

The beauty of insights:

Leveraging habit formation research to fuel business impact

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Speakers



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COVID-19 has caused unprecedented disruption to almost every aspect of our daily lives






... but in times of great uncertainty, we look to things that we can predict.

We use behavioral science to help predict consumer response to disruption

- Fundamental needs
- Emotions
- Habits

Material's Habit Illumination Approach uses behavioral science thinking to understand which consumer actions are more likely to form into habits and which may be temporary coping mechanisms.





After COVID hit, Ulta Beauty sought to understand what their guests needed and wanted from their favorite beauty brand in the moment and into the future.

What we did

- Multiple waves: June 2020, Nov 2020, Jan 2021
- Spoke to consumers who had changed how they shopped in 5 categories
- Applied Material Habit Illumination framework to measure
 - Frequency
 - Triggers
 - Motivations
 - Emotional Reinforcers
 - Habit Strength
- Focused on long-term stickiness of behaviors

Ulta Beauty Consumer Insights:

Navigating the Disruption





Ulta Beauty's COVID challenges: early & late pandemic

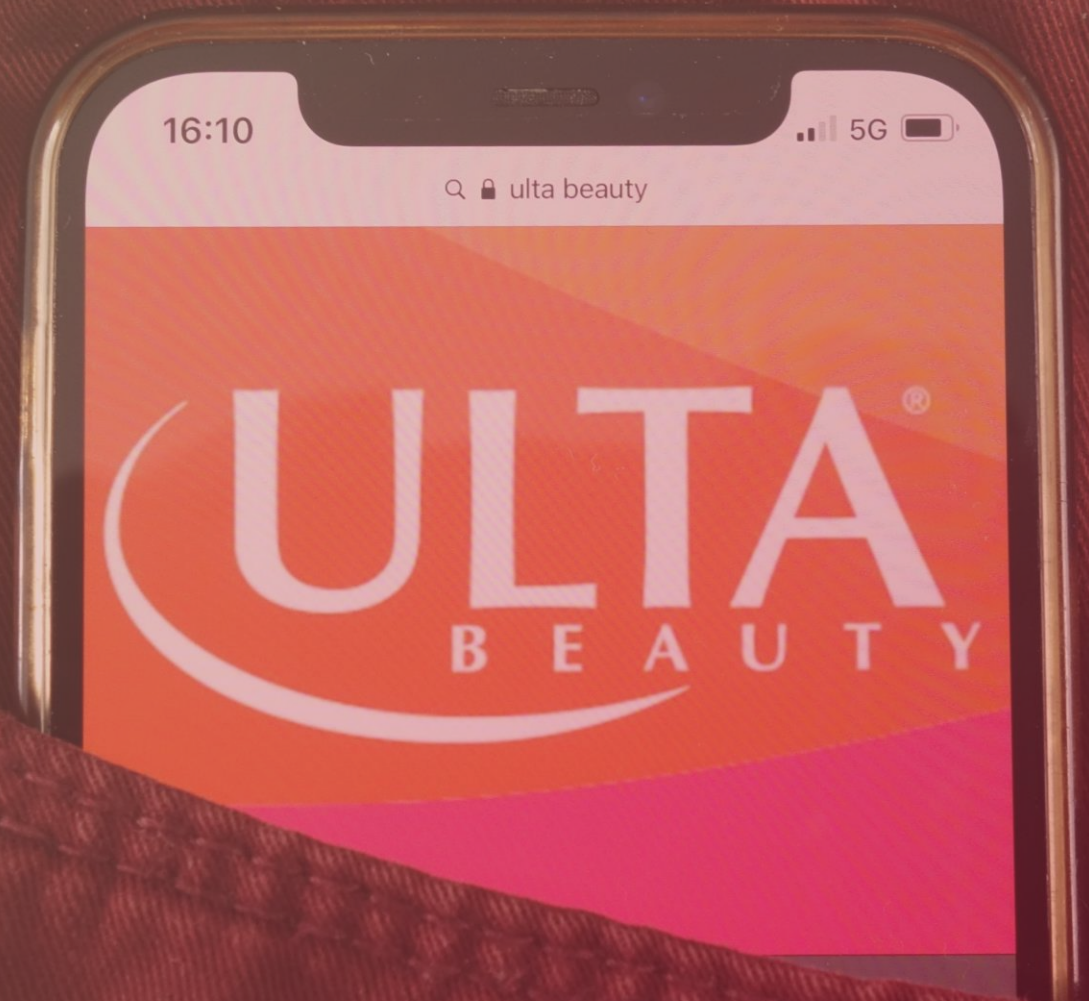
Immediate focus on store closure evolved into understanding long term shopper behavior impacts

- Reflect: Early pandemic insights
- Predict: Forward looking advisory

What we learned

Pandemic disruption had implications with not only beauty shopping, but the consumers relationship with beauty

- How beauty evolved
- How beauty shopping evolved





What were the impacts?

Keeping a pulse on consumers
to impact Ulta Beauty *and*
shape the beauty industry
going forward

*Turning
disruption
into
opportunity*





Reasons for success


- Rose to the challenge
- Kept the big picture in perspective
- Viewed insights and learnings as an ongoing process



Behavioral science is a solution for an uncertain future

When presented with ongoing uncertainty, tap into the things we do know and understand

- Shopping, grocery, CPG
- Health and fitness
- Financial services
- Healthcare
- Petcare
- Spirits



Understanding
habits now helps
you prepare for
the future

How to prepare for and adapt to change

- Understanding needs
- Predicting habit stickiness

Create a path for the future

- Blueprint for how to move forward
- Innovation & white space

Q&A

thanks
