

A close-up, high-contrast photograph of a woman's face. Her eyes are green and looking upwards and to the right. Her hair is dark and slightly tousled. The lighting is dramatic, with strong highlights on her forehead, nose, and cheekbones, and deep shadows on the right side of her face and under her chin. The background is dark and out of focus.

# BEAUTY WITH PURPOSE

WHY MEANINGFUL BRANDS MATTER.

## THE PROBLEM:

A sea of sameness. A multitude of products and services. In whatever sector you operate, from skincare to colour cosmetics, the competition is fierce.

Whilst your products will have some points of difference, seen through your customers' eyes, there may be little to genuinely distinguish them.

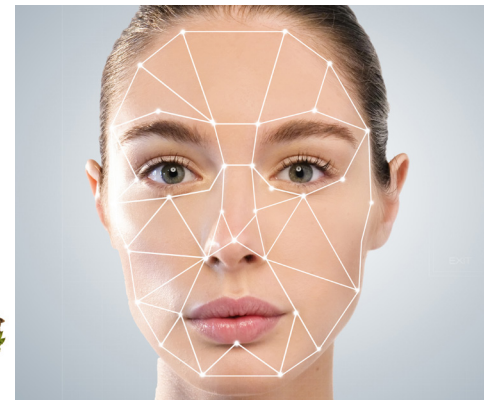


## PRODUCT AS FOCUS

Constant reinvention. The landscape is complex and fast-moving.

Lipsticks feature state-of-the-art oil management or plumping technologies. Skin creams contain break-through proteins, antioxidants, acids, peptides and actives. Multiple concepts. Varying formulations. Powerful claims.

Sales messages can be complex and confusing.





## THROUGH THE CUSTOMER'S EYES

The science may vary but the results – the customer benefits – rarely do. Skin cleansers clean, moisturisers reduce the appearance of wrinkles and lipsticks deliver lasting colour.

With near identical products to choose, **brand elevation becomes an all important differentiator.**

But research reveals that brands are not connecting with their primary audience. Women feel disconnected and misrepresented.

\*The Guardian – Women in Leadership Survey



91%

WOMEN SAY BRANDS  
DON'T UNDERSTAND THEM\*

7/10

ALIENATED BY ADVERTISING\*





# THERE'S A STORM BREWING

Women in  
advertising are  
'humourless, mute  
and in the kitchen'.

**campaign**



Isn't it time we banned  
the term 'anti-ageing'?

**The  
Guardian**



\*The Guardian – Women in Leadership Survey

Beauty & pseudoscience  
- 4 in 5 beauty claims  
cannot be substantiated.

**The Telegraph**

The 'male gaze' has no place  
in female beauty campaigns.

**54%** US millennial beauty  
consumers choosing flaws and  
the 'natural' look.

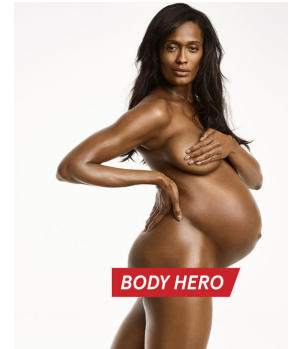
**MINTEL**

**60%**  
of all brand content is just  
irrelevant clutter.

**HAVAS**

**Beauty's new ideal:  
personality, realism,  
uniqueness.**

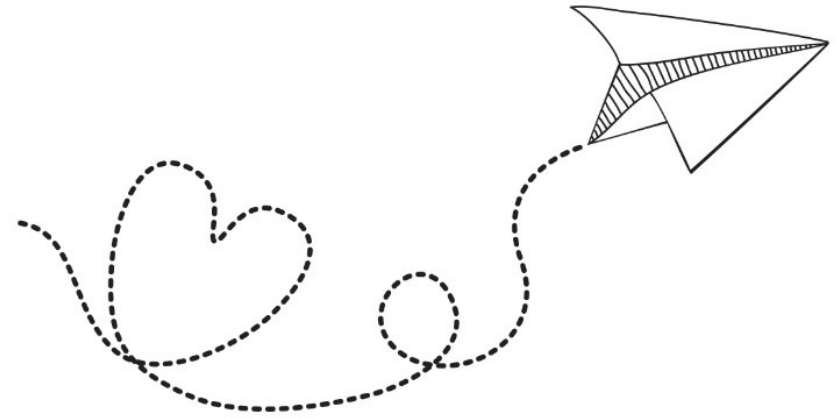
**GLAMOUR**



THE **CHALLENGE** IS HOW TO **CUT THROUGH**. HOW TO **ENGAGE** YOUR AUDIENCE & BUILD THE **EMOTIONAL CONNECTIONS** THAT DRIVE **LOYALTY?** HOW TO TURN CUSTOMERS INTO **FANS?**

## THE GREATEST BRANDS MAKE LIFE SIMPLE

Consumers lack the time, the patience and the energy to decode complex brands. They do expect beauty products to work but **80% of decision making is emotional**, not rational. Great brands cut through the clutter with a single-minded idea. They provide a simple but compelling, **emotional** reason to choose.

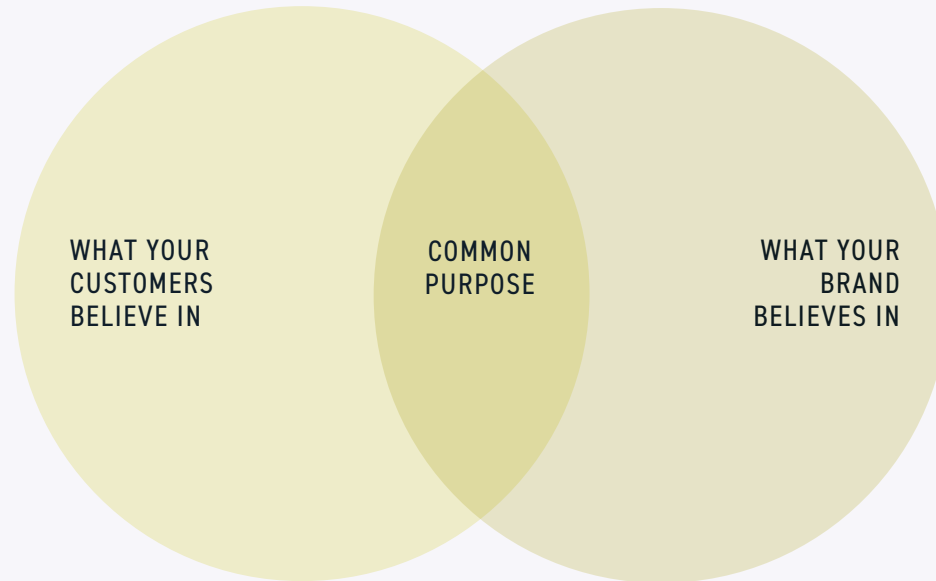




BE MORE THAN A PRODUCT

# Be a brand with a purpose

Purpose-driven brands make you **feel something** powerful because they have a reason to exist that goes beyond profit - they believe in something. Often it's something they want to **change** or do differently. And it's a change or a cause they share with their customers - **a rich connection.**



A photograph of a person's legs standing on the edge of a diving board, poised to jump into a pool of clear blue water. The scene is captured from a low angle, emphasizing the person's position at the edge of the board. The water is a vibrant blue, and the overall atmosphere is one of tranquility and anticipation.

# A STEP IN A JOURNEY TO SOMEWHERE THAT MATTERS

Purposeful brands understand the need to offer customers something life-enhancing. An idea that captures her imagination, that resonates.

## PURPOSEFUL BRANDS

### DOVE - REAL BEAUTY

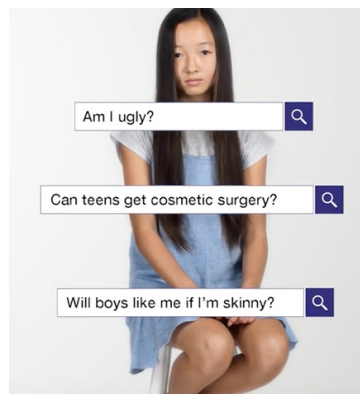
Dove believes that **real beauty comes in all shapes and sizes**. It's a belief shared by its customers and puts them at the heart of the brand world.

Rather than selling shower cream and soap, the brand's purpose is "to inspire a more positive relationship with beauty, raising women's self-esteem so that they can realise their full potential."

Here is a universal, human story that drives emotional connection and commercial success. It also provides razor-sharp focus, simplifying all brand content and comms.



- ☐ flawed?
- ☐ flawless?





**Women  brands  
with purpose.**

## WOMEN WANT TO CONNECT

Women connect through shared experiences. They want to engage and be a part of something. To feel understood and heard. To belong.

We choose brands that add value to our lives and our relationships. We ask what does the brand enable me to do or be? What core issue, anxiety, shared passion does it tap into? How does it help me?

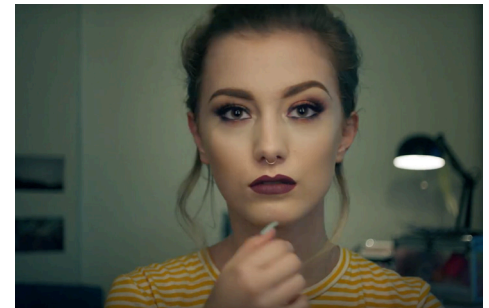


## SENSUAL, HUMAN STORY-TELLING

Brands that put human connections at their heart (not product USPs) are more meaningful.

They appreciate the importance of building rapport by stimulating feelings and senses. They evoke, enthuse and enrich.

**My Face. My Rules.** Sleek takes a stand against makeup bashing and proudly shows makeup junkies and their relationships with makeup.





# [ IT WORKS ]

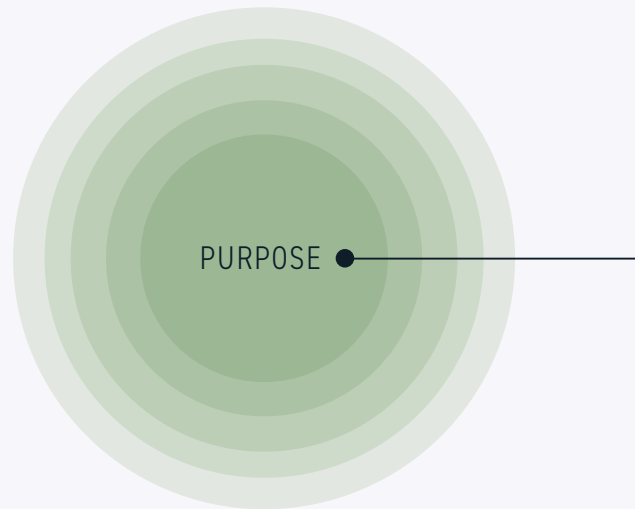
Across a 10 year study of 50,000 brands, those that centered around enhancing their customers' lives with a meaningful purpose, beat their category competitors by significant margins



**The 50 highest-  
performing**  
businesses are  
the ones driven by  
**'purpose'**

**3X**  
faster growth than  
competitors

# [ AND IT SIMPLIFIES EVERYTHING ]



BRAND TRUTH

UNIQUE

CONNECTS EMOTIONALLY

INSPIRATIONAL BANNER TO RALLY UNDER

RICH VEIN FOR CAMPAIGN CREATION

A SHARED GOAL FOR ALL STAKEHOLDERS

# [ PURPOSE IN ACTION ]

5 categories of purpose



# 1. Brands that impact society

THIS



IS NOT A BEAUTY PRODUCT

**THIS IS AN INVESTMENT IN YOUR SKIN**

Dermalogica isn't about beauty; we're about skin health. So we won't waste your time with beautiful models, secret ingredients or frivolous rituals. We're about proven results and smart skin care. Because we believe in keeping skin healthy for life. Your skin.

we are **dermalogica**  
The number one choice of professional skin therapists, even for their own skin.  
Discover your best skin at [dermalogica.com.au](http://dermalogica.com.au)

**DERMALOGICA**  
To offer no nonsense, no frills skin health.

**ALWAYS**  
An 'epic battle' to boost girls' self-esteem and confidence during puberty.



**ILLAMASQUA**  
To champion individuality and stamp out intolerance. 'Embrace different'.

# 2. Brands that inspire exploration



**ELEMIS**  
The relentless pursuit of transformative results. A quest to explore, create and share.

**THE NORTH FACE**  
To push the limits of design, so you can push your limits outdoors.



**LEGO**  
To inspire creativity and develop the builders of tomorrow.

# 3. Brands that bring happiness



**PHILOSOPHY**  
The promise of beautiful days. Feeling good on the inside.



**COVER GIRL**  
To inspire people to embrace their unique identities and unapologetically create any version of themselves, or who they want to be, with makeup.



**NOUGHTY**  
To bring balance. Because people want to have fun saving the planet.



**BENEFIT**  
To make people smile, because when you feel good you look good. Laughter is the best cosmetic.


# 4. Brands that connect people

*Glossier.*

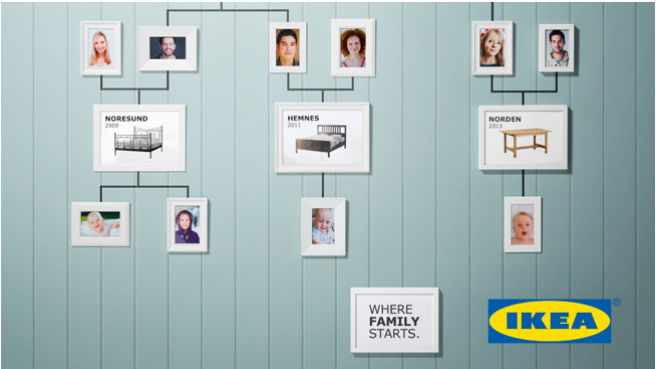
Hi! We're Glossier, a beauty company inspired by what girls need in real life. We're creating the new essentials: easy-to-use basics that form the backbone to your unique beauty routine.

HERE'S 20% OFF YOUR FIRST PURCHASE!

SHOP GLOSSIER



**GLOSSIER**  
To be a friend not a brand  
- to celebrate real girls, in real life, in real time.



**IKEA**  
To create a better everyday life for the many people.  
The wonderful is where life happens.



**FACEBOOK**  
To bring the world closer together.



# 5. Brands that evoke pride



A WORLD OF CARE FOR YOUR HAIR

ELVIVE

DISCOVER YOUR WORLD L'OREAL-PARIS.CO.UK

BECAUSE WE ARE ALL WORTH IT.

L'OREAL PARIS



I WILL BE CHALLENGED  
I WILL BE TESTED

I WILL NOT  
BE STOPPED.

THE ARMOUR BRA™ COLLECTION  
The hardest working bra in sports.

UNDER ARMOUR I WILL WHAT I WANT

Kelley O'Hara  
Olympic U.S. Soccer

**UNDER ARMOUR**  
To empower athletes  
everywhere.

**L'OREAL**  
Beauty for all. To be inspired  
by diversity to innovate. We  
are all worth it.



[ HOW TO FIND YOUR BRAND PURPOSE ]

# DIG INTO THE 'WHY?'

To create a purposeful and differentiated brand, explore the ways your brand offers a deeper level of purpose and emotion to connect with consumers - the "why" beyond the "what".

It won't be about product claims. It will be about life.

And it will provide the foundation on which to build everything else.



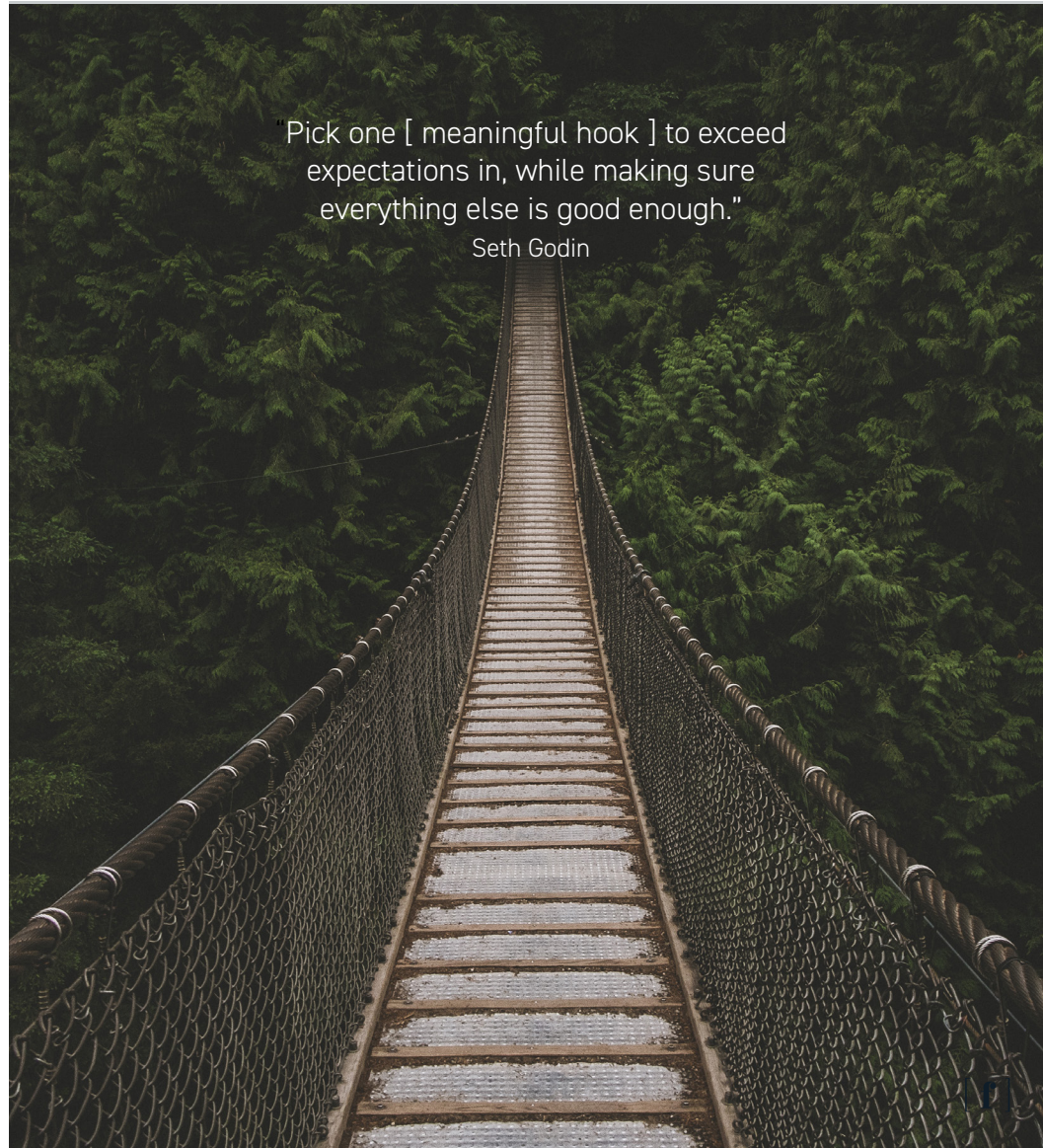
## BE SINGLE-MINDED

It's tempting to want to be the most on trend, organic, efficacious, desirable and pioneering, with the widest choice and the highest quality ingredients, value and customer service. All at once.

But customers don't appraise your brand offering like that. Be focused. Keep it simple.

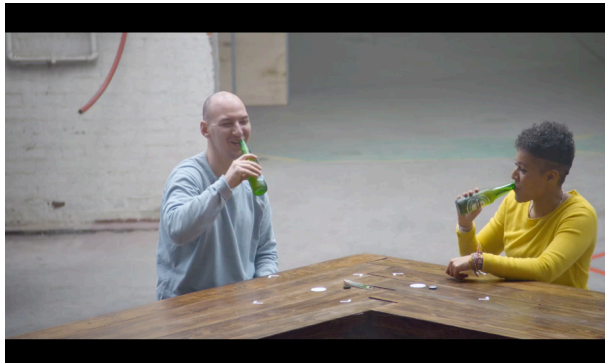
"Pick one [ meaningful hook ] to exceed expectations in, while making sure everything else is good enough."

Seth Godin



# WATCH OUT FOR PITFALLS

1.



A cause marketing campaign is not a brand purpose...

2.



Don't fake it...

3.

**L'Oreal sacks first transgender model Munroe Bergdorf**

ENTERTAINMENT 1 Sep 2017



Live and breathe  
your own values...



## AN INDEPENDENT APPROACH

Developing a brand purpose can be challenging. It involves soul-searching with core stakeholders and tackling difficult questions with an open-mind. It's about finding actionable insight to power the brand forwards.





**BE BOLD. DO DIFFERENT.**