

When

# WHEN BEAUTY

*TEAM 1*



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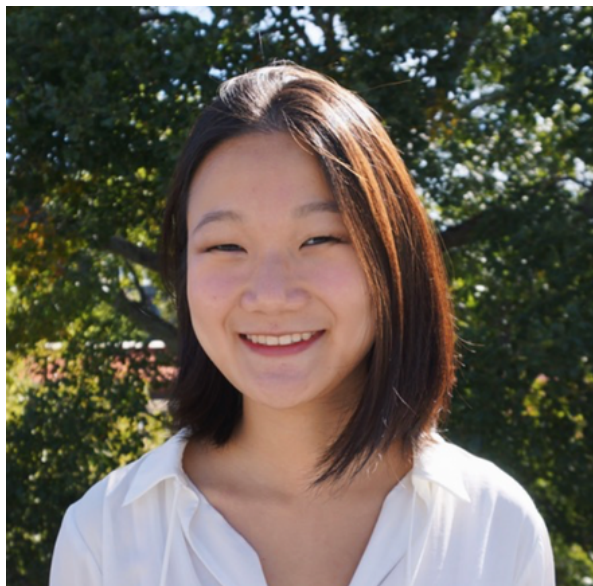
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When

# SUMMARY

When

WhenBeauty specializes in **unique** and **cutting-edge** face masks that are lost in a market full of competitors. With a rising trend in **Korean skincare**, multiple generations of consumers who regularly invest in skincare products, and the endless possibilities when it comes to social media and the overabundance of **influencer culture**, WhenBeauty is already set up for success.

With women aged 20-50 buying the majority of their skincare products **online**, we will reach a majority of our audience through our **"online events."** Beginning in January 2021, these events will be broadcasted on **Instagram** and **Facebook**, utilizing YouTubers and other influencers with a significant following. We will promote a **"New Year, New You"** online event featuring participation from consumers and rewarding them with a free mask, thereby pushing the idea that WhenBeauty is there **"When You Need It."** Online mask sales should skyrocket as a result of the online event, and reviews will be requested from customers.

Based on our research, **credibility** is the most important thing to consumers when searching for new skincare treatments. We will push the **positive aspects** of WhenBeauty face masks and its bio-cellulose properties which set it apart from other sheet masks. By requesting reviews, using well-known influencers and emphasizing its origins in Korean skincare, we should increase awareness, credibility, and **boost online sales.**



# When

## BRAND SUMMARY

WhenBeauty is a skin care company dedicated to creating **new and intelligent** skin care solutions inspired by dermatological science, using **all-natural ingredients** and the most innovative processes available. By designing all products with busy, modern lifestyles in mind, the goal is to create a soothing miniature **spa experience** for those who don't have time to visit a spa. WhenBeauty creates **premium biocellulose** masks, unlike other cotton sheet masks, that feels good while also leaving skin nourished and healthy.

## 1) Increase Brand Awareness

- Using social media influencers to increase word of mouth/referral rates.
- Use search engine optimization and SEM marketing to make When more search friendly and easier to find.

## 2) Increase Social Media Engagement

- Creating a new voice on the social media account to gain followers and engagement
- Increase Instagram comments by 150% within the month of December
- Generate 60% or higher positive sentiments for WhenBeauty specifically while increasing positive sentiments for sheet masks in general by 10%
- Increase average interactions per post by 75% within the month of December

## 3) Increase purchases of When Face masks by 15%

- Sell additional 51,428 sheet masks to the original 342,857 sold last year (approx.)
- 17,143 people purchasing 3 sheet masks a month to achieve goal

# RESEARCH

PRIMARY AND SECONDARY

When

# SECONDARY RESEARCH

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When

## THE SKINCARE INDUSTRY IS GROWING:

"Sales of skincare products in the U.S. grew by 13% in 2018, hitting \$5.6 billion, while makeup sales increased just 1%, according to data from The NPD Group, a market research company."

Korean skincare brands are perceived to have better products than typical U.S. brands.

"The global face mask market is estimated to reach \$11.37 billion by 2025."

\*\*See Appendix A for Sources\*\*

SECONDARY RESEARCH  
OVERVIEW

When

## MACY'S

The beauty section was split into counters by brand. Their impulse beauty section looked like a Sephora and had most of the face masks located within that area. They had sheet masks in two main areas. One was in a "Travel" section, where there were five different varieties of sheet masks (Patchology, Pure Aura and Burt's Bees). The other had a stand alone shelf for Tony Moly Sheet Masks. The woman in the store said that the Tony Moly sheet masks were by far the most popular, and they often sold out of many of their masks.

According to the employee, the most popular Tony Moly masks were the green tea and avocado. These masks are \$3 and are single-use.



IN-STORE RESEARCH

When

# SEPHORA

The The associate said that Dr.Jart and the Sephora Collection are the most popular brands for face masks. Many of the Dr. Jart face masks were sold out.

Glam Glow face masks were allegedly more popular with younger customers. They are seen as a more trendy brand rather than reputable. They had an interesting organizer for their sheet masks that may be helpful for When Beauty if they are in more stores in the future. Glam Glow used the display on the image on the right to divide the section to have a section for each type of mask.

The employee said that people typically go for sheet masks when they want instant results and she tries to recommend masks based on their specific skin concern. She also said that customers ask for Korean skincare specifically when looking to purchase a product. Customers also frequently ask for clean skincare.

Sephora carried a wide variety of sheet masks.



IN-STORE RESEARCH

When

## BLUE MERCURY

This store was located within the Macy's, however they also have stand alone stores. Their most popular sheet masks were from their own exclusive brands: Lune + Aster and m61.

Lune + Aster had three main popular face masks: detox, soothe and hydrate. Each mask was \$8 individually or \$22 for a three pack. The employee emphasized that they were "clean" and had no parabens or added fragrance.

m61's most popular product was not a sheet mask, but a vitamin C scrubbing mask.

Other brands that were carried in store included Avene, SK-II, Skyn, and Patchology.

For sensitive skin, the employee recommended an antioxidant mask by Avene. She also said that SKII is a cult classic mask.



IN-STORE RESEARCH

When



Brand	Price per Mask	Stores	Summary of Product
When Beauty	\$7	Costco, Belk, Company Website	Sheet masks are the main focus of the brand. Each one targets a specific concern.
Tony Moly	\$2-3	Ulta, Sephora, Macy's, Urban Outfitters	They are a Korean skincare and makeup brand. Their "I'm Real" masks are the cheapest price point and their most popular product. Their masks are marketed towards a younger audience.
Dr. Jart +	\$8	Sephora, Walmart Online	One of the most popular Korean skincare brands. Their best selling products are their rubber masks and other sheet masks that target specific skin concerns.
Neutrogena	\$4	Target, Walmart, CVS	They are a drugstore brand with wide name recognition. They are more well-known for their skincare products than their face masks.
Yes To	\$3	Target, Walmart, CVS, Publix, Whole Foods	Their products are focused on using natural ingredients like tomatoes and carrots. They are most well-known for their sheet masks.

# S

**TARGET: Highlight great product, created by dermatologists**

- Good concept behind "When"
- Product in a buzz market, that has received media attention
- Strong efforts in product sampling
- Diversified marketing (fashion shows, product placement, magazines)

# O

**TARGET: Upcoming spikes in traffic in mid-January and February**

- Upcoming events (Cosmoprof B2B)
- New retailers (CVS for Holidays)
- Expected market growth in 2020
- Product entering popular retailers (Sephora, Ulta, etc.)



**TARGET: Changing low brand awareness through our channels**

- Low in-store presence
- YouTube presence lacking
- SEO fails to produce search results
  - Not tagged on Instagram page
- Exclusive store membership needed to purchase in-store. e.g. Costco

# W

**TARGET: Positioning 'premium' mask against cheap or luxury masks**

- Cheaper Face Masks in market
- Luxury products at high-end retailers
- Crowded market, especially online

# T

# PRIMARY RESEARCH

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# QUALITATIVE DATA

When

We carried out two focus group sessions. The first one included 6 members from the 20-30 demographic, and it was conducted on August 29th. Various questions were asked such as their usual skin care routine, other products that they use, what they think of Korean skin care masks.

All participants expressed a broad range of concerns in regard to their skin such as dry skin and breakouts. All of them also placed Korean skincare brands at a higher standard than the others.

Participants stated that they usually use sheet masks for special occasions like a girls night in. Factors such as price, packaging, and ingredients were all brought up by the participants when asked what's important before buying a face mask.

Finally, the participants were asked to go through the When Beauty US website, and they said that the site was not easy to navigate and that a lot of the products didn't clearly state what it does. For example, the benefits of the "snow magic" mask were not easy to identify. Participants wanted it to state if it was hydrating or clarifying on the front of the package.

We sent everyone home with face masks to use, to talk about at the second focus group which was conducted on September 5th. The focus group questions and answers can be found in Appendix A.

The second focus group began by asking the participants what they like about When. **They said they liked that it:**

- Only takes 30 mins
- Skin felt brighter
- Better makeup day after applying face mask
- **Most agreed that the 3-layer packaging was confusing.**
- **Most gave the product a rating of 8-9 out of 10.**
- **Participants stated that the material felt as if it was of high-quality, and that although they wouldn't use it regularly, they would purchase it again.**

Participants also said that they would describe When to friends as

- **Hydrating**
- **Cooling**
- **Refreshing**

For the 30-50 age group, we conducted in-depth interviews with each participant individually, and also had a follow-up interview.

In addition to sensitive skin, a lot of the participants' concerns centered around aging, wrinkles, combatting fine lines.

### Liked

- Cooling effect of mask
- Texture of the bio-cellulose on the skin
- From a Korean brand

### Disliked

- Difficulty purchasing product online
- Packaging does not list the skincare issue the mask will address

When

**FOCUS GROUP & IN-DEPTH  
INTERVIEW COMMENTS**

When

**Price is the most important factor when choosing a sheet mask.**

**"I would give it a great rating. My only other sheet mask experience was gross because it was so goopy and liquidy, so this was excellent by comparison. It also felt like it fit my face much better than the other sheet masks I have used." - Christina**

**"I have the Travelmate and Glamour Base, and if I didn't have my reading glasses, I wouldn't know it was a facemask. It should say "facemask" somewhere.  
- Jeanane**



# SURVEY DATA

When

## # OF PARTICIPANTS

20-29

52

30-39

97

40-50

123

## THE BEST PLATFORMS TO POST ON SOCIAL MEDIA

### FACEBOOK

Women aged 30-39 use this platform significantly more than other age groups to learn about skincare

### INSTAGRAM



Favorite Platform for 20-39 for skincare information

### PINTEREST

Significantly less women aged 40-50 use this platform

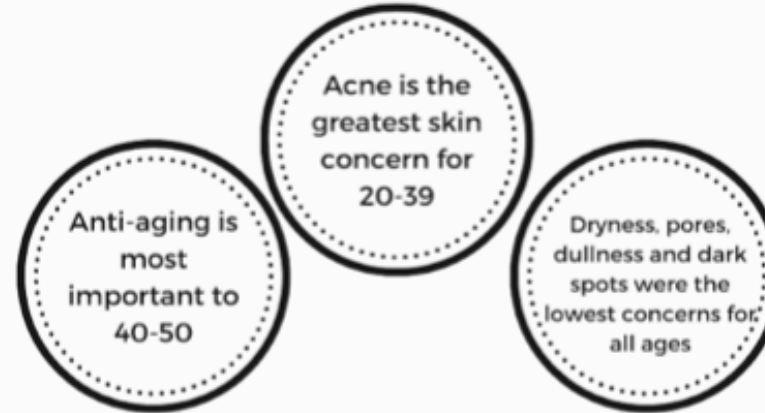
### TWITTER

Women 30-39 use this platform more than the other two age groups



Women 40-50 use this platform the least

## WHAT DO CONSUMERS WANT TO PURCHASE? SKINCARE CONCERNS



Women 40-50 have little knowledge of Korean skin care. But, women 20-39 are more knowledgeable of Korean skin care.

## WHEN DO YOU USE A SHEET MASK?

In general, women typically used a sheet mask before bed.  
In order from most popular to least popular, other times are:

- for weekly maintenance
- for skincare concerns
- before a special event
- before a girl's night out
- after traveling

## WHERE DO CONSUMERS PURCHASE SHEET MASKS?

### AGES 20-29

Majority prefers to purchase from online retailers.

Those who purchase items online and more likely to purchase more at a time.

### AGES 30-39

Split between purchasing items online and offline.

No difference between age group and the online store they shop at.

### AGES 40-50

Tend to purchase products solely offline.

- Almost all will spend \$5-9 on sheet masks.
- Most will purchase skincare products from mega store (Target, Walmart)
- The least frequent place is a wholesale market (Costco, Sam's Club).

On both the student survey and the 30-50 year olds survey, we asked participants what words they associate with each face mask.

The attributes that had the most significant positive influence on purchase intention were **credible**, **innovative** (only used for 30-39), **recharging**, and **youth**.

Attribute	Beta Coefficient	Significance
recharging	.364	.000
credibility	.317	.000
youth	.216	.007

56.4% of purchase intention was explained by these three attributes.

Attribute for 30-39	R Squared	Beta Coefficient	Significance
innovative	.408	.639	.000



## HOW TO APPLY ANALYTICS

### How to Use Takeaways in Campaign:

**Results-based terms:** use these words to help users find their perfect mask.

Great way to tie in to the quiz for the New Years drop. Additionally, important for social media posts to **capture attention**.

**Accompanying fashion items/accessories:** when showing a model with the mask, make sure to accessorize them all around (clothes, jewelry, makeup). Masks should be shown as part of a **complete look**. This can additionally be used as a part of the campaign by potentially giving away complimentary fashion pieces with the masks or partnering with other beauty companies.

**Self-love/Motivating Words:** use these to show company is aware of trends, **empowers women**, and how sheet masks give the user confidence in any occasion. Additionally, it connects with the idea of recharging that we can speak about in the campaign.

When

**CREATIVE**

When

# CAMPAIGN IDEAS

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## BIG IDEA: "WHEN YOU NEED IT"

- **Implementation:** Social channels, experiential marketing via NYE "New Year, New You" = accessibility of brand
- **Positioning Statement:** WhenBeauty is a premium bio-cellulose mask, unlike other cotton sheet masks, that feels good while also leaving skin nourished and healthy.
- **Hashtagable:** "#WhenYouNeed ..."

When

# CREATIVE BRIEF

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When



## **About When**

WhenBeauty is a skin care company dedicated to creating new and intelligent skin care solutions inspired by dermatological science, using all-natural ingredients and the most innovative processes available. By designing all products with busy, modern lifestyles in mind, the goal is to create a soothing miniature spa experience for those who don't have time to visit a spa. WhenBeauty is a premium bio-cellulose mask, unlike other cotton sheet masks, that feels good while also leaving skin nourished and healthy.

## **Objective**

The goal of the "When You Need It" campaign is to encourage consumers to view WhenBeauty as a premium brand and entice them to make more bio-cellulose mask purchases.

## **Target Audience**

WhenBeauty's target audience is females from the ages of 20 to 50. More specifically, career-minded women who have a high interest in skincare.

When

## Deliverables

**Already possess:** Website, Facebook, Instagram, placed media and event attendance

Areas for Growth: Social media engagement, quality of content published on social media, awareness among the target audience

**Ideas:** Virtual New Year's kickstarter event broadcasted on social media accounts, advertising campaigns on social media, partnerships with influencers and credible companies

## Competition

Other face mask companies:

Tony Moly

Yesto

Que Bella

Dr. Jart

Lune + Aster

Glam Glow

SK-II

Tatcha

## Voice

Social media, influencers, and events will be used to convey a credible, premium product. A laid-back, encouraging and cheerful approach will emphasize comfort and rejuvenation.

# COMPETITIVE ANALYSIS

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When

*Based on the completed surveys and research, our three major competitors are:*

### **NEUTROGENA**

\$3-4 masks

Neutrogena is by the far the biggest competitor of When Beauty masks based on our research and target audience surveys. Neutrogena is known for having strong customer satisfaction due to results and clean materials in their products. This brand has wide representation in department stores like Target, beauty stores such as Ulta, and even quick stop convenience stores such as CVS.

### **YESTO**

\$4 per mask

Yes To is one of the more trendy, younger face masks seen on the market. The scents are light and refreshing, such as grapefruit and cucumbers. The packaging appeals to a younger buyer and fits well with the social media beauty blogger personas.

### **SEPHORA**

\$6 per mask

Sephora is a well-known, trusted brand amongst beauty shoppers. Sephora face masks utilize easy to identify positive symbols such as no animal testing, organic materials, and results-based messaging. This easy to understand packaging mixed with the brand name makes for a fierce competitor.

# TARGET PROFILES

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When

# TARGET PROFILES

Our target audience for your campaign is women aged 20-50, who are career-minded and have a high interest in skincare.

Based on our focus groups and surveys, women in this age range typically buy face masks three times a month.

Our target consumers aged 20-29 like to buy from online retailers and are more likely to buy more than one product at a time. Our audience aged 40-50 prefer to buy products in person.

Across the board, when shopping for face masks in person, the majority prefer to go to large superstores, such as Wal-Mart and Target. Based on all of our research, we have created two ideal target profiles. Their names are Linda and Mallory.

When

# TARGET PROFILES



Linda is a 41 year old, self-proclaimed “cool mom.” She travels a lot for PhD conferences and commutes up to an hour every day to get to the classes she teaches at Emory University. When she finally gets back to her home in Dunwoody, she likes to meet up with her girlfriends and play tennis, or maybe just enjoy a nice glass of wine! She may be getting older, but she makes sure to keep up with the trends from her two kids and all of her students! She has decided to branch out of her traditional brands like Olay and Dove and has been browsing the skincare section at Target with much more frequency.

When

# TARGET PROFILES



Mallory is a 25-year-old social butterfly who lives in Midtown in Atlanta, Georgia. She spends her weekends going on dates, attending friends' weddings, and attending functions for her job as an event planner. She is very diligent about skincare and her daily regimen and likes to do face masks once a week to supplement that. In her spare time, she enjoys watching YouTube videos of her favorite influencers, browsing Instagram, and reading blogs about fashion and skincare. When purchasing her skincare products, she prefers to order multiple products from Amazon or a company website.

When



# SOCIAL MEDIA



**ANALYSIS**



**LIKES**



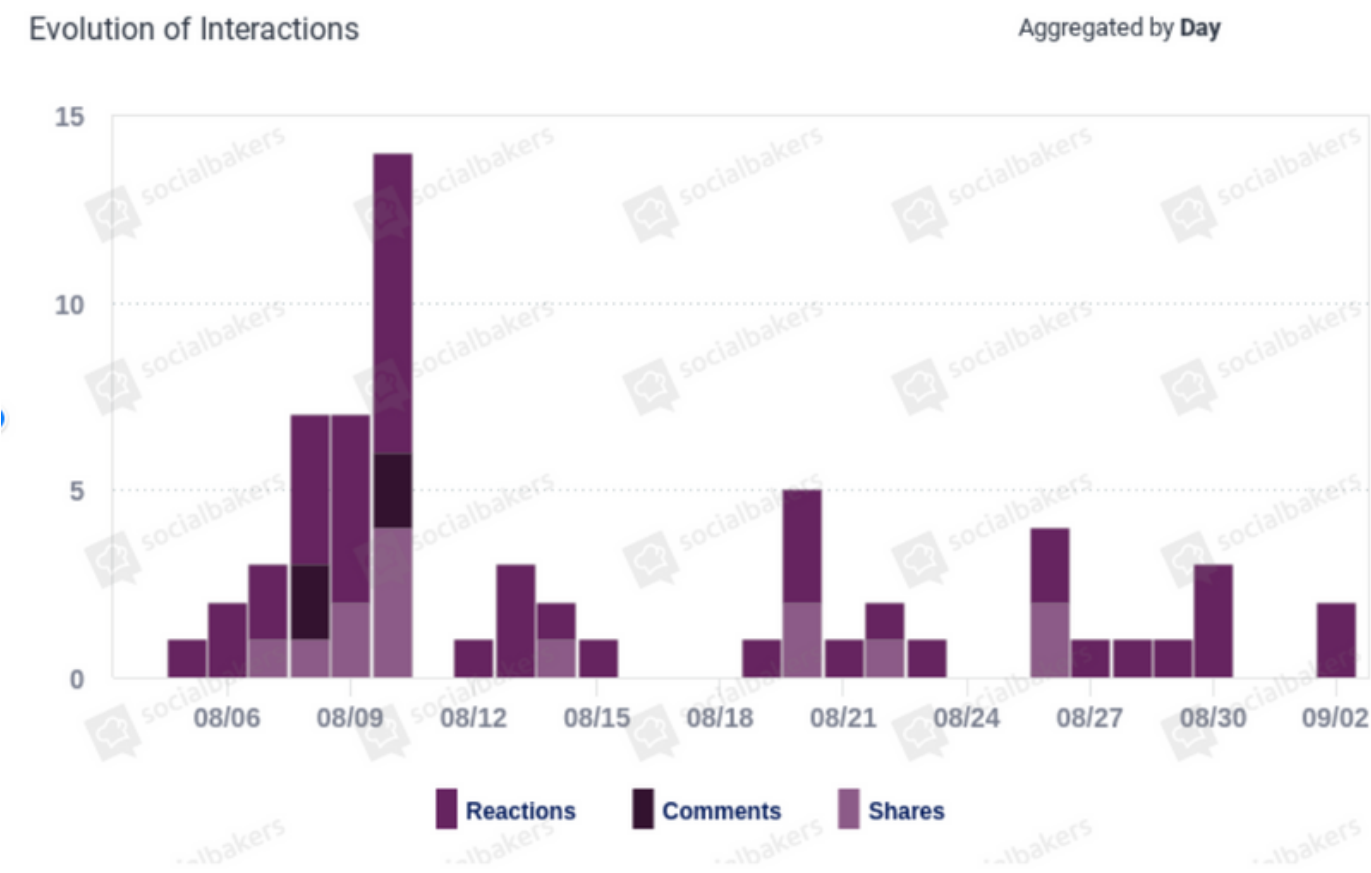
**IDEAS**

When

Currently WhenBeauty's Facebook page is posting regularly but not getting the full potential interaction of their following.

## WHENBEAUTY'S FACEBOOK PAGE NOW:

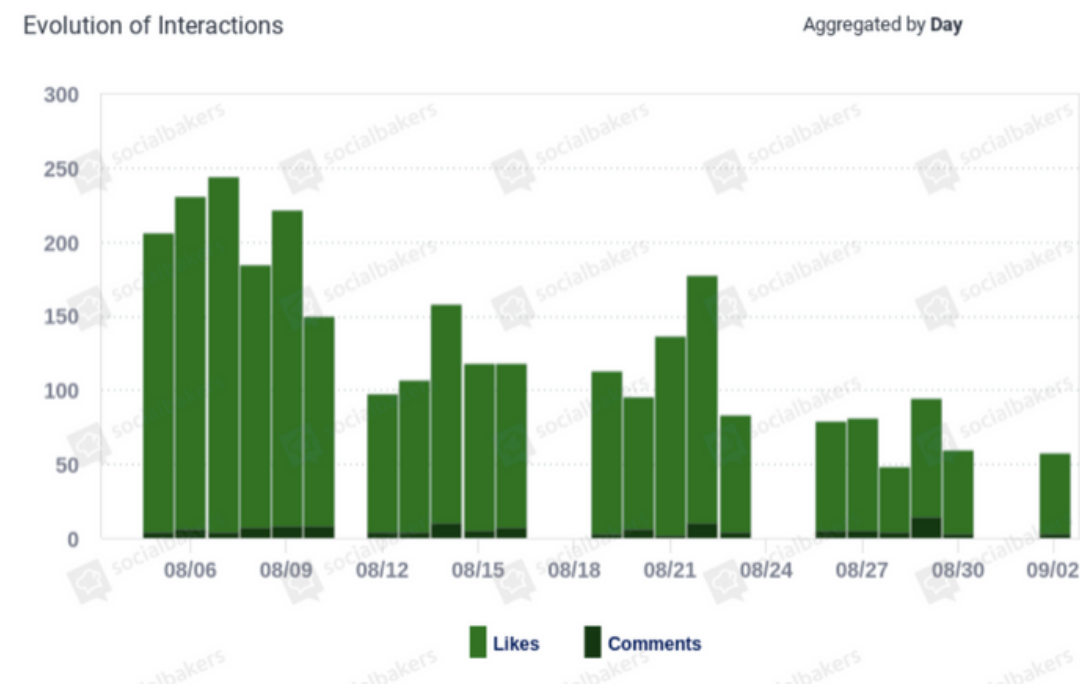
- 4,135 followers on Facebook
- ~ 2 interactions per day
- Max amount of reactions is 14 per day
- 6% of interactions are comments
- Average 5 post per week
- All post have pictures
- All organic, no paid content



Currently WhenBeauty's Instagram has regular post and stories but there is m for improvement to increase followers and their engagement with content.

## WhenBeauty's Instagram now:

- 49,400 followers
- Average interactions per post 152
- Average reaction per day is 95.13
- Max interactions on a day is 244
- 96% of interactions are likes and 4% are comments
- Average gain in followers per week is 398,000
- Post an average of 5 days a week



# SOCIAL MEDIA IDEAS

When

## **#WHENYOU NEED TO GET READY FOR A BIG DATE**

A woman is using a Glamour Base mask, holding makeup brushes, and wearing a nice outfit, clearly getting ready for a big date.

## **#WHENYOU NEED TO RECOVER FROM A BAD DATE**

This picture would include the same woman in the previous post using a 10pm mask, with a glass of wine and popcorn, in pajamas, holding a tv remote and sitting in bed.

## **#WHENYOU NEED A RELAXING TRAVEL EXPERIENCE**

Woman and husband using Travelmate masks at night on their first day of vacation in their hotel room, wearing pajamas with their open suitcases laying nearby.

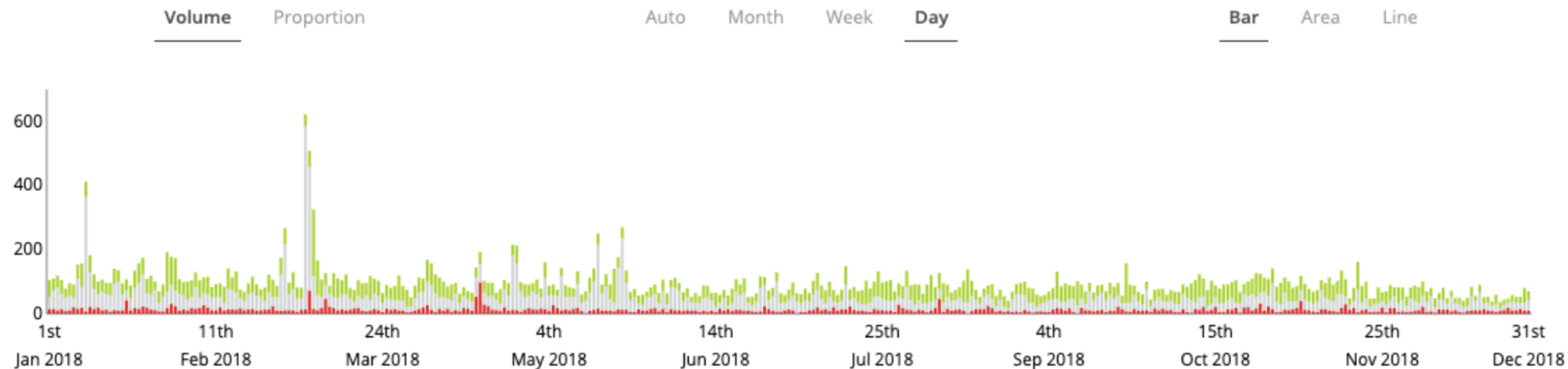
## **#WHENYOU NEED TO COOL DOWN AFTER TOO MUCH SUN**

This post would feature the same woman, dramatically sunburned in the same hotel room, wearing a Last Choice mask and wearing a robe, her husband standing nearby holding a large bottle of Aloe.

# CRIMSON HEXAGON

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When



Category	Percent of total	Change over time
Neutral	47%	11%
Positive	41%	-12%
Negative	13%	1%

SENTIMENT MINING OF SHEET  
MASKS CRIMSON HEXAGON

When

## **WHENBEAUTY'S "NEW YEAR, NEW YOU" CAMPAIGN**

AS SHOWN THROUGH ANALYTICS, SHEET MASKS IN GENERAL ARE DISCUSSED MOST ON SOCIAL MEDIA IN TWO PEAK TIMES:

- **BEGINNING OF JANUARY** – LIKELY DUE TO NEW YEARS RESOLUTIONS ABOUT SKIN CARE, TAKING CARE OF ONESELF
- **MIDDLE OF FEBRUARY**– AROUND VALENTINES DAY, EVENT BASED

*IN ORDER TO CAPITALIZE ON THESE TWO SPIKES, OUR CAMPAIGN WILL BE CENTERED AROUND NEW YEARS EVE WITH A FOLLOW UP CAMPAIGN AROUND VALENTINES DAY.*

*CRIMSON HEXAGON: TIME OF THE  
YEAR SHEET MASKS*

When

# EVENT CAMPAIGN

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**NEW**

**YEAR**

**YOU**

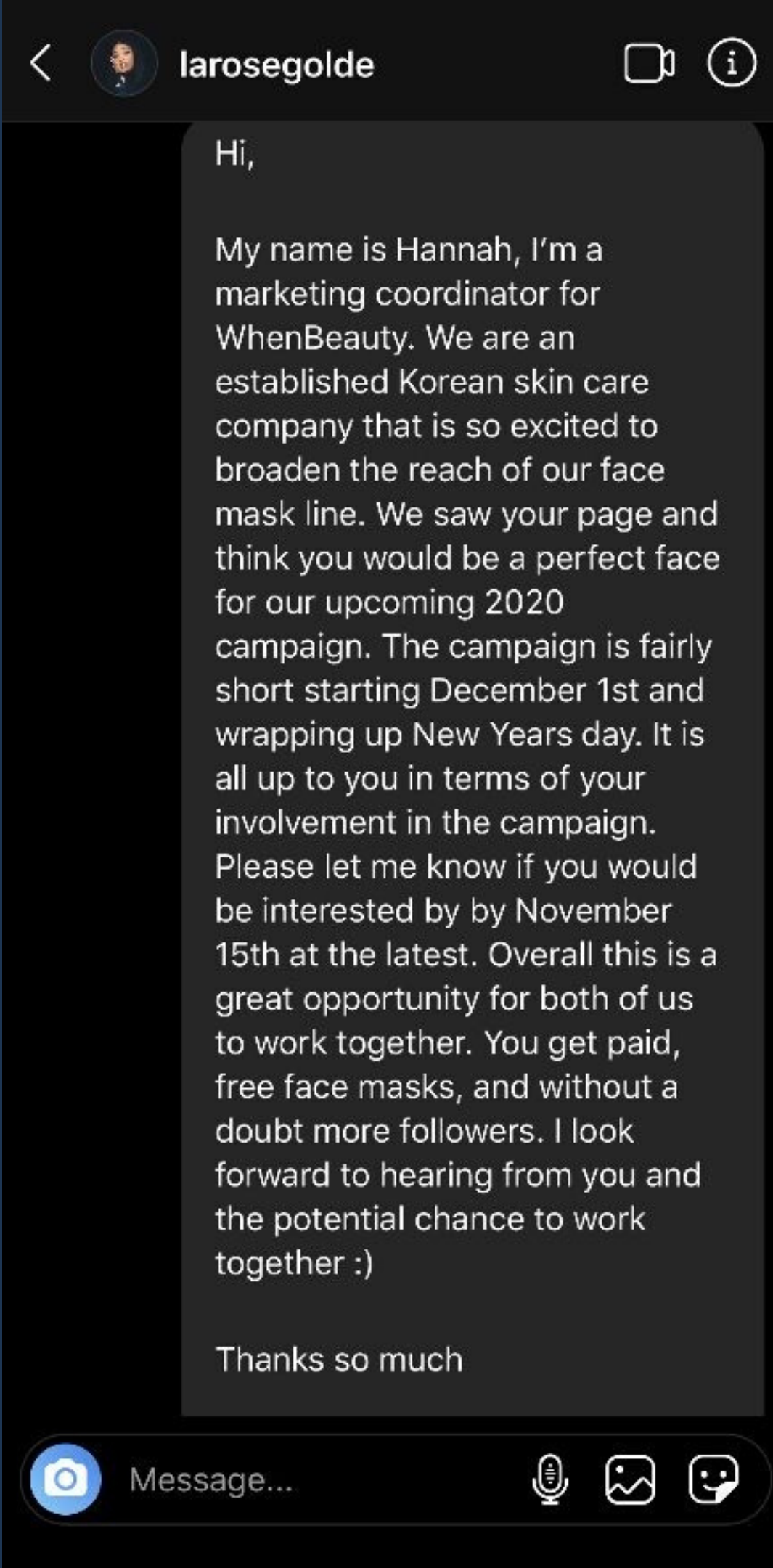
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When



When

# APPROACHING CHOSEN INFLUENCERS



**NEW**

**YEAR**

**YOU**



# [NEW YEAR YOU] CAMPAIGN TIMELINE

## DECEMBER

- Social media hype through suspenseful marketing promoted by paid influencers
- Rejuvenate social media and website landing pages -- prep time

## JANUARY

- Influencers promote quiz on social media - customers receive their personalized masks in the mail
- fuel social media buzz with competitive/experiential marketing tactics like polls, hashtags, user testimonials, etc.

## NEW YEAR'S DAY

- Influencers share WhenBeauty promotion
- Leads first 500 users to quiz to receive their match for 1 of 5 face masks

## FEBUARY

- Valentine's Day 'New Year, New Love'
- Based around loving and appreciating women - key spike in face mask usage

When

# EVENT CAMPAIGN

## WhenBeauty's "New Year, New You" campaign

Dec. 2020-Jan. 2021

**December 1st-30th:** Social media hype through suspenseful marketing and paid influencers; take time to rejuvenate social media and website landing pages -- prep time

**Midnight New Year's Eve:** Influencers share WhenBeauty promotion, leads first 500 users to quiz to receive their match for 1 of 5 face masks

**January:** Influencers promote their match on social media, customers receive their personalized masks in the mail; fuel social media buzz with competitive/experiential marketing tactics like polls, hashtags, user testimonials, etc.

**February:** 'New Year, New Love' - extend the campaign to include Valentine's Day as it is a key spike in face mask usage.

When

## “NEW YEAR, NEW YOU” CAMPAIGN

### **December :**

- Starting in December, social media influencers on Facebook and Instagram will flood their followers’ feeds with praises of WhenBeauty face masks.
- These influencers will be aware of, but not mention the “New Year, New Me” event until the last week of December.

### **New Year’s Eve:**

- Influencers will announce their own 'New Year, New Me' countdown.
  - Beginning 24 hours before the event launch on Dec 31st at 12 pm

### **New Year's Day:**

- When the clock strikes 12 pm on January 1st, 2021, every influencer simultaneously will broadcast live the launch of the WhenBeauty quiz - This will be a 25-minute live video...

**"Be sure to watch out tomorrow  
as I will be hosting my own  
personal 'New Year, New Me'  
countdown."**

When

## "NEW YEAR, NEW YOU" CAMPAIGN

### Required points in Live Stream

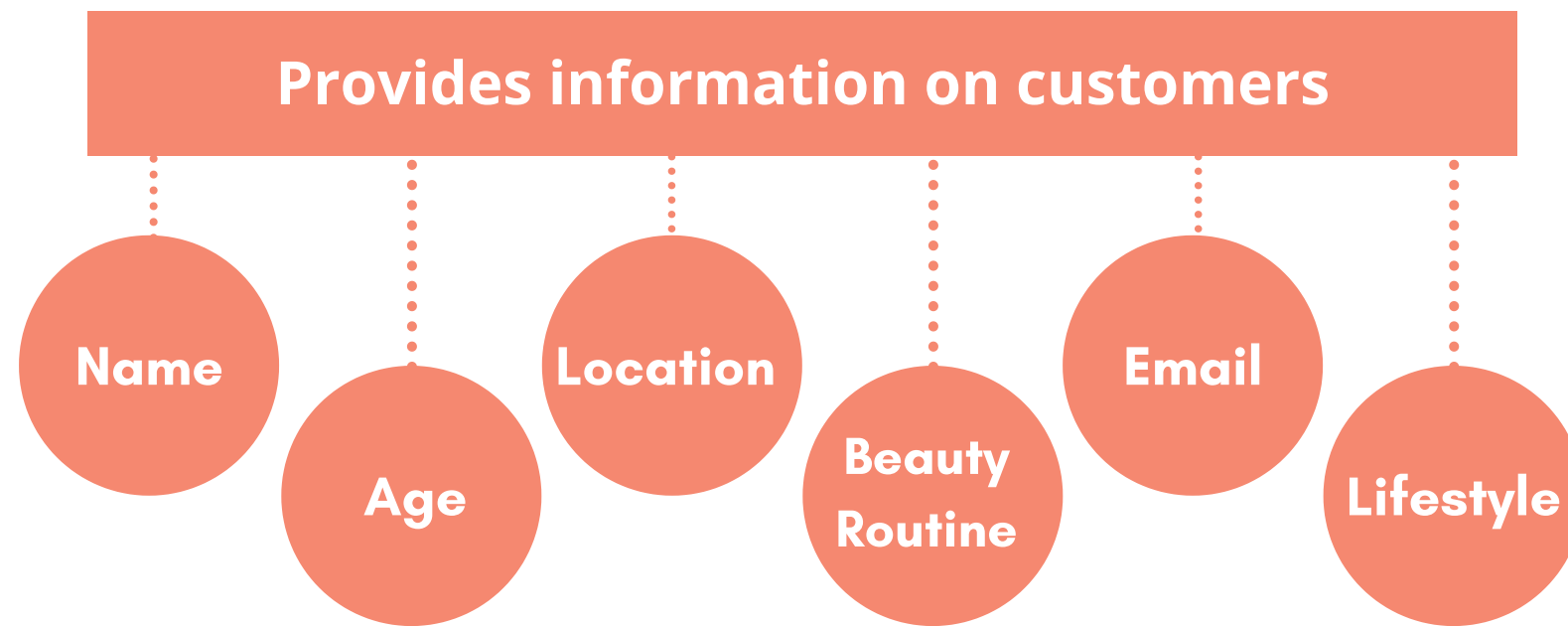
- minimum of 25 minutes
- 5 different possible mask matches
- How personalized and trendy the quiz and package is
- Explaining how to take the quiz and receive discount code
  - Referencing first 500 are free of charge
- Anticipation behind receiving mystery package
- Posting an unboxing video after live stream
- New genuine interest in product after receiving first mask
  - Skin feeling clearer more rejuvenated
- Encouraging customer engagement with WhenBeauty social media
  - Comment face mask emoji on New Year, New You post
  - Tag WhenBeauty in unboxing videos

## “NEW YEAR, NEW YOU” CAMPAIGN

### WhenBeauty Quiz

- Short engaging quiz matches customers with 1 of the 5 face masks
- Personalized & interactive creating excitement among customers

### Purpose



### Incentive to take quiz

- First 500 to finish quiz - receive a FREE face mask code
  - Each influencer has a different code
    - ex: Zoe Sugg --> code: ZS135
- which influencer has the highest conversion rate of views



# How do you spend your Friday night?

Hitting the town with my friends



Staying in having a glass of wine



Sleeping – work was crazy this



It's Family board game/movie night!



Going to the gym and making dinner



On a daily basis, how much time do you spend in the sun?

Less than 1 hour



1-3 hours



4-6 hours



7-8 hours



8+ hours

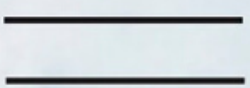


# What would you say is your main skin goal?


Keep clear/radiant skin



Nourished skin/Even tone




Blur fine lines/  
Wrinkle prevention



Boost hydration



Be less oily



# EVENT CAMPAIGN

## “NEW YEAR, NEW YOU” CAMPAIGN

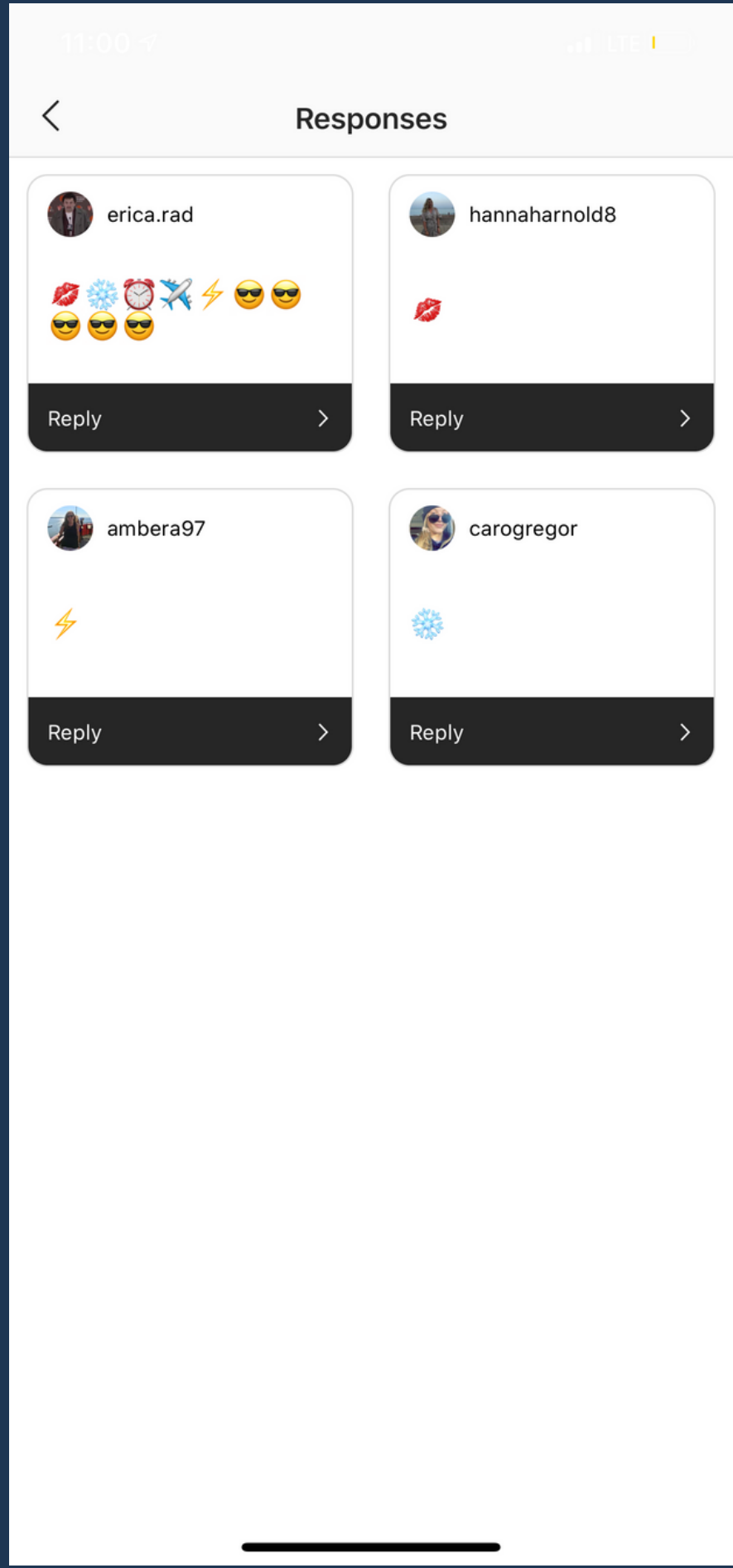
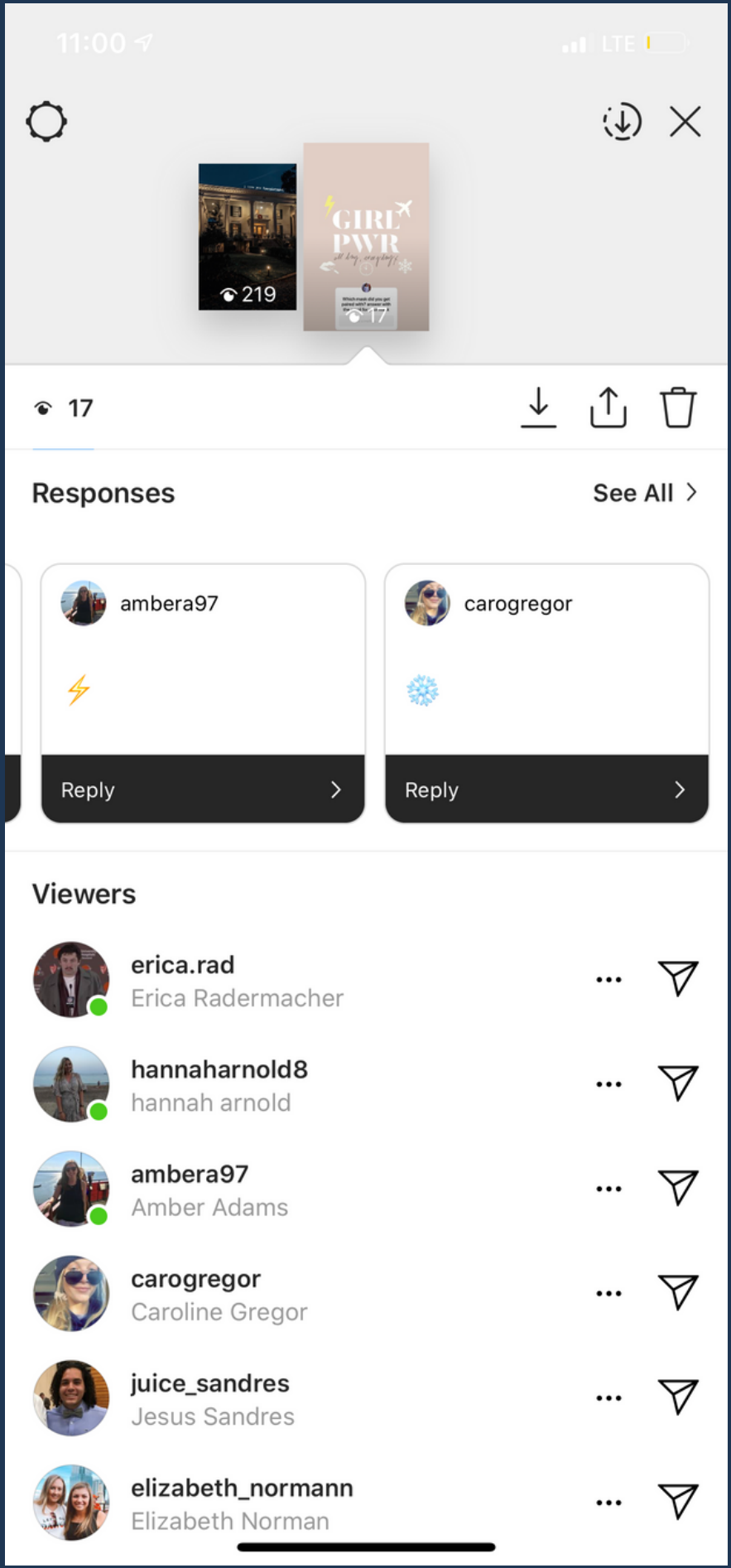
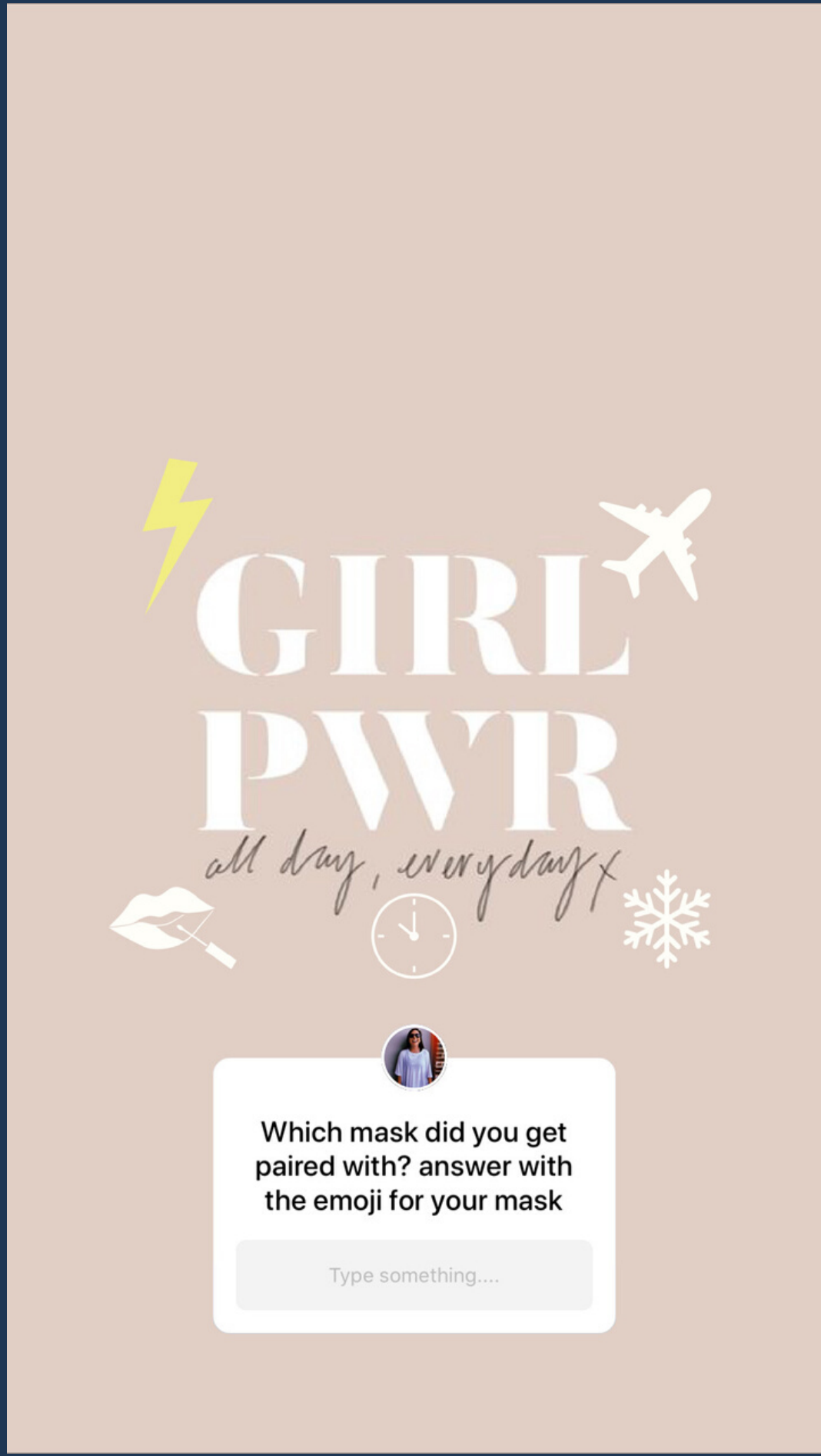
### January:

- Post-buzz will feed momentum into the campaign
- Engage consumers and increases social media traffic will boosting brand awareness.
- Once customers receive their mystery face mask we will encourage customers to post unboxing videos tagging WhenBeauty.
- Running poll of total mask matches. Additionally, we will have a running poll of which mask matched with the most people.

### Measuring Response

- Encourage people comment or respond to When Instagram stories with their face mask emoji





## “NEW YEAR, NEW YOU” CAMPAIGN

### February:

February: 'New Year, New Love'

- extend the campaign to include Valentine's Day as it is a key spike in face mask usage.
- Social Media push - more posting by influencers WhenBeauty is a company based around loving and appreciating women.
- We thought there wouldn't be a better time to promote women than Valentine's day, the ultimate loving holiday.
- We don't just mean being in a relationship... our 'New Year, New Love' is specifically targeting female self-love. We want women to feel empowered and beautiful in their own skin, because they deserve it! In addition to promoting all the 5 face masks, it will also feature the When Beauty and the Breast mask. This will really hit it home with capitalizing on women's self-love. Some of our hashtags #TreatYourSelf #BecauseYouDeserveIt #WhenSelfLove #BeautyAndTheBreast #WhenYouNeedIt.



# MEDIA PLAN

---

When



# 1

## TARGETING

Younger Audience (such as Mallory)  
Older Audience (such as Linda)

# 2

## MEDIA

### GOALS/OBJECTIVES

1. Improve social media voice
2. Increase word of mouth/referrals
3. SEO/SEM/Website optimization

# 3

## STRATEGIES

1. **Social:** #WhenYouNeed, how to videos, brand storytelling, fun/competitive social media
2. **Word of Mouth:** "New year, New you" experimental marketing event
3. **SEO/Optimization:** "WhenBeauty", links provided, SEM paid advertising

# 4



## SCHEDULING

**DEC. 1-30TH:** suspenseful marketing, pulsing schedule  
→ NYE Marketing Event.

**JAN. 1-31ST:** fun, competitive, experiential marketing  
to continue promotion buzz.

**FEB. - MAY:** brand storytelling, how-to, product line-  
driven marketing to capitalize. Use messaging  
surrounding Valentine's Day in February.

# 5



## BUDGETING // EVALUATION

**MAIN BUDGET ALLOCATION:** Paid Influencers,  
Promotion Event Costs, SEM

**ROIs and KPIs:** will be evaluated at the end of may  
(see evaluation section)

# CAMPAIGN EVAL.

---

When

When

# MEASURING VIA SENTIMENT

In reference to the sentiment mining for sheet masks, the current feelings of sheet masks are primarily NEUTRAL (47%). Only 41% are POSITIVE, with 13% NEGATIVE.

We can evaluate our campaign by measuring an increase in individuals moving from NEUTRAL to POSITIVE or NEGATIVE to NEUTRAL.

## REINVENT SOCIAL MEDIA VOICE, IMPROVE ENGAGEMENT

Our campaign goal is to increase shares and reactions on WhenBeauty's Facebook page. Focussing on product how-to and testimonial videos will increase the post shares by 350% (14-50) and reactions by 300% (40-135)

Facebook is a trusted source of brand information and trustworthiness for our 30-50 year old customer base.

WhenBeauty has an established Facebook social media following but is not posting engaging content that explains the product.

Our main measure of success will be **Cost Per Response** because it will reveal how successful our campaign will be at generating desired responses on Facebook.

When

## REINVENT SOCIAL MEDIA VOICE, IMPROVE ENGAGEMENT

Our campaign goal is to increase comments and interactions among WhenBeauty's Instagram followers. Focussing on 90-second brand storytelling videos and calls to action will increase the post comments by 250% and interactions by 175%.

Instagram is a trusted source of brand information and trustworthiness for our 20-30 year old customer base.

WhenBeauty has a large social media following but is not posting engaging content that explains the product. Comments by 250% (126 - 315) Interactions by 175% (130 - 228).

Our main measure of success will be **Cost Per Response** because it will reveal how successful our campaign will be at generating desired responses on Instagram.

## INCREASE SALES AND AWARENESS THROUGH CAPSTONE EVENT

This event will be considered successful if we generate 700 first time customers post event. This does not include the 500 free samples unless these individuals purchase other merchandise.

Since Beauty/Skincare is such a wide category, it is difficult to gain awareness. A major event such as our plan for the NYE product 'refresh' will be a powerful vehicle to drive traffic to our social media, website, and lead to more awareness of the brand.

Our main measure of success will be **Cost Per Sale**, which will show how efficient our campaign was in generating new customers.

When

## REINVENT SOCIAL MEDIA VOICE, IMPROVE ENGAGEMENT

Currently, the majority (75%) who got on When's website reached it by searching for When directly. Only 25% found the website via search, and 0% found via Social Media.

Search Engine Optimization (making WhenBeauty more searchable) and Search Engine Marketing (paid ads on search engines) will revamp our traffic.

Our SEO/SEM campaign will be successful when we increase diversity of traffic sources. Ideally, we would like to increase traffic via search to a 35%. We would like to receive at least 200 website visits per day due to this, adding up to 73,000 website visits annually. Additionally, we want to add social media into our main sources of traffic. We would like social media to reach at least 10% of our search.

Because SEM is so expensive (\$9000 per month in 2019 according to WebFx), it will be better to only use SEM during the month of January post the NYE campaign. This will reinforce the messaging from the campaign and make When easier to find.

**Cost Per Impression** will measure brand awareness.

CAMPAIGN  
EVAL. - SEM/SEO

When



# KPI's

KPI's	Unit Cost Per	Equation to Use
Facebook	Response	$CPR = MC \text{ cost} / \text{total number of responses}$
Instagram	Response	$CPR = MC \text{ cost} / \text{total number of responses}$
SEO/SEM	Impression	$CPM = 1000(\text{cost}/\text{impressions})$
Event	Sale	$\text{Cost per Sale} = MC \text{ Cost} / \text{Total number of Sales}$
KPI's	How to	Results
Facebook	$\$1000 \text{ (cost of videos)} / 543 \text{ (comments + interactions)}$	$\$1.84 / \text{comments \& interactions}$
Instagram	$\$1000 \text{ (cost of videos)} / 185 \text{ (shares + reactions)}$	$\$5.41 / \text{shares \& reactions}$
SEO/SEM	$1000 * (\$5,750 + \$13,925 / 73,000 \text{ (goal for the year)})$	$\$269.52 / 1000 \text{ impressions}$
Event	$(\$8,750 + \$17,500) / 700$	$\$37.50 / \text{Sale if meet goal of 700 new customers}$

# BUDGET

---

When



# CREATIVE BUDGET

When

	<b>Estimated Cost</b>
Owned Media	\$0
Video Advertising & Equipment	\$1,000
Creative/Design Software	\$80/mo
Hardware	\$1,000
In-store Display	\$300/per display
<b>Total</b>	<b>\$2,380/mo</b>

# CREATIVE SUGGESTIONS

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When

# RE-PACKAGING

Bio-Cellulose Sheet Mask  
For all Skin Types

# When

10:00 PM



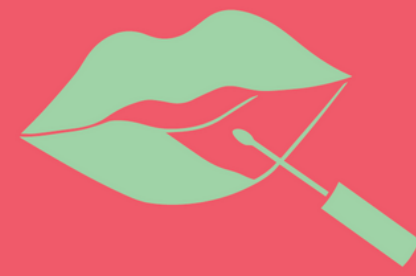
**restore**

Contains 1 Sheet Mask • 23mL (0.8fl oz.)

Bio-Cellulose Sheet Mask  
For all Skin Types

# When

Glamour Base



**firming**

Contains 1 Sheet Mask • 23mL (0.8fl oz.)

Bio-Cellulose Sheet Mask  
For all Skin Types

# When

Snow Magic



**radiance**

Contains 1 Sheet Mask • 23mL (0.8fl oz.)

# RE-PACKAGING

Bio-Cellulose Sheet Mask  
For all Skin Types

# When

Travelmate



**refresh**  
Contains 1 Sheet Mask • 23mL (0.8fl oz.)

PARABEN FREE • ECO FRIENDLY • DERMATOLOGICALLY TESTED • SULFATE FREE

Bio-Cellulose Sheet Mask  
For all Skin Types

# When

The Last Choice



**hydrate**  
Contains 1 Sheet Mask • 23mL (0.8fl oz.)

PARABEN FREE • ECO FRIENDLY • DERMATOLOGICALLY TESTED • SULFATE FREE

# WHICH MASK IS RIGHT FOR YOU?

A Guide to Our Bio-Cellulose Sheet Masks

## RESTORE

If your skin is tired and needs nourishing, 10:00 PM is the perfect end to your day. It's exactly what your face needs to fully relax and recover during your skin's peak night-time renewal process.



## HYDRATE

Flaking and patchiness doesn't stand a chance against The Last Choice. Our light and comforting mask will drench your thirsty skin and ensure long-lasting moisture and increased health for your skin.



## RADIANCE

Dull-looking skin can result from stress, heat, or harsh UV rays. But Snow Magic can help repair and restore your skin to its radiant and charming self, hydrating and brightening your skin with our unique formula.



## FIRMING

Big date? Huge presentation? When you're trying to look your best, Glamour Base is the mask for you! It prepares your skin by increasing elasticity and perking up your skin! After using this mask, your skin will feel smoother and look more supple than ever before.



## REFRESH

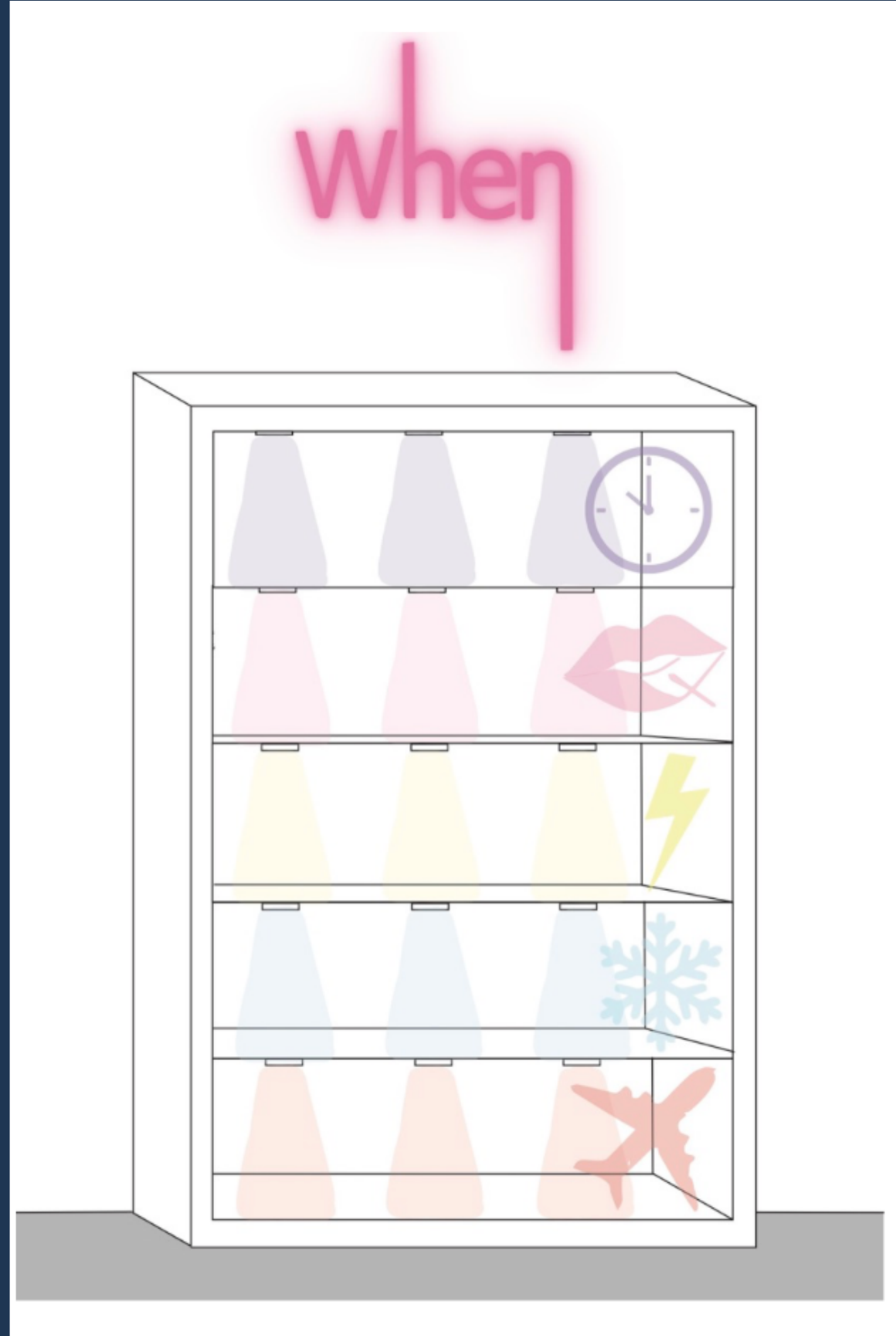
If rough winds, harsh sunlight, or dry air are taking a toll on your skin, then Travelmate will be your new favorite carry-on item. The specialized serum in this mask will help hydrate and soothe your travel-worn skin, nursing it back to health.





When

# IN-STORE DISPLAY





**#WhenYouNeed** to get ready for a big date

#WHENYOU NEED

When

# APPENDIX A

When

## SOURCES OF DATA

Cruel, Jessica. "K-Beauty's Third Wave Is Here - & They Saved The Best For Last." *Refinery 29*, 24 Sept. 2019, <https://www.refinery29.com/en-us/2019/09/8464935/korean-beauty-skin-care-trends-2019>.

"Face Masks Market 2018 Overview." *Reuters*, 4 Oct. 2018, <https://www.reuters.com/brandfeatures/venture-capital/article?id=56770>.

Garcia, Ahiza. "The skincare industry is booming, fueled by informed consumers and social media." *CNN Business*, 10 May 2019, <https://www.cnn.com/2019/05/10/business/skincare-industry-trends-beauty-social-media/index.html>.

Kinonen, Sarah. "The Six Biggest Skin-Care Trends and Innovations Coming in 2019." *Allure*, 12 Jan. 2019, <https://www.allure.com/story/skin-care-trends-innovations-2019>.

When

## When Beauty Competition

Brand	Price Point	Stores	Summary of products
When Beauty US	\$7 per sheet mask (Premium Price Range)	Costco, WhenBeauty.US	Most popular product is the variety of sheetmasks. Also sell a variety body masks and cream masks.
Tony Moly	\$2-3 per sheet mask	Ulta, Sephora, Urban Outfitters, <a href="http://TonyMoly.com">TonyMoly.com</a>	Korean skin care and make up brand. The "I'm Real" masks are the cheapest price point and the most popular product. Sell other beauty products such as make up, cleaners, toners and hair products. Biggest competitor with the younger audience.
Dr. Jart+	\$8 per sheet mask	<a href="http://us.DrJart.Com">us.DrJart.Com</a> , Sephora, Walmart	Korean skin care brand, by far most popular and sold in stores like Sephora and Ulta. Competitive with When Beauty in Price Range. Also sells products such as BB Creams, Color Correctors, Exfoliators. Most popular product is their masks
Neutrogena	\$4 per sheet mask	<a href="https://www.neutrogena.com/">https://www.neutrogena.com/</a> , Walmart, Target, CVS	Popular skin care brand among the Target Market of When Beauty US. More well known for their soaps and skin car products rather than sheet masks.
Yes To..	\$3 per mask	<a href="http://YesTo.com">YesTo.com</a> , CVS, Ulta, Walgreens, Walmart, Publix, Whole Foods	Most popular among a young adult market. Cheaper, well known face mask among the beauty community. Sell other products such as hair care and face washes. Biggest competitor is Tony Moly, as it is a little less expensive than When Beauty.

# APPENDIX B

When

## FOCUS GROUP 1 SCRIPT

### General Skincare Questions

- What are your main skincare concerns?
- Where do you find information about sheet masks?
- Do you use sheet masks? If so, do you have a favorite? How often do you use sheet masks?
- Can you recall any specific sheet mask companies/brands off the top of your head?
- What do you think of Korean skincare?

### Buying Habits

- What factors are most important to you when selecting a sheet mask?
- Do you have certain occasions where you buy more skin care products? (seasonal, holiday...)
- Which stores or retailers (online or offline) do you go to when buying your regular skincare products?

**Brands:** Tony Moly, Dr. Jart, Lune + Aster, Sephora Brand: Hand out sheet masks, ask them which one they gravitated to and why? (Place face masks on dry erase board and hand each participant a sheet of paper have them rank their top 3)

# FOCUS GROUP: FIRST ROUND

When

	Natalie Age: 20	Hayley Age: 22	Trisha Age: 20	Brook Age: 19	Callie Age: 20
<b>Skincare concerns?</b>	Sensitive skin	Dry skin	Breakouts, whiteheads	Oily skin	Dry and oily skin, breakouts
<b>Opinion on Korean skincare?</b>	Don't know much about it, but thinks high-quality	High-quality, pure ingredients, natural	Korean beauty is elevated. More legitimate blasted over Instagram	Natural ingredients	High-quality
<b>Most important factors when choosing sheetmask?</b>	Price	Packaging, price	What it's supposed to do	Ingredients, price	Price
<b>Opinions on When Beauty website?</b>	Not descriptive words	Doesn't know what bio-cellulose means	No way to filter results	Formatting of the words confusing	No acne geared sheet mask



## FOCUS GROUP 2 SCRIPT

### **Aesthetic/Design/Packaging**

What is your first impression when looking at the packaging?

Is there anything that you wish would be on the packaging?

What's your favorite part about the packaging? Least favorite?

*How would you compare the packaging to the usual facemask brands that you use?*

Please take out your laptops/phones and assume you are going to purchase a regular sheet mask. Record what you would typically do to purchase a sheet mask online.

Then pull up the When Beauty US website. Act like you are purchasing a sheet mask. *What do you think of the website?*

### **Key Messages/Slogan (Comm Team)**

*What do you think are the key messages/slogan of When Beauty?*

# FOCUS GROUP: SECOND ROUND

When

	Natalie Age: 20	Hayley Age: 22	Trisha Age: 20	Brook Age: 19	Callie Age: 20
What did you like about the product?	Only for 30 min.	Had a good makeup day	Snow: good material, smooth	10 P.M: skin brighter	Brighter Skin
Rate your experience with this mask?	9, would do it again	9, but buying experience is 6	8, b/c don't have time to block out 30 mins	9	9
What do you remember most from the packaging/ website?	"When you..."	Ingredients all looked the same	Body mask was strange	Clean packaging	Body mask
How would you describe When Beauty's sheet masks to a friend?	For a big night	Refreshing, cooling	High quality	Cooling	Good for a night in
Would you purchase the product on your own?	Yes	Yes	Yes, but not often because of the price	For a big night	Yes

# IN-DEPTH INTERVIEWS: FIRST ROUND

When

	<b>Valerie McGovern</b> Age: 46	<b>Jeanane Lovelace</b> Age: 53	<b>Shari Wilson</b> Age: 30	<b>Christina Rudolph</b> Age: 27	<b>Kim Schaefer</b> Age: 54
<b>Skincare concerns?</b>	Dry skin, hydration, smoothing fine lines and wrinkles	Aging around eyes, wrinkles, dry skin	naturally sensitive skin	Skin is oily and dry	Aging, wrinkles, skin cancer
<b>Opinion on Korean skincare?</b>	Have not tried it. Wary about ingredients	No opinion on it.	Has been gifted Korean skincare, and it wasn't a great experience	Know that Korean skincare is well-known for its high quality products.	No- knows nothing about it
<b>Most important when selecting a sheet mask?</b>	Price, Ingredients, , cruelty-free brands.	Multitasking with mask on	Price, products that are promoted, vibrant colors	If the packaging looks legit, name brands	Natural ingredients, the reputation of the company
<b>Packaging: like and dislike?</b>	The design is sleek, just needs more clarity and odd color choices.	Bright colors, but lack of identification	Needs to see directions, time for how long it'll take,	Nice colors but lack of info	Has all-natural info, but only young people on cover
<b>Opinions on When Beauty website?</b>	Clicked on a facemask picture and went to Instagram-- not even a new tab.	Search button did not show facemasks	N/A	The website is a bit sketchy and was hard to read.	N/A

# IN-DEPTH INTERVIEWS: SECOND ROUND

When

	Valerie McGovern Age: 46	Jeanane Lovelace Age: 53	Shari Wilson Age: 30	Christina Rudolph Age: 27	Kim Schaefer Age: 54
<b>What did you like about the product?</b>	Cooling effect, hydrating	Could walk around and do other things with it on.	Left face feeling moist	Right amount of moisture	Cool, tingly
<b>Rate your experience with this mask?</b>	Nice, hydrating mask that feels higher quality than a sheet mask.	9	Great experience	I would give it a great rating.	8/10
<b>What do you remember from the packaging/ website?</b>	Few errors that could be fixed, such as opening to the Instagram page in a new tab.	Bright colors(packaging), The home screen had "Whe" but the "n" was cut off -	The word When was the only thing I noticed for a few days	N/A	The blue color, the white wings, snow graphics, reminded her it was called snow. Web- floral, fruity images, showed that it was natural and youthful.
<b>How would you describe When Beauty's sheet masks to a friend?</b>	Very hydrating, more than a regular sheet mask.	If concerned about wrinkles and aging, then start using this	Little tough to get out of the package, and you have to lay around with the mask on for 30 minutes,	Refreshing. It also smells nice.	Gooney, cool, moist, easy to use.
<b>Would you purchase the product on your own?</b>	Yes, but \$7 is a lot for one mask.	Yes	Would purchase the mask \$8 for two masks	if I saw it at the store I think I would buy it.	Maybe

# APPENDIX C

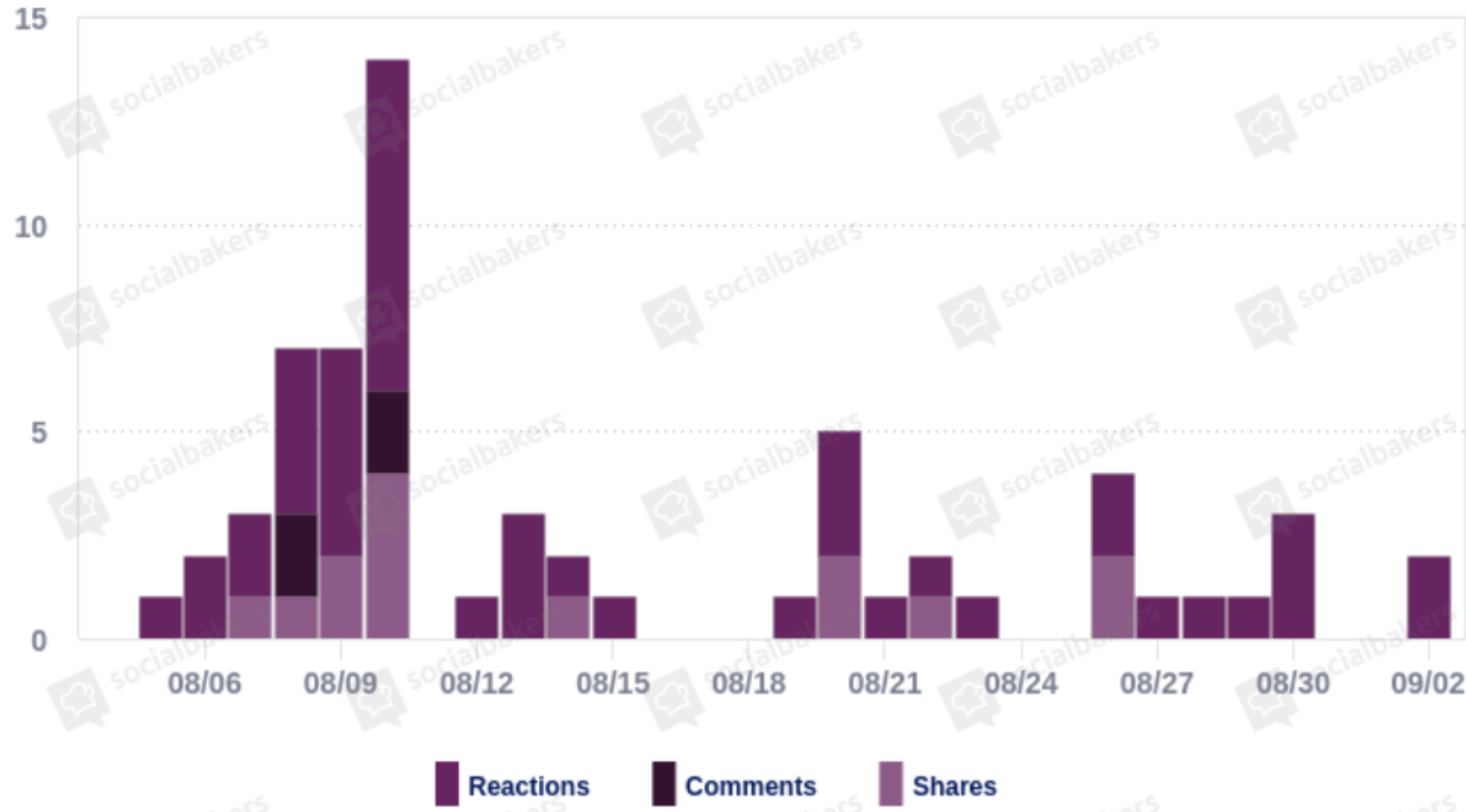
When

# SOCIAL MEDIA ANALYSIS - FACEBOOK

# When

Evolution of Interactions

Aggregated by Day



# SOCIAL MEDIA ANALYSIS - INSTAGRAM

When

Evolution of Interactions

Aggregated by Day



Volume

Proportion

Auto

Month

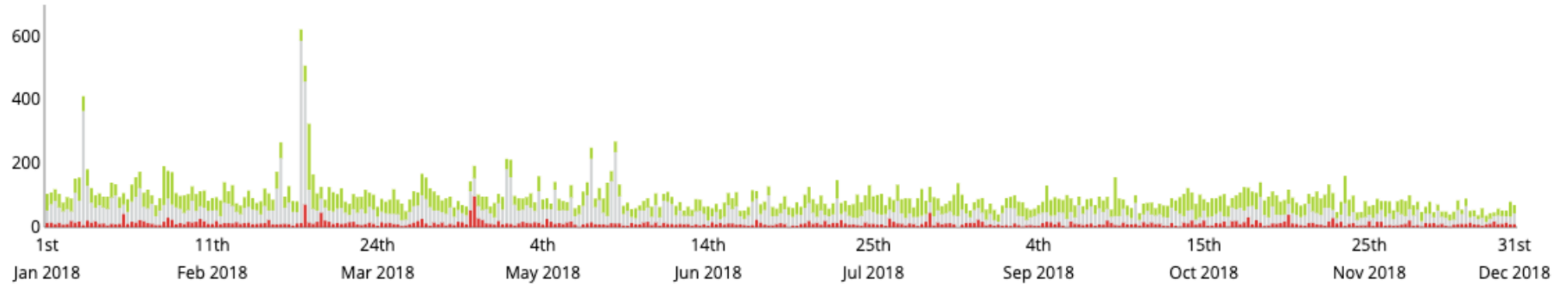
Week

Day

Bar

Area

Line



Category	Percent of total	Change over time
Neutral	47%	11%
Positive	41%	-12%
Negative	13%	1%

SENTIMENT MINING OF SHEET MASKS CRIMSON HEXAGON

When