

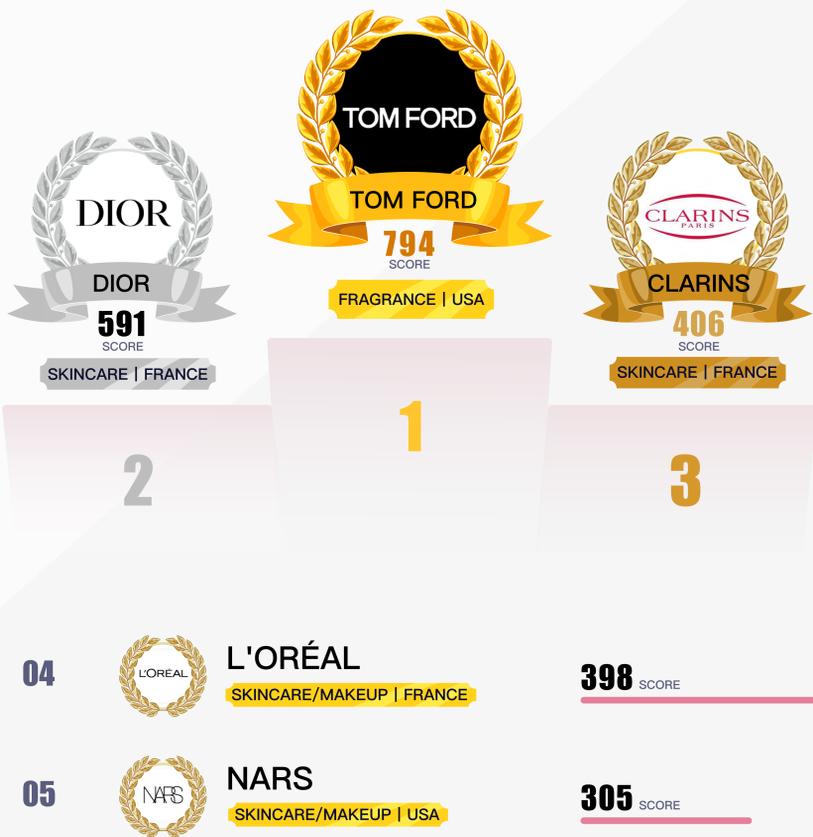
TOP 10 COSMETICS BRANDS IN HK THAT BEST MOTIVATE CONSUMERS' PURCHASE INTENTION!

WISERS BIG DATA FOR BUSINESS

COSMETICS BRANDS THAT BEST MOTIVATE PURCHASE INTENTION



EUROPEAN & US COSMETICS BRANDS THAT BEST MOTIVATE PURCHASE INTENTION



ASIAN COSMETICS BRANDS THAT BEST MOTIVATE PURCHASE INTENTION



OVERALL ANALYSIS: HIGHLIGHTS OF COSMETICS BRANDS' MARKETING STRATEGIES IN 2020

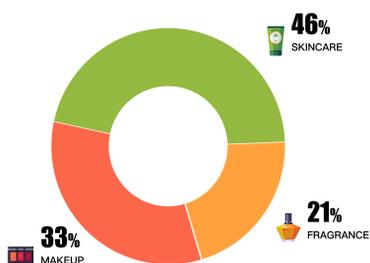
The cosmetics industry has been facing significant challenges from the COVID-19 pandemic that has raged on for more than one year. The social distancing rules have also dealt a blow to the footfall at malls and shops. Sales tactics such as giving out testers on-site no longer work given public anxiety over the pandemic. The "wearing face mask" rule and the work-from-home arrangement are now part of everyday life, which also have changed the way cosmetics products are picked up by consumers.

E-marketing has emerged to grab market share. E-marketing has a number of advantages, including low cost and the huge communication impact. Facebook pages can enhance brand building and engagement with supporters. Engagement such as giving likes, leaving comments and sharing can help brands reach out to more target consumers, thus helping them grasp the marketing impact most efficiently.

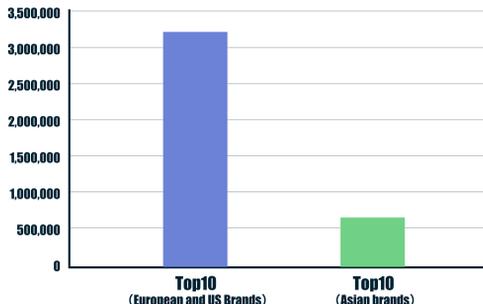
In view of the situation, Wisers' research team conducted an analysis on the online voice and big data in relation to various cosmetics brands in 2020. It aimed to find out which cosmetics brands succeeded in standing out from competition amid the pandemic; what factors contributed to the brand's e-marketing success; how big data analysis in 2020 could inspire brands in their marketing direction for 2021.

The research team made statistical analysis on the 2020 social media data of 282 brands of skincare, makeup and fragrance products in Hong Kong. It collected 280,000 online posts about cosmetics brands. It analysed more than 13 million engagements (including comments, shares and likes) of netizens, conducted computation on the number of replies with the "intention to buy" and finally compiled the chart of the "Cosmetics Brands That Best Motivate Purchase Intention in Hong Kong". The research team also found out the reasons behind the popularity of these brands, heeded netizens' voices on the brands on the chart, and analysed their online popularity and performances. We came up with the following observations:

MAJOR TYPES OF PRODUCT POSTS AT TOP RANKING



COMPARISON ON ONLINE VOICE BETWEEN EUROPEAN/US BRANDS AND ASIAN BRANDS



SKINCARE PRODUCTS BECAME MAINSTREAM AMONG ONLINE POSTS AMID THE PANDEMIC

Over the past year as the pandemic raged on, netizens cared more about skincare than makeup or fragrance. Big data reflected that engagements generated from skincare-related posts accounted for 46% of the total, the highest among the three. Apart from the publicity posts by Internet celebrities which attracted a large number of engagements and comments from netizens, some featured pages launched by media organisations such as GirlStyle, Cosmopolitan HK, BeautyExchange and Vogue Hong Kong, also made recommendation on skincare products regularly, which could increase the online voice of related products. Posts related to makeup and fragrance accounted for 33% and 21% of online voice, respectively. This reflected that netizens' attention to cosmetic-related posts remained high despite the pandemic.

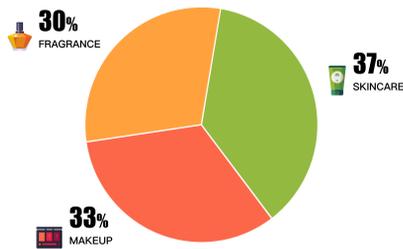
Products with natural ingredients for sensitive skin ignited heated discussions among netizens

Skincare products with herbal ingredients and those for allergy relief and skin repair generally solicited higher engagements and likes. Products including Clarins' Plant Gold Nutri-Revitalising Oil-Emulsion and Shiseido's Ultimune Power Infusing Concentrate were among the best performing. Netizens pointed out that they would recommend these products mainly because of the quick, prominent absorbent and hydrating effects. In general, netizens would make their skincare product choices based on whether the skincare products were light in texture and free from synthetic fragrance ingredients.

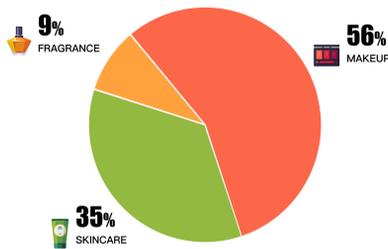
Online voice of European and US brands far higher than that of Asian brands

According to statistics, the online voice of European and US brands exceeded that of Asian brands by almost five times. Netizens interested in cosmetics products found posts related to European and US brands more attractive. Traditional brands such as Dior, Clarins and Chanel more often solicited Internet celebrities and entertainers to issue posts, which succeeded in driving up popularity and achieved better promotional effects.

MAJOR PRODUCT TYPES FROM TOP 10 EUROPEAN AND US BRANDS



MAJOR PRODUCT TYPES FROM TOP 10 ASIAN BRANDS



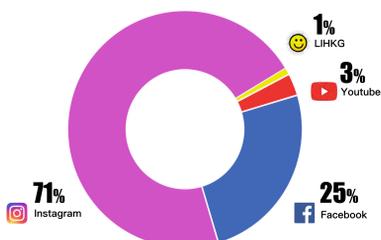
European and US brands had excellent comprehensive performance, while Asian brands fared better with makeup products

As shown in the charts, different types of products by European brands could draw more or less the same attention and discussion from netizens, which reflected the comprehensive marketing performance of the brands. In comparison, makeup products by Asian brands garnered the most support from netizens. A large number of posts themed on Japanese and Korean makeup tips and shopping guides were more effective in drawing netizens' attention and discussions, and received positive feedback from them. As for posts related to fragrance, netizens mainly discussed traditional European and US brands such as Tom Ford, Lancome, Guerlain and Chanel, while those by Asian brands, which are less well-known, were less discussed by netizens.

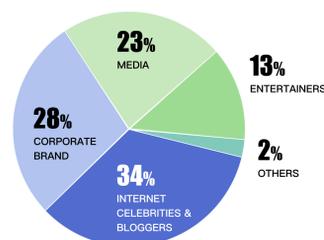
Korean brand 3CE gave outstanding performance

It is noteworthy that Korean brand 3CE has been staying ahead with outstanding performance. It targeted the young and trendy market and took up the third place in the ranking and fared even better than some popular brands from Europe, the US and Japan. Researchers looked into this and discovered that 3CE products were adored by entertainers and top models in South Korea, and became popular online. In addition, many cosmetics media ran featured articles to recommend 3CE products, which drew a great deal of attention and increased netizens' intention to buy the products. Their popularity will be further analysed later.

MEDIA WITH THE HIGHEST ENGAGEMENT VOLUME



DISTRIBUTION OF INSTAGRAM USER TYPES



Makeup tutorials and shopping guides sharing motivated netizens' purchase intention

Engagement volume is an important yardstick in determining publicity effectiveness. Among different platforms, Instagram fared best with engagement volume mainly coming from posts by Internet celebrities (34%), entertainers (13%), brands' featured pages (28%) and cosmetics media (23%). When leaving comments under the Instagram posts, netizens usually cared more about the latest news of Internet celebrities and entertainers rather than the products, which were seldom mentioned directly. On the contrary, posts by brands' featured pages and cosmetics media usually focused on product introduction and shopping guides, with detailed explanation on the product functions. Netizens thus focused on the products, tagged their friends and even indicated purchase intention.

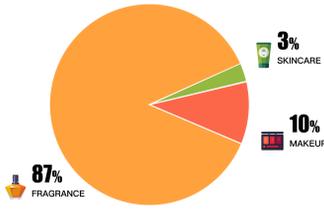
FACEBOOK IS THE SECOND LARGEST MARKETING PLATFORM ACCOUNTING FOR 25% OF ENGAGEMENT VOLUME. IT MAINLY COMPRISED BRANDS' FEATURED PAGES ON SOCIAL MEDIA AND SALES PROMOTION POSTS BY ENTERTAINERS. POSTS WHICH PROMOTED SPECIAL OFFERS BY RETAILERS AND DEPARTMENT STORES ALSO CONTRIBUTED TO THE ONLINE ENTHUSIASM. ON THE OTHER HAND, ALTHOUGH THE ENGAGEMENT VOLUME (INCLUDING LIKES AND COMMENTS) GARNERED BY YOUTUBE WAS NOT COMPARABLE TO THAT OF INSTAGRAM OR FACEBOOK AND THE NUMBER OF VIDEO CLIPS WAS BELOW 3,000, IT REGISTERED AS MANY AS 9.28 MILLION VIEWS.

NO.1 BRAND THAT BEST MOTIVATES CONSUMERS' PURCHASE INTENTION: TOM FORD

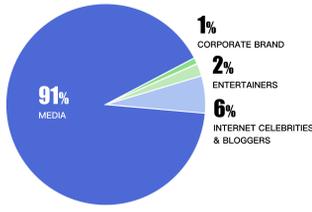
[REASONS FOR POPULARITY]

Tom Ford is one of the rare cases of fragrance brands topping the list. It launched two new fragrance products, namely Rose Prick and Bitter Peach, which ignited heated discussions among netizens. There were enthusiastic trials and recommendations by a great number of beauty featured pages and Internet celebrities. They achieved remarkable word-of-mouth effects and generated a stream of positive responses online.

MAJOR PRODUCT TYPES



DISTRIBUTION OF MEDIA TYPES



[ACHIEVING THE MOST POWERFUL USER-GENERATED CONTENT (UGC) BASED ON EXCELLENT WORD-OF-MOUTH IMPACT]

③ Promoting new fragrance products capturing festive popularity

Tom Ford's fragrance posts got the highest engagements. Its new Rose Prick fragrance accounted for 22% of the total engagement volume of all the related posts, making it the Tom Ford's fragrance product with the highest online voice. It also contributed to the positive feeling for the brand. Big data reflected that fragrance products were a must-buy item for Valentine's Day as said by many media featured pages. A large number of netizens left comments singing praises to the young appeal and dreamlike pink packaging of Rose Prick. Meanwhile Tom Ford also launched Bitter Peach in the same year and featured characteristics of red wine fragrance and suitability for both men and women as its selling points. It was recommended by many beauty media and the related posts contributed to 9% of the engagement volume. Netizens responded positively too. As for Tom Ford's classic fragrance series Soleil and Lost Cherry, they were recommended by many beauty media for the winter season, and the posts accounted for 13% and 6% of engagement volume, respectively.

③ Cosmetics media recommendations achieved over 90% effectiveness (91%)

The online engagement for Tom Ford's fragrance products came from different media featured pages. Most of them were beauty media's product introductory posts and purchasing strategies. In addition, some Internet celebrities launched makeup tutorials and collection sharing. They deemed Tom Ford's fragrance products the must-have items, which further enhanced the online voice. Big data reflected that netizens left positive comments. They mentioned that exquisite fragrance products were one of the best gift ideas for birthday or special festivals. Some netizens even expressed desire to purchase the products directly.

POST WITH THE HIGHEST NUMBER OF LIKES



INTERNET CELEBRITIES GENERATING HIGHEST POSITIVE REVIEWS

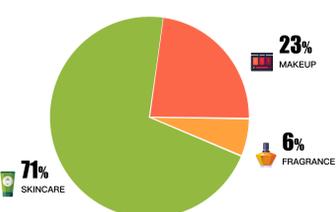


NO. 2 BRAND THAT BEST MOTIVATES CONSUMERS' PURCHASE INTENTION: CHRISTIAN DIOR

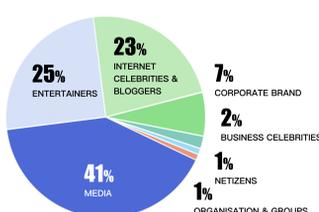
[REASONS FOR POPULARITY]

Among various skincare products unveiled by Dior, its Capture Totale skincare series was recommended by many Internet celebrities and entertainers online and thus became the product series with the highest online voice. Other products such as lipstick and eyeshadow also kept getting positive comments from netizens.

MAJOR PRODUCT TYPES



DISTRIBUTION OF MEDIA TYPES



[PROMINENT PUBLICITY EFFECT FROM BRAND AMBASSADOR]

③ Capture Totale skincare series ignited heated discussions online

Skincare product pages accounted for 70% of Dior's total engagement volume, which reflected enthusiasm from netizens. The Capture Totale series were products that ignited the most heated discussions among netizens and accounted for about 15% of the engagement volume of posts. Among them, the "stem cell research" technology and hydrating function of the products succeeded in getting recommendations from many media featured pages in praise of its remarkable anti-ageing effect.

③ Enhanced publicity through Internet celebrities and entertainers

Almost half of the brand's engagement volume (48%) came from Internet celebrities and entertainers, while about 40% came from makeup media. This reflected how comprehensive Dior's online voice was. Results from sales-promotion strategy as driven by celebrities were especially significant. The post featuring artiste Anita Yuen Wing-yee recommending Dior Prestige skincare series received the highest number of likes among the top 10 European and US brands. This demonstrated the positive effect from Dior's brand ambassador selection. The image of its brand ambassador matched that of the brand. Actress Janice Man also helped to promote Capture Totale series and her two posts got 30,000 likes too. In addition, many beauty media's shopping guides also featured comparisons between Dior's skincare and makeup products and those of other brands. Netizens left comments and tagged friends. It succeeded in engaging with netizens.

POST WITH THE HIGHEST NUMBER OF LIKES



INTERNET CELEBRITIES GENERATING HIGHEST POSITIVE REVIEWS

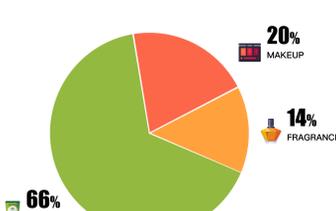


NO. 3 BRAND THAT BEST MOTIVATES CONSUMERS' PURCHASE INTENTION: CLARINS

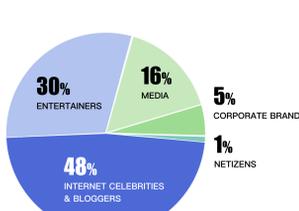
[REASONS FOR POPULARITY]

The year 2020 marked the 35th anniversary of the launch of Double Serum series, and Clarins' marketing strategy was to sign up a large number of well-known entertainers and Internet celebrities for promotion, which substantially enhanced its online voice. The top 10 posts with the highest engagement volume were those related to Double Serum products promoted by entertainers and Internet celebrities. In addition, netizens took part in promotional activities which provided limited offers. It helped to motivate netizens' purchase intention as well.

MAJOR PRODUCT TYPES



DISTRIBUTION OF MEDIA TYPES



[ONLINE POPULARITY BOOSTED BY ENSEMBLE OF STARS]

③ Stars helped to promote Double Serum products

The year 2020 marked the 35th anniversary of the product launch of Double Serum and Extra-Firming cream. The related product posts contributed to 43% of engagement volume. Internet celebrities and entertainers recommended the products. As a result, many netizens showed support by clicking likes and leaving comments, with the engagement volume hitting 78%, topping all Clarins products. The feedback was also quite positive. Netizens praised the prominent hydrating effect of the products saying that they helped entertainers maintain their vitality and youthful look. Among them, posts by Tang Lai-yan and Josephine Ng, generated many heated discussions and engagements and motivated netizens' purchase intention.

③ Enhance UGC effectiveness after inviting netizens for product sharing

As marketing strategies, Clarins teamed up with different beauty media and featured pages for fashion trends and held a series of prize quizzes on Facebook. Netizens got the latest products from Clarins such as Plant Gold Nutri-revitalising oil-emulsion. Netizens were invited to share what Clarins products they desired most and tag their friends. They enthusiastically left comments and shared the functions and benefits of different products. As a result, netizens were encouraged to recommend a variety of products, which helped to raise the UGC effectiveness. Another example is the engagement post of Beauty Battle on the Facebook page of Clarins, attracting 600 comments from netizens. Big data reflected that prominent activities by BeautyExchange, Cosmopolitan HK and others also significantly enhanced brand exposure, helping netizens obtain the latest product information and privilege details.

POST WITH THE HIGHEST NUMBER OF LIKES



INTERNET CELEBRITIES GENERATING HIGHEST POSITIVE REVIEWS

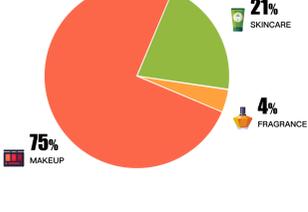


NO. 1 BRAND THAT BEST MOTIVATES CONSUMERS' PURCHASE INTENTION: 3CE

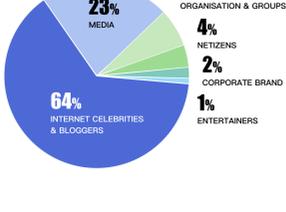
[REASONS FOR POPULARITY]

Korean makeup brand 3CE beat many traditional Japanese cosmetics brands and became the most popular brand in Asia. Its makeup products including lipstick, eyeshadow and foundation were recommended by beauty media, and they were also promoted by reviews and after-trial sharing by Korean stars and Internet celebrities. It resulted in a lot of positive comments by netizens, which boosted the UGC effectiveness too.

MAJOR PRODUCT TYPES



DISTRIBUTION OF MEDIA TYPES



[SUPER POPULAR PRODUCTS GENERATED ONLINE VOICE BY THEMSELVES]

Shopping guides and makeup tutorials boosted purchase intention

Posts with the highest engagement volume were mainly those related to shopping guides by beauty media and makeup tutorials by Internet celebrities. Among them, posts about lipstick products were the most popular accounting for about 30% of total discussion volume. Velvet matte lipstick and Baked Orange series gave the best performance. Netizens praised the matte colour tones. Foundation and eyeshadow products also solicited positive comments from netizens. On the other hand, some makeup tutorials by beauty featured pages showcased demonstration and shared ways to achieve makeup results based on 3CE products. Examples included "red tea makeup" for autumn, "milk tea lipstick" for spring, and "rose nude lipstick" for elegance. These helped to motivate netizens' purchase intention as well.

Limited-edition products and crossover series became netizens' favourite collection

3CE also made use of limited-edition products to increase its online popularity. Examples included "3CE overtake eye colour palette", "clear-layer eye colour palette" and "mini four-colour palette". They were praised for the shininess and good value for money. In comparison, 3CE and Disney's crossover series performed comparatively less well with average engagement volume despite recommendations by trendy information pages.

Korean trend helped to boost online popularity of 3CE

As 3CE products were also highly popular in South Korea, they gained popularity among Hong Kong netizens after the celebrity effect from Korean entertainers. Examples included "velvet lip tint" of 3CE personally used and recommended by Hani as introduced by beauty media. With its affordable pricing and prominent effect, many media featured pages recommended the product enthusiastically. As a result, some posts introducing 3CE eye colour palette got over 2,000 likes thanks to the boost from Korean trends. This demonstrated how Korean trend has become an important yardstick for netizens' selection of cosmetics products.

POST WITH THE HIGHEST NUMBER OF LIKES



INTERNET CELEBRITIES GENERATING HIGHEST POSITIVE REVIEWS



NO. 2 BRAND THAT BEST MOTIVATES CONSUMERS' PURCHASE INTENTION: DHC

[REASONS FOR POPULARITY]

The product posts by DHC were mainly about its diversified range of personal care and wellness products, including makeup remover, lip balm, face mask and nutritional supplement. Its marketing effectiveness relied not so much on promotion by entertainers or Internet celebrities. Instead, it counted on recommendations by beauty media, which succeeded in soliciting positive comments from netizens. In addition, its promotional offers at shopping malls and supermarkets also helped to enhance its brand exposure.

MAIN PRODUCT TYPES



DISTRIBUTION OF MEDIA TYPES



[STRONG RECOMMENDATIONS BY MEDIA'S FEATURED PAGES FOR CARE AND REPAIR PRODUCT SERIES]

Popularity driven by care and repair products including makeup remover and lip balm

DHC's personal care products such as lip balm, makeup remover and eyelash care tonic were what top the list. Among them, posts related to makeup remover accounted for 33% of the engagement volume and became the hottest product. DHC's Deep Cleansing Oil got recommended by many beauty featured pages in praise of its mildness and moisturising effect. On the other hand, some TV programmes and trendy websites introduced DHC products, which was shared by beauty featured pages too. It attracted likes from netizens, and it is noteworthy that DHC's product posts usually featured comparisons between DHC products and those from other brands and seldom recommended DHC products alone.

Limited-edition Monsters Inc series increases collection value

DHC's most popular post was the announcement about its limited-edition eyelash care tonic, face wash and hand cream jointly launched with PIXAR's Monsters Inc. A single post got as many as 5,000 likes with positive comments from netizens praising the lovely designs. Netizens expressed intention to purchase the products too. Despite the zealous response from netizens, there was no other post introducing the limited-edition products with Monsters Inc. The heated discussion thus did not persist.

POST WITH THE HIGHEST NUMBER OF LIKES



INTERNET CELEBRITIES GENERATING HIGHEST POSITIVE REVIEWS

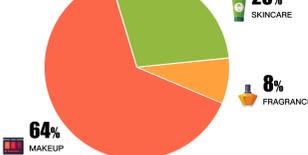


NO. 3 BRAND THAT BEST MOTIVATES CONSUMERS' PURCHASE INTENTION: SHU UEMURA

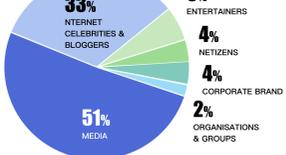
[REASONS FOR SUCCESS]

Shu Uemura teamed up with different brands and launched crossover series in 2020. It succeeded in motivating netizens' desire to collect and purchase. Examples included its crossover series with popular comic "One Piece", which received feverish response from netizens. Once the news went out about the sales of the limited-edition products, coupled with the promotional posts by Internet celebrities, it solicited a large number of likes and comments from netizens.

MAIN PRODUCT TYPE



DISTRIBUTION OF MEDIA TYPES



[LIMITED EDITION SERIES ENHANCES NETIZENS' DESIRE TO COLLECT]

Limited edition series ignited fans' heated discussions

In 2020, Shu Uemura unveiled a number of limited-edition products which succeeded in boosting online popularity. Its crossover collection with "One Piece" drove up its online popularity the most effectively. The related posts accounted for 14% of its engagement volume. Themed makeup series including the Christmas special edition and New Year limited edition also attracted netizens' attention. In addition, Shu Uemura teamed up with Onitsuka Tiger for the first time in 2020 and launched limited edition cosmetics series which was recommended by trendy featured pages. The brand also held prized quiz games with New Town Plaza giving out CNY Surprise x Shu Uemura lipsticks as free gifts. Netizens were enthusiastic in leaving comments and sharing makeup tips to win the free gift.

Posts by Internet celebrities attracted lots of likes

Shu Uemura's online engagement volume came mainly from Internet celebrities. 51% of its online popularity came from different introductions and after-trial sharings. The give-away section of Internet celebrity posts also helped to drive up the brand's online popularity. One prominent example is the promotional posts by Internet celebrity Agneswym, who invited netizens to leave comments picking their most favourite products. Netizens responded zealously, and a single post got as many as 12,000 likes and about 300 comments. Marketing through Internet celebrities yielded good results, yet there were not many posts available and the corresponding engagement volume cannot supersede that of media featured pages.

POST WITH THE HIGHEST NUMBER OF LIKES



INTERNET CELEBRITIES GENERATING HIGHEST POSITIVE REVIEWS



Amid the pandemic, face mask wearing is now part of everyday life. According to observations from big data, skincare products have become netizens' most concerned topic. Netizens discussed enthusiastically the repair and hydrating effects of various skincare products that can cope with skin problems caused by mask-wearing.

Despite the ravaging pandemic, netizens' interest in makeup tutorial and product promotional videos nevertheless remained high. As for marketing strategies, many major brands kept leveraging word-of-mouth marketing to win netizens' support. In addition, promotional posts by Internet celebrities and beauty media were also crucial in helping to motivate netizens to shop online.

On the one hand, promotional posts by Internet celebrities and entertainers helped to ignite massive number of likes by netizens. On the other hand, product introductions and shopping guides by beauty media also helped to motivate netizens to tag friends and pay attention to the latest product news.

In addition, many Asian brands made good use of different marketing strategies including launching crossover partnership and limited-edition sales to enhance the marketability of their products and arouse heated discussions for their products. The pandemic did not have serious impact on netizens' attention to cosmetics products. If major brands make good use of online marketing strategies, they can effectively boost netizens' purchase intention.

Riding on Wisers' AI technology, our researchers are able to read behind big data to give a more accurate and realistic account of Internet trends and shed light on netizens' sentiments and churn out more objective and comprehensive business analyses. Wisers' big data analytics tools provide other resources with access to big-data empowered decision making process, which otherwise will cost a lot of time, manpower and other resources. We also have other more in-depth analysis reports on offer, runs workshops hosted by our expert and advisor teams, and maintains an AI big data analysis platform.

For more information, please call +852 2948 3600 or send email to info@wisers.com.