

Key insights from CEW France's Journée de la Beauté

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Beauty association CEW France held its second annual Journée de la Beauté (Beauty Day) in Paris yesterday. The event featured talks and panels with and for beauty industry professionals, on challenges and trends in the industry. This year's theme was New Requirements, with topics including targeting consumers from generations Z and Q, how to use Instagram and data-driven beauty.

BW Confidential brings you key takeaways from the event:

Talk the talk

Whether on Instagram or in the emerging world of voice assistants, brands that stand out are those that manage to create their own language and build a community around it. Speaker Nilufar Khalessi, co-founder of brand consultancy Future Studio, used Gucci as one example: The brand is currently trending with millennials, thanks in part to its skillful use of hashtags and memes on social media.

Remember ROI

Web-based marketing may be a great way to test new methods with minimum investment and lowered risk, but companies should be careful with time and money spent on e-commerce platforms or social-media campaigns, warned Ganaël Bascoul, founder of razor subscription company Monsieur Barbier. Bascoul said brands should remember that hits and likes don't necessarily translate to sales, and that any investment made should match the expected return.

Platform before product

On visual-driven social media, winning disruptor brands are those whose products are Insta-friendly, said Khalessi. Examples included GlamGlow's colorful face masks and Too Faced's eye-catching packaging, with companies now creating products specifically for social-media appeal.

Communication & community

Users notice when a brand's community manager is responsive and helpful. Fiona Picot, co-founder of subscription-based organic tampon brand My Holy, explained how she uses Instagram as a means to build a community around her product and to be able to quickly respond to consumer demands by way of product innovation.

Retail experience

For brick-and-mortar stores, key drivers for footfall include experiences, discovery and providing a sense of belonging. Martine Ghnassia, co-founder of consultancy InCapsule, a division of market-research firm IFOP, highlighted cosmetics brand Follain's new US stores, which will feature restaurants and fitness studios, and Shiseido, whose new Tokyo space, Shiseido The Store, features beauty care lessons and a café with seating around a communal table.



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