

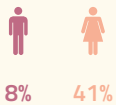
Beauty Fans



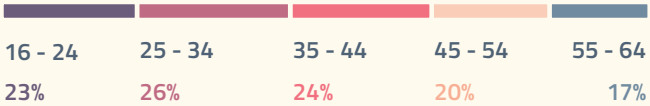
Unless stated otherwise, all figures are drawn from our Q1 2017 among 89,392 internet users aged 16-64 across 40 markets. Among this cohort, there were 23,010 Beauty Fans (19,808 of whom were female), 762 Regular Elisabeth Arden Users, 1,679 Regular Estee Lauder Users, 9,141 Regular L'Oreal Users and 2,403 Regular Revlon Users. Beauty Fans are defined as internet users aged 16-64 who say they have a strong interest in beauty products. Regular users are defined as those who use each brand's products weekly or more.

Demographics

% of internet users who are Beauty Fans



AGE



INCOME



COUNTRY

Brazil	36%
Italy	33%
Mexico	33%
Spain	30%
Malaysia	30%
France	29%
Poland	29%
Portugal	28%
Vietnam	28%
Germany	28%

Thailand	27%
Hong Kong	27%
South Korea	27%
Russia	27%
Singapore	27%
South Africa	26%
Argentina	25%
UK	25%
Philippines	25%
Turkey	24%

India	24%
Ireland	24%
USA	24%
Indonesia	23%
New Zealand	23%
Sweden	23%
Canada	22%
Egypt	22%
Australia	22%
UAE	20%

Taiwan	20%
Saudi Arabia	19%
Belgium	19%
Morocco	19%
China	18%
Nigeria	18%
Netherlands	18%
Ghana	18%
Japan	16%
Kenya	13%

Beauty Inspiration

Beauty Fans Are...

23%

MORE LIKELY to say that to get inspired / get ideas is a very important reason for using the internet (53% do)

17%

MORE LIKELY to say that they always like to try new products (74% do)

19%

MORE LIKELY to want their favorite brands to make them feel cool / trendy (1 in 5 do)

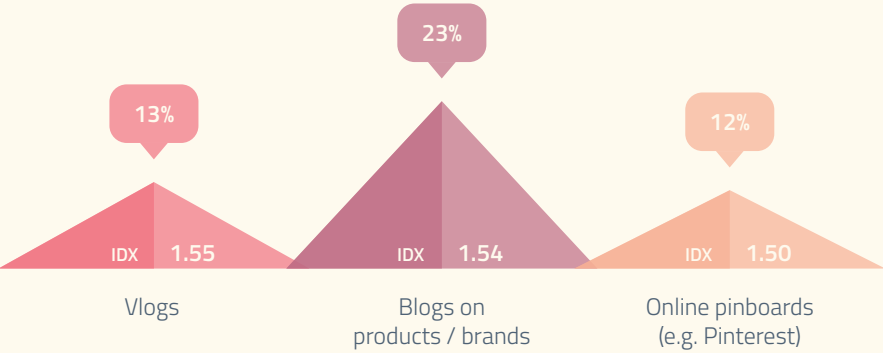
TOP 5 BRAND DISCOVERY ROUTES

% of Beauty Fans who use the following brand discovery channels

Ad seen on TV	44%
Word-of-mouth recommendation	42%
Search engines	41%
Ad seen online	38%
Recommendation / comment on a social network	34%

ONLINE PRODUCT RESEARCH

Top 3 Over-Indexes



SPOTLIGHT ON FEMALES

Female Beauty Fans Are...

47%

MORE LIKELY to discover brands via celebrity endorsements (19% do)

47%

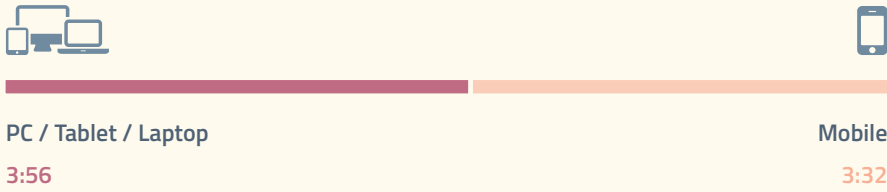
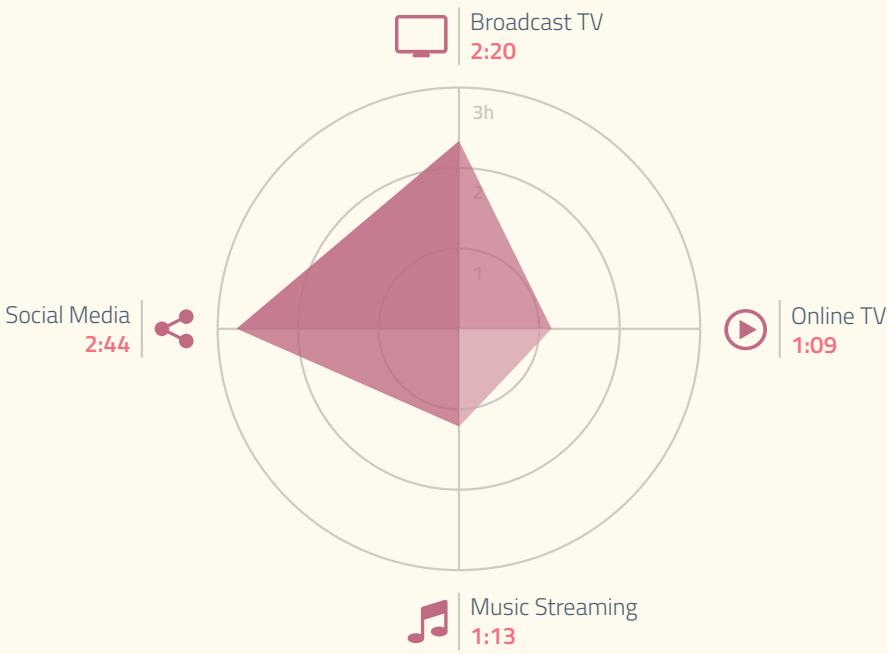
MORE LIKELY to use product blogs to research online (22% do)

30%

MORE LIKELY to say that seeing that product endorsements on social media would motivate them to complete a purchase (25% do)

Media Consumption

Time spent per day on the following in hh:mm among Beauty Fans



Social

REASONS FOR USING SOCIAL MEDIA

Top 3 Over-Indexes

To follow celebrities / celebrity news	27%	1.58
To research / find products to buy	41%	1.54
To promote/support charitable causes	16%	1.45

Beauty Fans Are...



51% MORE LIKELY to visit Pinterest each month (38% do)



32% MORE LIKELY to visit Instagram each month



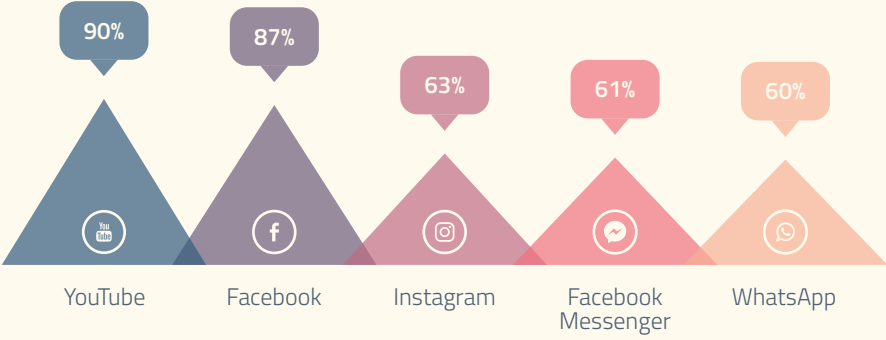
57% MORE LIKELY to follow brands they are thinking of buying something from (38% do)



66% MORE LIKELY to follow vloggers (20% do)

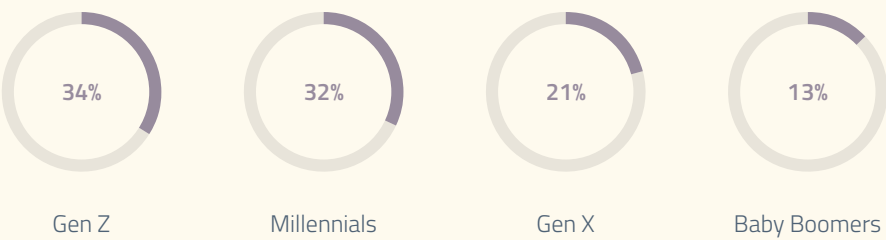
TOP SOCIAL PLATFORMS

% of Beauty Fans who have visited the following platforms in the past month



GENERATIONAL SPOTLIGHT

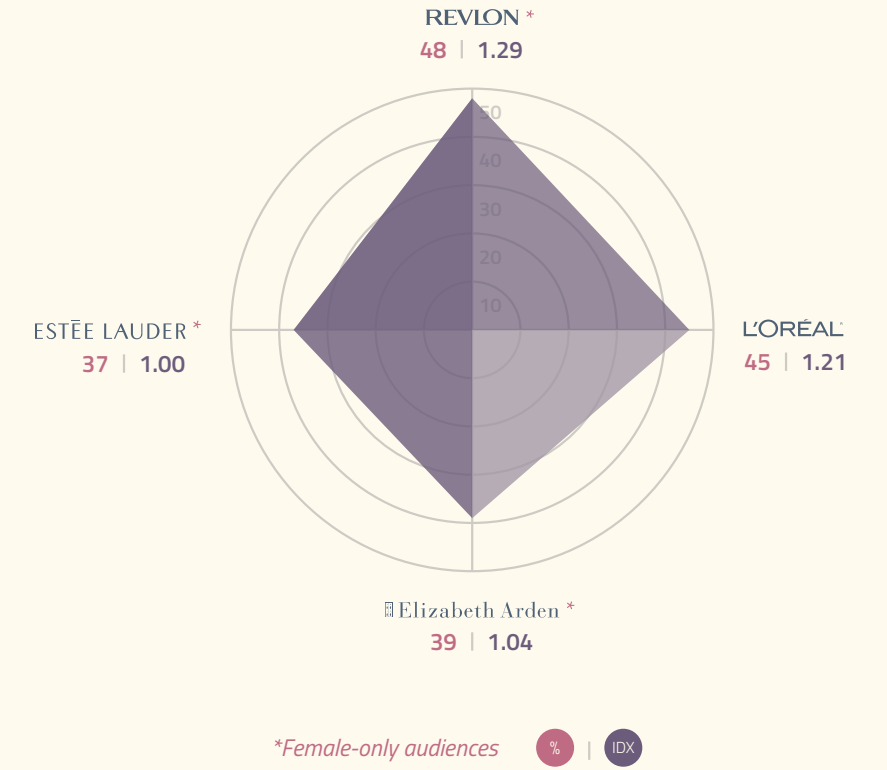
% of Beauty Fans in each generation who watched a consumer review of a product on YouTube last month



Brand Spotlight – Social Commerce

SOCIAL PRODUCT RESEARCH

% of regular users of each brand who say they use social networks to research brands, products and services



More from GlobalWebIndex

REPORTS

Flagship Reports:

Key insights on social networking, device usage, online purchasing and entertainment.

Audience Reports:

Deep-dives into particular groups' attitudes, interests & behaviors.

Insight Reports:

Deep-dives into some of the most pressing topics for marketers.

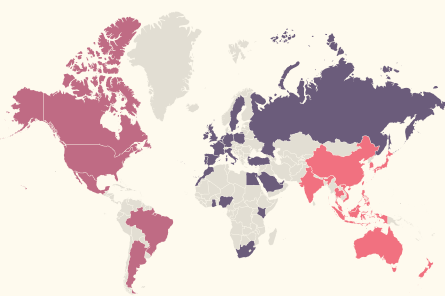
Market & Region Reports:

Digital behaviors and trends at a national or regional level.

Trend Reports:

Tracking the stories of the moment.

GWICOVERAGE



PRO PLATFORM™

Analyze any audience, date range or selection of countries / regions and build bespoke audiences based on our wide range of demographic, attitudinal and behavioral variables.

GWIQ™

Connect your digital audiences to the GWI panel using passively monitored visitation to run ad effectiveness, audience targeting validation and web analytics.

CUSTOM RESEARCH

Having an existing relationship with our core respondents allows us to "re-contact" them

Doing this we can:

- Create bespoke projects designed to gather the specific information you need
- Provide questionnaire writing consultancy with a Custom Research Analyst
- Run custom projects at any time during the year
- Synchronize 20,000 GWI Core data points with the custom re-contact data set
- Write insight reports based on this research to offer actionable recommendations
- Conduct audience targeting