



REBRANDING PROJECT

Kaylyn Mok

The views and opinions expressed on this document are those of Kaylyn Mok's and do not reflect the official policy or position of Supergoop!



Supergoop!

[®]

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Supergoop!

A skincare brand that focuses on suncare, or SPF.

Dedication towards incorporating UV protection into your daily routine.



Meet Holly

- Founder and CEO of Supergoop
- Concerned mother and teacher
- Close friend was diagnosed with cancer
- AAD Gold Triangle Award
- Founded Supergoop in 2007 in San Antonio, Texas

Supergoop! History

Supergoop!
receives American
Academy of
Dermatology's
Gold Triangle
Award for Sun
Safety Education

2007



Supergoop!
founded

2011



Supergoop!
stocked at
Sephora and
Nordstrom

2012



Supergoop!
receives CEW
Indie Beauty Brand
Award

Supergoop!
becomes first
brand to openly
publish efficacy
reports on their
products

2016

Supergoop!
advocates
disclosure of
sunscreen testing

2017

Sephora expands
Supergoop! to
Southeast Asia

2018

Supergoop! takes
in \$40 million in
revenue

Unseen
Sunscreen SPF
40 launches
and becomes
#1 bestseller for
SPF sold at
Sephora

Holly starts Ounce
by Ounce program
to donate pumps of
SPF to classrooms
across America

2019

Supergoop!
creates first
SPF-infused
eyeshadow

Market Sector: Prestige suncare

Sunscreen in one's everyday routine

Target Market

- Women aged 16-45
- Employed
- Middle to upper class

Market Share

- Prestige sun care grew 29% from 2018-2019
- Sun care market as a whole is projected to grow only 2% in 2020

Total Annual Sales

2017 \$20 million



2018 \$40 million

Supergoop Sale Locations

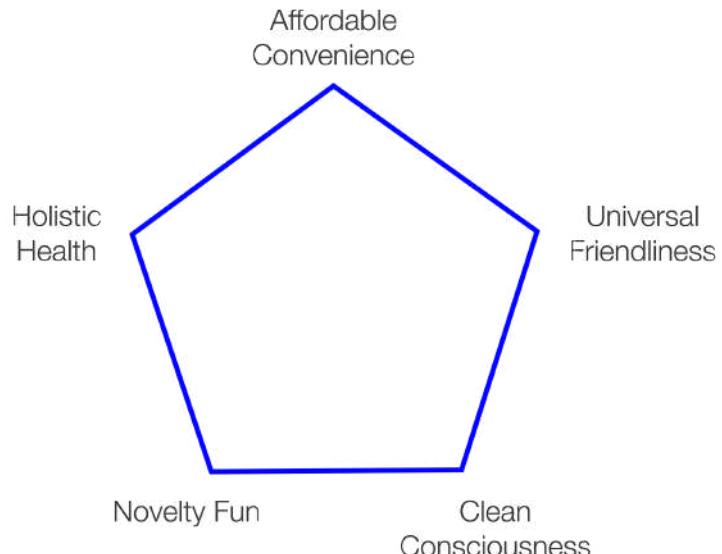
- Sold at Sephora
- Sephora has:
 - 2500+ stores in 32 countries worldwide
 - 460 stores across the Americas



Value Proposition

Novel sun care motivated by our community's vision to become more ecologically friendly and multi-purposeful without the use of common harmful ingredients.

Brand Experience Attributes



AFFORDABLE CONVENIENCE

Desirables that are
versatile
2-in-1
Low cost for the value

UNIVERSAL FRIENDLINESS

Friendly with one's
environment: people
and nature

CLEAN CONSCIOUSNESS

Education and
awareness of one's
environment

NOVELTY FUN

Experience bound
Unique fun

HOLISTIC HEALTH

Physically healthy
Healthy mindset

Tag Line

Healthy skin starts with SPF, every. single. Day.

HEALTHY SKIN, HEALTH MIND

1 in 5

Americans will develop
skin cancer in their lifetime

23%

of lifetime sun
exposure happens
before age 18

14.3% of men
29.9% of women

use sunscreen everyday

Schaumburg, Ill. Study: Most Americans don't use sunscreen. May 2015.
<https://www.aad.org/media/news-releases/study-most-americans-don-t-use-sunscreen>

Daily use of SPF
reduces the risk of developing
melanoma & cell carcinoma by

40%

**How can Supergoop! convince
people to wear sunscreen
everyday?**

JULIE

25 | female

- Lives in Los Angeles
- Social butterfly
- Simple lifestyle
- Does not own a car
- Customer service representative at Macy's

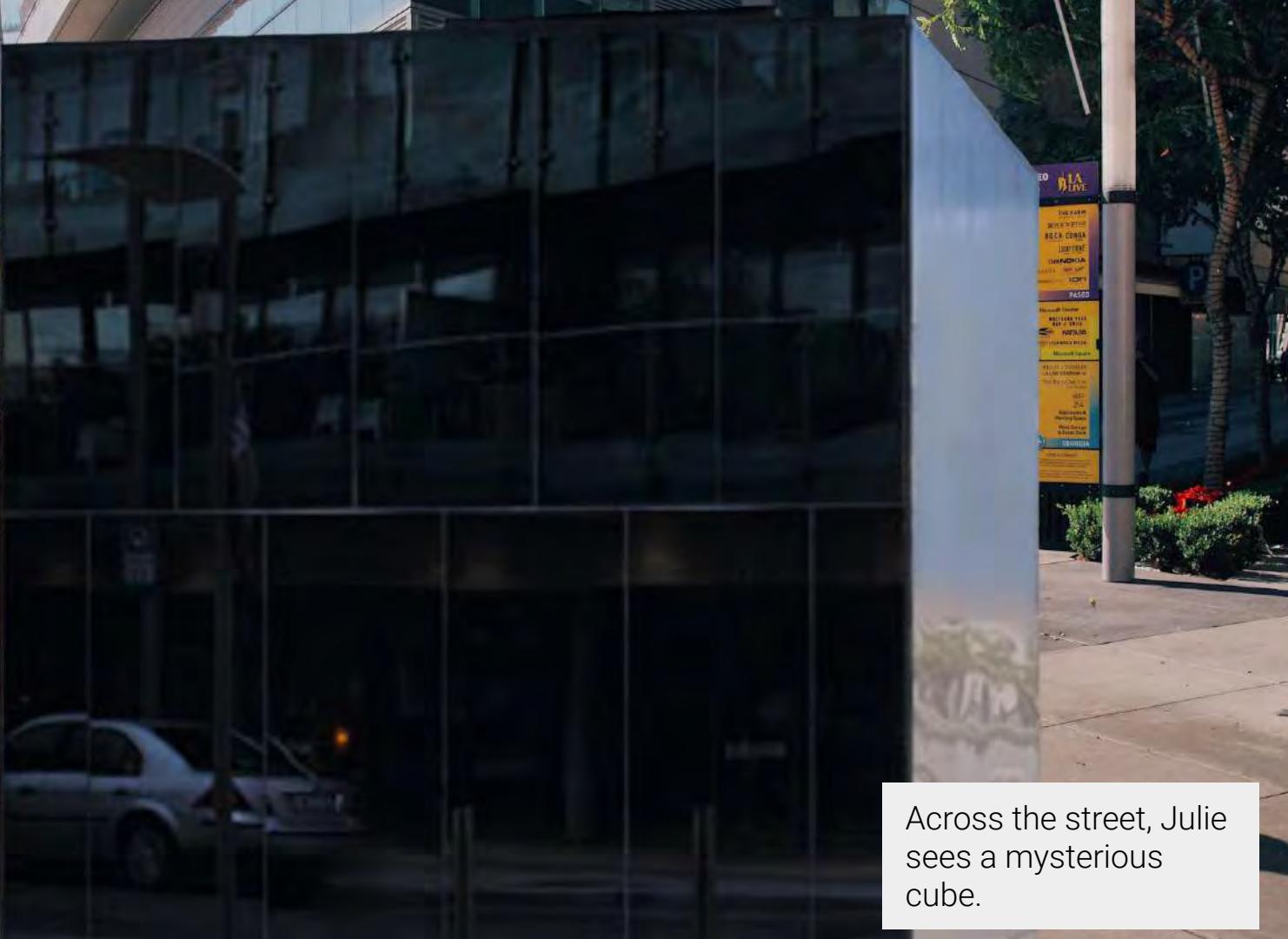




Location: Downtown LA
Weather: Sunny 85°F

Julie waits on the sidewalk for her Uber.





Across the street, Julie sees a mysterious cube.

Supergeopl. SUNSTOP

WELCOME

unseen sunscreen

Sunscreen's most popular product. The sunscreen provides SPF 30 and when applied, leaves no trace or feeling of the sunscreen, except for a soft, matte texture for the skin.

[try](#)

GOOP

[let's go](#)

Don't have time to go to a skin consultant? Try out GOOP; our new AI skin consultant for free! It only takes 1 minute.

[learn more about](#)

supergoop!



WELCOME

unseen sunscreen

Supergoop's most popular product! This sunscreen provides SPF 40 and when applied, leaves no trace or feeling of the sunscreen, except for a soft, matte texture for the skin.

try

acai fusion lip balm

Did you know that lips can get damaged by the sun too? Protect your lips with this lip balm infused with acai berry and shea butter with SPF 30!

try

Don't have time to go to a skin consultant? Try out GOOP, our new AI skin consultant for free! It only takes 1 minute.

GOOP

let's go

learn more about

Supergoop!®





Skin Results



loading...

GOOP



Skin Results

moisture: average

skin barrier: bad

sebum levels: above average

sun damage: high

skin age: 35

overall skin condition: at risk
for skin cancer without proper
care of skin

recommended products



SIGN UP

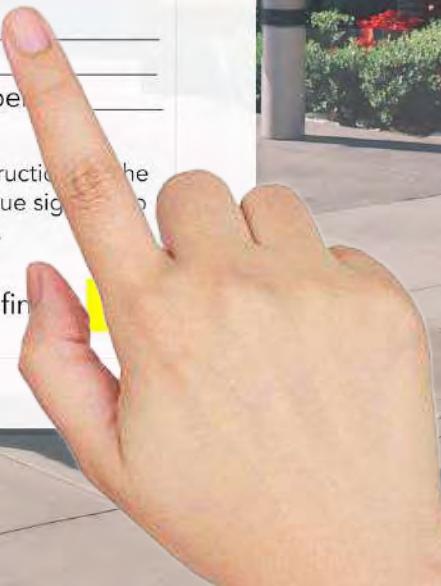


By signing up, we can upload your results to your account and assign you to a personal skin consultant.

name: _____
email: _____
phone number: _____

Follow the instructions in the email to continue signing up for Supergoop.

find



SIGN UP

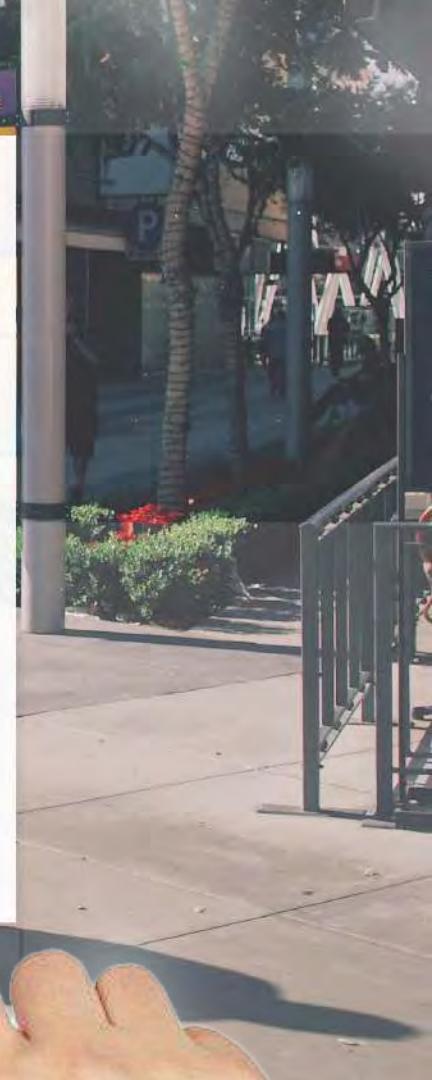


By signing up, we can upload your results to your account and assign you to a personal skin consultant.

name: Julie
email: julie@macy's.com
phone number: 213-562-5364

Follow the instructions in the email to continue signing up for Supergoop.

finish



THANK YOU

You will receive an email from
Supergoop! shortly.

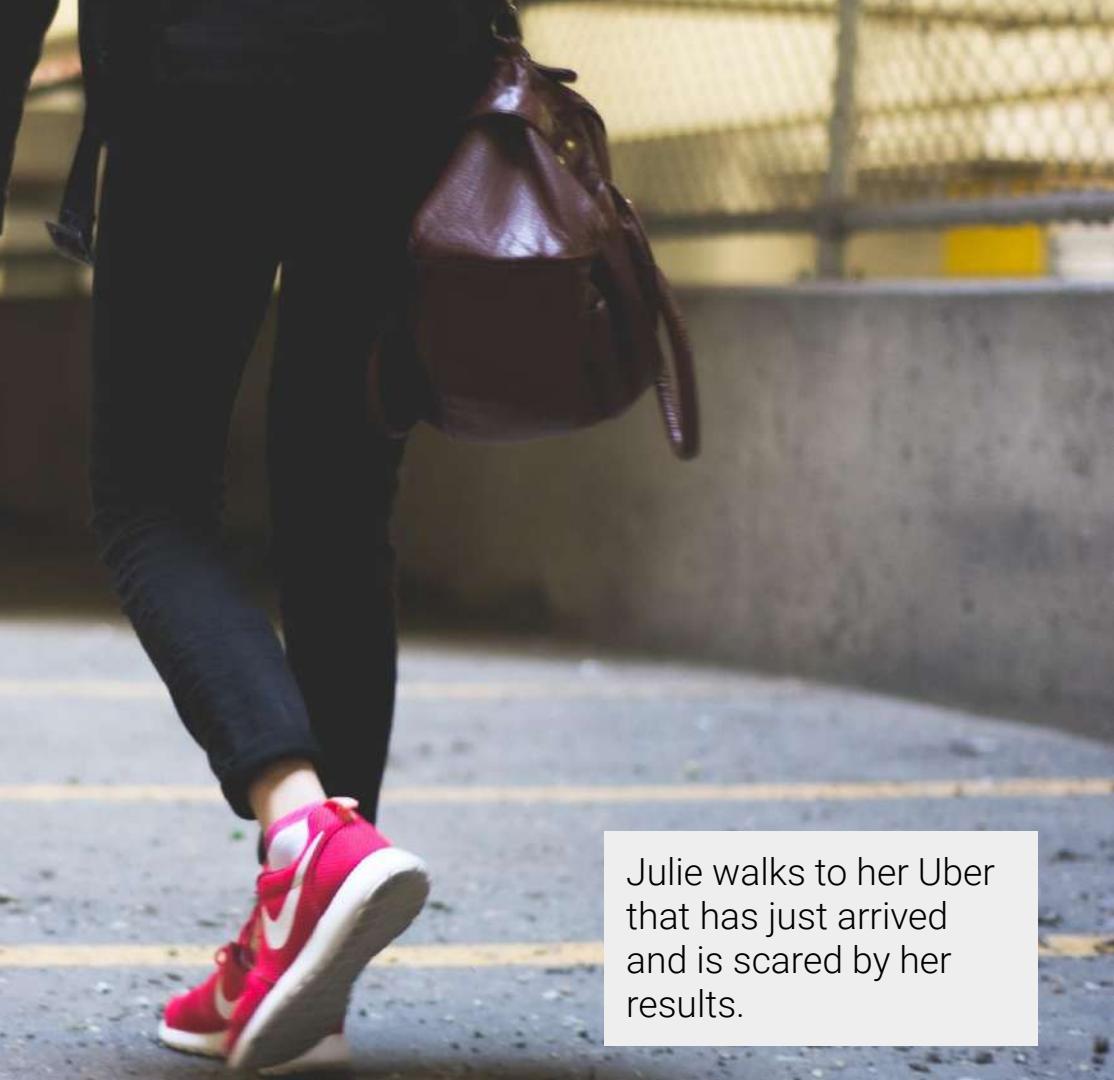
HAVE A GOOD DAY,
JULIE!

Did you know?

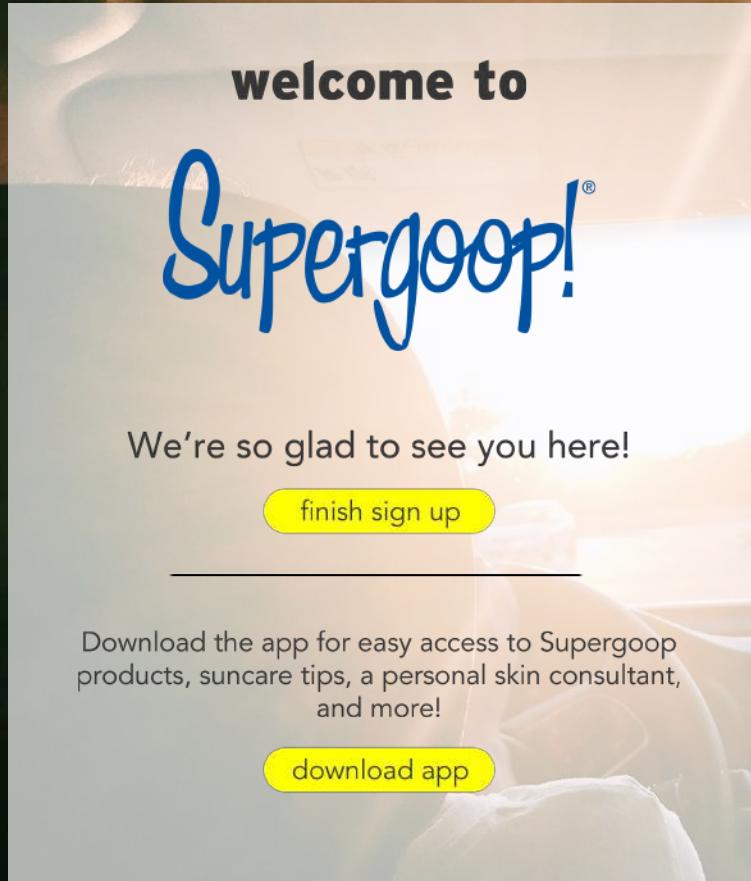
1 in 5 Americans will develop skin
cancer in their lifetime.

Protect yourself with SPF!

Supergoop![®]



Julie walks to her Uber that has just arrived and is scared by her results.

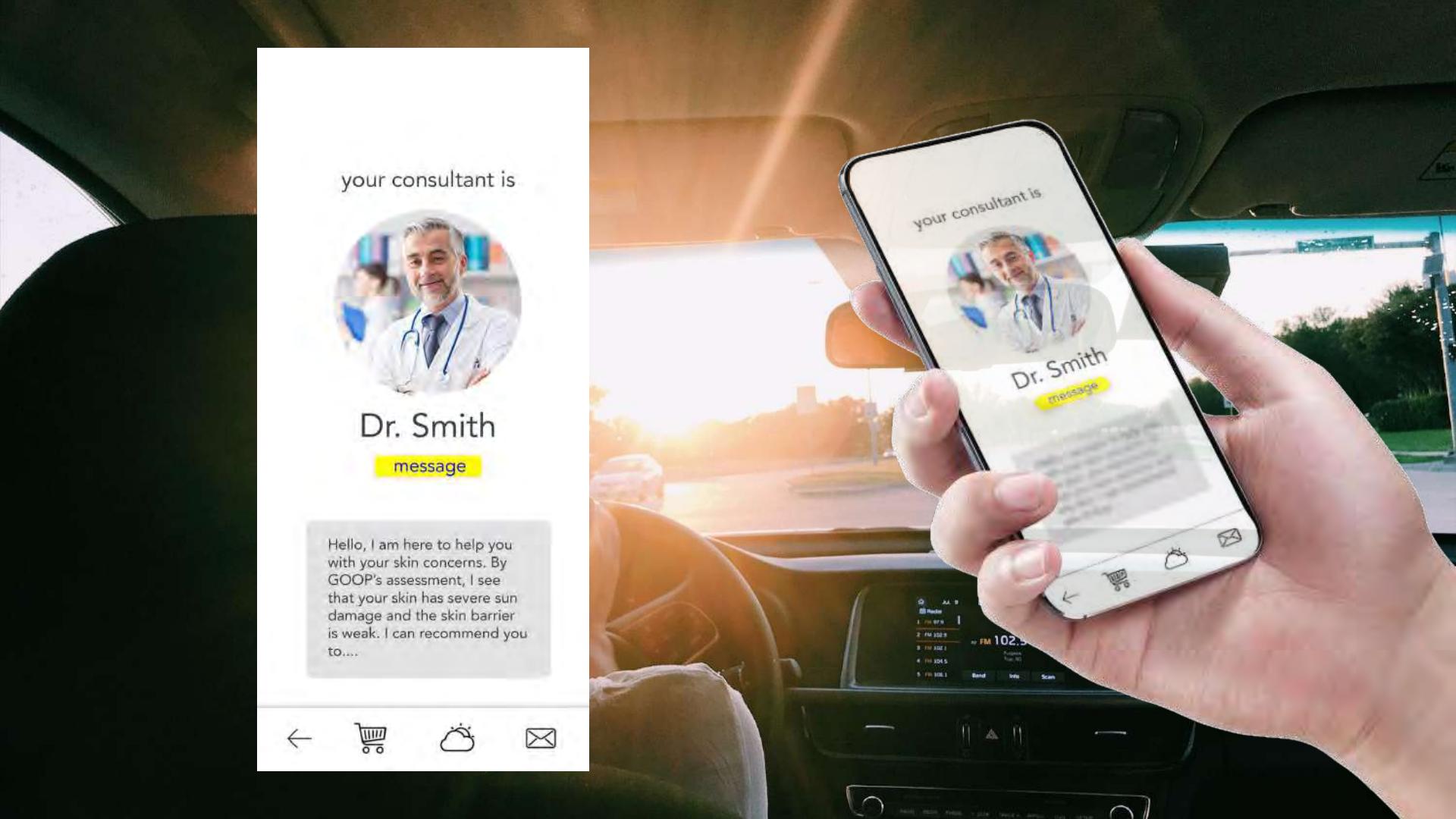




Supergoop!

username:
password:





your consultant is



Dr. Smith

message

Hello, I am here to help you with your skin concerns. By GOOP's assessment, I see that your skin has severe sun damage and the skin barrier is weak. I can recommend you to....



your consultant is



Dr. Smith

message

Q AA. 9
1 FM 102.9
2 FM 102.2
3 FM 102.1
4 FM 104.5
5 FM 102.1 Band Info Scan

quiz for personalized product

how often do you use SPF?
never sometimes always

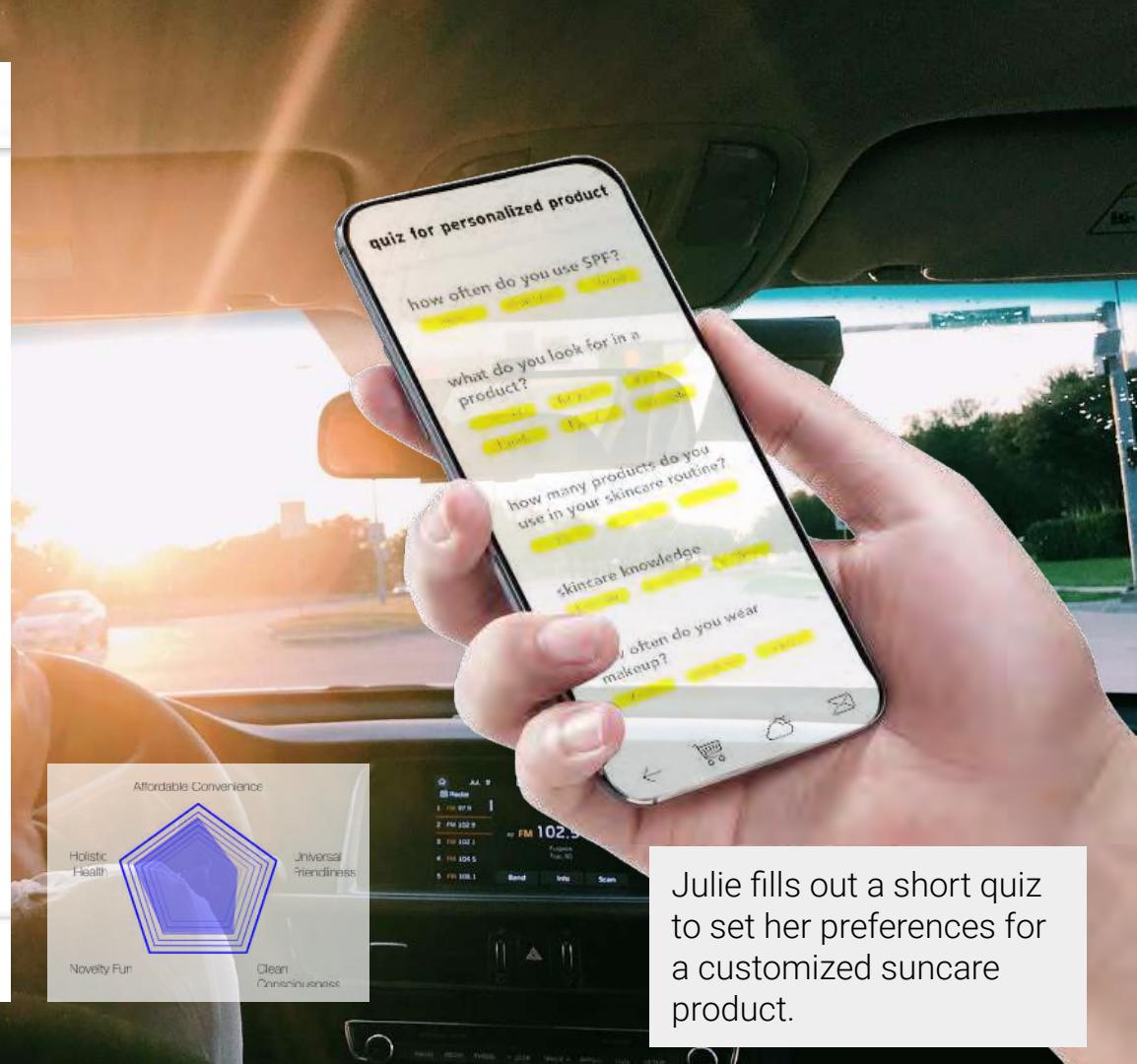
what do you look for in a product?
comfort longevity affordability
benefit hydration acne-safe

how many products do you use in your skincare routine?
1-2 3-5 6+

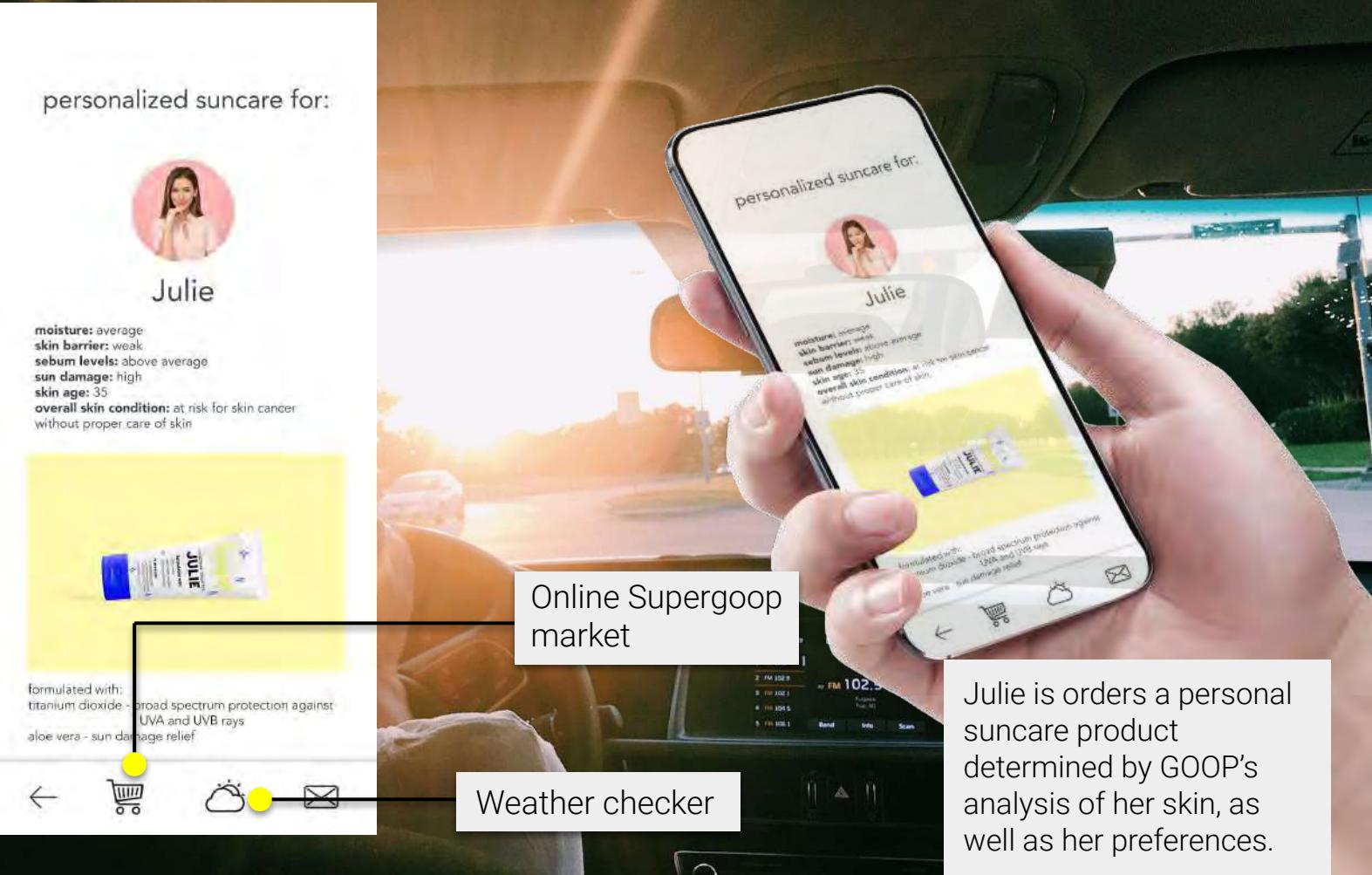
skincare knowledge
beginner intermediate expert

how often do you wear makeup?
never sometimes always

← ⚒ ☁ ✉



Julie fills out a short quiz to set her preferences for a customized suncare product.





Location: Pasadena, CA
Weather: Sunny 80°F

Julie arrives at her destination: her family's house.



Julie calls for her dad...
who is working on a
rest day.

A close-up profile photograph of a man with a beard and glasses, looking slightly to the left.

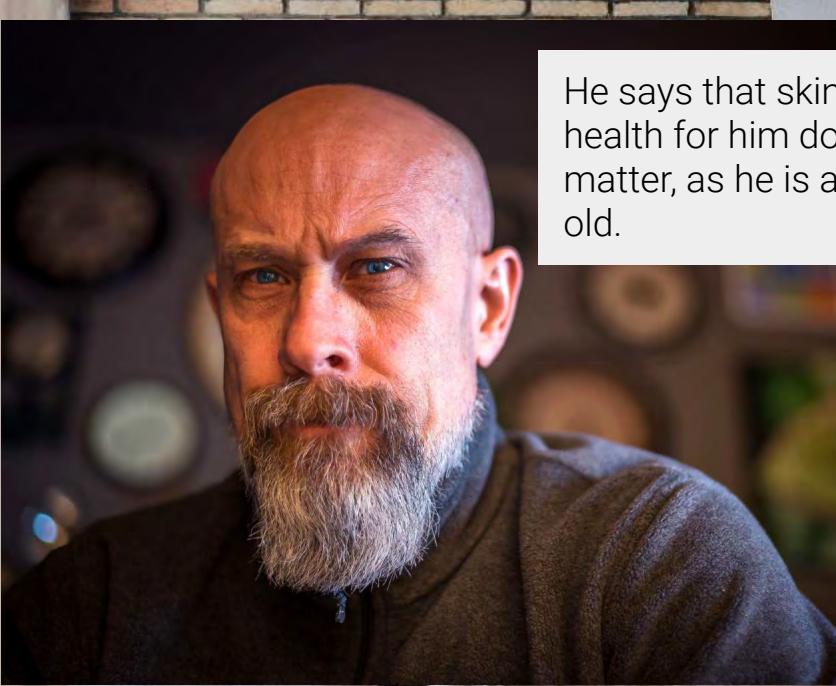
DAVID

55 | male

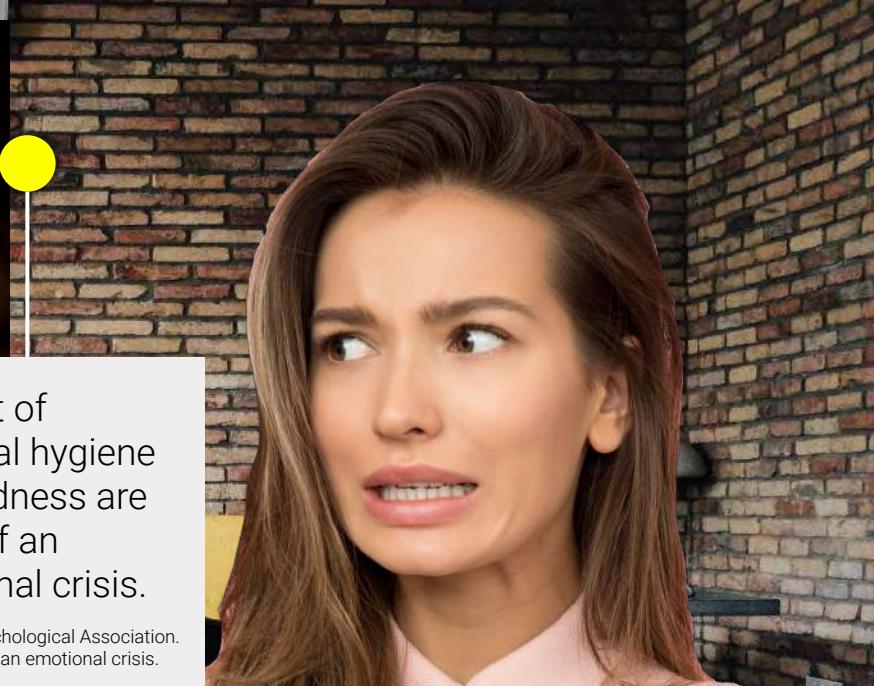
- ❖ Julie's father
- ❖ Mid-life crisis
- ❖ No self-care
- ❖ Workaholic
- ❖ Low maintenance
- ❖ Works as an accountant for local firm
- ❖ Vitamin D deficient



Despite his stress,
David is happy to see
his daughter.

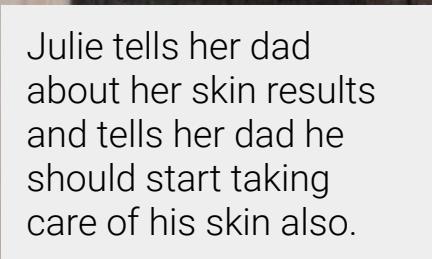


He says that skin health for him does not matter, as he is already old.



Neglect of personal hygiene and sadness are signs of an emotional crisis.

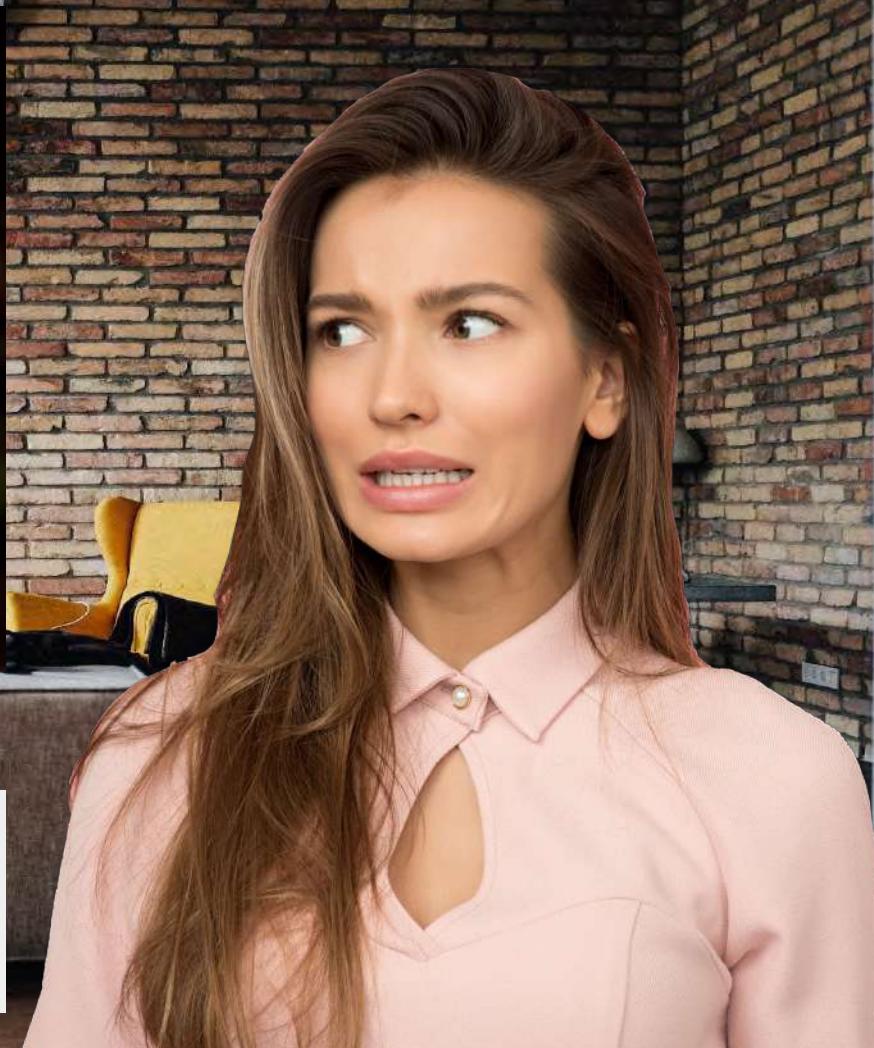
American Psychological Association.
How to help in an emotional crisis.



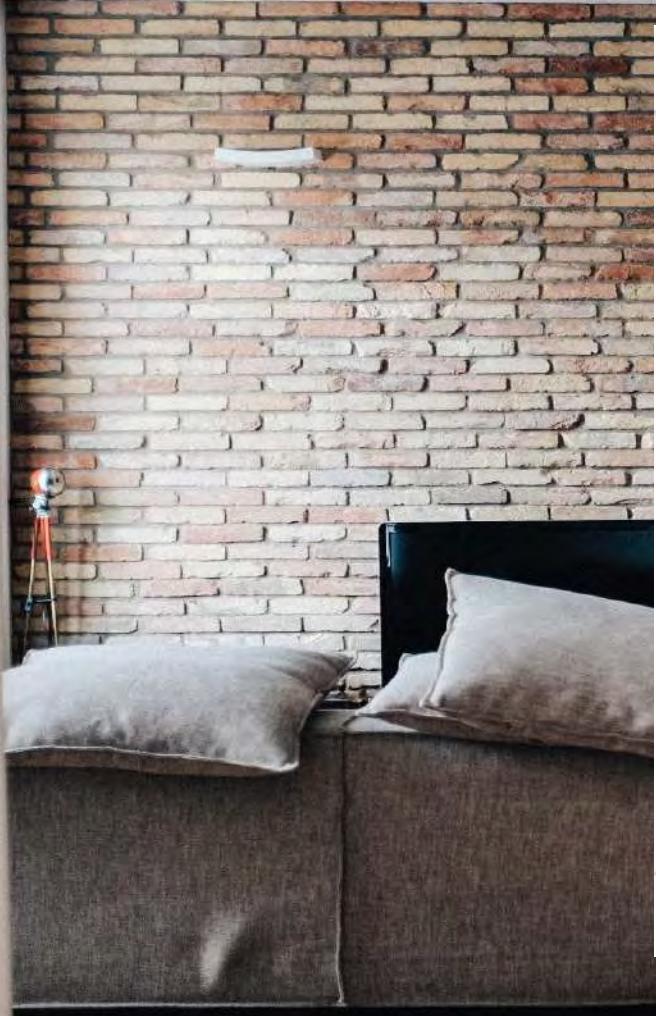
Julie tells her dad about her skin results and tells her dad he should start taking care of his skin also.



David is surprised and worried. He downloads Supergoop! on his phone.



Julie recalls the fact she learned: "Dad, 1 in 5 Americans get skin cancer".



who are you?



NAME
description

age

pre-teen teen 20-30s
40-50s 50-70s 80-90s

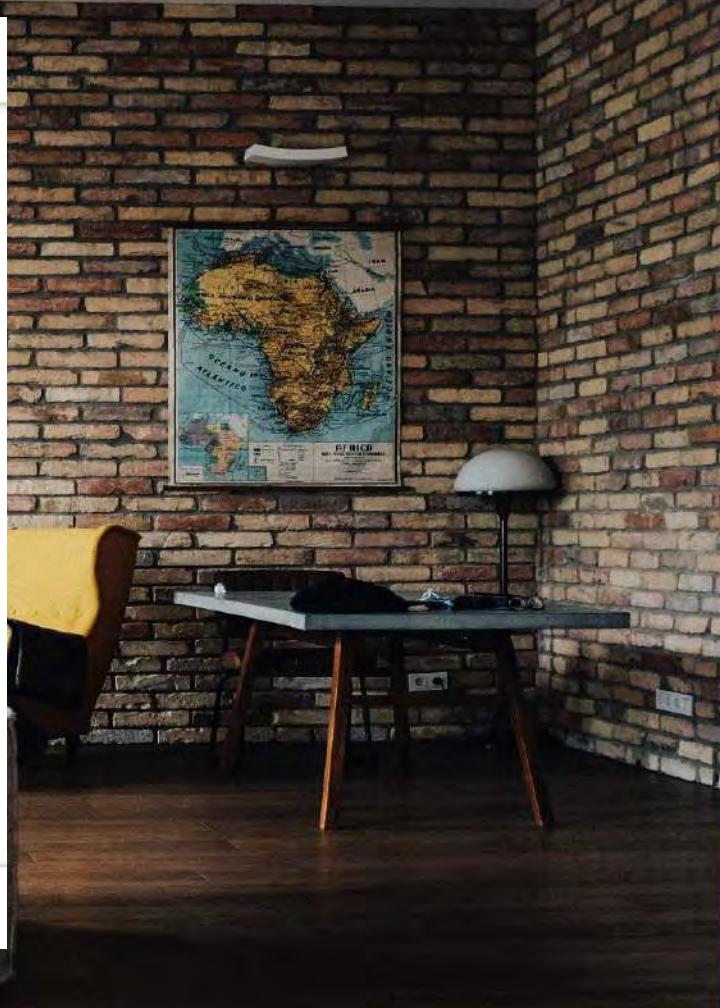
gender

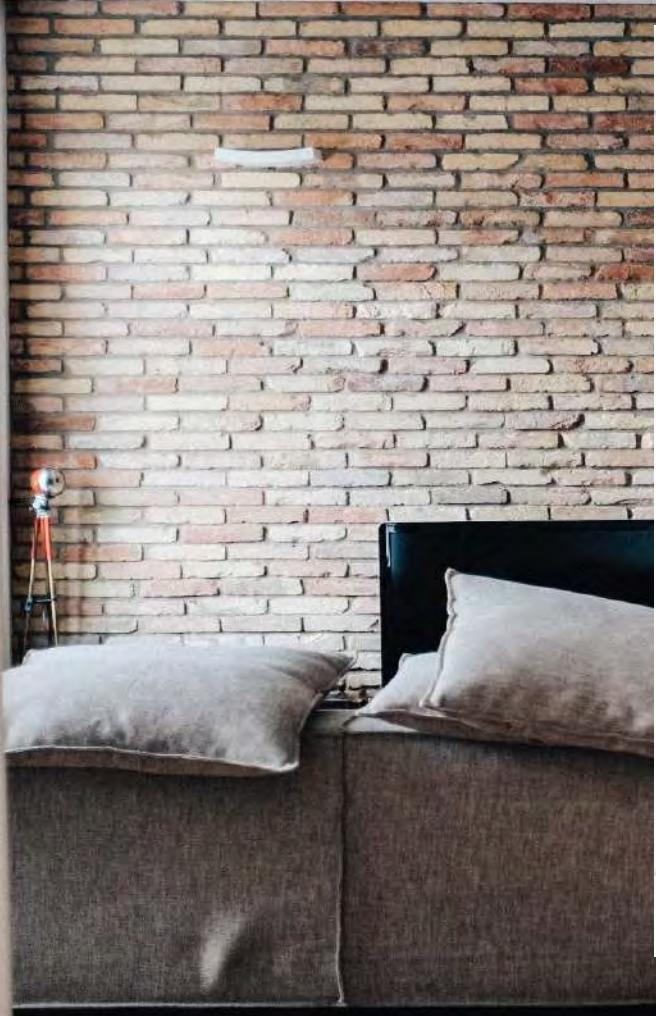
female male other
prefer not to say

skincare knowledge

beginner intermediate expert

←   





who are you?



DAVID
father in his 50s

age

pre-teen teen 20-30s
40-50s 60-70s 80-90s

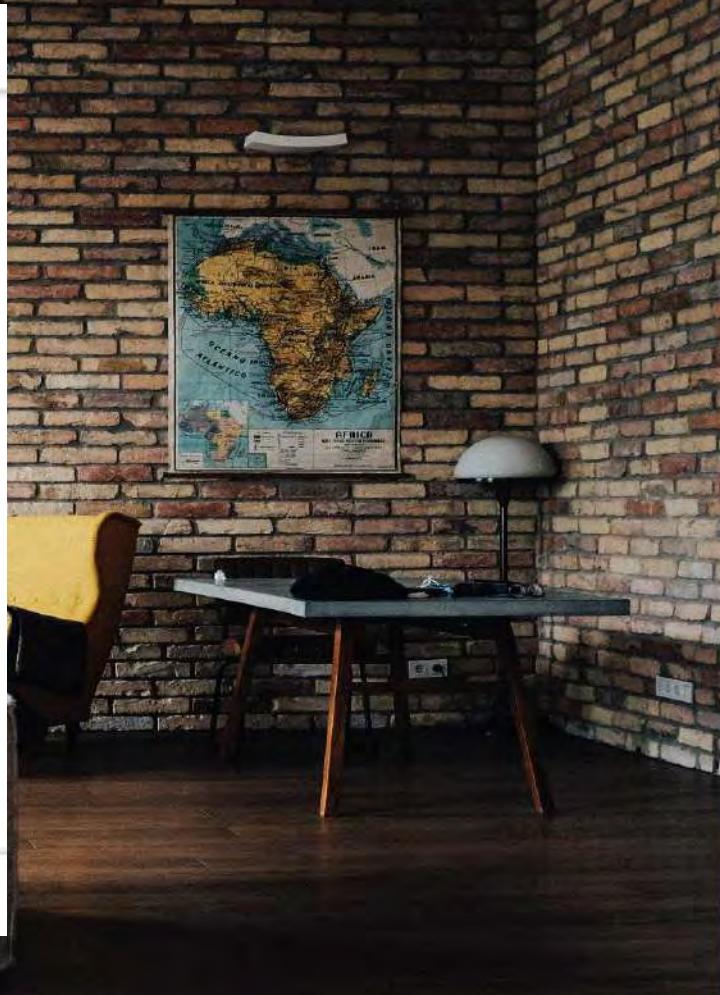
gender

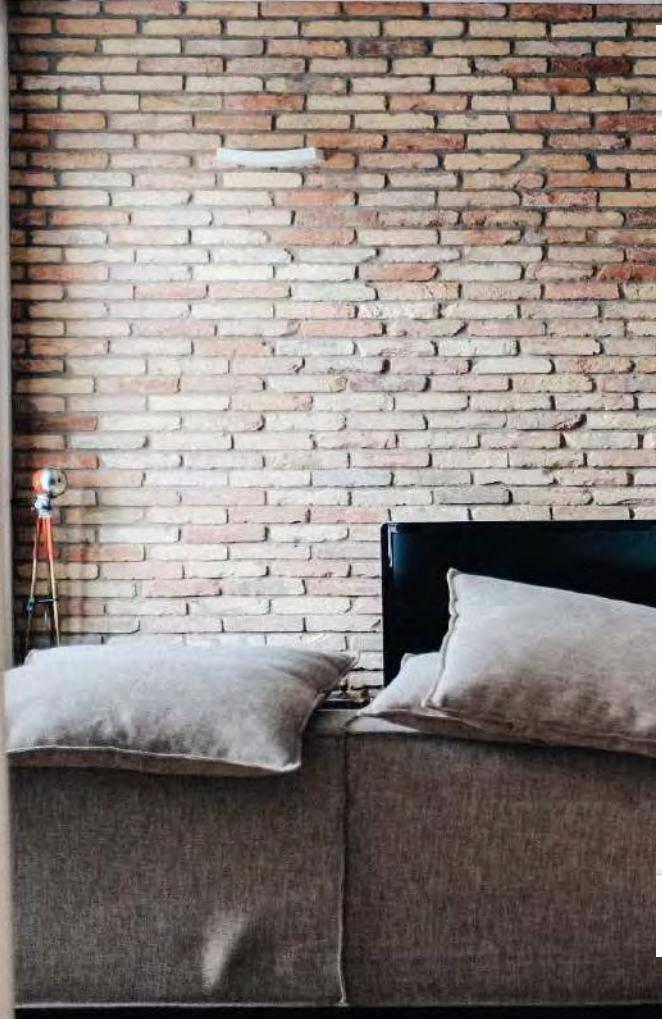
female male other
prefer not to say

skincare knowledge

beginner intermediate expert

← 🛒 ☁ ✉





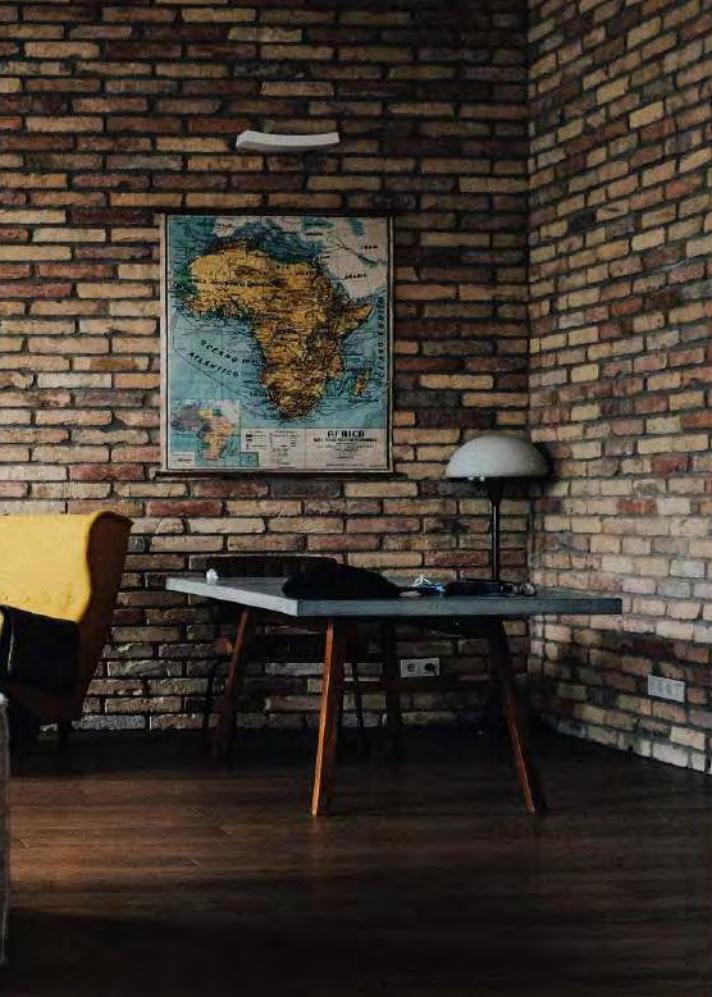
recommendation



Supergoop! Trial Kit
\$30

This kit introduces beginners to the world of suncare! Suncare is an integral

← ⚒ ⚓ ⚓



ONE DAY LATER





David opens the box to find products he finds unfamiliar.



He ponders how to use
these products in
frustration.



He reads the flyer from the box.



David plugs in the plug in stick provided by Supergoop! into his tablet.



David watches the demo; he learns how to use the products and the importance of SPF and suncare.

3 WEEKS LATER

WELCOME

unseen sunscreen

Sunstop's most popular product. This sunscreen provides SPF 40 and when applied, leaves no trace or feeling of the sunscreen, except for a soft, matte texture for the skin.

[try](#)

Don't have time to go to a skin consultant? Try out GOOP, our new AI skin consultant for free! It only takes 1 minute.

GOOP

[let's go](#)

[learn more about](#)

supergoop!

Location: Downtown LA
Weather: Sunny 85°F

Julie, waiting for an Uber, goes to the Sunstop to see how her skin has changed.

WELCOME

unseen sunscreen

Supergoop's most popular product! This sunscreen provides SPF 40 and when applied, leaves no trace or feeling of the sunscreen, except for a soft, matte texture for the skin.

try

acai fusion lip balm

Did you know that lips can get damaged by the sun too? Protect your lips with this lip balm infused with acai berry and shea butter with SPF 30!

try

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GOOP

let's go

learn more about

Supergoop!®





Skin Results



loading...

GOOP



Skin Results

moisture: average

skin barrier: average

sebum levels: average

sun damage: average

skin age: 31

overall skin condition:

your skin has gotten much better! stay healthy.

recommended products





Location: Pasadena, CA
Weather: Sunny 85°F

Julie gets out of the Uber and arrives at her father's house.



Julie hears her dad laughing and walks over.



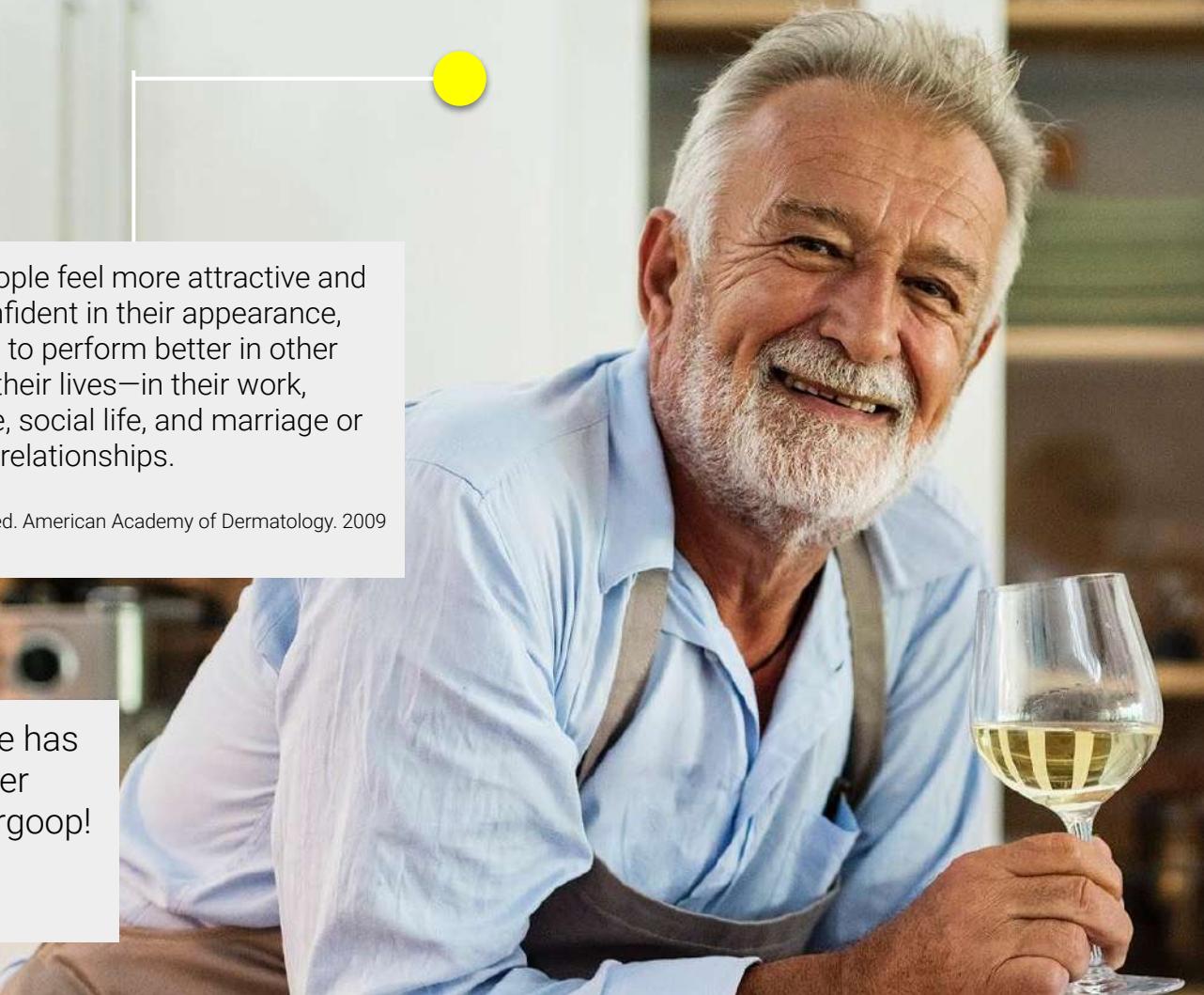
Julie sees her dad with
her mom having a fun
time.



When people feel more attractive and more confident in their appearance, they tend to perform better in other areas of their lives—in their work, family life, social life, and marriage or personal relationships.

Richard G Fried. American Academy of Dermatology. 2009

David says that he has been much happier since using Supergoop! and thanks his daughter.





Julie and her family
found happiness with
Supergoop!.

STEX Research

Social

No meat diet - Sunscreen that only blocks UVB rays (which provide vitamin D) because vegans and vegetarians are vitamin D deficient

Technological

Internet of “things” - Device that measures how much protection the spf product offered, which can connect to your phone through a mobile app

Economical

Rise of cryptocurrency

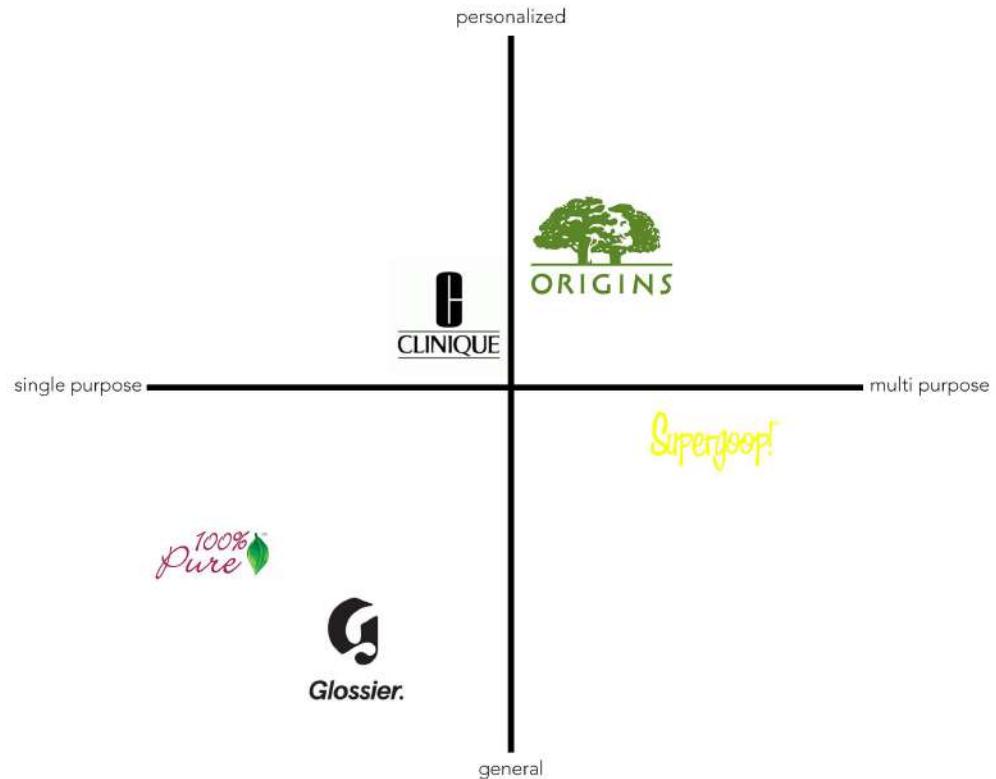
Environmental

Increase in eco-friendly buildings - Create an eco-friendly store or occupy an eco-friendly space for a pop-up store, with lots of sunlight coming in

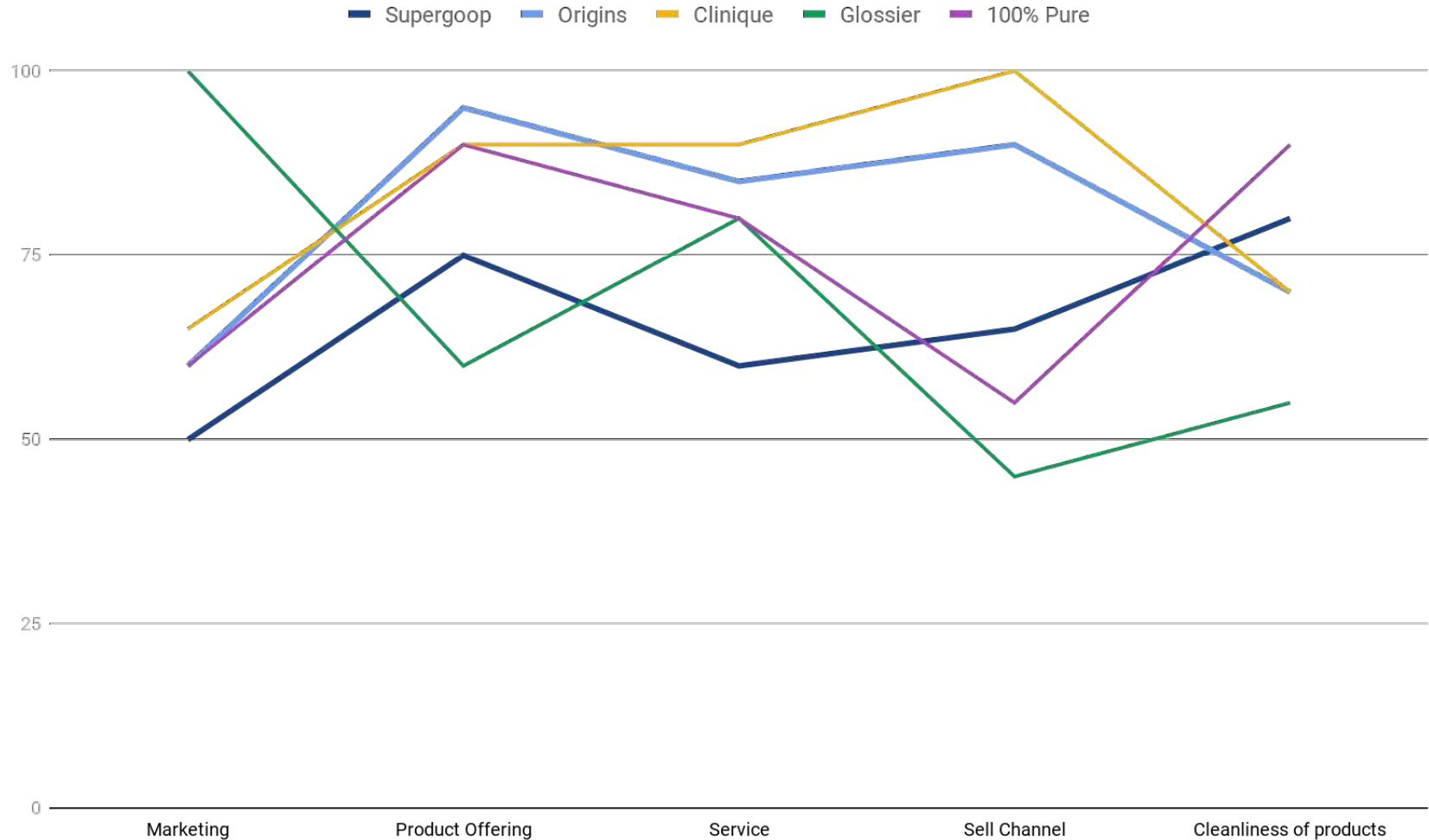
X-Market

Personalized skincare - add a customized spf product that the customer can utilize everyday by having them take an online quiz

Positioning



Blue Ocean Strategy Canvas



Consumer Archetypes



JANE

INNOVATOR

Age between 25 and 35
Pursued a college education
High social class
Income exceeds \$65,000
Risk-tolerant

Needs: flexible schedule, car, social meetings with friends in the same industry
Wants: job in science or tech industry, organic foods, time to de-stress

WENDY

EARLY ADOPTER

Age between 18 and 25
Pursuing/ pursued a college education
Comes from a middle to high class family

Needs: access to internet, morning artisan coffee, social gatherings with friends, short morning routine
Wants: independence/ freedom to do things, eat healthy, stable life, car

NICOLE

EARLY MAJORITY

Female teen between 13 and 18
Student in high school
Comes from a middle class family
Spoiled

Needs: access to internet, financial allowances from parents, social media
Wants: independence/ freedom to do things, family member who can drive them places, manicure

STACY

LATE MAJORITY

Female aged between 40 and 50
Comes from a low to middle class family
Income is between \$40,000 and \$60,000
Hard-working
Family oriented

Needs: car, minimal morning and night routine
Wants: time to spend with family, TV time, friends

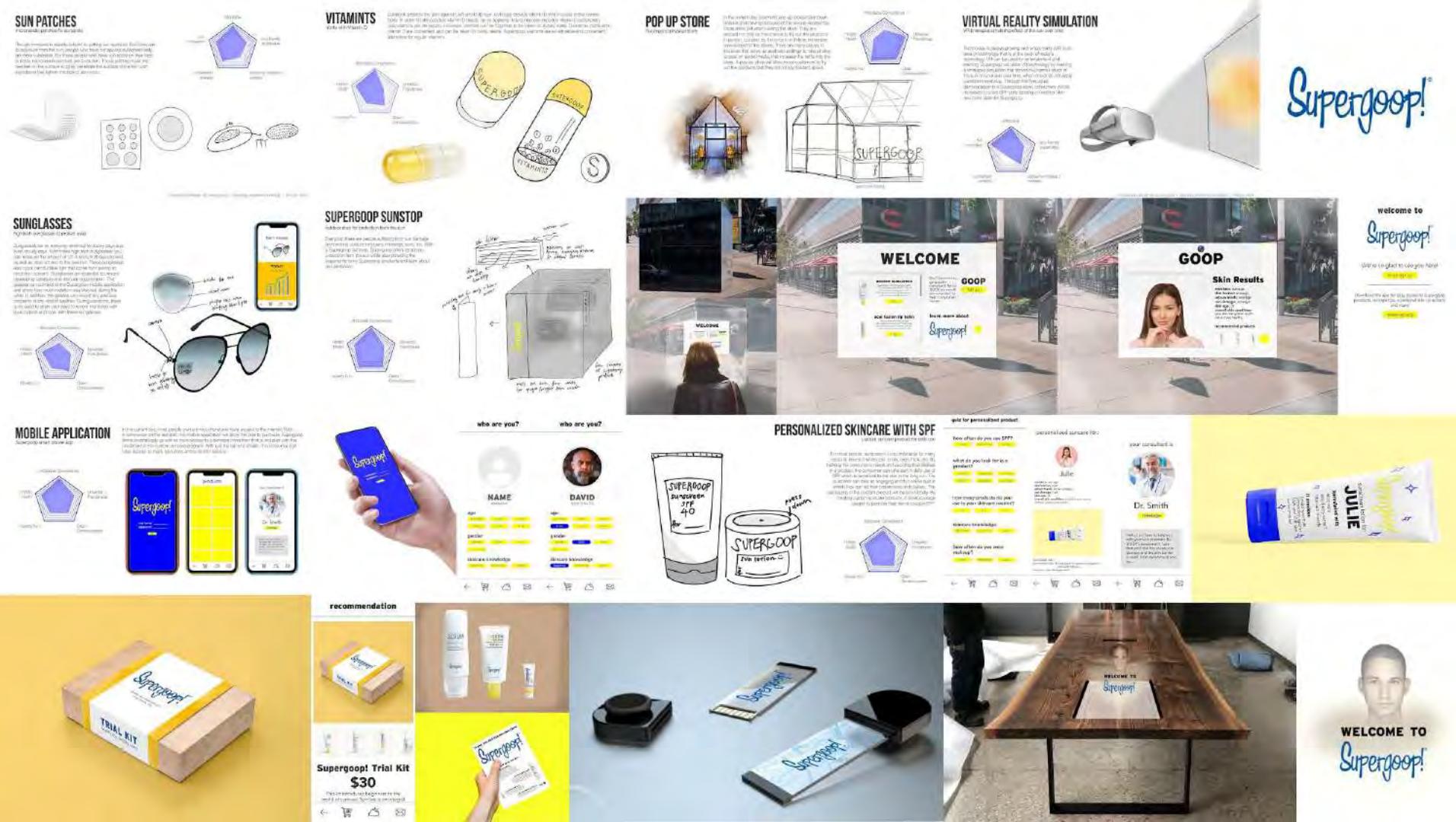
MATT

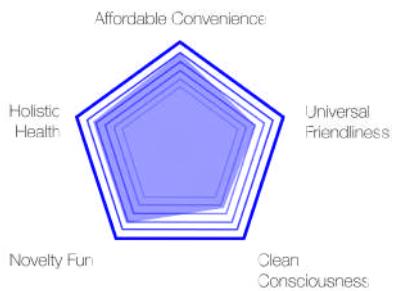
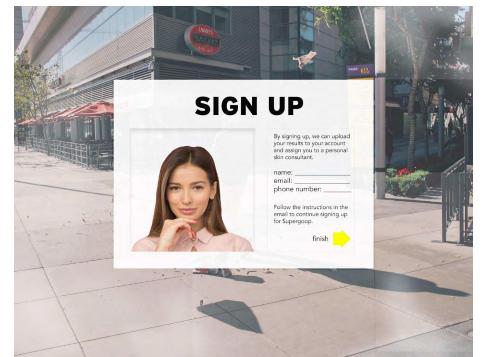
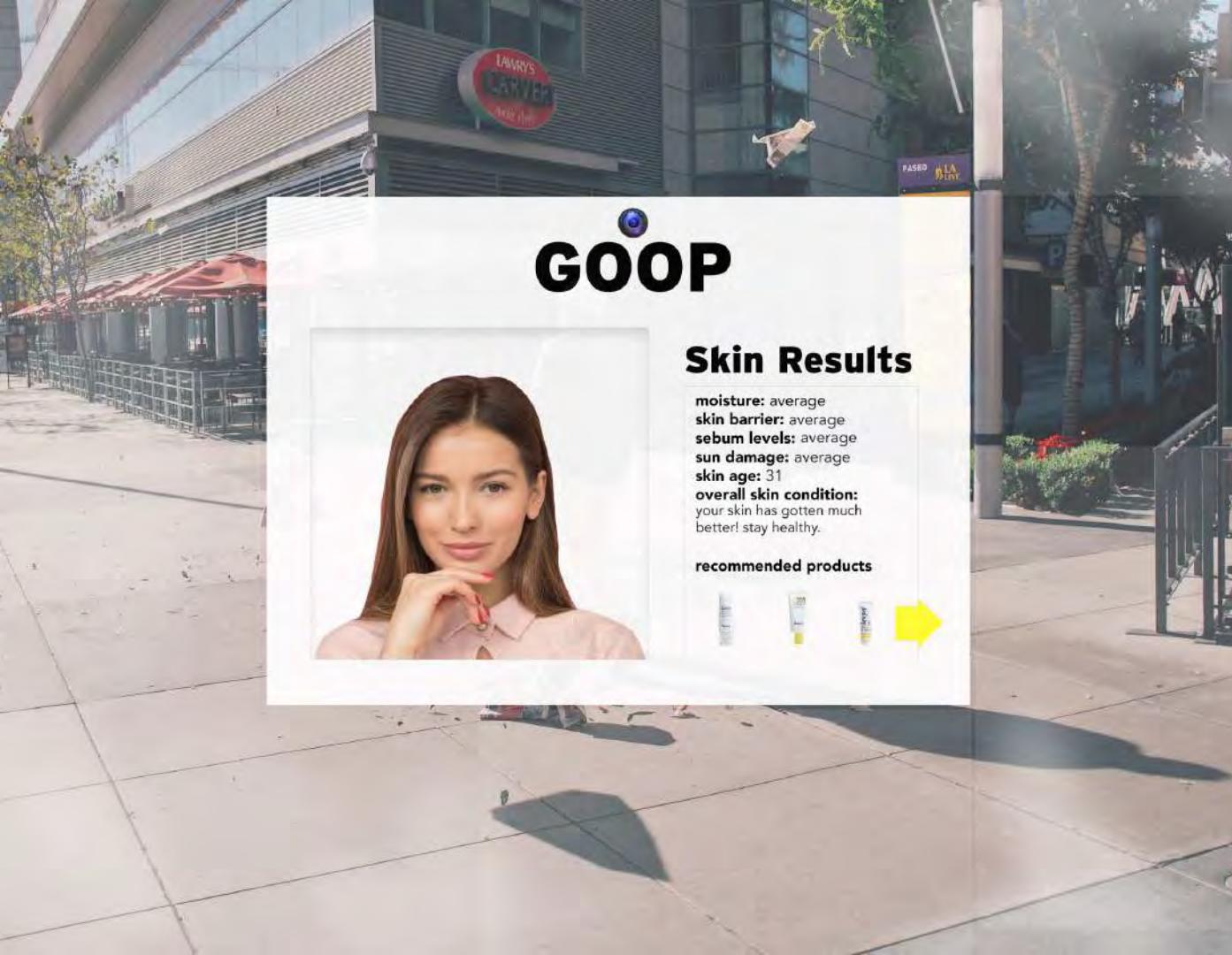
LAGGARD

Aged between 60 and 80
Retired
Tired
Simple life

Needs: nap and sleep time, medications, glasses
Wants: to spend with family, TV time, comfortable clothes and shoes, companion

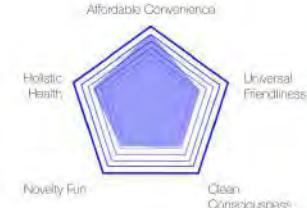
Design Process





MOBILE APPLICATION

Supergoop smart phone app



In the current day, most people own a smart phone and have access to the internet. With e-commerce on the rise also, the mobile application will allow the user to purchase Supergoop items electronically as well as have access to a skincare consultant that is included with the enrollment in the custom suncare program. With just the tap of a screen, the consumer can have access to many resources and customer service.

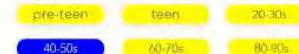
who are you?



DAVID

father in his 50s

age



gender



skincare knowledge



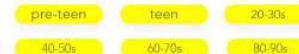
who are you?



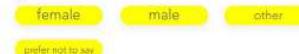
NAME

description

age



gender



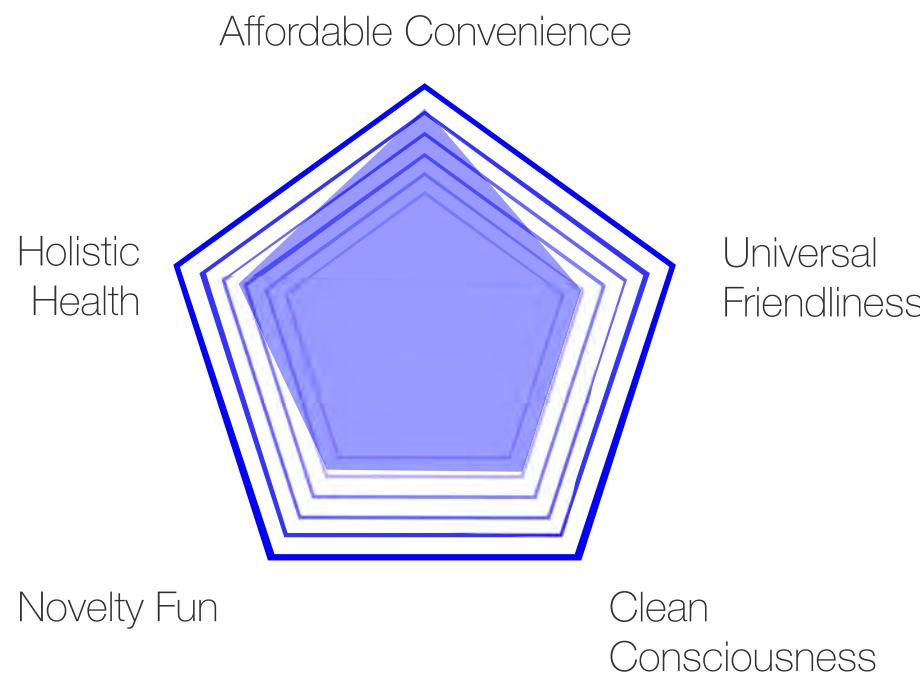
skincare knowledge



MOBILE APPLICATION

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PERSONALIZED SKINCARE WITH SPF

Custom skincare product for daily use



For most people, sunscreen is uncomfortable. In more serious cases it can cause allergic reactions. By including a personal skincare product, we can make it easier for people to use sunscreen without the worry of irritation or allergic reactions.



formulated with:
titanium dioxide
aloe vera

personalized skincare for:



Julie

moisture: average
skin barrier: weak
sebum levels: above average
sun damage: high
skin age: 35
overall skin condition: at risk for skin cancer without proper care of skin



formulated with:
titanium dioxide - broad spectrum protection against UVA and UVB rays
aloe vera - sun damage relief



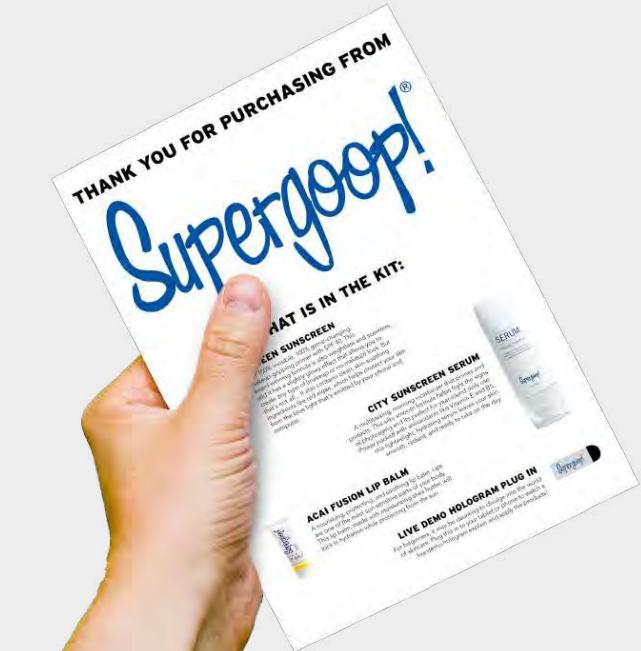


recommendation



Supergoop! Trial Kit \$30

This kit introduces beginners to the world of suncare! Suncare is an integral



Affordable Convenience

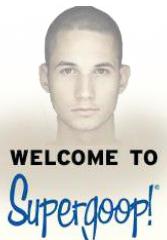
Holistic Health

Novelty Fun

Universal Friendliness

Clean Consciousness





Affordable Convenience

Holistic Health

Universal Friendliness

Novelty Fun

Clean Consciousness



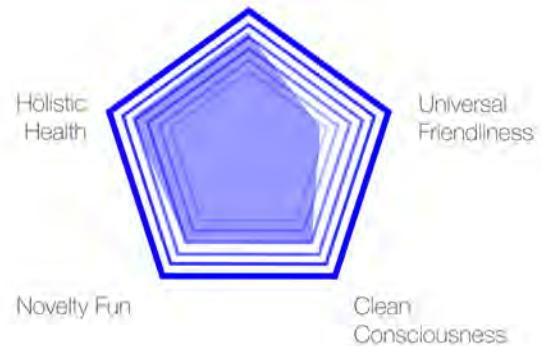
PERSONALIZED SKINCARE WITH SPF

custom suncare product for daily use



For most people, sunscreen is uncomfortable for many reasons: leaves a white cast, is oily, feels thick, etc. By tackling the consumer's needs and avoiding their dislikes in a product, the consumer can take part in daily use of SPF which is beneficial to the skin in the long run. The customer can take an engaging and fun online quiz in which they can list their preferences and dislikes. The packaging of the custom product will be eco-friendly. By creating custom suncare products, it will encourage people to prioritize their skin and apply SPF.

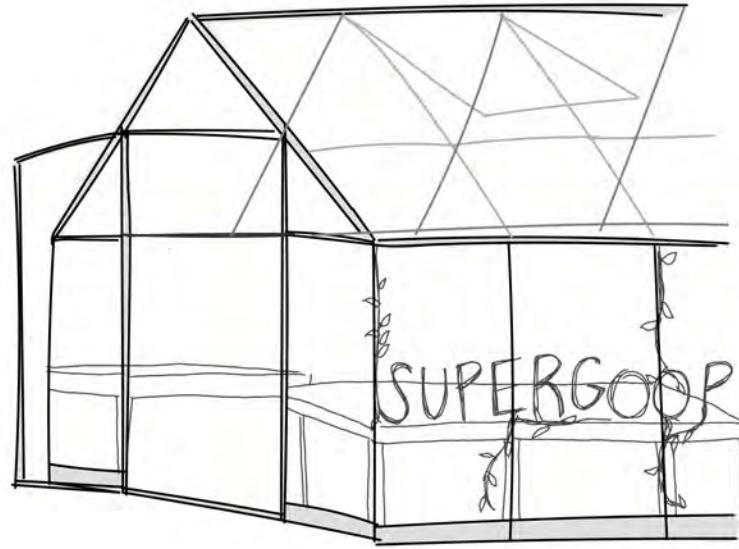
Affordable Convenience



POP UP STORE

Supergoop physical store

In the current day, cosmetic pop up stores have been popular and thriving because of the unique experience consumers get when visiting the store. They are enticed not only by the chance to try out the products in person, but also by the once in a lifetime immersive environment of the stores. There are many places in the store that serve as aesthetic settings to take photos to post on social media, that increase the traffic into the store. A pop up store will allow more customers to try out the products that they are initially hesitant about.



greenhouse inspired

SUNGLASSES

high tech sunglasses to protect eyes

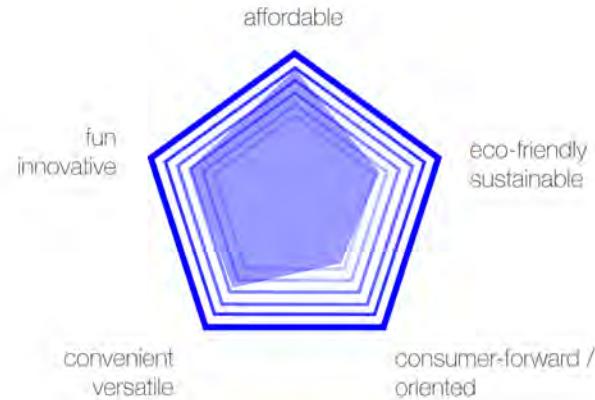
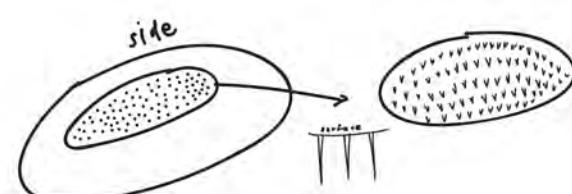
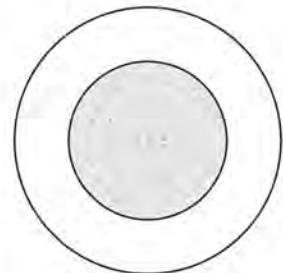
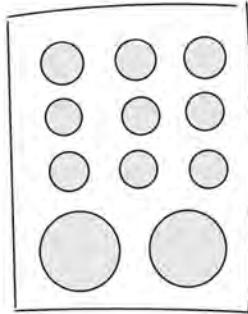
Sunglasses are an everyday essential for sunny days and even cloudy days. With these high tech sunglasses, you can measure the amount of UV-A and UV-B rays blocked, as well as have access to the weather. These sunglasses also block harmful blue light that come from staring at electronic screens. Sunglasses are essential to prevent developing cataracts and macular degeneration. The glasses can connect to the Supergoop mobile application and show how much radiation was blocked during the wear. In addition, the glasses can record any precious moments in any kind of weather. During vacations, there is no need to strain your eyes to record memories with your camera or phone, with these sunglasses.



SUN PATCHES

microneedle patches for sunspots

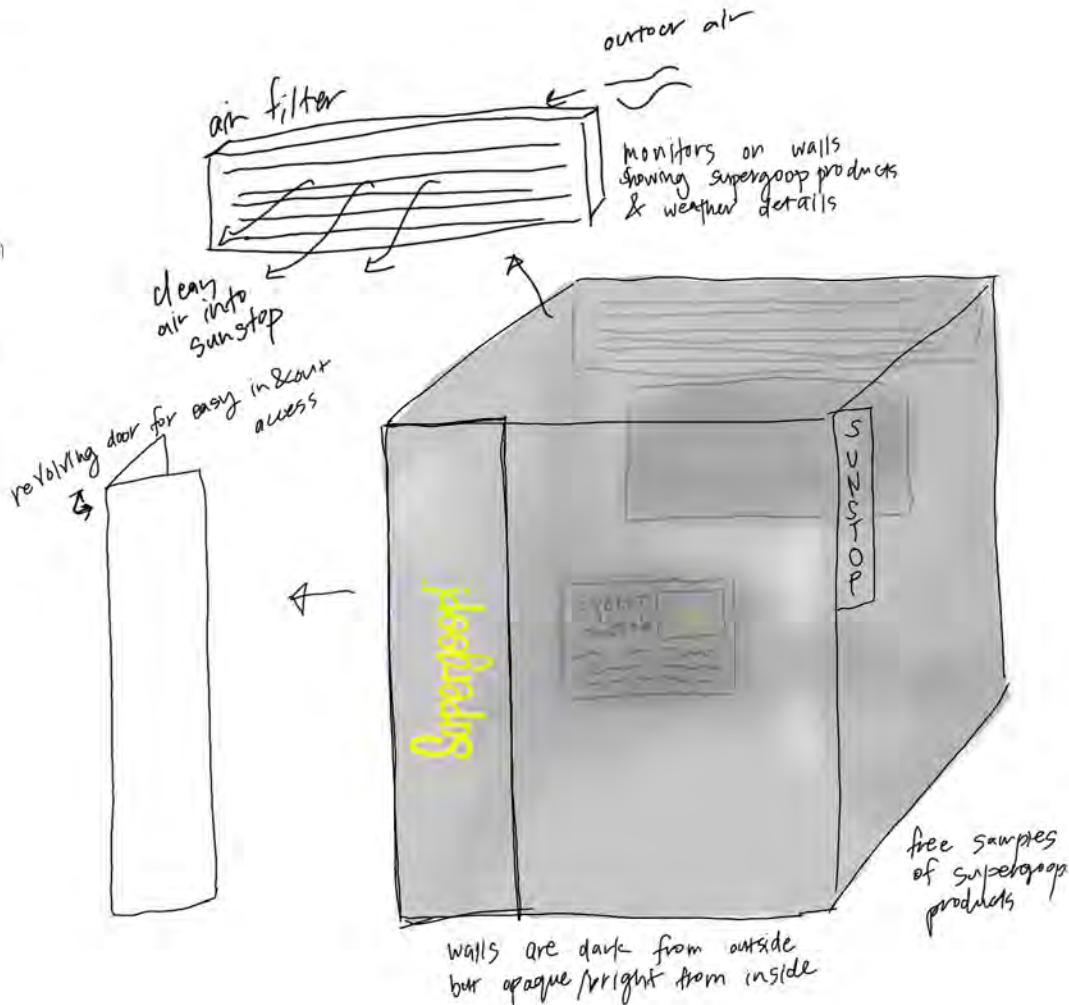
Though everyone is equally subject to getting sun spots on their face due to exposure from the sun, people who have not applied sunscreen daily are more vulnerable. For those people who have sun spots on their face or body, microneedle patches are a solution. These patches have tiny needles on the surface to lightly penetrate the surface of the skin with ingredients that lighten the look of sun spots.



SUPERSOOP SUNSTOP

outdoor stop for protection from the sun

Everyday, there are people suffering from sun damage from waiting outside for buses, meetings, cars, etc. With a Supergoop Sunstop, Supergoop offers temporary protection from the sun while also providing the opportunity to try Supergoop products and learn about sun protection.



VITAMINTS

mints with Vitamin D

Sunblock protects the skin against UVA and UVB rays. UVB rays provide Vitamin D which is vital to the human body. In order to fulfill people's vitamin D needs, as by applying daily sunscreen impedes vitamin D absorption, daily vitamins are necessary. However, vitamins can be forgotten to be taken on a daily basis. Therefore, mints with vitamin D are convenient and can be taken for body needs. Supergoop vitamints are an affordable and convenient alternative for regular vitamins.

Affordable Convenience

Holistic Health

Novelty Fun

Universal Friendliness

Clean Consciousness



VIRTUAL REALITY SIMULATION

VR timelapse simulating effect of the sun over time

short term
consumer experience
novel, one of a kind

experience seekers
young adult

Technology is always growing and virtual reality (VR) is an area of technology that is at the peak of today's technology. VR can be used for entertainment and learning. Supergoop will utilize VR technology by creating a timelapse simulation that shows the harmful effect of the sun on your skin over time, when one does not apply sunscreen everyday. Through this free visual demonstration in a Supergoop store, consumers will be motivated to utilize SPF daily, leading to healthier skin and more sales for Supergoop.



A woman with long brown hair is lying in a field of flowers. She is wearing a grey floral top and grey pants. Her hands are covering her eyes. The background is dark with small yellow flowers scattered around.

Supergoop!

HEALTHY SKIN, HEALTHY MIND

Healthy skin starts with SPF every. single. day.

The following pages consist of the process for the final product.

STEEEX Trend Analysis

Kaylyn Mok

Social Trends

- **Ghosting** - failing to turn up to work
 - People walk out on unwanted opportunities and ignore interview callbacks
- **No meat diet** - more Gen Z Americans choose to skip meat
 - Veganism, Pescetarianism, Vegetarianism
- **Rise of private Instagram accounts** - Instagram social media influencers switch their accounts to private to avoid the Instagram algorithm and improve engagement
- **Diversity inclusion** - women of color have been under-represented in wellness
- **Self-care** - vitamins, essential oils, plant-based diets
- **Ingredient and eco conscious products** - recyclable product packaging, vegan leather, animal cruelty-free, compostable products

Social Trends Opportunities

- **No meat diet** - Sunscreen that only blocks UVB rays (which provide vitamin D) because vegans and vegetarians are vitamin D deficient
- **Rise of private Instagram accounts** - opportunity to create an additional account that is private to increase engagement and respond to consumers' product needs.
- **Diversity inclusion** - opportunity to create more skin shades in for already existing foundations and eyeshadows and include more varied skin and age models in advertisements
- **Self-care** - opportunity to create an essential oil that doubles as a sunscreen oil with spf
- **Ingredient and eco conscious products** - opportunity to add more ingredients to the "no" ingredient list

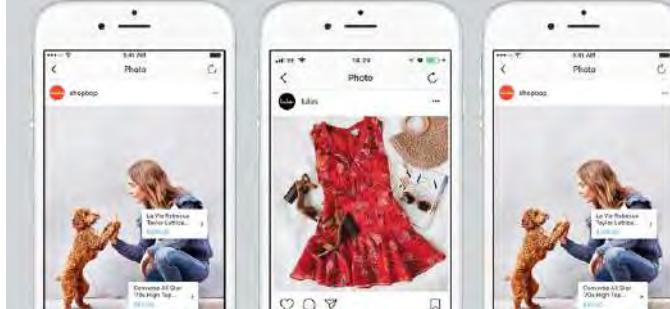


Technological Trends

- **Insta-shopping** – social media marketing
 - Fashion Nova was the most searched fashion brand on Google
- **Virtual reality and augmented reality** – not just for video games, but for educational purposes (lab simulations)
- **Intelligent interfaces** – retailers implement cameras, sensors, and computer vision to identify regular consumers and track their behavior
- **Streaming video services** – Disney, Youtube TV, Netflix, Hulu+
- **Internet of things** – “things” are being built with wifi connectivity.
 - Enables devices to connect and exchange data over the internet
- **Wireless 5G** – improved latency, reduces time to communicate with other devices

Technological Trends Opportunities

- **Insta shopping** – opportunity to advertise heavily on Instagram through IGTV and IG advertisement stories
- **Virtual reality and augmented reality** – opportunity to provide a VR/ AR experience of a timelapse of what happens over time when you don't use sunscreen everyday
- **Intelligent interface** – opportunity to implement computer vision to see how consumers behave to certain Supergoop advertisements and learn what advertisement tactics to use or not use
- **Streaming video services** – opportunity to advertise on several streaming services like Hulu and offer a discount to those who have previewed the advertisement
- **Internet of “things”** – opportunity to create a device that measures how much protection the spf product offered, which can connect to your phone through a mobile app



Economic Trends

- **Cryptocurrency and cashless society** – Bitcoin was just the start of the push for a cashless society, where physical bills are not used as much
 - Apple Pay, Paypal, Venmo, etc
- **Low inflation** – difficult to generate sustainable price growth
- **Increase in U.S. consumer spending** – 0.9% increase
- **Increase in U.S. employment**
- **Increase in e-commerce** – expected to grow 20%
- **U.S. manufacturers will shift production elsewhere** – US manufacturers are weary of China's currency instability and cyberattacks

Economic Trends Opportunities

- **Cryptocurrency and cashless society** - opportunity to create a subscription service in which you get a discount on purchases - in exchange, the customer must purchase something by the start of each month - otherwise, he or she will be charged in some amount that can be used then as store credit
- **Low inflation** - opportunity to donate a percentage of profit to the Federal Reserve to help with U.S.'s debt
- **Increase in U.S. employment** - opportunity to hire college students interns who have the passion for Supergoop, and offer full time jobs
- **Increase in e-commerce** - opportunity to shift focus to online shopping with more online marketing
- **U.S. manufacturers will shift production elsewhere** - opportunity to support domestic manufacturers and third world countries by providing job opportunities



Environmental Trends

- **Rise in pollution** – increase in temperatures around the world because of greenhouse gas emissions
- **Less plastic usage** – finding alternatives to plastic (ex. straws and plastic bags)
- **Increase in eco-friendly buildings and homes** – there is an increasing number of tiny houses for affordable, and more eco-friendly homes. Businesses work to get LEED certification
- **Sustainability and recycling** – more businesses are starting to implement recycling programs to conserve water or recycle materials
- **Increase in electric vehicles and scooters** – electric cars, Bird

Environmental Trends Opportunities

- **Rise in pollution** - opportunity to create an spf product that also blocks pollution fine dust
- **Less plastic usage** - opportunity to create product packaging from recycled materials
- **Increase in eco-friendly buildings and homes** - opportunity to create an eco-friendly store or occupy an eco-friendly space for a pop-up store, with lots of sunlight coming in
- **Sustainability and recycling** - create a recyclable packaging for product, or even a compostable product that can be fed to earthworms
- **Increase in electric vehicles and scooters** - opportunity to advertise on electric scooters by putting decal sticker advertisements



X Trends - Beauty, Skincare

- **Personalized skin care** – customer answers a series of questions to get assigned a customized product that matches the customer's regimen
- **Microneedle patches** – sticker with tiny spikes that have a beneficial ingredient on them
- **Greater diversity and inclusion** – non-inclusive shade ranges, target needs of lighter skin tones
- **Convergence of health and beauty** – inner balance and wellbeing, beauty edibles
- **Formulation transparency** – consumers are beginning to become more knowledgeable about ingredients, so brands must be honest about their products
- **Clean beauty** – safe, non-toxic, ethically sourced, environmentally sensitive products

X Trends Opportunities

- **Personalized skin care** - opportunity to add a customized spf product that the customer can utilize everyday by having them take an online quiz
 - **Microneedle patches** - opportunity to create patches for sunspot (caused by sun overexposure) treatment
 - **Greater diversity and inclusion** - opportunity to create more skin shades in for already existing foundations and eyeshadows
 - **Convergence of health and beauty** - opportunity to create vitamins (Vitamin D) for those who do not apply an spf product everyday
 - **Formulation transparency** - opportunity to reveal the “no” ingredient list online and add more ingredients to the list, as Supergoop is rated a 3 out of 5 for safety on EWG
 - **Clean beauty** - Supergoop should create more products that are environmentally sensitive products, as for not all their products are vegan and safe for swimming near coral reef



Supergoop: Consumer Archetypes

Kaylyn Mok

The Innovator

Eager to try out new ideas and experiences

Demographic

- Age between 25 and 35
- Pursued a college education
- High social class
- Income exceeds \$65,000
- Risk-tolerant

Must-haves

- Successful career in tech or science industry
- Social meetings with friends with similar careers
- Time to de-stress
- Car
- Flexible schedules
- Organic foods
- Easy access to the city

The Innovator



Opportunities

- Socially conscious members so it would be important to eliminate more unhealthy ingredients from Supergoop products
- Change packaging - packaging can be shown to have been produced by ecologically safe methods, like solar power and recycling
- Innovators are more willing to try out new, or “gimmicky” products - market existing products to them
- Introduce a community forum in which they can discuss their experience with the products
- User input for new product launches and design

The Early Adopter

Eager to try out new ideas and experiences,
but less likely than the innovators

Demographic

- Age between 18 and 25
- Pursuing/ pursued a college education
- High social status
- Outspoken
- Comes from a middle to high class family

Must-haves

- Social gatherings with friends
- Access to internet
- Easy access to the city
- Independence/ freedom to do things
- Organic foods
- Artisan coffee in the morning

The Early Adopter



Opportunities

- Alike the innovators, they utilize the internet frequently - introduce community forum to discuss their experience with products
- Expand the product line to gyms and sporting events where early adopters will frequent
- Introduce a mobile application in which they have access to a skincare specialist, customer service, and weather
- User input for new product launches and design
- SPF starter kits

The Early Majority

Early to a trend

Demographic

- Female teen between 13 and 18
- Student in high school
- Comes from a middle class family
- Spoiled

Must-haves

- “Play dates”
- Access to internet
- Instagram/ Twitter
- Family member that can drive them places
- Smart phone
- Financial allowance from parents

The Early Majority



Opportunities

- Introduce custom SPF products - take a short quiz in which they will answer some questions to be assigned a customized product
- Introduce a mobile application in which they can discuss with the assigned skincare specialist and be reminded to put SPF on
- Pop-up store - as highly immersed members in social media, the early majority can promote Supergoop by taking pictures in a trendy space
 - VR/AR experience - timelapse of how skin worsens over time without applying SPF daily

The Late Majority

Late to a trend

Demographic

- Female aged between 40 and 50
- Comes from a low to middle class family
- Income is between \$40,000 and \$60,000
- Hard-working
- Family oriented
- Has kids

Must-haves

- Car
- Time to spend with family
- Time to de-stress
- TV
- Minimal morning and night routines

The Late Majority



Opportunities

- Introduce easy-to-use SPF product - the late majority often do not have time for a skincare routine in the morning
- Introduce vitamins
- Sunspot microneedle/ hydrocolloid patches - people of the late majority frequently develop sun spots around this period of life
- Introduce Supergoop products in hotels and spas

The Laggard

Last to adopt a trend

Demographic

- Aged between 60 and 80
- Retired
- Tired
- Simple life

Must-haves

- Medications
- Innovations and tools that assist in easier lifestyle
- TV
- Comfortable clothes and shoes
- Glasses
- Hearing-aid

The Laggard



Opportunities

- Introduce vitamins - as members of this demographic frequently take medications in the form of pills, vitamins can be an easy way to meet SPF needs
- Introduce sunglasses - elders need eye protection more than any other age group, as their eyes become sensitive

Supergoop Value Proposition

Kaylyn Mok

Target Audience:

Early Adopter

- Eager to try out new ideas and experiences
- Ages 18-25
- Have access to internet
- Often has social gatherings with friends

Opportunities

- Eco-friendly and environmentally sustainable
- Personalized skincare and makeup products with SPF
- Supergoop physical store with VR technology
- Online community forum with assigned skin specialist

Benefits of the Brand

- Innovative products
- Convenient - 2 in 1 products
- Friendly / consumer forward
- Versatile
- Eco-friendly/ sustainable

Innovative sun care motivated by our community's vision to become more ecologically friendly and multi-purposeful without the use of common harmful ingredients.