the impact of sensory marketing in an ever growing digital world

iarigai conference

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SENSORY EXPERIENCE - ITS IMPORTANCE & IMPACT IN MARKETING
WHY ARE FEELINGS & EMOTIONS AN ESSENTIAL PART OF COSMETICS INDUSTRY MARKETING
THE IMPACT OF THE „BEAUTY MOMENT OF TRUTH“

STUDY RESULTS
BRINGING THE „BMOT“ CONCEPT TO LIFE
CUSTOMIZATION & NEW PRODUCT DEVELOPMENT
is a small, „born global“ company

with its head office in Austria, and a sales office in Singapore

invented the beauty tester category

is the world’s leading manufacturer of interactive skin, scalp and uv test tools (sensory marketing tools)
we manufacture sensory marketing tools purely for the cosmetics industry. Global players such as Unilever, Procter & Gamble, Beiersdorf, Estee Lauder, etc. use our promotion tools **right now** to leverage their communication with consumers.
We position ourselves as **marketing company**, communicating **value & benefits** instead of product features.

**KNOWING YOUR CUSTOMERS & THEIR CHALLENGES**

- For cosmetics industry
- Produce sensory marketing tools
- Manufacturer
SENSORY EXPERIENCE - ITS IMPORTANCE & IMPACT IN MARKETING
sensory marketing

drawing upon the senses takes marketing to the next level

....can engage consumers by the integration of our five senses, which is used to evoke, measure, analyze and interpret reactions.

„When consumers have a sensory experience, they will automatically place more trust and confidence in a brand."* 

*K. Sadisvan, „Sensory Experience and it’s Importance in Marketing“, SRM University Kattankulathur, Chennai, 2009
sensory marketing

what makes sensory marketing tools so special?

„Verbal messages are filtered cognitively. We evaluate, we think about them, we think: „Do I really agree with that or are they just trying to bamboozle me?“ Sensory input goes directly to your gut. *

*Kristen Nauth Social Technoloies Research, Washington D.C., CBC Radio One. https://soundcloud.com/cbc-radio-one/2008-01-09-episode-19 (starting min. 13);mg
WHY ARE FEELINGS &
EMOTIONS AN ESSENTIAL
PART OF COSMETICS
INDUSTRY MARKETING
THINKING FEELING

INFORMATION

Informative
(TINKER)
cars, real estate, etc.
(infrequent buying items)
Model: learn-feel-do

Habit Formation
(DOER)
stationary, groceries
(to satisfy personal need)
Model: do-learn-feel

AFFECTIVE

Affective
(FEELER)
jewelry, cosmetics, fragrance
(tied to self-esteem)
Model: feel-learn-do

SELF-SATISFACTION

Self-Satisfaction
(REACTOR)
newspaper, liquor, soft drinks
Model: do-feel-learn

Consumers in our industry are „FEELERS“ and want to ...

... **FEEL**
... the brand
   a „touching“ brand experience

... **LEARN**
... about the product, the brand or
   even perhaps about their own
   beauty traits?

... and then **DO**

**Affective**
(Feeler)
jewelry, cosmetics, fragrance
(tied to self-esteem)
*Model:* feel-learn-do
THE IMPACT OF THE „BEAUTY MOMENT OF TRUTH“ STUDY RESULTS
“Every Client Interaction is a Moment of Truth”

• John Carlzon
• Former CEO of Scandinavian SAS Airline
ZMOT, take a look at www.zeromomentoftruth.com
BMOT

ZMOT
SOMOT
FMOT

Stimulus

Zero Moment of Truth
In-home

First Moment of Truth
Shelf

Second Moment of Truth
Experience

Pre-Shopping
In-store
The BMOT Model:

CONSUMER

A-HA! Finally I know the right Product for me!

BRAND TESTER

Performs test

Purchases recommended product

PRODUCT

I'm the right one!

USPsolutions

Personal 'Beauty Moment of Truth'

Reliable Relationship Development

YOUR BRAND
BMOT – the video
What is the impact of our sensory marketing tools on overall consumer experience?

*F.e. Vlerick Leuven Gent Management School, 240 participants*
75 %

remembered the brand
80,1 %
gained increased confidence in the brand
70,6 % felt inclined to buy
30.8% converted to brand advocates
- sensory experience that involves:
  - emotion
  - information/learning
  - discovery
  - revelation
  - touch & feel

BMOT:
The Beauty Moment of Truth (BMOT) is the very instant when a consumer has a tactile experience and learns about his or her specific skin needs. It is a highly personal moment that involves emotion, information, discovery and revelation. A consumer’s perception becomes altered during the BMOT and this experience impacts the buying decision.

* Data collected from 240 participants in Verick Laevers Gens Management School study 2012
BRINGING THE „BMOT“ CONCEPT TO LIFE
bringing the BMOT to life

turn theory into practice
THE TEST
BMOT – client samples

GARNIER
BODY

uspsolutions
“Skin feels intensively hydrated for up to 7 days”
“Skin feels intensively hydrated for up to 7 days”

Proof the positioning statement:
Feel, see and discover the results

Get in touch with the consumers:
at home, at the POS and online
Put Garnier Body Intensive 7days to the test!

Finding the time to moisturise your body every morning can be tricky.

That's where Garnier Body Intensive 7days comes in. It's light, quickly absorbed and gives your skin long-lasting hydration. And the added bonus? It smells divine too!

But don't take our word for it. Put it to the test yourself in just 3 easy steps:

1. Try smoothing Intensive 7days on your legs every day with our FREE sachets.
2. Test to see what difference you can see with your Garnier Skin Reader.
3. Tell us all about your new silky looking skin!

REQUEST YOUR FREE SAMPLE KIT
TELL US WHAT YOU THINK

Click here for full terms and conditions. Open to UK & ROI residents aged 18+. No purchase necessary.
Feel and See the results for yourself!

Now that sunny days are here (fingers crossed) we all want tip-top lovely arms and legs. Even if they’re not on show, it just feels nicer doesn’t it? But throughout the day, skin loses moisture, which can leave it looking and feeling dry.

That’s where the Garnier Skin Reader comes in. It’s a quick and easy way to see the amount of dry skin cells on the surface of your skin. So join the Challenge today!

HOW TO USE THE GARNIER SKIN READER
REQUEST YOUR FREE SAMPLE KIT
JOIN THE
Intensive 7 days Challenge

Tried it? Loved it?
Tell us what you think to WIN**

We hope you loved Garnier Body Intensive 7days as much as we do, and can't wait to find out how your Challenge went.

*mandatory fields

Title*  Mr  Mrs  Miss  Ms
First Name*  Last Name*  Date of Birth*
Kurt  Glasser  07/09/1960
Address 1*  City*
Lannerweg 10  Krummendorf
Address 2*  Postcode

Country*  IRELAND

Email*  Confirm Email*
kurt.gasser@asap.at  kurt.gasser@asap.at

If you would like to receive more fantastic free samples, offers and news from Garnier in the future, please tick the box(es) below.

☑ By e-mail  ☐ By SMS  ☑ By post

☑ Tick the box to confirm you have read and accepted the terms and conditions.

Copy this text:
6i9QQ  6i9QQ

NEXT STEP
See what all the fuss is about...

We asked over 10,000 of you to put 7D to the test...

and 90% said they’d be likely to switch from their usual body lotion!

What our fans are saying:

"I loved it!"
Laura, Swansea

"PRETTY AMAZING!!"
Sylvia, Dumfries

"It left my skin feeling fabulous"
Doreen, County Durham

"A lovely healthy looking sheen"
Susan, Cheshire

"try it for yourself!"

which is your favourite?

SHARE YOUR RESULTS

BUY IT FROM BOOTS.COM

LOVED IT? TELL US

VIEW THE RANGE
Tanning outside is proof of deep-skin damage.
BMOT – client samples – direct selling
BMOT – client samples

AVON
BMOT – client samples
The benefits of using USP tools are numerous:

- Accurate results (USP tests are backed by proDERM Institute for Applied Dermatological Research GmbH in Hamburg)
- High degree of personal consumer interaction assures brand awareness & trust
- Low cost marketing tool that improves overall effectiveness of your brand’s marketing plan by giving consumers a beauty moment of truth
- Communication starter
- Appeal to the senses
- Fun & easy to use
- Easy to understand tests that remove guesswork for consumers – in just seconds they gain reliable information (learning) and confidently purchase the recommended products
The USP portfolio covers a wide range of beauty topics:

**SKIN CARE**
- Skin Type
- Hydration
- Acne Risk
- Facial Residue
- 2D Wrinkle
- 3D Wrinkle
- pH-Value
- Anti-Shine
- Fast Absorption

**SUN CARE**
- UV Intensity
- UV Protection
- Sun Damage

**HAIR CARE**
- Scalp Sebum
- Dandruff

**DEMO TOOLS**
- Dark Spot Remover
- Dark Eye Circles Remover
- Uneven Skin tone
USP Solutions has the expertise to manage any project needs, such as:

- Combining multiple tests together in one project
- Order collection and shipping logistics when including multiple global company counterparts in one project
- Employing a unique printing technology, including soft-touch, fragrance printing, relief printing and UV varnishing
- Creating a new solution for the inclusion of a test in your product packaging
- Discussing new tool development

customization capabilities to meet any marketing needs
ensure unique, targeted engagement at any touch point

Whether on a 1-to-1 basis or by utilizing mass marketing, the tools from USP Solutions can be used...

...anywhere... ...anytime.. ...to reach consumers

- In-Pack/On-Pack
- POS
- Direct Mail
- Magazine/Catalogue Insert
- Cross Marketing
- Sampling
- Beauty Advisor
- Beauty Professionals
- Sales Training
- Electronic Analysis
- Direct Sales