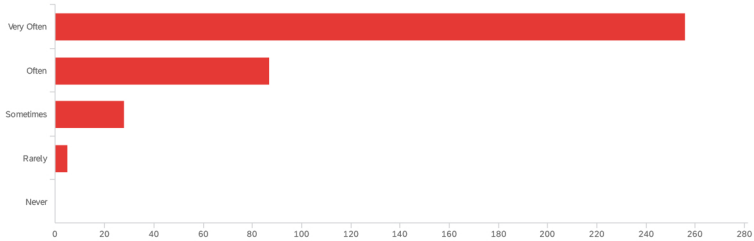
#	Field		Choice Count
1	In the last week	96.28%	362
2	In the last month	2.93%	11
3	In the last 12 months	0.80%	3
4	More than 12 months ago	0.00%	0
			376

Showing rows 1 - 5 of 5

Appendix C –

Primary Research Results

Q16 - How often do you use skincare products?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you use skincare products?	1.00	4.00	1.42	0.69	0.47	376

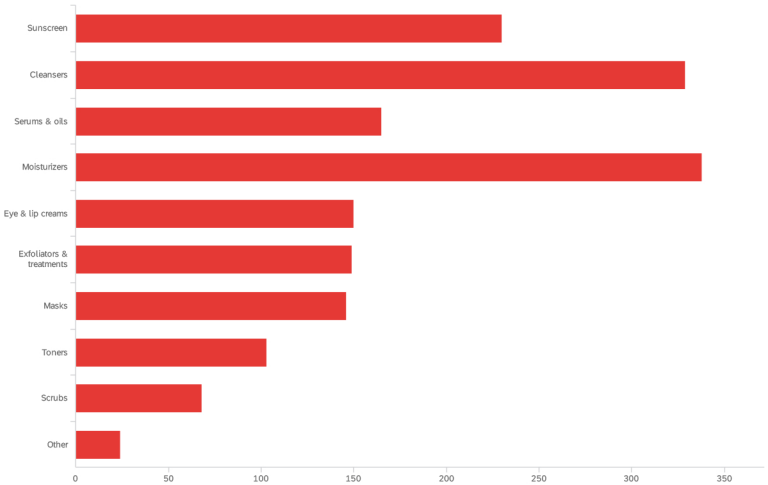
#	Field		Choice Count
1	Very Often	68.09%	256
2	Often	23.14%	87
3	Sometimes	7.45%	28
4	Rarely	1.33%	5
5	Never	0.00%	0
			376

Showing rows 1 - 6 of 6

Appendix C –

Primary Research Results

Q17 - What does your skincare routine include? Select all that apply.



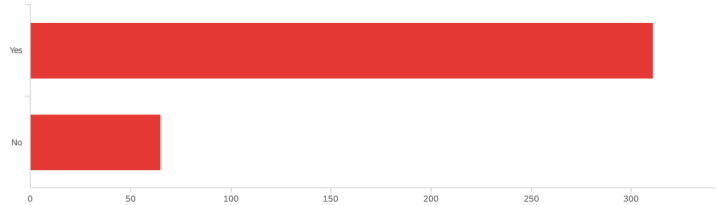
#	Field	Choice Count	
1	Sunscreen	13.51%	230
2	Cleansers	19.33%	329
3	Serums & oils	9.69%	165
4	Moisturizers	19.86%	338
5	Eye & lip creams	8.81%	150
6	Exfoliators & treatments	8.75%	149
7	Masks	8.58%	146
8	Toners	6.05%	103
9	Scrubs	4.00%	68
10	Other	1.41%	24
			1702

Showing rows 1 - 11 of 11

Appendix C –

Primary Research Results

Q18 - Do you consider your skincare routine to be self-care?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you consider your skincare routine to be self-care?	1.00	2.00	1.17	0.38	0.14	376

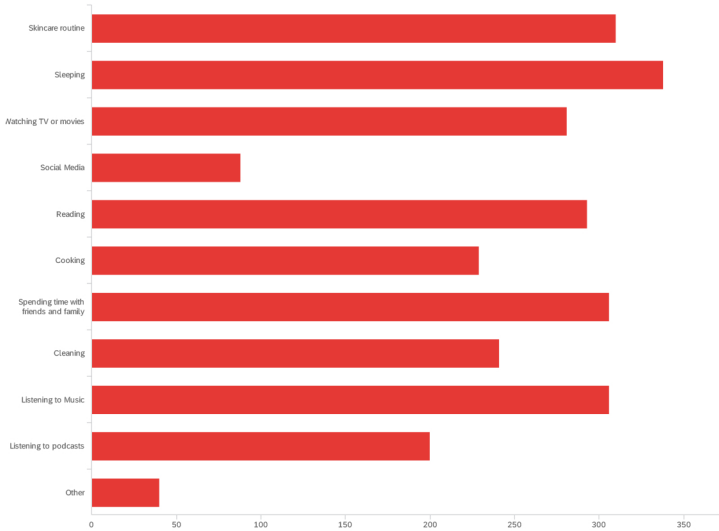
#	Field	Choice Count
1	Yes	82.71% 311
2	No	17.29% 65
		376

Showing rows 1 - 3 of 3

Appendix C -

Primary Research Results

Q19 - Check all of the following that you consider to be self-care.



#	Field	Choice Count
1	Skincare routine	11.78% 310
2	Sleeping	12.84% 338
3	Watching TV or movies	10.68% 281
4	Social Media	3.34% 88
5	Reading	11.13% 293
6	Cooking	8.70% 229
7	Spending time with friends and family	11.63% 306
8	Cleaning	9.16% 241
9	Listening to Music	11.63% 306
10	Listening to podcasts	7.60% 200

Appendix C –

Primary Research Results

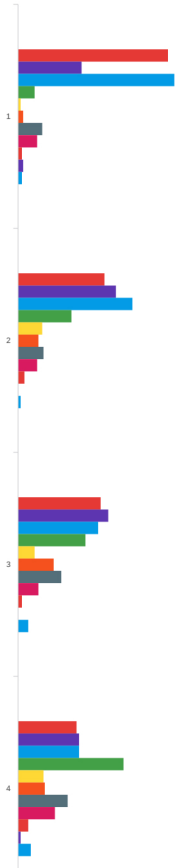
#	Field	Choice Count
11	Other	1.52% 40
		2632

Showing rows 1 - 12 of 12

Appendix C -

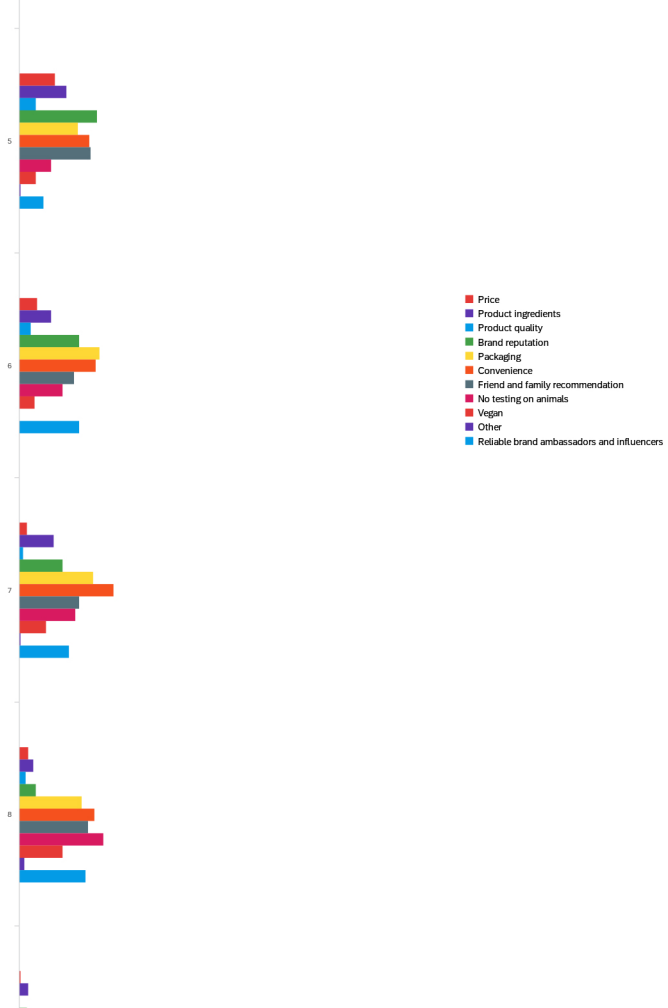
Primary Research Results

Q20 - Rank the factors you consider when purchasing skincare products in order of importance to you.



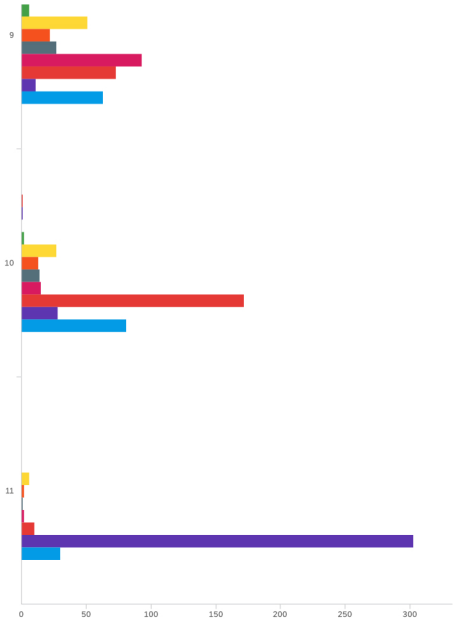
Appendix C –

Primary Research Results



Appendix C -

Primary Research Results



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Price	1.00	10.00	2.75	1.81	3.27	354
2	Packaging	1.00	11.00	6.67	2.21	4.90	354
3	Product ingredients	1.00	10.00	3.66	2.10	4.39	354
4	Product quality	1.00	8.00	2.44	1.53	2.33	354
5	Brand reputation	1.00	10.00	4.49	1.87	3.49	354
6	Reliable brand ambassadors and influencers	1.00	11.00	8.03	2.15	4.61	354
7	Convenience	1.00	11.00	6.16	2.06	4.25	354
8	Friend and family recommendation	1.00	11.00	5.68	2.40	5.74	354

Appendix C -

Primary Research Results

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
9	No testing on animals	1.00	11.00	6.73	2.46	6.06	354
10	Vegan	1.00	11.00	8.75	1.97	3.87	354
11	Other	1.00	11.00	10.64	1.32	1.73	354

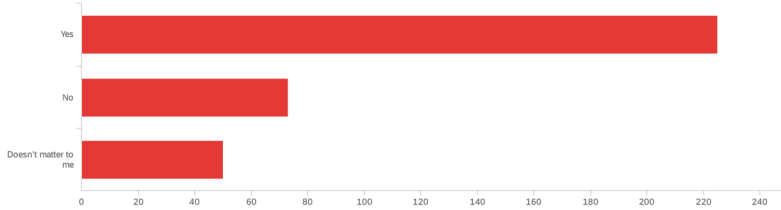
#	Field	1		2		3		4		5		6		7		
1	Price	33.33%	118	19.21%	68	18.36%	65	12.99%	46	7.91%	28	3.95%	14	1.69%	6	1.98%
2	Product ingredients	14.12%	50	21.75%	77	20.06%	71	13.56%	48	10.45%	37	7.06%	25	7.63%	27	3.11%
3	Product quality	34.75%	123	25.42%	90	17.80%	63	13.56%	48	3.67%	13	2.54%	9	0.85%	3	1.41%
4	Brand reputation	3.67%	13	11.86%	42	14.97%	53	23.45%	83	17.23%	61	13.28%	47	9.60%	34	3.67%
5	Packaging	0.56%	2	5.37%	19	3.67%	13	5.65%	20	12.99%	46	17.80%	63	16.38%	58	13.84%
6	Convenience	1.13%	4	4.52%	16	7.91%	28	5.93%	21	15.54%	55	16.95%	60	20.90%	74	16.67%
7	Friend and family recommendation	5.37%	19	5.65%	20	9.60%	34	11.02%	39	15.82%	56	12.15%	43	13.28%	47	15.25%
8	No testing on animals	4.24%	15	4.24%	15	4.52%	16	8.19%	29	7.06%	25	9.60%	34	12.43%	44	18.64%
9	Vegan	0.85%	3	1.41%	5	0.85%	3	2.26%	8	3.67%	13	3.39%	12	5.93%	21	9.60%
10	Other	1.13%	4	0.00%	0	0.00%	0	0.56%	2	0.28%	1	0.00%	0	0.28%	1	1.13%
11	Reliable brand ambassadors and influencers	0.85%	3	0.56%	2	2.26%	8	2.82%	10	5.37%	19	13.28%	47	11.02%	39	14.69%

Showing rows 1 - 11 of 11

Appendix C –

Primary Research Results

Q21 - Do you purchase skincare products based on specific product ingredients?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Do you purchase skincare products based on specific product ingredients?	1.00	3.00	1.50	0.73	0.54	348

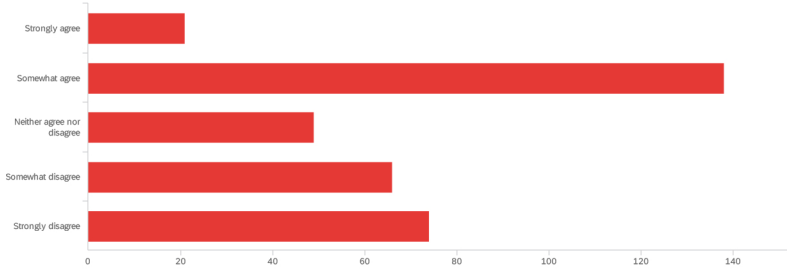
#	Field	Choice Count	
1	Yes	64.66%	225
2	No	20.98%	73
3	Doesn't matter to me	14.37%	50
			348

Showing rows 1 - 4 of 4

Appendix C –

Primary Research Results

Q22 - I buy skincare products based on social media/influencer recommendations



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I buy skincare products based on social media/influencer recommendations	1.00	5.00	3.10	1.29	1.67	348

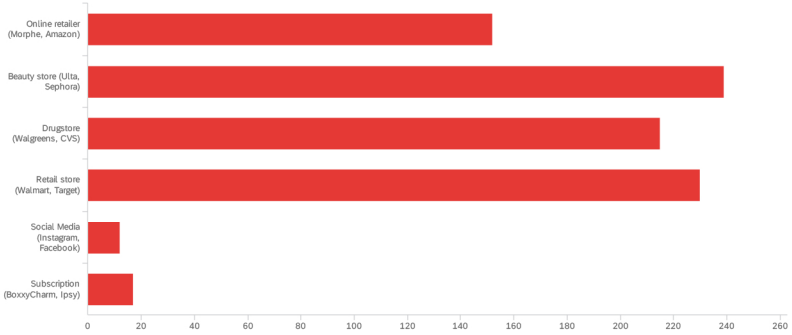
#	Field	Choice Count	
1	Strongly agree	6.03%	21
2	Somewhat agree	39.66%	138
3	Neither agree nor disagree	14.08%	49
4	Somewhat disagree	18.97%	66
5	Strongly disagree	21.26%	74
			348

Showing rows 1 - 6 of 6

Appendix C –

Primary Research Results

Q23 - Where do you typically purchase skincare products?



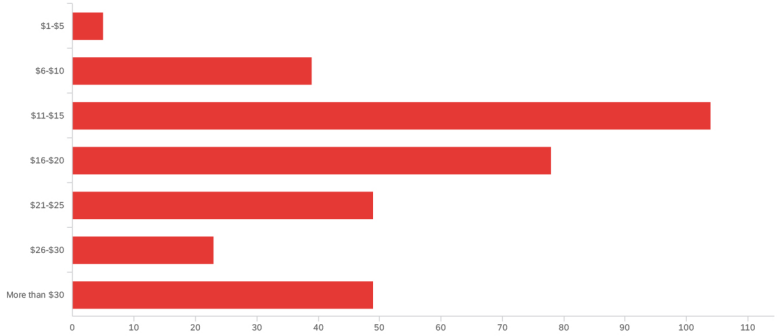
#	Field	Choice Count	
1	Online retailer (Morphe, Amazon)	17.57%	152
2	Beauty store (Ulta, Sephora)	27.63%	239
3	Drugstore (Walgreens, CVS)	24.86%	215
4	Retail store (Walmart, Target)	26.59%	230
5	Social Media (Instagram, Facebook)	1.39%	12
6	Subscription (BoxxyCharm, Ipsy)	1.97%	17
			865

Showing rows 1 - 7 of 7

Appendix C –

Primary Research Results

Q24 - What is the typical price you pay for skincare products?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is the typical price you pay for skincare products?	1.00	7.00	4.13	1.59	2.54	347

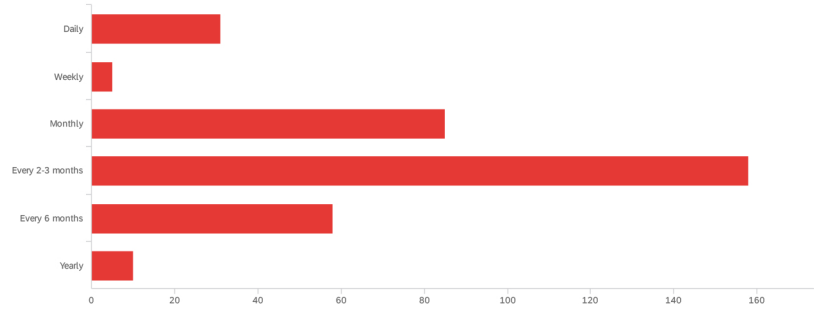
#	Field		Choice Count
1	$1-$5	1.44%	5
2	$6-$10	11.24%	39
3	$11-$15	29.97%	104
4	$16-$20	22.48%	78
5	$21-$25	14.12%	49
6	$26-$30	6.63%	23
7	More than $30	14.12%	49
			347

Showing rows 1 - 8 of 8

Appendix C –

Primary Research Results

Q25 - How often do you purchase skincare products?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How often do you purchase skincare products?	1.00	6.00	3.68	1.14	1.29	347

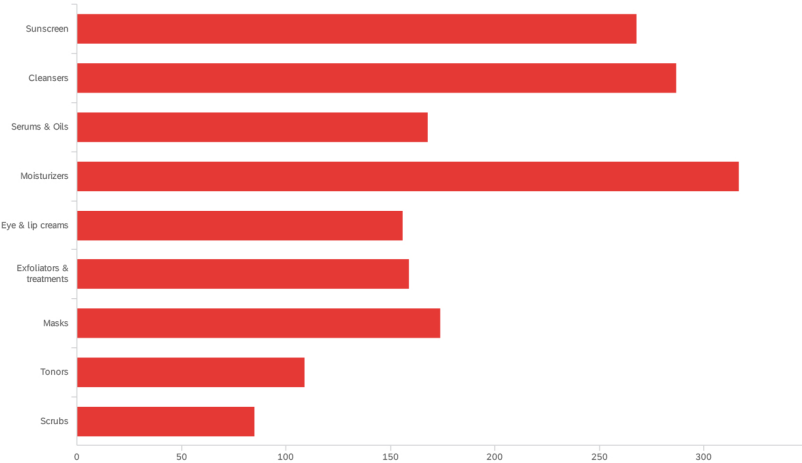
#	Field		Choice Count
1	Daily	8.93%	31
2	Weekly	1.44%	5
3	Monthly	24.50%	85
4	Every 2-3 months	45.53%	158
5	Every 6 months	16.71%	58
6	Yearly	2.88%	10
			347

Showing rows 1 - 7 of 7

Appendix C –

Primary Research Results

Q26 - Which skincare products have you purchased in the last year?



#	Field	Choice Count	
1	Sunscreen	15.55%	268
2	Cleansers	16.66%	287
3	Serums & Oils	9.75%	168
4	Moisturizers	18.40%	317
5	Eye & lip creams	9.05%	156
6	Exfoliators & treatments	9.23%	159
7	Masks	10.10%	174
8	Tonors	6.33%	109
9	Scrubs	4.93%	85
			1723

Showing rows 1 - 10 of 10

Appendix C -

Primary Research Results

Q27 - Which of the following brands have you heard of?



#	Field	Choice Count
1	Aveeno	6.21% 320
2	Biore	5.47% 282

Appendix C -

Primary Research Results

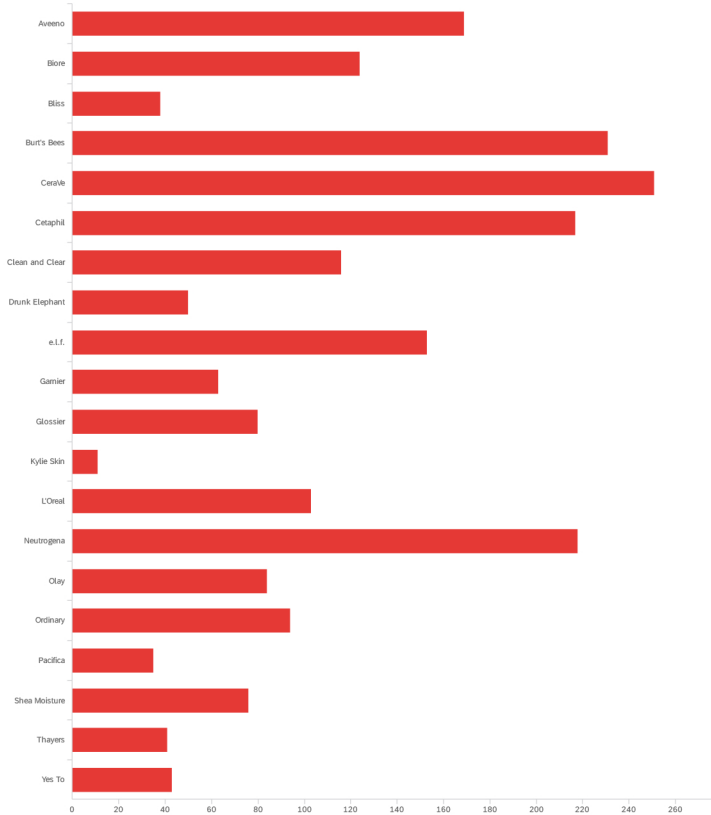
#	Field		Choice Count
3	Bliss	2.89%	149
4	Burt's Bees	6.27%	323
5	CeraVe	6.21%	320
6	Cetaphil	6.17%	318
7	Clean and Clear	5.28%	272
8	Drunk Elephant	3.77%	194
9	e.l.f.	6.15%	317
10	Garnier	5.67%	292
11	Glossier	5.77%	297
12	Kylie Skin	4.62%	238
13	L'Oreal	6.39%	329
14	Neutrogena	6.29%	324
15	Olay	6.10%	314
16	Ordinary	4.31%	222
17	Pacifica	3.01%	155
18	Shea Moisture	4.60%	237
19	Thayers	2.54%	131
20	Yes To	2.27%	117
			5151

Showing rows 1 - 21 of 21

Appendix C -

Primary Research Results

Q28 - Which of the following brands have you previously purchased?



#	Field	Choice Count
1	Aveeno	7.69% 169
2	Biore	5.64% 124

Appendix C -

Primary Research Results

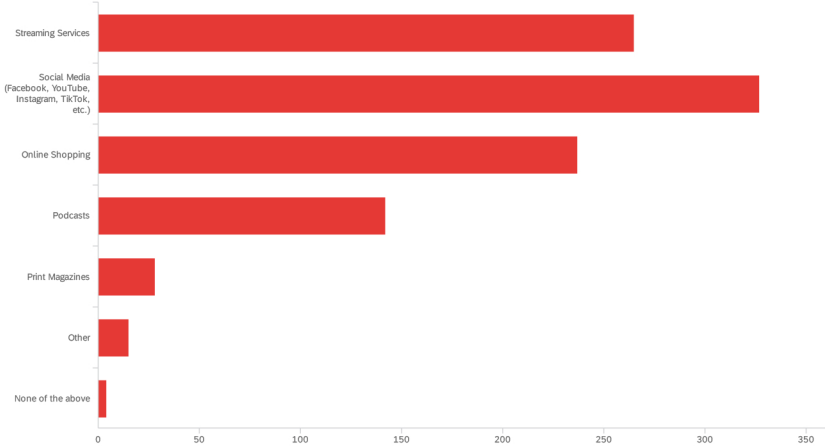
#	Field	Choice Count	
3	Bliss	1.73%	38
4	Burt's Bees	10.51%	231
5	CeraVe	11.42%	251
6	Cetaphil	9.88%	217
7	Clean and Clear	5.28%	116
8	Drunk Elephant	2.28%	50
9	e.l.f.	6.96%	153
10	Garnier	2.87%	63
11	Glossier	3.64%	80
12	Kylie Skin	0.50%	11
13	L'Oreal	4.69%	103
14	Neutrogena	9.92%	218
15	Olay	3.82%	84
16	Ordinary	4.28%	94
17	Pacifica	1.59%	35
18	Shea Moisture	3.46%	76
19	Thayers	1.87%	41
20	Yes To	1.96%	43
			2197

Showing rows 1 - 21 of 21

Appendix C -

Primary Research Results

Q9 - Which forms of media do you consume regularly? Select all that apply.



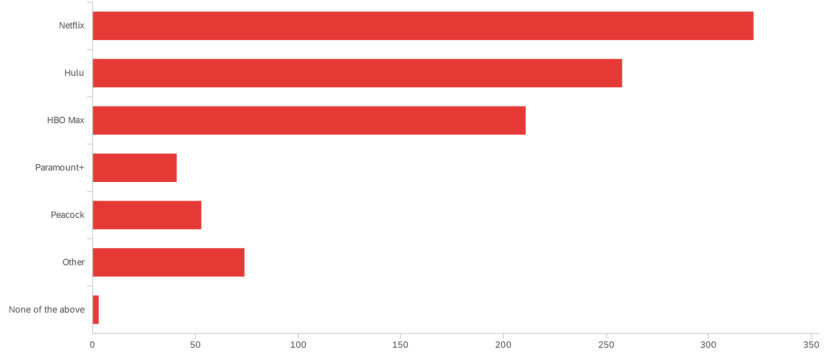
#	Field	Choice Count	
1	Streaming Services	26.03%	265
2	Social Media (Facebook, YouTube, Instagram, TikTok, etc.)	32.12%	327
3	Online Shopping	23.28%	237
4	Podcasts	13.95%	142
5	Print Magazines	2.75%	28
6	Other	1.47%	15
7	None of the above	0.39%	4
			1018

Showing rows 1 - 8 of 8

Appendix C -

Primary Research Results

Q10 - Which platforms do you use for streaming? Select all that apply.



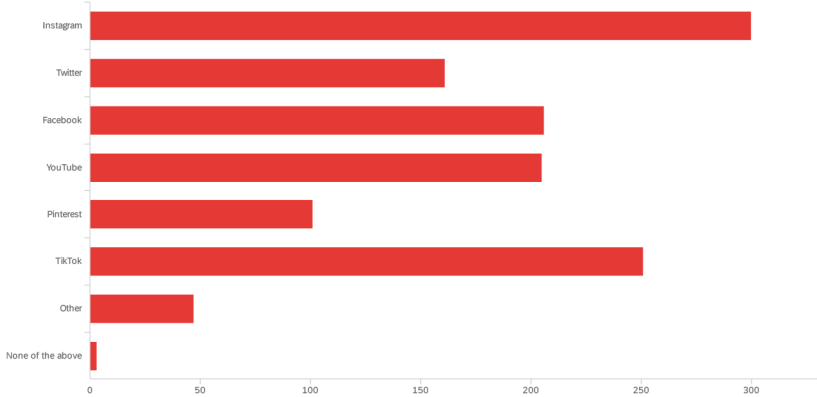
#	Field	Choice Count	
1	Netflix	33.47%	322
2	Hulu	26.82%	258
3	HBO Max	21.93%	211
4	Paramount+	4.26%	41
5	Peacock	5.51%	53
6	Other	7.69%	74
7	None of the above	0.31%	3
			962

Showing rows 1 - 8 of 8

Appendix C -

Primary Research Results

Q11 - Which social media platforms do you use regularly? Select all that apply.



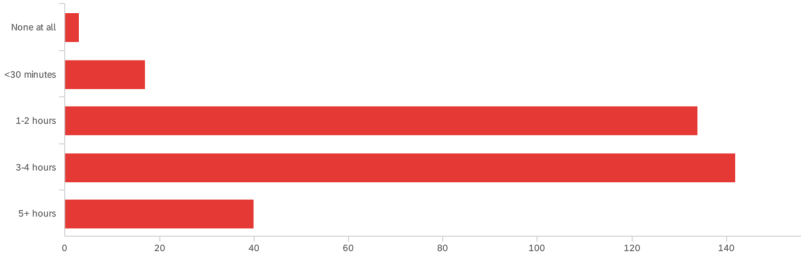
#	Field	Choice Count	
1	Instagram	23.55%	300
2	Twitter	12.64%	161
3	Facebook	16.17%	206
4	YouTube	16.09%	205
5	Pinterest	7.93%	101
6	TikTok	19.70%	251
7	Other	3.69%	47
8	None of the above	0.24%	3
			1274

Showing rows 1 - 9 of 9

Appendix C –

Primary Research Results

Q12 - How much time do you spend using social media per day?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much time do you spend using social media per day?	1.00	5.00	3.59	0.80	0.63	336

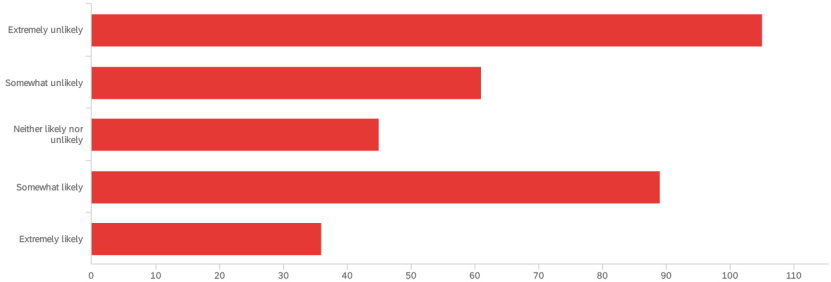
#	Field		Choice Count
1	None at all	0.89%	3
2	<30 minutes	5.06%	17
3	1-2 hours	39.88%	134
4	3-4 hours	42.26%	142
5	5+ hours	11.90%	40
			336

Showing rows 1 - 6 of 6

Appendix C –

Primary Research Results

Q13 - How likely are you to like, comment or share influencer's content on TikTok?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to like, comment or share influencer's content on TikTok?	1.00	5.00	2.67	1.42	2.02	336

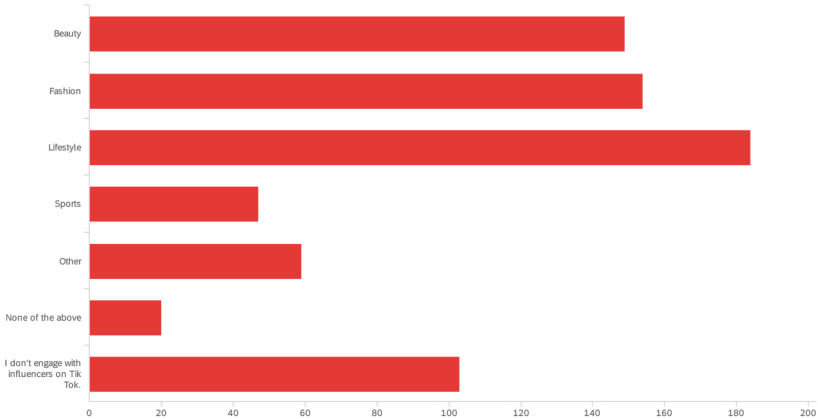
#	Field	Choice Count	
1	Extremely unlikely	31.25%	105
2	Somewhat unlikely	18.15%	61
3	Neither likely nor unlikely	13.39%	45
4	Somewhat likely	26.49%	89
5	Extremely likely	10.71%	36
			336

Showing rows 1 - 6 of 6

Appendix C -

Primary Research Results

Q14 - Which types of influencers do you like, comment or share on TikTok? Select all that apply.



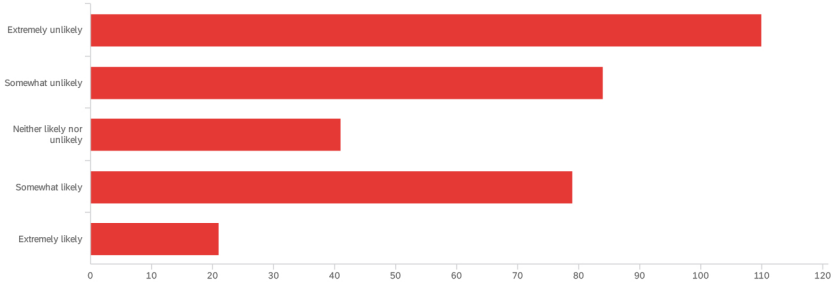
#	Field	Choice Count	
1	Beauty	20.81%	149
2	Fashion	21.51%	154
3	Lifestyle	25.70%	184
4	Sports	6.56%	47
5	Other	8.24%	59
6	None of the above	2.79%	20
7	I don't engage with influencers on Tik Tok.	14.39%	103
			716

Showing rows 1 - 8 of 8

Appendix C –

Primary Research Results

Q15 - How likely are you to like, comment or share influencer content on Instagram?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How likely are you to like, comment or share influencer content on Instagram?	1.00	5.00	2.45	1.32	1.75	335

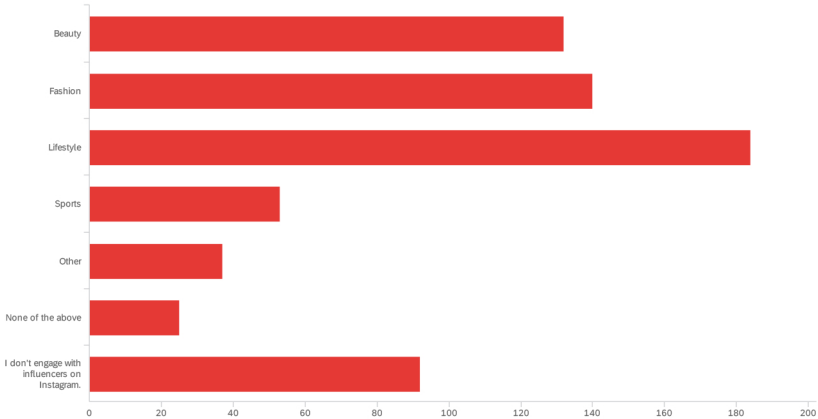
#	Field	Choice Count	
1	Extremely unlikely	32.84%	110
2	Somewhat unlikely	25.07%	84
3	Neither likely nor unlikely	12.24%	41
4	Somewhat likely	23.58%	79
5	Extremely likely	6.27%	21
			335

Showing rows 1 - 6 of 6

Appendix C -

Primary Research Results

Q16 - Which types of influencers do you like, comment or share on Instagram? Select all that apply.



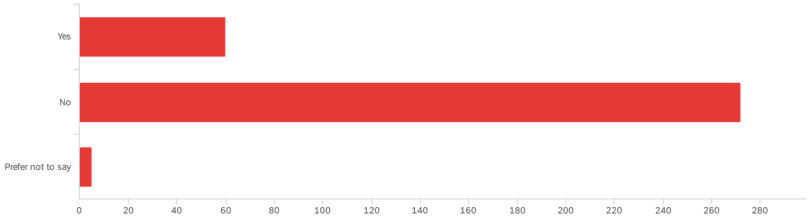
#	Field	Choice Count	
1	Beauty	19.91%	132
2	Fashion	21.12%	140
3	Lifestyle	27.75%	184
4	Sports	7.99%	53
5	Other	5.58%	37
6	None of the above	3.77%	25
7	I don't engage with influencers on Instagram.	13.88%	92
			663

Showing rows 1 - 8 of 8

Appendix C –

Primary Research Results

Q10 - Are you of Hispanic, Latino, or Spanish origin?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you of Hispanic, Latino, or Spanish origin?	1.00	3.00	1.84	0.41	0.17	337

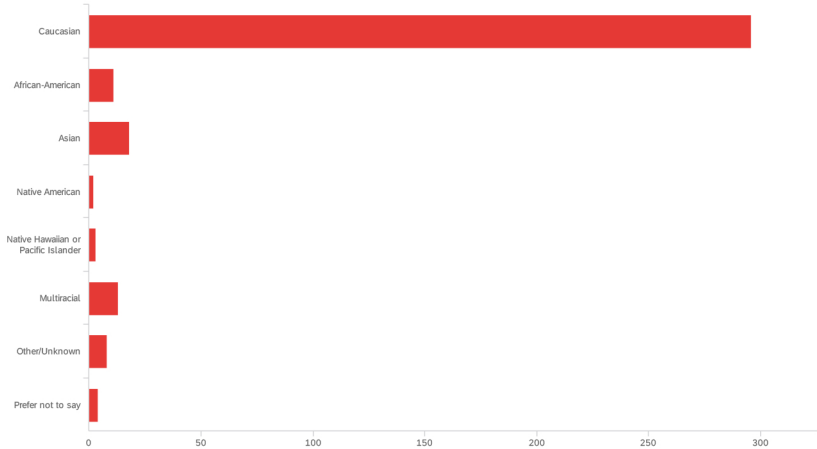
#	Field		Choice Count
1	Yes	17.80%	60
2	No	80.71%	272
3	Prefer not to say	1.48%	5
			337

Showing rows 1 - 4 of 4

Appendix C –

Primary Research Results

Q11 - How would you describe yourself?



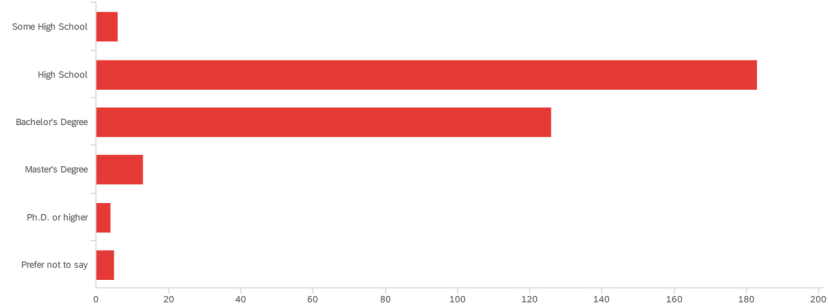
#	Field		Choice Count
1	Caucasian	83.38%	296
2	African-American	3.10%	11
3	Asian	5.07%	18
4	Native American	0.56%	2
5	Native Hawaiian or Pacific Islander	0.85%	3
6	Multiracial	3.66%	13
7	Other/Unknown	2.25%	8
8	Prefer not to say	1.13%	4
			355

Showing rows 1 - 9 of 9

Appendix C –

Primary Research Results

Q12 - What is the highest degree or level of education you have completed?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is the highest degree or level of education you have completed?	1.00	6.00	2.53	0.78	0.61	337

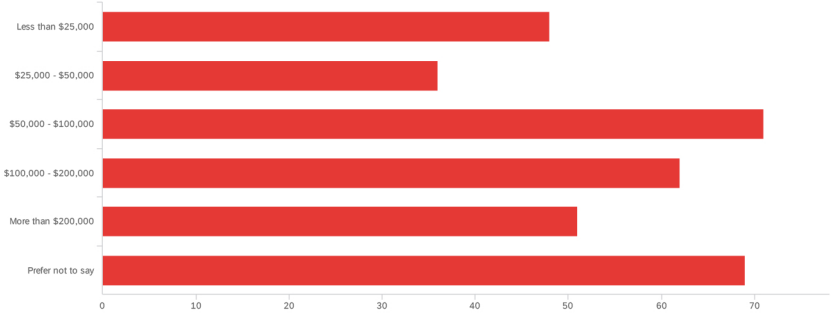
#	Field	Choice Count	
1	Some High School	1.78%	6
2	High School	54.30%	183
3	Bachelor's Degree	37.39%	126
4	Master's Degree	3.86%	13
5	Ph.D. or higher	1.19%	4
6	Prefer not to say	1.48%	5
			337

Showing rows 1 - 7 of 7

Appendix C –

Primary Research Results

Q13 - What is your annual household income?



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	What is your annual household income?	1.00	6.00	3.71	1.68	2.81	337

#	Field	Choice Count	
1	Less than $25,000	14.24%	48
2	$25,000 - $50,000	10.68%	36
3	$50,000 - $100,000	21.07%	71
4	$100,000 - $200,000	18.40%	62
5	More than $200,000	15.13%	51
6	Prefer not to say	20.47%	69
			337

Showing rows 1 - 7 of 7

End of Report

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Summary -

- **Survey research indicated**
  - Lack of brand awareness
  - Most view sleep as priority self-care
  - Influencers have high impact on purchase habits
  - Instagram and TikTok most popular platforms



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Summary -

- Bliss must identify and keep up with purchasing trends for its target audience
    - Campaign opens a door to new opportunities for Bliss
- Bliss has an opportunity to better reach its target market by implementing these insights to tap into consumers' wants.
- Implementing the suggestions recommended throughout this campaign would help Bliss establish its goals of becoming a well-recognized brand in its industry.



Agenda -

- Overview of Skincare Industry
- SWOT Analysis
- Social Media Analysis
- Generational Analysis
- Competitor Analysis
- Goals and Objectives
- Implementation
- Timeline
- Evaluation

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Overview of Skincare Industry -

- Natural skincare industry projected to grow rapidly over five years
  - Largely due to celebrity endorsements and growing environmental concerns
- Market value expected to grow by half
  - Currently 10.53 billion, expected to grow by 5.53 million by 2027
  - In 2020, 96% of consumers said they preferred buying skincare over makeup
- Increase in anti-aging skincare and artificial intelligence
- Increase in online retail for beauty and personal care
- Online sales projected to surpass 30% by 2025

Overview of Skincare Industry -

- Industry Leaders:
  - L'Oreal (most profitable)
  - Aveeno
  - Neutrogena
  - Proctor & Gamble
  - Estee Lauder
- Olay proved to be the most commonly used brand
- Research indicates influencer partnerships and using socials, such as TikTok are key to success

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SWOT Analysis -

STRENGTHS

- 100% cruelty-free and 90% vegan
- Values philanthropy and sustainability
- Social media strategy, earned media
- Brand and product diversity

WEAKNESSES

- Not a market leader or go-to brand
- No established celebrity endorsement
- No clear audience
- Packaging and product alignment
- Inaccurate website

OPPORTUNITIES

- Eco-friendly products
- Use AI to personalize consumer experience
- Rebrand to an identified target audience
- Return to spa-focused 90s roots

THREATS

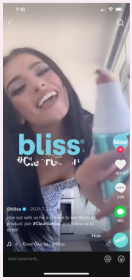
- Competitors, product scents
- Mostly appeals to white women
- Inconsistency on social media
- One-size-fits-all skin care products

Social Media Analysis -

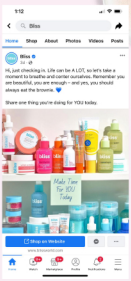
Instagram: @bliss



TikTok: @bliss



Facebook: @blissworld

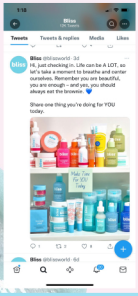


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Social Media Analysis -

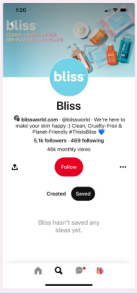
Twitter: @blissworld



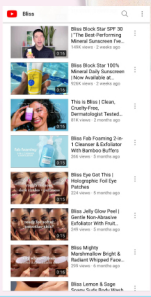
LinkedIn: @bliss



Pinterest: @blissworld



YouTube: @bliss



Generational Analysis -

- Target audiences: Millennials and Gen Z
- Gen Z
  - Communicates best with bite-sized information and processes it at faster speeds
  - Gaining and retaining attention can be challenging
  - Uses TikTok and prefers authentic content
  - To reach them, communicate with symbols and images, lean into fear of missing out, ensure positive brand reputation and share digestible information

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Generational Analysis -

- Millennials:
  - Check their emails more and bigger Facebook fans
  - Enjoy seeing "real people" in ad content
- Both audiences:
  - Prefer to interact via digital channels
  - Love video content
  - Fans of brand loyalty programs
  - Demand for natural products
  - Active in social and political issues and expect transparency from brands
  - Purchase decisions are heavily influenced by social media, so brands must have a strong presence on all platforms

Competitor Analysis -

- Competitors leading in the industry
  - CeraVe: No. 1 dermatologist recommended moisturizer brand in U.S.
  - Neutrogena: No. 1 acne treatment brand in U.S.
  - L'Oreal: No. 1 natural drugstore natural brand
  - Cetaphil: No. 1 recommended sensitive skin care brand by dermatologists
  - Olay: 6% share of the global skin care market
- Competitors with a focus on natural ingredients and sustainability:
  - Burt's Bees: Practices responsible sourcing and uses recyclable packaging
  - Yes To, Inc.: Products have a natural base of fruit and vegetables
  - Glossier: Cruelty-free and vegan
  - Thayers Natural Remedies: Made with natural ingredients that are minimally processed

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Competitor Analysis -

- Competitors with a focus on natural ingredients and sustainability:
  - Aveeno: Eco-friendly branding and products are made with colloidal oatmeal, proteins, lipids and saponins
  - Garnier: Cruelty-free and dedicated to sustainable, eco-friendly products
  - Pacifica: Prides itself on its service to the planet, animals and its customers
- Competitors with a focus on affordability:
  - e.l.f.: Prides itself on making quality products at affordable prices
  - Biore: Centered around affordability and functionality
  - Clean & Clear: Goal is to sell excellent quality items at a sensible cost

Goals and Objectives -

Goal 1 - Implement a College Brand Ambassador Program

- Objectives:
  - Recruit and appoint 5 brand ambassadors at each of the five public universities during a 2-month time period
  - Increase Bliss sales by 10% in a 2-month time period
  - Increase brand awareness among female college students at the five universities we select by 5% in a 2-month period
- Tactics:
  - Distribute PR packages, tabling sessions, implement paid partnerships, send out surveys, partner with local retailers, provide product samples and collaborate with Dormify

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Goals and Objectives -

Goal 2 - Establish an Influencer Partnership that caters to Gen Z

- Objectives:
  - Increase Gen Z following by 5% on all Bliss social media platforms within the 3-month campaign
  - Increase awareness of Bliss by recruiting Rachael (@skincarestandard), an established female influencer who is relevant in current Gen Z skin care industry, by 5% in a 3-month time period
- Tactics:
  - Partner with Rachael by creating a TikTok series, an Instagram campaign around sleep-related content and through hosting a giveaway on her social media accounts

Goals and Objectives -

Goal 3 - Expand the Bliss brand to include a sleep-centered product line

- Objectives:
  - Increase sales of Bliss sleep line products by 5% within a 3-month campaign
  - Launch a sleep-essentials line to increase awareness of Bliss brand by 5% within a 3-month campaign
  - Educate audiences and increase knowledge of sleep on Bliss channels by 5% in a 3-month time period
- Tactics:
  - Create the sleep product line, launch Bliss slumber party with 10 micro-influencers, establish a public sleep/ASMR Spotify playlist, create and post infographics on sleep benefits across social media

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Implementation –

Prototype 1

Bliss will post this graphic on Instagram to tease the launch of its Sleep Essentials line.

Caption: Get ready to stock your bedside table with Bliss! We are officially launching our Sleep Essentials on July 12. The line includes a lavender spray, melatonin gummies, eye patches and a nighttime moisturizer.

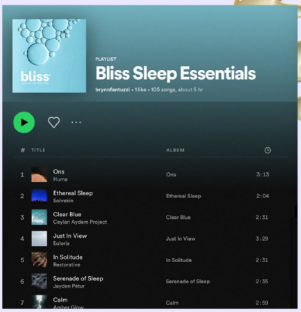


Implementation –

Prototype 2

Bliss will create this Spotify playlist and promote it on Instagram.

Caption: Having trouble falling asleep? We got you. Tune in to our curated Spotify playlist specifically designed to help you get a good night's rest.



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Implementation -

Prototype 3

Bliss will post this infographic on Instagram to educate its audience on the benefits of sleep.

Caption: We all need our beauty sleep. Beyond benefits for your energy, mood and health, getting a good night's rest is also good for your skin. Take a closer look above to learn more. Drop a 💤 if you love your beauty sleep!



Implementation -

Prototype 4

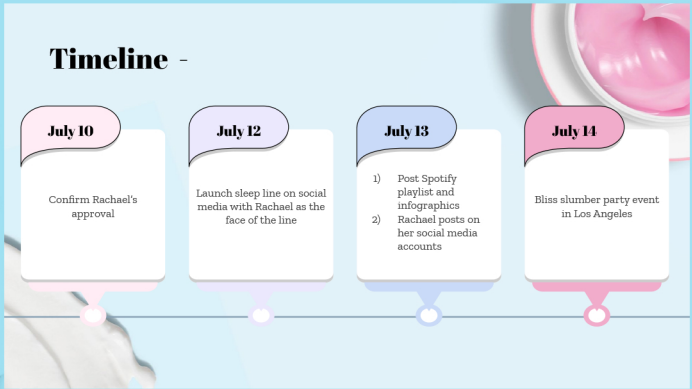
Bliss will send this invitation to influencers who are chosen to attend the Slumber Party event.



Appendix D -

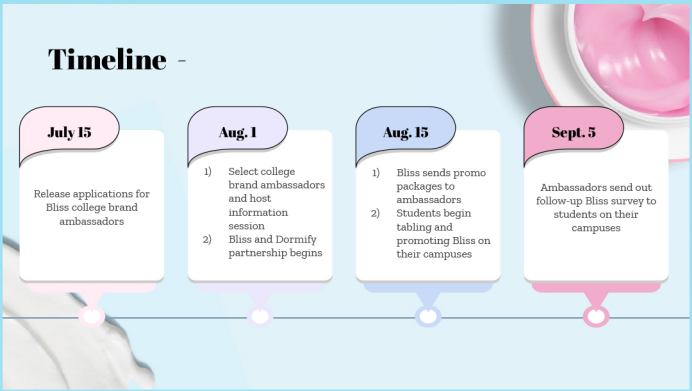
Presentation





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Evaluation -

- **Implement a college brand ambassador program**
  1) Measure if Bliss recruited and maintained five college ambassadors between the start and end of the program
  2) Monitor Bliss product sales at retail and online stores and compare previous sales
  3) Monitor awareness of the Bliss brand among female college students by sending Qualtrics surveys
- **Establish an influencer partnership that caters to GenZ**
  1) Monitor the follower growth rate of GenZ followers on Bliss' social media
  2) Compare awareness of the Bliss brand among Genz Instagram and TikTok users by distributing Qualtrics surveys

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Evaluation -

- **Expand the Bliss brand to include a sleep-centered product line**
  1) Monitor Bliss' sleep line products' and additional products' sales in retail and online stores and compare with previous sales
     a) Monitor use of promo codes from influencers
  2) Measure awareness of the Bliss brand by distributing Qualtrics surveys to GenZ consumers through Facebook groups
  3) Compare Bliss' social media followers' knowledge of sleep by distributing Qualtrics on Bliss' social media channels

THANK YOU!