

BH Cosmetics: Consumer Behavior

Roxi Fernandez, Maria Mayer, Alex Oanono, Molly Wolfberg and Mackenzie Woodcock

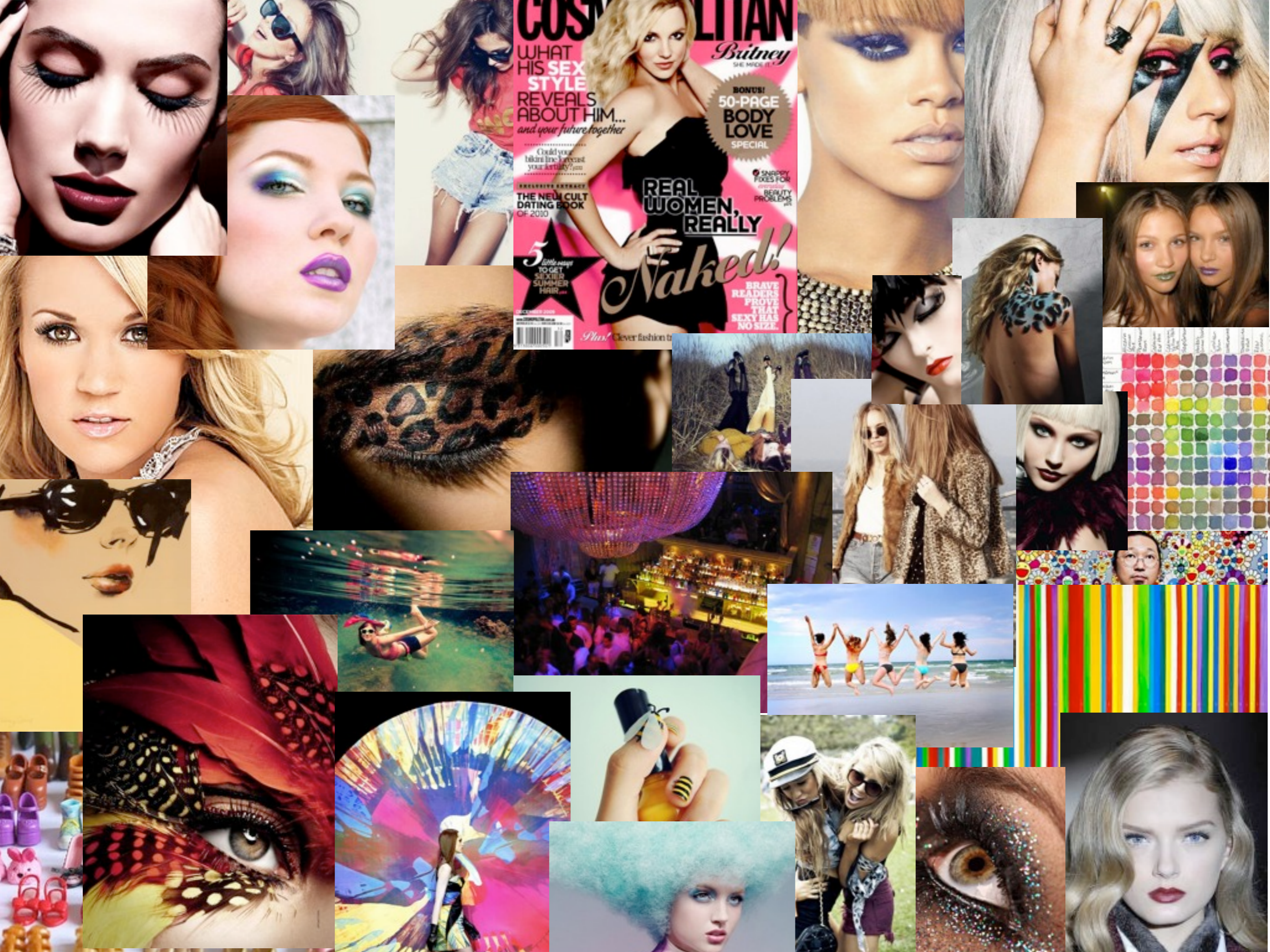
Who is BH's consumer?

- Females
- Age 15 to 25



Characteristics of the Consumer

- Edgy
- Adventurous
- Playful
- Multi-faceted
- Secretive
- Free-spirited
- Energetic
- Spontaneous





Color way

photos by Michelangelo di Battista



pretty young things



IF WE STOP CARING FOR ANIMALS WE WILL STOP CARING FOR PEOPLE.

'DON'T FOCUS ON BEING PRETTY SO MUCH THAT YOU BEGIN TO ACT UGLY.'

REPORTER

67% OF WOMEN THINK THEY LOOK YOUNGER THAN THEIR AGE.



WORK OF ART

When you give a scent the name Beauty, you're holding it to quite a high standard. So we took Calvin Klein Beauty—a blend of jasmine, ylang-ylang, and cedarwood—to the Frick Collection in New York City, and asked museumgoers if they found it inspiring.

"This fragrance is both musky and floral—it's great to wear on a first date."

"It's very subtle, but also deep. It's the perfect perfume to wear during the winter."



THE SCOOP
Solar Power
• **THE NEWS:** DermaDoctor Photodynamic Therapy Sunlight-Activated Laser Lotion with SPF 30 improves fine lines by converting harmful UV light into beneficial red light.
• **HOW IT WORKS:** The lotion contains noni-fruit extracts, fluorescent proteins that can absorb the sun's UV rays and convert them into a different wavelength—in this case, what's known as visible red light. This is similar to the kind used in Intense Pulsed Light treatments to stimulate collagen and elastin production. In a company-sponsored clinical study, subjects who used the noni-fruit extracts during two hours of sun exposure each day showed a 15 percent increase in elasticity after eight weeks. In contrast, those who tested it at night showed no improvement.
• **THE VERDICT:** "This product works with the small amount of UV rays that get past its SPF 30 to activate a positive response; the technology has a scientific basis," says dermatologist Mary P. Lupo. "It seems promising." It works nicely as a nongreasy day lotion for oily skin, but on our dry skin, we needed a separate moisturizer on top. After three weeks, the fine lines around our eyes started to diminish.

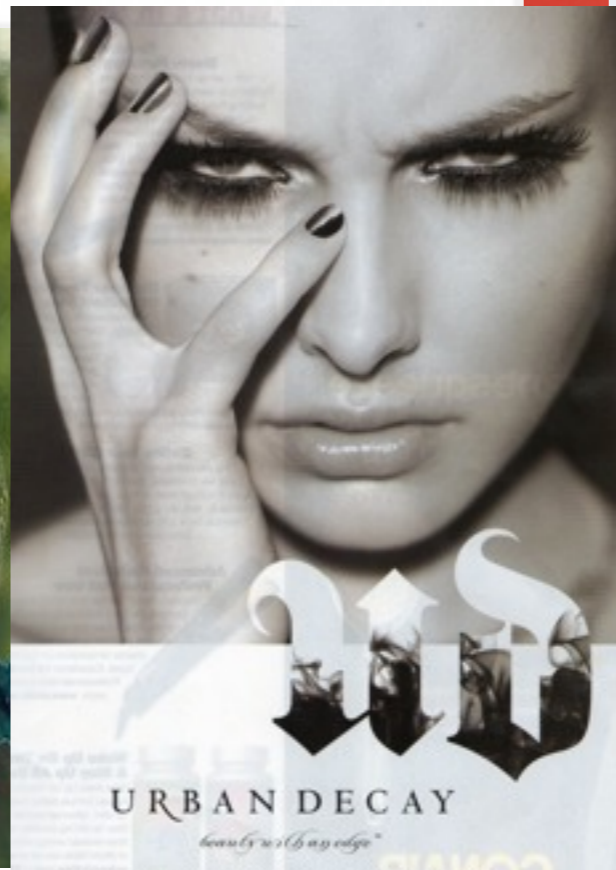


LIP OF LUXURY

KARL LAGERFELD MAKEUP IS ABOUT AS FAR FROM NATURAL AND EASY AS MAKEUP CAN BE. STILL,



today is never too late to be brand new.



URBAN DECAY

beauty with an edge

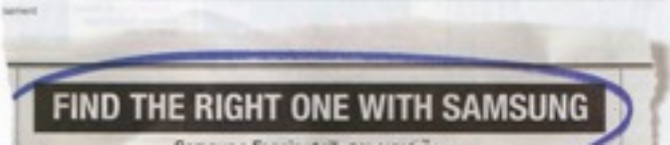


BIG-SCREEN Beauty

By David DeHisco

Movies have helped define beauty for decades. From the ferocious glamour of the 1930s and '40s to the cool detachment of the '50s and the individualism and excess of the '70s and '80s, they have captured looks that inspire, or sometimes mirror, the times. Think of that dove-gray suit and icy blonde curls on Kim Novak in Vertigo, or the vest, tie, and khakis on Diane Keaton in Annie Hall, or the ripped sweatshirts and curl explosion of Jennifer Beals in Flashdance. When a medium is as tightly woven with fantasy and aspiration, it's no wonder that beauty is part of its currency—as valuable as plot and character. Even as the movies are radically transformed with CGI and all manner of visual wizardry, it's beauty that'll steal the show.

Elizabeth Taylor poses for her role as Cleopatra. Photo by the art of Raymond, Carl Korman (1961).



FIND THE RIGHT ONE WITH SAMSUNG

Research Survey

- 17 question survey
- 102 respondents

BH Cosmetics Survey

We are attempting to rebrand and reposition BH Cosmetics (<http://www.bhcosmetics.com>), a make-up distributor that sells a quality product in large amounts for a low price. They have a large fan base but we feel that they have not even begun to tap into marketing into their target market. Please help us improve our marketing by answering the following questions.

Thanks!
Roxi, Maria, Alex, Molly and Mackenzie

* Required

What's your gender? *

- Male
- Female

What's your age? *

How often do you purchase makeup? *

- More than once a week
- Once a week
- Once every few weeks
- Once a month
- A few times a year
- Once a year
- Rarely
- Other:

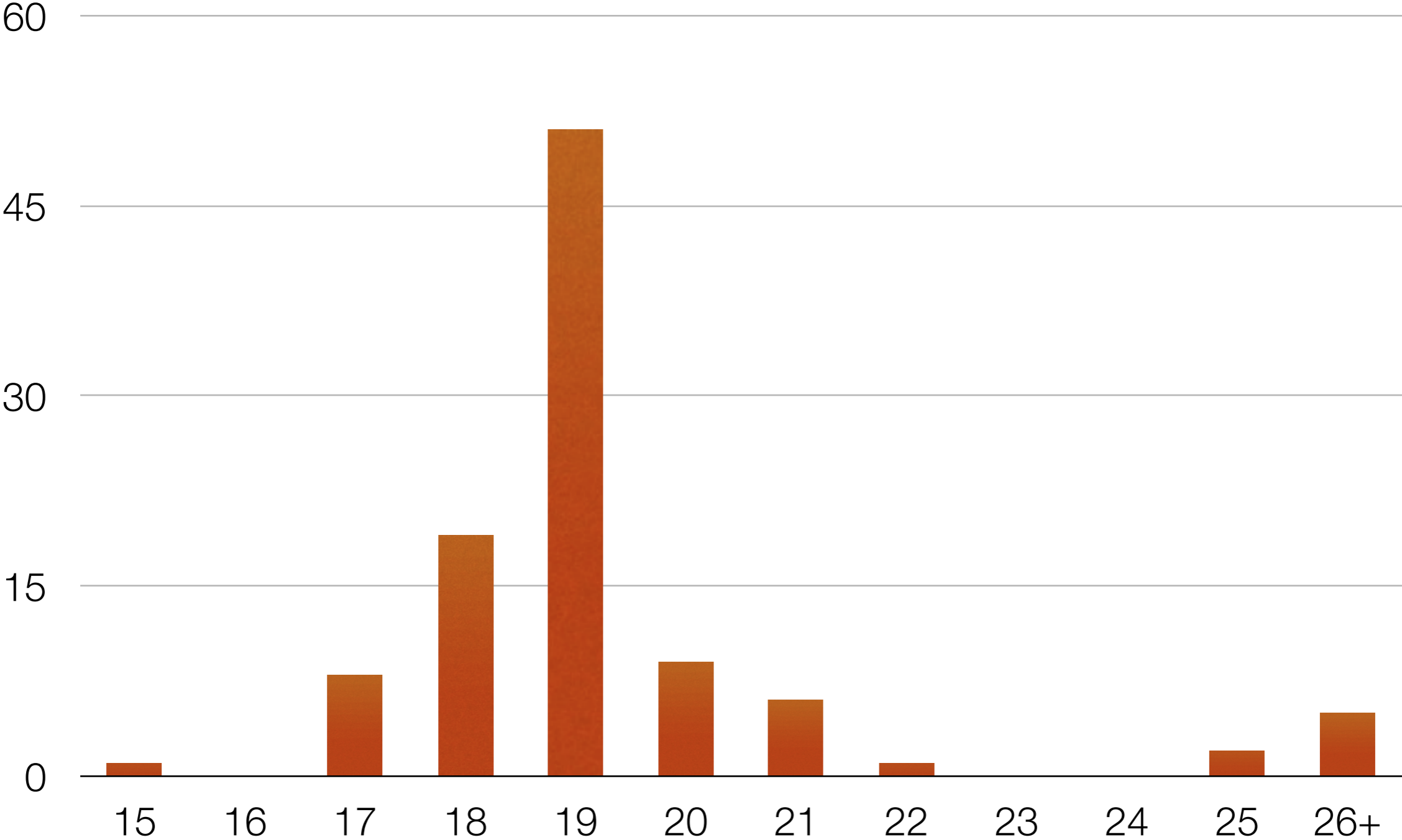
Where do you usually purchase your makeup?

- Drug store (i.e. CVS, Walgreens)
- Makeup counter in a department store
- Large makeup retailer (i.e. Sephora)
- Online
- Other:

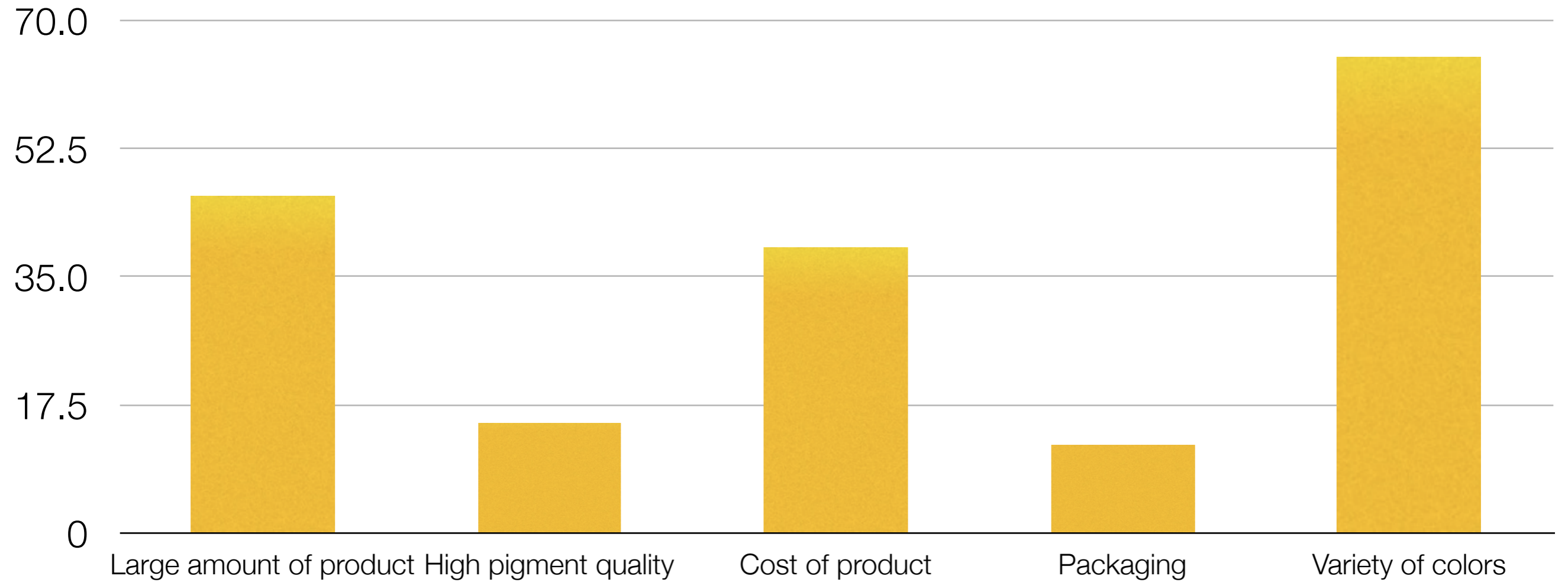
What brand of makeup do you currently own the most of? *

- Revlon
- Covergirl
- MAC

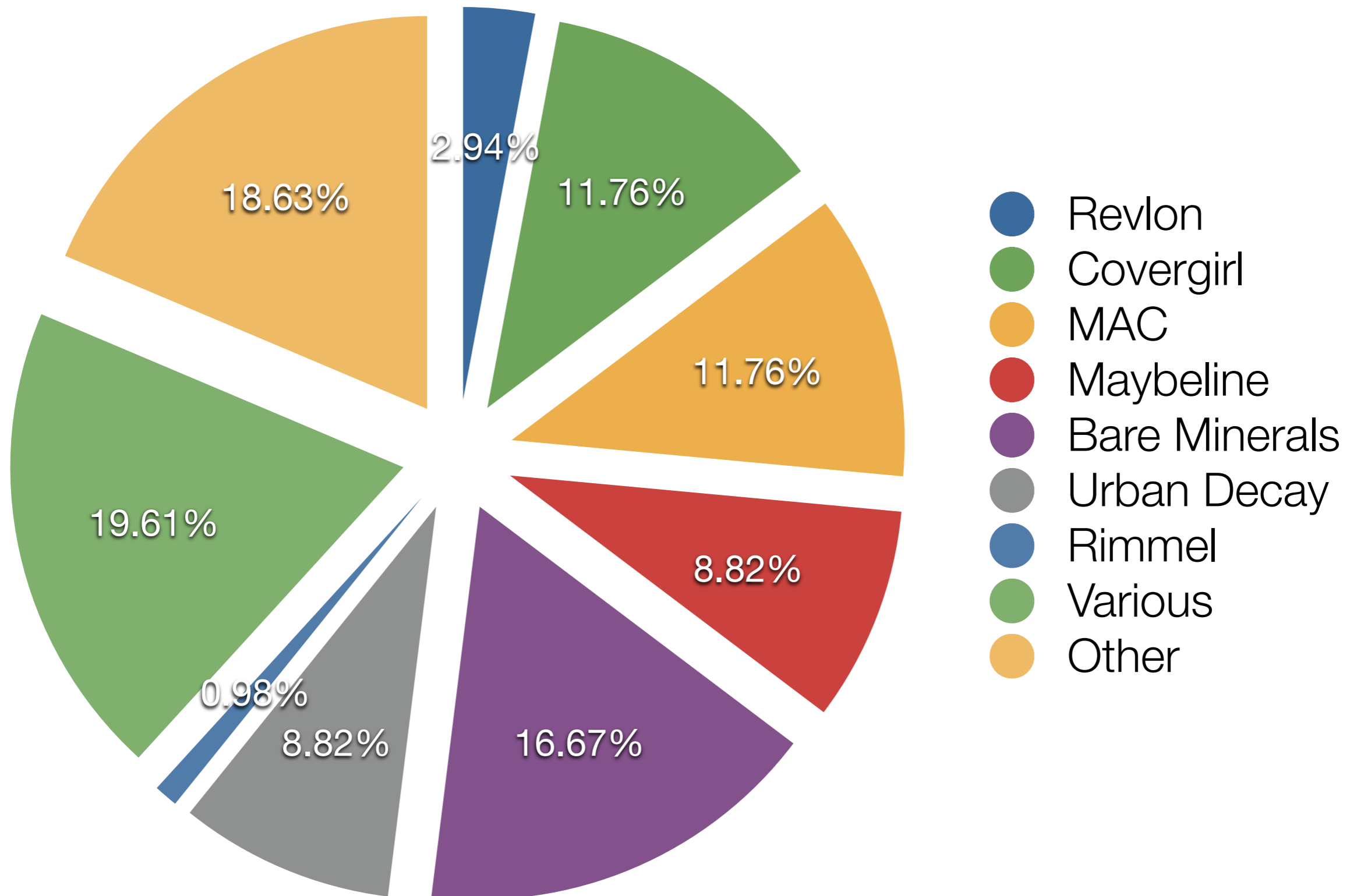
Age of Respondents



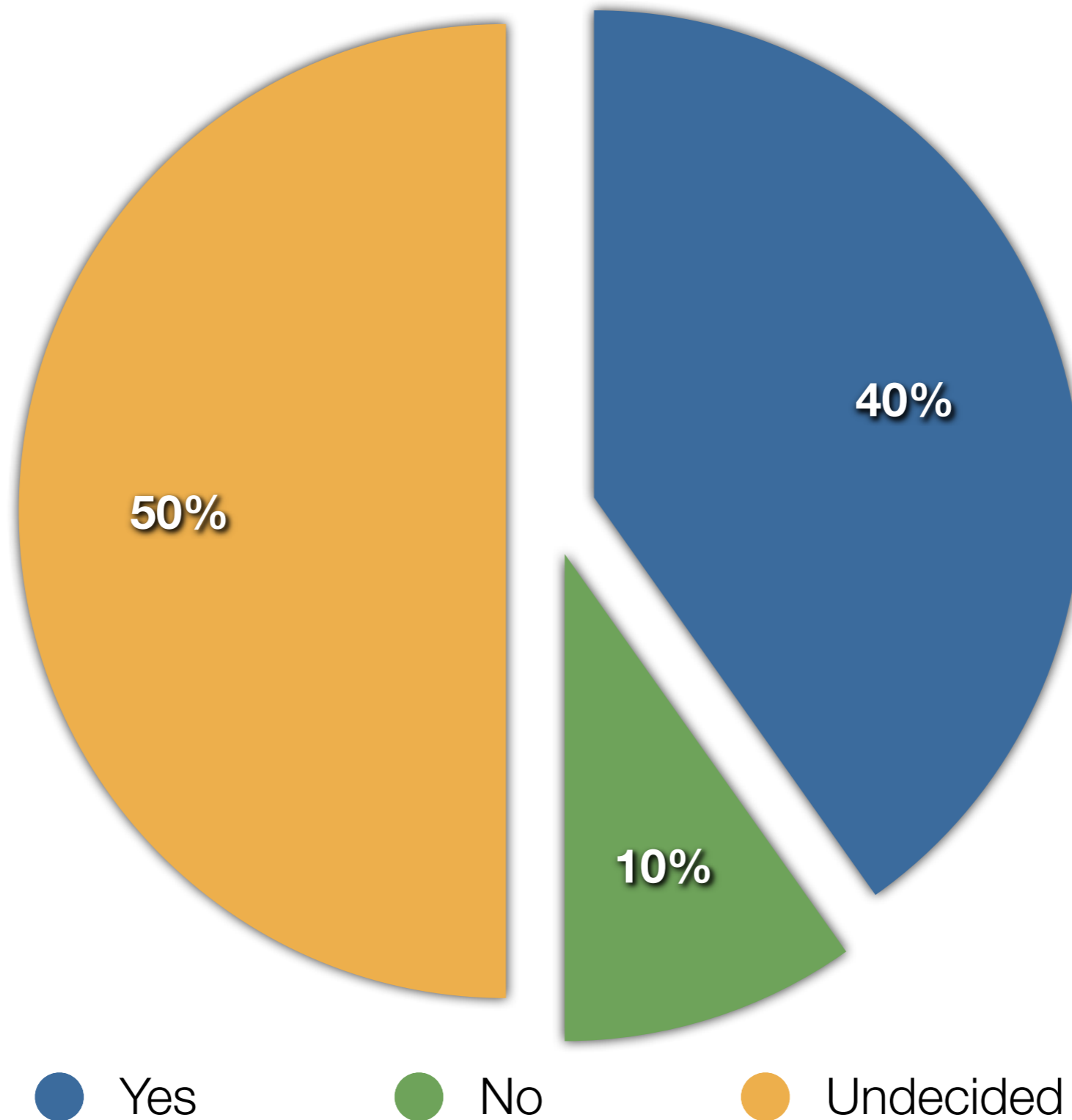
What do you find most appealing about BH's products?



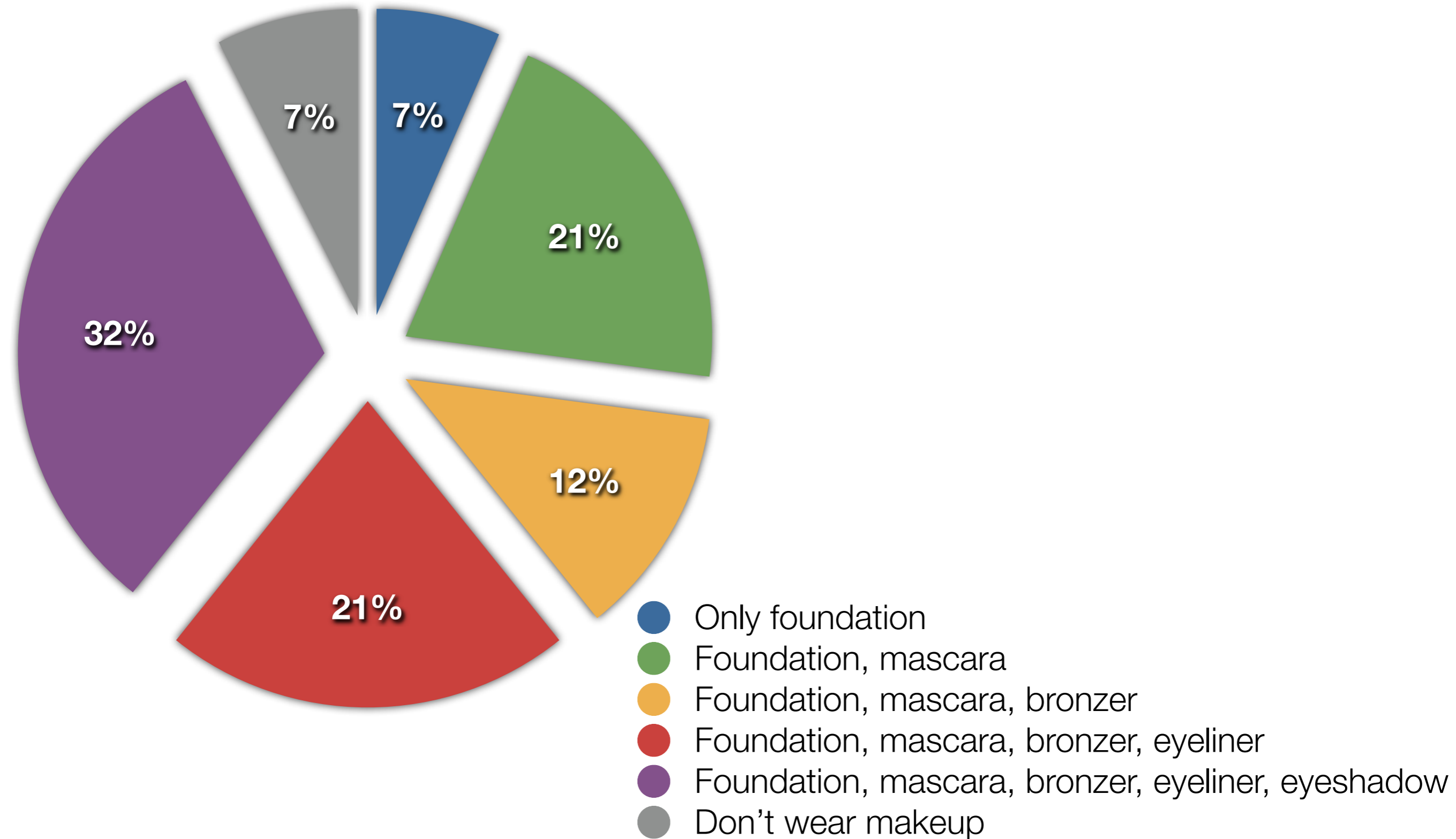
What brand of makeup do you own the most of?



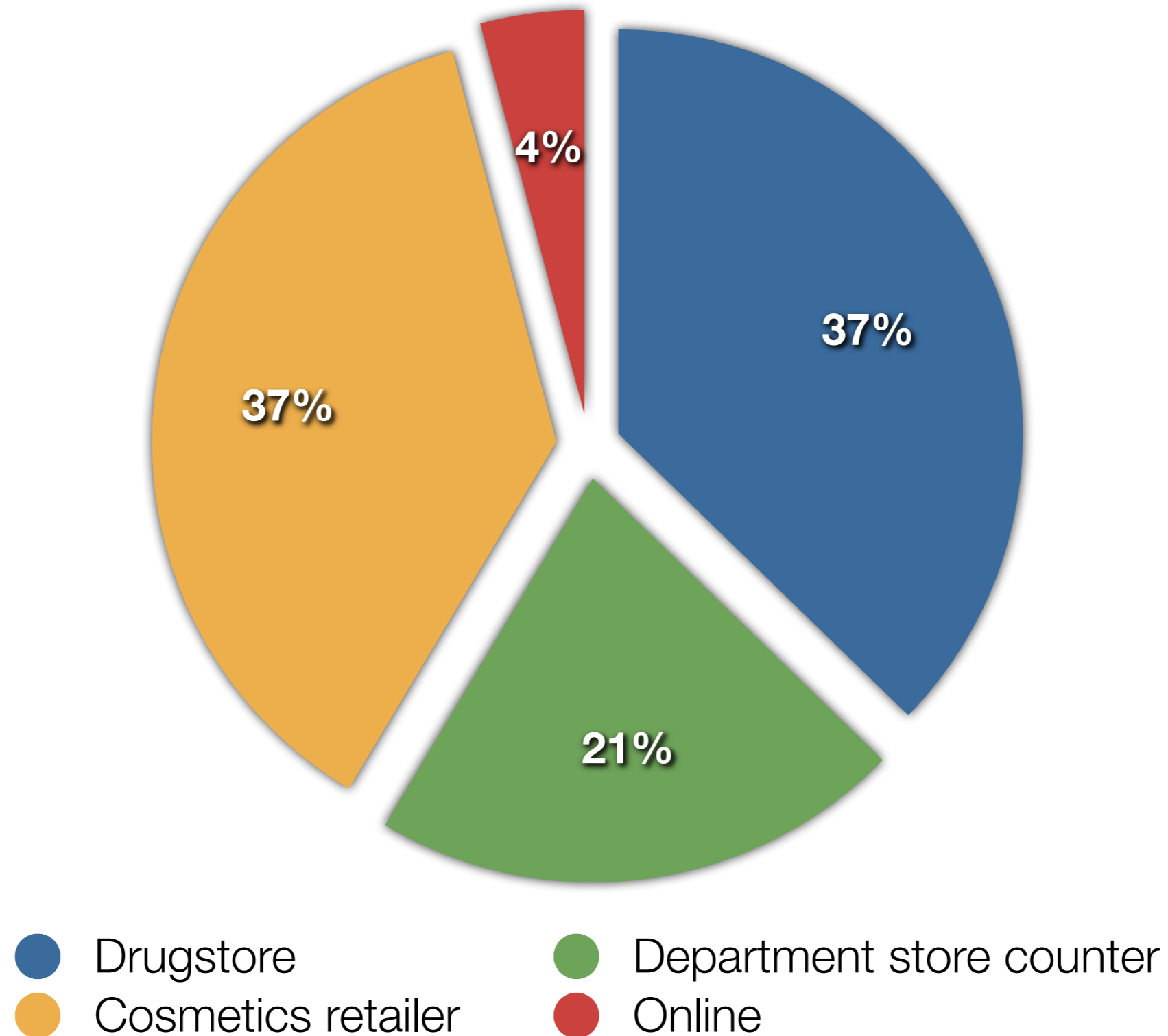
Would you purchase BH products?



What kind of makeup do you usually wear?



Where do you usually purchase your makeup?

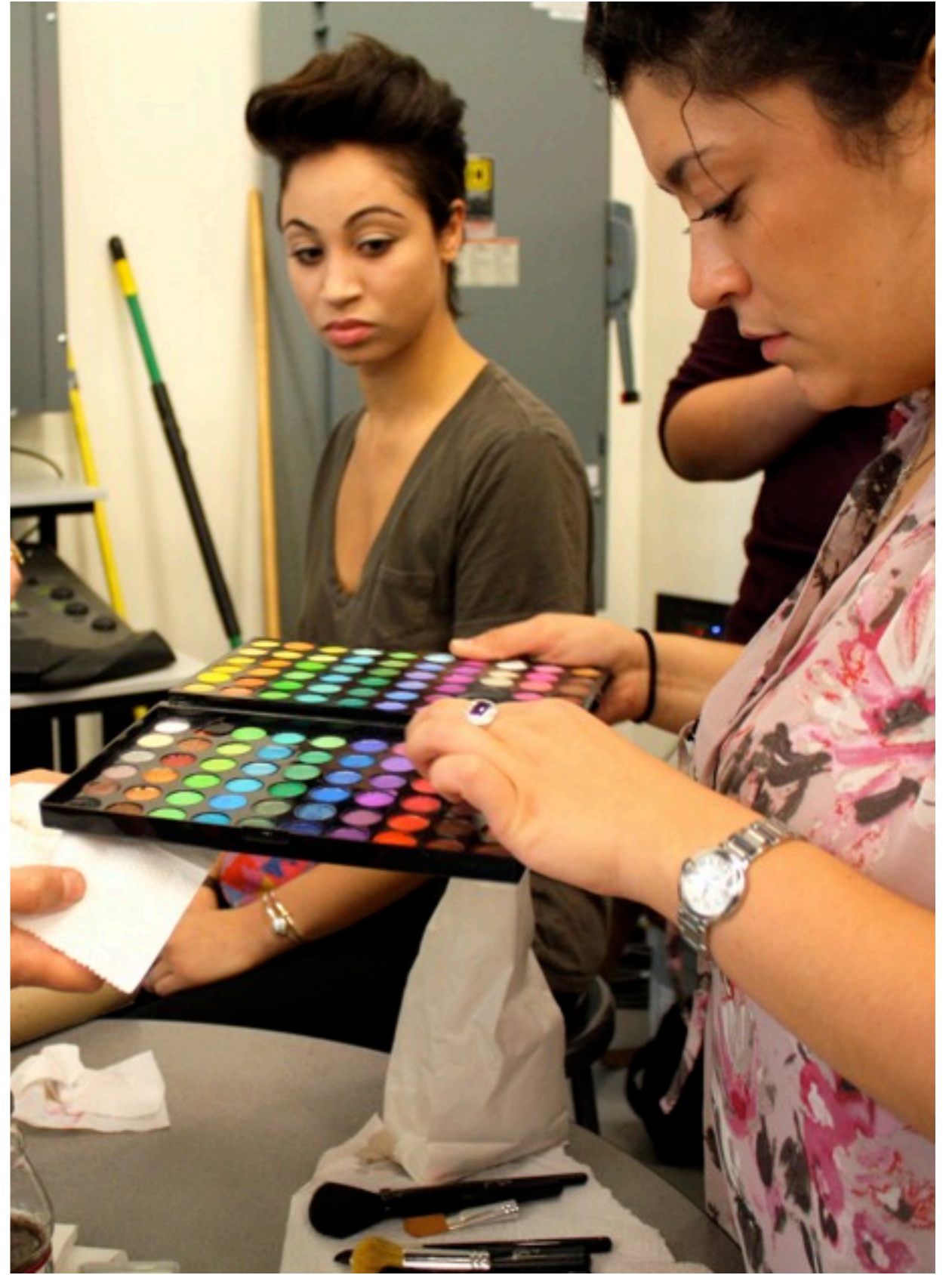




Field Work



Field Work



Field Work

What are the consumers' likes/dislikes of BH products?

- Likes

- Price
- Variety of colors
- Amount of product
- Cook packaging (how it opens)

- Dislikes

- Powdery at times
- Needs shockproof case (colors break in half)
- Can only buy online
- No mirror
- Can't create own palettes
- More variety with other products (foundation, liner, nail polish)

What are the consumers' likes/dislikes of competitors' products?

- Likes

- Variety of colors
- Create your own palette
- Abundance of different products (nail polish, liner, mascara, foundation, bronzer etc.)
- Themed sets (Hello Kitty, Disney)
- In-store kiosks that can do make up
- Long lasting products

- Dislikes

- Expensive
- Ugly packaging
- Poor customer service at times

What are the opportunities for BH cosmetics?

- Design and implement a kiosk for retail stores like Sephora and Ulta Beauty
- Design and implement a counter for department stores
- Release new products, like nail polish, eyeliner, mascara, foundation etc.
- Because of the extensive color options and sheer size of the product, BH could be a formidable presence in the less competitive market for professional makeup artists
- The price of the product and the vivid/playful color options make it easily accessible to a more experimental tween audience

What are the consumer's beliefs and attitudes?

- Beliefs

- I consider the variety of colors BH has to offer, the large amount of product and the low cost appealing.
- BH's products are not high quality.

- Attitudes

- Indifferent and nonexistent; most people haven't heard of BH and weren't particularly swayed after looking at their website

What are our consumers' needs?

- Convenience
- Variety and choice
- Reasonable pricing
- Long lasting makeup
- High quality makeup

What do we need to find out to effectively communicate to BH's consumers?

- We need to effectively communicate the quality and personality of the product
- If we do that, consumers will be drawn to the value of the product and then feel connected personally to the brand

What do new consumers want and need?

- Want:

- Large amount of product
- Variety
- Low cost
- High quality

- Need:

- Cover imperfections
- Enhance best qualities
- Feel beautiful

What benefits appeal to BH's loyal or new consumers?

- Loyal consumers

- Functional: reassurance that the brand they have been choosing is the one that provides quality and variety without the cost; they know what to expect from BH and know they can find other types of makeup within BH that meets the needs of their lifestyle and pocketbook
- Emotional: satisfied, happy, beautiful, at ease

- New consumers

- Functional: exposure to new type of product, learning about quality styles of makeup
- Emotional: excited, happy, relieved to have high end product without spending too much money