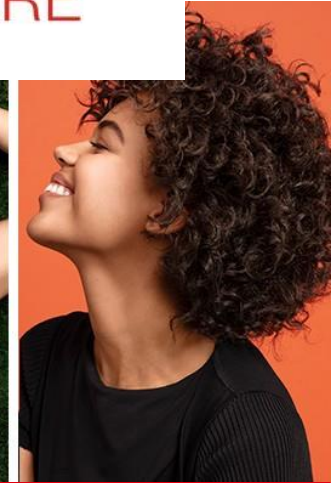


HENKEL
BEAUTY
CARE



BRING 'EM BACK – SHOPPER AKTIVIERUNG IN DER KATEGORIE BEAUTY CARE MIT SEGMENTSPEZIFISCHEN PROMOTIONS

ECR TAG 2021 | 22.09.2021



AGENDA

- 01** Kurze Vorstellung
- 02** Hintergrund und Studiendesign
- 03** Shopper Aktivierung mit segmentspezifischen Promotions

A large red triangle pointing to the right, located on the left side of the slide.

KURZE VORSTELLUNG

▶ HENKEL IN A NUTSHELL

SALES

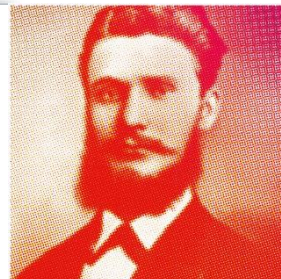
€20.1 BN



MORE THAN

143 YEARS

SUCCESS WITH
BRANDS AND
TECHNOLOGIES



WE ARE ACTIVE IN

78

COUNTRIES

THREE BUSINESS UNITS

ADHESIVE TECHNOLOGIES
BEAUTY CARE
LAUNDRY & HOME CARE

€3.2 BN

ADJUSTED
OPERATING PROFIT
(EBIT)



LEADING IN
SUSTAINABILITY

+56%

RESOURCE
EFFICIENCY



AROUND

2,000

SOCIAL PROJECTS
SUPPORTED



WE EMPLOY
MORE THAN

52,000

PEOPLE
WORLDWIDE FROM
120 NATIONALITIES



AROUND

36%

WOMEN IN
MANAGEMENT

Yagora

Henkel

Über uns



20 +
Jahre Erfahrung





60 +
Mitarbeiter
Researcher, Consultants, Data
Scientists, Analysts, Developer,
Field Team



750 +
erfolgreich durchgeführte
POS-Projekte



4
Büros
Neu-Isenburg, Berlin, Stuttgart 
Singapur (RHQ SEA) 



Solution Partner
Yagora

Offizieller Schulungspartner für Shopper Research,
Online Category und Touchpoint Management im
Rahmen der **Category Manager Zertifizierung** der **GS 1
Germany**.

Yagora Mission

Der **Moment der Kaufentscheidung** ist seit über 20 Jahren der **Mittelpunkt unseres Denkens und Handelns**.

Wir messen und analysieren das **Kaufentscheidungsverhalten** der Shopper auf Basis fundierter Daten und untersuchen die **dahinterliegenden Einstellungen, Motive und Emotionen**.

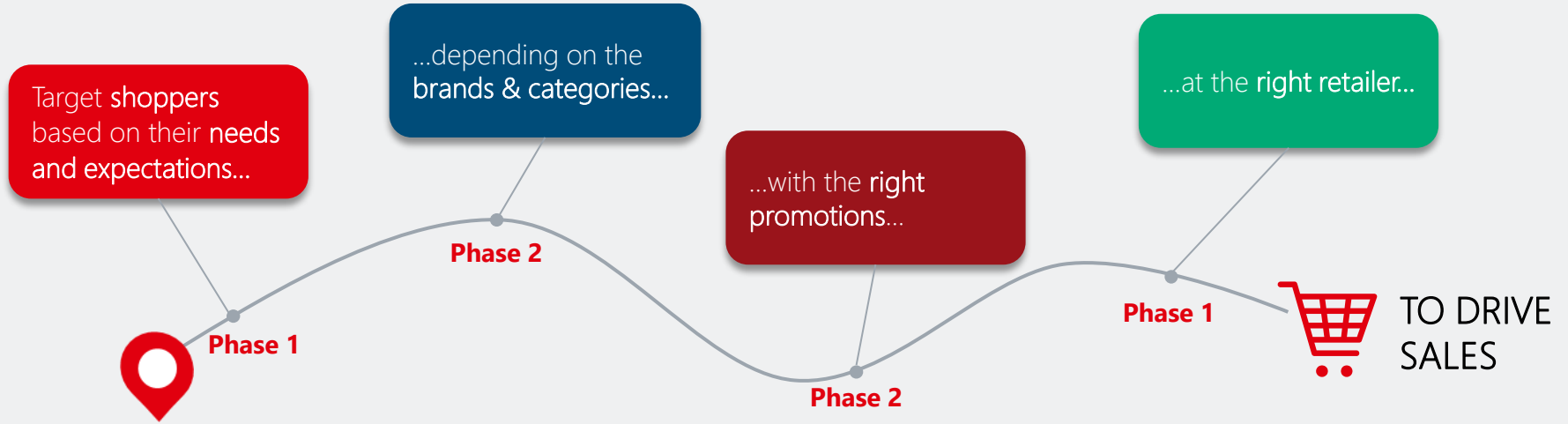
Für eine ganzheitliche Betrachtung nehmen wir die **Sicht des Shoppers** ein und **ergänzen diese um die Perspektiven von Händlern und Herstellern**.



A large red triangle pointing to the right, located on the left side of the slide.

HINTERGRUND UND STUDIENDESIGN

▶ KEY AREAS OF INTEREST



Understanding shopper attitudes and behavior, relevance of different types of promotions for different categories and shopper segments as well as retailers are the **KEY TO SUCCESSFUL PROMOTION ACTIVITIES**.

▶ THE RESEARCH APPROACH

2-Phase approach

- **National sample amongst shoppers of beauty and care products in Germany**
- Respondents 18-69 years old
- Gender: 75% females | 25% males

Sample sizes

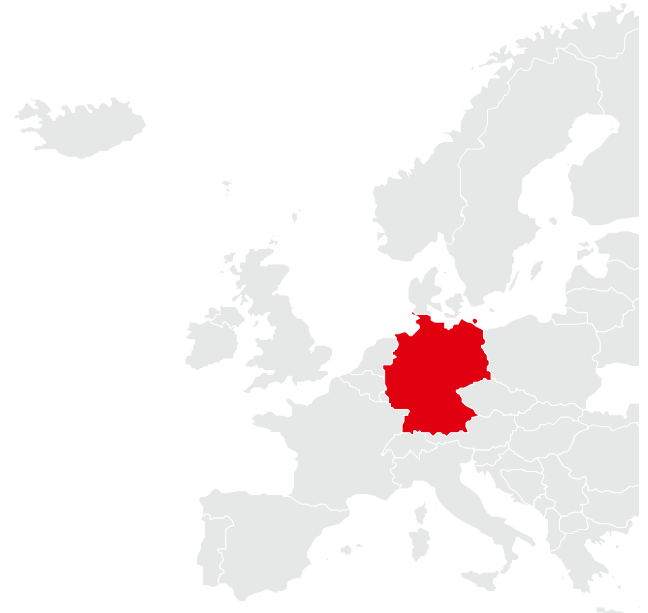
- Phase 1: n=1.024 Interviews in total
- Phase 2: n=2.501 Interviews in total
- In total **3.525 respondents**

Method of data collection

- **Online survey**

Interview

- Length of interview: **25 minutes**



▶ THE RESEARCH TOPICS & TECHNIQUES



Shopper Segmentation

- Attitude based and behavior data for description
- 13 different psychological constructs (e.g., Habitualization, Quality, Price Promotion)

Implicit Association Test

- Measuring the implicit attractiveness of promotion mechanics without product / brand impact
- 110 different mechanic / product combination

CBC – Mechanics

- Measuring the shopper uplift of different promotion mechanics
- 254 different mechanic / product combinations
- Own and competitor products

A large red triangle pointing to the right, located on the left side of the slide.

SHOPPER AKTIVIERUNG MIT SEGEMENTSPEZIFISCHEN PROMOTIONS

▶ INTRODUCING THE 4 SHOPPER SEGMENTS

Rationalists

Efficiency Seeker

I want shopping to be as efficient as possible, a plan beforehand is helpful.



Low Engaged

I shop only on demand and I stick to what I'm used to.



Shopping Queens

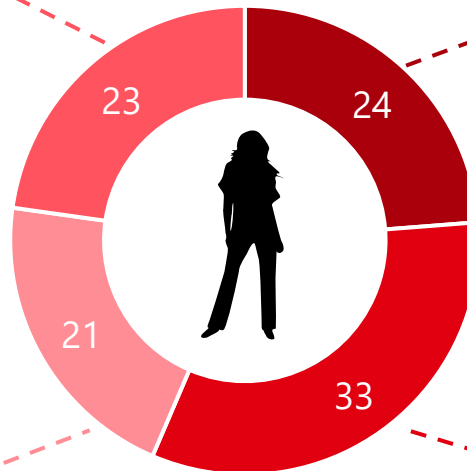
Conscious Variety Seeker

I enjoy shopping and I am always seeking for innovation and information.




Enthusiastic Value Hunter

When shopping, I want to have variety, promotion and special prices.



SED CARD CONSCIOUS VARIETY SEEKERS

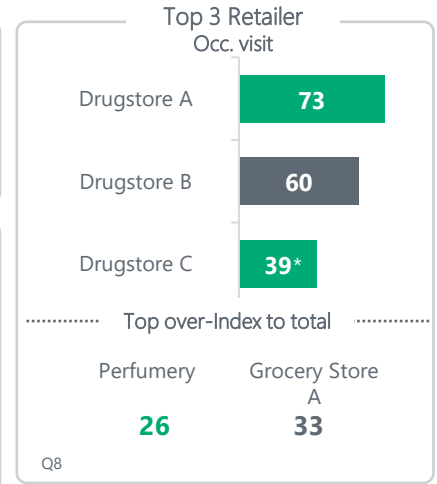
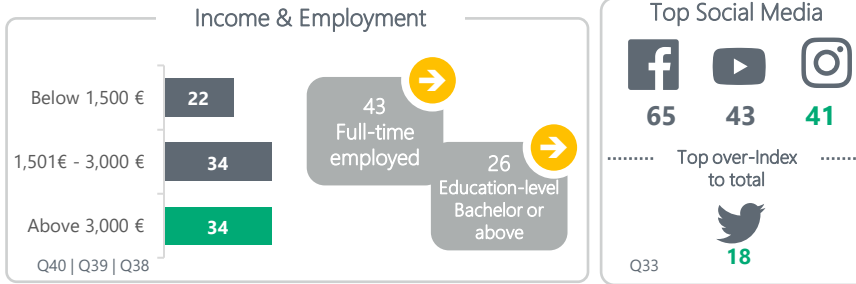
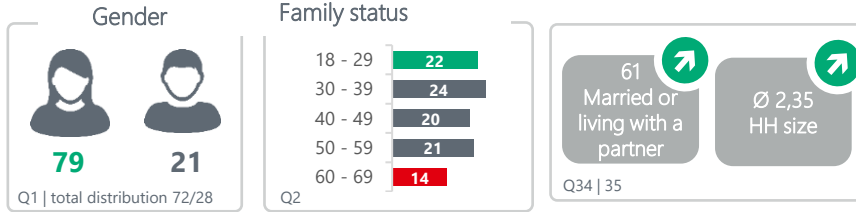
size of segment 



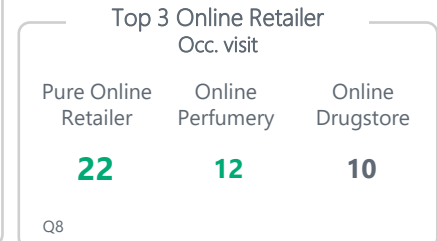
Conscious Variety Seeker

I enjoy shopping and I am always seeking for innovation and information.

- prefer brands which respect ethical aspects
- shop beauty care online
- pay more for better quality
- love to try new products
- enjoy health and beauty aisles
- prefer low price shops
- love products that pamper me
- look to enhance my appearance
- look for quality



Ø 5,3 occ. visited (Ø total 5,1)

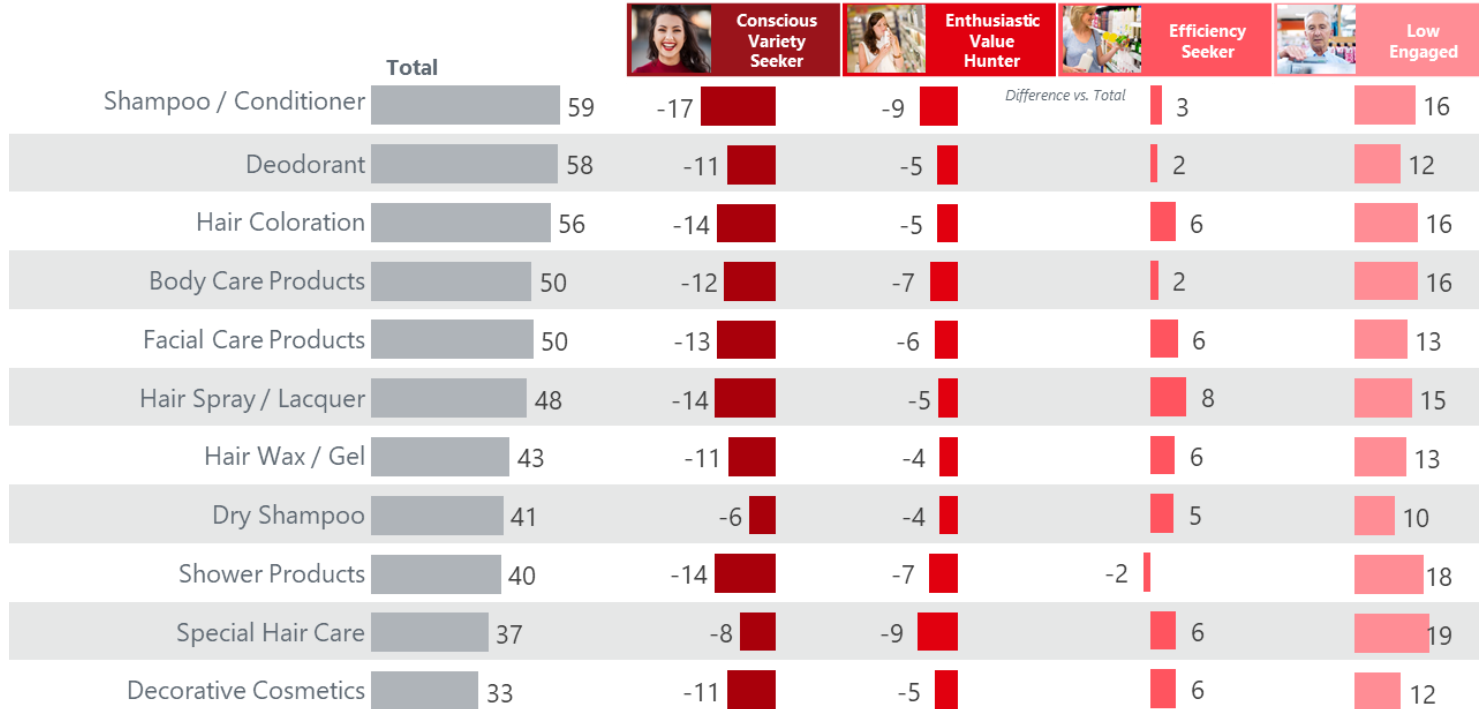


XX significantly lower than total XX significantly higher than total

*Significantly higher based on Index only, not considering the skewness of the distribution

▶ PLANNING OF BRAND - PER SEGMENT

CONSCIOUS VARIETY SEEKER AND ENTHUSIASTIC VALUE HUNTERS PLAN LESS OFTEN WHICH BRAND THEY BUY BEFORE ENTERING THE STORE.



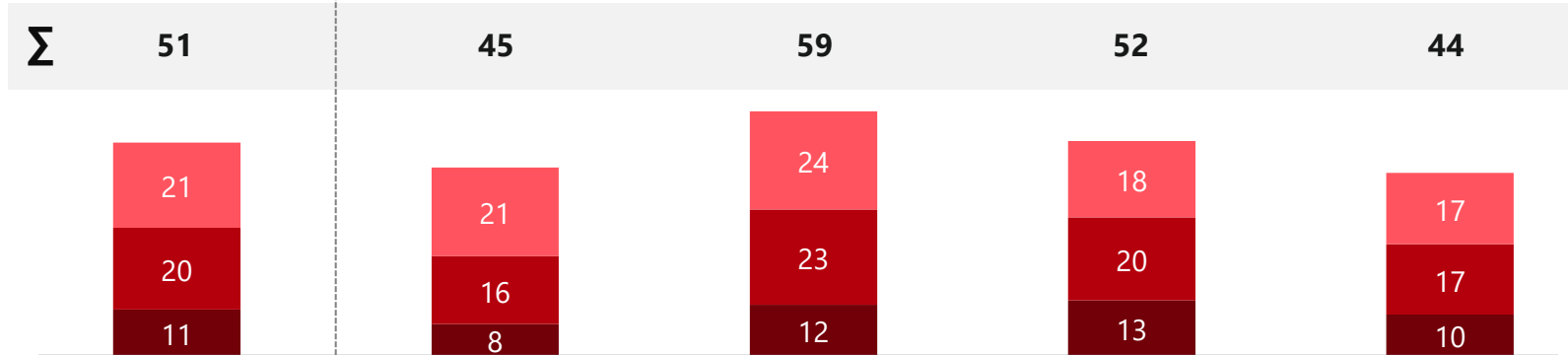
Base:
Q36

Phase 2 | in % for answer "I know which brand I buy, before entering the store"
If you buy your category, which statement fits best your choice of brand? (SC per category)



PURCHASE IN PROMOTION - PER SEGMENT

ENTHUSIASTIC VALUE HUNTERS BUY MORE THAN HALF OF THEIR BEAUTY CARE PRODUCTS IN PROMOTION.



- I bought about half of my products in promotion and the other half not in offer
- I bought more than half of my products in promotion
- I bought all my products in promotion

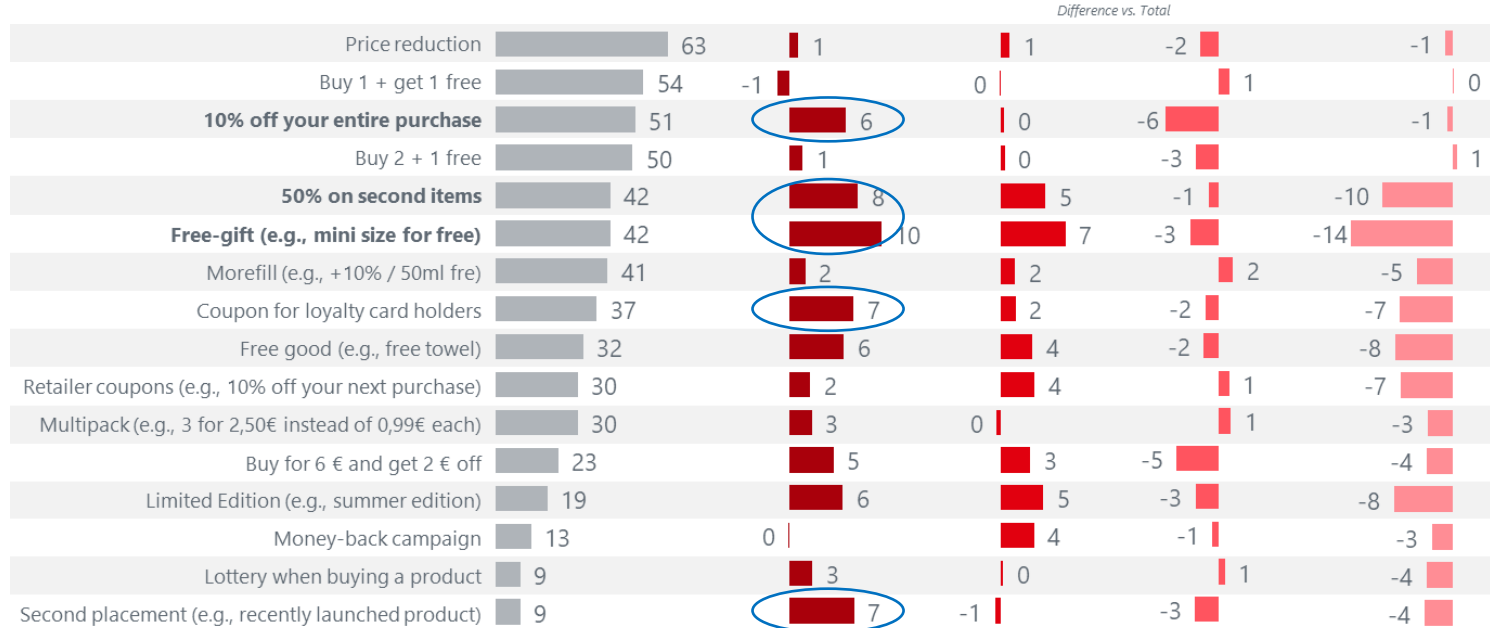
Base:
Q48

Phase 2| Top 3 Box in %
And if you think of your purchase of this category, how many of your last purchases did you buy in promotion? (SC per category)



ATTRACTIVENESS OF PROMOTION MECHANICS

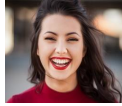
CONSCIOUS VARIETY SEEKERS LIKE TO BE REWARDED FOR THEIR STORE LOYALTY AND ARE INTERESTED IN TRIAL PRODUCTS AND NEWLY LAUNCHED PRODUCTS.



Base:
Q28

Total (n=1024) | in %
Which of the following offers / promotions for Beauty and Personal Care products do you find appealing? (MC)

PROMOTION MATRIX



Conscious Variety Seeker



Enthusiastic Value Hunter



Efficiency Seeker



Low Engaged



Drivers
What **drives** the **purchase** behavior?

- New products
- Sustainability
- Brands with respect to ethnic aspects

- Spontaneous decision at POS
- Savings (price) and deals (promo)

- One-stop shopping
- Fast shopping
- Habitative

- Stick to the same brands
- Fast shopping

Promo Triggers
How can we **trigger** purchases?

Reward my loyalty and give me something new and sustainable

- Loyalty Card couponing
- Free-Minis & Goods

I want a DEAL

- Price-off for second item
- Money-back campaign

Make it simple

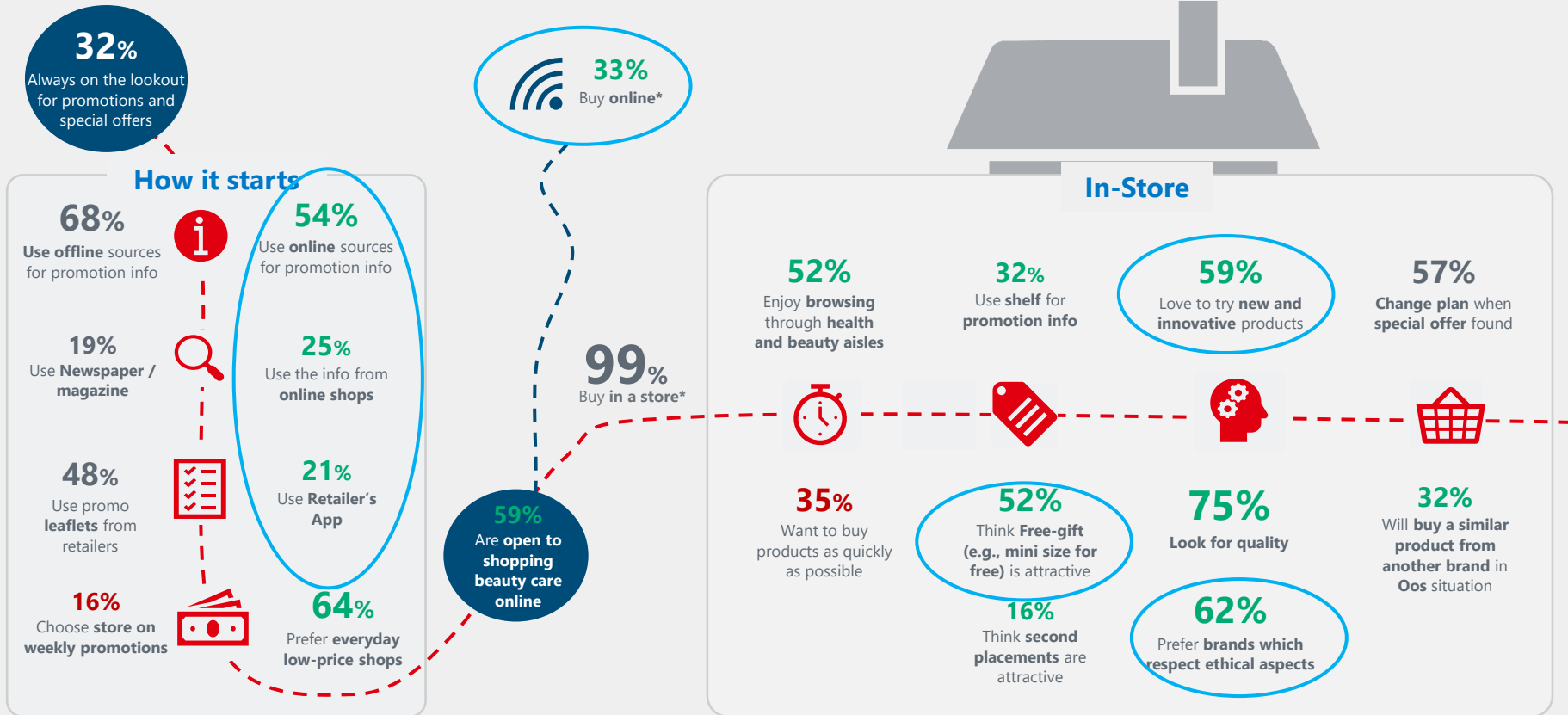
- Morefill
- Multipacks

More from what I like

- BOGOF
- Buy 2 + 1 free

...and how?

▶ SHOPPER JOURNEY CONSCIOUS VARIETY SEEKERS



Base: Total (n=244) | in %; *Occasionally visited

XX significantly lower than total XX significantly higher than total

▶ WAY FORWARD

Optimization short-term promotion-plans (2021)

- Verify target group (retailer/brand)
- Adaptation promotion mechanics
- Retailer – and segment-specific promotion offers

Integrate shopper segments into GfK-householdpanel

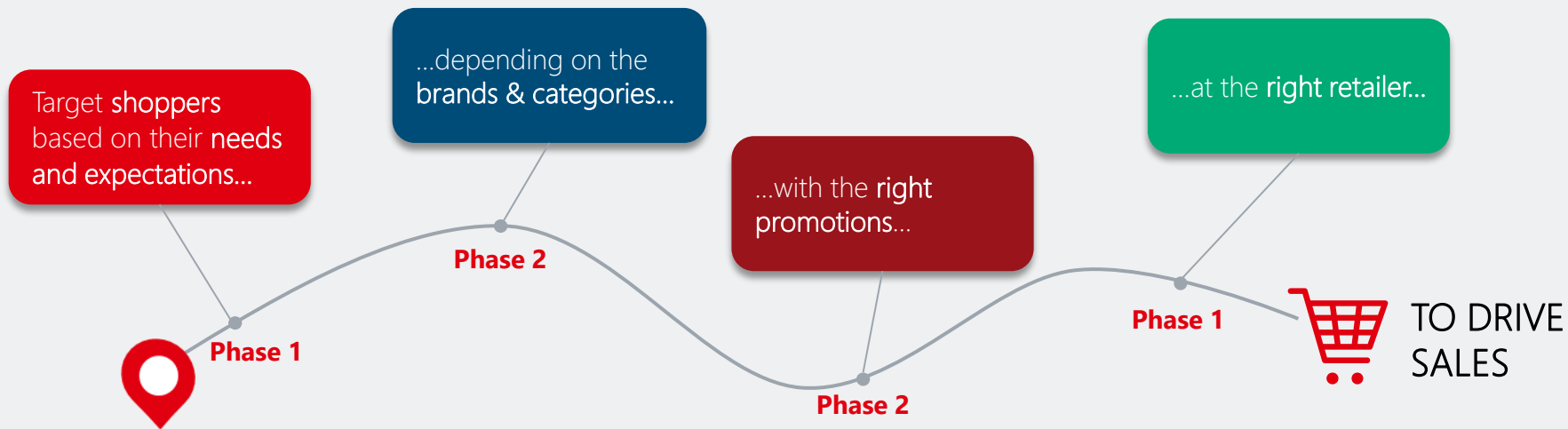
- Segment-specific analysis → **know your shopper**
- Category-, brand- and segment-specific analysis → **where to play**
- Retailer- and segment-specific analysis → **potential to grow**



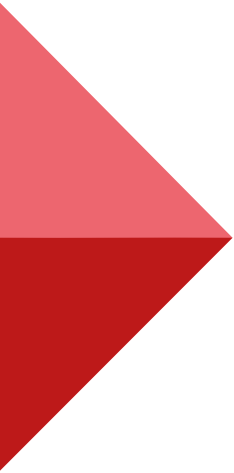
- Implicit promotion attractiveness → **which promotion**
- Estimated promotion uplifts → **what's in for us**

Promotion and Brand Strategy 2022 ff.

▶ CONCLUSION



Understanding shopper attitudes and behavior, relevance of different types of promotions for different categories and shopper segments as well as retailers are the **KEY TO SUCCESSFUL PROMOTION ACTIVITIES**.



THANK YOU

