WINNIN REPORT

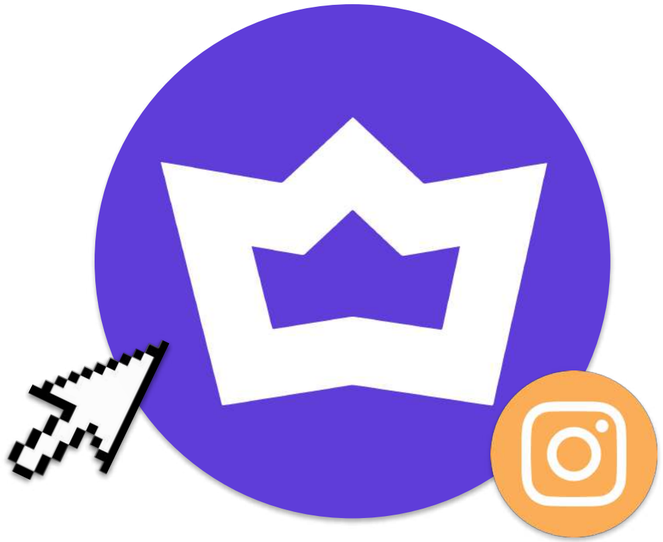
10 data driven tips for beauty brands to create **more relevant** videos

The cultural insights in this report are based on data from Winnin Insights, our proprietary video intelligence software.

Great insights are waiting for you! Enjoy!

PS: All videos in this report are clickable.

:-)



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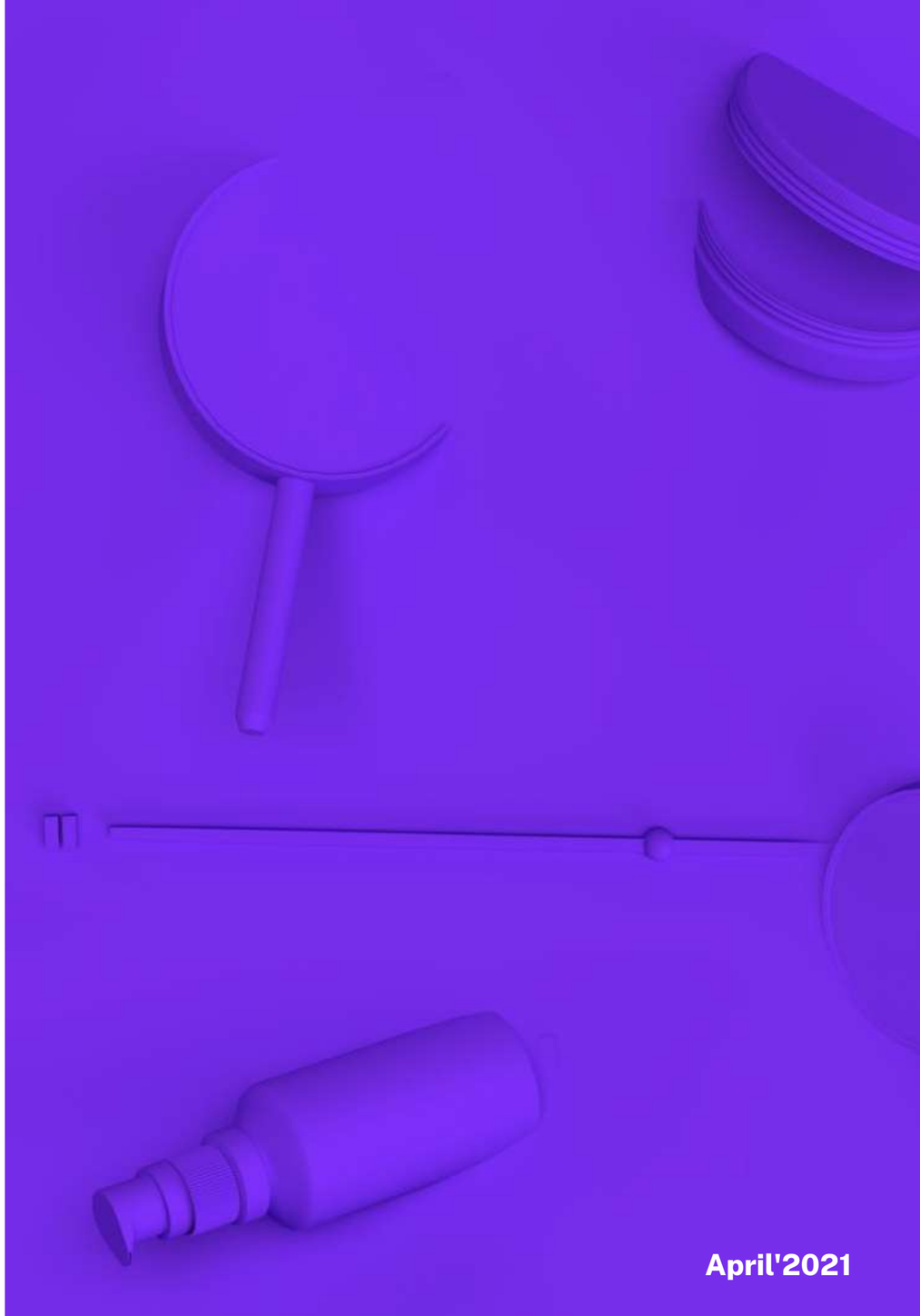
Why is this report important?

We know the challenges of creating relevant content in categories as big and internationally recognized as **beauty**.

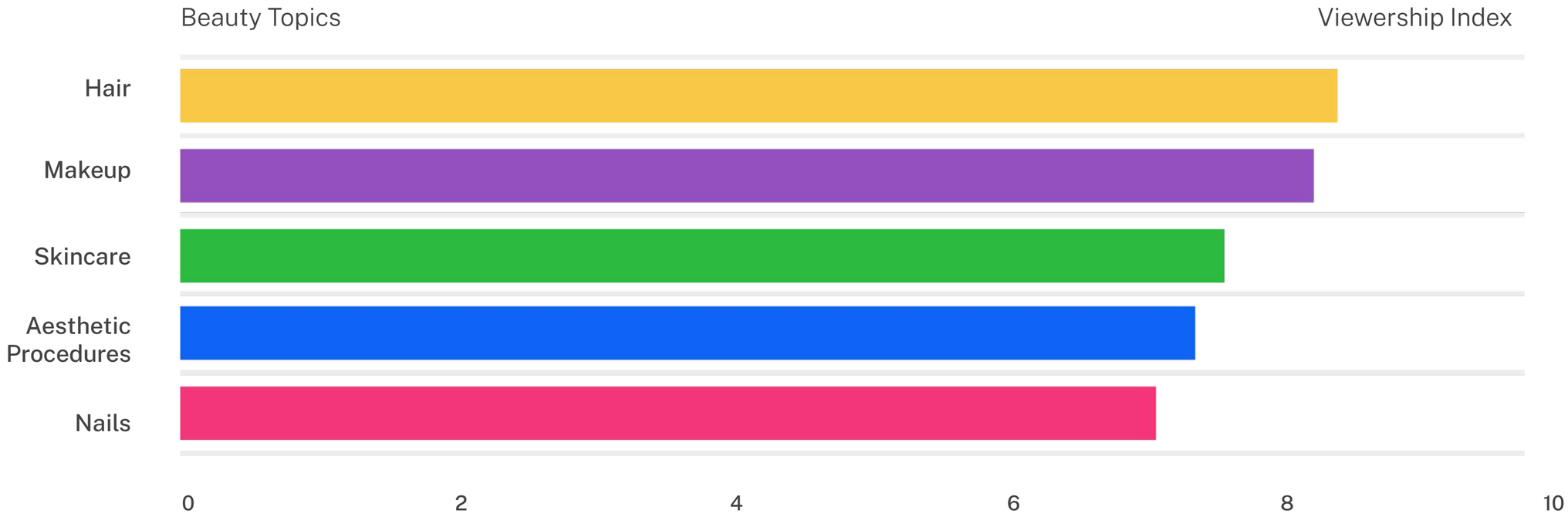
To **increase your engagement** in the main platforms, it is necessary to go beyond makeup tutorials and explore the **relevant subjects** through the **most engaged formats** along with the **right creators**.

In this report we will analyse the data driven opportunities for brands to better understand their audience and produce relevant videos quicker.



What beauty content does your audience want to watch?

**Winnin Insights* proprietary metric that shows the potential of viewing a topic according to the size of its audience*



Winnin Insights: data from Brazil on Facebook, Youtube and Instagram from March 2021

What are the most relevant subtopics in the beauty universe?

Winnin Insights' **subtopics** help you better understand the **language** and most **granular** subjects of an universe.

Your strategy will become more **assertive** and your **engagement will increase** if you create videos about these subjects.

Subtopics	Engag/video
Challenge Makeup	26.63K
Nail Tricks Nails	20.59K
Makeup Narration Makeup	20.34K
Artistic Makeup Makeup	14.37K
HD Liposuction Aesthetic Procedure	13.82K
Makeup & Talk Makeup	12.36K
Testing Makeup Makeup	11.75K
Drag Makeup Makeup	11.35K
Hair Transition Hair	8.64K
Routine Skincare	6.13K

Winnin Insights: data from Brazil on Facebook, Youtube and Instagram from March 2021.

2_ Data Driven Insights

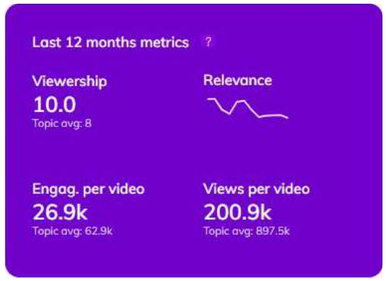
10 tips to create more relevant beauty videos

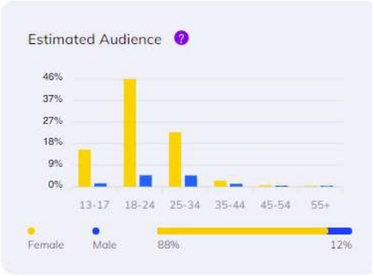
Makeup - Challenge

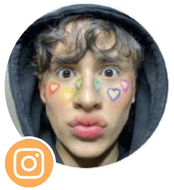
#1 Combine music and makeup with video effects

KEY INSIGHT

Music + Makeup is an engagement phenomenon. To differentiate yourself, embrace the creators that dominate **transitions and video effects,** and keep your eye on the most streamed hits.





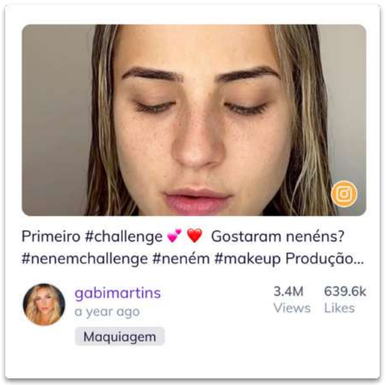


Rafael Santos

@santosrafaelblog

454K Subscribers — **+4.7%** Fev-Mar

53.1M Views — **+148.5%** Fev-Mar

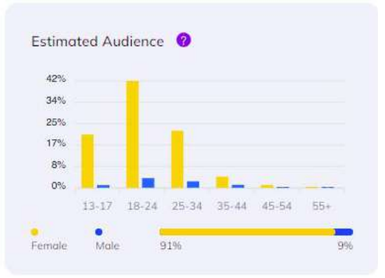


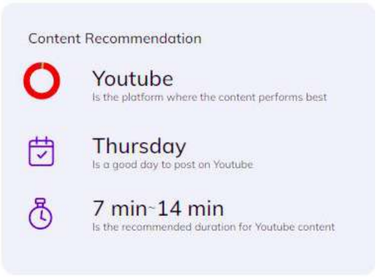
Nails - Nail Tricks

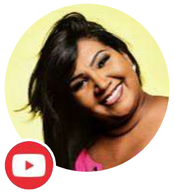
#2 Teach new techniques and how to save money

KEY INSIGHT

Create **tutorials and educational videos,** not only for those who want to learn how to do their nails **at home** or **save money**, but also so that **professionals** in the field can keep up with the online trends.







Ana Paula Villar

@colanavillar

1.4M Subscribers **+2.3%** Fev-Mar

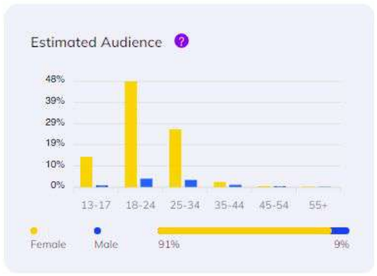
72.2M Views **+2.6%** Fev-Mar

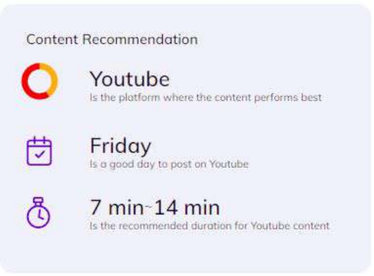
Makeup - Narration

#3 Film reactions and narrations with your family

KEY INSIGHT

Beauty + Humor is engaging through videos of **narration** and **reaction.** Content creators are getting together with their **families and partners** in a **challenge** that is dominating the internet.





Camila Pudim

@batomatrevido

4.2M Subscribers **+3.0%** Fev-Mar

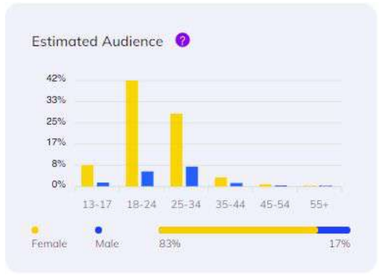
462.6M Views **+2.2%** Fev-Mar

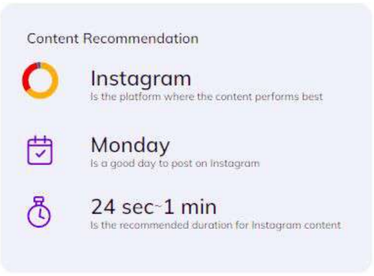
Makeup - Artistic Makeup

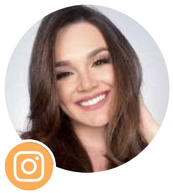
#4 Believe in relaxing content

KEY INSIGHT

These artists are their own canvas. Through **hypnotizing and relaxing videos**, they explore various **themes** in our cultural calendar and the feed transforms into an individual gallery.





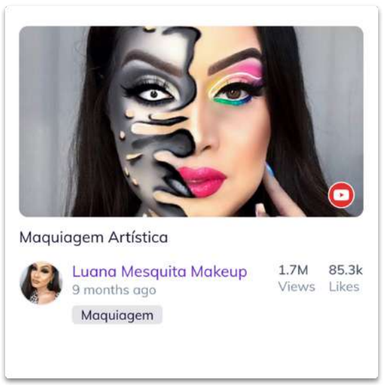


Letícia Gomes

@leticiafgomes

3.5M
Subscribers

171.9M
Views

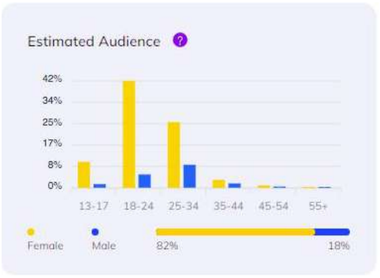


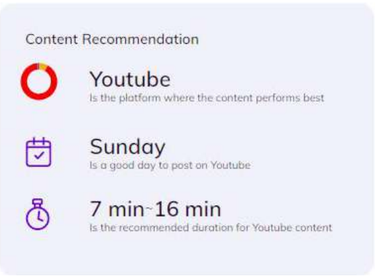
#5 Explore the more serious topics

Aesthetic Procedures - HD Liposuction

KEY INSIGHT

Being the country with most plastic surgeries in the world, the debate concerning **self esteem** and **acceptance** in Brazil only grows. **Vlogs** and **skits** expressing opinions on these subjects are gaining more space, and **brands must position themselves.**



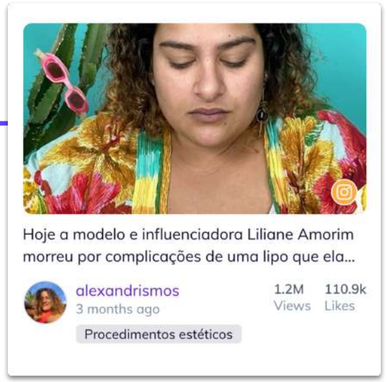


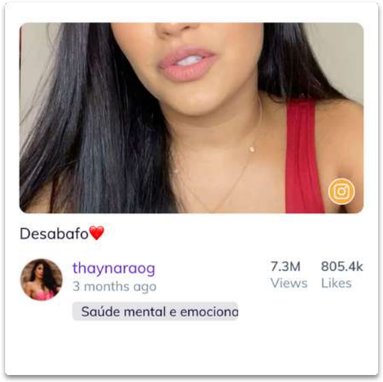
Alexandra Gurgel

@alexandrismos

1.1M Subscribers — **+9.2%** Fev-Mar

57.8M Views — **+43.4%** Fev-Mar



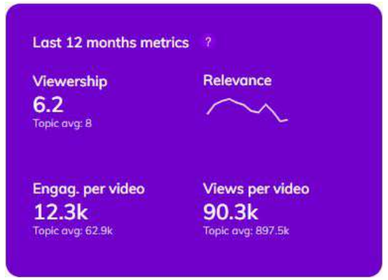


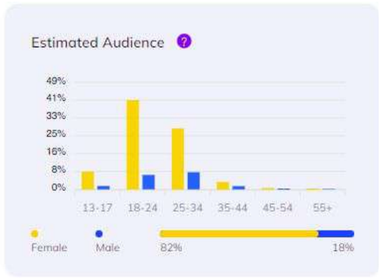
Makeup - Makeup & Talk

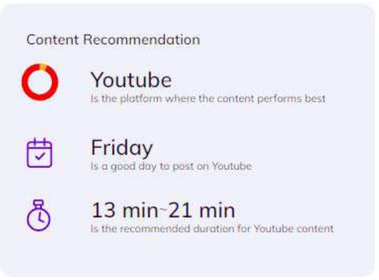
#6 Make space for personal and inspiring storytelling

KEY INSIGHT

Vlogs that connect the content creator with the public. An intimate space to open up about personal agendas and talk openly about any subject while getting ready, opens up the opportunity for a **new consumption occasion.**







Karol Kaepstick

@KarolKaepstick-Makeup

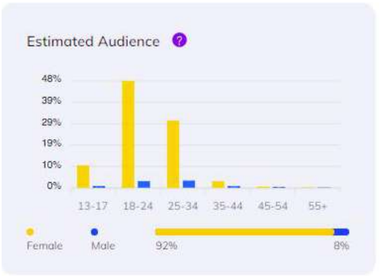
637K Subscribers	**+4;2%** Fev-Mar
29.9M Views	**+4.9%** Fev-Mar

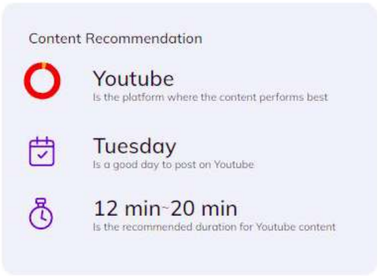
Makeup - Testing Makeup

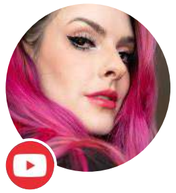
#7 Trust in the power of good reviews

KEY INSIGHT

Vlogs about **product battles** and **reviews** are evaluating everything from the quality and price to the positioning of brands in relation to the social guidelines in the beauty universe.





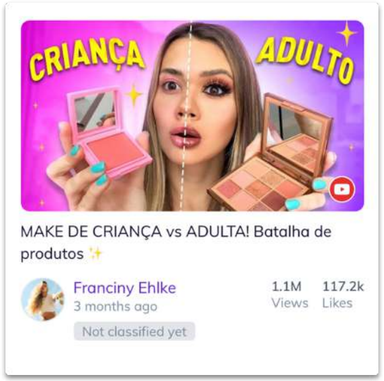


Karen Bachini

@KarolKaepstick-Makeup

2.6M Subscribers **+-%** Fev-Mar

377M Views **+0.7%** Fev-Mar

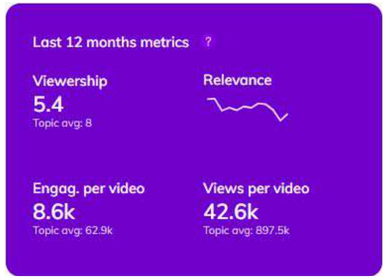


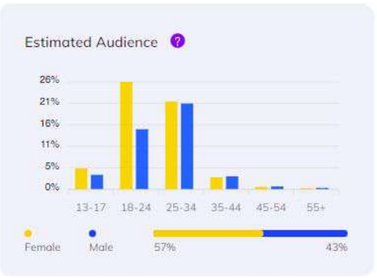
Makeup - Drag Makeup

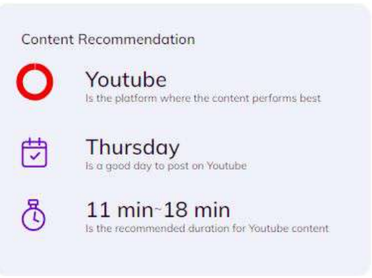
#8 Share the entire creative process

KEY INSIGHT

The Drags are a reference in the beauty industry. The **process** of their productions and techniques generate a lot of engagement, **transformation** and **Before X After** videos make the talent of these artists even more evident.





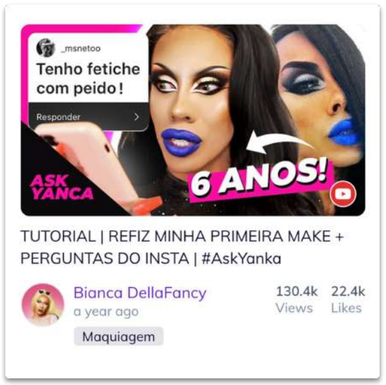


Lorelay Fox

@LorelayFox

847K Subscribers — **+0.6%** Fev-Mar

71.6M Views — **+2.2%** Fev-Mar

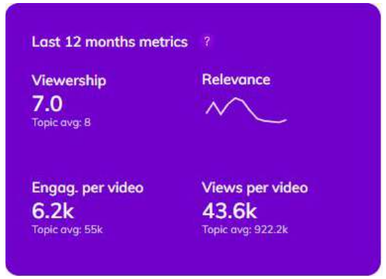


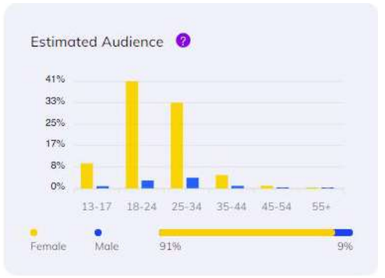
Hair

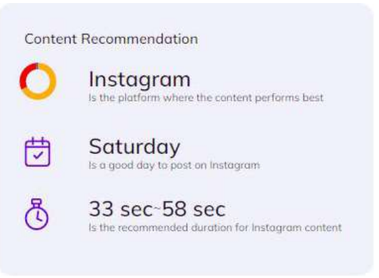
#9 Promote hair care tips and share information

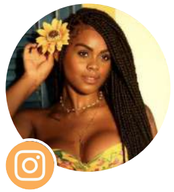
KEY INSIGHT

Through **tips**, **vlogs** and **before and after** videos, the long journey of **acceptance** and **care** have the brands as great allies to share information and embrace the diversity that this movement promotes.









Lais Oliveira

@laisoliveira

2.8M Subscribers **+6.9%** Fev-Mar

103.5M Views **+20.6%** Fev-Mar

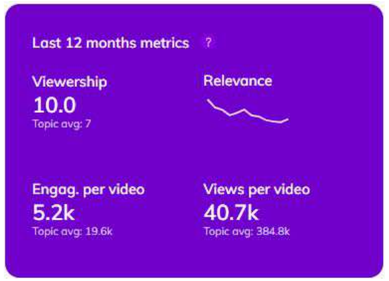
2. Data Driven Insights

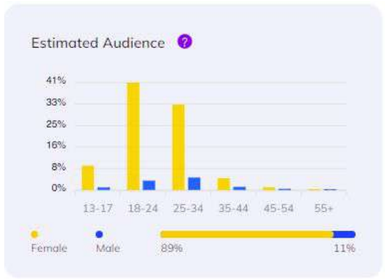
Skincare - Routine

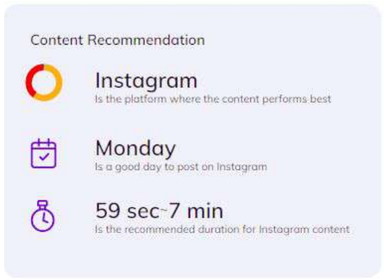
#10 Give prominence to the aesthetic and mood of skin care routines

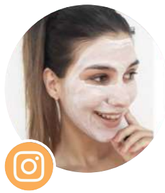
KEY INSIGHT

You can go way beyond the product reviews and skincare tips. The **ambience**, **soundtrack** and **mood** of beauty routines are creating space for a **new consumption opportunity**, through **relaxing videos** and **OSV** (oddly satisfying videos).









Dayanne

@peleequilibrada

356K Subscribers

+4.0% Fev-Mar

3.2M Views

+435% Fev-Mar

3_ People Also Watch

Discover the subjects of the other categories your audience is interested in

What is the beauty audience also interested in?

Winnin Insight's **People Also Watch** helps you better understand the **other relevant topics** the beauty **audience** is engaging with.

Merging this information is a more **agile** and **assertive** path to produce content and **increase the engagement** of your brand.

The **relationship score indicates how much one topic is being watched by the same audience in relation to another one ranging from 1 to 10.*

Topics	Relationship Index
Accessories Beauty & Fashion	26.63K
Organization & Decoration Spaces & Decoration	**20.59K**
Clothes Beauty & Fashion	20.34K
Recipes Food & Drinks	**14.37K**
Gestation Health & Wellbeing	**13.82K**
Black Friday Events & Commemorative Dates	12.36K
Family Relationships	11.75K

Winnin Insights :data from Brazil on Facebook, Youtube and Instagram from Marchl 2021.

3_People Also Watch

How do these topics intersect with the beauty universe

Organization & Decoration

Beauty product packagings are being reused as home organizers.

Recipes

Beauty tips and natural product recipes using ingredients found in the kitchen.

Gestation

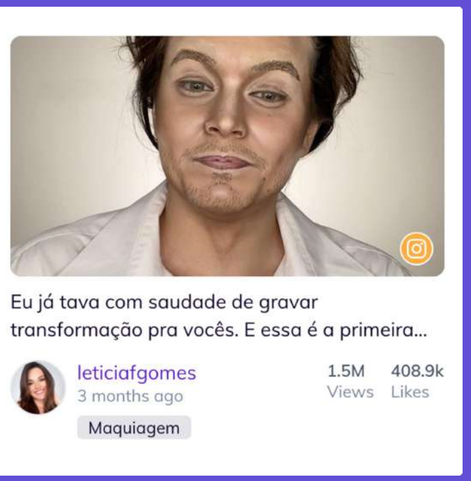
Mothers are sharing tips and testimonials on how to deal with the new beauty routine during pregnancy.

4_ Platforms

Where and how the beauty universe is consumed

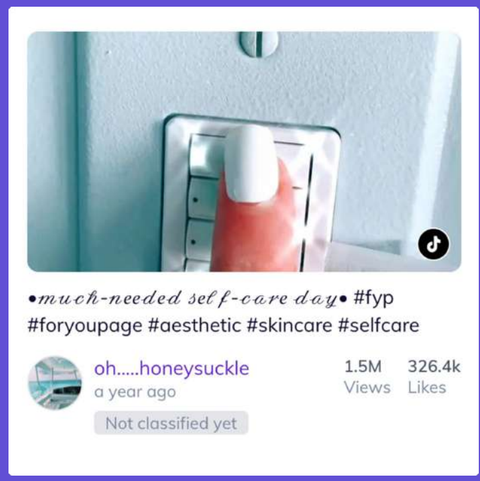
4_ Platforms

How the beauty content is consumed in the platforms.

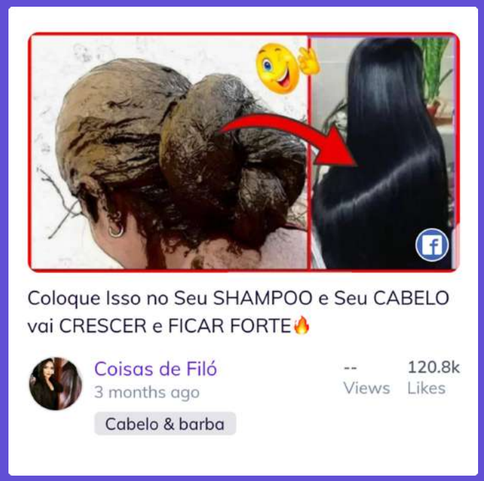


Short routines and music challenges. Here, the beauty universe shows the more artistic side in a few minutes.

Where products and techniques are being tested. The youtube channels do not fail to share any step of the beauty processes.



Content that sets a relaxing mood, explores self care and values aesthetic.

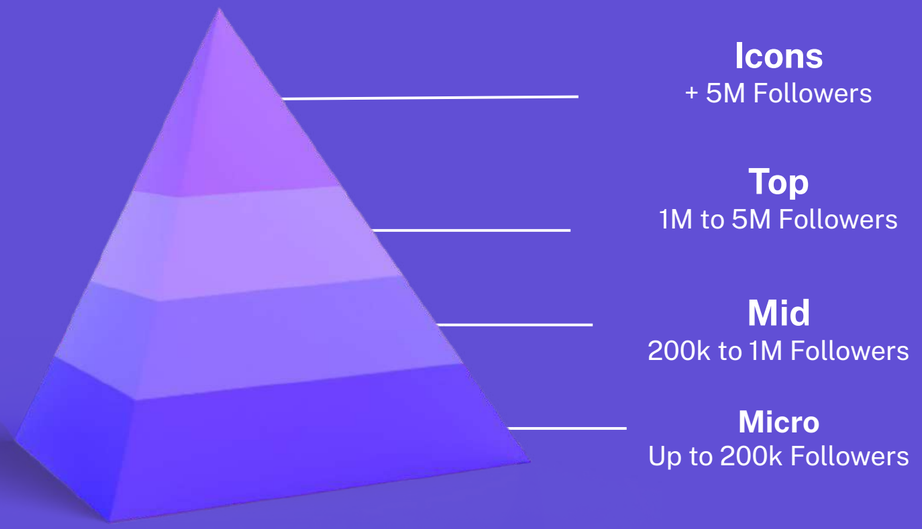


Longer and more educational videos to share homemade recipes and tips with greater cost benefit.

5_ Creators

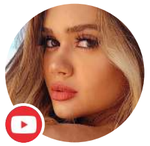
Content creators are embracing these topics and formats.

How does Winnin Insights organize creators?



Icon creators

+ 5M Followers

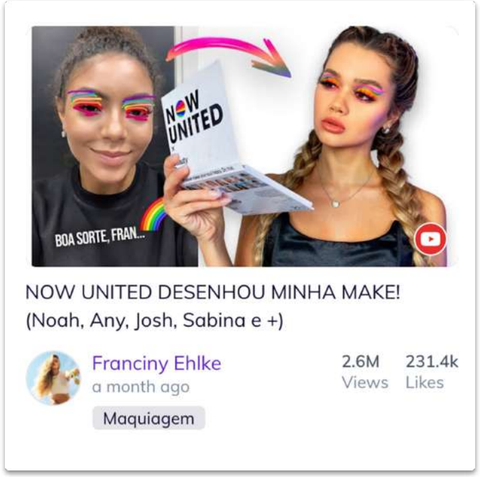


Franciny Ehlke

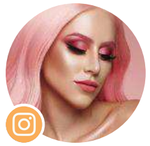
/FrancinyEhlke

10.3M

Subscribers



This youtuber shares transformation challenges, unboxing and tests the greatest makeup trends of the moment.

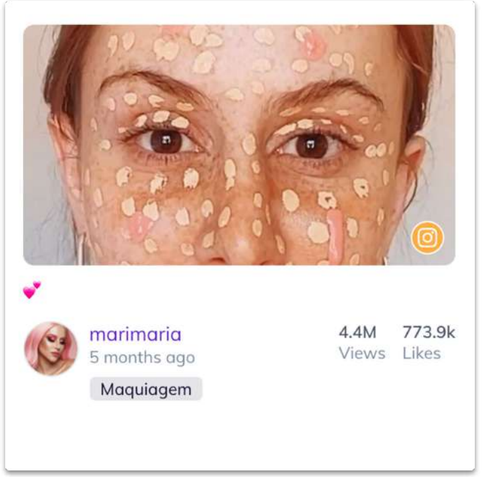


Mari Maria

@marimaria

18M

Subscribers



The make up artist knows all of the new trends and shares makeup challenges combining makeup and music.

Rodrigo Cintra

facebook.com/RodrigoCintra

7.6M

Subscribers

The hairdresser teaches hair courses to professionals, shares tips, and films his clients' hair transformations.

Winnin Insights: data from Brazil on Facebook, Youtube and Instagram. February - March 2021

Top creators

1M to 5M Followers

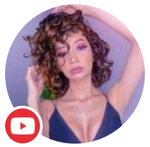
Thais Carla

@thaiscarla

2.4M

Subscribers

She brings awareness, through various video formats, to guidelines for acceptance, body positivity and lifestyle.



Jessyca Sanses

/JessycaSanses

2.3M

Subscribers

This youtuber produces makeup and talk videos, and completes all of the beauty challenges with her boyfriend.

Alice Salazar

facebook.com/AliceSalazar

1.6M

Subscribers

This makeup artist posts short videos where she combines makeup tutorials with music, and also shares important information and tips.

Winnin Insights: data from Brazil on Facebook, Youtube and Instagram. February - March 2021

Mid creators

200k to 1M Followers

Rapha Bartowski

@RaphaBartowski

723K

Subscribers

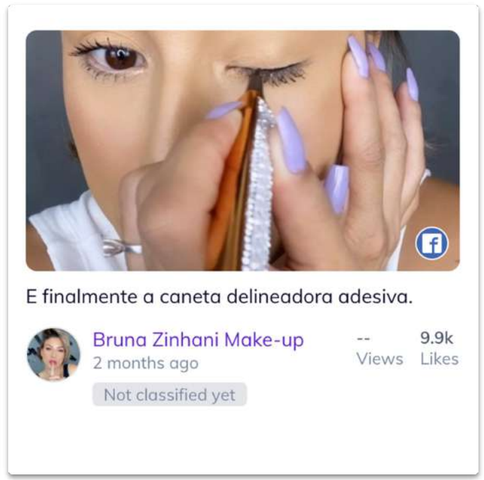
This youtuber makes reaction videos analysing different influencer's hairstyles.

Bruna Zinhani Make-up

facebook.com/BrunaZinhaniMake-up

941.6k

Subscribers



This makeup artist shares long tutorial lives and makeup tips.

Farkile

@farkile

872.4K

Subscribers

Through short videos, she shares hair tips and her hair care routine.

Winnin Insights: data from Brazil on Facebook, Youtube and Instagram. February - March 2021

Micro creators

Up to 200k Followers

Joymara Grillo

@joymaragrillo

178.8K

Subscribers

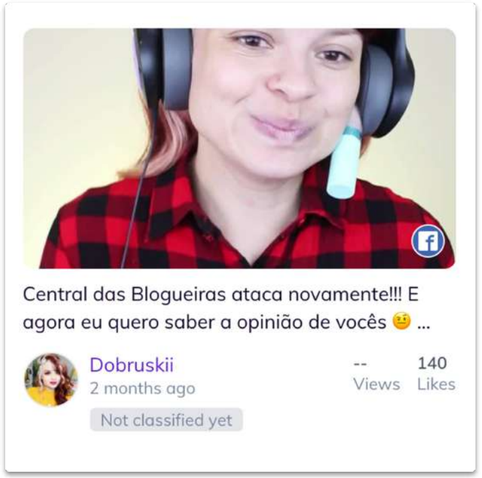
This beautician uses tiktok's creative tools to share information and product reviews with a a lot of humor.

Dobruskii

facebook.com/Dobruskii

53.2k

Subscribers



The makeup artist shares videos, combining makeup and humor, completing the beauty challenges, and giving makeup tutorials and tips.

Mayara Oliveira

@mayaraoliveiramakeup

196.8K

Subscribers

The makeup artist films short videos getting ready, combining makeup and music, and shares videos of self esteem and acceptance.

Winnin Insights: data from Brazil on Facebook, Youtube and Instagram. February - March 2021

THANK YOU!

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+ ABOUT WINNIN

At Winnin we seek to empower creativity through data science.

Global leaders like AB Inbev, Danone, Nestlé, among others, trust Winnin to make better and more relevant decisions.

Our technology can help you to understand:

What's relevant.
Find out what subjects your audience is really interested in engaging with.

How to be relevant.
Understand which formats and languages work for each audience and on each subject.

Who to be relevant with.
Find creators, influencers and brands that are leading.

Get in Touch
contato@winnin.com
Av. das Américas, 500 Barra da Tijuca
Rio de Janeiro/RJ - Brazil

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