CONNECTING CONSUMERS TO BEAUTY ON MOBILE

PREPARED FOR CEW
May, 2016

Mission

Give people the power to share and make the world more open and connected

facebook

Our Facebook community

1.59 BILLION
people on Facebook each month

1 BILLION*
people on WhatsApp each month

1 BILLION
people on Groups each month

800 MILLION
people on Messenger each month

400 MILLION
people on Instagram each month

1+ BILLION
People on Facebook every day

100 MILLION
hours of video watched per day

19 MILLION
people connected via internet.org

50 MILLION
small businesses using Pages

Q4 ’15 Facebook earnings call; *WhatsApp data, Jan. 2016

Deux plateformes différentes pour deux usages différents

INSPIRATION AT SCALE

People engaging with artistic, inspirational brand media in a creative context. To see curations of moments, experiences and elements throughout the world

PERSONALIZATION AT SCALE

People discovering targeted, relevant brand media in a personal context and share with their friends and family.

Facebook en France

>31M

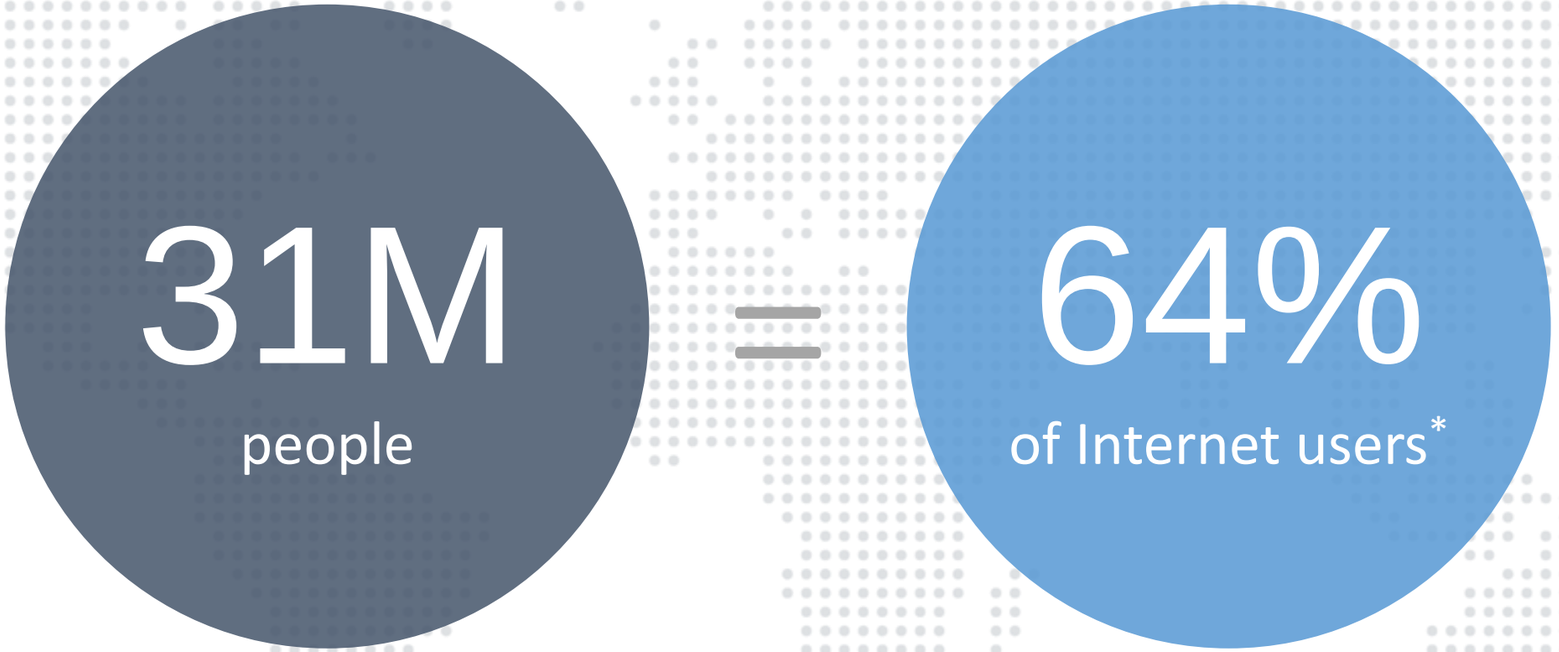
D’individus actifs tous les mois

>24M

Soit 74% consultant Facebook tous les jours

Source: Based on Facebook internal data, Dec 2015.

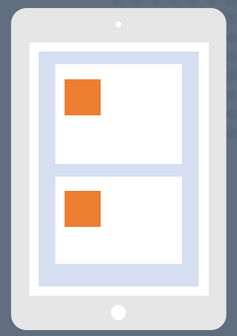
Facebook en France



Source: Based on Facebook internal data (Dec 2015) and Internet user information from eMarketer (Aug 2015).

Le Mobile modifie durablement notre façon de consommer du contenu

Facebook, au coeur de ce changement



>26M

D’individus se connectent à facebook à travers leur mobile tous les mois.

81% 0f MAU

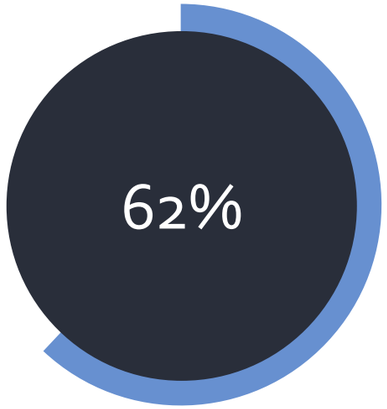
>20M

D’invidus se connectent via leur mobile tous les jours

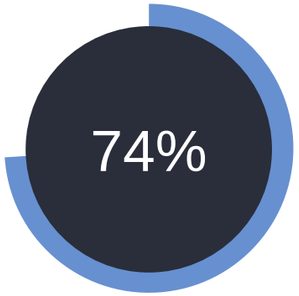
83% of DAU

Source: Based on Facebook internal data, Dec 2015.

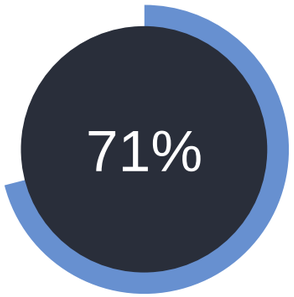
La majorité des internautes français sont connectés à un réseau social



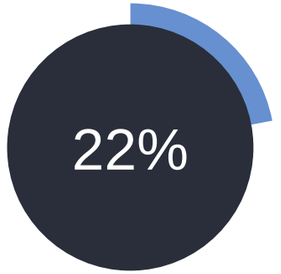
of French social media users chose Facebook as their favourite social media network (vs 21% for YouTube).



Facebook



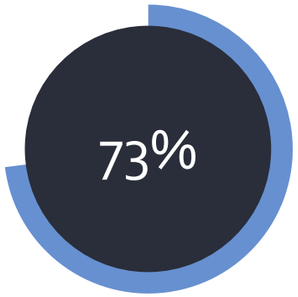
YouTube



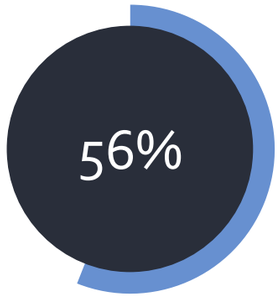
Twitter

Source: GfK EMEA country profile study, France, December 2015

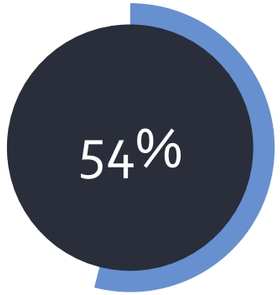
Les français se connectent à Facebook pour différentes raisons



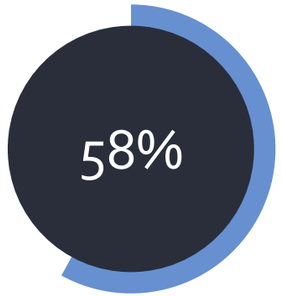
to keep up to date with friends



to connect with old friends



to pass the time



to message people

Source: GfK EMEA country profile study, France, December 2015

Et ils utilisent Facebook comme un outil de découverte

Top categories discovered on Facebook:

10%

Tech

11%

Entertainment

10%

Cosmetics

Source: GfK EMEA country profile study, France, December 2015

Instagram est également une plateforme de découverte en France

Top categories discovered on Instagram:

21%

Cosmetics

17%

Travel & Entertainment

16%

Luxury Fashion

Source: GfK EMEA country profile study, France, December 2015

Top 3 occasions using Facebook and Instagram

86%
At home

37%
While watching TV

33%
When on holiday

63%
At home

44%
Before going to bed

38%
When on holiday

Source: GfK EMEA country profile study, France, December 2015

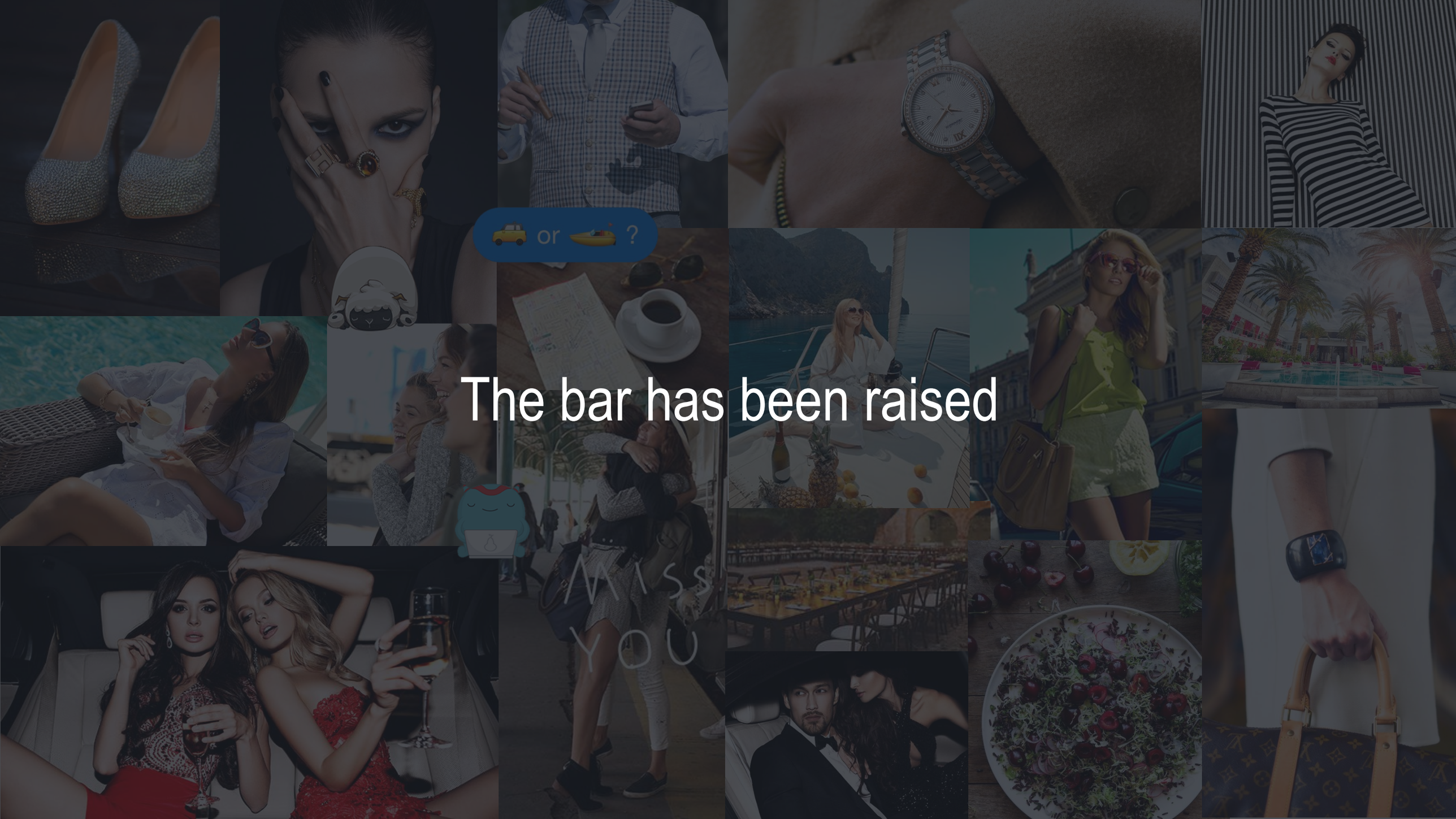
Tout le monde est créateur de contenu

80M photos are shared on Instagram every day[1]

100M hours of videos are viewed on Facebook every day[2]

more than 9.5B photos now sent monthly on Messenger[3]

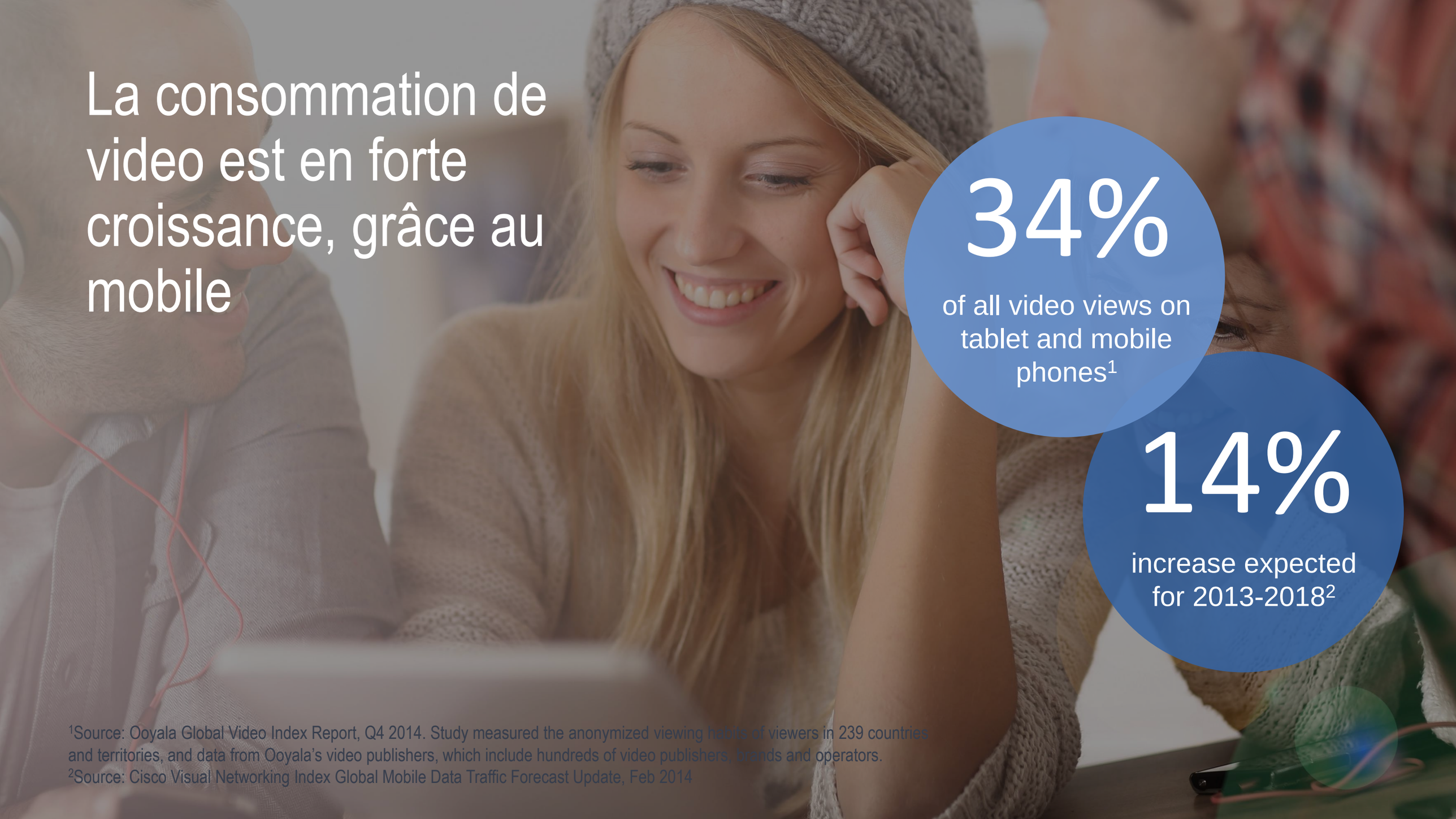
Source: [1] Instagram Internal Data, Sept 2015 [2] Facebook Internal Data, Earnings, Q4 2015 [3] Facebook Internal Data, Announcement Nov 2015



The bar has been raised

“Wow, Italy is so beautiful!”

La consommation de video est en forte croissance, grâce au mobile



34%

of all video views on tablet and mobile phones[1]

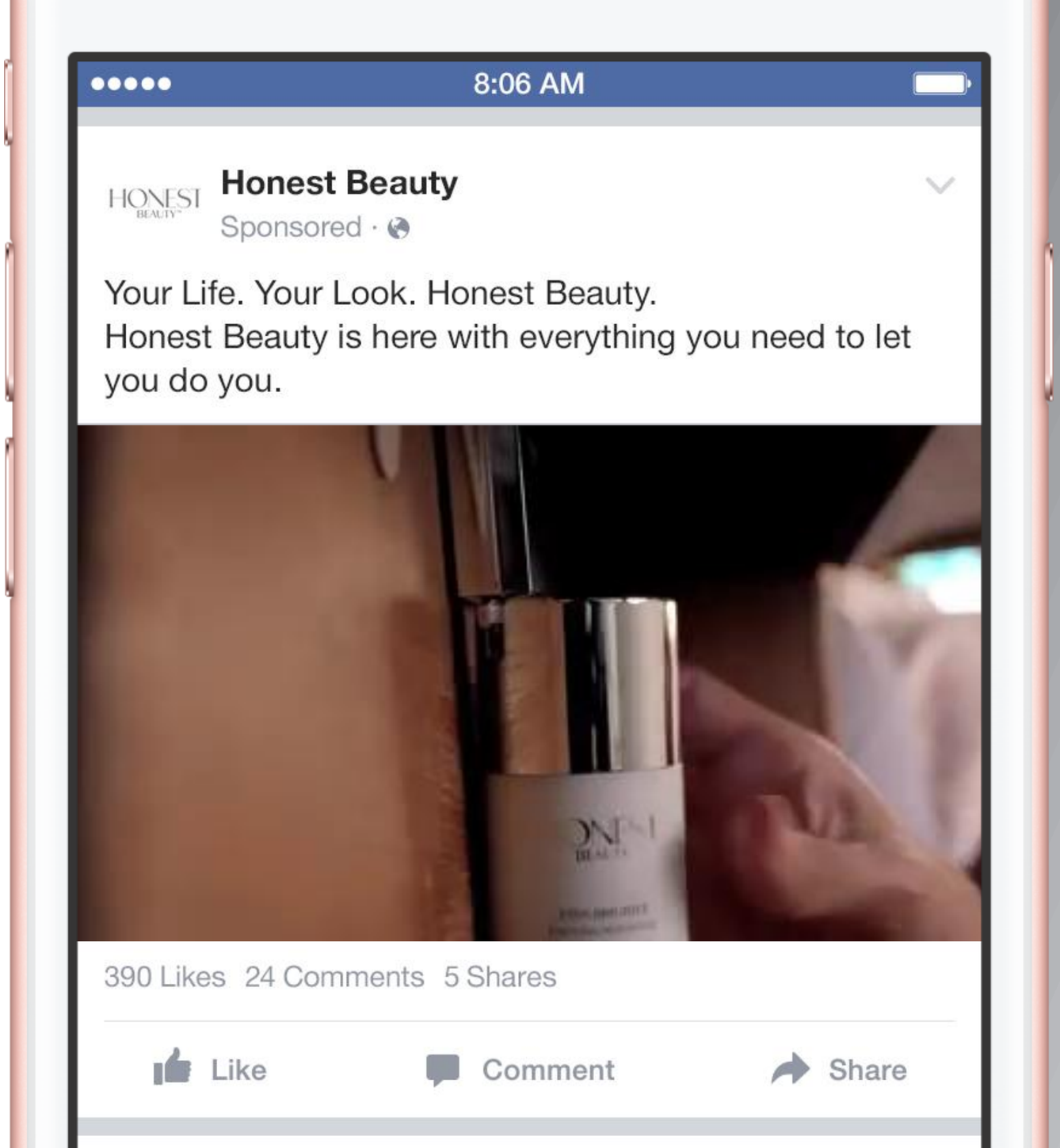
14%

increase expected for 2013-2018[2]

[1]Source: Ooyala Global Video Index Report, Q4 2014. Study measured the anonymized viewing habits of viewers in 239 countries and territories, and data from Ooyala's video publishers, which include hundreds of video publishers, brands and operators.
[2]Source: Cisco Visual Networking Index Global Mobile Data Traffic Forecast Update, Feb 2014

Emotional Link
Noticeability
Creative Principles
on Facebook
and Instagram
On Brand

Honest
Beauty Company



Stop me : choisir des angles de vue intéressants

✓

Jo Malone London
Sponsored ·

Sponsored ·

Take ten tranquil minutes or a precious hour to indulge in a multitude of scents. Begin with the new Geranium & Walnut Body Scrub, then immerse yourself in scents that suit your mood, whether you need energising, refreshing or calming. **#ItsBathTime** http://bit.ly/1JCzoOz

✗

Jo Malone London
November 26, 2014 ·

Sponsored ·

Style your Thanksgiving with the flickering, fragrant light of candles. Surprise each guest with a little luxury on their place setting. And, if you are visiting, why not thank your hosts with a beautiful glass decanter of Bath Oil or our much-loved Body Crème? http://bit.ly/1faygDe

143 Likes 1 Comment

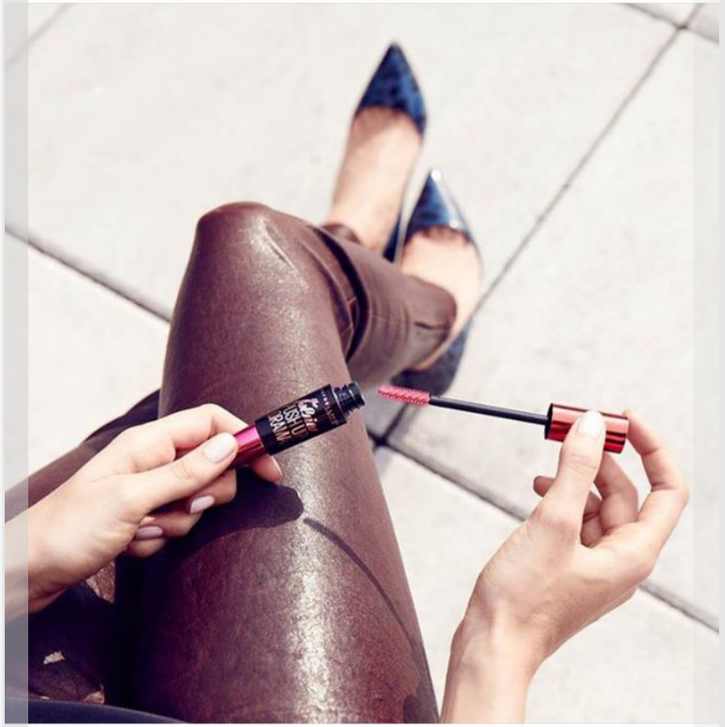
Like Comment Share

STOP ME : Focus

✓

Maybelline New York
September 19 at 1:00 PM · Sponsored ·

Push up your lashes, your look and your style to dramatic heights. http://bit.ly/1KQEd8g



578 Likes 15 Comments

✗

Maybelline New York
September 23 at 12:10 PM · Sponsored ·

In love with the textures and colors of the crisp fall season? Get inspired by **#BrowPrecise**, **#BrowDrama** and **#BrowDefineAndFillDuo** to create a look that matches the **#feels**. **#FirstDayOfFall**

MAKE IT EASY FOR ME: pensez mobile - formats courts et carré.

✓

Lancôme uploaded a new **video.**
January 28 · Sponsored ·

In 2014, we bent the rules of mascara, launching the #1 NEW mascara with the revolutionary Swan-Neck wand. Now, let's bend ALL the rules . . . #startbending

✗

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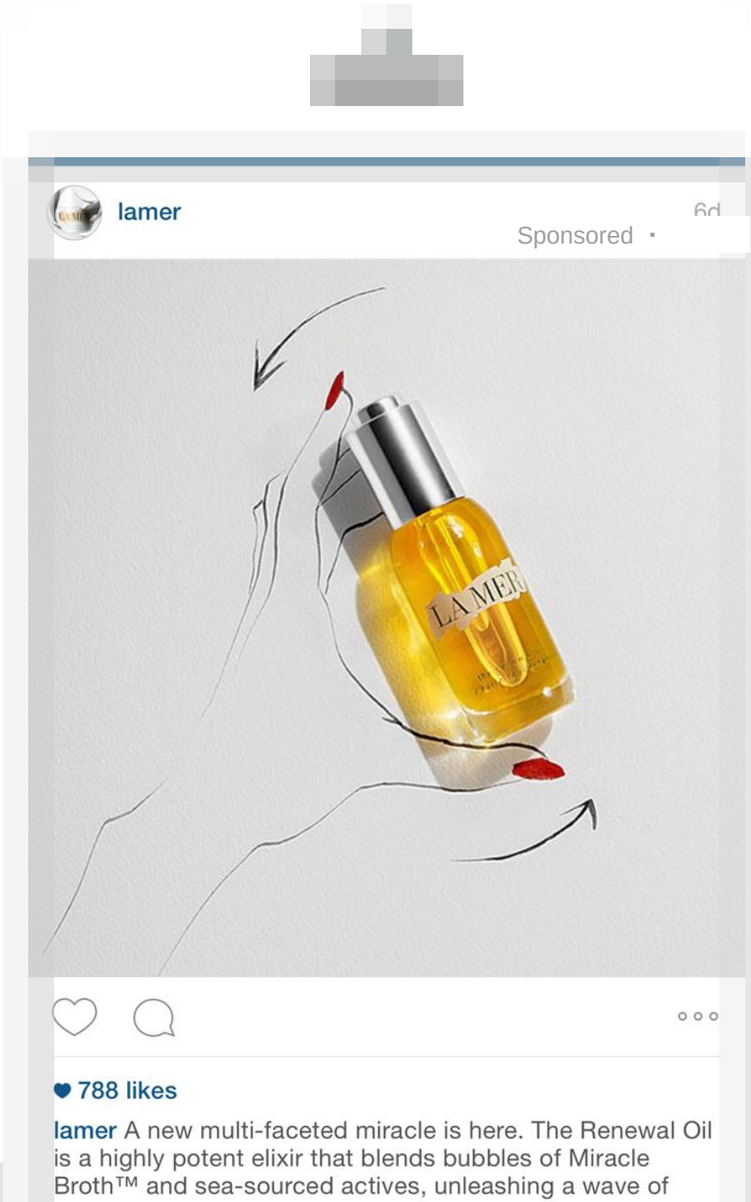
January 28 ·

In 2014, we bent the rules of mascara, launching the #1 NEW mascara with the revolutionary Swan-Neck wand. Now, let's bend ALL the rules . . . #startbending

REWARD ME : créer l’intérêt

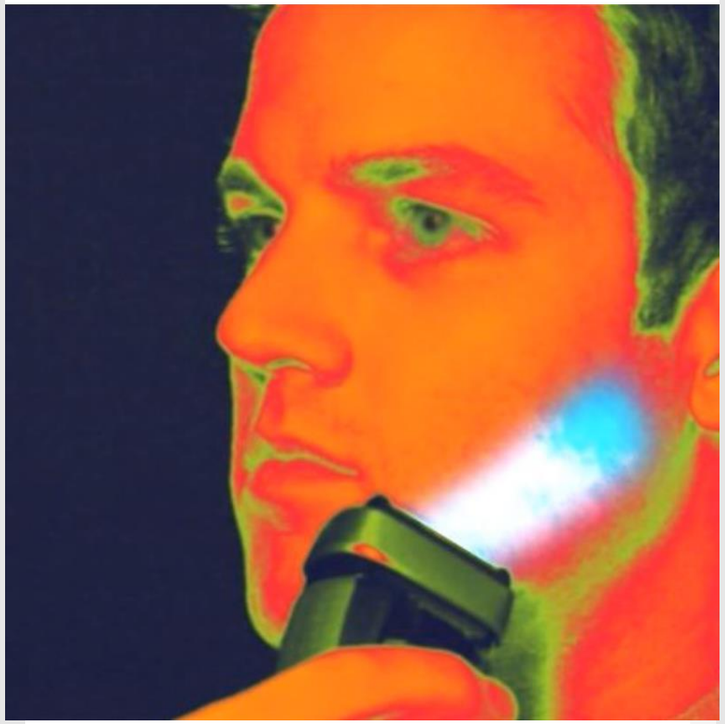


STAY WITH ME : soyez pertinent

✓

Braun
October 24 · Sponsored

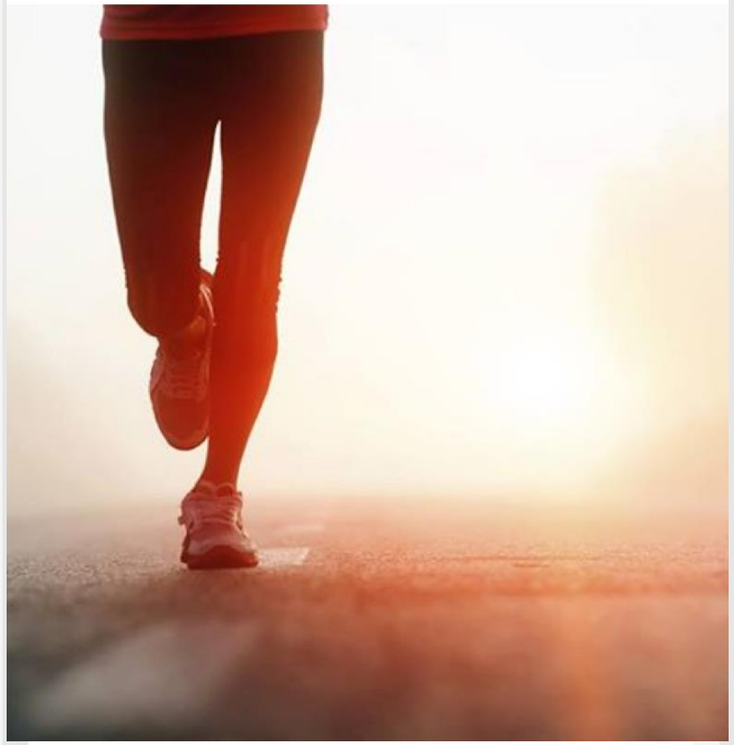
The tech is hot. The feel is cool as ice. Braun's revolutionary CoolTec shaver featuring active cooling technology, thoughtful engineering, and innovative design: http://ow.ly/pV9j0



✗

Braun
August 9 · Sponsored

Music or no music when going for a run?

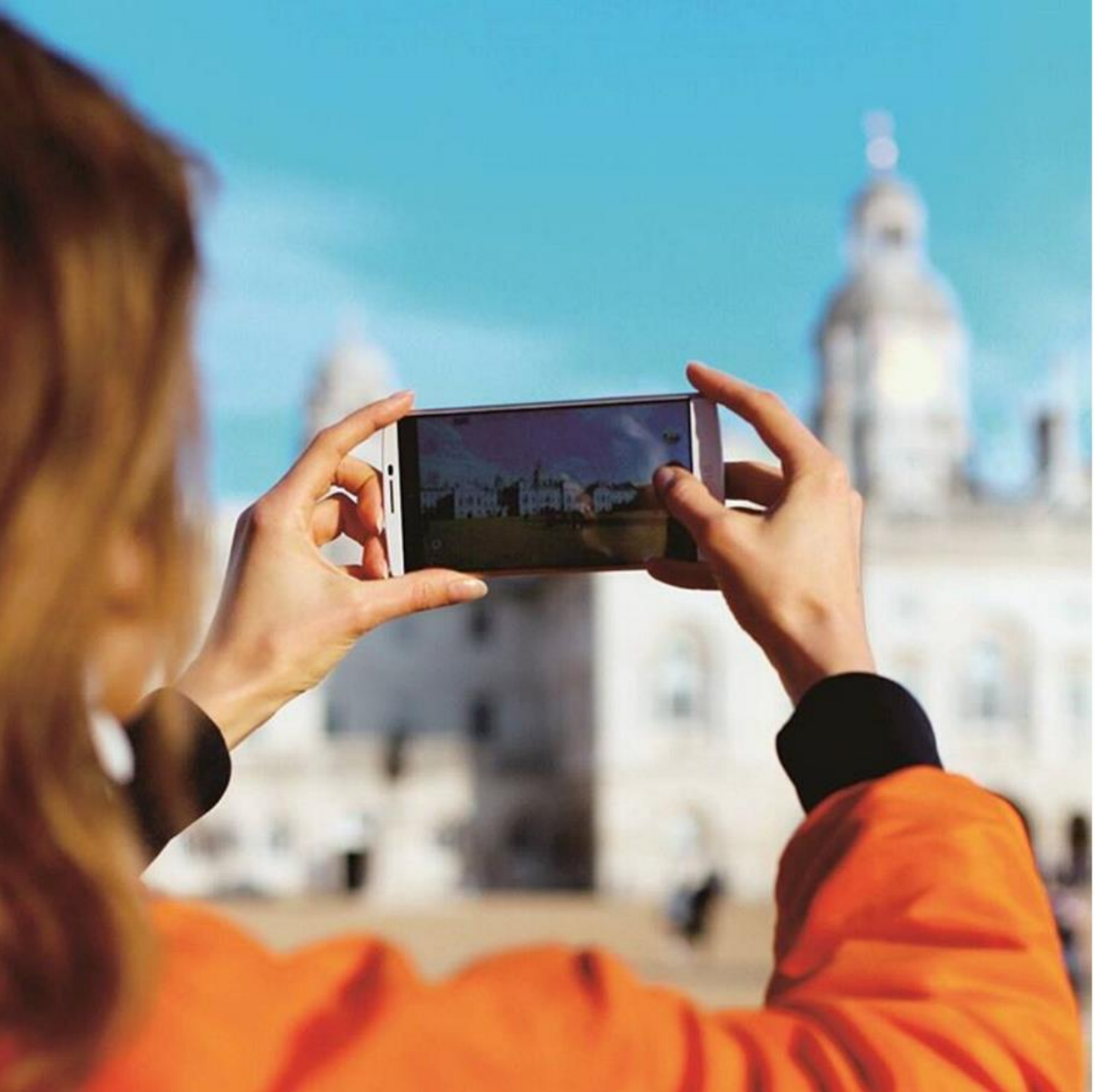


MAKE IT EASY FOR ME : la vidéo doit être compréhensible sans le son

Instagram

DU TEXTE A **L’IMAGE**

SMILE



SI VOUS AVEZ UN **SMARTPHONE**,

VOUS ETES UN **PHOTOGRAPHE**

DONNER LE POUVOIR DE **COMMUNIQUER VISUELLEMENT**

France

MEN AND WOMEN ON INSTAGRAM IN FRANCE

IN FRANCE, INSTAGRAM USE IS 59% FEMALE AND 41% MALE, COMPARED TO THE GLOBAL AVERAGE OF 56% FEMALE AND 44% MALE.

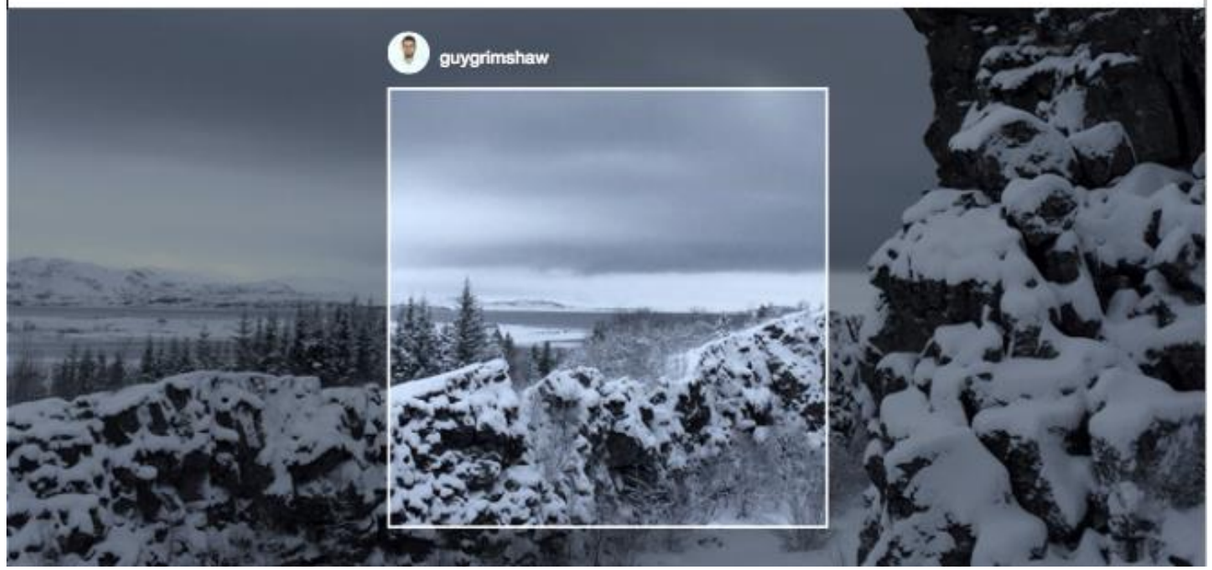
Sources: 1. GFK Country Profiles (Commissioned by Facebook), France, October 2015. Nationally representative sample n=1000 2. Internal Instagram Insights Tool, February, 2015

france

HOW MANY TIMES A DAY FRENCH INSTAGRAMMERS USE INSTAGRAM

MON	TUES	WEDS	THURS	FRI	SAT	SUN
10	10	10	10	10	10	11

THE FRENCH INSTAGRAM COMMUNITY ARE VERY ACTIVE, USING THE PLATFORM AT LEAST 10 TIMES A DAY DURING THE WEEK AND MORE ON SUNDAYS.



INSTAGRAM IS PART OF EVERYDAY LIFE FOR FRENCH INSTAGRAMMERS. HERE'S WHERE THEY USE IT MOST

1. WHEN RELAXING AT HOME
2. IN BED BEFORE THEY GO TO SLEEP
3. WHEN TRAVELLING
4. WHILE WATCHING TV
5. IN BED WHEN THEY WAKE UP

BEAUTÉ EN FRANCE

Instagram

#hair (3.2M)

#pink (2.1M)

#eyes (1.5M)

#makeup (3.9M)

#Beauty(4.8M)

#girl (6.8M)

#pretty (2.8M)

#selfie (9.8M)

French Women 18+ interested in Beauty v- last 28 days

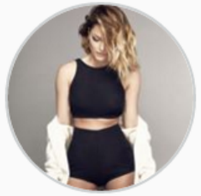
TOP ACCOUNTS

Instagram

sephorafrance FOLLOWING

Sephora France Bienvenue sur le compte officiel de Sephora France ! Snapchat 👻: sephorafrance **www.sephora.fr**

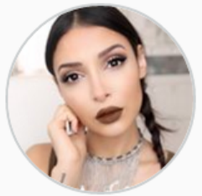
929 posts **426k** followers **119** following



carolinereceveurlucas FOLLOWING

Caroline Receveur Founder & CEO of Wandertea® www.wandertea.fr | **@wandertea** 📍LONDON ☐ contact.islandkeys@gmail.com 👻Snapchat : caroreclucas **www.carolinereceveurandco.com**

1,562 posts **1.4m** followers **333** following



sananas2106 FOLLOW

•**SANANAS**• 🌎Youtuber/Blogger/Traveller 👠Beauty, Fashion and Lifestyle 🍍 Love my Sananas family💚 📧 contact@sananas2106.com 👻Sananas-2106 ⬇️New Post⬇️🎥💻**youtu.be/6NA-99kgbrs**

2,874 posts **837k** followers **1,033** following

benefitfrance FOLLOW

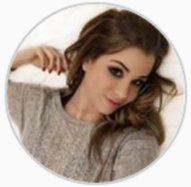
Benefitfrance Suivez la marque la plus rose, la plus fun, la plus imprévisible, la plus décalée, la plus adaptée à tous vos dilemmes beauté! **www.benefitcosmetics.com/fr/fr/gammes/gamme-hoola**

891 posts **278k** followers **254** following

elsamakeup FOLLOW

Elsa, Youtubeuse & Blogueuse beauté 💞💄 http://elsamakeup.com 📷Chaîne Vlog : elsalifeandvlogs 👻Snapchat : Elsamakeupoff **youtube.com/elsamakeup**

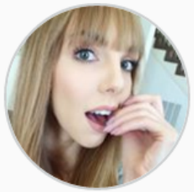
1,154 posts **654k** followers **294** following



enjoyphoenix FOLLOWING

Enjoy Phoenix Youtuber & Traveller 💫France 🇫🇷 📍Lyon 2,8 millions d'amours 💞☐ enjoyphoenixpro@gmail.com ☐ Ma dernière vidéo : **youtu.be/92bsDAJHho4?a**

1,005 posts **2.8m** followers **504** following



sandrea26france FOLLOW

Sandrea 💄Beauty, Fashion & Lifestyle Youtuber ⭐TN, USA Based 💞 **#TeamSandrea #AdoptXSandrea** 👻Snap: Sandrea26Snap 💌 Sandrea26france@gmail.com **www.youtube.com/user/sandrea26france**

1,086 posts **843k** followers **483** following

undiz_france FOLLOWING

Undiz France Undiz, la lingerie des filles (bien) culottées ! **#undizfamily** snap : 👻undizfrance **www.undiz.com/**

561 posts **152k** followers **2** following

French Women 18+ interested in Beauty vs. Women 18+ globally

BEAUTÉ EN FRANCE

Instagram

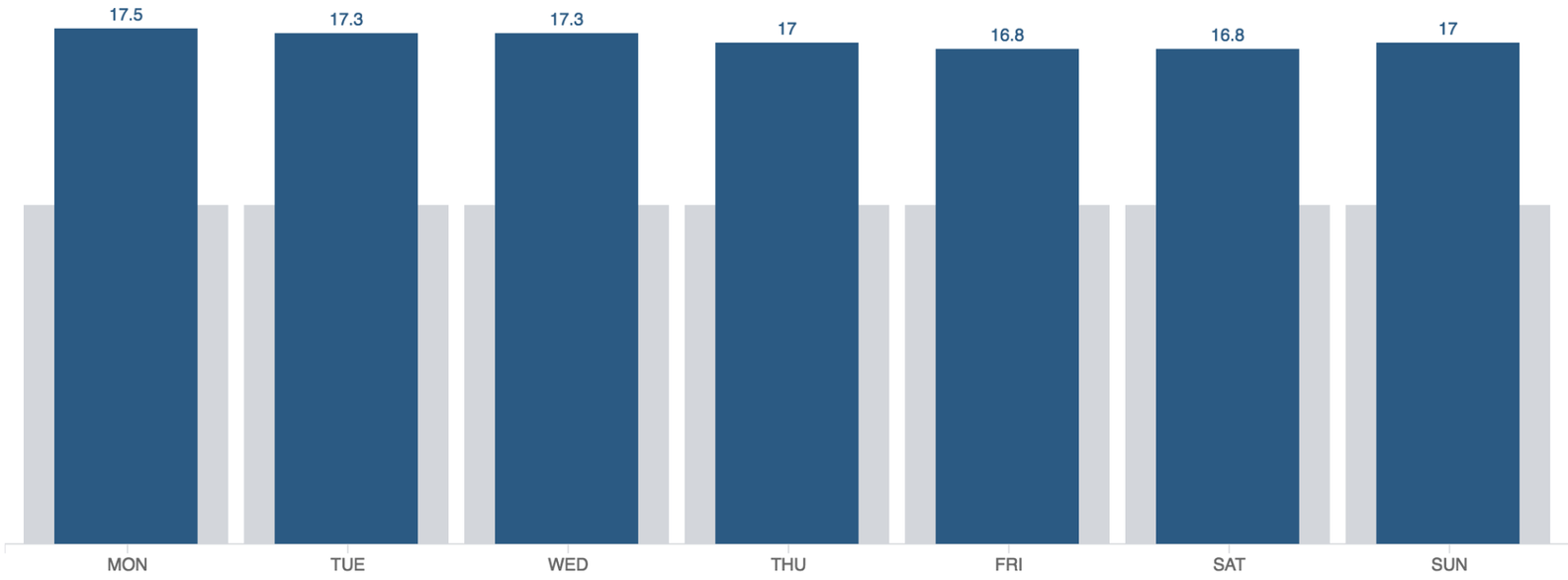
Active Days

Median number of days the selected audience was active.

l28 MEDIAN	28	
	20	
l7 MEDIAN	7	
	5	

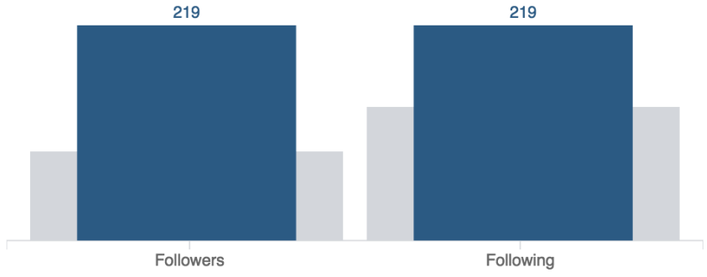
Number of Sessions Over a Week

The median number of sessions each day over a week by the selected audience.



Followers & Following

The median number of followers and accounts they follow for the selected audience.



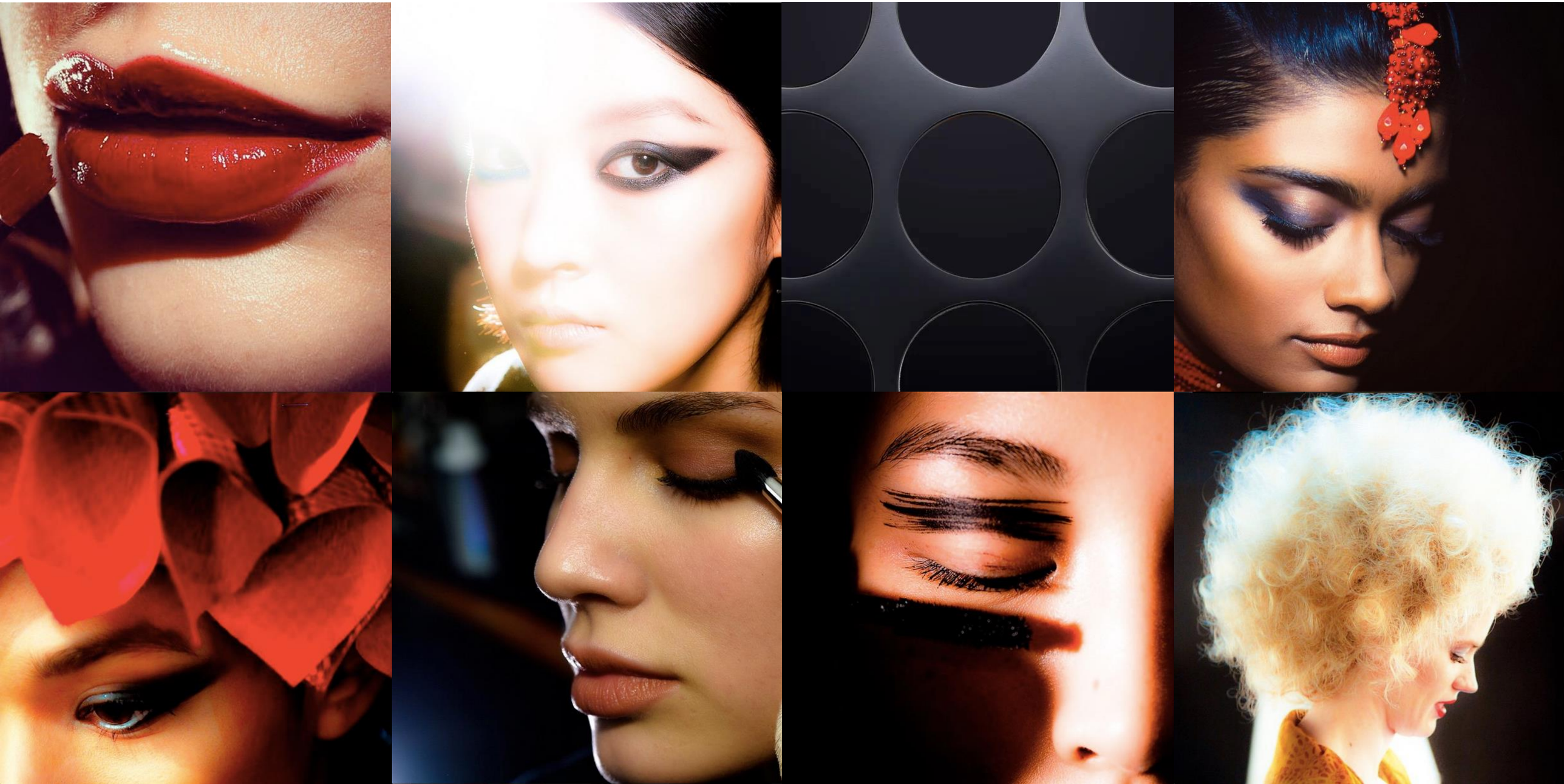
@symmetrybreakfast (418k)

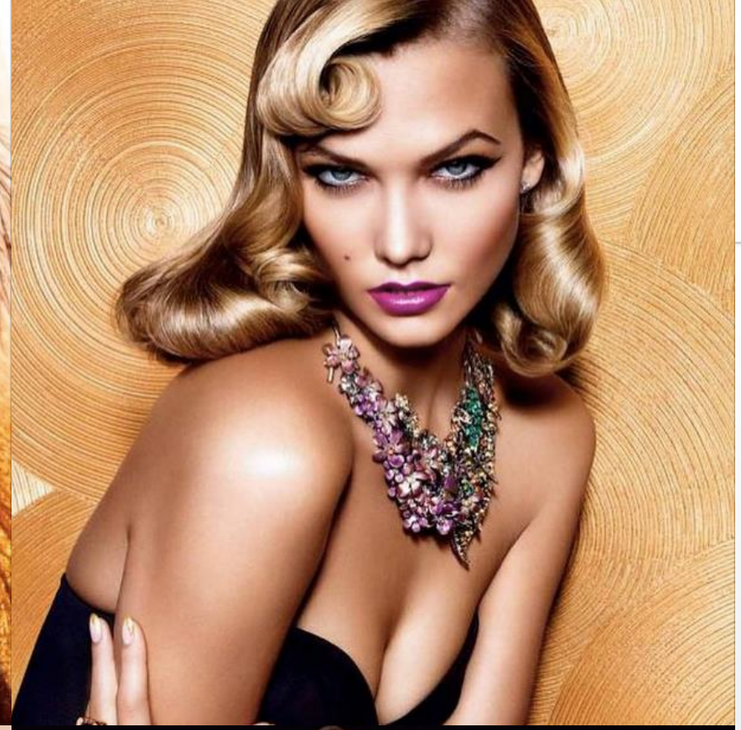
@itsabandoned (1M)

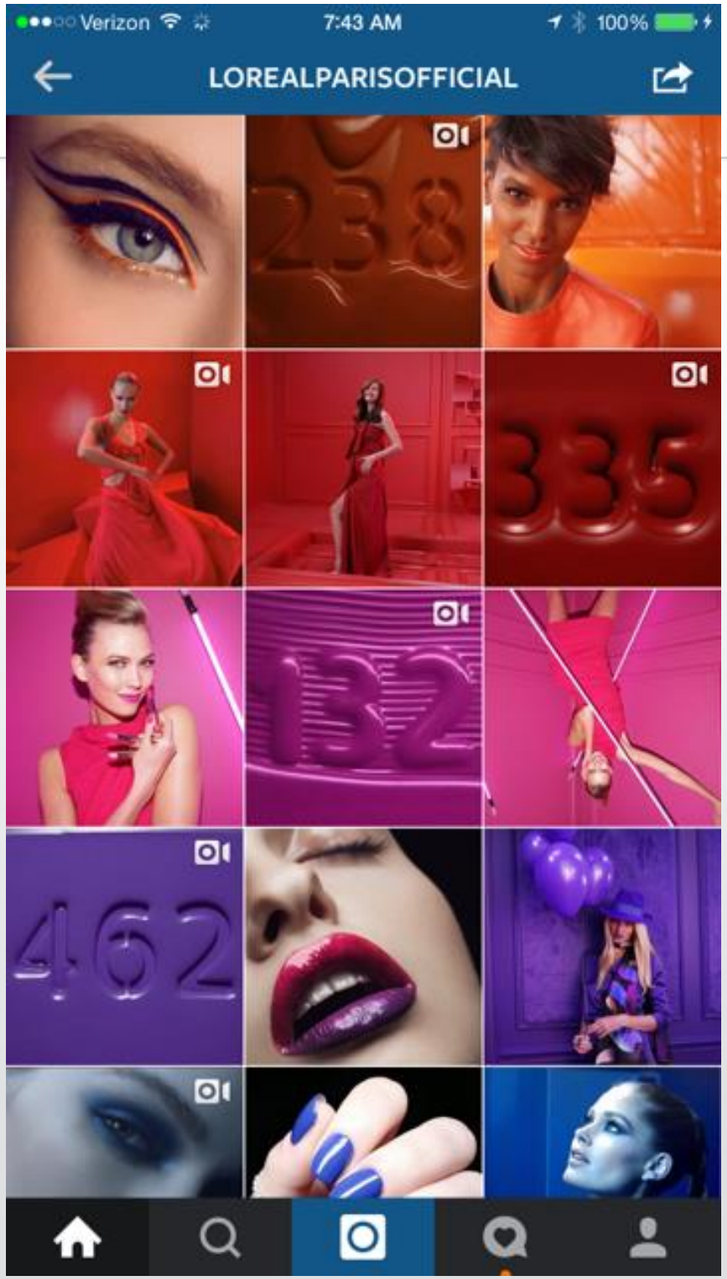
@ benedettodemaio (73k)

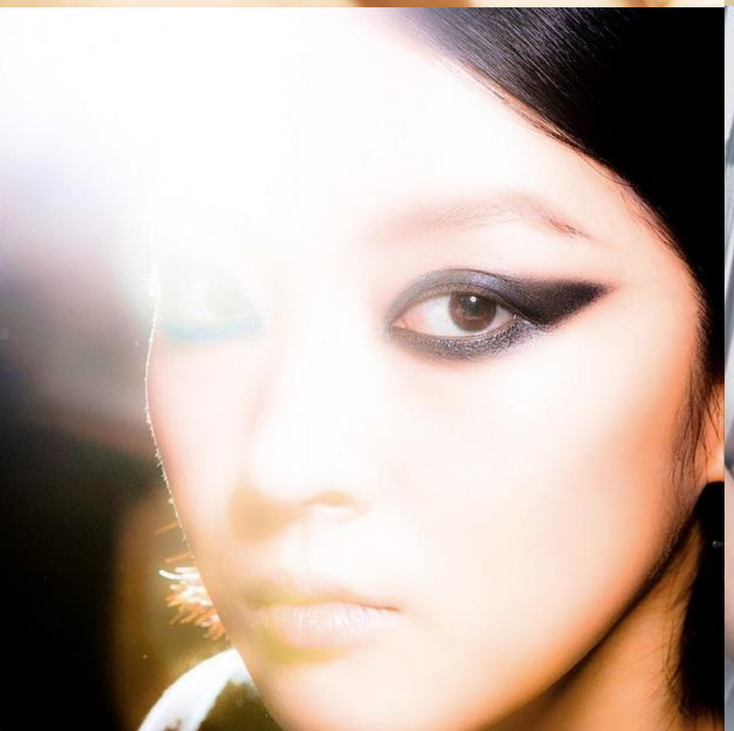
WELL
CRAFTED

@maccosmetics

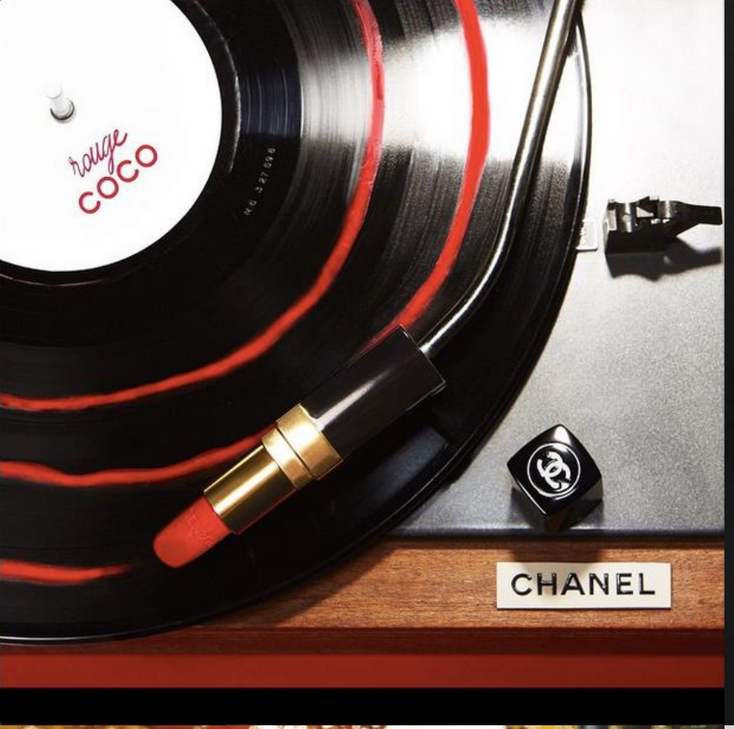


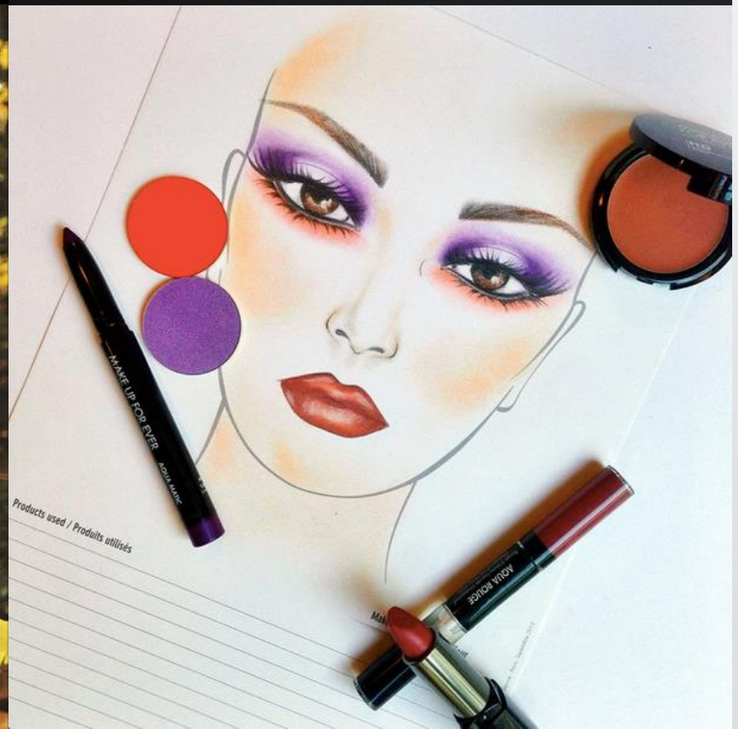



Verizon
7:43 AM
100%
LOREALPARISOFFICIAL

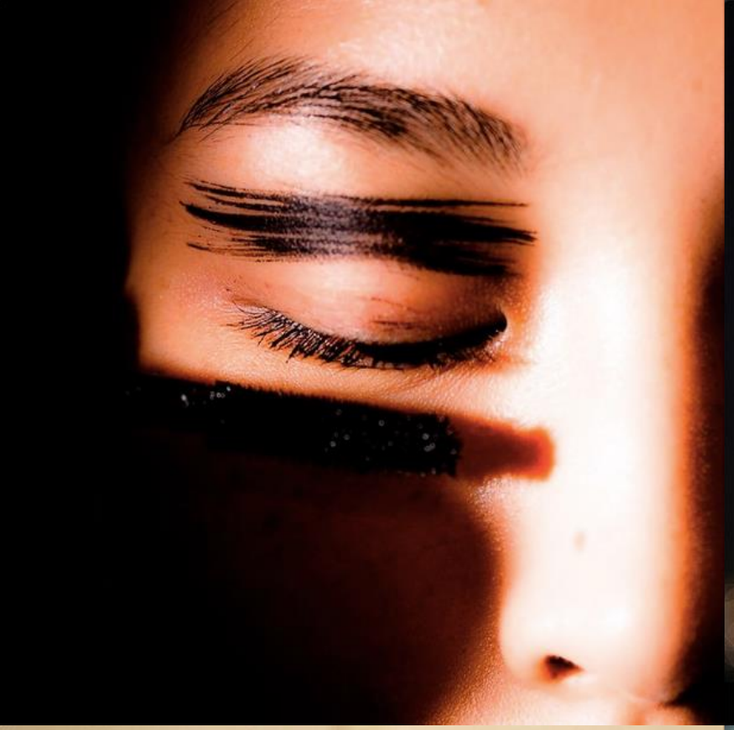


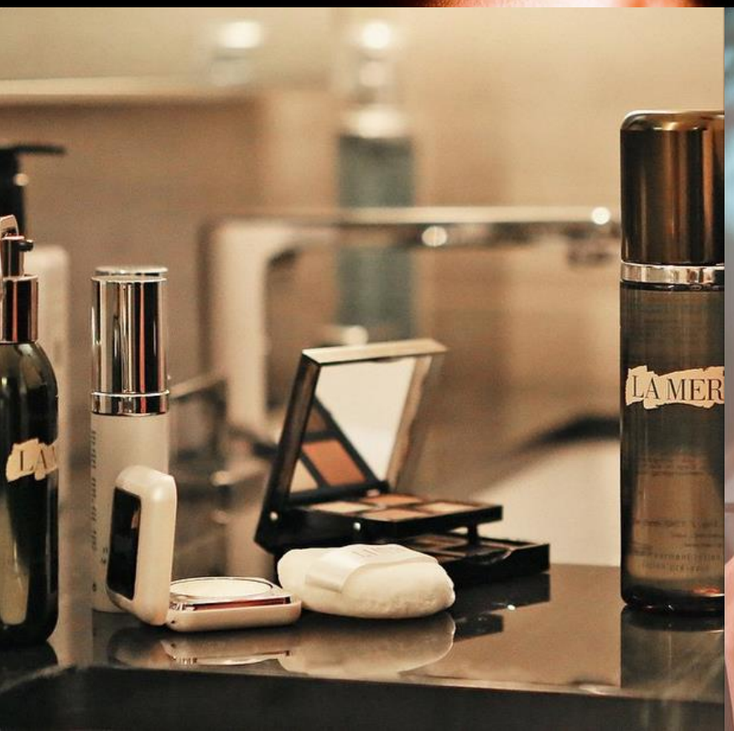
STRONG FOCAL POINT

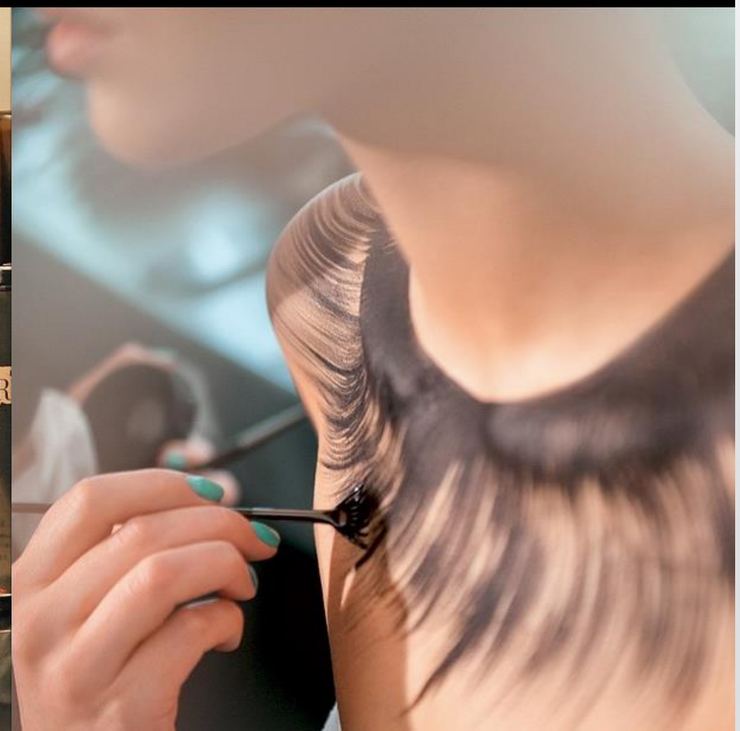




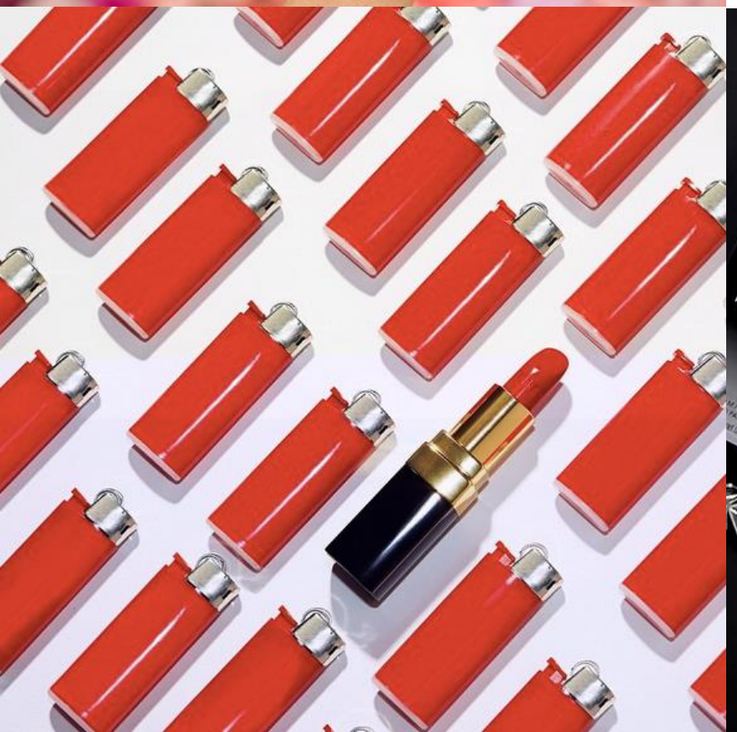
FRAMING & BALANCE

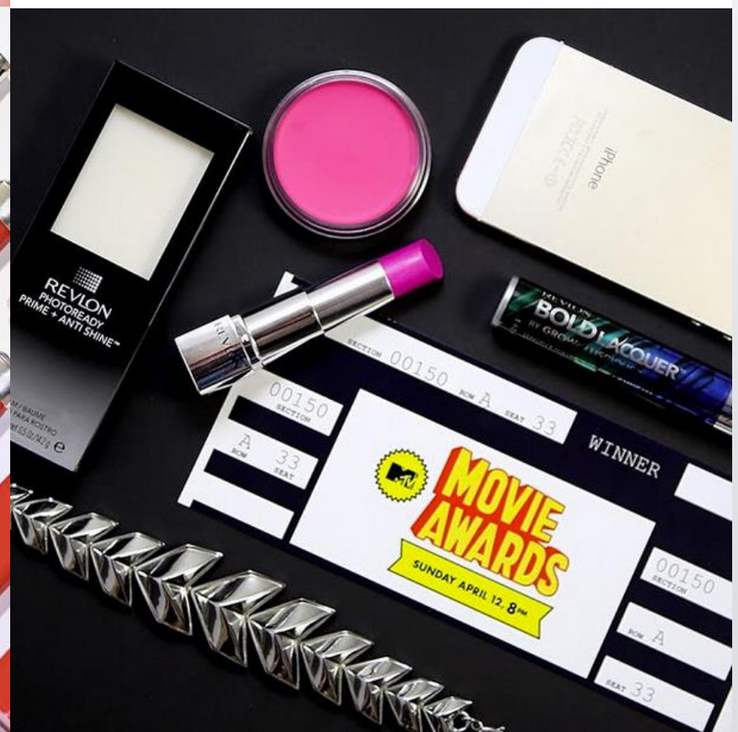






LIGHTING & DETAIL





COMPOSITION

BUILD FOR MOBILE

UNCLEAR IN MOBILE

MOBILE-FRIENDLY BRANDING

Thank You

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