

CLEAR CLINICAL FINAL PRESENTATION



MEET THE TEAM



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AGENDA

01

Overview

How did our scope change
since mid-semester?

02

La Mer Case Study

What have we learned
from La Mer's success?

03

Influencer Marketing

Clear Clinical and New
Marketing Agency

04

Final Takeaways

Future implementations
on social media

OVERVIEW





La Mer: Road to Success



Identifying Influencers
With Most Impact



Increase Online Sales

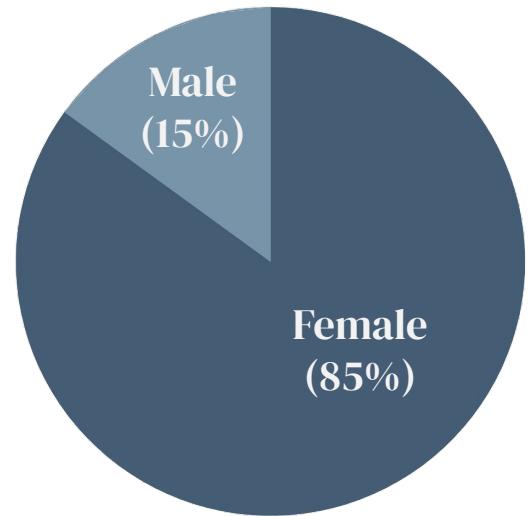


The background features a light gray gradient with two prominent white wavy line patterns. One pattern is on the left side, starting from the top left corner and curving downwards towards the bottom right. The other pattern is on the right side, starting from the top right corner and curving downwards towards the bottom left. A large, semi-transparent light blue circle is positioned in the upper right quadrant, partially overlapping the wavy lines.

Interview Breakdown

40
INTERVIEWS
CONDUCTED

16-62
YEAR
OLDS





Case Study

LA MER.

- Luxury Skincare Company
- Founded in 1994
- Large International Presence
- \$1.2 Billion Revenue Annually



La Mer Consumer Feedback

Essentials

“Products are not only luxurious but also effective and backed by credible science.”

Highlights

“La Mer can only be sold in high end stores, giving more of a luxurious feel.”

“La Mer is a symbol of luxury and status.”

Marketing Appeals

“Minimalism look and posts limited content, attracting more consumers”

“Influencer collaborations feel authentic, not forced.”



La Mer's Marketing Strategies Application to Clear Clinical



1. Enhance Product Credibility
2. Enhance Brand Perception
3. Strengthen Community Ties
4. Optimize Visual Marketing



Influencer Marketing



Keys steps in promoting sales through social media



1. Grab viewer attention



2. Encourage viewers to interact



3. Motivate viewers to share



What grabs customer attention?

1

Informational

2

Funny

3

Aesthetic

4

Inspirational



What encourages viewers to interact with a post?

Cohesiveness

“When an influencer posts just one or two categories of content, I’m more inclined to follow, since I know exactly what I’m subscribing to.”

Viewers know what genres they like to see

Cohesiveness in Content/Branding

Genuine

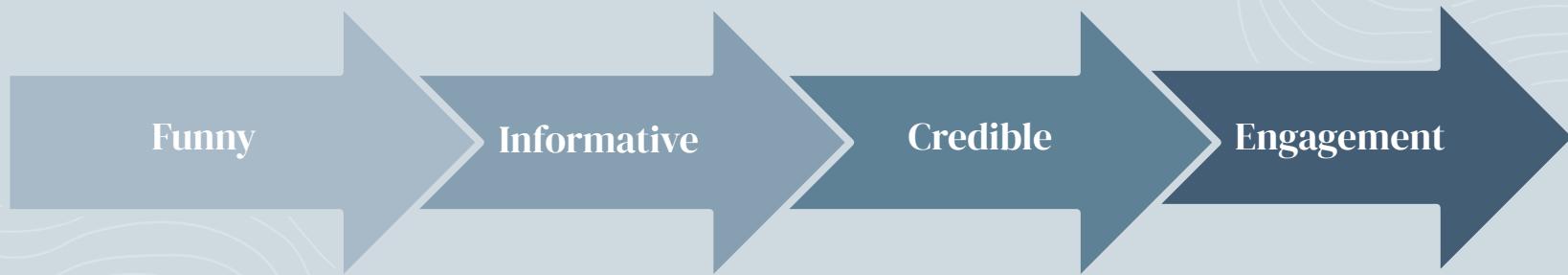
“Super genuine and down to earth with their content and very open about their skin journey and what products got them to where they are now”

Easier for viewer to trust them

Before and After Videos



What will make people want to share the post?



What deters viewers?



**Unrelatable
&
Unrealistic**



**Unaesthetic
or
Unprofessional**



**Evidently fake
or
Money Driven**



The Ideal Influencer: Meet Sarah



Name: Sarah Smith

Age: 30 - 40 years old

Gender: Female

Location: Los Angeles, CA

Funny

Informative

Genuine

Background:

- Grew up in a middle class suburban family
- Had acne and discovered skin care through social media + word of mouth to fix it

Content:

- Mainly on Instagram and Facebook
- Before & After Videos
 - Demonstrate effectiveness of products
- Cohesive/Aesthetic i.e. Color Palette
- Mainly focuses on Cosmetic & Skincare videos



Final Takeaways

Final Takeaways

LA MER®

- High end luxury products and exclusivity
- Consistent brand image and aesthetic
- Trusted and respected by many

CLEAR
CLINICAL
The Science of Perfecting Skin.™

- Build brand image
- Consistent Packaging
- Influencer Selection
- Appeal to Consumers



THANK YOU