NAME: BS SHYARA SELINA SANDRA
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CUSTOMISABLE HAIR CARE BRANDS

SKIN KRAFT

Website: https://us.skinkraft.com/

SkinKraft is a beauty brand that was founded in 2014 and soon came into popularity due to its one-of-a-kind **customizable haircare**, skincare, and nutrition products for Indian skin and hair. It uses data-driven formulations to provide better-suited hair and skincare products.
SkinKraft's products are designed and approved by dermatologists and pharmaceutical engineers.SkinKraft products are **cruelty-free** and do not involve animal testing either.

The products are manufactured under strict **international safety and quality standards**. They are free from hazardous chemicals such as parabens, SLS, SLES, phthalates, and BPA.
This is what attracted the Indian crowd with its survey-based personalised questions.

Digital Marketing Strategy
While many skincare companies only preach about AI in skincare and focus only on marketing strategies and mass-producing lotions and creams, Hyderabad-based startup SkinKraft is walking the talk. Their online presence is mostly their website but they are expanding to **E-commerce markets** such as Amazon and Myntra.With plans of progressing into Flipkart too. Their growth strategy included category expansion and improving their brand visibility through various forms of advertisements which included **launching 3D-printed skin** and **body products** and heavily investing in research and development.

SkinKrafts marketing is a heavily **content-driven** brand where they try to explain ingredients, issues, and the importance of customization to find the product and regime that suits a particular person.
#Iammytype is their core narrative. They celebrated uniqueness because each of their customers is fundamentally unique and of generic beauty and wellness brands. While the campaign film focused on shedding light stereotyping and urging women to be their kind, the brand's core value proposition has now seen acceptance from think various tanks across the globe, who have shared their valuable thoughts by discussing their struggles.

Competitor 1: Ravel

Website:

    Ravel, a haircare customisable brand that was launched by Ayush Mahesh in 2021 for various hair types. He targeted the ideology of various hair types and how **one product may not work** for all types and hence he noticed the glaring gap in the hair care industry and came up with a **customizable product**. Though SkinKraft and Ravel are similar in nature, *Ravel only targets haircare which gives an added advantage to SkinKraft*.The founder also recognized that due to region wise climatic conditions there had been a need for customizations.

Digital Marketing Strategy

  Their unique strategy follows an **educate and promote** basis which helps them understand what the natural ingredients would do to their hair and then promote the same to help their hair health using their products.

This brand had to temporarily suspend its operations during the Covid-19, which made them shift their focus to digital marketing and online sales.

  While giving out **various promotional offers** and **discounts** on its website to customers the **brand grew to popularity**. These products are also available on various **E-commerce platforms** which made the brand reach a wider audience.

Advertising Strategy

  They identified their **target customers** and were **highly active** with their advertisements on instagram which attracted their target group customers.

  They promoted their product using **paid promotional** videos through **influencers and advertisements** and sample pieces helping their product grow and expand on an online platform. Soon it grew in demand and the founder appeared on **Shark Tank** too in need of funding.

Competitor 2 : Bare anatomy

Website : **https://innovist.com/pages/bare-anatomy-store**

A company that specialises in a personal care industry, focusing on hair care offering a wide range of shampoos,hair oil, hair masks and serums. These products too are designed to address the **various concerns** related to hair. It was founded in 2018 and is based in Gurgaon, India.

Digital Marketing Strategy

Mansi Sharma an ambitious marketer in the field of Digital Media. She is the Social Media manager and her forte lies in Influencer Marketing and Social Media.
Which made them **manage over 100 Influencers** and made their product grow. Their high influence lies in Social Media platforms attracting **young crowds** to try their **clean products.**

Advertisement Strategy

Their main strategy is **messaging and communicating** with the consumer to get across the main idea called **crisp messaging**. Then they use their social networking to promote their products. **Targeted ads on Instagram** and other e-commerce websites. Their main goal is **relatability** with influencers and consumers.

Competitor 3: Freshistry

Website: https://www.freshistry.com/

A **private label brand** which customised creams, lotions and cleansers for face. Similar to others they also provide a customization option.

Digital Marketing Strategy

Freshistry serves in the B2C space and in the **retail market segments**. So their promotion is mostly through **public relations** and have recently launched in India. They are partnering with influencers and offering discounts for **higher visibility of their brand.**

Advertisement Strategy

They have a clear advertisement strategy which is setting their **target customers** with their market research. They use **Google ads and Facebook** for their customer reach. They have their promotional offers and **discounts** given to their target consumers.

Competitor (followers)	SkinKraft	Ravel	Bare Anatomy	Freshistry	
Instagram	440,000	73,900	144,000	16,900	
Facebook	270,000	842	24,000	2000	
Linkedin	2000	5000	16,000	20	

The Key features of SkinKraft which differentiates it from competitors

1. **Comprehensive Hair Analysis:**
   SkinKraft provides a deeper and more comprehensive study over other brands. Which understands the scalp type and provide unique solutions.

2. **First- movers Advantage:**
   SkinKraft had a first movers advantage which enhanced its online platform and brand development. It helped them reach more customers and build a stronger network with their customers. As compared to its competitors SkinKraft has a first movers advantage.

3. **Innovative Solutions:**
   They address various customers concerns which though other brands do they have a stronger marketing base which has helped them to gain trust from their crowd. They continually refine their personalization process helping their data driven solutions.

4. **Global Reach and Platform** :
   Though they lack in some aspects they are still competing and in the leading position for the global outlook where they are actively trying to expand and become better.

Conclusion

Skin Krafts diverse range of products and their curated quizzes made them popular though later on similar brands have been popularised they are still leading in the competition.Their strong factors of service based products and pricing strategies, discounts, offers and combined products with not only haircare but also skincare made them popular and hence these few factors have helped them to grow a strong market presence.