

WOMEN OF COLOR PERCEPTIONS & DISCUSSIONS
WITHIN HBA CATEGORY - 2021 CAMPAIGN

CLINIQUE & BET DIGITAL GLAM GAP SERIES SENTIMENT ANALYSIS PRE- CAMPAIGN ANALYSIS



CLINIQUE

THE HEALTH, BEAUTY, COSMETICS SPACE CENTERS AROUND SKIN CARE.

The current health and beauty conversation extends beyond just physical appearance and places heavy focus on skin care. People now are more concerned than ever about what products and practices not only look good on their skin but also do good to and feel great on their skin. In other words, how products make the skin feel matters, and products are expected to address the skin needs and concerns of their consumers. When the topic of **skin care** is included within the discussion of health, beauty, makeup, and cosmetics, the volume of conversation increases by 8.6%, and the share of black participants within the conversation also increases from 17% to 18%.

Mercurial Babe @MsAriesMoon · Apr 15
 Stop giving people with acne unsolicited skincare advice every time they post pictures of their bare acne or talk about acne. Nobody cares that you rubbed shit all over your face in order to clear your skin.

5 125 650

Mercurial Babe @MsAriesMoon · Apr 15
 Like damn, 99% of the time they've tried what you're suggesting. Acne is a chronic disease and that means it's treatable not curable and it's lifelong. You're not curing you're acne, you're treating it.

2 15 135

Mercurial Babe @MsAriesMoon · Apr 15
 Y'all immediately see someone's acne or acne scars and wanna talk about it or call it out because you've been conditioned to believe that there is something wrong with acne. Check yourself.

1 20 107

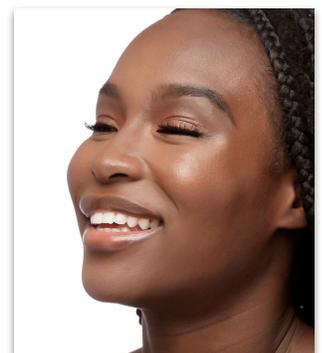
lottie @motivate_jadesy
 reminder:
 the most beautiful celebrities have had acne and textured skin- kendall jenner, megan thee stallion, ariana, nicki minaj.
 its normal. the difference is, these people have the luxury of photoshopping it, professional makeup and expensive treatment. you're not ugly!!!

Tuuuuuuuu @imnotkay
 Replying to @stan_siya
 Acne is a problem for me, and I'm scared makeup will just make it worse. Plus, I don't know wtf I'm doing 😊

Danayé Marie @danayemarie_
 It's the way @fentyskin Hydra Vizor leaves my skin feeling smooth , glowing & smelling good !! Makes me feel extra confident ✨

WOMEN OF COLOR ENGAGE WITH SKIN CARE BRANDS AND PRODUCTS THAT ADDRESS THEIR UNIQUE SKIN ISSUES.

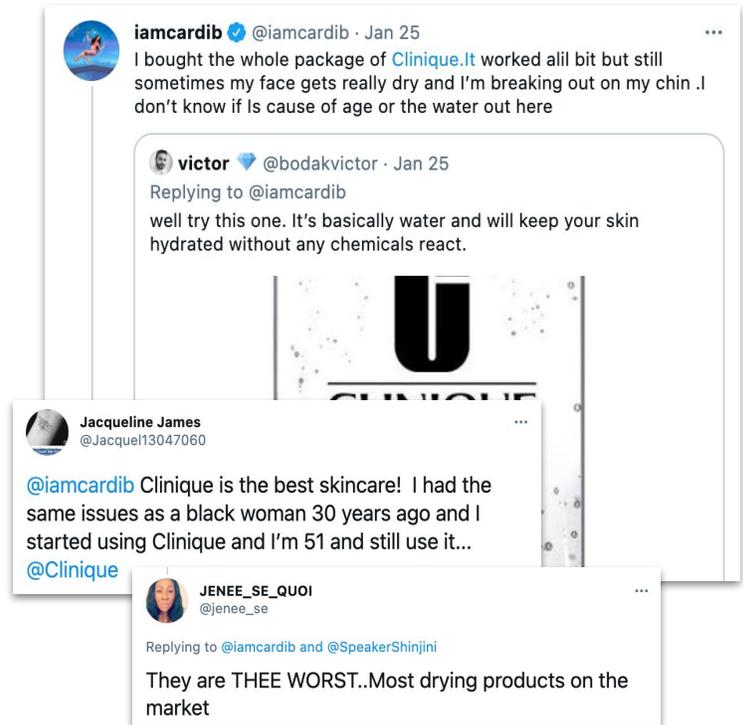
African Americans made up 18% of the general social conversation surrounding beauty, health, makeup, foundation, cosmetics, and skin care. However, with the keywords "**hyperpigmentation**," "**acne**," and "**scarring**" added to the search query, black participation in the conversation increased from 18% to 32%. This is because said keywords represent skin types and skin struggles unique to African American women and women of color.



POC'S SENTIMENT TOWARDS CLINIQUE WAS TRACKING 25% POSITIVE, 10% NEGATIVE.

Pre-campaign, the general population's sentiment around Clinique was tracking 28% positive, 71% neutral, and 1% negative, while people of color's sentiment was tracking 25% positive, 65% neutral, and 10% negative.

Positive conversation stemmed from users sharing their liking and skin successes with select Clinique products, and negative conversation stemmed from disappointment with Clinique's foundation as well as its other products in response to certain skin issues, such as acne and dryness.



CLINIQUE IS NOT RECEIVED NOR PRESENTED AS A GO-TO BRAND FOR WOMEN OF COLOR AND THEIR SKIN ISSUES.

Prior to the campaign, although users would occasionally mention or suggest specific Clinique products for select skin issues or just overall, Clinique did not serve as a **go-to** brand for African Americans or women of color. Some users even called Clinique out and disagreed with Clinique presenting itself as a brand for all skin types.

A large piece of this is due to the lack of diverse models and faces featured alongside Clinique products across marketing and promotional efforts. On social media, Clinique does not appear as a brand that caters to a widely diverse market. Image assets featuring products in a set of hands rarely displayed hands of color, and the primary model being featured in content highlighting Clinique's Even Better foundation (Emily Clarke) was not a woman of color. The brand and foundation's lack of marketing with black models or models of color *and* its marketing with white models decreases the sense of it being a product for women of color.



When looking to push a product to consumers of color, stage said product alongside models with the same skin tones and same skin types as the target audience.

CITY CONVERSATION SPOTLIGHTS - WHAT PEOPLE ARE SAYING:

from African Americans & women of color (linked; green: positive, yellow: neutral, red: negative)

NEW YORK CITY, NY

General Beauty/Skin: Consumers rely on specific brands for their "glow" effects on skin and expect brands to follow through with their promoted activism.

>> Pretty melanin my favorite black owned skin care line ❤️

>> Those beauty influencers made one "full face of Black owned makeup brands" video 6 months ago using the same 4 brands and we haven't heard anything since. No collabs with Black influencers, no shout outs on their platforms, no second video, nothing. The fake activism kills me.

>> I love to use @thickenup skin care products for clear skin and a glow.

>> Im not gon hold y'all for 1 second but if you got dry skin i recommend @fentybeauty skin care. Bro my face glowin and so hydrated

Clinique: Clinique products served some consumers' skin issues well but disappointed others.

>> idk who needs to see this but clinique moisture surge is bomb for dry or flaking skin.

>> What was your first foundation? I think mine was Clinique Even Better. I have acne so my mom was making me use everything Clinique and it sucked!

>> The Clinique Beyond Perfecting Foundation.....It's Trash



LOS ANGELES, CA

General Beauty/Skin: Consumers pay heavy attention to celebrities, actors, and influencers when it comes to cosmetics, makeup, and the beauty space.

>> Let's be real ain't no black woman paying James Charles to do their makeup so he should've just sat there & ate his food 🤔

>> I wanna be the hair & makeup warden on movie sets because I'd never allow this man to walk out the trailer looking like this.... #SaltNPepaMovie

>> Zoe Saladana aint held accountable enough for doing Black Face in that Nina Simone movie for me. She sat in that chair for hours as makeup worked to make her look darker & alter her nose and not once did she or producers think what they were doing was wrong? Colorism is too real

Clinique: Both new and old users of Clinique cite it as a go-to and reliable brand both overall and for more specified skin solutions, such as acne.

>> The purpose of a toner is to basically exfoliate the dead skin cells. If you haven't already tried it, try Clarifying Lotion from Clinique ! Either the acne solutions cl or the 1.0. This liquid exfoliator penetrates 3x deep into the skin because it had alcohol

>> Clinique is old school but it has never failed me.. that Khiels, and drunk elephant are bomb as well

MIAMI, FL

General Beauty/Skin: Consumers value getting their makeup done professionally or have interest in being able to do so, themselves.

>> my problem is i wanna take a lace, nails, makeup, & lash class 🐱 😞

>> I'm the girl who just pay people to do my makeup & hair. I don't know how to do anything ugh 😞

Clinique: Some users were pleasantly surprised by Clinique's efficacy, and others already had it included within their routines.

>> Why yall never told me how good Clinique makeup is

>> Lol honestly I just wash my face twice a day and use my Clinique night routine products (got from ulta a box with 4 products) and in the morning I use my ponds cream. I'm still trying to find something to rid me of the dark spots on my chin but other than that my skin is soft

ATLANTA, GA

General Beauty/Skin: Consumers often discuss makeup in relation to business—as a content creator, makeup artist, etc.

>> A white person pours makeup/ food over their face and has over a million followers on tik tok... while I'm out here producing this CONTENT and barely making it

>> February bookings are open💕 book your appointment for valentines makeup appointment with @barbzvanity 🥰 click Link in bio for availability ...

>> If anyone is interested this is my brand "Goldenbrownskin" I make skin care 🧴, cosmetics 🗨️ & wholesale 📦 all 🌱 natural & organic ingredients. I have 0.25 & 0.50 cent samples available 🥰 Site: <http://Goldenbrownskin.com> (a retweet helps too 🙏👉👈)

Clinique: Some consumers have taken a chance on Clinique to address their skin concerns, and others are curious about how it stands against other beauty brands, such as Fenty.

>> I may have to try the Alpha Arbutin to hurry this hyperpigmentation process. I did go to the dermatologist but nothing helped so I just use Cerave cleanser and Clinique toner every day and night and it helped with my breakouts.

>> What's a good foundation? Fenty or Clinique

CHICAGO, IL

General Beauty/Skin: Consumers celebrate minimal to no makeup.

>> They be really surprised when I tell them ion wear makeup only lashes n lipglossSmiling face with 3 hearts

>> with or without makeup , im cute but if my hair isnt done...idk what to tell you.

>> no makeup and i still apply pressure 🥰

>> When I tell ppl I'm 42 they look at me like 🙄 yep it's called good skin care and prayers!

Clinique: Consumers haven't seen Clinique as a brand for women of color.

>> I never used @Clinique as a brand growing up because it never seemed to be geared towards women of color. But this "All About Clean" foaming cleanser that I got as part of a "gift with purchase" during a @Macys sale is AMAZING!

HOUSTON/DALLAS, TX

General Beauty/Skin: Consumers are looking for new, diverse faces within the beauty space and relate doing their makeup to enhancing their mental health and feeling better.

>> We seriously need more diversity in the hair and makeup industry.

>> I don't wanna do my makeup but I can't find a black makeup artist that I like

>> Why is it so hard to get noticed by major makeup brands. They continue to use the same people for similar campaigns and marketing. It's time to give some new faces a chance. #beautyinfluencerproblems

>> Putting makeup on and getting dressed does wonders for my mental health. I go from sad bitch to sad bitch with contour and I love it here

>> oh look its do my makeup n hair so i can feel better o'clock 🥰

Clinique: Consumers referred to Clinique products as safe and "really nice," but some doubted the validity of its "all skin types" claim.

>> Got my Clinique products and bro this acne gel cleanser is powerful

>> Lmao not y'all "testing on Asian women" then proclaiming it's for all skin types...but I guess that doesn't mean skin tones eh @Clinique

>> I need the biggest jar of Clinique Moisture Surge.

>> Well you know I swear by Clinique products because they are unscented and safe on sensitive skin.

>> One of my self care rituals besides taking nice shower and deep conditioning my hair if using really nice products. Like @fentyskin @Clinique and @Pantene the gold series. Life is too short to cheapen taking care of ones self.



★ **When crafting advertisements or promotional marketing items to push Clinique's cosmetics in select cities, cater their copy and subject matter to relate to the city's audience— ie. activism in New York, celebrities in Los Angeles, makeup artistry in Miami, entrepreneurship and content creation in Atlanta, naturalness in Chicago, and mental health and diversity in Houston and Dallas.**

BRAND LEADERS IN THE BEAUTY SPACE:

Ranked by average responses per post:

1. Florence by Mills (41,797)
2. Kylie Cosmetics (37,876)
3. Kiko Milano (25,191)
4. ColourPop (21,739)
5. Rare Beauty (21,175)
6. Morphe (20,405)
7. Fenty Beauty (19,162)
8. Mac Cosmetics (19,095)
9. Chanel Beauty (16,686)
10. Maybelline (14,087)

Ranked by total followers:

1. Maybelline (46,366,213)
2. Mac Cosmetics (46,287,856)
3. Sephora (43,659,890)
4. L'OREAL Paris (36,317,629)
5. Kylie Cosmetics (31,266,881)
6. Nivea (23,588,903)
7. Anastasia Beverly Hills (23,030,607)
8. Avon Products (22,112,119)
9. NYX Cosmetics (19,196,618)
10. HUDA Beauty (19,072,917)

CLINIQUE BRAND AFFINITIES:

Clinique shares followers with Sephora (63% shared followers), MAC Cosmetics (61% shared followers), Estée Lauder (57% shared followers), Benefit Cosmetics (55% shared followers), Urban Decay (55% shared followers), Maybelline New York (54% shared followers), NYX Cosmetics (53% shared followers), Bobbi Brown Cosmetics (52% shared followers), Smashbox (51% shared followers), and L'oréal Paris (47% shared followers).

Across the entire beauty space, Florence by Mills and Kylie Cosmetics lead beauty brands in average content engagement. The top-ranking content themes are **new collection campaigns** on Facebook, **merchandise promotions** on Facebook, **customer responses and replies** on Twitter, **fluff content** (ie. animal pictures, texture imagery) on Instagram, **product tutorials** on YouTube, and **product release activations** on YouTube.

INFLUENCERS IN THE BEAUTY SPACE:

Ranked by average responses per post:

1. Amandla Stenberg (153,144)
2. Adut Akech (126,121)
3. Snitchery (117,800)
4. Huda Kattan (91,793)
5. Taraji P. Henson (83,770)
6. Kali Uchis (76,926)
7. Maya Jama (62,351)
8. Sandra Lambeck (57,488)
9. Jasmine Brown (40,970)
10. Halima Aden (38,813)

Ranked by total followers:

1. Taraji P. Henson (23,536,735)
2. Erykah Badu (11,516,287)
3. WAKEUPANDMAKEUP (11,309,060)
4. Brandy Norwood (7,724,332)
5. Tami Roman (6,425,477)
6. Jackie Aina (6,200,726)
7. Andreaschoice (5,486,854)
8. Pat McGrath (4,746,701)
9. Patricia Bright (4,370,188)
10. Raye Boyce (4,312,258)

 Partnering regularly with black influencers and influencers of color will help in promoting Clinique as a brand that caters to the black audience as well as one that can be used to address their skin types and skin issues. Selecting influencers who are not already promoting a separate or competing beauty brand will further illustrate each one's endorsement of Clinique, specifically.



CLINIQUE & BET
DIGITAL GLAM GAP SERIES
SENTIMENT ANALYSIS
POST- SEASON 2 PART I ANALYSIS



CLINIQUE

GLAM GAP CAMPAIGN POSITIONING:

Objective: To get competitive premium foundation users to switch to Clinique's NEW Even Better Clinical Serum Foundation.

Tactic: Partner with BET in order to produce pieces of creative under the Glam Gap campaign featuring relatable **model imagery** and **representation** (with various black female influencers and entrepreneurial figures) themed around **overall respect and admiration** towards Clinique's target black woman and her circle—not only from a cosmetics and beauty standpoint, but also within other spaces where black women and women of color celebrate their dynamic beauty—in line with the “**don't call it makeup**” sentiment.

Outcome: Six mentions were tracked featuring the #GlamGap hashtag, earning 70.4K impressions and featuring four unique Twitter profiles, averaging 7,610 followers. The sentiment classification of the conversation was 100% neutral, and the emotional classification of the conversation was also 100% neutral.

Limitations: Campaign content was shared digitally (via BET's website) but not on social media and, therefore, did not correlate into organic digital engagement.

TARGET AUDIENCE - SHE:

The target woman of the Glam Gap campaign is an African American/black woman falling within the age range of 25-54 years old and residing in the United States. Women within said age range make up 82% of the current conversation around health, beauty, and skin care.

She is interested in products that look good on her, but she is also interested in products that are good for her skin. She may or may not be a current user of foundation, but either way, she would be open to considering a new foundation product—one that not only provides great coverage, but also improves overall skin quality.

She only considers makeup brands that speak directly to her—from the topics of shade range to representation—and are supported by trusted members of her community.



CAMPAIGN INFLUENCER CHECK-IN:**MELANIE WHITE - NEW YORK CITY**

Custom Jeweler at Melanie Marie, Influencer

Pre-campaign activity: Melanie is the CEO of three businesses, including a custom jewelry line that makes up the majority of her promotional content. She fosters her brand within the spaces of motherhood and fashion and lifestyle, as well, and has collaborated with Beyoncé.

Campaign content piece: BET Digital Glam Gap [Episode 1](#)

**MAYA ALLEN - NEW YORK CITY**

Beauty Director at InStyle Magazine

Pre-campaign activity: Maya claims to have always felt a lack of representation within the beauty and fashion industry, so she makes it a point to highlight black brands and creatives within her role as InStyle's Beauty Director.

Campaign content piece: BET Digital Glam Gap [Episode 2](#)

**TELSHA ANDERSON - NEW YORK CITY**

Founder of T.A. New York (luxury clothing), Influencer

Pre-campaign activity: Telsha gained media attention in pursuing her luxury clothing boutique's launch even in the midst of COVID. Many African American women were rooting for her success across social media. She and her boyfriend also co-create content for brands.

Campaign content piece: BET Digital Glam Gap [Episode 3](#)

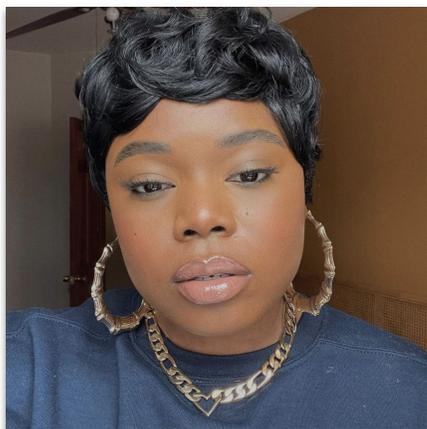


ESI EGGLESTON - NEW YORK CITY

Chief Operating Officer and EVP Beauty and Personal Care at Unilever North America

Pre-campaign activity: Most recently, Esi has taken charge of Dove's CROWN (Create a Respectful and Open Workplace for Natural Hair) Act. The legislation aims to combat race-based hair discrimination within workplaces and schools and has been introduced to 23 states.

Campaign content piece: BET Style [Article](#) re: Hair Discrimination



MICAÉLA VERRELIEN - NEW YORK CITY

Creative Director, Influencer

Pre-campaign activity: Michaéla fulfils the roles of a content creator, creative director, and model. Her brand is based in fashion, beauty, and lifestyle, and she has worked with brands such as Vogue and Calvin Klein as well as contributed editorial content to Byrdie, a digital beauty publication.

Campaign content piece: BET Digital Glam Gap [Episode 4](#)



BRANDICE DANIEL - NEW YORK CITY

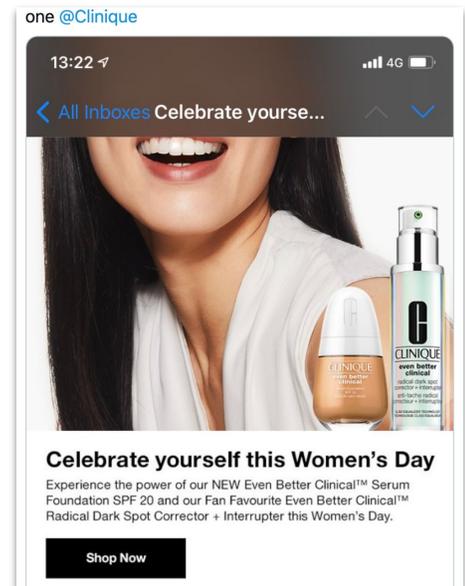
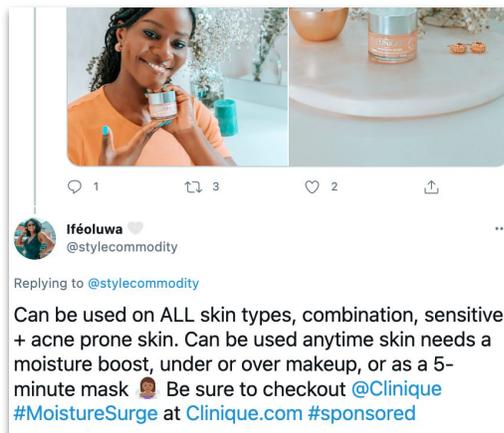
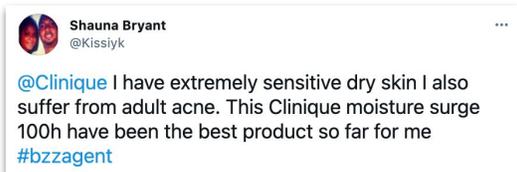
CEO of Harlem's Fashion Row

Pre-campaign activity: Brandice founded her organization Harlem Fashion Row to introduce the public to multicultural designers—with less than 1% of the designers sold in major department stores being of color. She also co-hosts a podcast.

Campaign content piece: BET Digital Glam Gap [Episode 5](#)

CLINIQUE'S SENTIMENT NEEDLE MOVED FROM 25% POSITIVE, 10% NEGATIVE OT 31% POSITIVE, 2% NEGATIVE.

Prior to the start of the Glam Gap campaign, the audience participating in conversation around Clinique was 9% black. Furthermore, within said audience sector, sentiment towards Clinique's brand was tracking 25% positive, 65% neutral, and 10% negative. Post-campaign, black participation in Clinique-centered conversation has decreased to 7%, and the sentiment is now tracking 32% positive, 65% neutral, and only 3% negative. Certain Clinique products are receiving spotlight for their fit for "different skin types." However, it's less from black consumers and more from other audience members, and the NEW Even Better Clinical Serum Foundation is not one of said products. Additionally, Clinique's International Women's Day email promotion of the foundation did not feature different types of women.



LEARNINGS & RECOMMENDATIONS:



Partner With Relatable Digital Influencers

Consumerism is driven heavily by the influence fostered within the digital and social media space. Women of color—and individuals, in general—seek the influence and suggestion of individuals whom they trust. Partnering with digital influencers of color such as those featured across the Glam Gap campaign would not only increase credibility on that front, but the visual of black women and women of color using Clinique products will show that Clinique is a brand for black women and women of color.



Foster Relatability Across A Variety Of Contexts

The concepts of beauty, health, confidence, etc. span beyond one's face. In parallel with the way in which women care about how their beauty products address and speak to their personal, individual skin problems and struggles, women also care about how their consumed brands address and speak to their personal, individual problems, and struggles, and lives, in general. All influencers incorporated into the Glam Gap campaign noted larger conversations such as hair discrimination, entrepreneurship, and motherhood. Clinique's brand and featured faces should elevate the same conversations that its target audience is having.



Create A Consistent Space For Conversation

Being genuine is a key element of connecting with a target market. Consumers pay attention, and when a brand is seen employing an effort that is temporary or fleeting (ie. brands that posted a black square in response to recent police brutality and did nothing past just that), it loses trust from its audience members with lasting care for the highlighted conversation. Hosting a channel or content hub for content similar to that produced under the Glam Gap campaign will exhibit Clinique's firm and ongoing effort to connect with black women and women of color.



Create Range In Content Color

When looking at Clinique's social pages, a black woman or woman of color should receive an instantaneous, clear, and convincing visual of Clinique being a brand for them, too. Both the range of visual media and caption copy should speak to the range of women Clinique would like it's brand and products to serve—including women of color. Clinique's brand voice should read and sound like a voice for black women and women of color, too.



Focus Marketing On The New Even Better Clinical Serum Foundation

The strides in conversation and sentiment seen across the Glam Gap campaign were often in relation to Clinique products outside of its NEW Even Better Clinical Serum Foundation. Furthermore, prior to the campaign, visual media featuring the foundation often did not feature black model imagery. In order to push the foundation, specifically, towards Clinique's target market of black women and women of color, Clinique must apply the creative strategy and marketing strategy seen successful with said women to pieces of the foundation-specific marketing in order to elevate it in conversation as has been done with other Clinique products.