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**GetWhy**

# The future of consumer-led marketing: How gen AI is a game-changer for Coty

Quirk's New York  
July 17, 2024



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Carré

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Jonas  
Nielsen

CMO

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# COTY

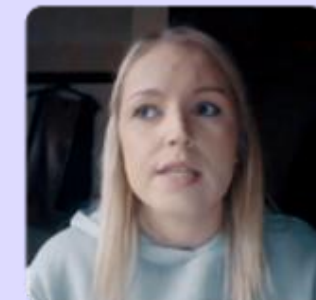
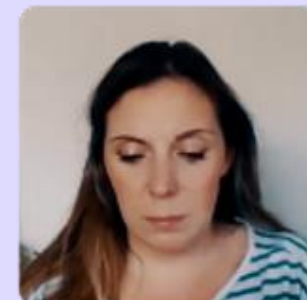
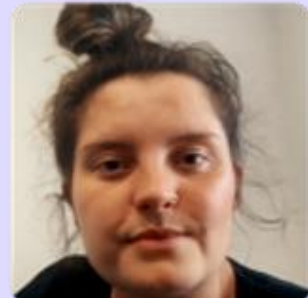
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Elevating the  
game of insights



GetWhy is all about empathy and “why” insights at scale, fit for agile ways of working.

**Faster and more affordable than ever before.**

- Walk in the shoes of the consumer.
- Bring the perspective of the consumer into every decision.
- Understand them to be better for them!

## Quality of Insight

Move beyond WHAT...  
and get the richness of  
WHY and HOW.



## AI is a Game-Changer

### THE PROBLEM

Understanding consumer personalization and cultural specificities at scale.

## AI is a Game-Changer

### THE CASE

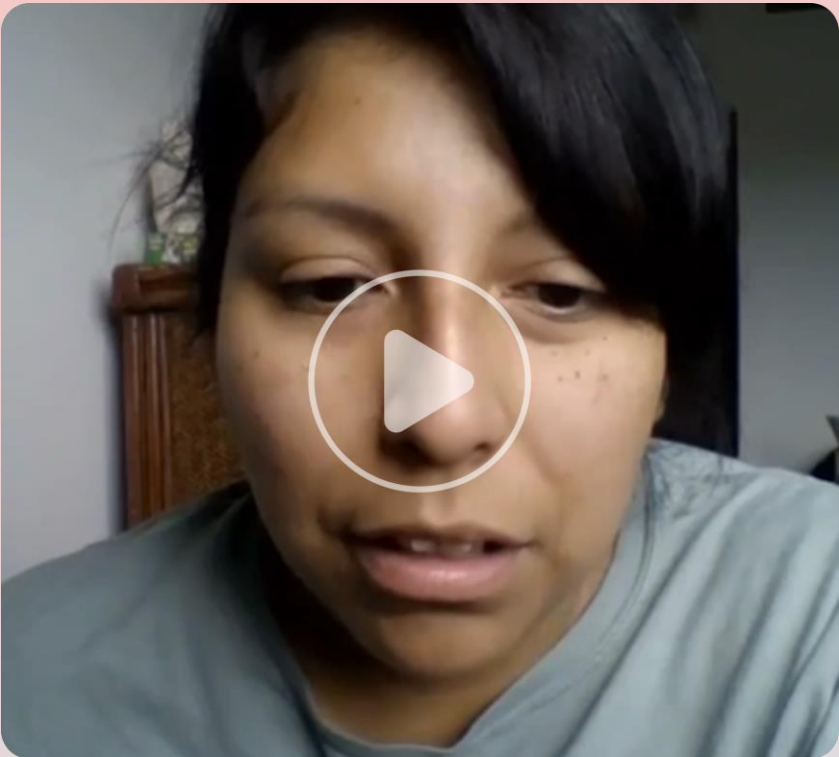
How do consumers use makeup in their everyday lives and what influences their makeup usage, including trends, skin types and personal inspiration.



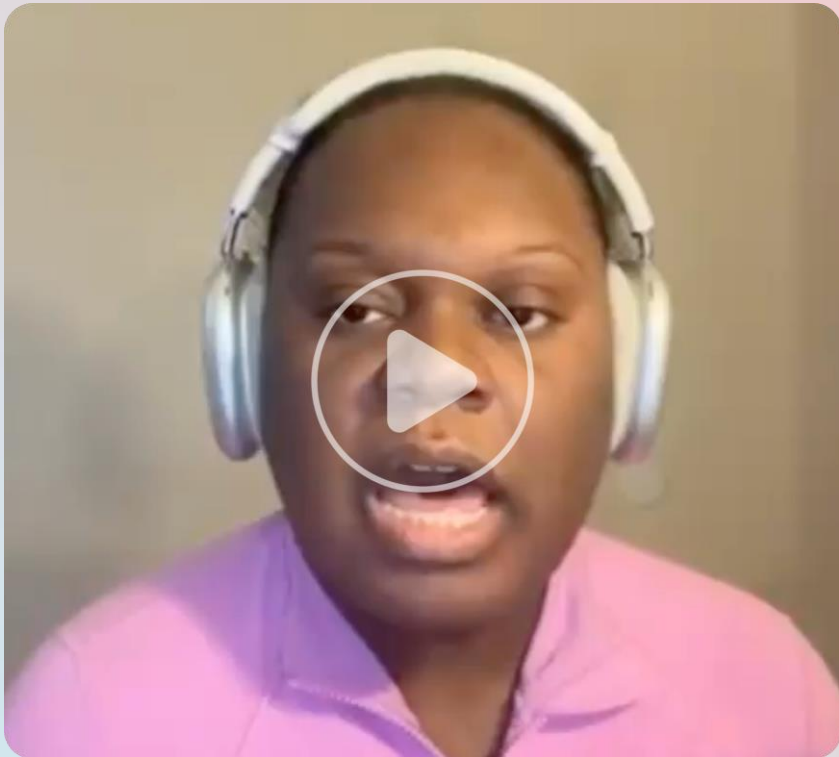
# Consumers use multiple makeup techniques and hacks to create the finishes, coverages, and shades they are looking for.



**CAUCASIANS**



**HISPANICS**



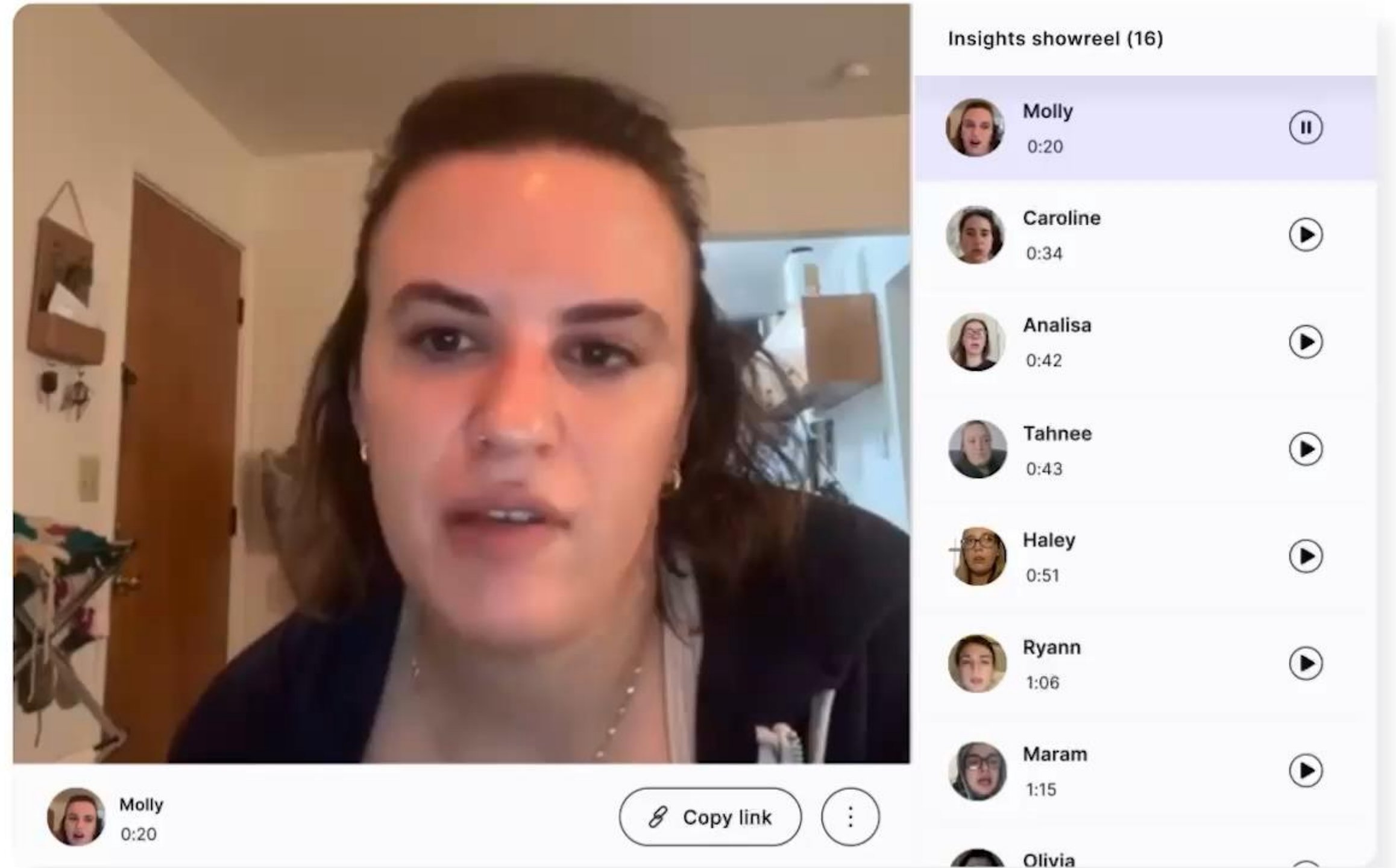
**AFRICAN AMERICANS**



**Consumers use multiple makeup techniques and hacks to create the finishes, coverages, and shades they are looking for.**

## CAUCASIANS

Consumers use different products to achieve different looks and often layer them to create the desired finish. They may switch between foundations depending on the look they want, but also use other products like concealer, bronzer, and blush to enhance the finish. They may also use different finishes like matte or dewy depending on the occasion.

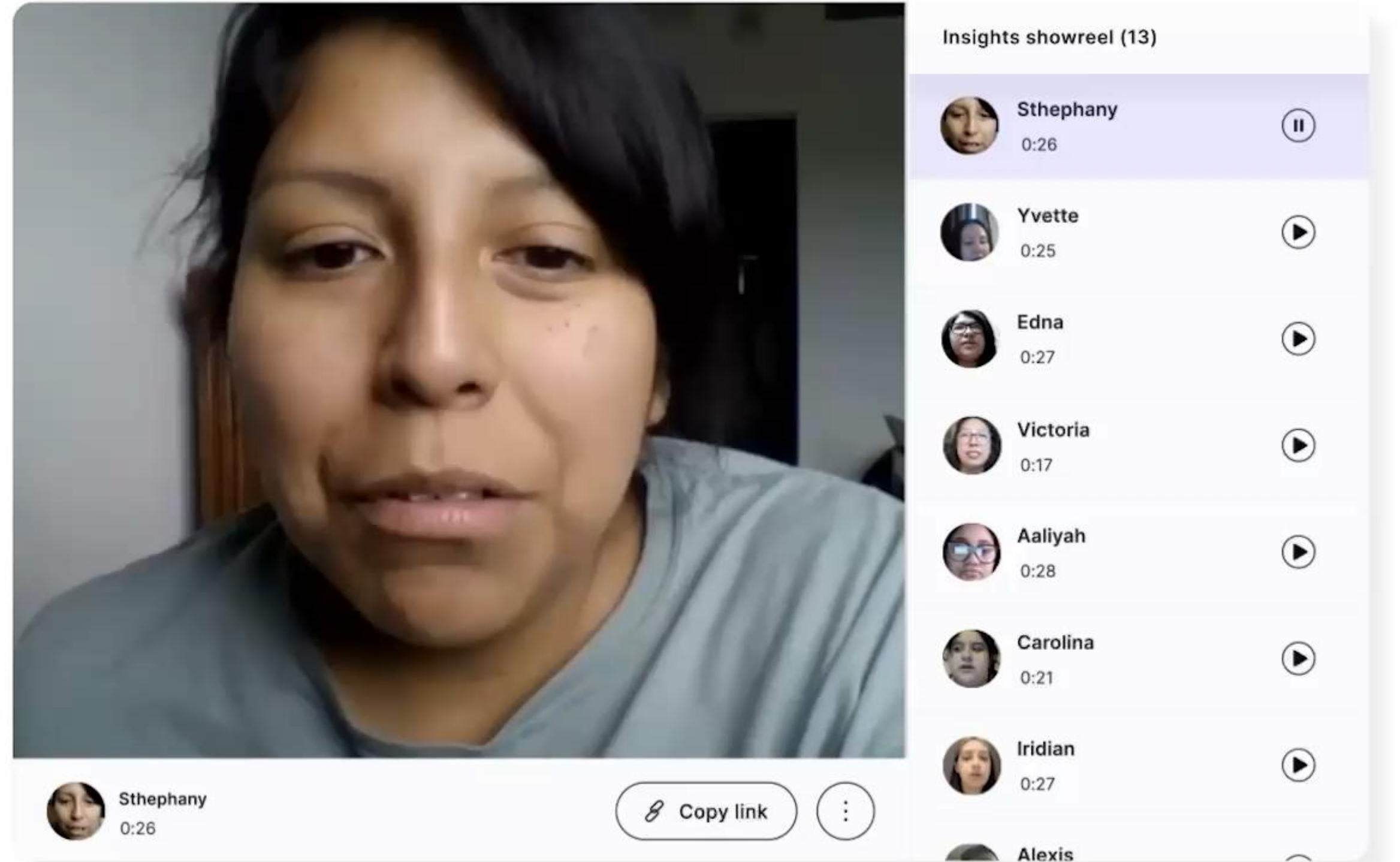


**“Do you achieve the different complexion looks you want by changing your foundation or by layering up other products on top of your foundation? Or some other way? Please explain.”**

**Consumers use multiple makeup techniques and hacks to create the finishes, coverages, and shades they are looking for.**

## HISPANICS

Consumers create different complexion looks by using a combination of methods, including changing their foundation, layering products, using specific products for specific effects, or adjusting their application techniques based on the desired outcome.



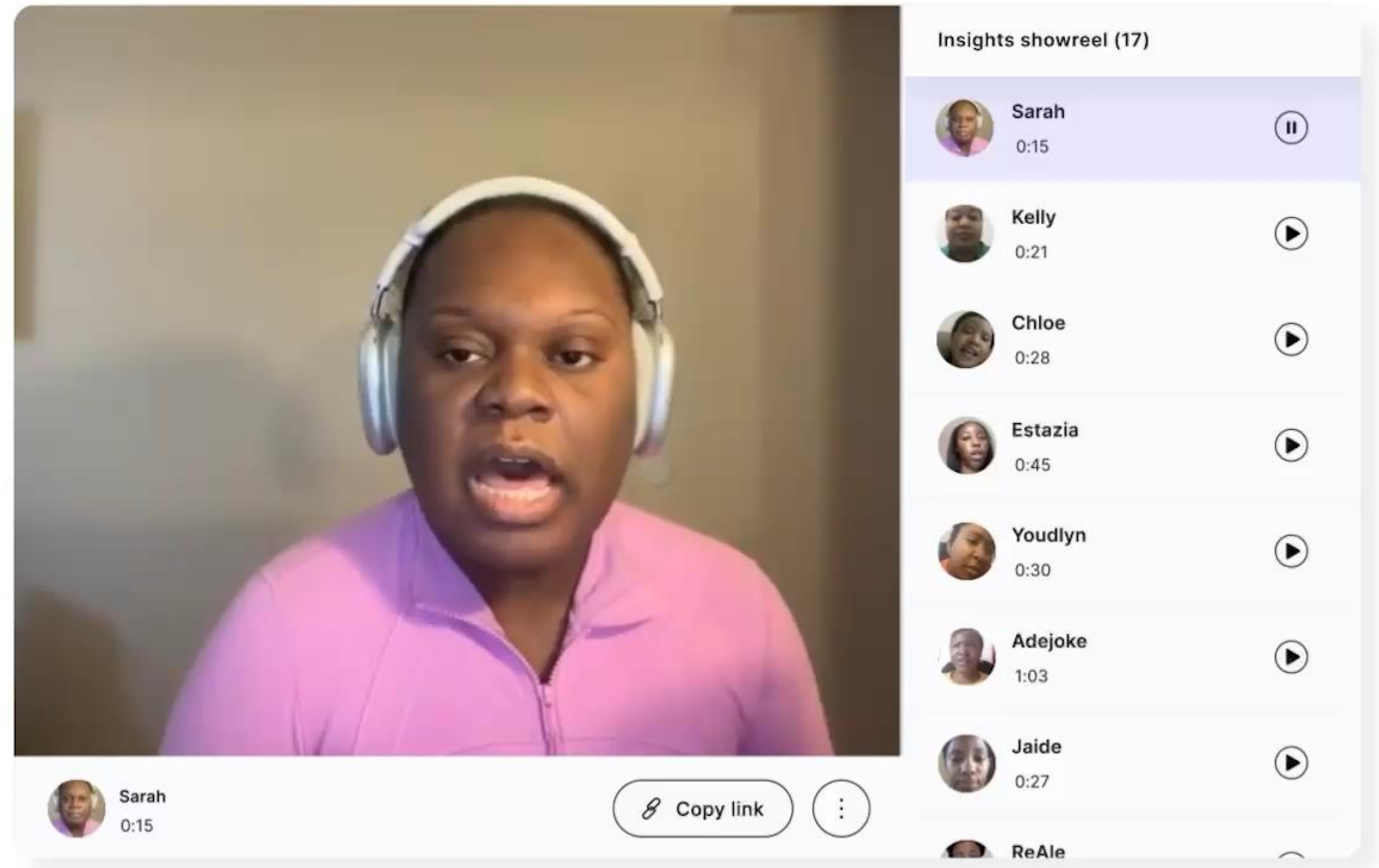
**“Do you achieve the different complexion looks you want by changing your foundation or by layering up other products on top of your foundation? Or some other way? Please explain.”**



**Consumers use multiple makeup techniques and hacks to create the finishes, coverages, and shades they are looking for.**

## **AFRICAN AMERICANS**

Consumers achieve different complexion looks by mixing different products on top of their foundation or by layering up other products. They may use a combination of concealer, CC cream, powder, and other products to achieve the desired look. They may also use different foundation types and coverages depending on the event or occasion.



**“Do you achieve the different complexion looks you want by changing your foundation or by layering up other products on top of your foundation? Or some other way? Please explain.”**

# There is still a huge opportunity for mass brands to address melanin rich skin needs.



CAUCASIANS

## Prestige brands

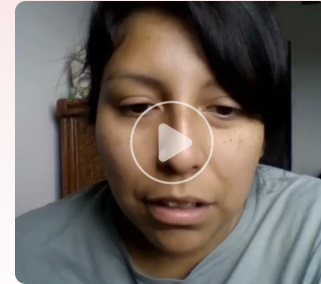


## Drugstore brands



REVLON

Neutrogena

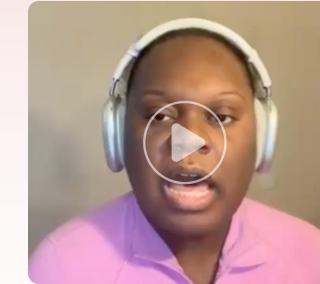


HISPANICS

## Prestige brands



## Drugstore brands



AFRICAN AMERICANS

## Prestige brands



## Drugstore brands

NONE



## AI is a Game-Changer

### THE PROBLEM

How to increase consumer value and relevance to increase marketing effectiveness.



“Caring when it comes to marketing is respecting one's time. I think we don't respect consumers' time. And if we are going to fill them with messages wouldn't it be nice for them to enjoy it. When you come from a lens of caring and empathy you just tend to make better advertising.”

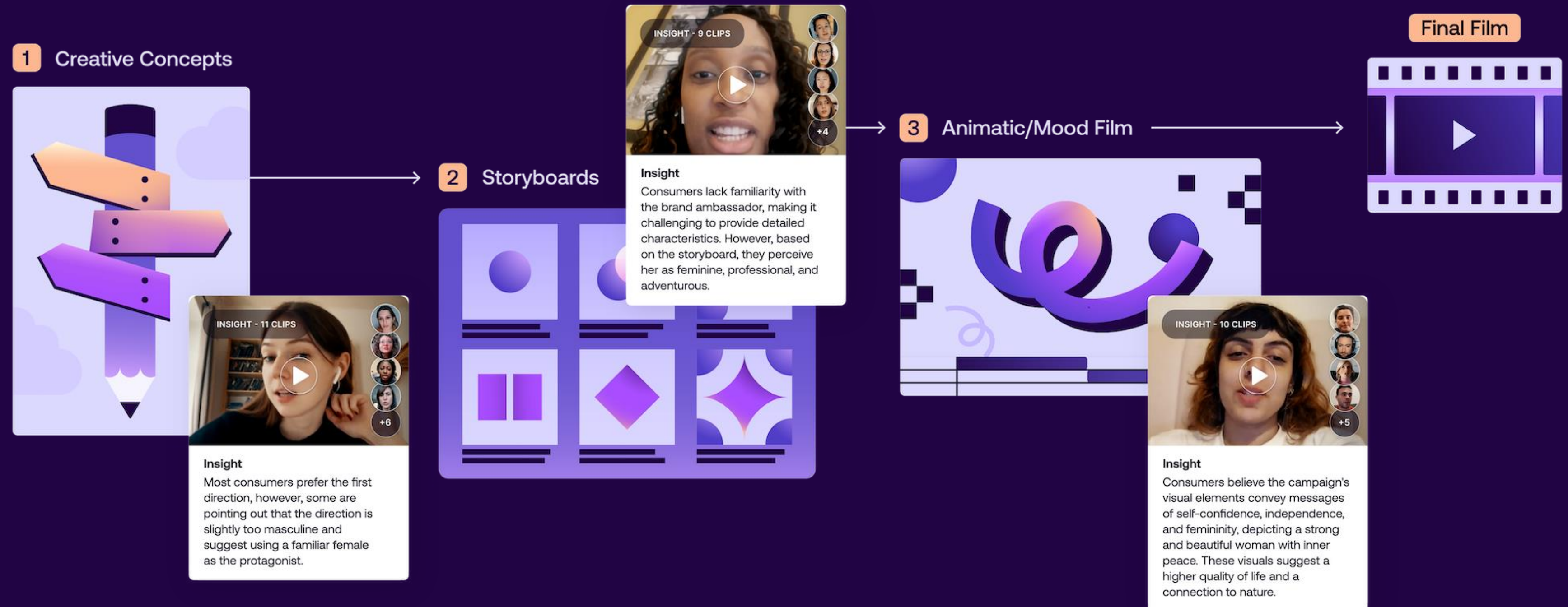
Gary Vaynerchuk,  
CEO of VaynerMedia





## THE CASE

# Rapidly gather consumer feedback on a modernized brand manifesto before creating a new campaign



# Across all groups: a highly appealing brand manifesto

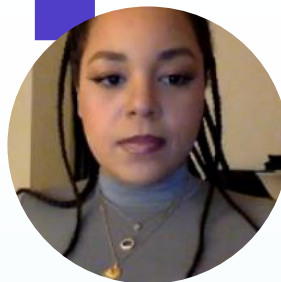
## DRIVEN BY:

→ An aspirational representation of women (confident, joyful, 'living life to the fullest')

→ Vibrant & colorful aesthetics (beautiful, elegant, modern couture outfits)

→ Dynamic, uplifting music and festive vibes

## Fantasy & luxury scenes combined with fun, festive, relatable moments



"I liked this very chic side, the long red dresses, that's very feminine, the freedom as well with the girl that comes out of the subway with the hair blowing in the wind, it was visually, very beautiful"



"The colors, they were superb, the hyper dynamic side that we find in it, it has a hyper aesthetic side also in the outfits, for example, I found it super pretty when they have the big colorful skirts with the view from above, super pretty"



"For me, it is the joy of the women that are represented, they are sure of what they're doing, they're not afraid of anything, they feel beautiful and who face the world without being afraid, so I find it quite modern and quite fresh"



# Market specificities: In Market 1 and Market 2, it is critical to strike the ‘right balance’ of luxury cues and cheekiness to stay true to the brand DNA

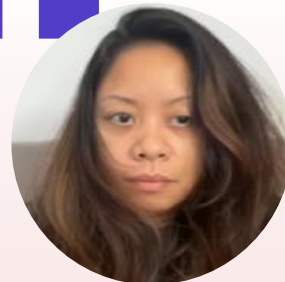
## MARKET 1

→ We need to strike the right **dose of luxury cues**. Too many luxury cues sway the brand into an opulent, extravagant territory, which is not our brand. Our brand is chic and sophisticated, yet accessible and relatable.

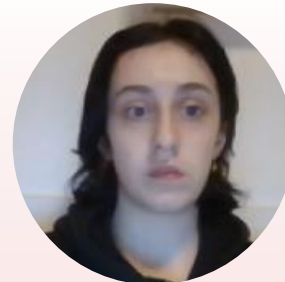
## MARKET 2

→ We need to strike the right **dose of cheekiness** to reflect a brand that is confident and audacious, not insolent or arrogant. Important that the models’ behavior convey the right attitudes.

## Places, scenes and models that are perceived too opulent, extravagant, arrogant, or far from reality



“Women who look like they're rich and who have fun at parties and in places that are a little inaccessible, if that's what you want to convey, indeed, that's how I see it”



“Honestly, I am not in this side of the very rich, very party and dinner, so it does not really speak to me”



“It has a **snob side** that doesn't correspond to my personal values. I think that it **clashes with the fun** side that we see in the rest of the video.”

If you see your company's logo here, it means we have results from a test study to share with you today!

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# The New Reality: Scalable, Qualitative Insights in Near Real-Time

## 8 Markets

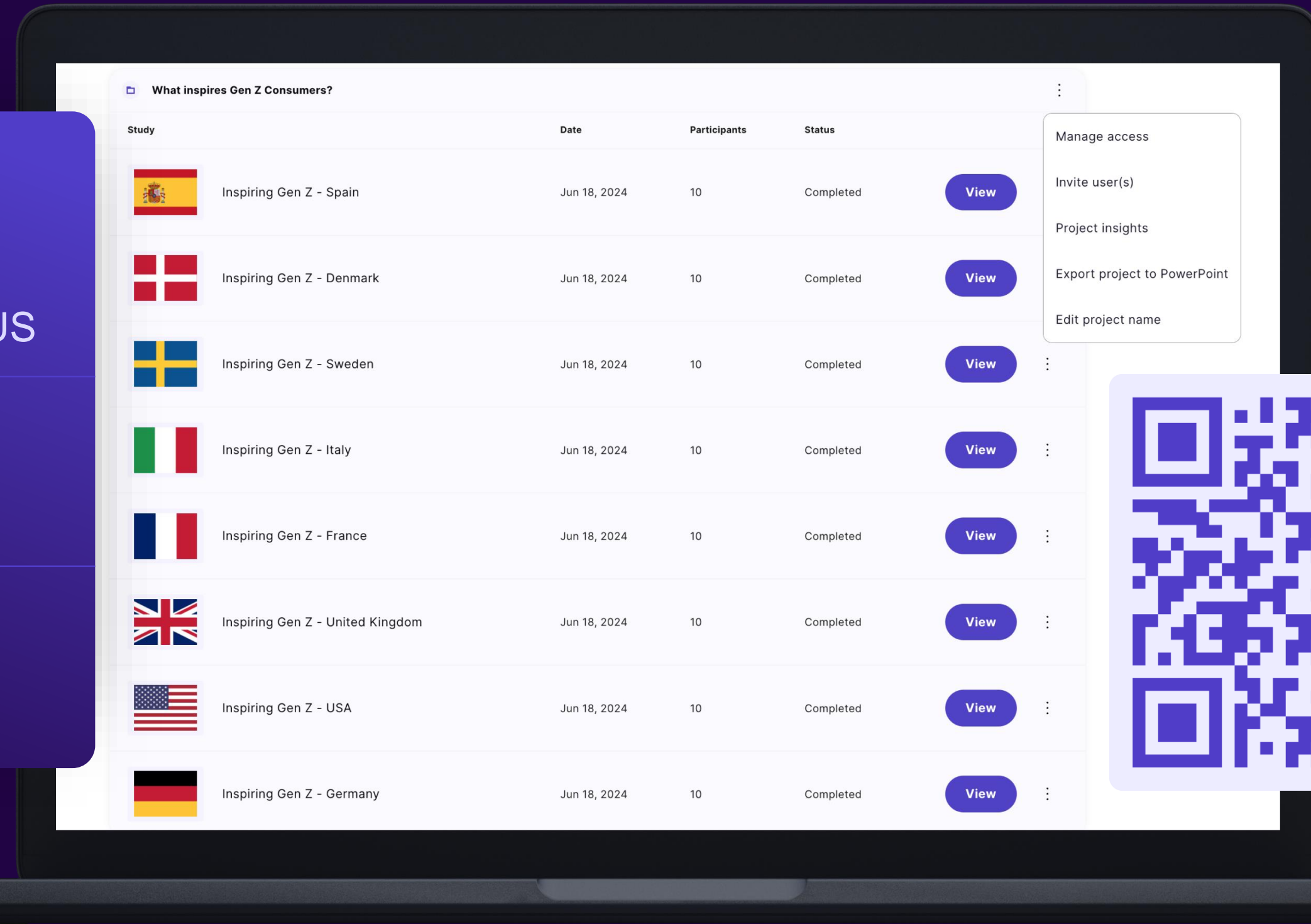
France, Italy, Sweden, Spain, Germany, Denmark, UK, and US









## 80 Consumers

Generation Z (18-27 yo)


## 3 Days

From brief to insights



Study	Date	Participants	Status	
 Inspiring Gen Z - Spain	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - Denmark	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - Sweden	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - Italy	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - France	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - United Kingdom	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - USA	Jun 18, 2024	10	Completed	<a href="#">View</a>
 Inspiring Gen Z - Germany	Jun 18, 2024	10	Completed	<a href="#">View</a>

- Manage access
- Invite user(s)
- Project insights
- Export project to PowerPoint
- Edit project name





# Thank you

Any questions?

→ Reach me at [jkn@getwhy.io](mailto:jkn@getwhy.io)