



.....  
the impact of sensory marketing  
in an ever growing digital world

iarigai conference

September 7, 2015

take a look at [www.usp.at](http://www.usp.at)

# SENSORY EXPERIENCE - ITS IMPORTANCE & IMPACT IN MARKETING

1

SMOT

ZMOT

FMOT

BMO

more  
↓

# WHY ARE FEELINGS & EMOTIONS AN ESSENTIAL PART OF COSMETICS INDUSTRY MARKETING

2

SMOT

FMOT

BMOT

ZMOT

more  
↓

# THE IMPACT OF THE „BEAUTY MOMENT OF TRUTH“

STUDY RESULTS

3

SMOT

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more  
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# BRINGING THE „BMOT“ CONCEPT TO LIFE

4

SMOT

FMOT

ZMOT

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more  
↓

# CUSTOMIZATION & NEW PRODUCT DEVELOPMENT

5

SMOT

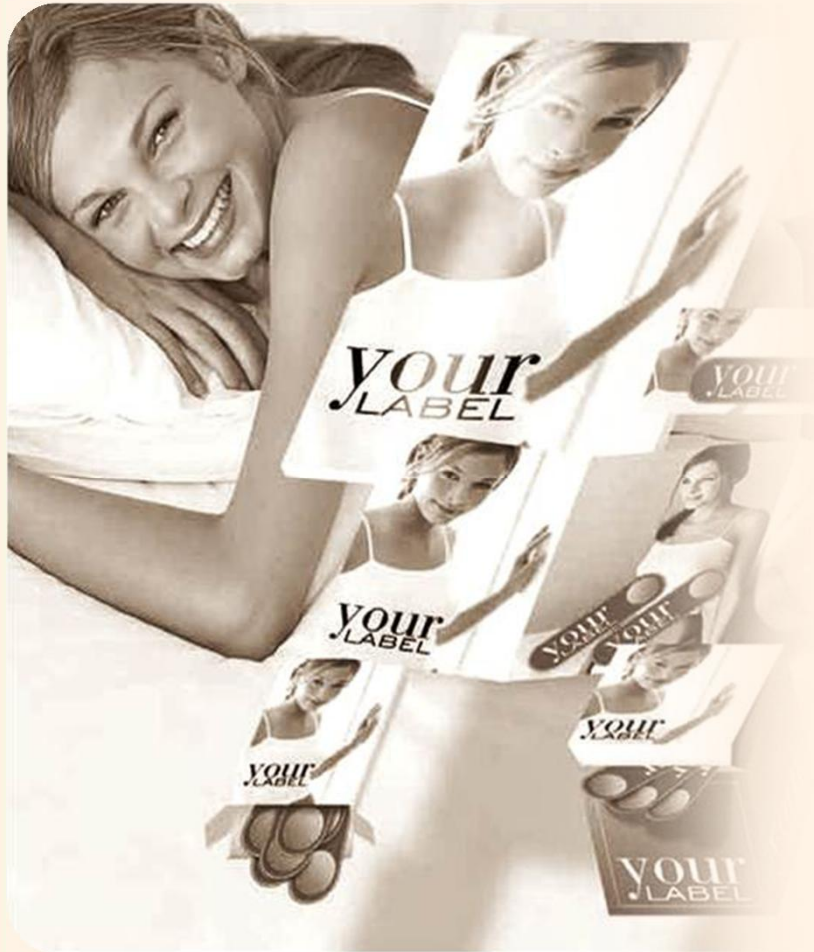
FMOT

ZMOT

BMO

more  
↓

## usp solutions



- is a small, „born global“ company
- with it's headoffice 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)

## usp solutions

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.





# usp solutions

manufacturer

produce  
sensory  
marketing  
tools

for cosmetics  
industry



we position ourselves  
as marketing company,  
communicating  
**value & benefits**  
instead of product  
features



KNOWING YOUR  
CUSTOMERS &  
**THEIR CHALLENGES**

uspsolutions

# SENSORY EXPERIENCE - ITS IMPORTANCE & IMPACT IN MARKETING

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This row contains several advertisements for beauty products and services. From left to right: a 'LET'S GET GORGEOUS!!' ad for 'The Skin' brand; a 'NEW! GOODIE BOX!' ad for 'Oh So Sample'; a 'GLAM COSMETICS' ad for 'Believe Magic' featuring 'Glam Get on the Go!'; an 'AUTUMN BEAUTIFUL' ad for 'REBECCA CASANOVA'; a 'PURE' ad for 'Infus'; and a 'PURE' ad for 'Infus'.

This row features advertisements for 'MD' (MD Creams), 'THINK BIGGER' (IMAGINE), 'MUD NATIONWIDE TOUR' (MUD MAKEUP), 'WAKEUP MASTERS' (REBECCA CASANOVA), '10 DAYS OF BEAUTY', and 'Change Your Look' (Cosmetics Training).

This row includes advertisements for 'the first 100 codes', 'HIC MODEL SEARCH', 'HAVE YOU HEARD?', 'BEAUTY', 'ASIA PIR Cosmetics', and 'Cosmetics Training'.

This row contains advertisements for 'Quo.' (THE EDGE OF OPULENCE), 'Nude & Glam', 'EXTRA PONUKA', 'Beauty Dreams', and 'Get the Look'.

This row features advertisements for 'Brow Sculpting and Eye Shadow Artistry Class', 'COSMETICS', 'BOLISI', 'Lashy Cosmetics', and 'BEAUTY'.

This row includes advertisements for 'LOOM HAIR', 'BROWS THE CITY', 'ADDICTED COSMETICS', and 'SLIM BROWLINE'.

This row contains advertisements for 'Small Cap', 'Say It In a Beautiful Way', 'REONAIR', 'Airbrush Makeup', and 'Beauty'.

## 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 Technologies 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

2

SMOT

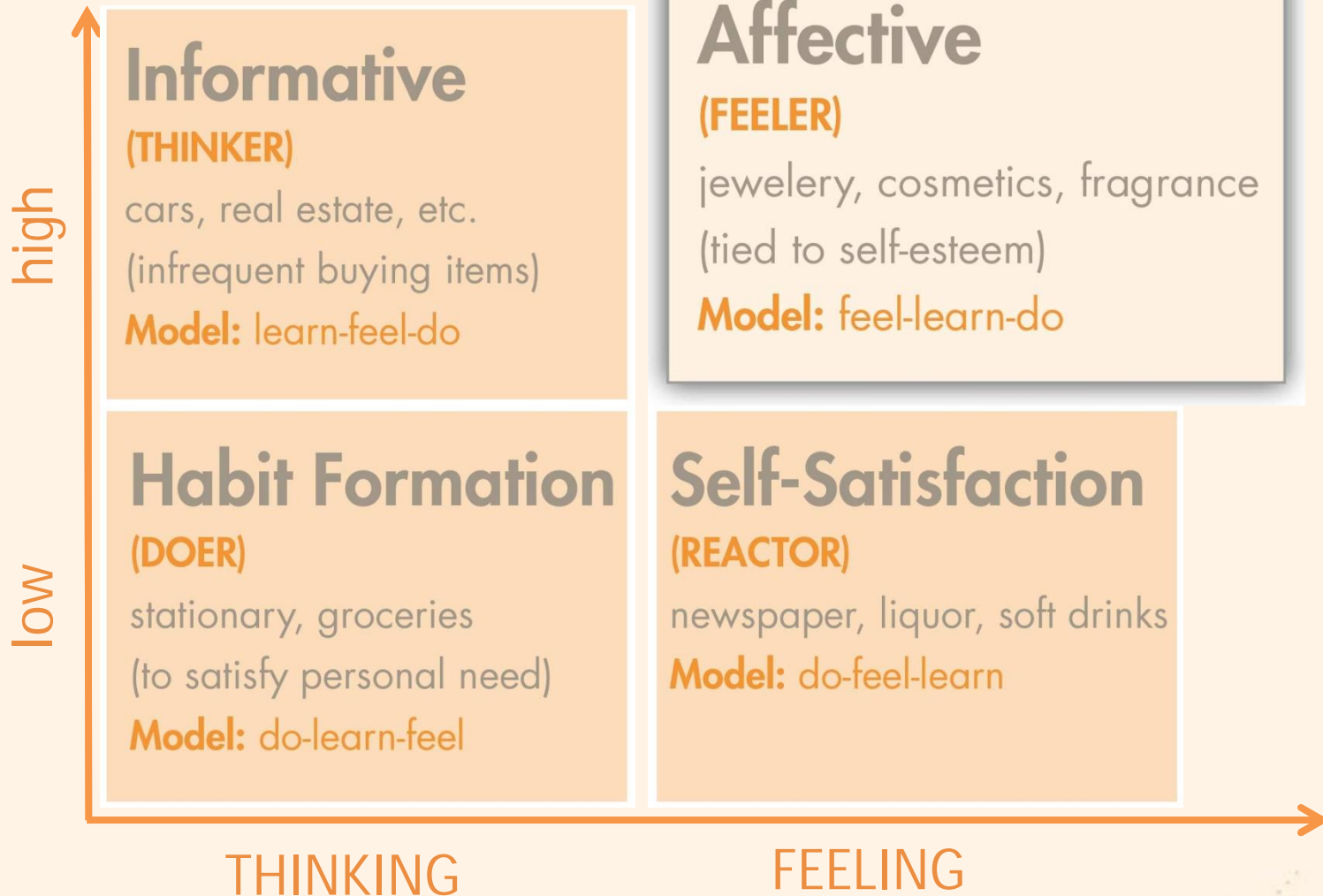
FMOT

ZMOT

BMOT

more  
↓

INVOLVEMENT



\*Adopted from „Vaughn, R. The Consumer Mind: How to tailor Ad Strategies“ The Advertising Age, Shopper, Buyer and Consumer Behavior, Theory and Marketing Applications, Second Edition 2003, Bizantra

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)

jewelery, cosmetics, fragrance  
(tied to self-esteem)

**Model:** feel-learn-do



# THE IMPACT OF THE „BEAUTY MOMENT OF TRUTH“

STUDY RESULTS

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BMT

more  
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# „Every Client Interaction is a Moment of Truth“

- John Carlzon
- Former CEO of Scandinavian SAS Airline





Stimulus



ZMOT

Zero Moment of Truth



FMOT

First Moment of Truth



SMOT

Second Moment of Truth



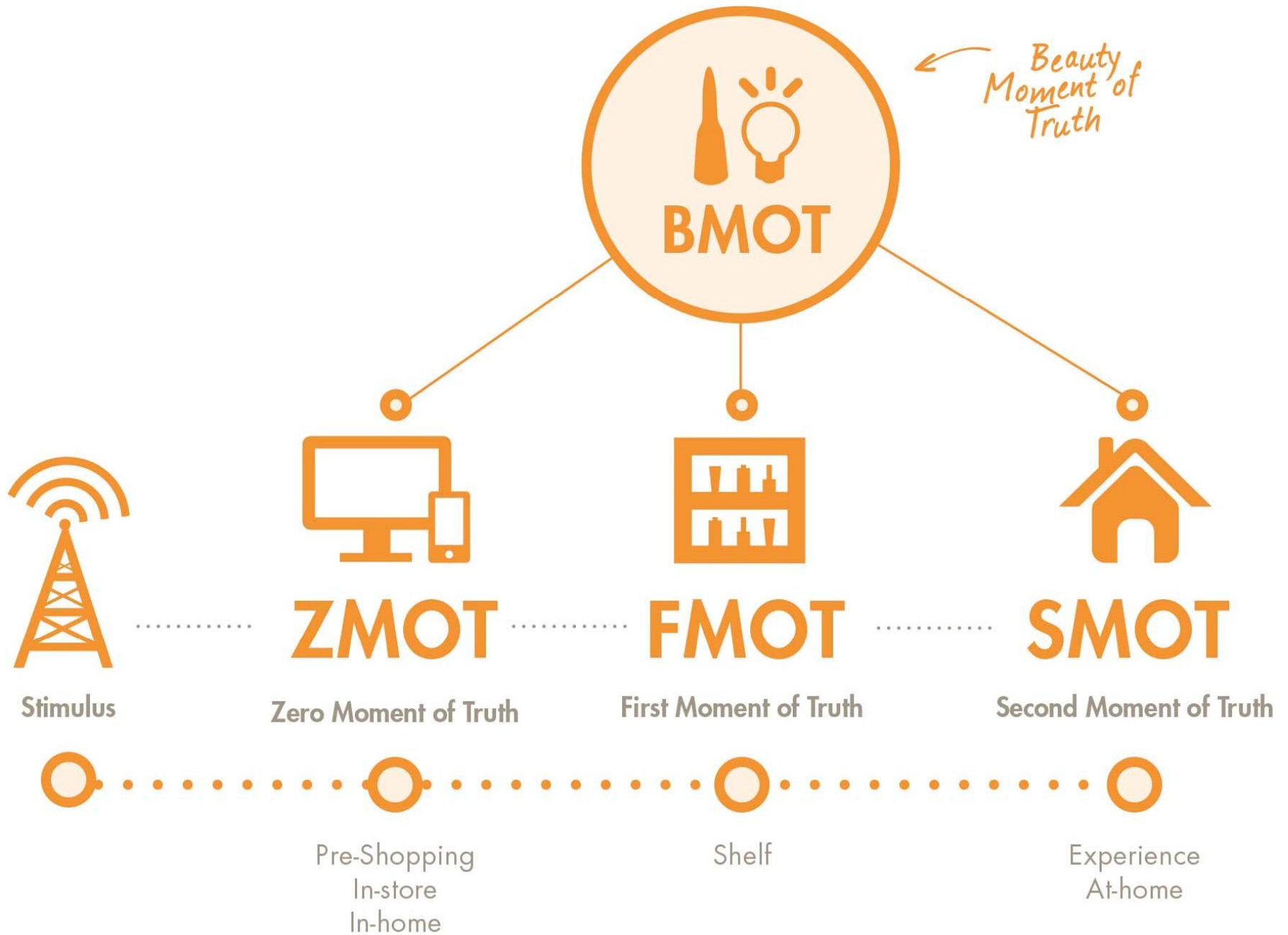
Pre-Shopping  
In-store  
In-home

Shelf  
In-store

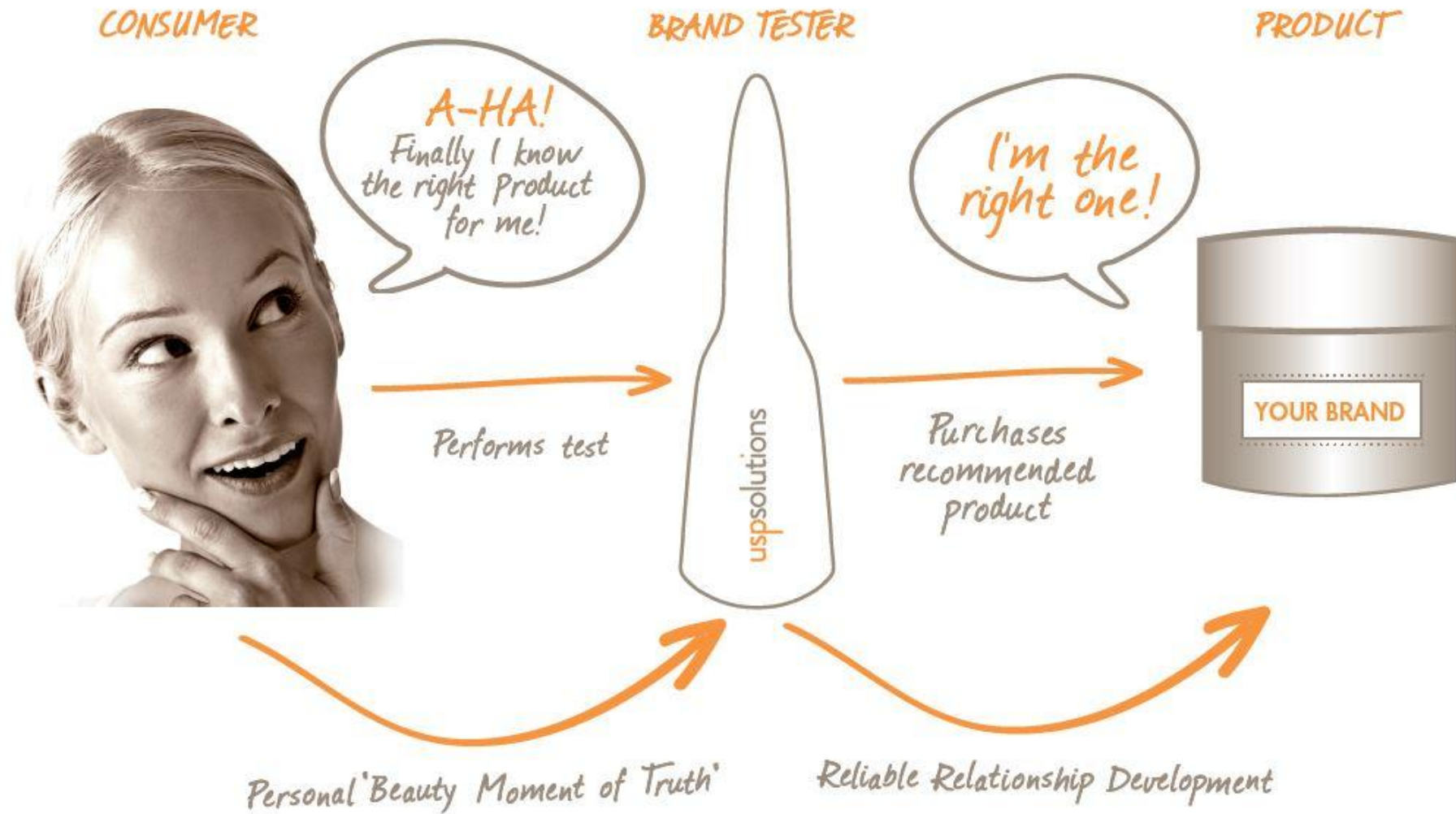
Experience  
At-home

•ZMOT, take a look at [www.zeromomentoftruth.com](http://www.zeromomentoftruth.com)

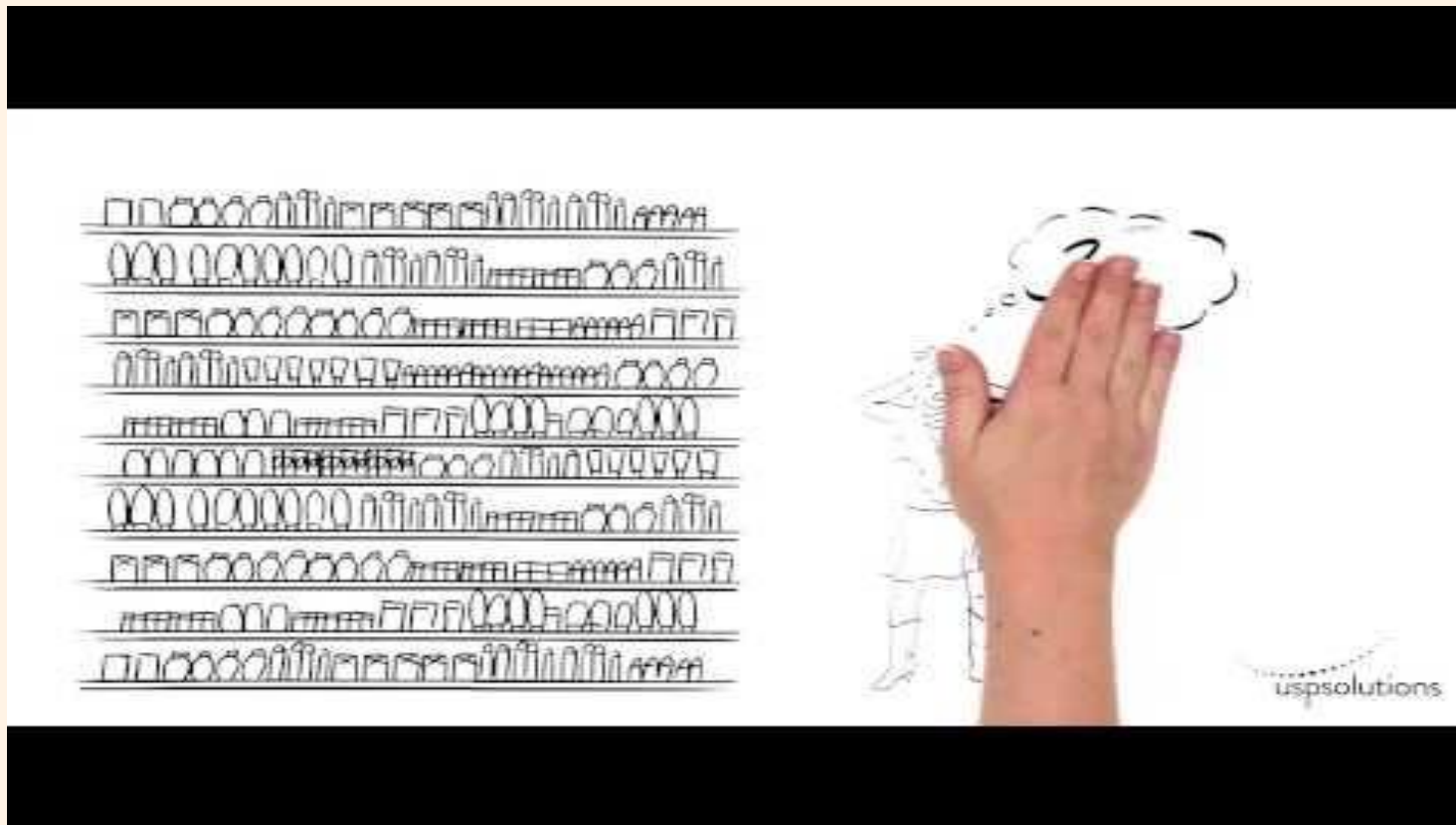




# The **BMOT** Model:



## BMOT – the video



## BMOT – study results

What is the impact  
of our sensory marketing  
tools on overall consumer  
experience?

•F.e. Vlerick Leuven Gent Management School, 240 participants



## BMOT – study results

75 %

remembered the brand



## BMOT – study results

80,1 %

gained increased  
confidence in the brand

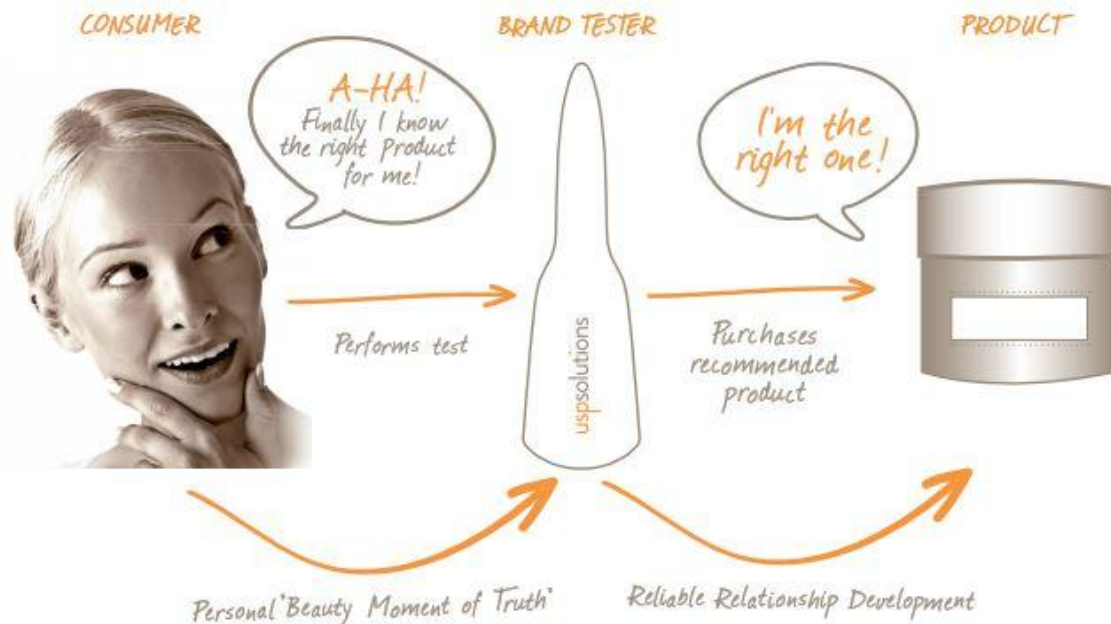
## BMOT – study results

70,6 %  
felt inclined to buy

## BMOT – study results

30,8 %

converted to  
brand advocates



#### 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.

<sup>1</sup> Data collected from 240 participants in Vlerick Leuven Gent Management School study 2012

- sensory experience that involves:
- emotion
- information/learning
- discovery
- revelation
- touch & feel



4

# BRINGING THE „BMOT“ CONCEPT TO LIFE

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bringing the BMOT to life

turn theory into practice  
THE TEST



# BMOT – client samples



“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





- Home
- Get your samples
- How-to video
- The Skin Reader
- Share your results
- Our Products



### 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<sup>Δ</sup>
- 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**



<sup>Δ</sup> Click here for full terms and conditions. Open to UK & ROI residents aged 18+. No purchase necessary.

**GARNIER**  
BODY

JOIN THE  
**Intensive 7 days**  
*Challenge*



GARNIER BODY INTENSIVE 7 DAYS  
**FREE TRIAL**  
GARNIER BODY INTENSIVE 7 DAYS



JOIN THE  
**Intensive 7days**  
Challenge

GARNIER  
BODY

See, feel & smell  
the difference:

- See the difference in your level of dry skin cells before and after taking the Challenge
- Feel irresistably soft, smooth, non-greasy skin
- Smell the beautiful fragrances



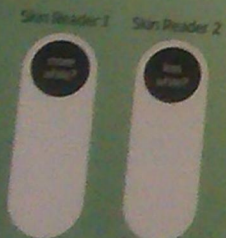
Questions? Advice? ☒ 0800 0321 669  
☒ 1800 818 676  
Tell us about your results @ ☒ www.intensive7days.co.uk  
☒ www.intensive7days.ie

Take the Garnier Body  
**Intensive 7days**  
Challenge today...

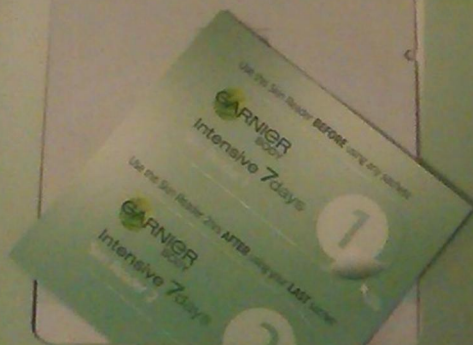
- 1 Before using any of your skincare peel back Skin Reader 1 ensuring your fingers don't touch the black circle
- 2 Press the sticky black circle onto a clean, dry area of the skin for 3 seconds and remove to see your result
- 3 Keep Skin Reader 1 in a dry safe place. We will need it for later
- 4 Apply your Garnier Body Intensive 7days product daily on the area and avoid rest of your body throughout your 7 day challenge
- 5 Two hours after applying your last Garnier Body Intensive 7days product peel back Skin Reader 2.

Now it's time to compare Skin Reader 2 to Skin Reader 1

Can you see a difference between your Garnier Skin Readers after taking the Challenge?



More white = more dry skin cells



Put Garnier Body  
**Intensive 7days**  
to the test

FEEL & SEE  
the results for yourself!

How does the Garnier  
Skin Reader work?

Throughout the day skin loses moisture which can leave it looking and feeling dry. Moisturising with Garnier Body Intensive 7days Water skin hydrated, feeling smoother and softer.

Our Garnier Skin Reader is a handy little device that can help show the amount of dry skin cells on the skin surface.

Can you see a difference between your Garnier Skin Readers after taking the Challenge?

Skin Reader 1

more white?

Skin Reader 2

less white?

## 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 7days**  
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\*

Kurt

Last Name\*

Gasser

Date of Birth\*

07 09 1966

Address 1\*

Lannerweg 10

City\*

Krumpendorf

Address 2

Postcode

Country\*

IRELAND

Email\*

kurt.gasser@usp.at

Confirm Email\*

kurt.gasser@usp.at

Mobile phone

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:

6 V 9 Q Q 6V9QQ

NEXT STEP





\*UK survey July 2012. 10,203 women

THE  
Intensive **7days**  
Challenge

*See what all the fuss is about...*

We asked over **10,000** of you to put I7D 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, Dumfriess

*"A lovely healthy looking sheen"*

Susan, Cheshire

*"It left my skin feeling fabulous"*

Doreen, County Durham

*try it for yourself! →*

*which is your favourite? →*

SHARE  
YOUR RESULTS



BUY IT FROM  
BOOTS.COM



LOVED IT?  
TELL US



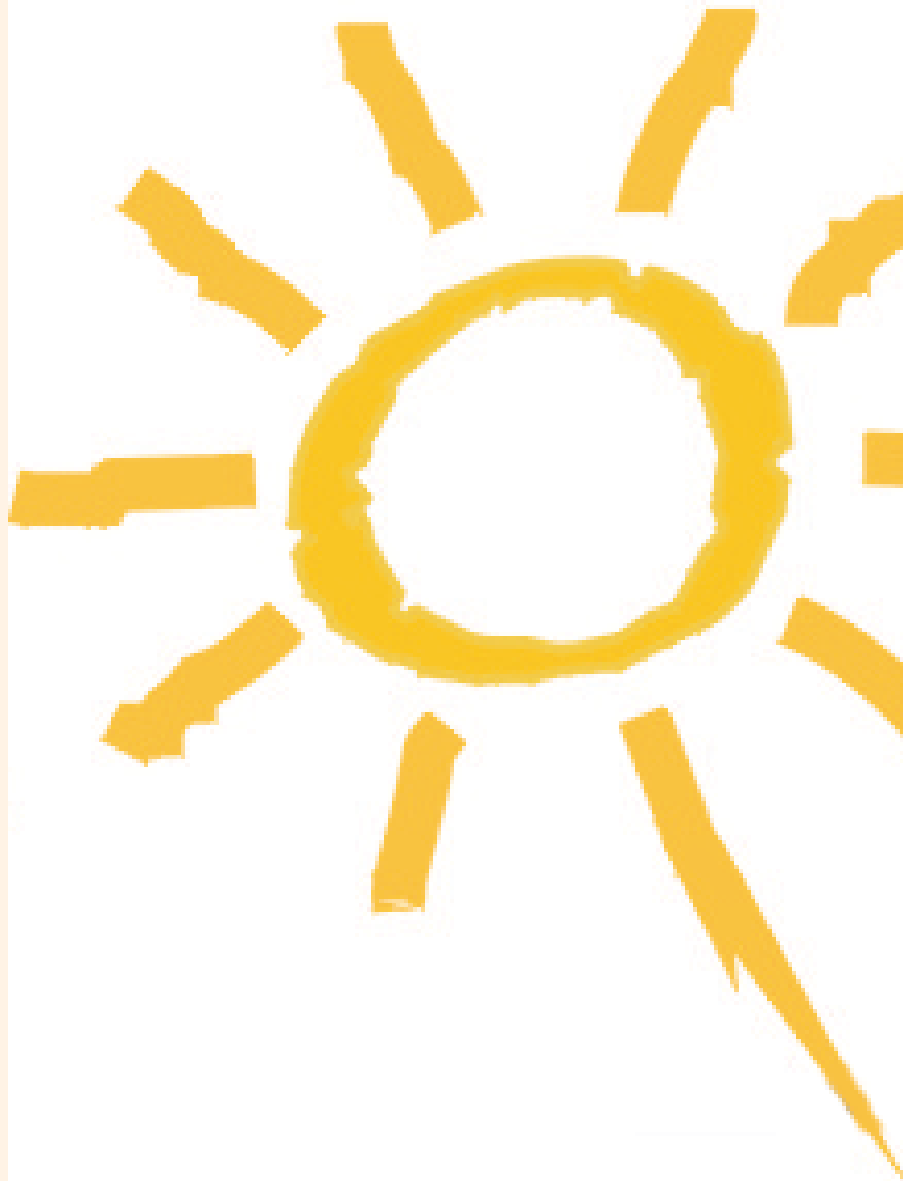
VIEW  
THE RANGE





# BMOT – client samples

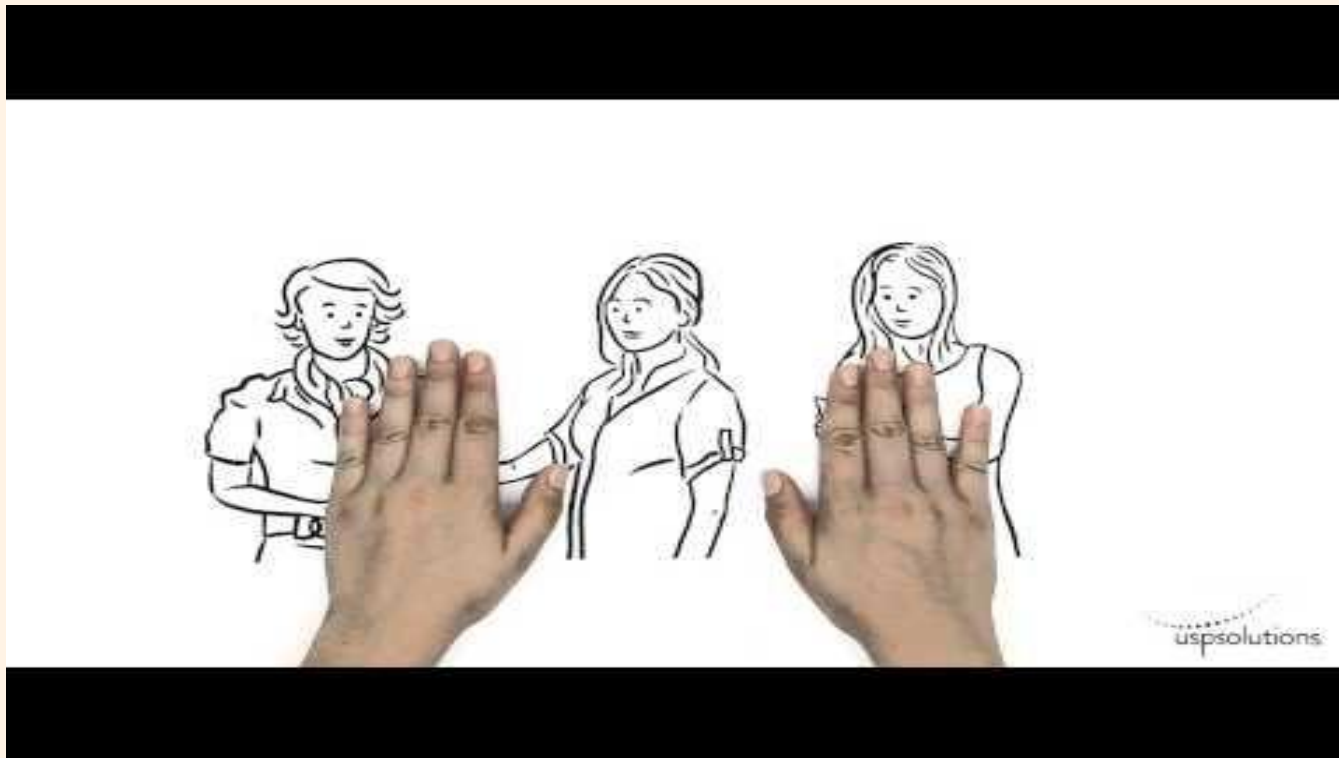




LAKMÉ  
SUN EXPERT  
For complete sun protection

Tanning outside is proof of deep-skin damage.

# BMOT – client samples – direct selling



## BMOT – client samples

A V O N

## 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)

easy to understand tests that remove guesswork for consumers – in just seconds they gain reliable information (learning) and confidently purchase the recommended products

communication starter

high degree of personal consumer interaction assures brand awareness & trust

appeal to the senses

fun & easy to use

ideal vehicle to direct consumer traffic online

low cost marketing tool that improves overall effectiveness of your brand's marketing plan by giving consumers a beauty moment of truth



# CUSTOMIZATION & NEW PRODUCT DEVELOPMENT

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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





## customization capabilities to meet any marketing needs

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

## 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



BEAUTY MOMENT OF TRUTH:

# THE DEFINITIVE GUIDE TO "TOUCH" CONSUMERS

A WHITE PAPER FOR COSMETICS INDUSTRY EXECUTIVES

SMOT

*Beauty  
Moment of  
Truth*

ZMOT

FMOT

BMOT

*more info!*

usp.at