

BBCA Virtual Workshop Recap

Beauty Retail: Proactive Product Testing Solutions

Post COVID-19

**BASE
BEAUTY
CREATIVE
AGENCY™**

OUR THINKERS

We are so grateful to the industry executives who took time out of their very busy day to daydream and reimagine alongside the team at Base Beauty Creative Agency.

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The following pages are a result of the pre-work and brainstorm that occurred via Zoom on Friday, April 24, 2020. All attendees participated without compensation and without any goal other than to move the retail experience ahead and to share these ideas with our industry at large.



BRAINSTORM GOALS

- What does sampling of the future look like post-COVID-19 at self-service shopping and guided beauty counter shopping?
- How does the retail and spa experience change post-COVID-19?
- How can we make the consumer comfortable and infuse trust, fun and play into this new world?



INSIGHT GATHERING

Retail Experience Research | Consumer Survey

TESTER INSIGHT GATHERING | Existing Tester Landscape

Testers as Pathway to Purchase

- 93% of female consumers research before purchasing: testing products, reviewing claims and seeking consultations at beauty counters.*
- Foundations, lipsticks, eyeshadows, nail polishes, brushes, fragrances and moisturizers are try-on favorites.

Risk of Testers

- Dermatologists advocate strongly for the abolishment of cosmetic testers in retail stores.
- Major retailers have undergone lawsuits against customers contracting infections linked to in-store testers

** The Benchmarking Company*

Testers in Store

- Some retailers attempt to provide sanitary options via store monitors and single use applicators while maintaining the experiential try-on moments.

Virtual Testers

- The desire for more sanitary options inspired innovations like virtual try-on technology.
- Advancements in face detection technology and color accuracy have made virtual try-on a viable option in-store and online.
- Beauty brands are connecting with Millennials and Generation Zs through these digital platform options.
- China increasingly relies on AR and AI technology and distributes it to other markets.



INSIGHT GATHERING | Consumer Survey

WE JUST *HAD* TO ASK

BBCA conducted a survey amongst consumers dreaming about returning to shopping for beauty IRL to find out how their habits would change post-COVID-19.

86%

Test makeup before purchasing.

61%

Utilize in-store try-ons.

76%

Utilize take-home samples.

Base Beauty Survey, April 2020

INSIGHT GATHERING | The Consumer

Why do you try product before purchasing?

Color/
shade
matching.

I like to see how
lipstick matches my
complexion.

To make sure
the coverage
is good.

So I know
I'll like the
consistency.

To see if I like
the eyeshadow
pigments.

To feel if
it's greasy.

So I can see if
it lasts through
the day.

For fun!!!

To make sure it
doesn't irritate
my skin.

To avoid
returns!



INSIGHT GATHERING | The Consumer

Post-COVID Shopping

- As we navigate a post-COVID-19 world, the consumer's need for safety and hygiene while she shops will be heightened. This will affect how she experiences products, interacts with testers and makes her decision to purchase.

**You never
know where
the next virus
can stem
from!**

**I don't think I'll want
to touch samples or
be touched by the
salesperson.**

**I now have NO desire
to test in store
products knowing
someone else
touched it.**

Base Beauty Survey, April 2020



POST-COVID-19 RETAIL EXPERIENCE

Brainstorm Results

SOLUTION 1 | Self-Service & Sales-Assisted Retail

From Self-Service to a Supervised Sampling Show

- Retailers that are keen to meet the consumer's new hygienic desires and have the imagination to really rethink the retail experience will adopt staff-managed testing bars with animation destined to drive customers in the door.
- This bar becomes a focal point in the store to not only draw attention to the hygienic approach to product testing, but to create a unique show, the type of bar experience only a beauty retailer can put on.
- Staffers in store assist customers with tester requests via employee iPads. For customers who don't want or need staff assistance, an app connects the customer directly to testing bar attendee.
- "Bartenders" wearing branded gloves and masks receive product requests and fulfill them in a glass enclosed area. Hundreds of products across brands are available for distributing in sachets, tubes or bottles.
- The bartender creates a customized hygienic package for the consumer who is notified via text message that their selections are ready.

Concept art by Base Beauty Creative Agency on following page.



- Glass enclosed space
- Center of the store
- Unit's design draws the eye
- Staffer wears protective gear
- Hundreds of products available as free samples
- Requests come in via app
- Monitors notify customers of their "order" progress

Concept art by Base Beauty Creative Agency

SOLUTION 2 | Retail, Spa & Salon

From Soiled Samples to Automated Dispensing

- The counter, end-cap and gondola will be redesigned to shine a spotlight on hygienic and easy-to-experience product samples.
- The typical products testers of open primary packaging will no longer be available, replaced by sensor-driven automated dispensers.
- But, the customer still wants to see the product, which will be on view and enclosed in plexiglass glorifiers.
- A variety of automatic dispensers will be developed for optimal use on liquids (foundation, serum), creams (lipstick, lip gloss, moisturizer, eye cream) powders (foundation, eye shadow, blush, bronzer, highlighter) and fragrances.
- These machines will be self-service with disposable cups and applicators keeping the process hygienic from start to finish.

Concept art by Base Beauty Creative Agency on following page.

- Liquid products are dispensed by touch-less, motion-activated dispensers
- Eye shadow and lipstick samples available on single-application perforated sheets, dispensed by motion activation
- Consumers can see, but not touch, the packaging so that she knows what to expect when she buys the product.

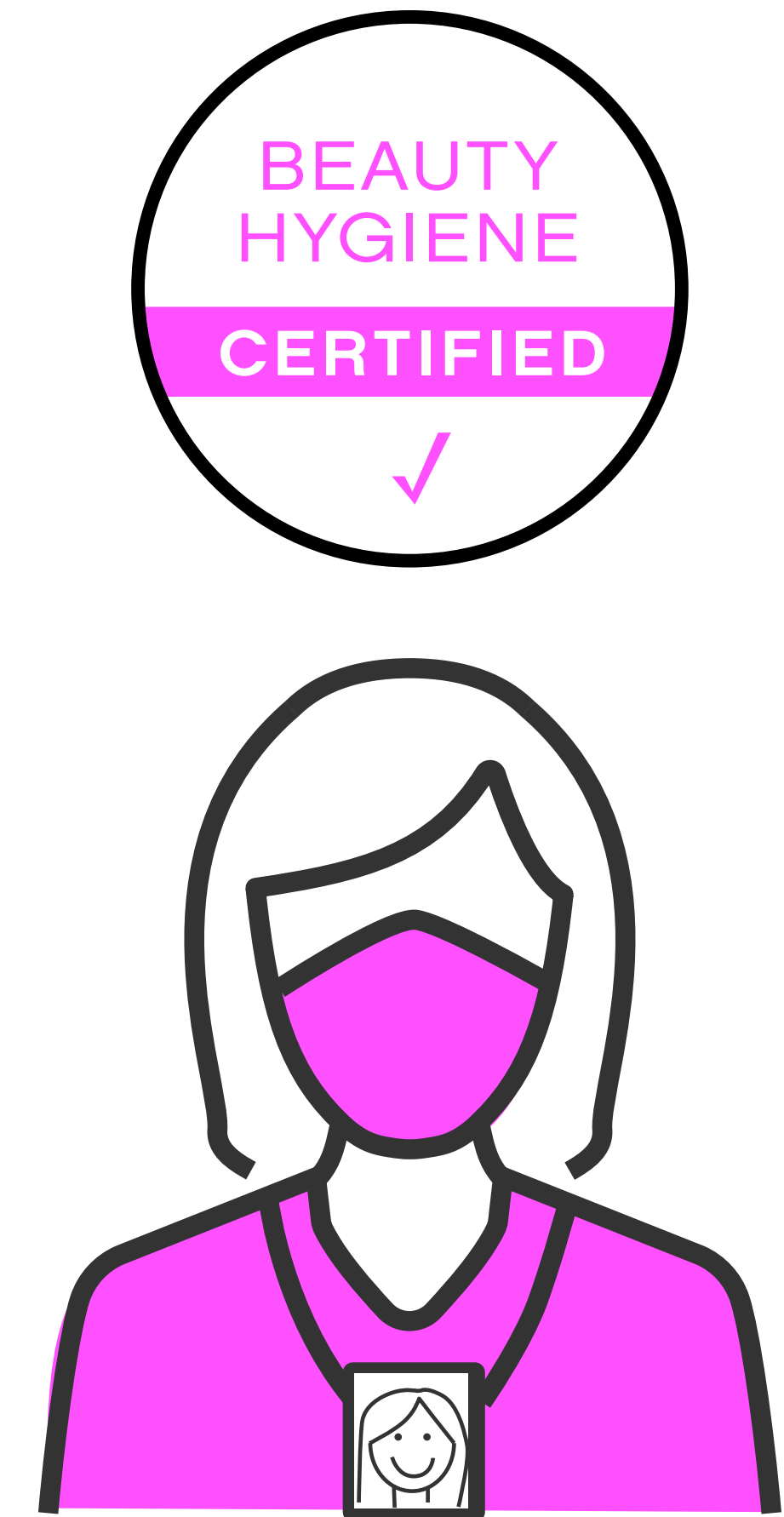


Concept art by Base Beauty Creative Agency

SOLUTION 2 | Retail, Spa & Salon

Assurance of hygiene protocols while maintaining the fun

- Dermatologist advisors will establish hygiene training and certification programs for retailers, spas and staff to assure the consumer that the most hygienic techniques are implemented and maintained.
- This certification program will be a third-party marketed endorsement, separate from the retailer and serves the consumer, just like the Good Housekeeping seal.
- PPE-compliant uniforms will be reimaged by fashion designers in the brand aesthetics of the spa or retailer .
- Staffers will wear mask and gloves along with name badges featuring a photo of the staffer in a favorite full beauty look, so the consumer can see their friendly expression and beauty personal style without the mask.



Concept art by Base Beauty Creative Agency

About Base Beauty

Big Agency Skills... Small Agency Vibes

Experts in beauty & wellness

We're a team of all-female creative beauty professionals with significant in-house experience at major beauty brands.



WE CREATE
EVERYTHING THE
CONSUMER SEES
AND TOUCHES



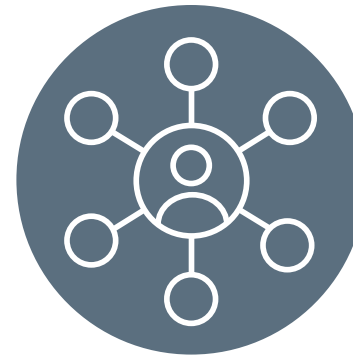
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BRAND STRATEGY
& RESEARCH



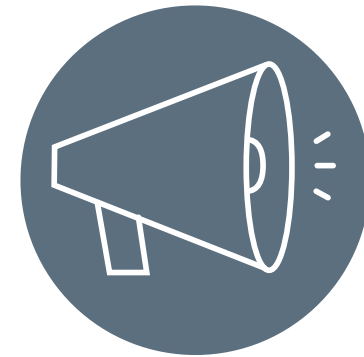
CONTENT
CREATION



INFLUENCER



BRAND IDENTITY,
PACKAGING & RETAIL



PUBLIC
RELATIONS



PODCAST
PRODUCTION



DIGITAL
MARKETING

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