



Profile Analysis

CAROLINA HERRERA - GOOD GIRL

HAMILTON

Fragrances

CAROLINA HERRERA - GOOD GIRL

SOCIO DEMOGRAPHIC

Buyer

Benchmark

MEN

25%

40%



WOMEN

75%

60%



Gifter

Benchmark

MEN

43%

51%



WOMEN

57%

49%



SHOPPING MISSION

%

Benchmark

Gifting

47%

47.49%

Replenishment

29%

28.87%

Trial

19%

19.40%

Behalf

4%

4.24%

Total

569

USER

267

BUYER

493

GIFTER

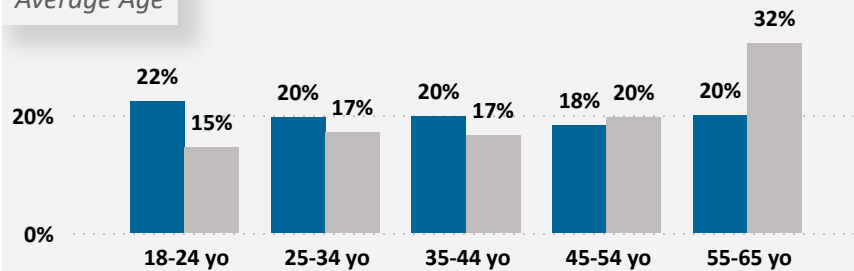
244

Age Group (User)

38.3

Average Age

Age Benchmark

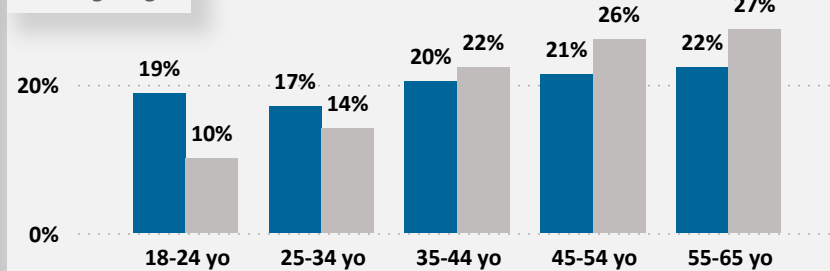


Age Group (Buyer)

40.1

Average Age

Age Benchmark

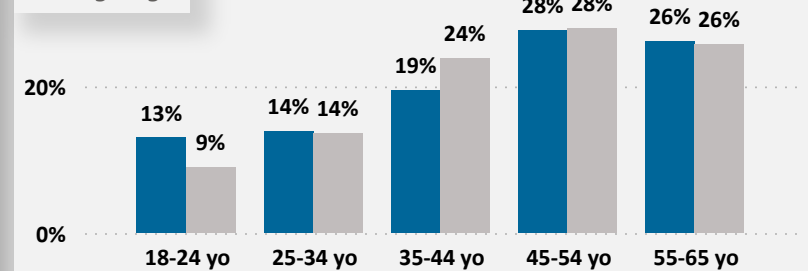


Age Group (Gifter)

43.1

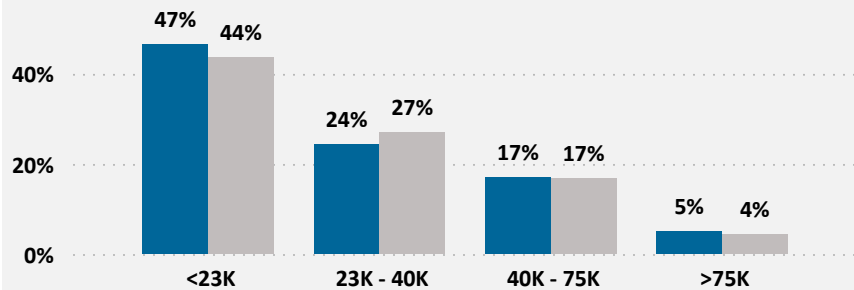
Average Age

Age Benchmark



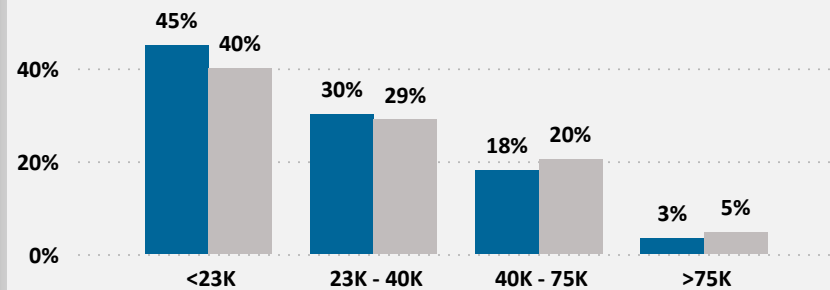
Yearly Income Level (User)

Income Benchmark



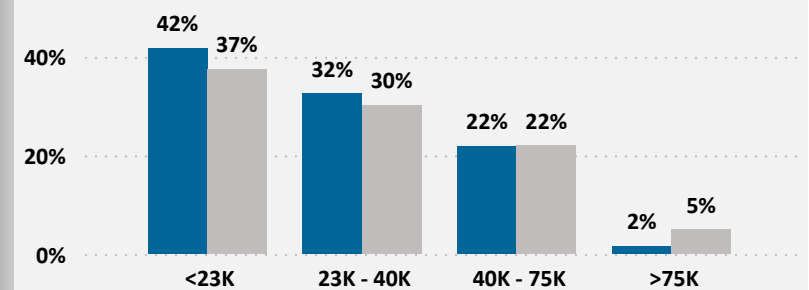
Yearly Income Level (Buyer)

Income Benchmark



Yearly Income Level (Gifter)

Income Benchmark





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Buyer

MEN

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WOMEN

75%



Gifter

MEN

43%



WOMEN

57%



USER

267

BUYER

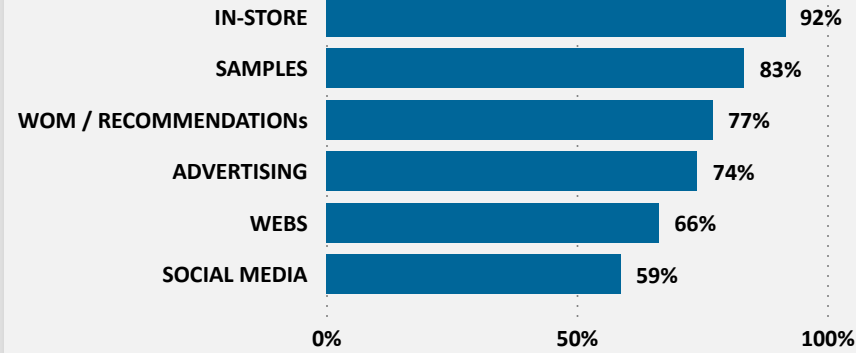
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GIFTER

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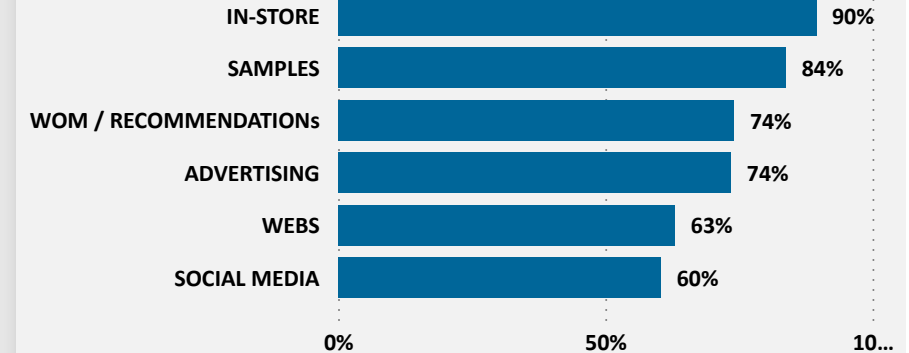
Relevant Touchpoints

BUYER



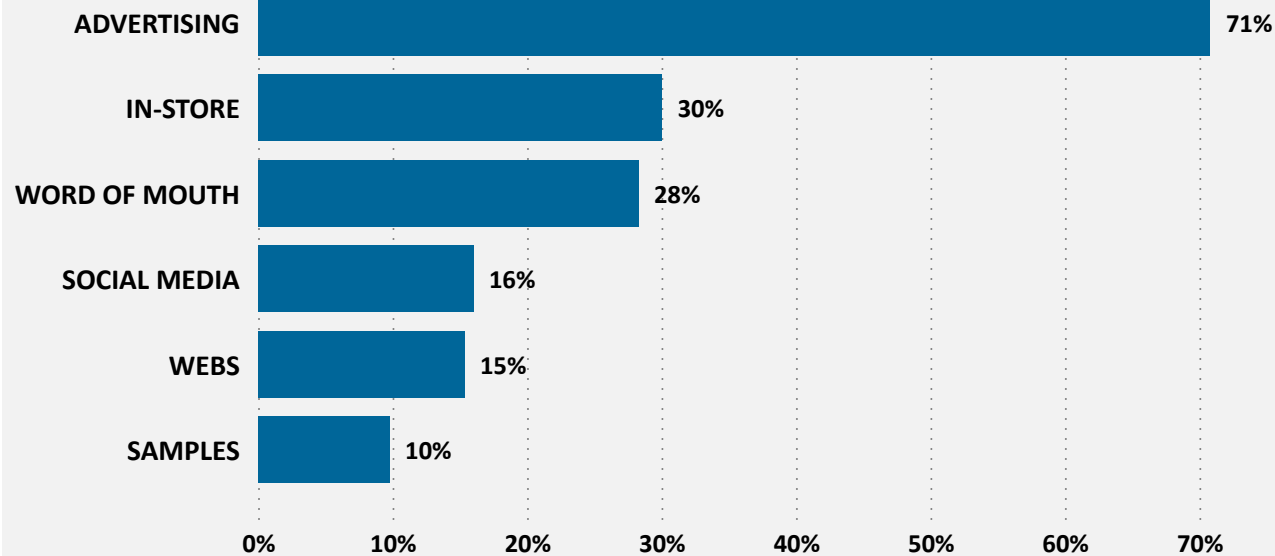
Relevant Touchpoints

USER



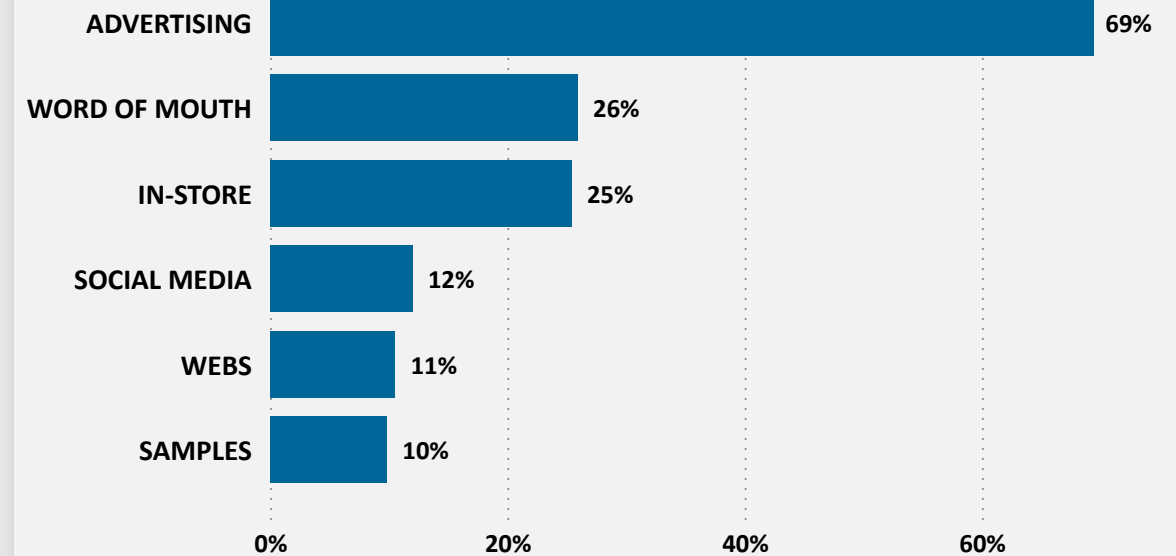
Communication Level

USER



Communication Model

Buyer





USER ANALYSIS

CAROLINA HERRERA - GOOD GIRL

HAMILTON

User
267

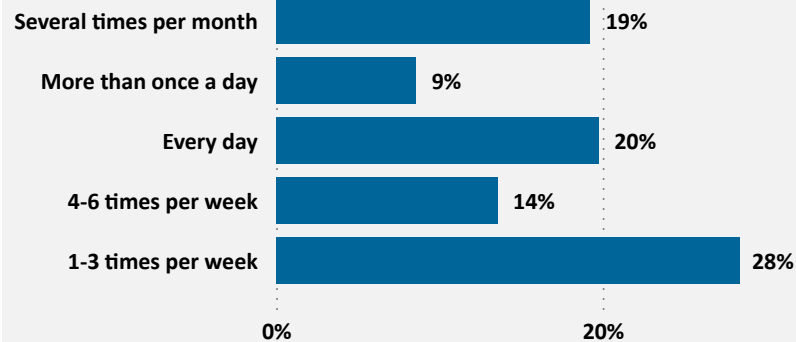
Received or Purchased

%

Benchmark

I bought it personally	55%	55.4%
I received it as a gift (I asked for it)	21%	20.7%
I received it as a gift, but I did not ask for it	17%	17.5%
I asked someone to buy it for me (without any special occasion)	6%	6.5%

Frequency of Use



MOMENTS OF USE

%

On weekends	47%
During the week	35%
At night on special occasions	34%
On special occasions during the day	20%

SEGMENTS

%

Benchmark

Outgoing	18.4%	17.8%
Natural	17.7%	17.8%
Young spirited	15.2%	15.4%
Authentic	15.1%	15.6%
Independent	13.8%	13.2%
Sexy	12.7%	13.1%
Empowered	7.2%	7.0%

BEAUTY HABITS (Top 5)

%

Benchmark

Wearing fragrance/perfume is a daily habit	85%	85.5%
For me, the fragrance/perfume I wear is as important as the clothes I wear	82%	82.7%
I need to wear fragrance/perfume every day	80%	81.8%
Taking care of myself is a true pleasure	80%	81.6%
I like to give fragrances as gifts. I think fragrances are a good gift to give/receive	78%	78.8%

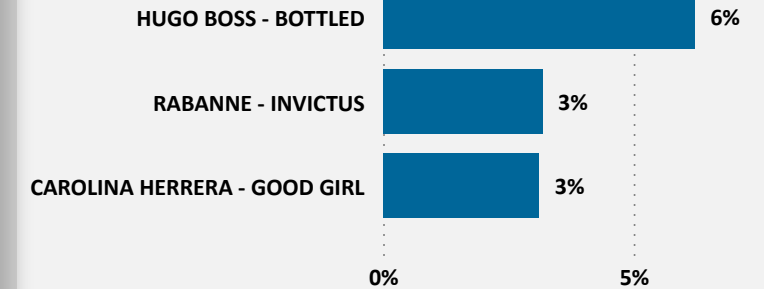
DAILY SPENT ON MEDIA

%

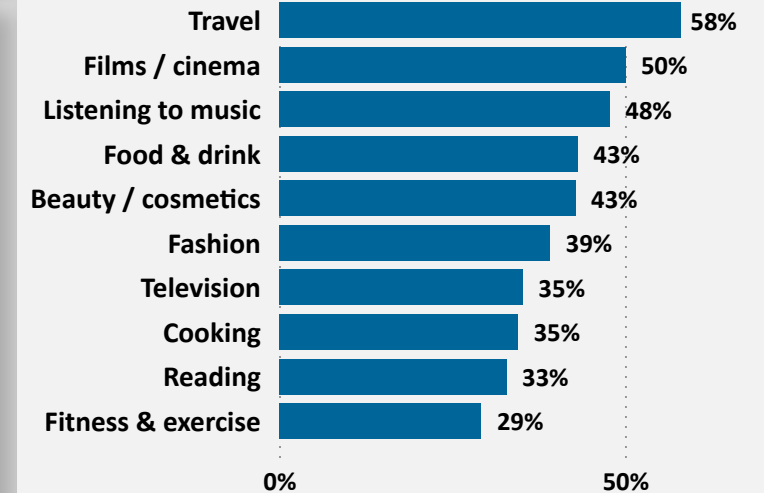
Benchmark

Browsing the internet on a cell phone	96%	96.0%
Social media	95%	95.4%
Watching TV	94%	94.0%
Listening to music on streaming/online services	90%	90.8%
Browsing the internet on a PC/computer/laptop	89%	87.4%

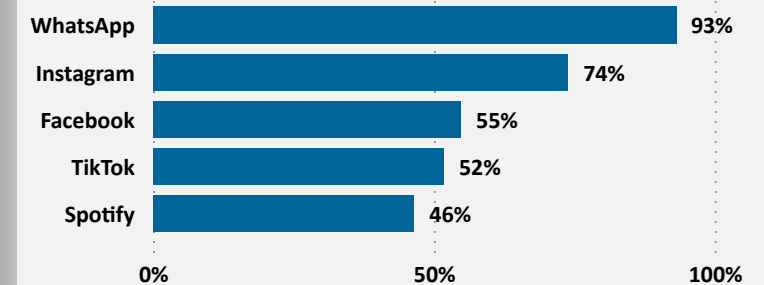
What Other Fragrances Do They Use



INTERESTS (Top 10)



SOCIAL MEDIA (Top 5)





BUYER ANALYSIS

CAROLINA HERRERA - GOOD GIRL

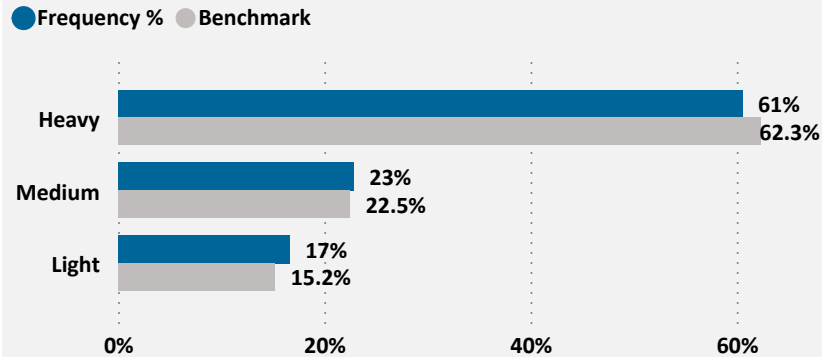
HAMILTON

Buyer
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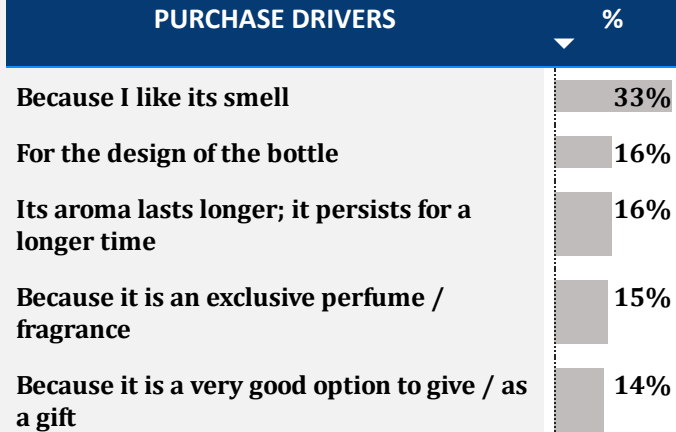
FRAGRANCES

CAROLINA HERRERA - GOOD GIRL

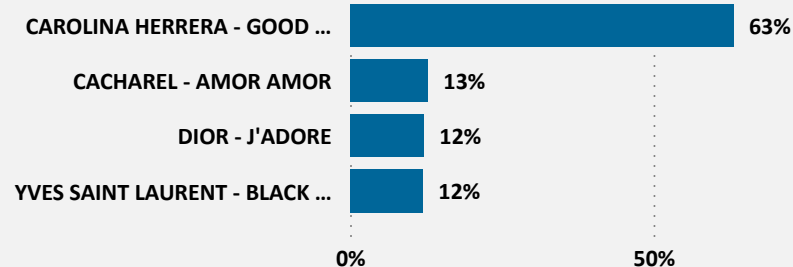
Frequency of Purchase



PURCHASE DRIVERS



What Other Fragrances Do They Use



Place of Purchase

Offline

85%



Online

15%



Offline %

Primor	23%
Druni	22%
El Corte Inglés	20%

Online Outlet_ %

Amazon	2%
elcorteingles.es	1%
perfumesclub.com	1%

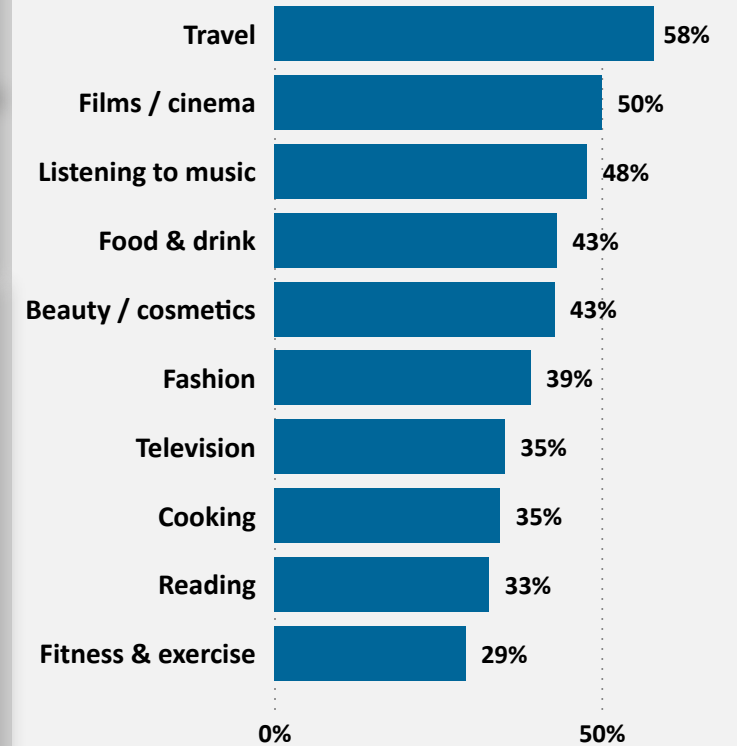
BEAUTY HABITS (Top 5)

	%	Benchmark
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I need to wear fragrance/perfume every day	80%	81.4%
Taking care of myself is a true pleasure	80%	80.3%
I like to give fragrances as gifts. I think fragrances are a good gift to give/receive	78%	78.2%

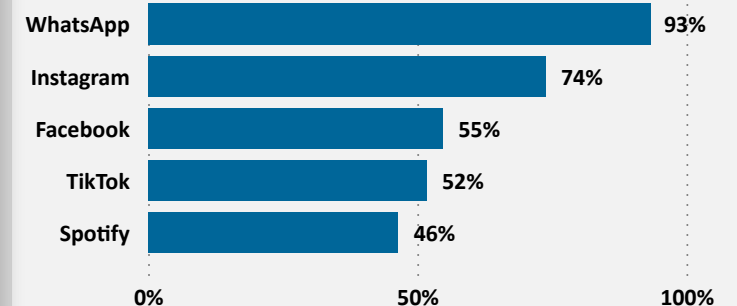
DAILY SPENT ON MEDIA

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INTERESTS (Top 10)



SOCIAL MEDIA (Top 5)





GIFTER ANALYSIS

CAROLINA HERRERA - GOOD GIRL

HAMILTON

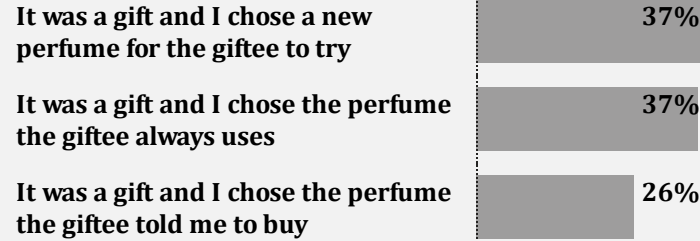
Gifter
244

FRAGRANCES

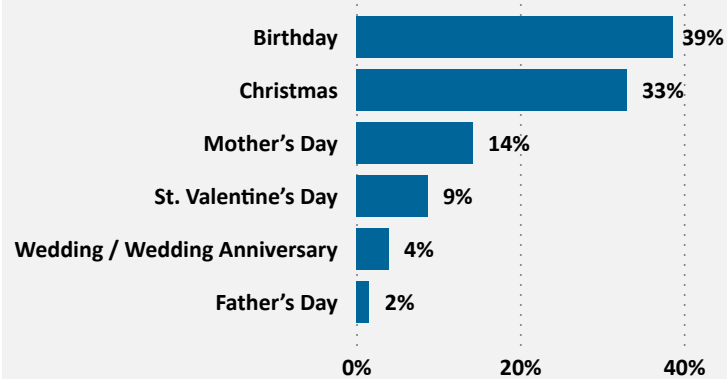
CAROLINA HERRERA - GOOD GIRL

TYPE OF PURCHASE AS A GIFT

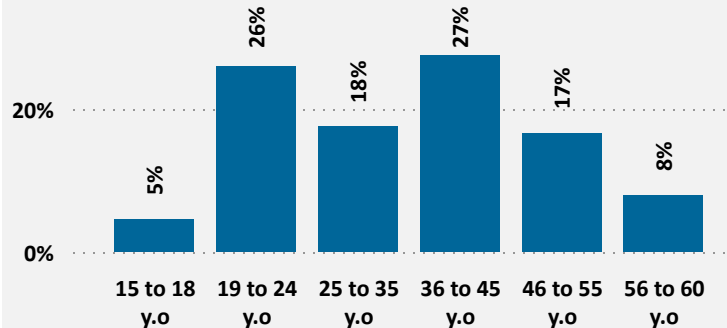
%



Type of Ocassion



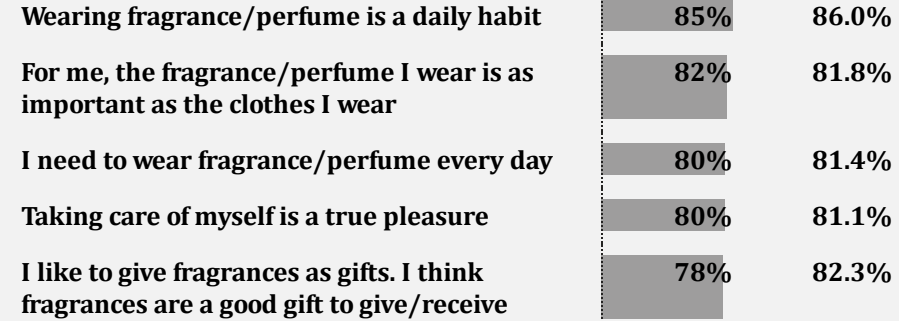
For Who Was The Purchase(Age)



BEAUTY HABITS (Top 5)

%

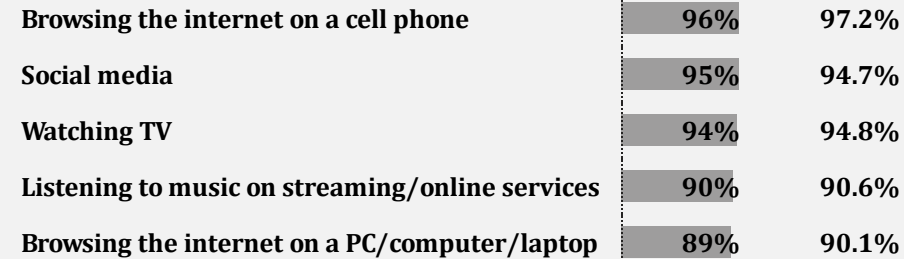
Benchmark



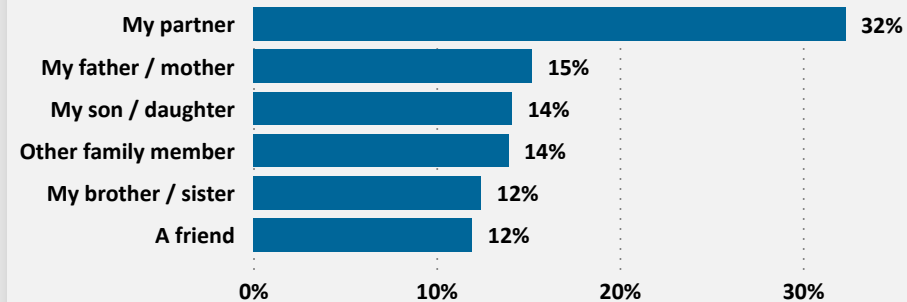
DAILY SPENT ON MEDIA

%

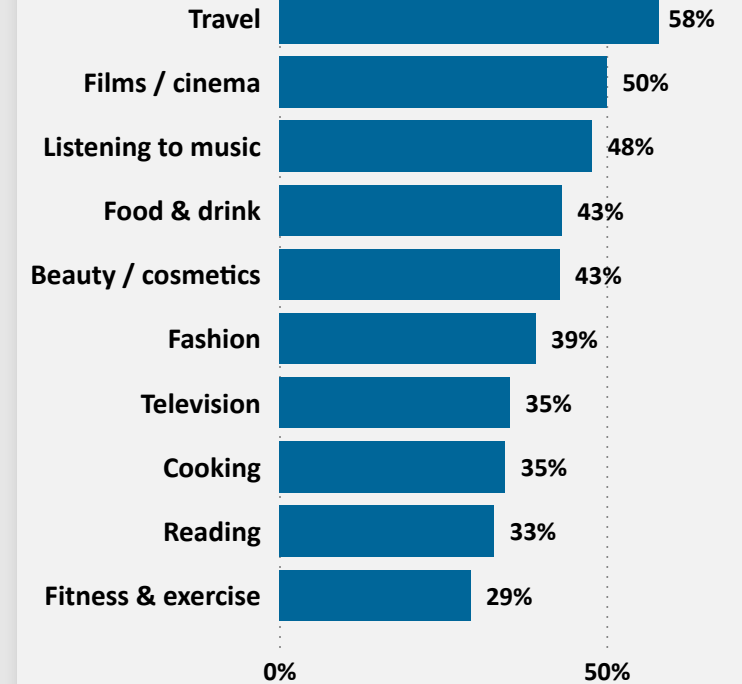
Benchmark



For Who Was The Purchase (People)



INTERESTS (Top 10)



SOCIAL MEDIA (Top 5)

