

# Clairol x MMC

IM YTD Results + Competitive Analysis  
March 2021

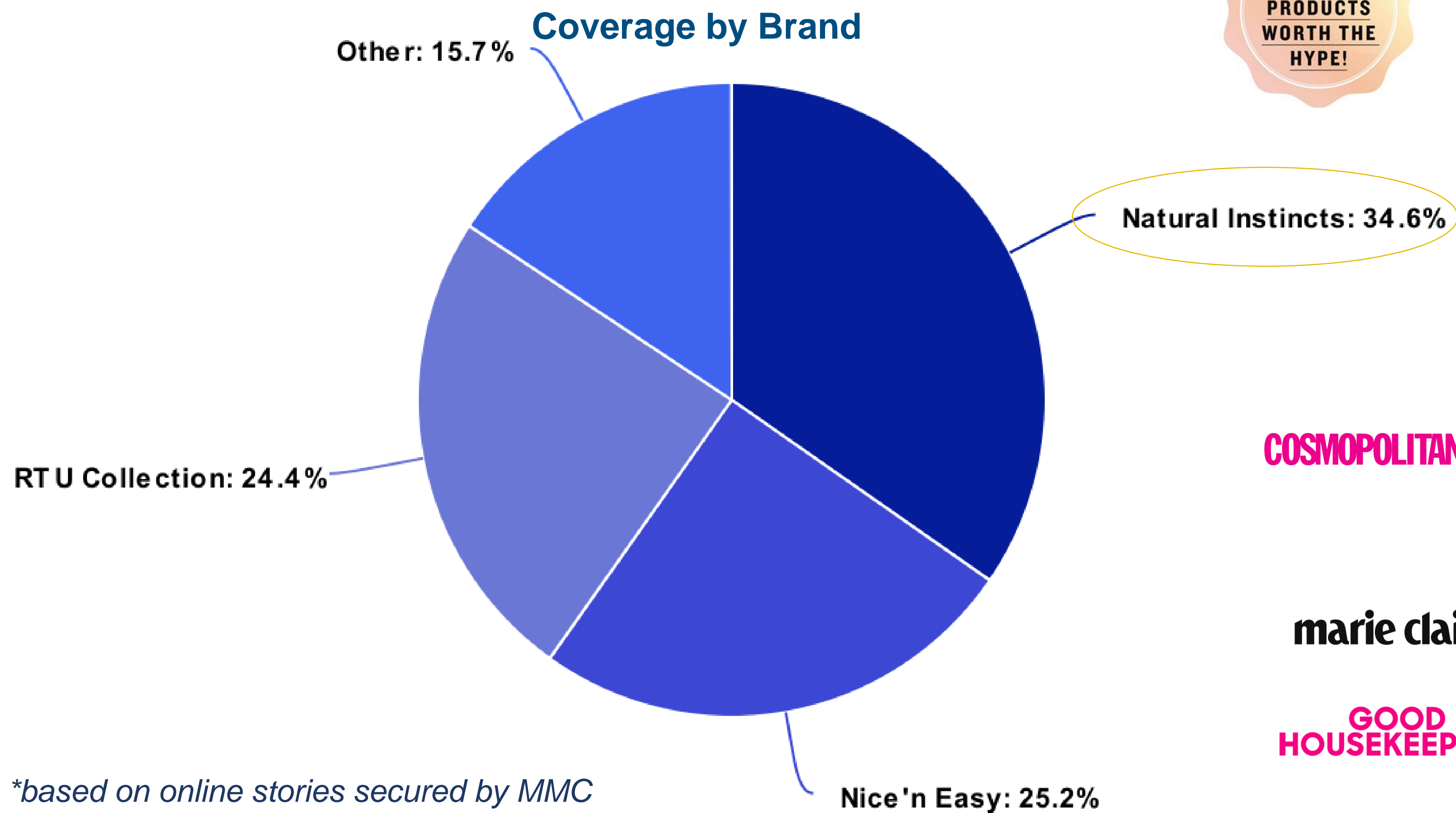


# What's Inside:

- Earned results
- Influencer results
- Summary of earned and influencer tactics to-date
- What's next for Q4
- Competitive Analysis
- Learnings and Optimizations for F22

# F21 Earned Media Results To-Date

- Garnered 5 Billion Impressions, up 35% from F20
- Secured 2 beauty award wins for RTU vs 3 in F20

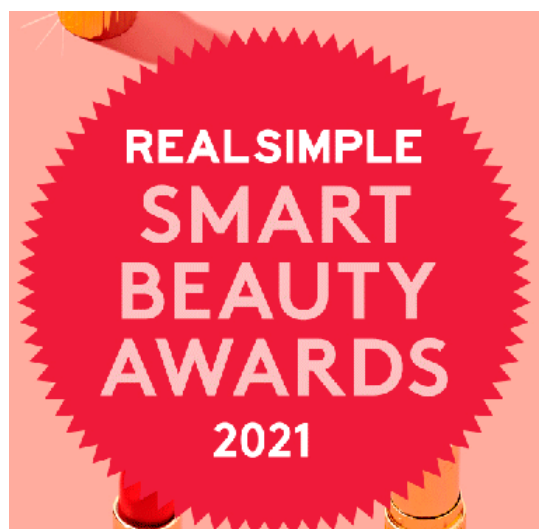


WWD



REFINERY29

COSMOPOLITAN



marie claire

yahoo!

GOOD HOUSEKEEPING

GLAMOUR

MANE ADDICTS

# Clairol Continues to Dominate SOV

From July '20 to Feb '21, Clairol owned most of the hair color conversations online vs competition




## The Coolest Winter Hair Colors to Try Right Now

### Iridescent Copper

Peachy-orange shades were one of the top **hair color trends for fall**, and it looks like the shade isn't going anywhere for winter; it's just getting a little richer. "This color palette frames your facial features with brightness when cold and dreary climates make everything else look dull," says celebrity colorist and Clairol partner **Jeremy Tardo**. "These hair colors are especially flattering on fair complexions that can sometimes look a bit washed-out in winter." To get the shade, he suggests asking for a light red color with peach and orange kickers. If you're already blond and want to DIY th shade at home, try **Clairol Nice'n Easy SSC Medium Copper Blonde**.



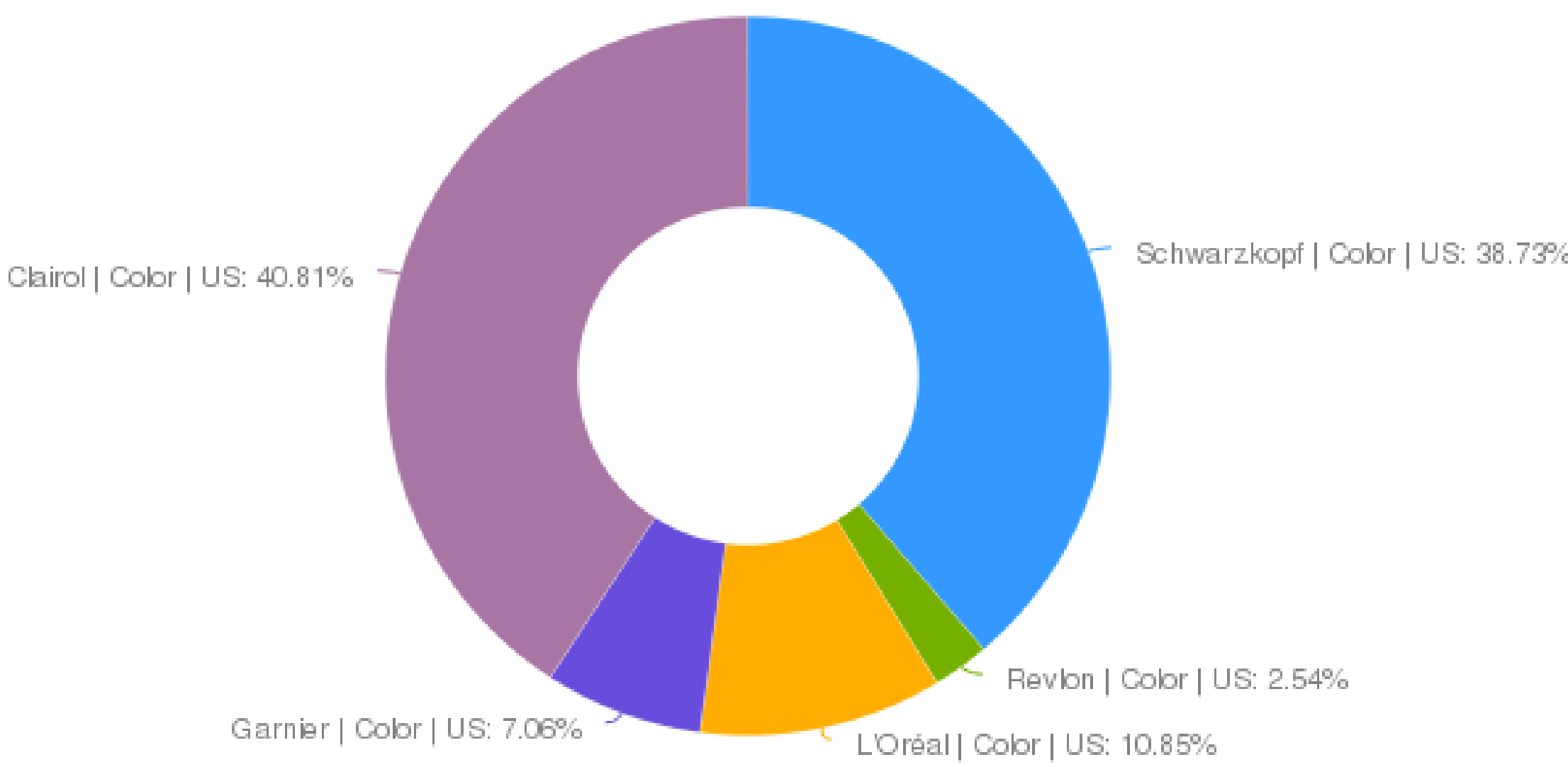
The best at-home hair dyes to achieve salon results for less



Clairol Natural Instincts Semi-Permanent Hair Color

\$6.92	WALMART
\$7.99	ULTA
\$8.69	CVS

Share of Voice (SOV)



*\*Pulled from Meltwater – only includes online media from July '20 – February '21*



## The 7 Best Natural Hair Dyes Of 2020 – Drugstore, High-End & In-Between



### Clairol Natural Instincts Demi-Permanent Hair Color

Another drugstore find that comes in a huge assortment of natural hues. It's also made with 80% natural ingredients (not bad!) like coconut oil and aloe vera. The result is soft, hydrated beautifully toned hair.

*Natural Instincts Demi-Permanent Hair Color, Clairol (\$6.92)*



## The Pro's Guide To Coloring Your Hair At Home

This cult-favorite kit has more than 20,000 reviews on Target.com. It comes in 27 shades that are easy to mix and apply for long-lasting results.

Clairol Clairol Nice 'N Easy Root Touch-Up, \$7.99, available at [Ulta Beauty](#).





# 2021 Measurement x Results To-Date

Fiscal Year	2021 KPI	Results
F21 Impressions Goal	1.65 Billion Impressions <i>*Hierarchy: NNE, RTU, NI</i>	✓ 5 Billion Impressions
F21 Beauty Award Goal	4-6 beauty awards <i>*2-3 NNE, 1-2 RTU, 1 NI</i>	2 Beauty Award Wins People – RTU Permanent Real Simple – RTU Powder

# Q3 Earned Media Highlights

- Secured more than **1.6 Billion impressions**
- **8 stories** and **376 Million impressions** resulting from interviews with Jeremy Tardo
- Natural Instincts featured in **17 stories**

Examples of coverage:

[HelloGiggles](#)

[InStyle](#)

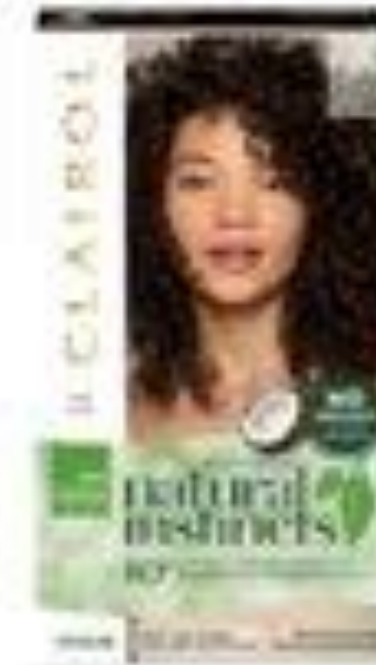
[Cosmopolitan](#)

[Glamour](#)

## What's Next - March Earned Media Focus Areas:

- NNE International Women's Day (Brand Heritage + How each collection caters to every woman) Spring Hair Color Trends (9G, 6.5, 4BG)
- NI International Women's Day (Brand Heritage + How each collection caters to every woman) Nature Inspired Beauty Products (Natural Instincts Collection) Jeremy Tardo Tips
- RTU International Women's Day (Brand Heritage + How each collection caters to every woman)

**COSMOPOLITAN**  
12 Best Ammonia-Free Hair Dyes for Healthy, Shiny Color



**GLAMOUR**  
23 Spring Hair Colors You're Going to See Everywhere This Season



**WWD**  
The 11 Best Gray Hair Dyes and Products That Transform, Preserve and Enhance Your Strands



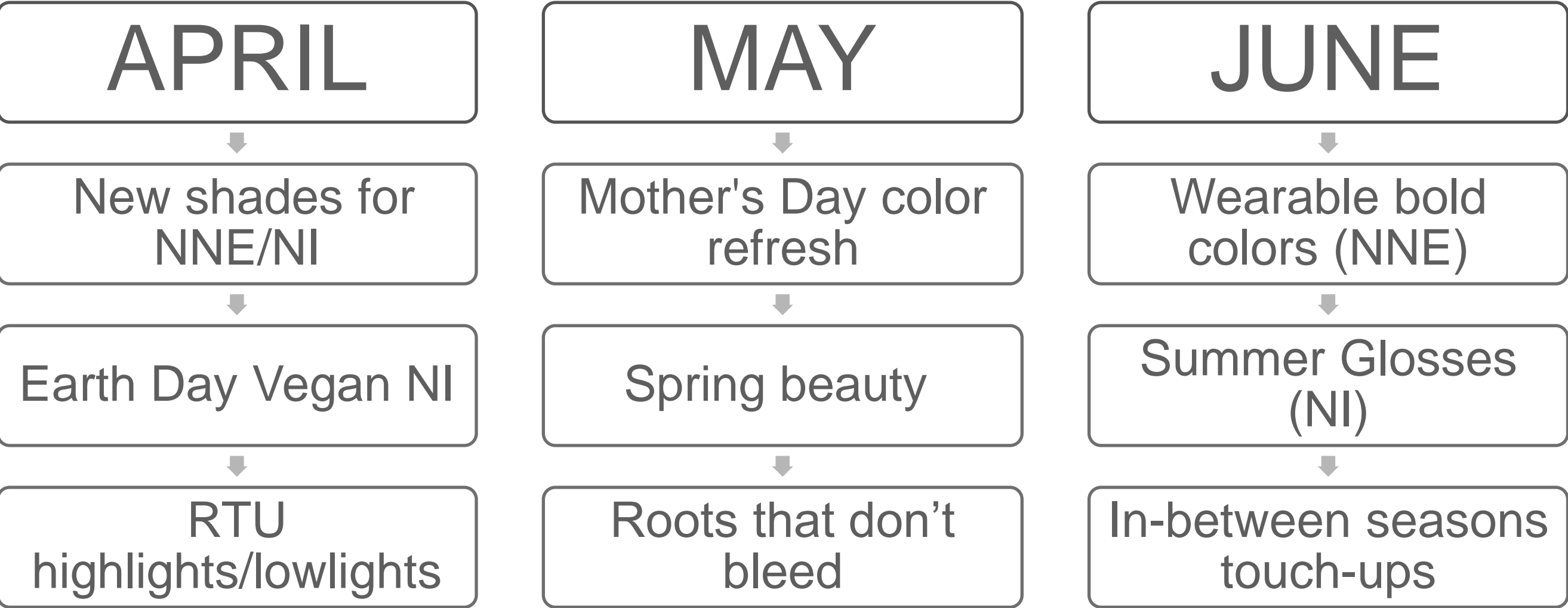
HelloGiggles

Here's What Experts Want You to Know About Gentle, Ammonia-Free Hair Dye





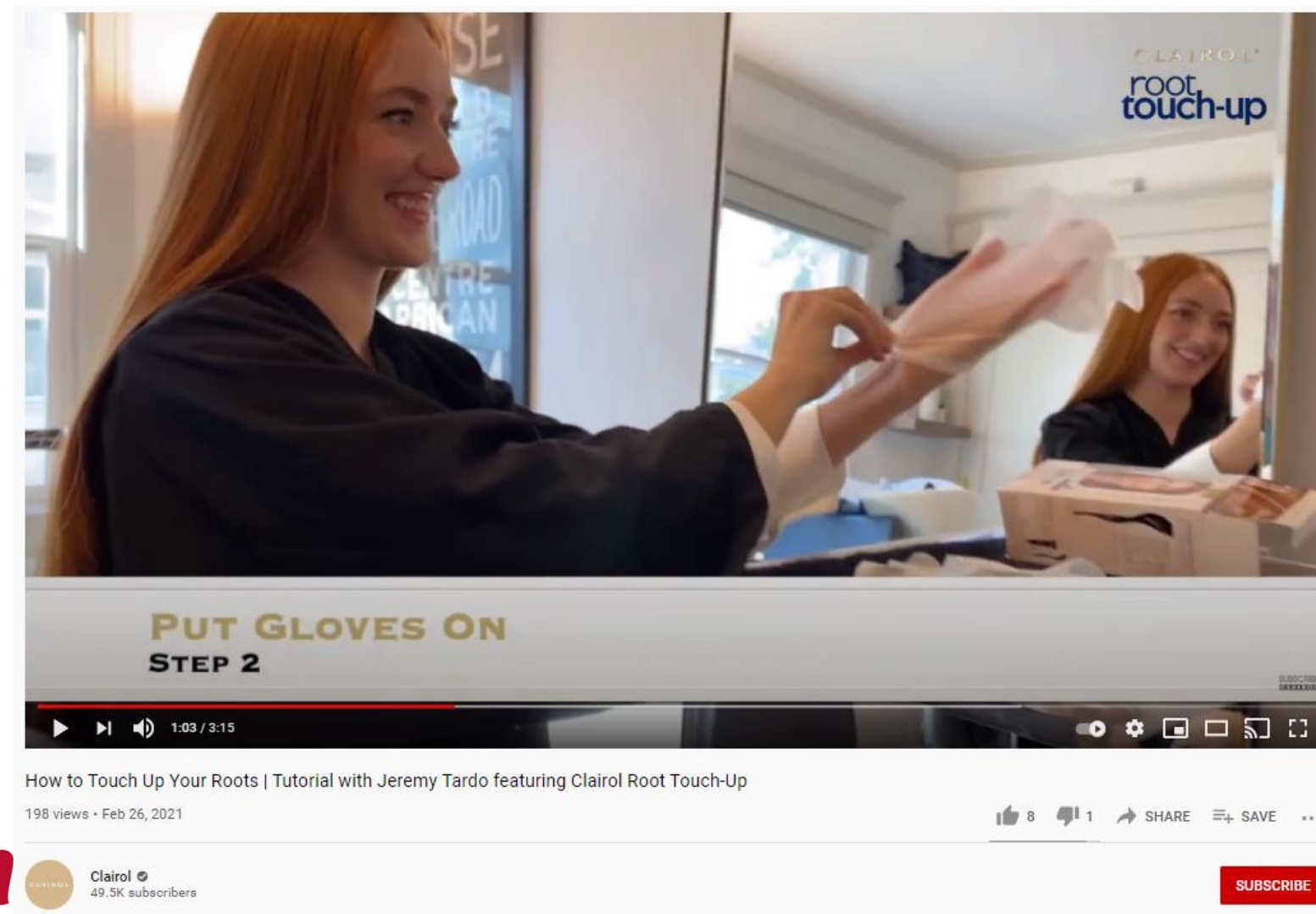
# Upcoming Earned Media Angles in Q4



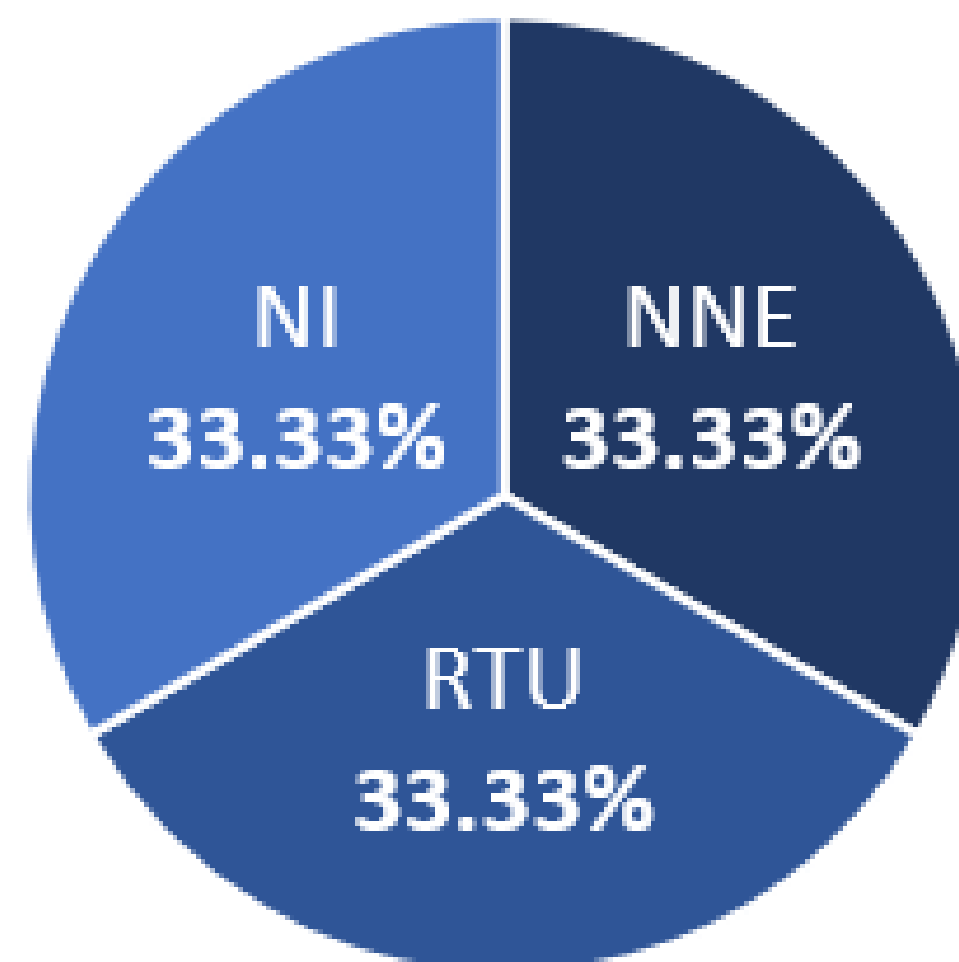


# F21 Influencer Results To-Date

- Secured **6** paid mid-tier partners, up from 4 in F20, with 5 influencers and 1 Color partner in F21
- **Melissa Meyers** delivers the top ER performance with her highest post garnering a **22.94%** ER as well as CTR with **240 clicks** to Root Touch-Up. For reference: a top performing post would have 10% Engagement rate and 50-100 clicks.
- **Kyle Richards** garnered the highest True Impressions and Likes with her [IGTV](#) with **1,114,736** true impressions and over **30,000** likes. For reference, her content had a 53% higher engagement rate than her average.
- Deliver **3** pieces of content from **Jeremy Tardo** for Clairol owned YouTube by EOY
- Clairol to repurpose influencer content organically on Clairol owned channels



Product Support by Influencers in F21





# Kyle Richards Clairol Content Performs Higher than Organic

A true and longtime user of Clairol Permanent Root Touch-Up, we partnered with Kyle Richards to create educational how-to content (1 IG In-Feed and an IGTV). Her sponsored Clairol content performed better than her average content, which showcases her communities' interest in hair color, as sponsored content typically performs lower than organic content. Her content had a 53% higher engagement rate than her average.



**Kyle Richards Stats:**

IG In-Feed Engagement Rate: 2.76%

IGTV Engagement Rate: 3.04%

*Kyle's Standard Engagement Rate: 1.8%*

IGTV Views: 816K

*Kyle's Average IGTV Views: 457K*





# Partnership Deep Dives

The table below captures influencer partners back-end analytics based on the insights we received from the influencers a few days after their content initially went live. The longer the post is live, there is an increase in true impressions and views of that specific content.

Influencer	Total Click Throughs
Julia Marrero	232
Melissa Meyers	492
Jade Kendle-Godbolt	N/A
Olivia Jeanette	N/A

Name	Date	Platform	Product	Link	Followers	True Impressions	Likes	Comments	IG ER*
Kyle Richards	10/13/2020	Instagram	RTU	<a href="https://www.instagram.com/p/CGSzpwUnpuU/">https://www.instagram.com/p/CGSzpwUnpuU/</a>	3.14M	918,265	23,538	763	2.76%
Kyle Richards	10/14/2020	IGTV	RTU	<a href="https://www.instagram.com/p/CGVQCtgH5Lt/">https://www.instagram.com/p/CGVQCtgH5Lt/</a>	3.14M	1,114,736	30,181	1,370	3.04%
Olivia Jeanette	10/20/2020	IG Story	NI	N/A	172.6K	61,277			
Olivia Jeanette	10/20/2020	Instagram	NI	<a href="https://www.instagram.com/p/CGleepnihON/">https://www.instagram.com/p/CGleepnihON/</a>	172.6K	19,074	2,761	92	15.30%
Julia Marrero	10/30/2020	Instagram	NNE	<a href="https://www.instagram.com/p/CG-BANylbw_/">https://www.instagram.com/p/CG-BANylbw_ /</a>	83.8K	21,325	2,255	66	10.94%
Julia Marrero	10/30/2020	IG Story	NNE	N/A	83.8K	13,664			
Melissa Meyers	11/11/2020	Instagram	RTU	<a href="https://www.instagram.com/p/CHdXOTiBSnD/">https://www.instagram.com/p/CHdXOTiBSnD/</a>	64.3K	6,773	1,277	87	20.64%
Melissa Meyers	11/11/2020	IG Story	RTU	N/A	64.3K	2,120			
Melissa Meyers	12/18/2020	Instagram	RTU	<a href="https://www.instagram.com/p/Cl8lqcXhnVL/">https://www.instagram.com/p/Cl8lqcXhnVL/</a>	66.7K	6,733	1,215	62	19.22%
Olivia Jeanette	1/17/2021	IG Reel	NI	<a href="https://www.instagram.com/p/CKIGU3On8KC/">https://www.instagram.com/p/CKIGU3On8KC/</a>	169.7K	33,500	2,290	76	7.06%
Olivia Jeanette	1/17/2021	IG Story	NI	N/A	169.7K	32,918			
Julia Marrero	2/4/2021	Instagram	NNE	<a href="https://www.instagram.com/p/CK4RAEXF8qR/">https://www.instagram.com/p/CK4RAEXF8qR/</a>	83.4K	9,534	1,149	32	12.57%
Julia Marrero	2/4/2021	IG Story	NNE	N/A	83.4K	11,004			
Julia Marrero	2/4/2021	YouTube	NNE	<a href="https://youtu.be/dl4CAh1Wlj4">https://youtu.be/dl4CAh1Wlj4</a>	21.9K	272	28		
Melissa Meyers	2/23/2021	IGTV	RTU	<a href="https://www.instagram.com/p/CLpH3NHHCdM/">https://www.instagram.com/p/CLpH3NHHCdM/</a>	68K	5,380	1,151	63	22.94%
Melissa Meyers	2/23/2021	IG Story	RTU	N/A	68K	1,940			



# Snapshot of H1 Influencer Content

## October



Kyle Richards  
**Root Touch-Up**

- 1 IG in-Feed
- 1 IGTV



Julia Marrero  
**Nice'n Easy**

- 1 IG in-Feed
- 1 IG Story



Olivia Jeanette  
**Natural Instincts**

- 1 IG in-Feed
- 1 IG Story

## November



Melissa Meyers  
**Root Touch-Up**

- 1 IG in-Feed
- 1 Story
- 1 Blog Post on Glow Girl Blog

## December



Melissa Meyers  
**Root Touch-Up**

- 1 IG in-Feed



# Influencer Partnerships/Content in Q3

## January



Olivia Jeanette  
**Natural Instincts**

- 1 IG in-Feed
- 1 IG Story



Julia Marrero  
**Nice'n Easy**

- 1 YouTube Video
- 1 IG Story



Jeremy Tardo  
**Root Touch-Up**

Clairol YouTube

## February



Melissa Meyers  
**Root Touch-Up**

- 1 IGTV
- 1 IG Story



**Beauty 2 the Streetz  
& Marcia Hamilton**  
Black History Month

- Takeover 2 IG Takeovers &  
Cross Promo
- Promotion of charity &  
donation



Jeremy Tardo  
**Nice'n Easy**

- 1 IG In-Feed



Jade Kendle-Godbolt  
**Natural Instincts**

- 1 IG In-Feed

## March



Julia Marrero  
**Root Touch-Up**

- 1 YouTube Video
- 1 IG Story



Jeremy Tardo  
**Natural Instincts**

- 1 YouTube Video  
(Clairol owned)
- 1 IG Story



Jade Kendle-Godbolt  
**Natural Instincts**

- 1 YouTube Video
- 1 IG Story



Olivia Jeanette  
**Natural Instincts**

- 1 IG In-Feed
- 1 IG Story



# What's Next: Influencer Partnerships and Content in Q4

## April



Melissa Meyers  
**Root Touch-Up**

- 1 IG In-Feed



Jeremy Tardo  
**Root Touch-Up**

- 1 IG In-Feed

## May



Jeremy Tardo  
**Nice'n Easy**

- 1 YouTube Video  
(Clairol owned)  
- 1 IG Story

## June



Melissa Meyers  
**Root Touch-Up Gel**

- 1 IGTV  
- 1 IG Story



Jeremy Tardo  
**Natural Instincts**

- 1 IG In-Feed

# Competitive Summary

- Leveraging hair color portfolio to create consumer targeted content like imagery of the everyday user on social channels and virtual classes showing consumers a step by step guide to coloring their hair at home.
- Almost all major competitors have celebrity ambassadors to generate press around at-home hair color like Revlon with Katie Lee, Garnier with Mandy Moore, and Madison Reed with Teri Hatcher.
- Targeting Latinx consumers via the channels that showcase how-to content like YouTube and partnering with KOLs in the space like celebrities, TV hosts, celebrity hair colorists, and influencers.



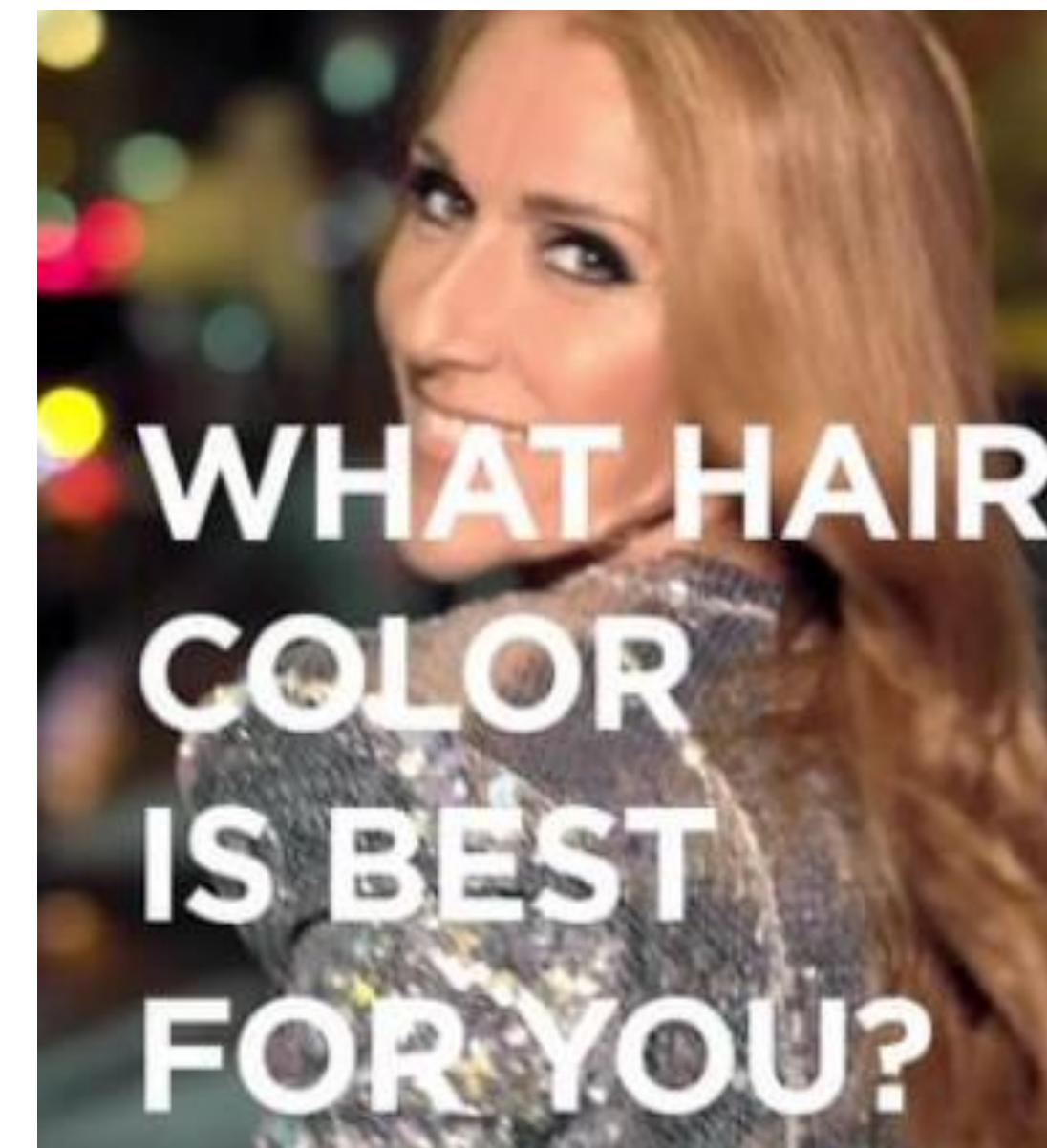
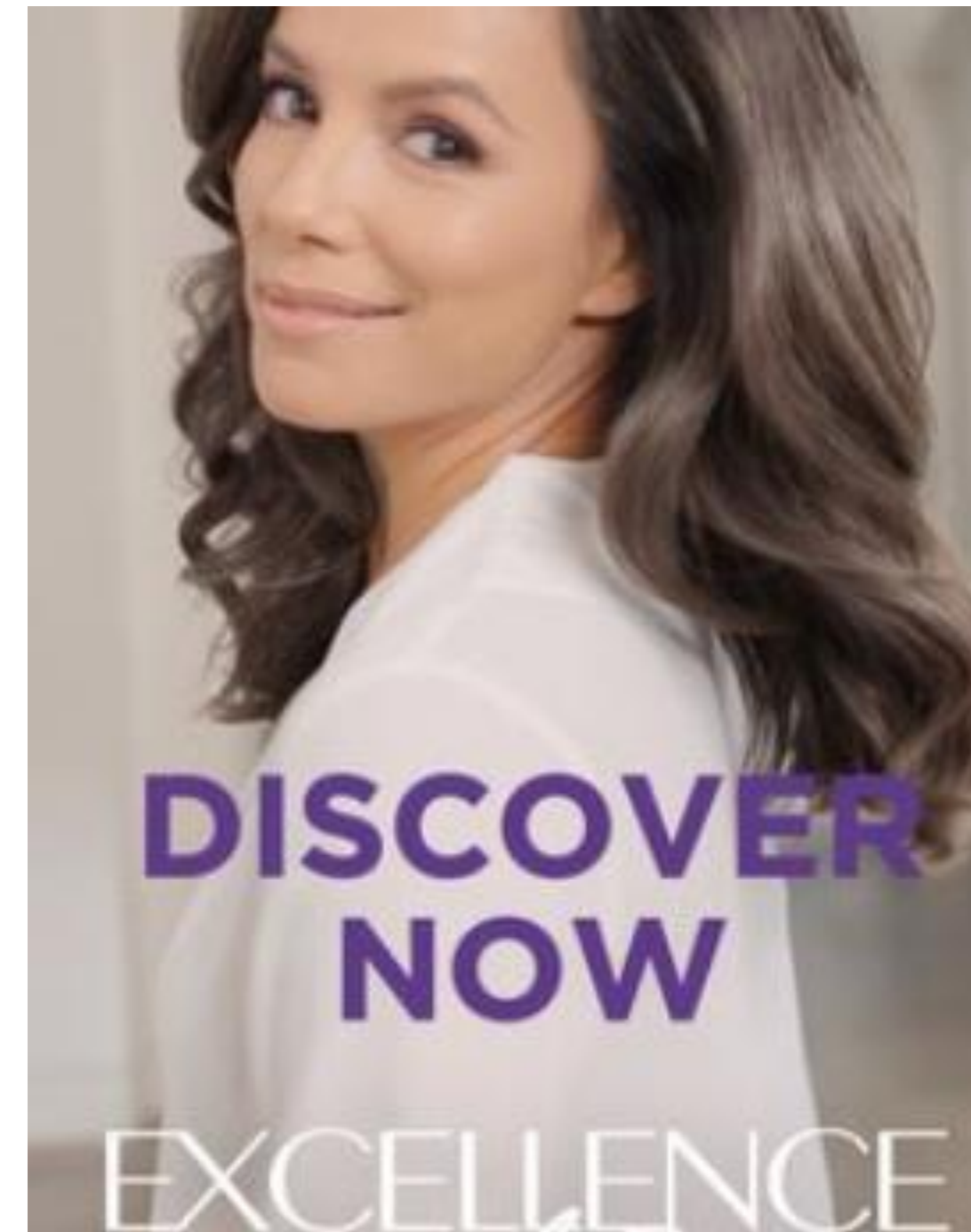
# Competitive Analysis: L'Oreal Paris

- **Celebrity Spokespeople**

- The Eva Longoria at-home hair color video went viral on social + media.
- The brand leverages celebrities for social campaigns, ads and messaging. A-Listers you can find on their social pages include Celine Dion, Helen Mirren, Camila Cabello, Cindy Bruna, Elle Fanning and more.

- **Latinx/Multicultural Focus**

- LP has a strong Latinx/Multicultural Influencer program where they tap into the biggest names in Miami, Georgia, Texas, etc. These influential names include MUAS, Stylist, influencers, TV hosts, celebrities, etc.
- Their events are hosted locally and focus on building long lasting connections with these influencers.





# Sneak Peak: L'Oreal Paris + Garnier Latinx Program



## Sampling of Influential Personalities Tapped by the Brands

- [voguishdiet](#) (Followers: 18.7K)
- [vickyalvarez](#) (Followers: 100K)
- [marielabagnato](#) (Followers: 105K)
- [annalovesu](#) (Followers: 387K)
- [bellabymillie](#) (Followers: 262K)
- [gabriellacatano](#) (Followers: 51.3K)
- [danellaurbaytv](#) (Followers: 64.6K)
- [chiqui\\_delgado](#) (Followers: 4.7M)

## The Events

- The Latinx events hosted by the brands provide influencers with social sticky moments throughout including stations with the products, branded backdrops and accessories at every turn as well as a reason to glam up
- A stand out event was a Garnier intimate event where the guests donated their time to grow crops locally rocking branded tees & tools



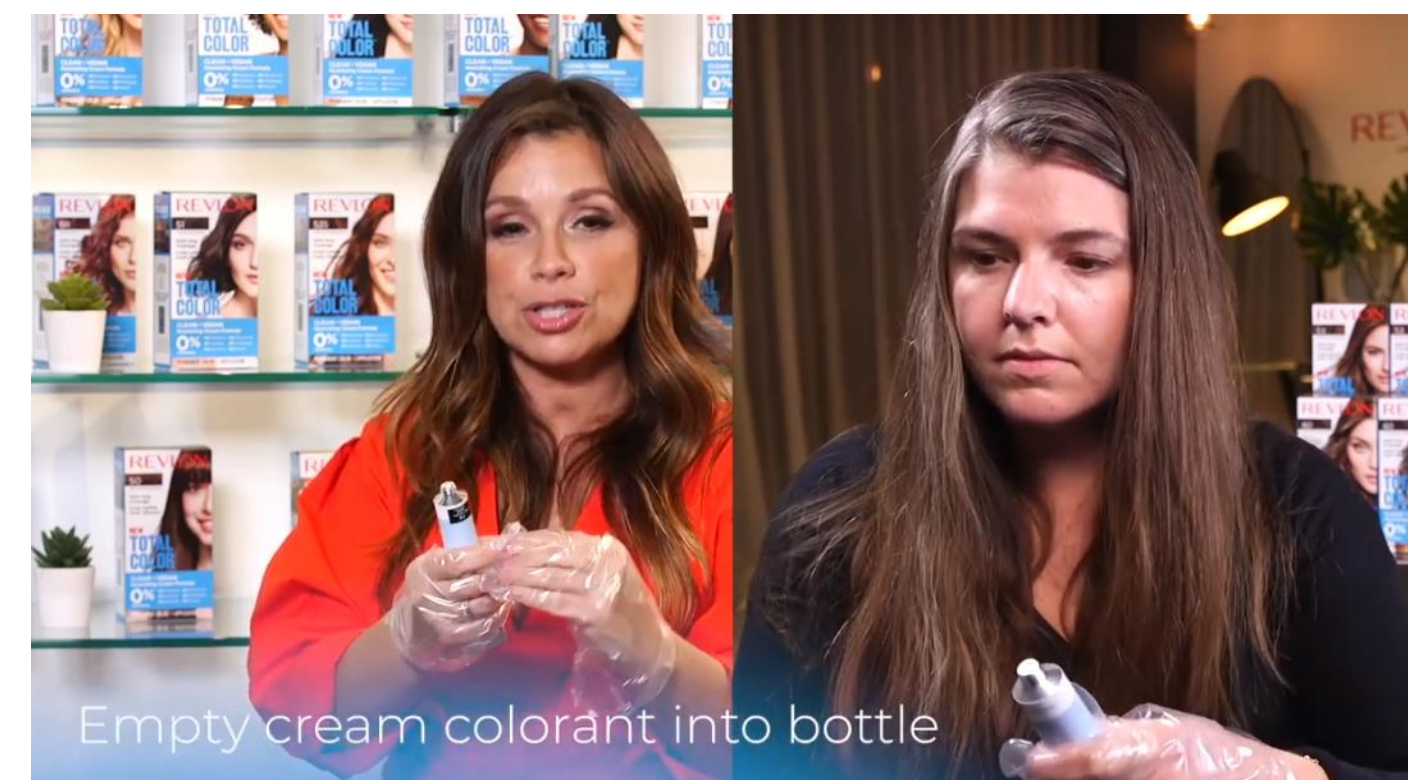
# Competitive Analysis: Revlon

- **Catering Content to their Audiences**

During COVID, Revlon launched a [virtual event](#) for their Total Color line where celebrity colorist, Gretta Monahan, helped guide consumers through the hair color process. To attract their Gen-Z audience, they launched a [#DoltBold](#) campaign on TikTok to drive awareness to the entire brand. Overall, Revlon took notice of where their audiences are gravitating and created content specifically catered for them.

- **Capitalizes on Vegan + Clean Claim with Celebrity Spokesperson**

Revlon partnered with TV Chef, Katie Lee, to be the face of their [Total Color](#) for [commerical shoots](#). Like our Natural Instincts, this collection is promoted as a Clean and Vegan permanent color without ammonia. Katie created an IG story for the Revlon IG page coloring her hair using Total Color during her pregnancy, which created new buzz around hair coloring and [pregnancy](#).





# Competitive Analysis: Schwarzkopf

## A-List Influencer Partnerships:

- Schwarzkopf has partnered with several influencers over the last year to promote different products in their portfolio. Majority of influencer content is made on Instagram from IGTV to in-feed. Schwarzkopf has partnered with many mid-tier influencers including [Alyssa Lynch](#), [Elwa Saleh](#), [Joslyn Davis](#), [Liz Hernandez](#), and [Liza Adele](#)
- Model Olivia Culpo collaborated with the brand to launch her signature shade of [COLOR ULTÎME Glam Nights by Olivia Culpo](#)





# Competitive Analysis: Garnier Nutrisse

## Earned Media:

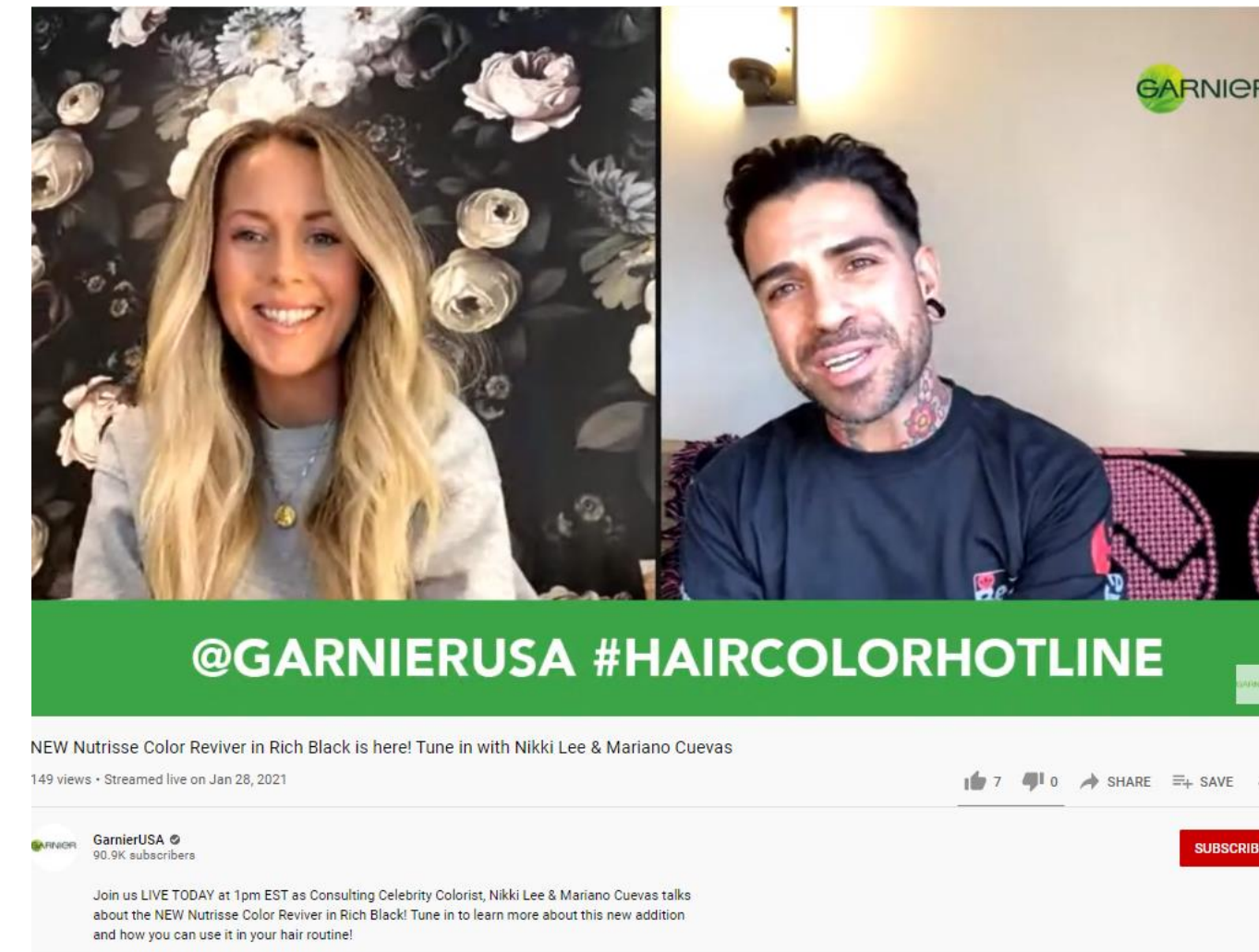
- Similar to Clairol, Garnier Nutrisse saw a lot of media coverage in Spring 2020 due to COVID-19 from [Vogue](#), [Cosmo](#), and [Elite Daily](#)
- Garnier Olia Ammonia-Free Permanent Hair Color is considered by many outlets to be one of the [least damaging](#) at-home hair colors available.

## Leveraging Experts:

- Garnier has leveraged their celebrity colorists with a heavy presence on their Garnier owned YouTube and Instagram channels by doing live streams with Garnier celebrity colorists including Nikki Lee and Mariano Cuevas to talk everything from new shades to trends for [#HairColorHotline](#).

## Celebrity Spokesperson as a Strength:

- Mandy Moore continues to be Garnier's celebrity talent and is utilized in content and advertising.





# Competitive Analysis: DTC Brands (Madison Reed, eSalon)

- **Color Experience**

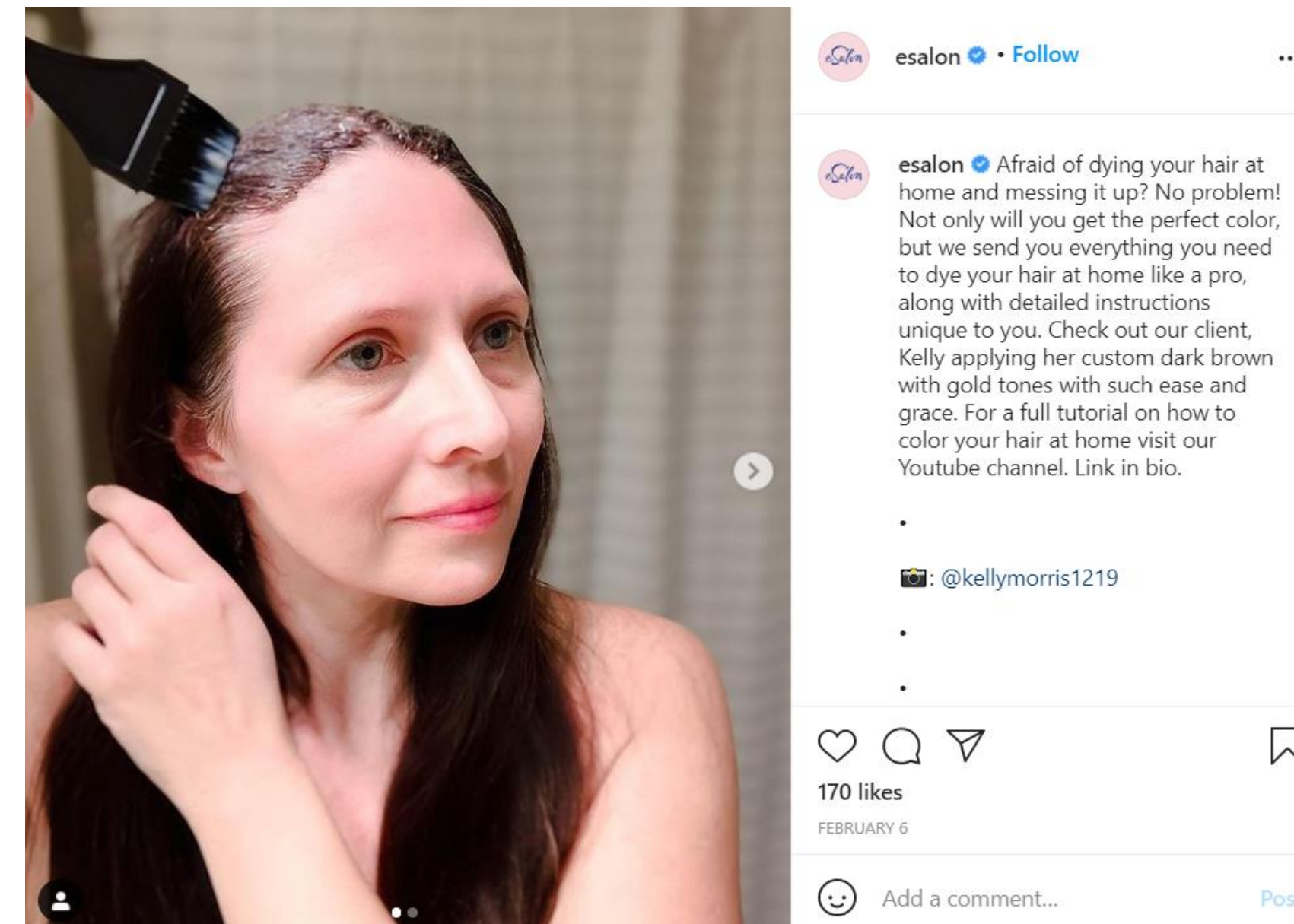
- These DTC brands focus their PR efforts to secure brand features such as "I Tried It" stories that showcase the experience of having customized salon color delivered to your front door.

- **Celebrity Spokespeople**

- Madison Reed partnered with Actress [Teri Hatcher](#) and resulted in mass media coverage.

- **The Everyday User**

- Madison Reed and eSalon partner with a diverse mix of nano and micro influencers from all hair types and colors.
- Both brands are tapping into the men's grooming space. This [Glossy Article](#) walks through Madison Reed's Mr. Hair Color launch and eSalon's Colorsmith launch.

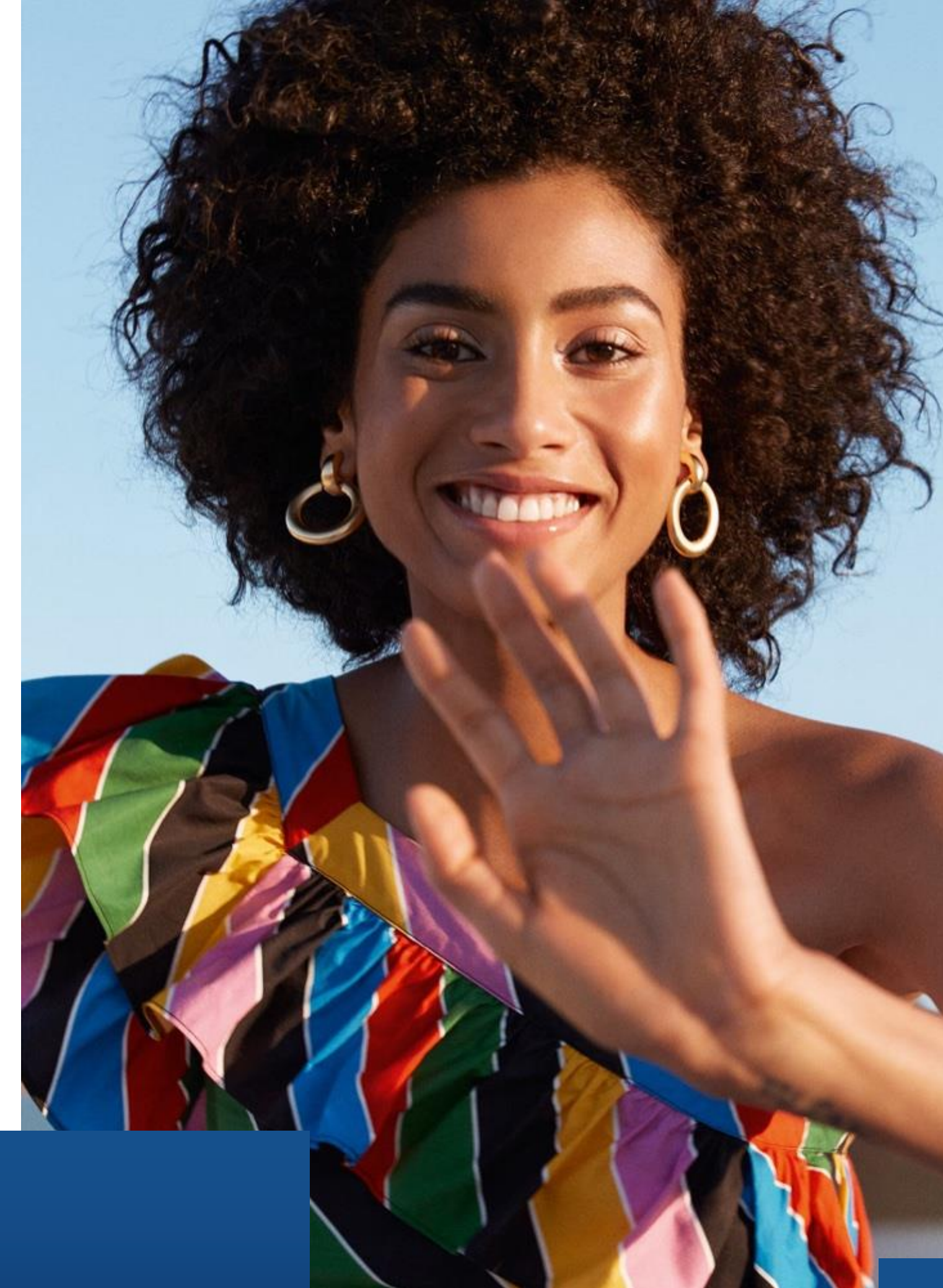




# F21 Learnings

- **Authentic Users:** Partnering with true brand fans make for organic content and connection like Kyle Richards, Melissa Meyers & Jade Kendle-Godbolt. Given that Kyle and Melissa had the highest engagement, likes and impressions this holds true.
- **Experts Drive Earned:** Colorist partnerships worked hard for traditional PR and influencer content (Jeremy Tardo secured 1.4 Billion Impressions, about 25% of our total results to-date).
- **Rotate Influencers Based on Performance:** Identify influencers that perform best/worst on Clairol owned to compare and benchmark for F22 optimizations
- **Credentialing 2.0:** Leverage earned credentials (beauty award wins, expert endorsements and quotes) to convert consumers in paid media, owned
- **Competition Focuses on Celebrity:** Brand ambassadors/celebrity spokespeople help to drive awareness and relevancy
- **Reach new Users:** Dedicated focus for F21 to secure LatinX focused coverage. Optimizations include -- Spanish language colorists, dedicated Latin X tactics, etc.





Thank you!