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R E P O R T

The Brand Experience Landscape in the Beauty, Health and Wellness Categories

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Review Report: The Brand Experience Landscape in the Beauty, Health and Wellness Categories.
Supervisor: Juan Oliva. Text: Kim Oguilve Review Inc. 2021. All rights reserved.

01

Brand experience and why it matters today

A brand experience is everything your brand does and how it is experienced by a user. Academics define it as a [collection of external and internal touchpoints](#) that any individual has with your brand, which evoke a set of feelings, cognitions, and behavioral responses from all your brand-related stimuli, such as visual design, packaging, communications, and environments. These experiences not only happen after a purchase, but they occur whenever an individual is in touch with your brand.

In a cluttered environment where brands compete for the attention of their consumers, it

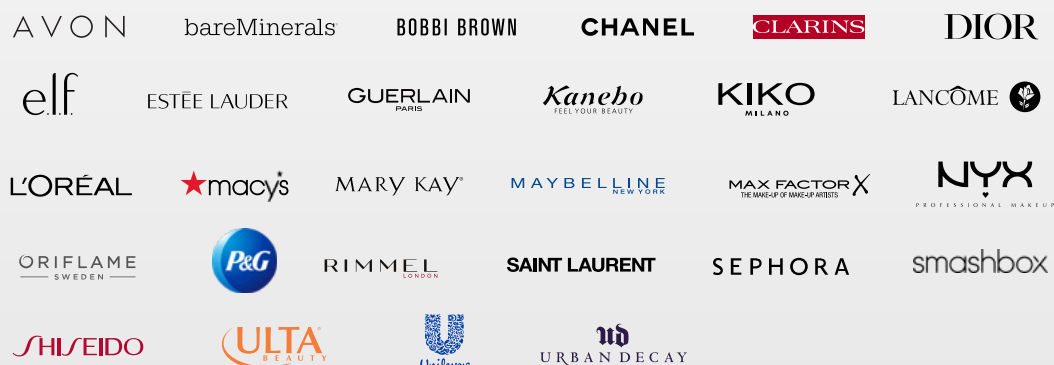
is critical to stand out and offer experiences that are in line with consumer expectations and that can live anywhere where your brand is.

As the consumer experience rapidly evolves from a [transactional process](#) focused simply on buying to a model built on deep, enriching relationships at every step of the journey, your brand must fulfill these customer expectations. This means that to build these relationships, you must become an indispensable and an integrated part of your consumers' lives and provide them with brand experiences tailored to your deep understanding about them and meeting them where they're at.

“ A brand experience is everything your brand does and how it is experienced by a user... ”

The Brand Experience Landscape in the Beauty, Health and Wellness Categories

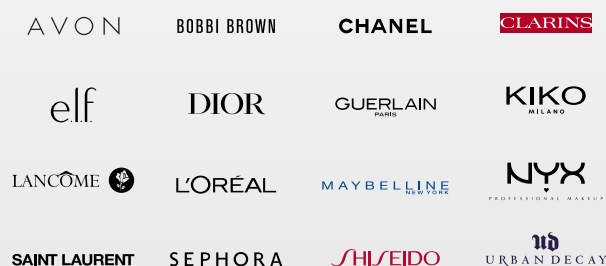
1. Online Makeup Experiences



2. Online Skincare Experiences



3. In-Store Digital Experiences



4. Social Shopping Experiences



02

Personalized Experiences in Beauty, Health, and Wellness

For beauty retailers and brands, the sense of priority in developing user-centric and holistic brand experiences increased with the sudden change in consumer behavior accelerated by the pandemic that left consumers longing for the same experience in-store, entirely online. As a space leader, L'Oréal Group took the early route years ago to create online beauty experiences powered by A.I. and augmented by A.R., plus the acquisition of a beauty technology startup. Today, almost every brand or retailer has deployed at least some type of personalized brand experience with the help of technology.



Beauty experiences powered by A.I. and A.R. offer a new brand experience to consumers.

Today, as the market matures, a true challenge for brands and retailers is to find technology partners with a holistic beauty approach that can fully help them tailor these experiences to the feel and philosophy that are unique to each brand so that it feels genuine, professional, inclusive and safe for the end consumer. It is also imperative that as these experiences

become the norm, that both retailers and brands look for partners that can deliver an array of benefits, such as delivering globally, having the highest degree of privacy measures for the user, and that can accompany the brand or retailer through the implementation, deployment and continuous improvement of the solution with data.



Revieve's expertise is seen across the elevated and efficient solutions we provide to brands and retailers.

Personalized Brand Experiences Leading the Industry Forward

With the pandemic onset, brands that were already building up their digital capabilities found it much easier to connect and engage with their customers. Brand experiences built on augmented reality (A.R.) and artificial intelligence (A.I.) are preferred today to recreate the excitement and experimentation vital to customer purchase decisions, largely lost during the pandemic. Today, most of these brand experiences have been deployed by a particular brand, either online or offline. However, we see an increasing approach around a more holistic concept about the brand experience as a whole in an omnichannel environment. The following is a list of personalized brand experiences by some of the world's leading brands and retailers:

1. Online Advisor Experiences

The unprecedented success of online advisor experiences in either makeup or skincare result from the rapidly changing consumer behavior accelerated during the pandemic.

For a purchasing behavior that has traditionally occurred in person, introducing online advisor experiences has allowed consumers to access the same level of service they would get in-store but entirely online.

Online Advisor experiences are about helping to educate and support customers in discovering skincare and makeup products, routines, and treatments tailored to their concerns and needs. For example, all the [Reveive's Digital Health-Beauty-Wellness Platform](#) modules support product discovery and personalization in an omnichannel environment across all channels and geographies.

Babor, a leading international brand for professional cosmetics in expert skincare, [deployed an A.I. Skincare Advisor](#) powered by Reveive in the US, Canada, and its German sites. The AI-powered self-diagnostic solution analyzes the user's skin and provides tailored recommendations to suit their skin needs. All Babor customers can access the advisor

anywhere, anytime, just by accessing their website and [trying the experience](#).

Walgreens Boots Alliance (WBA) — the first global, pharmacy-led health and well-being enterprise — has a long history of sharpening its portfolio with iconic brands. Among them are **No7**, the U.K.'s No1 skincare brand*, and the first to offer clinically proven, scientifically backed, ground-breaking results.

No7 implemented Revieve's world-leading self-diagnostic digital skincare solution, A.I Skincare Advisor. The solution leverages Revieve's market-leading selfie skin diagnostics, powered by artificial intelligence. Combining user data about consumers' personal skin concerns and needs and external location data, the A.I. Skincare Advisor provides end consumers with a personalized skin analysis and tailored regimen of **No7's** product recommendations.

“ Revieve was the ideal partner for many reasons: they are the experts in skin-based image analysis and have a broad product offering. Furthermore, their ongoing development areas meet our future aspirations for both skincare and cosmetics. ”

Kirandeep Sandhu,
Global Innovation Manager for Skincare
WBA - Global Brands.

2. In-store Digital Experiences

While in-store retail took a big break in 2020, it won't be going away moving forward, as today, we are living in the era of integrated commerce. For retail businesses, this means that they should be investing in bridging the gap between online and offline commerce. This can be achieved by meeting the consumer at the point of purchase with in-store experiences that encourage product discovery, virtually try on to build confidence in their pre-purchasing, and wowing them with personalized product recommendations.



Revieve In-store Smart Mirror solution.

Personalized brand experiences can even be more [favored by particular demographics](#). Gen Z is an excellent example of how this demographic prefers in-store shopping because it is a social experience that involves doing it with friends and family. However, Gen Zers spend most of their time on screen and look for brick-and-mortar shopping experiences coupled with technology. Meaning that in-store digital devices, A.R and A.I experiences in the store environment, and the linking of Offline plus Online (O+O) experiences through apps and social media, are critical drivers to sales success for this demographic.

In the space, also retail leaders such as **Saks Fifth Avenue** have revamped their beauty offering. For example, they have deployed [an experience](#) that allows users to book in-store beauty appointments online which include a content experience of various emails and newsletters that inform customers of upcoming sales and launches, appointment reminders, and educational content.

Similarly, **ULTA** is betting on everything digital. For example, the leading retailer is making acquisitions in the A.I and A.R space and making investments in CX with acquisitions in digital workflow and online bookings. Most importantly, **ULTA** is betting on data as their most important asset by integrating their customer data into their omnichannel process to send more customized messages and recommendations. According to Ulta, their data already says this was a good bet: its [omnichannel shoppers spend up to four times more](#) than its single-channel guests, and they frequent stores up to four times more often.



Social Commerce provides a smooth and engaging shopping experience to consumers.

3. Social Commerce Experiences

With an average user spending on average two hours and 22 minutes on social media per day, social media platforms are becoming the new battlegrounds for market share with [the rise of social commerce](#). These platforms are a must-consider for any beauty brand looking to provide an extra layer of personalization and engagement for its consumers. These social commerce newcomers disrupt [the cosmetics industry](#) through direct-to-consumer business models that leverage social media platforms to create and communicate a compelling customer experience.

For instance, **Benefit Cosmetics**—known for its eyebrow-related makeup, tools, and in-store services—had to [revamp its strategy](#) when the pandemic hit the U.S in mid-March, forcing them to close its stores. This led them to start conducting one-on-one virtual consultations, and its Benefit Beauty Artists and Brow Experts

moved online to teach digital masterclasses. They also posted live tutorials on Instagram that integrated the social media platform's shopping feature so consumers could purchase items used in the tutorials without leaving the app.

Another great example of social commerce done right is **Procter & Gamble**— a multinational consumer goods corporation with a diverse product category portfolio, from everything from cosmetics to apparel. Lately, P&G has also been betting on social shopping experiences. By merging their direct-to-consumer marketing and social eCommerce strategy; they can provide one seamless shopping experience for any user. For example, any user can hop onto Facebook and encounter an influencer Livestream sharing about foundation or makeup, prompting the user to purchase the foundation right on Facebook.

rev:eve

is your expert partner
on your journey towards
personalized digital brand
experiences.

Revieve develops inclusive and accessible beauty technology for the world's leading brands and retailers to help them deliver personalized brand experiences that connect, engage, educate, build loyalty with their customers, and drive value for their businesses. Together, we'll make it our mission to deeply understand your business first and help you get exactly where you want to be.

Our company's proprietary technology is the Revieve Digital Health-Beauty-Wellness

Platform, which features easy-to-use self-diagnostic modules that personalize search and shopping experiences by delivering consumers targeted products, services, and treatments. Encompassing all facets of the health, beauty, and wellness industry, Revieve's platform modules include the A.I. Skincare Advisor, Skin Coach, AR Makeup Advisor, A.I. Suncare Advisor, and A.I. Nutrition Advisor.





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