



Beauty panel



Fresh insights...



...into your consumers' buying

The beauty industry is rapidly expanding and evolving. Manufacturers strive to build stronger, more competitive brands by investing heavily in brand development, promotions and advertising. Changing trade structure gives consumers a wider choice of where to buy and a consistent stream of new product launches provides them with a greater selection of what to buy. As buyers become more discerning and with younger consumers now buying beauty products, keeping them loyal to your brand is becoming harder to guarantee. The key to the success of your brand therefore lies in understanding your consumer.

Beauty Panel is a new single source continuous tracking service from *Taylor Nelson Sofres*. It covers the measurement of cosmetics, fragrances, selective skincare and gift packs. For the first time ever, you will be able to gain a more accurate insight into your markets and your consumers. You'll be able to find out who your customers are, what they buy and where they buy it.

Knowing your consumer

Beauty Panel creates a fuller picture of your brand buyer giving you the knowledge to position your brand more effectively. The data identifies by named retailer where your products are being purchased, by whom and in what quantities. Armed with this information you can redefine your promotional or distribution strategy in order to reach your target audience and maximise sales. Additionally, you can assess how loyal your consumers are so you can develop new ways to retain them and to attract new ones. It answers the following questions:

- Which brands are the most popular?
- How many people are buying your brand?
- How frequently do they buy beauty products?
- What other brands are they buying?
- What other products do they buy?
- How loyal are your brand buyers?

Understanding retailer issues

Beauty Panel also provides important information on your competitive position. As a manufacturer or retailer you need to be fully aware of what is happening in the market. By having the answers to the following questions, you will be in a stronger position to negotiate.

- How important have Private Label ranges become?
- What retail outlets are most important to your brands?
- How important are the multiple grocers to cosmetics?
- Are customers loyal to particular retailers?
- Are your promotions working?

Information is knowledge

Beauty Panel data is relevant to all retailers and manufacturers in the cosmetics, fragrances, selective skincare and related gift packs markets, as well as other companies and agencies with interests in these market sectors including:

- Buyers
- Merchandisers
- Brand Managers
- Marketing Managers / Directors

behaviour

- *Trade Managers*
- *Managing Directors*
- *Chief Executives*

Beauty Panel data will allow your Brand Managers to understand your consumers' behaviour; National Account Managers to provide forceful arguments for your brands in retailer negotiations and provide Marketing Directors with a comprehensive understanding of the marketplace and its consumers, so they can develop the most appropriate promotional strategies.

How Beauty Panel works

The data is collected via a proven technique exclusive to *Taylor Nelson Sofres* of telephone interviewing every 2 weeks, using CATI (Computer Assisted Telephone Interview) software. The sample includes 10,000 individuals (5,000 men and 5,000 women) who are representative of the UK population.

Each respondent is briefed and trained to record their daily purchases of cosmetics, fragrances, skincare and gift packs.

They record:

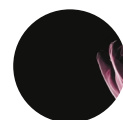
- *Type and brand*
- *Price and method of payment*
- *Where purchased*
- *Offers / discounts*

Respondents are classified by:

- *Age, sex, social grade, working status*
- *Household size and composition; tv region*
- *Use of home shopping catalogues; store cards and loyalty cards*
- *Magazine and newspaper purchasing*

What Beauty Panel measures

- *Cosmetics - face, nail, lip, eye, accessories*
- *Selective skincare including non-barcoded and premium products - men, women*
- *Fragrances (mass and fine) - men, women, men / women*
- *Temporary hair and body art*
- *Gift packs / coffrets - free samples, gifts*



ement of cosmetics and fragrances

Reports

Reports are tailored to clients' requirements. A suggested 'standard service' consists of four deliveries of quarterly aggregated data per year. The data covers market, sector, manufacturer and brand shares based on value and volume as well as retail performance. The data is delivered through *PowerViewer* our powerful but easy to use software. Paper reports are also available.

To really understand your consumer, we offer modules to deliver information on penetration, average weight of purchase and frequency, demographics and duplication/loyalty. Consumer studies of retailers are also on offer through *PowerViewer*.

We can discuss other delivery options of data and software to ensure the service suits your business needs.

More about us

Taylor Nelson Sofres is one of the world's leading marketing information groups. Separate international divisions specialise in consumer goods and panels, automotive, healthcare, telecommunications, media, marketing services, IT, business and financial services. We have an international network of offices with more than 4,600 employees in over 30 countries across Europe, The Middle East, North and South America and Asia Pacific.

Experienced client service teams with a real understanding of panel data are available to service your account and deal with any queries you may have. Data is provided via easy to use, sophisticated software, with full training as required.



For further information about Beauty Panel, please contact:

Tim Nancholas

Taylor Nelson Sofres

Westgate

London W5 1UA

Tel: 0181 967 4442

Fax: 0181 967 4021

Email: tim.nancholas@tnsofres.com

or visit our website at: www.tnsofres.com