

CLEAR CLINICAL MID SEMESTER CHECK IN



MEET THE TEAM



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AGENDA

01

Overview

What is Clear Clinical and its project scope?

02

Research

What have we learned from survey analysis?

03

Next Steps

What will BTG x Clear Clinical do next?

OVERVIEW





Social Media Growth



Increase Online
Website Engagement



Increase Online Sales

Overview



Research



Next Steps

Four Main Product Lines

Soothe Sensitive Skin

Products formulated for highly sensitive skin or for post treatment use. These mild formulas help to reduce the appearance of inflammation and irritation while encouraging healthy cellular regeneration.

[SEE ALL SOOTHING](#)

Clear Adult Acne

Formulated to treat the unique needs of those suffering with adult acne, this line of products combines technologically advanced peptides and an innovative, anti-aging complex to heal blemishes while also treating the signs of aging.

[SEE ALL ADULT ACNE](#)

Reflect Anti-Aging

This comprehensive approach to skincare addresses uneven skin tone, reduces the appearance of fine lines and wrinkles, improves skin firmness and maintains skins' intrinsic moisture, resulting in radiant, younger looking skin.

[SEE ALL ANTI-AGING](#)

Boost Topical Serums

These product enhancing serums and pads are made of highly effective vitamins and anti-oxidants to brighten, clarify and exfoliate the skin while boosting collagen production to reduce the appearance of fine lines and wrinkles.

[SEE ALL TOPICAL SERUMS](#)

RESEARCH



Driving Research Questions

1

What Skincare Treatments Are Consumers Interested in?

2

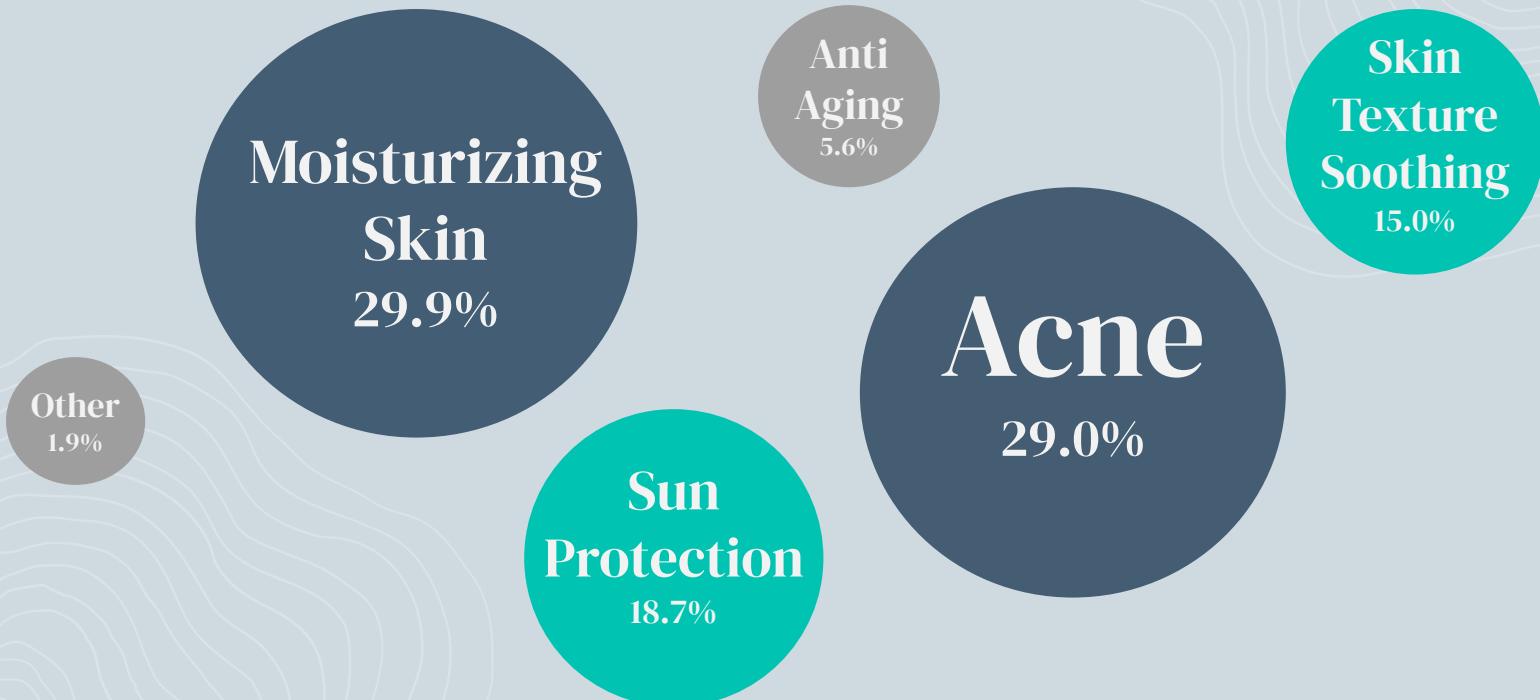
How Do Consumers Find Skincare Products?

3

What First Impressions Does the Clear Clinical Website Give Off?



What Treatments Are Consumers Looking For?



Trusted Brands

CLEAR
CLINICAL
The Science of Perfecting Skin.™

48.3%



Curology

17.3%

Neutrogena®

17.3%

Cetaphil®



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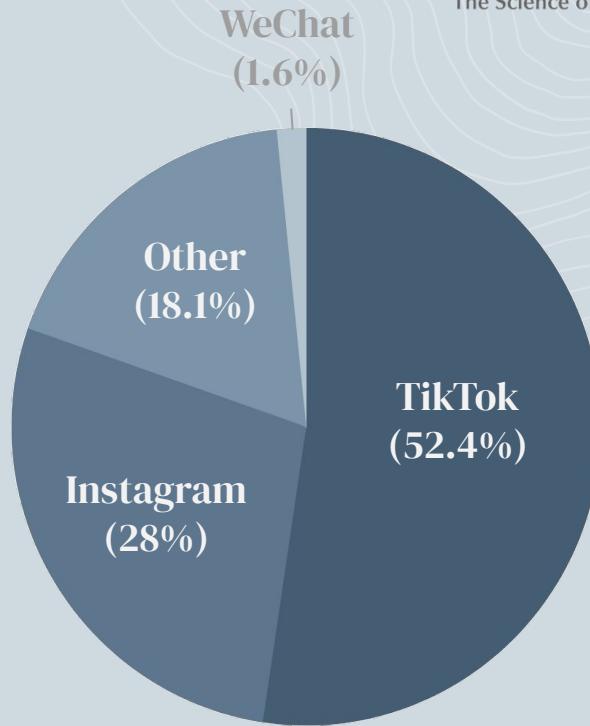
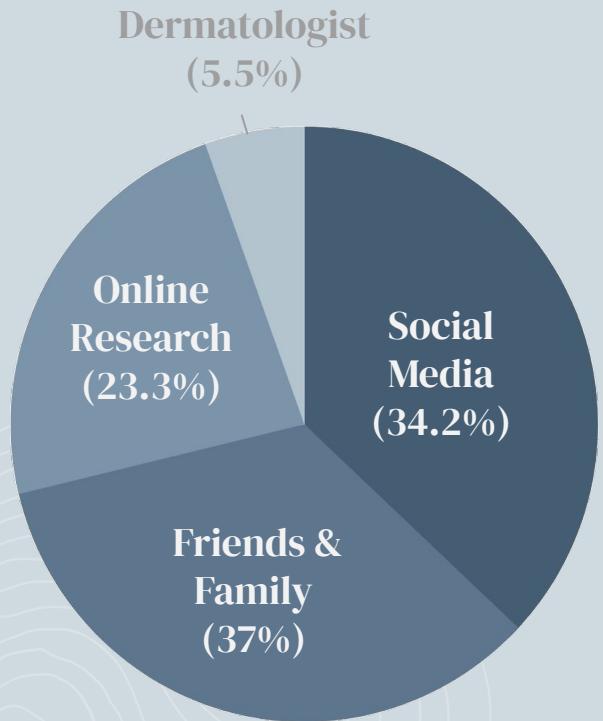
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How Do Consumers Find Skincare Products?



Driving Research Questions

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How Do Consumers Find Skincare Products?

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What First Impressions Does the Clear Clinical Website Give Off?



What First Impressions Does the Clear Clinical Website Give Off?

Information

“Not enough media... high end products based on price but no proper display of high end value”

Luxurious

“A very sleek and luxurious brand however it seems to target an older demographic through an emphasis on anti-aging products.”

Engagement

“Not enough media. Only has product photos, but no reviews, before and after pics, testimonials, or videos.”

Dermatological

“Looks like a brand a dermatologist would suggest.”



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NEXT STEPS



Key Findings

Survey



77% of people said they listen to influencers or ads on skincare



57% of people said they learn of skincare products online



48% of people said they used a Cerave product

Engagement

"Right in your face, **show cases** the product"

"**clean but robotic** , would recommend adding **customer reviews** or **real people** using the products"

"Has a **clean aesthetic** . It's **easy to find products** you'd need or be interested in"

Case Studies

LA MER®

- Complementary Samples on Orders
- Promotion Codes
- Bundles
- Ethos - Science

A
G E
N C Y

- Free Trial Period
- Subscription Based
- Personalization
- Bundles
- Ethos - Dermatologist

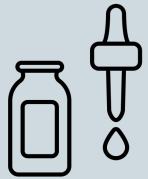


Interview Analysis



1. Marketing Strategy
2. Skincare Quiz + Personalization
3. Website Design + Customer Review Impact
4. Credibility-Building Strategy
5. Customer Engagement
6. Brand Image

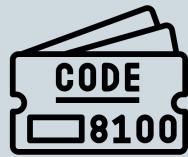
Potential Ideas



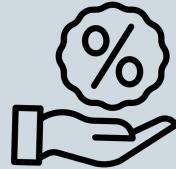
Sample Products



Pop-Up Shops



Promotion Code Partnerships



Incentives

THANK YOU