



# Marketing Analytics

Fall 2019  
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# Overview

**Case:** “Ombre, Tie-Dye, Splat Hair: Trends or Fads? “Pull” and “Push” Social Media Strategies at L’Oréal Paris”

**Objective:** Review the hair dye market to provide recommendations for ongoing marketing strategy

**Approach:** Review Google trends, social media analytics and pricing data

# History

## Eugene Schueller

In 1909, a young French chemist researching on beauty products invented a new hair color formula and called it Oreal.

## Company

Eugene Schueller started manufacturing and marketing hair dye products to local salons in France under company name Teintures Inoffensives pour Cheveux which manifested into L'Oreal.

## Path to Success

L'Oreal's smart strategies and creativity in product development revolutionized hair coloring products by introducing corrosion-free bleaches & dyes, and one-step hair coloring products. L'Oreal principles and investments in R&D paved the way to be number one in the industry.



© L'Oréal Archives/Jean-Claude

# Market and Competition Overview

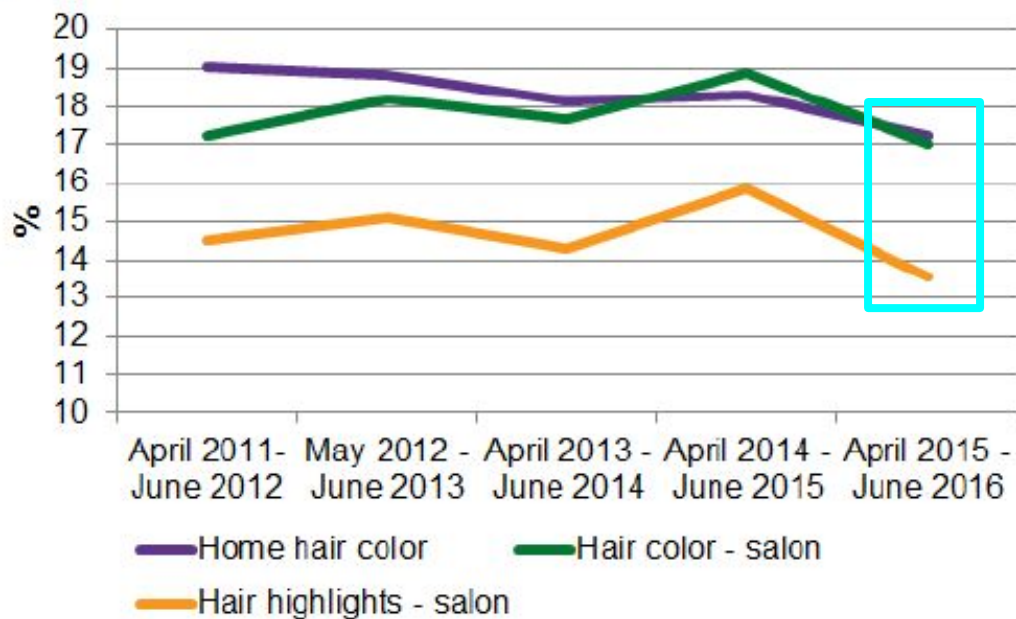
FIGURE 22: MULO SALES OF HOME HAIR COLOR, BY LEADING COMPANIES, ROLLING 52-WEEKS 2015 AND 2016

| Company            | 52-weeks<br>ending Sept. 5,<br>2015<br>\$ million | Market share<br>% | 52-weeks<br>ending Sept. 4,<br>2016<br>\$ million | Market share<br>% | Sales change<br>2015-16<br>% | Share change<br>2015-16<br>% point |
|--------------------|---|-------------------|---|-------------------|------------------------------|------------------------------------|
| Total              | 1,695.0   | 100.0             | 1,666.1   | 100.0             | -1.7                         | -                                  |
| L'Oreal USA        | 758.3   | 44.7              | 744.7   | 44.7              | -1.8                         | -                                  |
| Procter and Gamble | 379.4   | 22.4              | 353.7   | 21.2              | -6.8                         | -1.2                               |
| Revlon Inc         | 217.9   | 12.9              | 207.5   | 12.5              | -4.8                         | -0.4                               |
| Combe Inc          | 185.8   | 11.0              | 188.1   | 11.3              | 1.3                          | 0.3                                |
| Subtotal           | 1,541.4   | 90.9              | 1,494.0   | 89.7              | -3.1                         | -1.3                               |
| Private label      | 4.2   | 0.2               | 5.6   | 0.3               | 33.2                         | 0.1                                |
| Others             | 149.4   | 8.8               | 166.6   | 10.0              | 11.5                         | 1.2                                |

Source: Information Resources, Inc., InfoScan Reviews/Mintel

"Do you use hair coloring products?"

"Have you used the following professional personal care services in the last 6 months?"



Base: adults 18+; 25,207 (April 2011-June 2012); 24,374 (May 2012-June 2013); 24,073 (April 2013-June 2014);

29,362 (April 2014-June 2015); 23,793 (April 2015-June 2016)

Source: Simmons Research, Spring 2012, Spring 2013, Spring 2014, Spring 2015, and Spring 2016 Simmons NHCS

Adult Study 12-Month. Copyright: 2016 Simmons research, Inc. All rights reserved/Mintel



# Opportunities within the Market

1 Healthier Alternatives to  
Traditional Hair Dye

2 Alternate Market Segments

3 Consumers Turning to New Trends



**Challenge 1:** Trend vs Fad

**Challenge 2:** Deciding on a Marketing  
and Social Media Strategy



# Google Research

## Trend vs. Fad

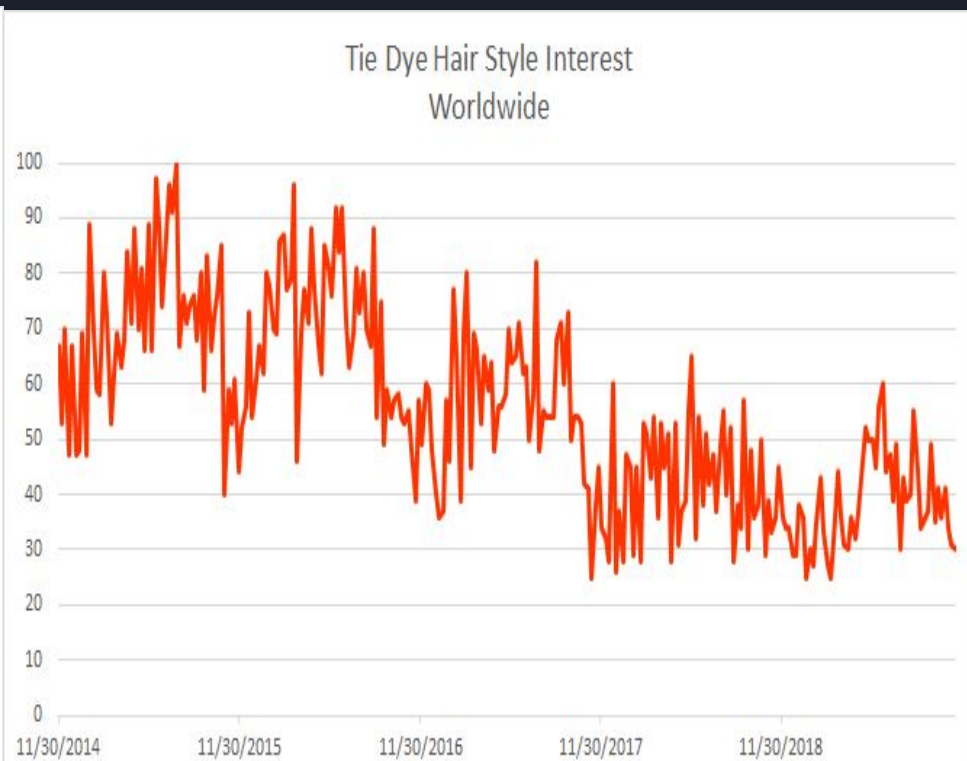
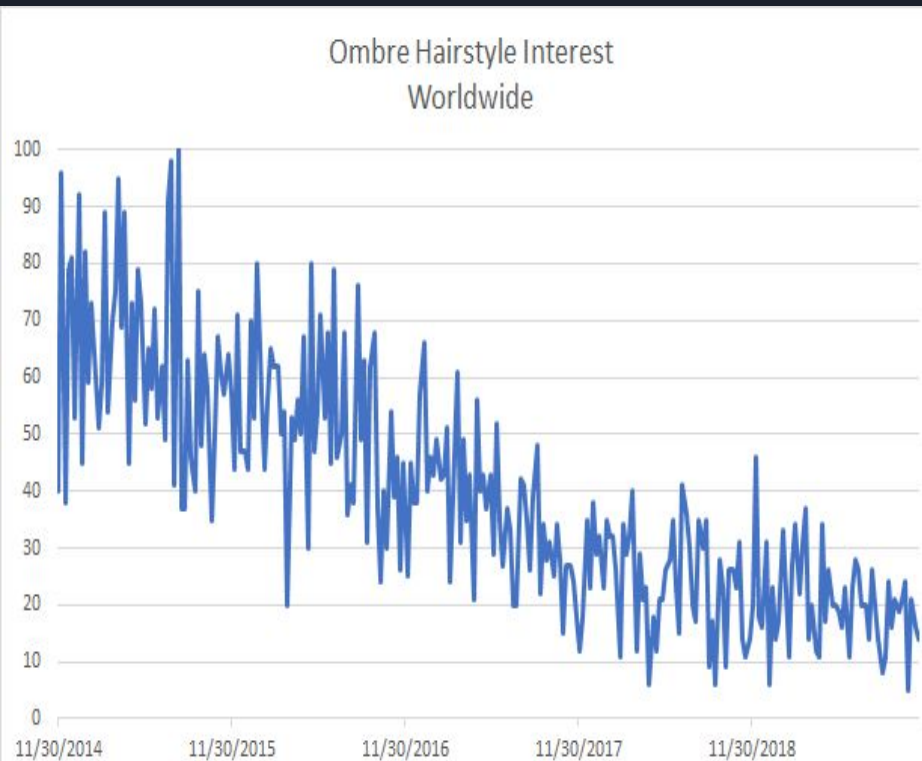
- Why is it so important to identify a fashion movement early?
- What's the difference in the fashion industry?

## How can Google help?

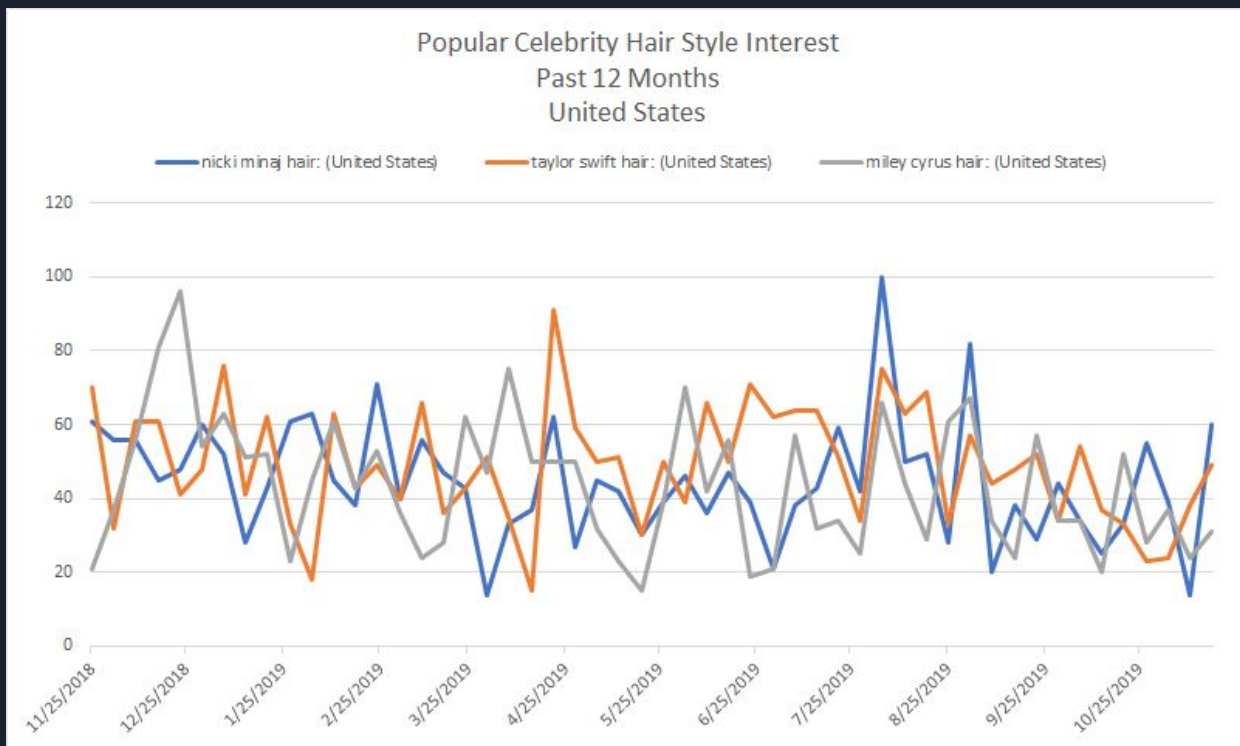
- What type of data can google provide?
- Incorporating data driven decision making



# Using Google to Identify Trends in Fashion



# Celebrity Fashion Signals



Celebrities can be early signals for future fashion trends or fads in women hairstyle.

Utilizing their partnership with google can help L'Oreal's product innovation team stay ahead of consumer demand

# Analysis: Social Media



**RandomPeople**

@ILikeHairDye..Maybe



Follow

psychology majors be like damn I got hair  
dye due this Friday



Reply



Retweet



Favorite



More

4:06 PM - 24 Nov 19 · Embed this Tweet

# Analysis: Social Media

Consumers



# Impulsive



**Simitator.com**

@Simitator



y'all ever just buy rose gold hair dye for fun  
on a sunday afternoon and dye ur hair???  
no just me?????? cool  
[pic.twitter.com/S5Kl5lg9JA](https://pic.twitter.com/S5Kl5lg9JA)

↩ Reply ↻ Retweet ★ Favorite ... More

4:06 PM - 24 Nov 19 · Embed this Tweet



**Simitator.com**

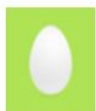
@Simitator



Today I made a special trip to Walgreens  
just for chocolate and hair dye so yeah I  
know something about self care.

↩ Reply ↻ Retweet ★ Favorite ... More

4:06 PM - 24 Nov 19 · Embed this Tweet



**RandomPeople**

@ILikeHairDye..Maybe



so i just ordered hair dye and i think i  
MIGHT be having an episode

↩ Reply ↻ Retweet ★ Favorite ... More

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**RandomPeople**

@ILikeHairDye..Maybe



Trying to pick a good hair dye like  
hmmmm which color will make my face  
look less horrendously deformed

↩ Reply ↻ Retweet ★ Favorite ... More

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# Feeling the blues



**RandomPeople**

@IDontLikeHairDye



Follow

Professional hair dresser who says box hair dye is extremely bad for your hair: don't Me, with no impulse control and riddled anxiety with \$3 in my pocket:

Reply Retweet

3:49 PM - 24 Nov 19



**RandomPeople**

@IDontLikeHairDye



Follow

Arty said it's MY mental breakdown and I get to choose the HAIRDYE

Reply Retweet Favorite More



**RandomPeople**

@ILikeHairDye..Maybe



Follow

ordering the hair dye now, mental break down decisions are the BEST no cap

Reply Retweet Favorite

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**RandomPeople**

@IDontLikeHairDye

One box of French hair dye and an existential crisis later...

Reply Retweet Favorite More

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**RandomPeople**

@IDontLikeHairDye

gus buying hair dye during a mental breakdown thinking it will fix their problems

Reply Retweet Favorite More

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**RandomPeople**

@ILikeHairDye..Maybe



Did I get little sleep because our dog shit all over our rug at 3am and ruined it? Am I wearing yesterday's makeup? Did I just buy hairdye and a new pair of \$20 glasses because I'm having a crisis?The answer to all of these questions is yes. Here's a selfie [pic.twitter.com/2lIqepovOv](https://pic.twitter.com/2lIqepovOv)

Reply Retweet Favorite More

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# Instagram Marketing

## Element of Time



568 likes

**Vagaro** Holidays are just around the corner. Have you booked your hair appointment yet? It's the busiest time of the year for our industry. Remember....roots are for trees!

🌲👉🌲 Go online and book now

<https://www.vagaro.com/larissasofiasalon...> more

View All 20 Comments

5 MINS

43 likes

**Random Seller** Peak season. If you have a purchase plan, tell me. 😊 ★DM or Whatsapp me for wholesale price, +86 18663996064 📞 10"-40" hair in stock. 📞 Color hair & wig in stock. 📞 HD & Transparent lace in stock. .... • #bundles #hair #hairstyle #instahair #hairstyles #haircolour



43534 likes

**Lunar** ❄️ The wait is over...OUR FROST COLLECTION IS BACK! ❄️ ❤️ 4 pearly pastel shades with silver undertones and glittering natural mica for a stunning sparkle ✨❤️ Limited Edition!❤️ Shop now at [www.lunartideshair.com](http://www.lunartideshair.com) ❄️

... more



890 likes

**Bigen** Last chance to enter and WIN with Bigen Hair Dye! It's time to WIN big with your favourite Bigen hair dye. WhatsApp 081 809 0067 your answer to the easy question and stand a chance to WIN 1 of 4 BIGEN SOUND BOXES..... QUESTION: Can Bigen Hair Dye be used directly after relaxing or bleaching? No dial in calls will be entered. #win #winbig #bigen #soundbox #Bigen #HairDye #Win #Competition #LastChance #EnterToday #WinWithBigen... more

# Engagement

43534 likes

**Lunar** What's your favorite pie flavor? I love chocolate pie! ✕ this photo belongs to @delaney.biel ✕. 🍇 THEME: purple hair 🍇. #alternative #alternativegirl #alternativegirls #alternativehair #scene #scenegirl



5678 likes

**Random** Comment below 🙌 Real transformation ! 😊  
Thanks to my bro for trusting me ! 🙌 Tag a friends to see it ! ---#hair #hairstyle #instahair #toptags #hairstyles #haircolour #haircolor #hairdye #hairdo #haircut #longhairdontcare #braid #fashion #instafashion #straighthair #longhair #style #straight #curly #black #brown #blonde #brunette #hairoftheday #hairideas #braidideas #perfectcurls #hairfashion #hairofinstagram #coolhair... more

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**Bigen**

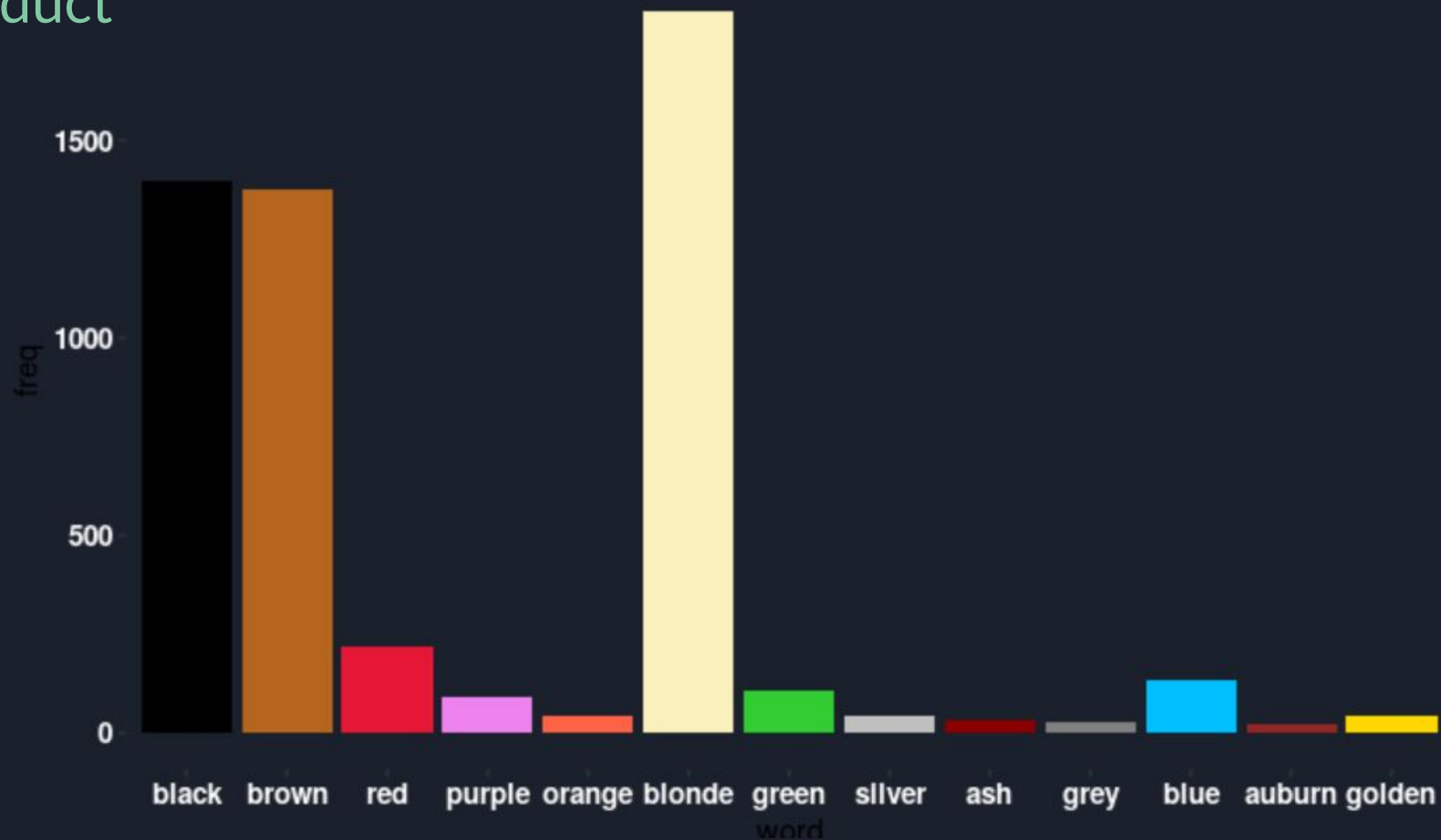


890 likes

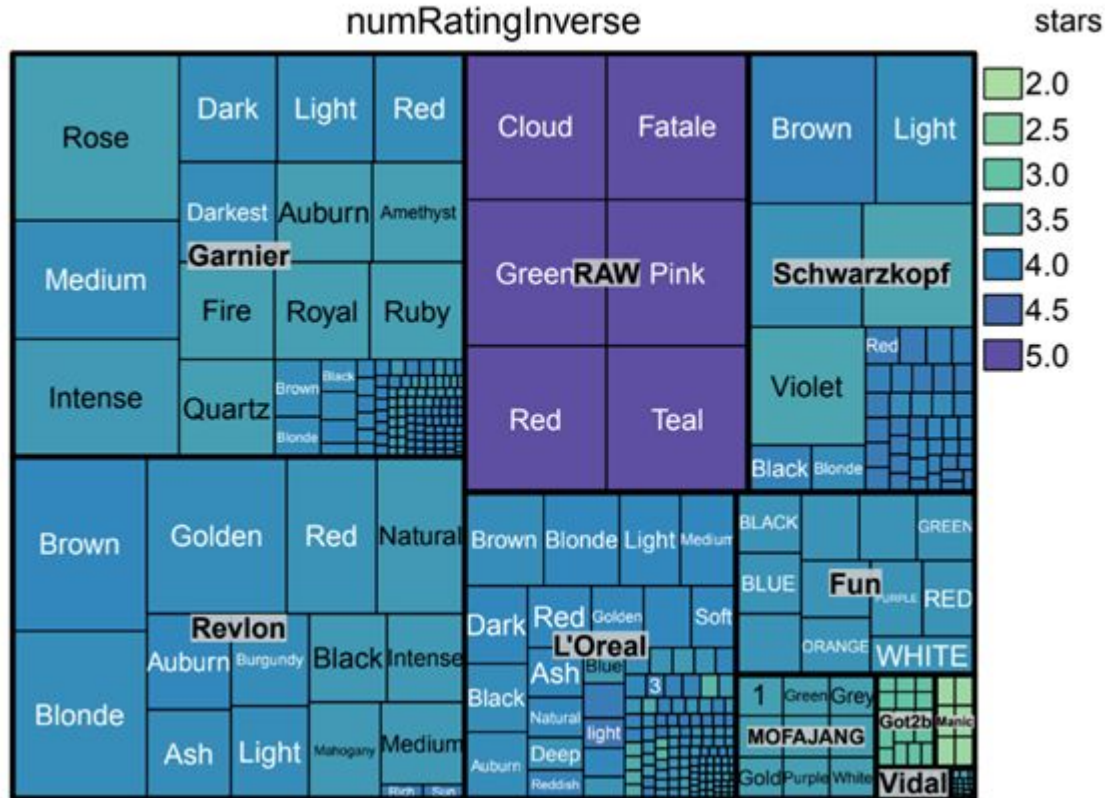
**Bigen** Tap ❤️ if this has happened with you too?... [more](#)

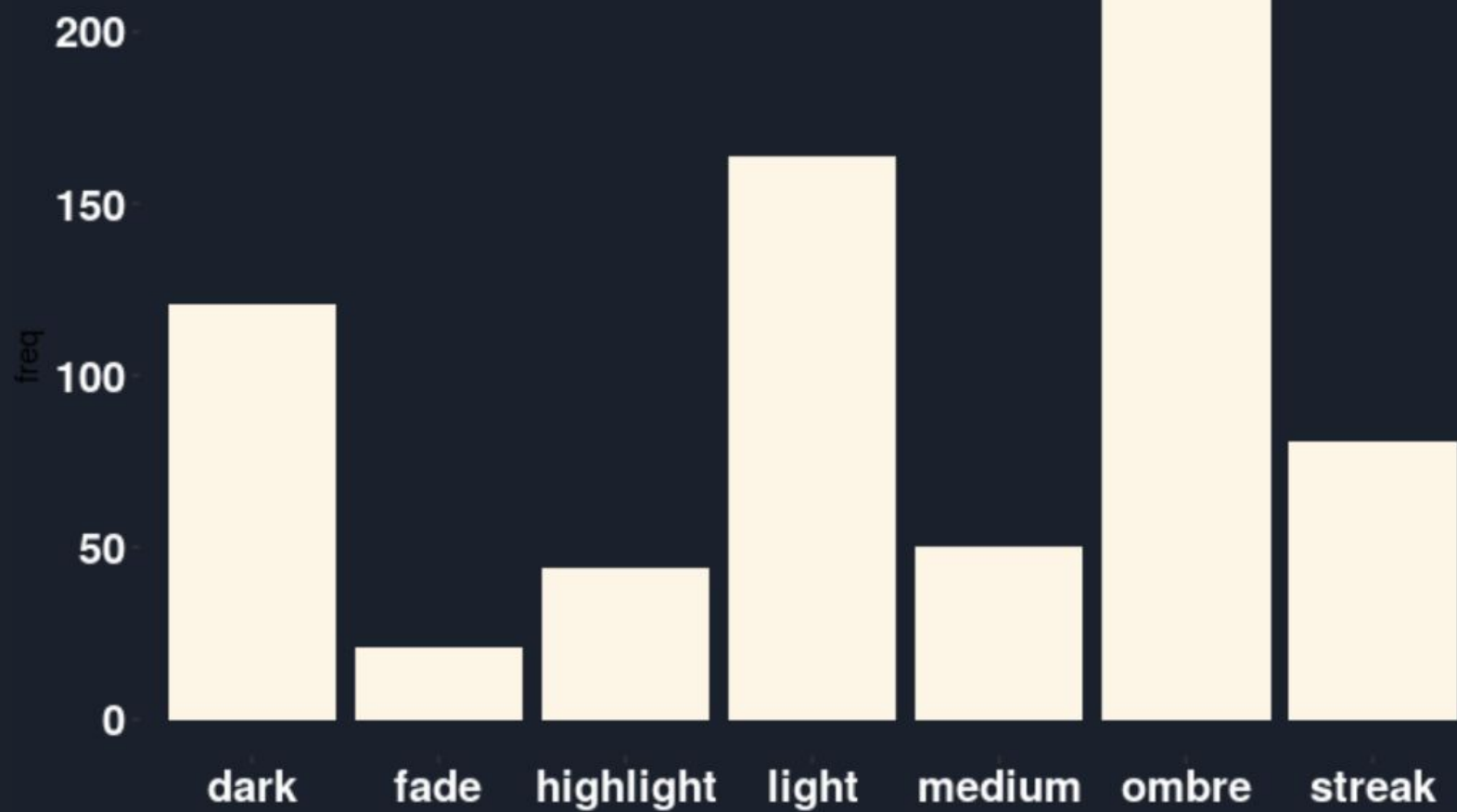


# Product



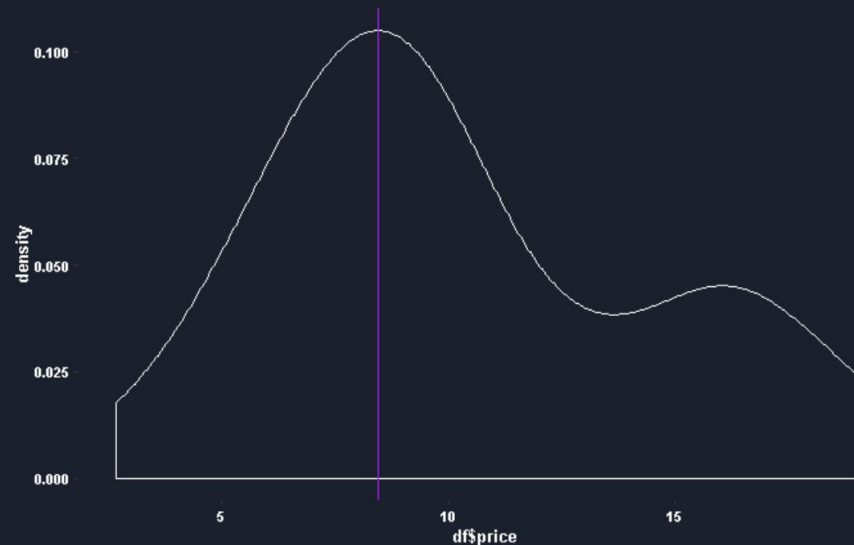
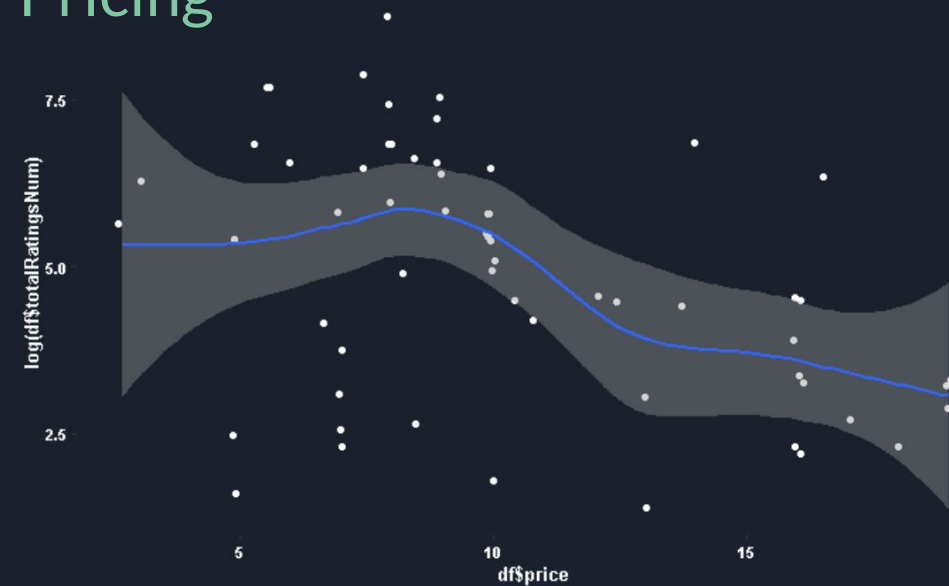
# Vibrance



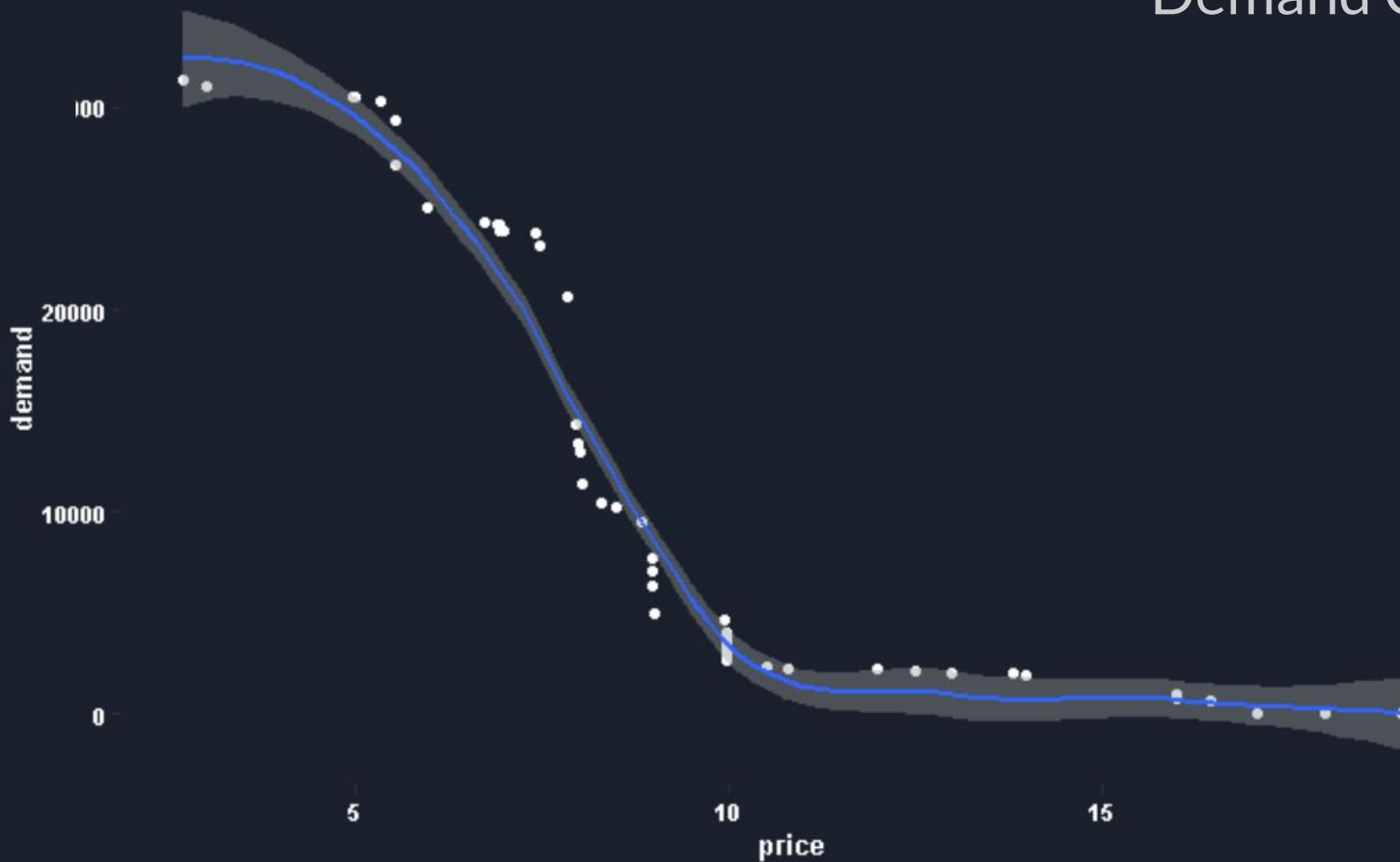


# Analysis: Amazon Pricing

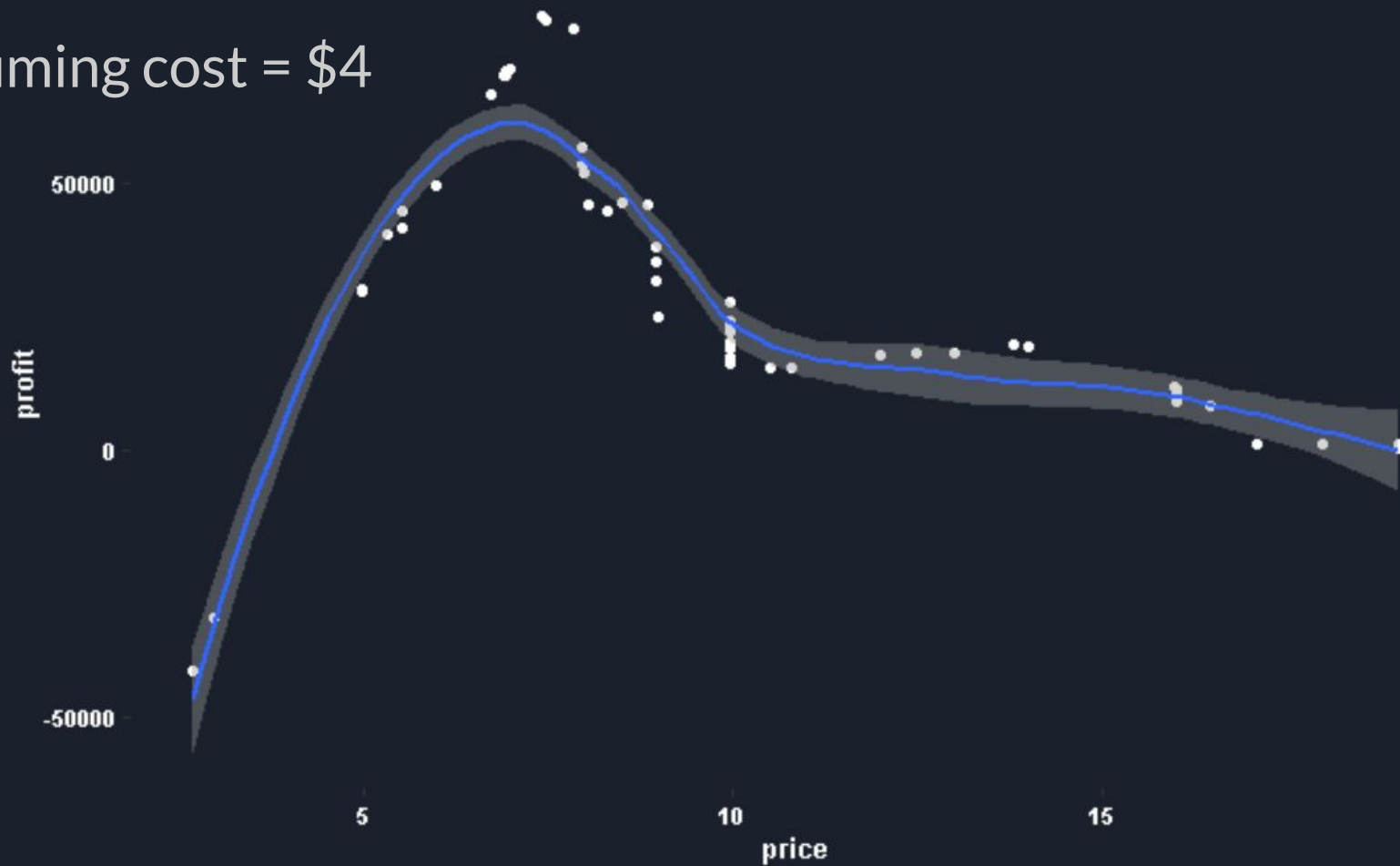
## Pricing



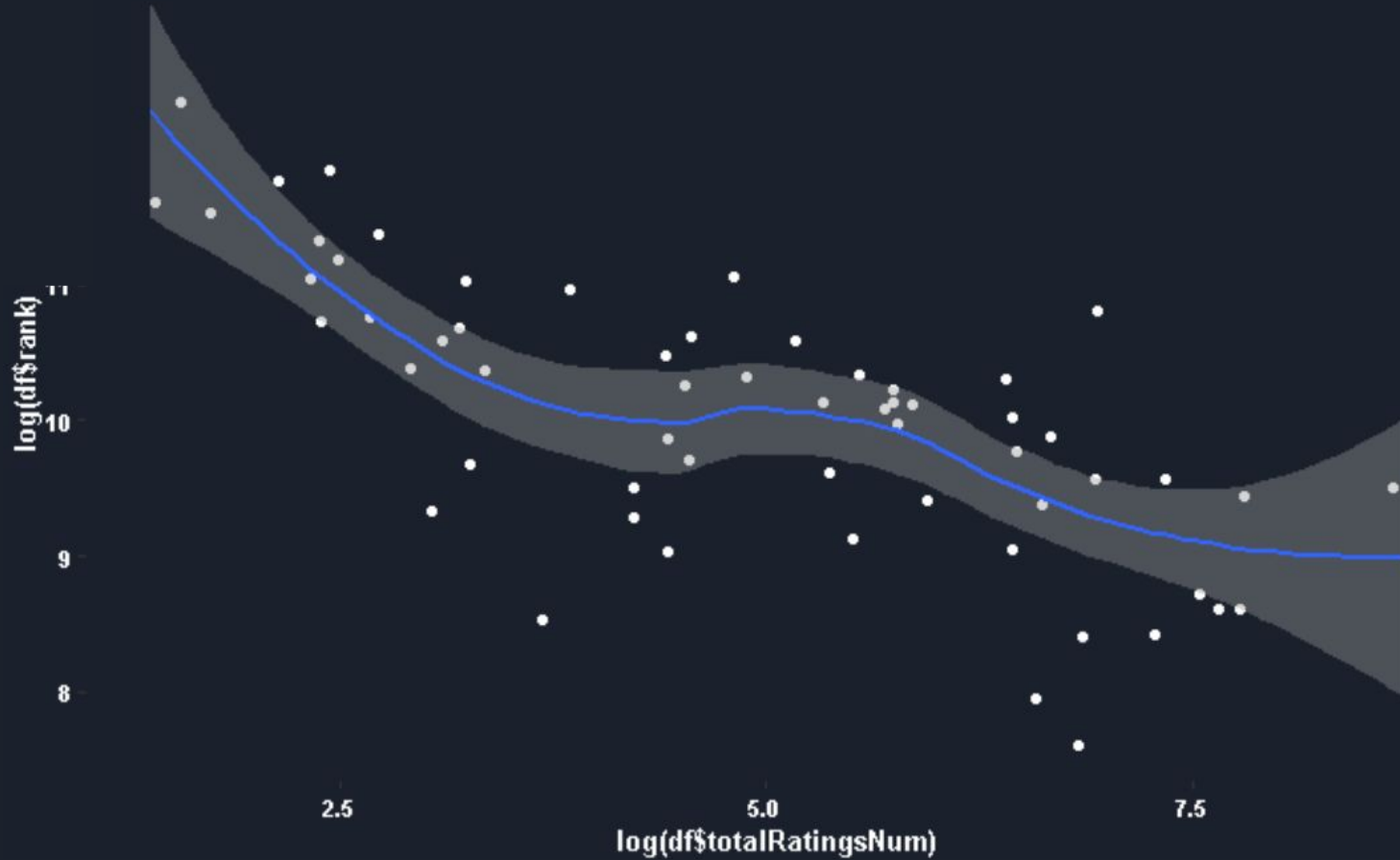
# Demand Curve



Assuming cost = \$4



Why pricing is important ? Not just profits directly but efficiency of the channel....



# Challenges







# Recommendations

## PULL INSIGHTS

- Customers are impulsive
- Smaller groups have potential
- Customers need to remember the product

## PUSH RESPONSES

- Design ads around impulse Shopping. “Feeling down?”
- Price Vibrant colors competitively
- Encourage opinions and conversations continuously.