

C. DETAILED EXPLANATION

1. USP

- For this section, aiming for around **4-6 sentences** would be appropriate to concisely yet effectively cover the key aspects.
- This paragraph succinctly introduces the USP, compares it with competitors, and ties it to the brand's communication strategies and consumer perception.

Example:

- Kiehl's emphasizes its heritage and natural ingredients, appealing to **consumers seeking natural, scientifically-backed skincare solutions**. In contrast, Clinique's USP is its **dermatologist-developed, allergy-tested, and fragrance-free products**, targeting consumers who prioritize dermatological health and hypoallergenic formulations. These differing USPs highlight how each brand strategically positions itself to cater to specific consumer preferences and needs in the competitive skincare industry.



2. Corporate branding

2.1. Channels

- **Website:** Using SimilarWeb for website traffic and engagement analysis and SEMrush for SEO, PPC and competitor keywords.
- **Social media channels:** Using Rival IQ for social media profiles - Provides overview of competitors' social media presence and followers.

Example:

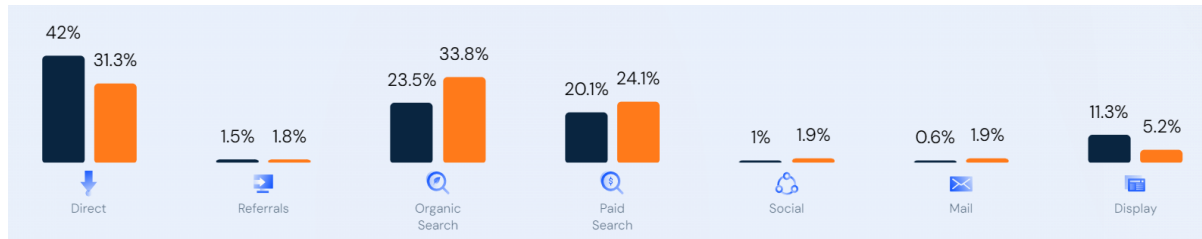
Website Traffic and Engagement (using Similarweb)

| |  kiehls.com |  clinique.com |
|----------------------|--|--|
| Total Visits ① | 1.8M | 1.6M |
| Last Month Change ① | ▲ 6.14% | ▼ 23.54% |
| Avg Visit Duration ① | 00:02:55 | 00:03:53 |
| Pages per Visit ① | 3.7 | 4.6 |
| Bounce Rate ① | 55.84% | 55.29% |

Although Kiehl's has more website traffic (1.8M > 1.6M), Clinique outperformed Kiehls in all engagement rankings

(ie. higher visit duration and pages per visit, lower bounce rate)

→ Clinique has better webpage experience



Both brands' traffic mainly comes from direct, organic and paid searches.

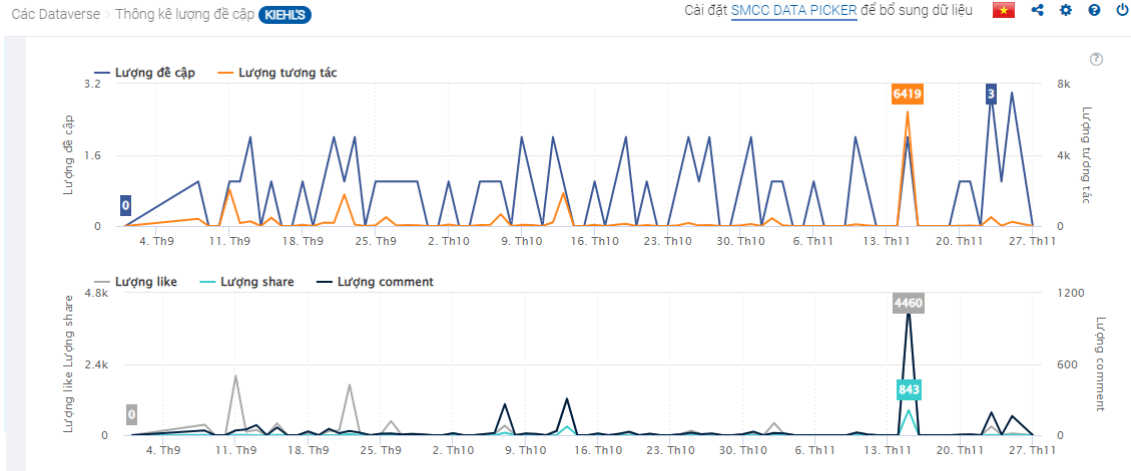
Direct search: Kiehls > Clinique (approximately 11% higher than Clinique) → Clinique lower brand awareness & lower customer loyalty

2.2. Engagement

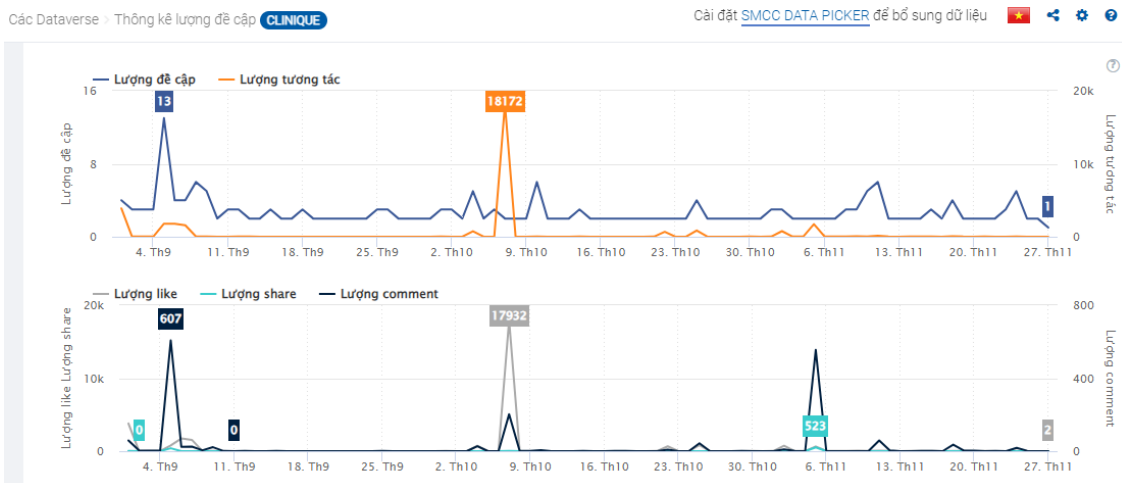
- For the section focusing on customer affinity and the reasons behind it, aim for about 4-6 sentences. You can succinctly focus on the reasons behind customers' affinity for the brand, such as its exceptional customer service, innovative products, or values that resonate with the audience. Highlight how these elements foster customer loyalty and active engagement, leading to repeat business and advocacy, which are key indicators of a strong customer-brand relationship.

Example:

- Kiehl's



- Clinique



Based on the analysis of the data from the Facebook pages of Kiehl's and Clinique, we can observe the following average engagement metrics per post:

Kiehl's:

- Average Likes: Approximately 232.47
- Average Comments: Approximately 48.53
- Average Shares: Approximately 23.42

Clinique:

- Average Likes: Approximately 128.58

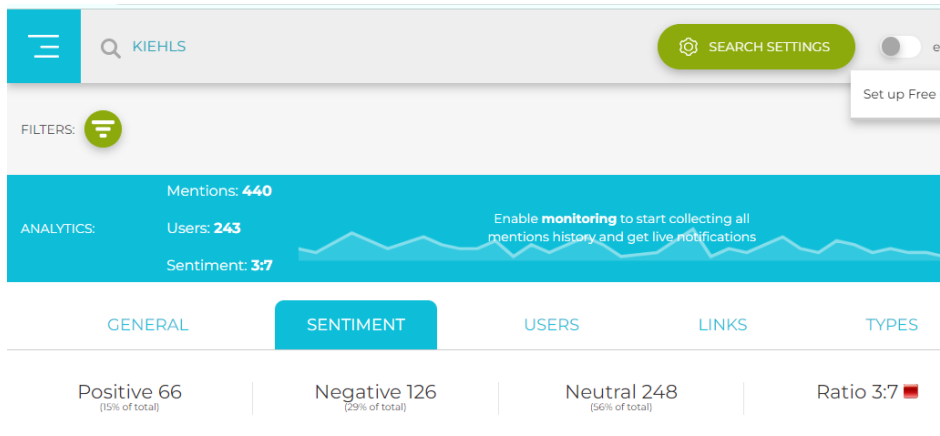
- Average Comments: Approximately 7.31
- Average Shares: Approximately 4.54

→ From this data, it is evident that Kiehl's Facebook page experiences higher engagement across all three metrics (likes, comments, and shares) compared to Clinique's Facebook page. This suggests that Kiehl's may have a more active or engaged social media community, or their content resonates more effectively with their audience.

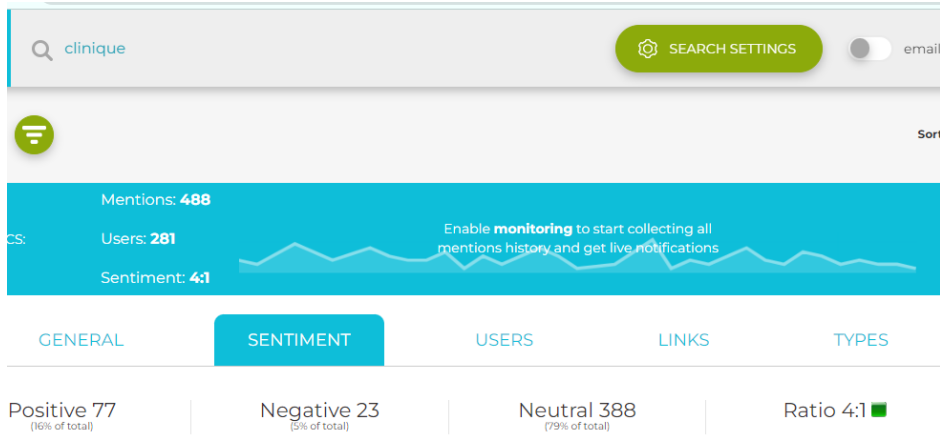
→ Several factors could contribute to this increased engagement for Kiehl's. For instance, Content Resonance: Kiehl's might be creating content that resonates more deeply with their audience. This could be due to the nature of the content being more aligned with the interests, values, or needs of their target audience. For instance, if Kiehl's content is more informative, entertaining, or aligned with current trends, it could naturally draw more engagement.

- Review:

+ Kiehl's



+ Clinique:



→ Reasons for Differences:

The differences in sentiment and the number of mentions could be due to several factors including marketing campaigns effectiveness, new product launches, social media presence, customer service experiences, and recent news or events associated with the brands. A higher positive sentiment for Clinique could reflect more favorable customer experiences or successful marketing initiatives. It's also possible that Kiehl's may have had a specific issue that led to an increase in negative sentiments, which would require further investigation to understand the context behind these numbers.

2.3. Values

- For the "Values" section of your analysis, aim to write about 3-4 sentences and concentrate on the brand's core principles, such as sustainability or ethical sourcing, and their integration into business practices. Highlight how these values align with the brand's mission and influence consumer perception and loyalty. This concise analysis should illuminate the connection between the brand's ethical commitments and its market appeal.

Example:

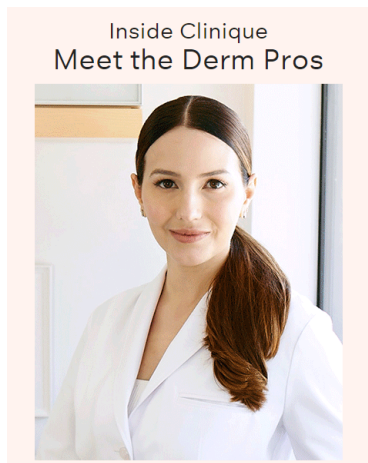
- Kiehl's: Kiehl's emphasizes natural ingredients and environmental sustainability, appealing to consumers who value holistic wellness and social responsibility. Their commitment to eco-friendly practices and community involvement distinguishes them in the beauty industry, fostering a dedicated customer base.

Kiehl's x John Legend

Người bạn của Kiehl's, John Legend đã giúp cho ra mắt phiên bản giới hạn của sản phẩm Mặt Nạ Đất Sét Rare Earth Deep Pore Cleansing Masque. Bao bì của sản phẩm do chính tay John thiết kế với chữ ký của anh, và số tiền thu được đã được đóng góp cho các tổ chức từ thiện về môi trường trên toàn cầu.



- Clinique: Clinique focuses on scientific innovation and skin health, offering dermatologist-developed, allergy-tested products. This approach attracts customers seeking safe, effective skincare, grounded in medical expertise and suitable for sensitive skin.



[Inside Clinique - Meet the Derm Pros](#)

2.4. CSR

- For the "CSR (Corporate Social Responsibility)" section of your analysis, aim for about 4-6 sentences. This section should highlight the brand's efforts in social and environmental responsibility, and how these initiatives impact both the community and the brand's image.

Example:

- Kiehl's CSR initiatives are deeply rooted in environmental sustainability and community support. The brand actively engages in eco-friendly practices, like using recyclable materials and promoting responsible sourcing. Additionally, Kiehl's is known for its philanthropic efforts in areas such as HIV/AIDS awareness and environmental conservation, demonstrating a commitment to societal well-being that resonates with its customer base.

Kiehl's x Alicia Keys

Vào năm 2014, Kiehl's hợp tác với nghệ sĩ và nhà từ thiện từng đoạt giải Grammy, Alicia Keys cùng tổ chức Keep a Child Alive để giúp điều trị, chăm sóc và hỗ trợ cho trẻ em và các gia đình bị ảnh hưởng bởi HIV. Kiehl's cho ra mắt phiên bản giới hạn của Bộ sưu Midnight Recovery Concentrate, kết quả quyên góp được \$200.000 cho tổ chức.



- Clinique approach to CSR focuses on health and wellness, particularly in skin health and cancer research. The brand has been involved in initiatives promoting women's health, including supporting breast cancer awareness campaigns. This commitment to health and wellness extends beyond their product line, reflecting a dedication to making a positive impact on communities and aligning with the brand's ethos in healthcare and safety.
 - Source:
<https://www.elcompanies.com/es/news-and-media/newsroom/press-releases/2023/09-29-2023-120013299>
 - <https://www.bcrf.org/partners/clinique/>

2.5. KOL booking strategy

- For the "KOL (Key Opinion Leader) Booking Strategy" section, aim for about 5-7 sentences. This section should explore how the brand strategically collaborates with influencers or key opinion leaders to enhance its marketing and branding efforts.

Example:

- Kiehl's KOL Booking Strategy: Kiehl's strategically collaborates with KOLs who embody natural, holistic lifestyles, mirroring the brand's ethos of natural ingredients and environmental consciousness. These influencers, often with interests in sustainability and wellness, effectively communicate Kiehl's values to a like-minded audience. For example, partnering with influencers known for their eco-friendly lifestyle helps reinforce Kiehl's commitment to sustainability and attracts a customer base that values these principles. Matthew McConaughey - Oscar-winning actor; combined with Kiehl's to create a limited edition product set to help promote and raise funds to help autistic children with Autism Speaks - a world organization dedicated to helping autistic children. for autistic people.

3. Executive Visibility/Thought Leadership

- For the "Executive Visibility/Thought Leadership" section, aim for about 4-6 sentences. This part should focus on how the brand's executives contribute to its image and industry standing through public appearances, thought leadership pieces, and other forms of engagement.

Example:

- Kiehl's: Their messaging often revolves around their long-standing commitment to quality and natural ingredients. A representative statement reflecting Kiehl's philosophy might be: "We are committed to using the finest, naturally-derived ingredients to create effective skincare solutions."

4. Market Education

- For the "Market Education" section, aim for about 4-6 sentences. This section should focus on how the brand educates its customers and the broader market about its products, industry trends, and relevant issues.

Example:

- Kiehl's: Kiehl's employs an educational approach focused on the benefits of natural ingredients and personalized skincare routines. Utilizing platforms like their website, blog posts, and in-store events, they provide detailed insights into how natural ingredients work and their benefits for different skin types. This approach not only informs customers but also aligns with Kiehl's brand identity of natural, holistic skincare solutions.
- Clinique: Clinique's market education strategy emphasizes the science behind skincare. Through educational content on their website, social media, and in beauty counters, Clinique explains the dermatological research behind their products. Their approach is to educate customers on skincare health, allergens, and the importance of hypoallergenic products, reinforcing their brand image as a leader in scientifically formulated skincare.

D. TIPS & TRICKS

- Focus on Comparative Analysis: Directly compare each aspect (like CSR, Market Education) for both brands, highlighting contrasts and similarities.
- Use Specific Examples: Strengthen your points with clear, relevant examples from each brand's strategies or campaigns.
- Customer Perspective: Emphasize how customers perceive and interact with each brand, using reviews or social media as references.
- Balanced Analysis: Present a fair assessment, acknowledging strengths and weaknesses of each brand.
- Concise and Relevant: Stick to the outline, avoiding extraneous details, and keep your writing clear and to the point.

E. SOURCES

- SimilarWeb:
 - Online presence analysis - Provides data on website traffic, traffic sources, referrals, social traffic etc. for comparing brands.
 - Demographics - Gives breakdowns of a site's audience by location, age, gender for consumer analysis.
 - Engagement metrics - Visit duration, pages per visit, bounce rate can be compared between brands.