

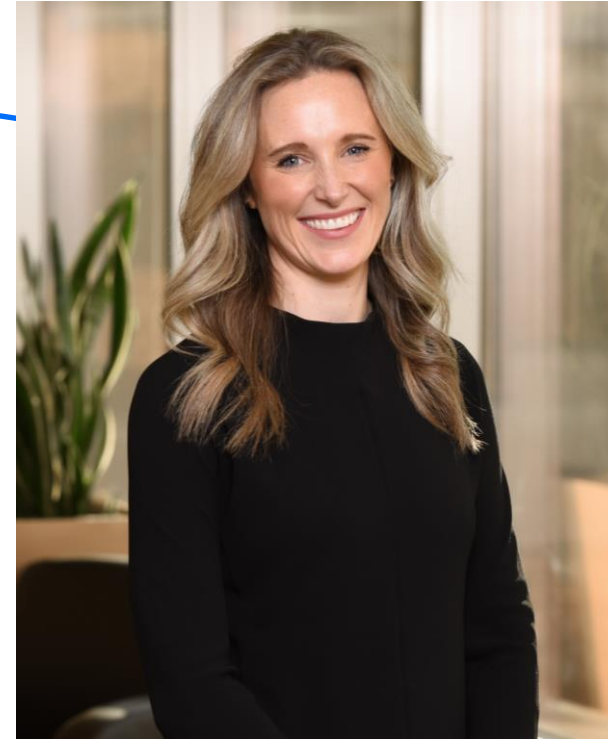
# Unlocking the Power of Historical Data to Drive Insight, Innovation, and Partnership

L'OREAL X CURION  
QUIRKS 2024

# TODAY'S SPEAKERS



**Chelsea Wang, Ph.D.**  
Assoc. Prin. Consumer Scientist



**Keren Novack**  
President



# AGENDA

01

## CONSUMER INSIGHTS PLATFORM

OUR WORLDWIDE DATABASE

02

## TAKING A STEP BACK

HISTORY

03

## USE CASES

- Case 1: Positioning of a retinol pressed serum (RPS) against anti-aging skincare products.
- Case 2: Explore potential associations of mascara brush attributes with likings/other key attributes.

04

## NEXT PHASE

05

## CURION: OUR BUSINESS PARTNER

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# 1 Consumer Insights Platform

**L'Oréal has developed an internal tool for quantitative blind use test results.**

- ✓ Maximize the use of existing data to support our data-driven decision-making strategy.
- ✓ Track key metrics per category.
- ✓ Build category context for competitive positioning.
- ✓ Run more strategic analysis and build knowledge to boost innovation.

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OUR ONLINE  
DATABASE

# AN ACCESS GATE TO OUR WORLDWIDE BLIND USE TEST RESULTS



**2400+** Formulas



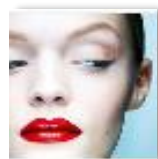
**20+** Countries

## COVERING L'OREAL KEY CATEGORIES & SUBCATEGORIES



### Skin

Hydration  
Anti-aging  
Anti-imperfection, etc.



### Make-Up

Mascara  
Face make-up  
Lip make-up, etc.



### Hair care

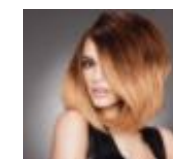
Shampoo  
Conditioner  
Leave on, etc.



### Sun care



### Antiperspirant/ Deodorant



### Hair color

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**TAKING A  
STEP BACK**  
HISTORY

# TAKING A STEP BACK IN HISTORY



## **BUILDING THE DATABASE**

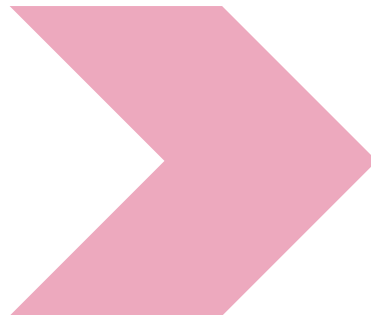
To cover L'Oréal's key categories and be fully operating



2017-2019

## **ONBOARDING, TRAINING & FUELING THE DATABASE**

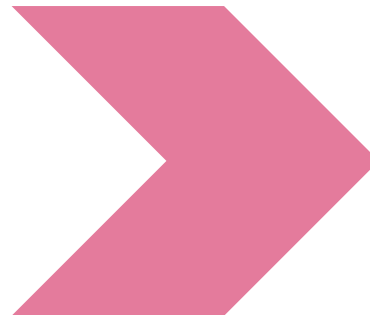
To onboard teams & agencies to fuel the tool with studies



2019- 2020

## **RUNNING THE ANALYSIS**

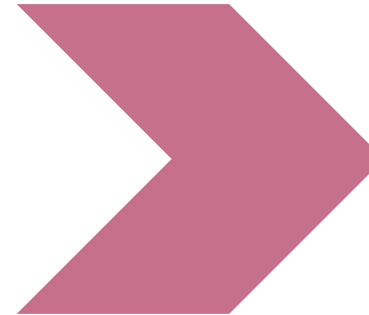
To leverage analysis capabilities



2020-2021

## **AMPLIFYING**

To leverage the platform in daily work



2021-2023

## **NEXT PHASE**

- Expand analysis capability
- Agency access-uploads



Late 2023/  
2025



# 3

## PRODUCT USE CASES



**PRODUCT  
USE CASES**  
PERFORMANCE &  
UNDERSTANDING

# USE CASES

## PRODUCT PERFORMANCE POSITIONING

- Positioning of a retinol pressed serum (RPS) against anti-aging skincare products

## CATEGORY KNOWLEDGE & UNDERSTANDING

- Explore potential associations of mascara brush attributes with likings/other key attributes



## PRODUCT USE CASES

PERFORMANCE & UNDERSTANDING

## FINDINGS

At anti-aging category level,

- RPS performed consistently well in most key attributes, despite of relatively lower score in skin comfort.
- Higher rates of irritation didn't seem to have significant negative effect on most key performance metrics.

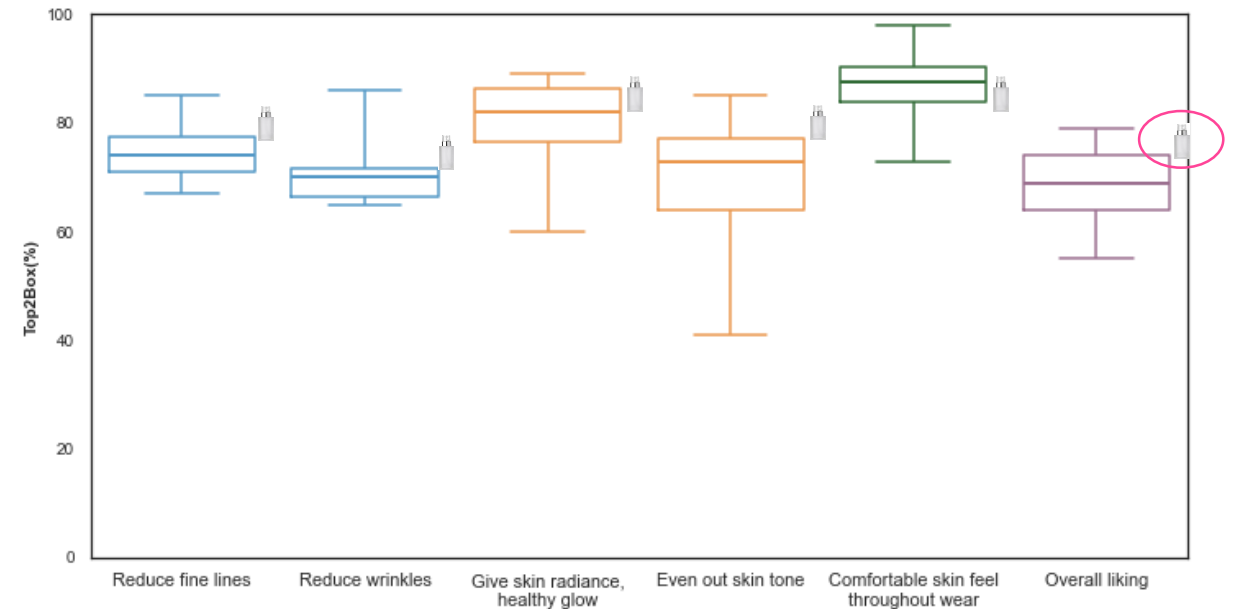
## USE CASE 1 – POSITIONING OF A RETINOL PRESSED SERUM (RPS) AGAINST ANTI-AGING SKINCARE PRODUCTS

### Background & Objective

A retinol pressed serum (RPS) formula achieved good performance in its blind use test, but higher- than-normal rates of irritation were noticed. Historical data were leveraged to compare RPS to 21 anti-aging skincare products which were tested during similar period.

The **objective** is to explore 1) performance of RPS formula in key attributes at category level, 2) effects of higher rate of irritation on consumer perception about key attributes.

### Performance of RPS ( ) vs. 21 Anti-Aging Face Serum/Cream Products (box-plot) in 6 Key Attributes



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## PRODUCT USE CASES

CATEGORY KNOWLEDGE & UNDERSTANDING

## FINDINGS

Some interesting association were identified by BBN among 30 key mascara attributes (application, brush, wear, end look, removal, likings):

- Direct drivers for overall liking: liking of wear, end look, and brush ( $p=0.1$ ).
- Only 4 application attributes showed direct association with brush-related attributes.
- All brush and application attributes in Fig 2 were connected to overall liking through one or multiple liking attributes.

## USE CASE 2 – EXPLORE POTENTIAL ASSOCIATIONS OF MASCARA BRUSH ATTRIBUTES WITH LIKINGS/OTHER KEY ATTRIBUTES

### Background & Objective

There is a strong interest in deeper understanding about 1) how consumer attitudes towards brush drive overall likability of **mascara**, and 2) the underlying relationships between brush and other key attributes.

Historical data about 58 mascara samples tested in past 2 yrs were modeled by using Bayesian Belief Network (BBN) to shed some light on this business question.

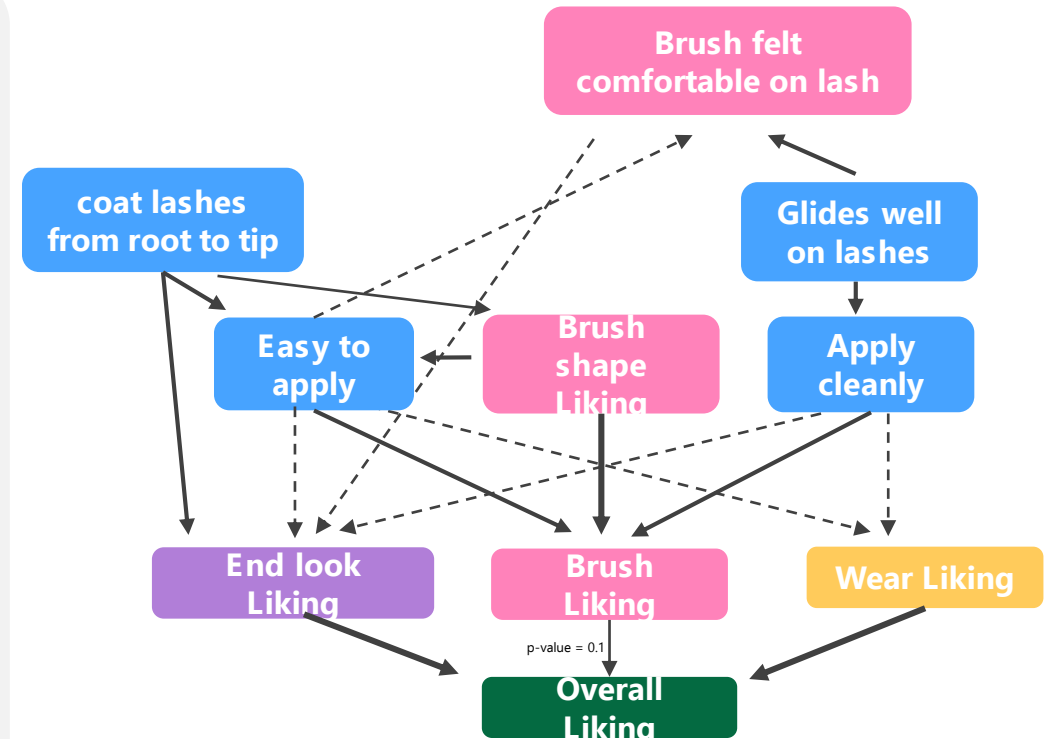
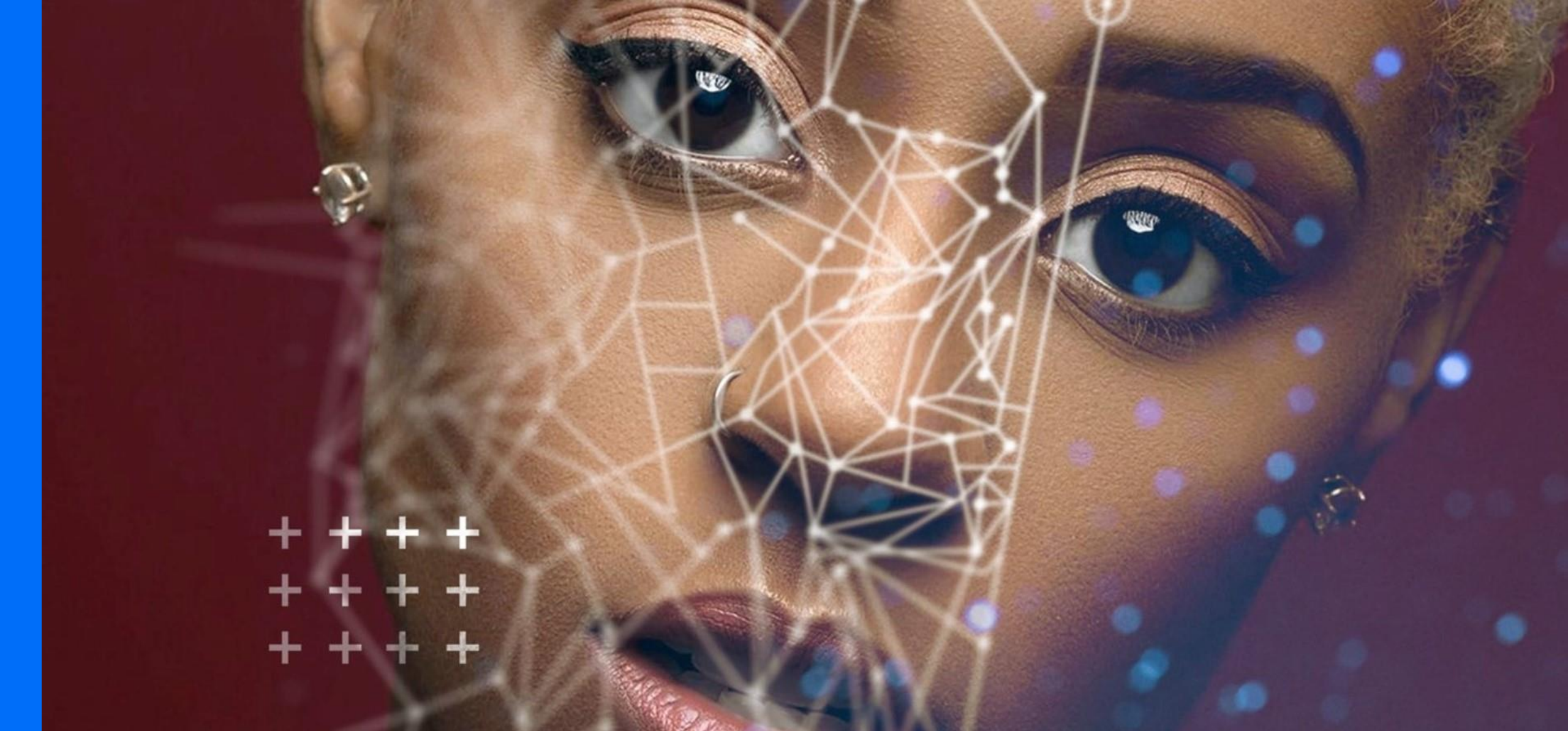


Fig 2. BBN driver model (partially visualized) for mascara overall liking by using brush and other key attributes



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4

**NEXT PHASE**

## NEXT PHASE



### IN THE SECOND PHASE, L'ORÉAL IS AIMED TO

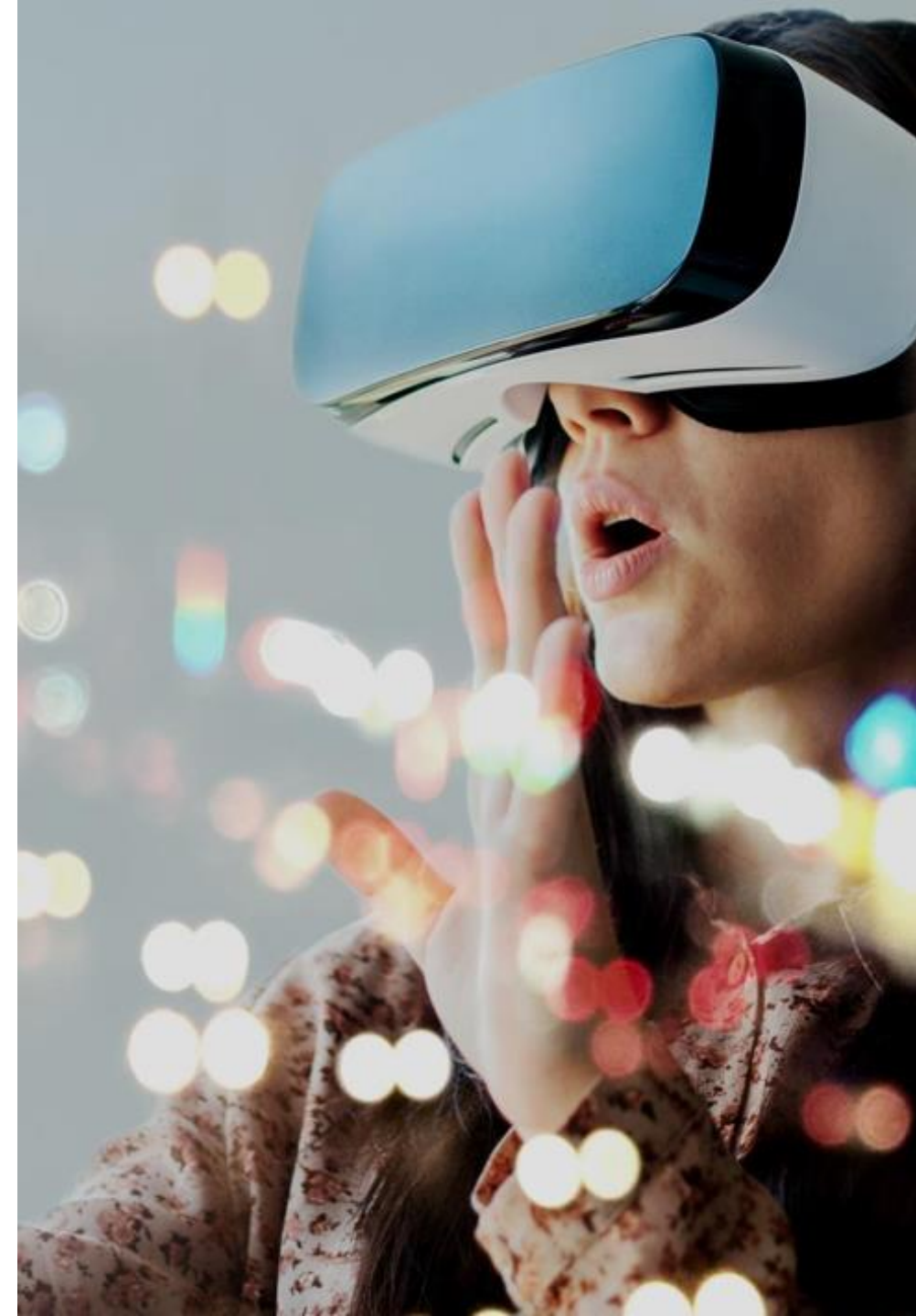
- Build PowerBI dashboards to visualize and track key metrics
- Complete data and extend scope of studies
- Improve data analysis and visualization capabilities
- Maximize data quality & minimize timing for data availability
- Enable cross-science analysis by leveraging various digital tools, etc.

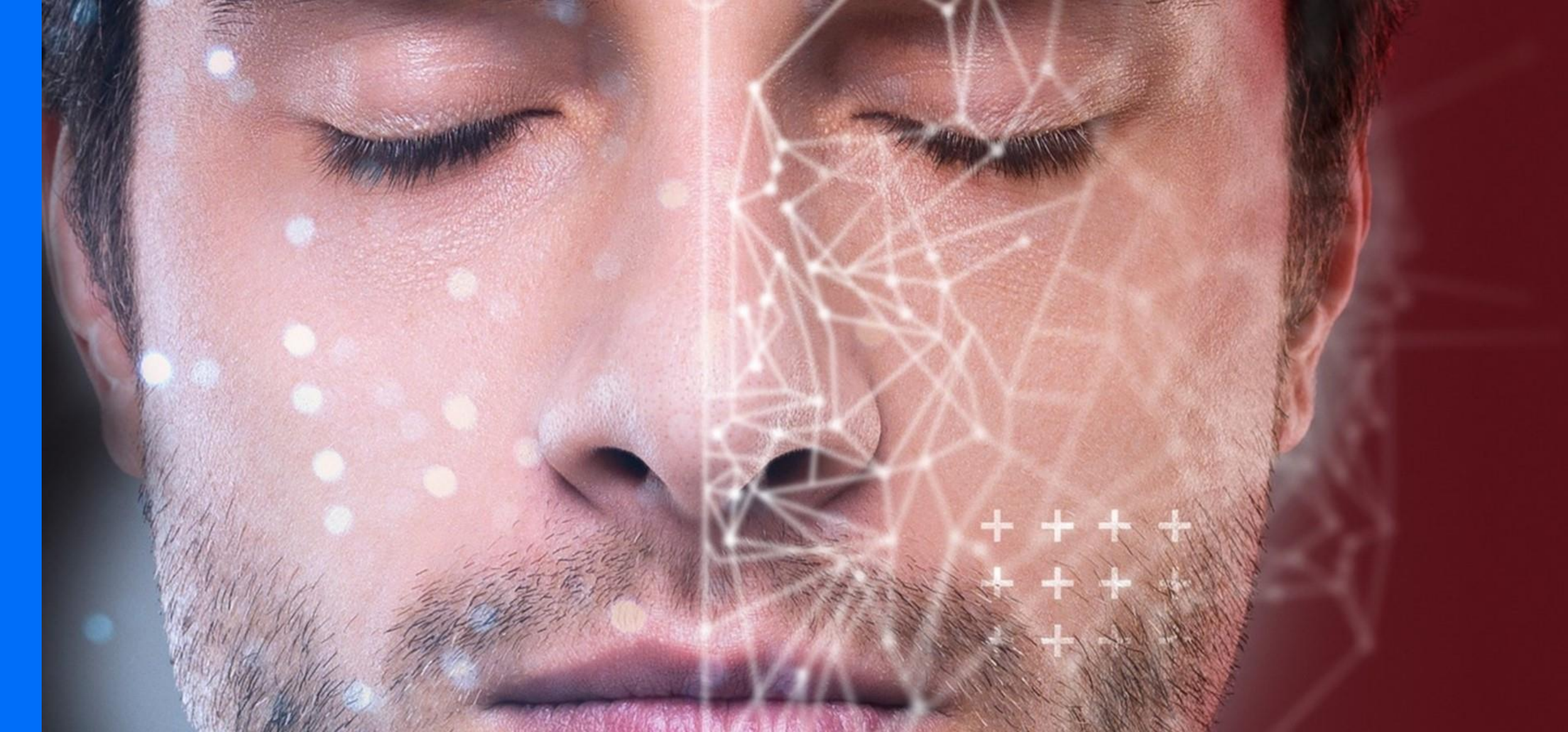


- Strong collaboration between **L'Oréal** and **Agency Partners** is integral to the success of our ambitions.

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5

**CURION PARTNERSHIP** OUR PARTNERS

**CURION**  
**PARTNERSHIP**  
OUR PARTNERS

# WE ADVANCE THE WAY BRANDS CONNECT TO PEOPLE

Curion specializes in delivering impactful insights to the world's top brands, helping them understand the market and craft winning, repeatedly purchased products. With over five decades of experience in the product testing and market insights industry, Curion stands strong on its mission to connect brands to people. Now, as one of the most trusted product, market, and consumer insights companies in the U.S., Curion has built a reputation for excellence among the world's leading consumer brands.

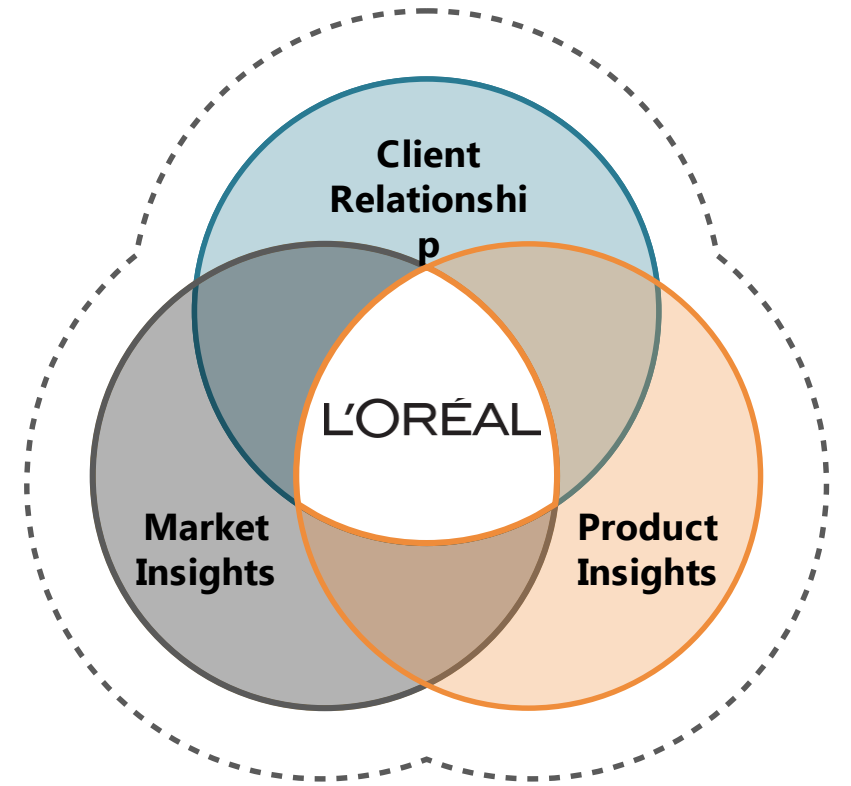


# CRAFTING SUCCESS THROUGH EXPERTISE AND INSIGHTS

Across the life of a product and brand, Curion provides strategic guidance from its 3 core teams:



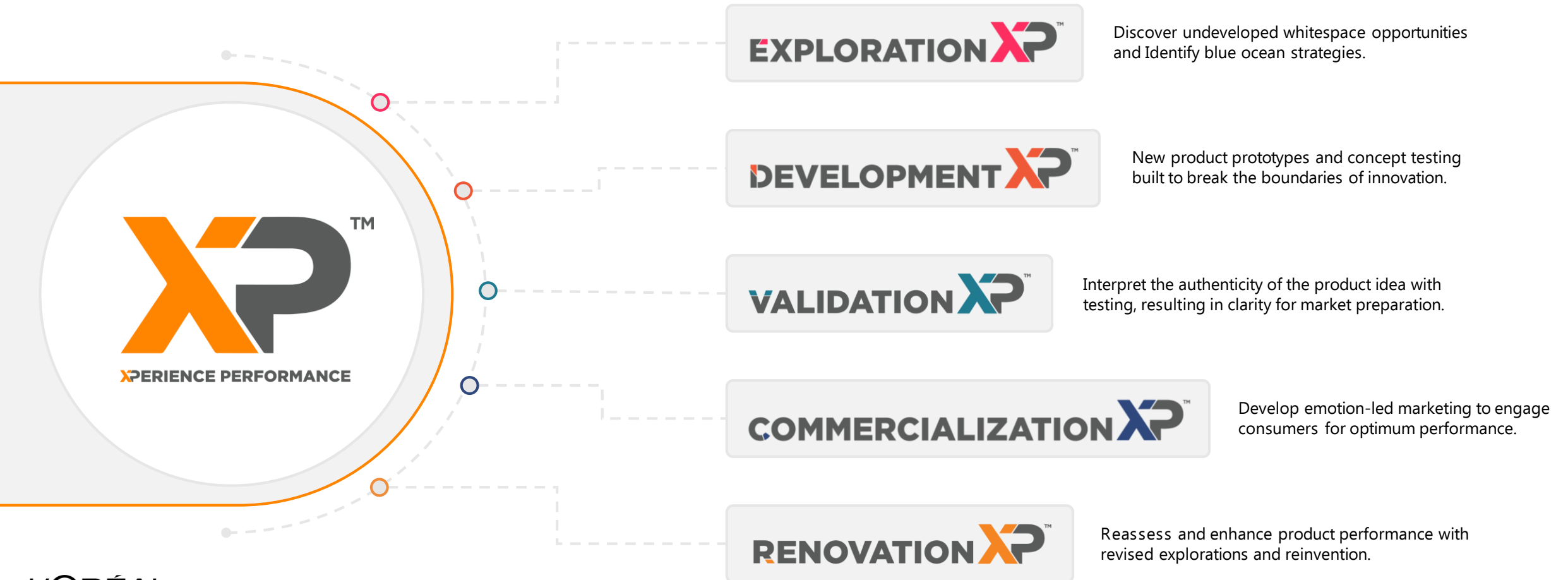
- Client Relationships**  
Our team prioritizes collaboration to ensure the teams are in place to design optimal research that drive lasting partnerships and success.
- Product Insights**  
Our experts drives the success of both new and existing products, ensuring they resonate with customers and meet market demands.
- Market Insights**  
Leveraging expertise, we provide actionable market insights, empowering informed decision-making in today's landscape.





# THE XP FRAMEWORK

**Our way of working** – leveraged as a guide to navigate the stages of development in one place across any stage, identifying research objectives and designing research grounded in best practices that will address specific client business issues.



# L'OREAL'S BEAUTY BUSINESS PARTNER

Curion has conducted product and consumer testing across L'Oreal's métiers including Skin, Hair, and Makeup.

## Our Impact:

- Created a **trusted partnership** based on delivering results through collaboration, data integrity, methodologies, and timely delivery.
- Implemented **collaborative ways of working** with the qualitative and quantitative teams, streamlining screeners, questionnaires, and reports.
- Increased **qualitative testing** through **customized study designs**, collaboration, findings, and recommendations.
- Developed **significant efficiencies** for L'Oréal by leveraging the rebuilt local database to support consumer science studies, giving us the ability to offer cost-effective options.
- Established a **brand-new testing location** on behalf of L'Oréal
- Transitioned **L'Oreal's national database to a fully-blinded panel**, capable of supporting claims work.
- Helped facilitate the L'Oreal's initiative to **maximizes existing HUT data** that can provide meta-analysis



THANK



YOU