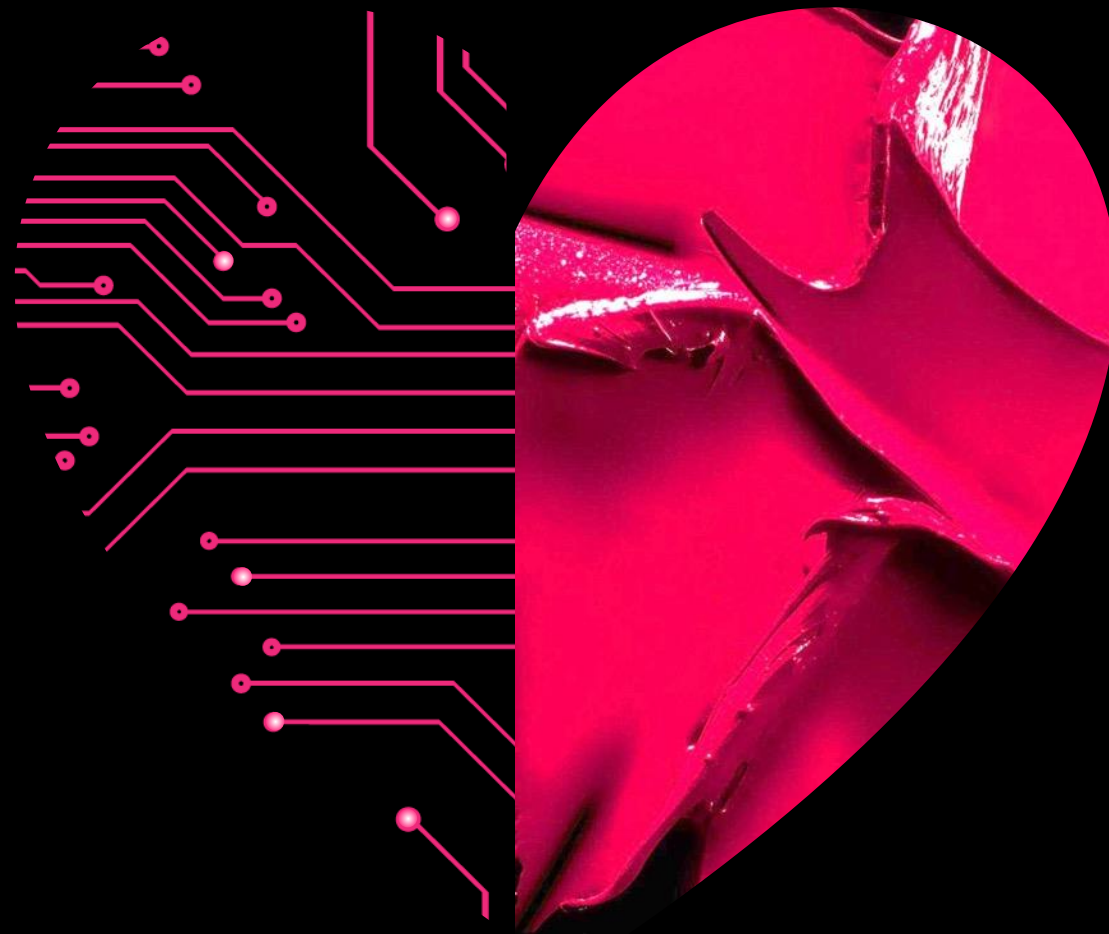


*Estrategia y oportunidades de crecimiento  
a través de las nuevas metodologías de  
investigación*

*Estefanía Yagüez  
Chief Consumer Insights and Market Intelligence  
Officer*

L'ORÉAL

ACED E, Enero 2022





# Estefanía Yáguez

Consumer Insights and Market Intelligence Director

# L'ORÉAL



## EXPERIENCIA +20 años

- Directora Consumer Insights and Market Intelligence L'Oréal
- Directora FMCG en GfK (Danone, Mondelez, Heineken, BDF..)
- Ex-miembro del consejo y comité de la Asociación de Marketing de España
- Libros publicados
  - “De la emoción a la compra” (2021)
  - “Nuevas tendencias en investigación y marketing” (2012)



<https://cutt.ly/KOrmjjO>



## CONFERENCIANTE Y DOCENTE

- Marketing Estratégico
- Customer experience
- Branding
- E-commerce
- New marketing (Advocacy, Metaverso)



C1 - Internal use

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#1

DE LA BELLEZA  
EN EL MUNDO

¿Por qué?

—

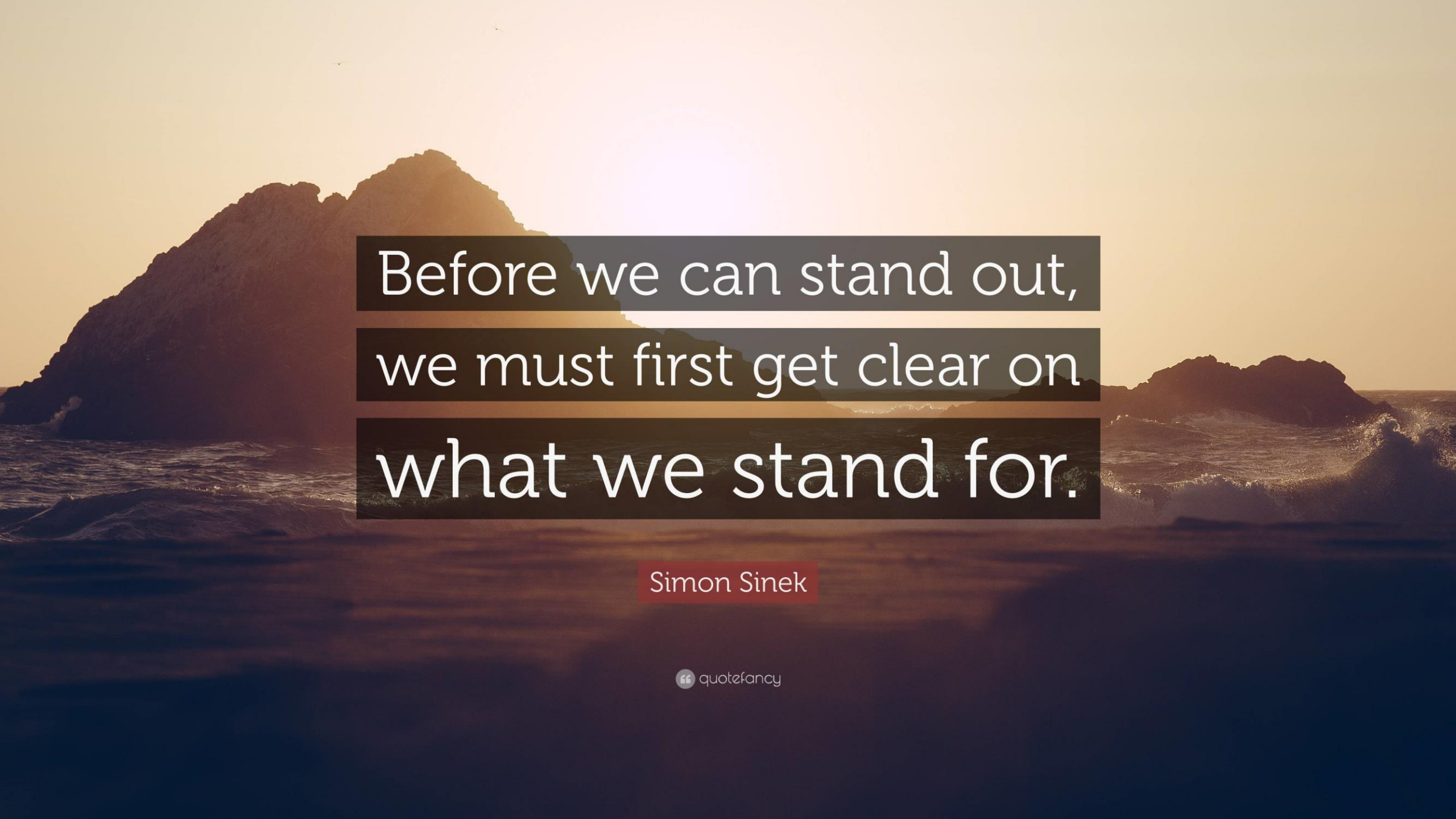
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¿Cuál es el  
objetivo de los  
departamentos  
de insights?





- **La función Insight DEBE ir más allá de sólo:**
- **Suministrar datos, proporcionar validaciones**
- **Ser la voz del consumidor**



Before we can stand out,  
we must first get clear on  
what we stand for.

Simon Sinek

# Reforzar la función de Market Insight para su transformación

90% DE LAS COMPAÑÍAS ESTÁN  
ACTUALMENTE EN ESTOS DOS GRUPOS

La investigación de mercados  
como tomadora de pedidos

Investigación de mercados como miembros de una  
organización de previsión estratégica



## ESTUDIO DE MERCADO TRADICIONAL

El equipo tiene **poco acceso a la alta dirección.**

El enfoque se inclina hacia la **investigación táctica.**

La investigación se centra en la **retrospectiva.**



## CONTRIBUIMOS AL NEGOCIO

Se pide a la Dirección que ponga mayor foco en el **consumidor /cliente**

La investigación tiene un **enfoque estratégico.**

Se anima a que **los insights trasciendan** los equipos de Marketing.



## MARKET INSIGHT ES ESTRATÉGICO EN LA COMPAÑÍA

Los altos ejecutivos se **centran en el consumidor.**

La influencia de los **insights** va **más allá del marketing.**

La **base de conocimientos** es cada vez mayor.

Se hace hincapié en la **hibridación de las fuentes de información.**



## MARKET INSIGHT COMO VENTAJA COMPETITIVA

La **investigación estratégica** es una prioridad.

Los **conocimientos** están **integrados en todas las funciones.**

La empresa construye una base de conocimientos que la convierte en una organización **de aprendizaje.**

La empresa se centra en la **previsión** y la **predicción** utilizando una **amplia variedad de fuentes.**

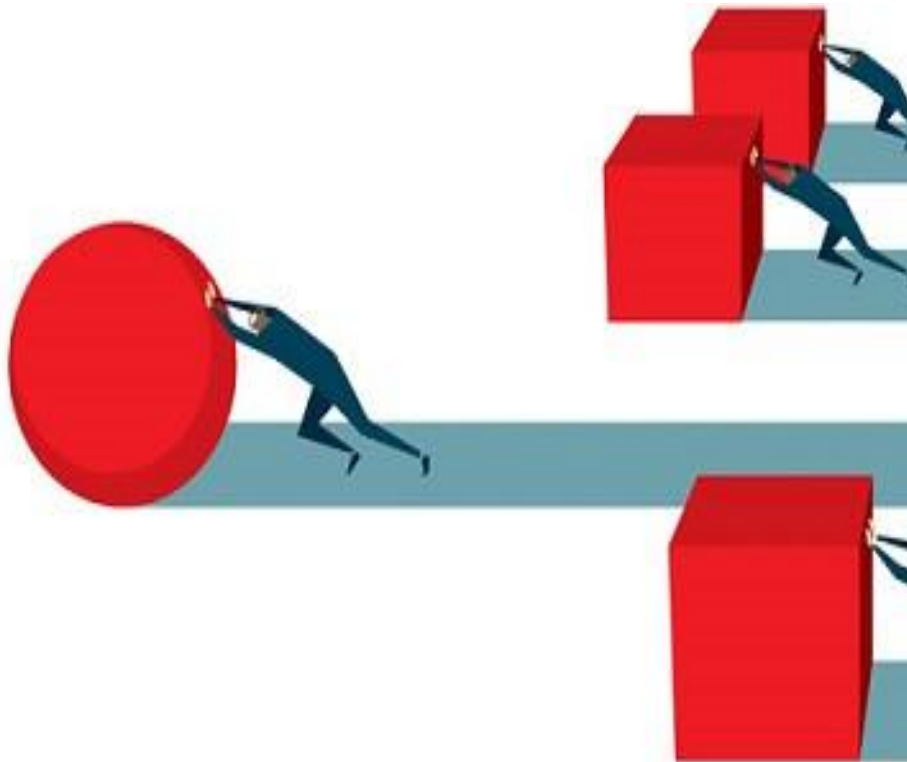
**IF WE WANT A CHANGE**



**WE NEED TO CHANGE**

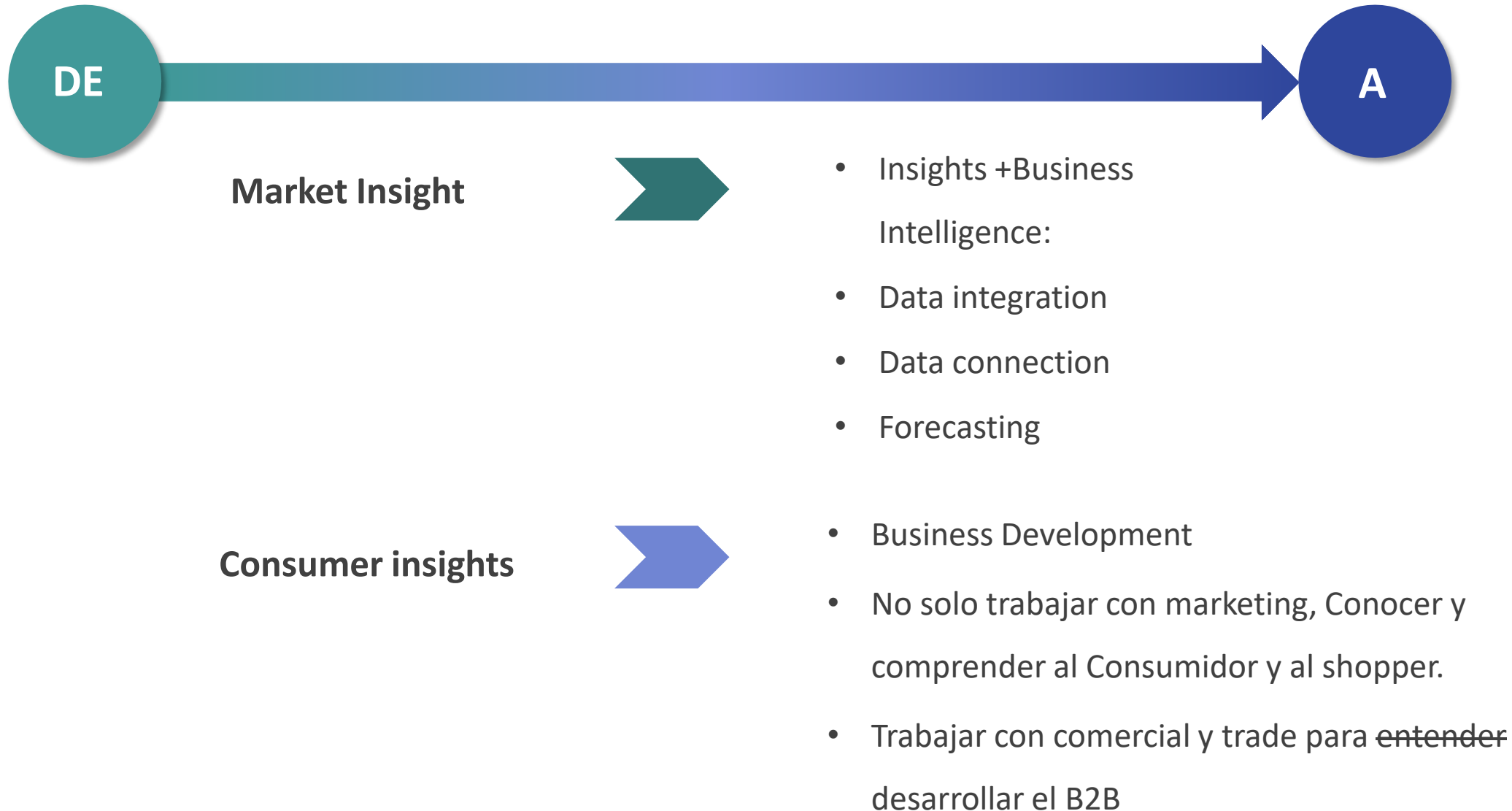


# SER VENTAJA COMPETITIVA



- **Identificar fuentes internas y externas de información e inspiración.**
- **Identificar oportunidades de crecimiento estratégicas a largo plazo**
- **Abrir canales permanentes de diálogo, información, análisis e inspiración entre la empresa y el exterior**
- **Generar y compartir ideas que informen e influyan en los procesos innovadores y creativos de cada equipo de la empresa**
- **Apoyar a los equipos de la empresa en procesos de innovación y creatividad para incorporar nuevas visiones y nuevos ángulos.**
- **Respaldar las decisiones de dirección (con información basada en hechos y datos)**
- **Crear y gestionar un foro y una agenda para transmitirlos a toda la empresa**

# TRANSFORMACIÓN DEL ROL DE CONSUMER & MARKET INSIGHT



Trasversalmente generar oportunidades de crecimiento/eficiencia (M&A, ROI, nuevo marketing

# VUCA

Volatility  
Uncertainty  
Complexity  
Ambiguity



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DISRUPTING THE  
**BEAUTY INDUSTRY**

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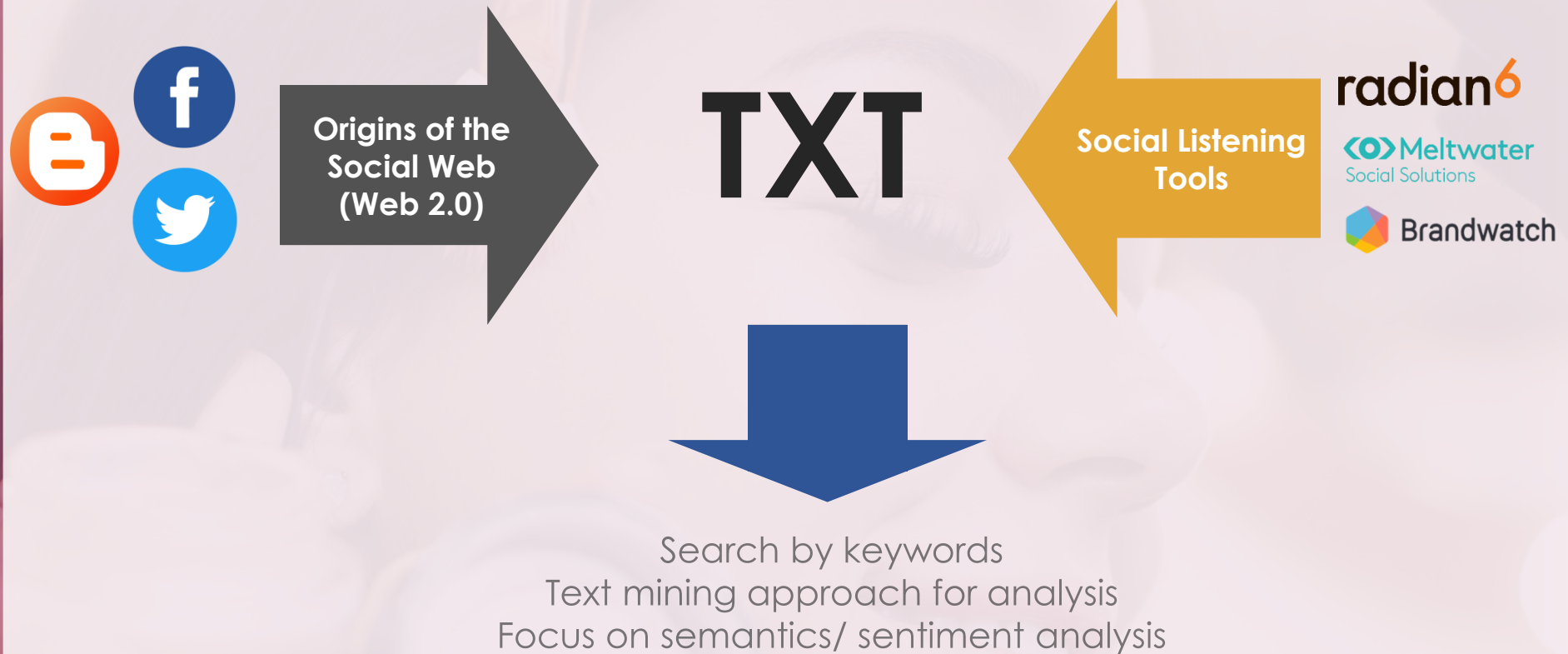
CASE STUDY:

FROM SOCIAL LISTENING  
TO E-SEEING

EL USO DEL SOCIAL MEDIA PARA  
DETECTAR TENDENCIAS Y  
SEGMENTAR AUDIENCIAS



# 2000's



# TODAY

## BIG TO SMALL SCREEN

### MOBILE LIFE STYLE

**2,100 MILLION** SMARTPHONES IN THE ENTIRE WORLD

**62% OF TIME SPENT ON INTERNET** IS FROM A **MOBILE PHONE**

## WORDS TO IMAGES

### AUDIOVISUAL LANGUAGE

EVERYDAY **95 MILLION PHOTOS/ VIDEOS** SHARED VIA ONLY IN **INSTAGRAM**

MORE THAN **85% OF POSTS WITH PRODUCTS/ LOGOS** PUBLISHED IN SM **ARE NOT TAGGED**

## IMAGE INFLUENCE

### SELFIE GENERATION

**285 MILLIONS** PHOTOS WITH THE HASHTAG **#SELFIE**

# CHALLENGES



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# CHALLENGES

## WHAT WE WERE LOOKING FOR

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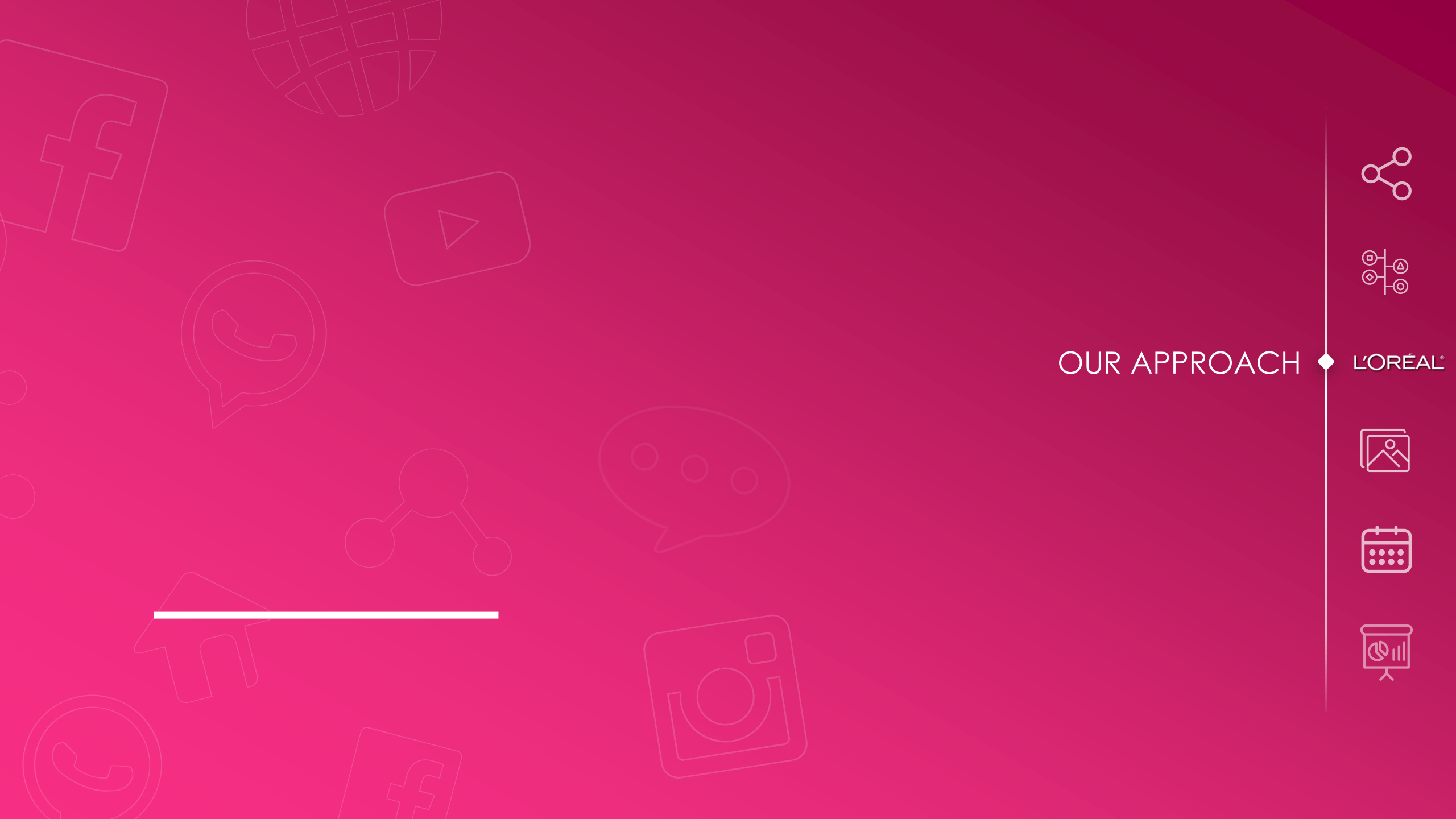
Understand the current and rising trends in makeup and hair care across brands, influencers and consumers



Validate usage habits and techniques



Detect styles and tribes, then size them based on their relevance and evolution



OUR APPROACH



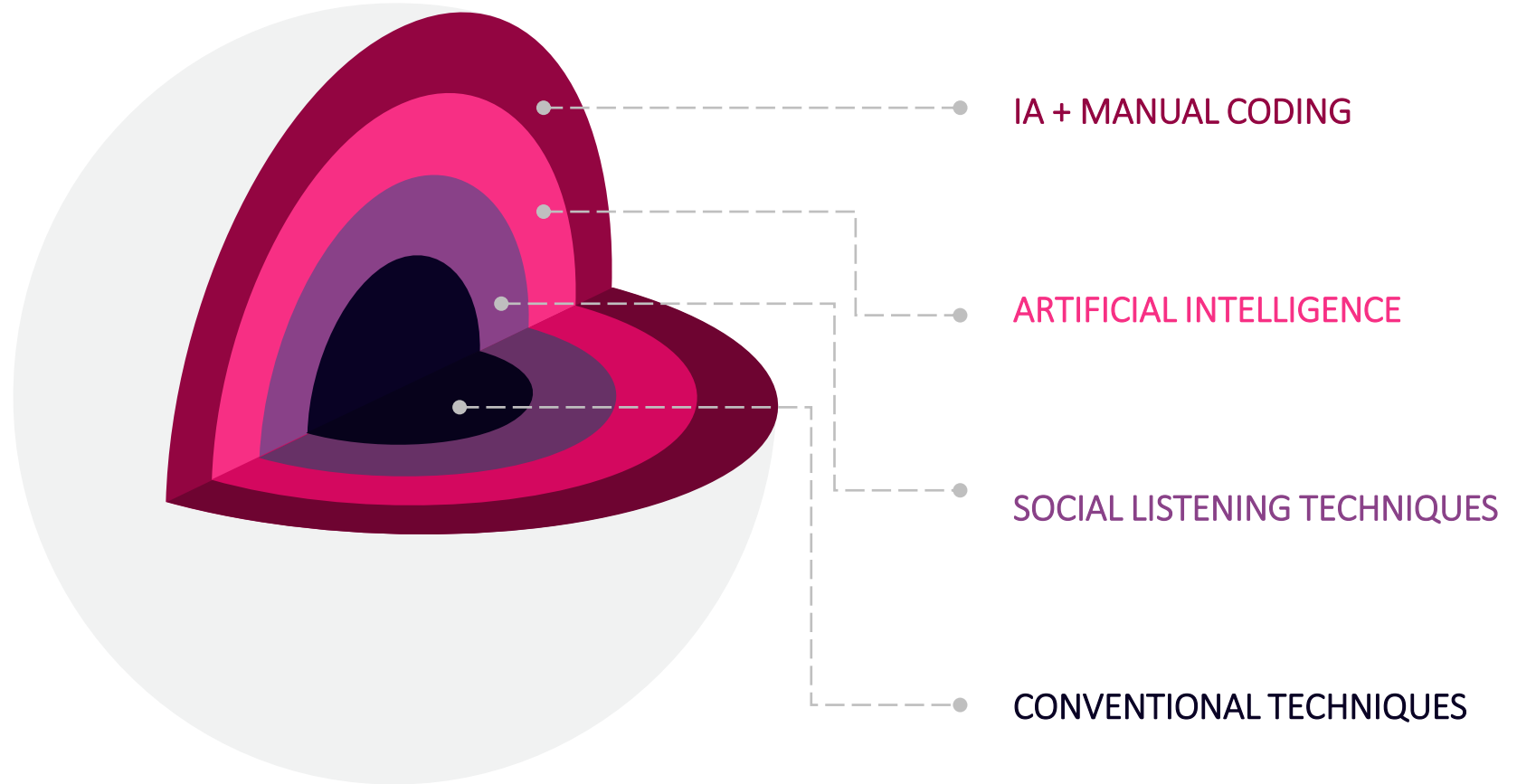

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# OUR APPROACH

## PARTNERING WITH AI

NOMBRE DE LA CARACTERÍSTICA:	VALOR
Objetos	[{"rectangle": {"x": 297, "y": 62, "w": 372, "h": 444}, "object": "Cosmetics", "confidence": 0.666 }]
Etiquetas	[{"name": "lipstick", "confidence": 0.995054841 }, {"name": "cosmetics", "confidence": 0.993185163 }, {"name": "indoor", "confidence": 0.9231032 }, {"name": "lip gloss", "confidence": 0.9047066 }, {"name": "eye shadow", "confidence": 0.8532623 }, {"name": "eyes", "confidence": 0.8496293 }, {"name": "mascara", "confidence": 0.838762 }, {"name": "lip", "confidence": 0.8240551 }, {"name": "wearing", "confidence": 0.8149958 }, {"name": "eyelash", "confidence": 0.7974565 }, {"name": "nail polish", "confidence": 0.7523154 }, {"name": "mouth", "confidence": 0.738652766 }, {"name": "eye liner", "confidence": 0.738652766 }]



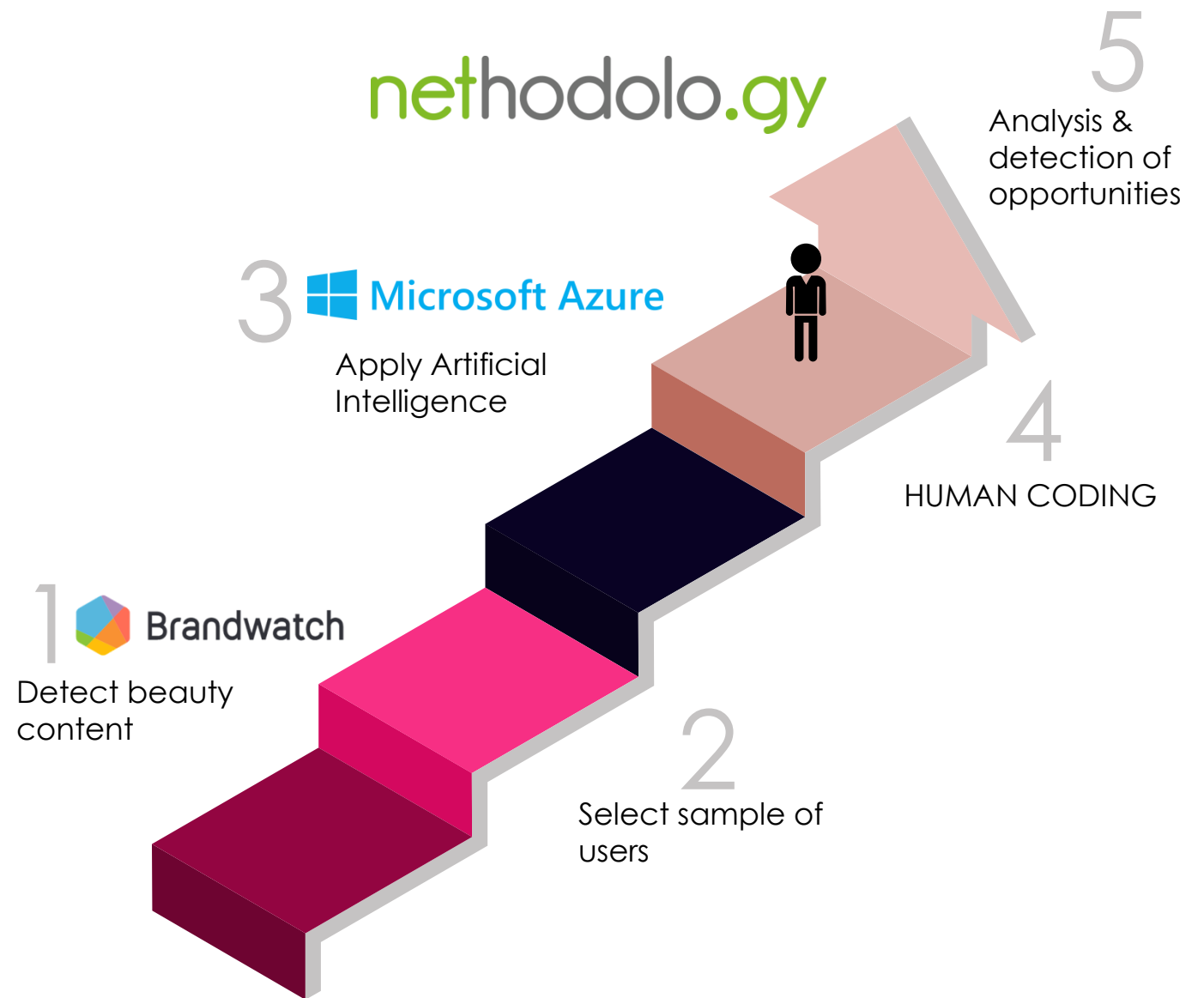
# OUR APPROACH

## METHODOLOGY

**01** WHAT  
MAKEUP & HAIR CATEGORIES

**02** WHERE  
INSTAGRAM

**03** WHEN  
2017-2019



# OUR APPROACH

## IMAGE DETECTION, SAMPLING & PRELIMINARY CODING

Image selection &

filtering



Brandwatch

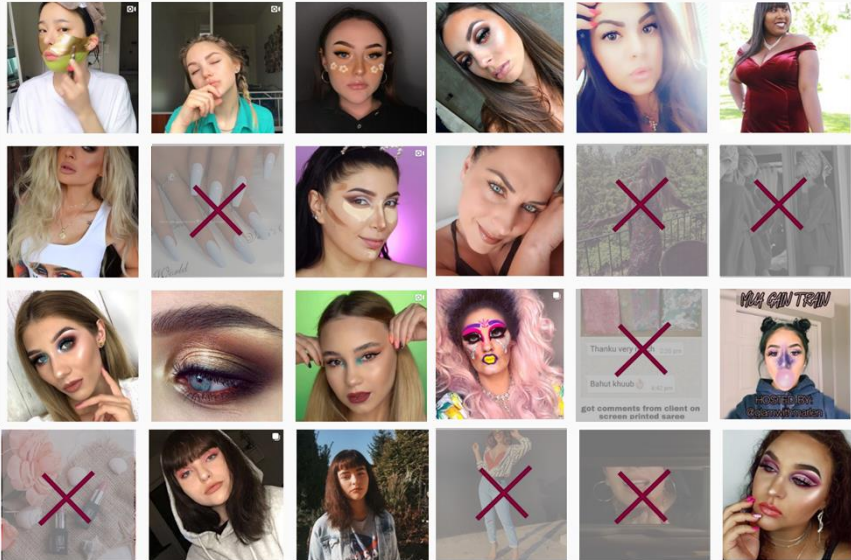


Microsoft Azure

Preliminary coding



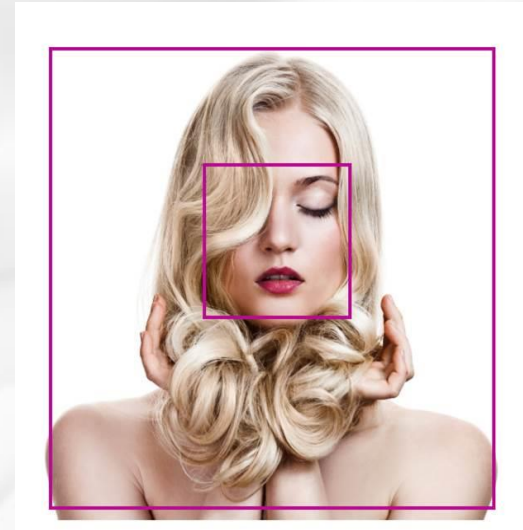
Microsoft Azure



Woman, +18 yo, no sunglasses

Face >25% of image

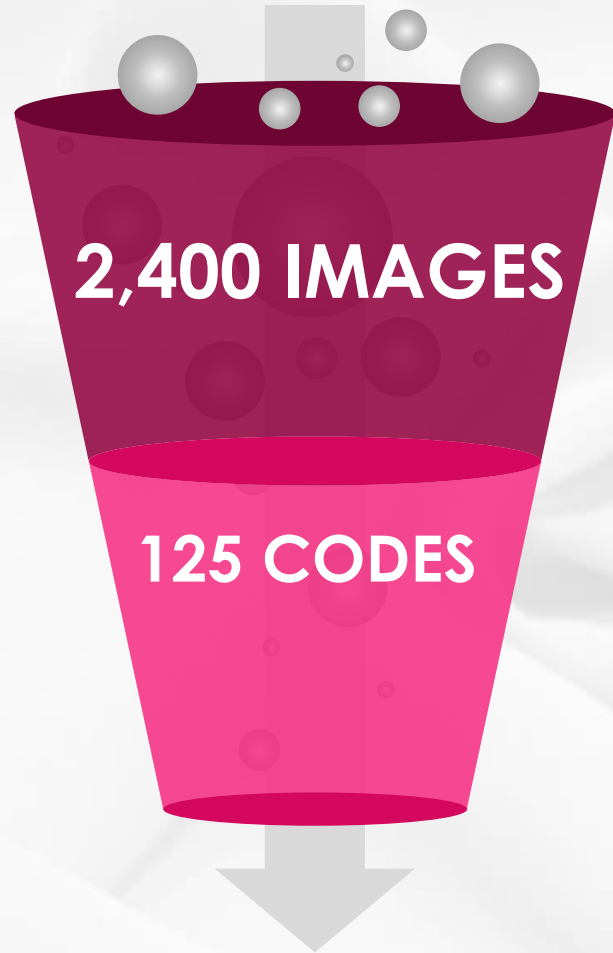
Segmenting Brands / Influencers / Consumers



- ✓ Long Hair
- ✓ Blond Hair
- ✓ Loose Hair
- ✓ Straight hair
- ✓ Face Makeup
- ✓ Eye Makeup
- ✓ Lip Makeup

# OUR APPROACH

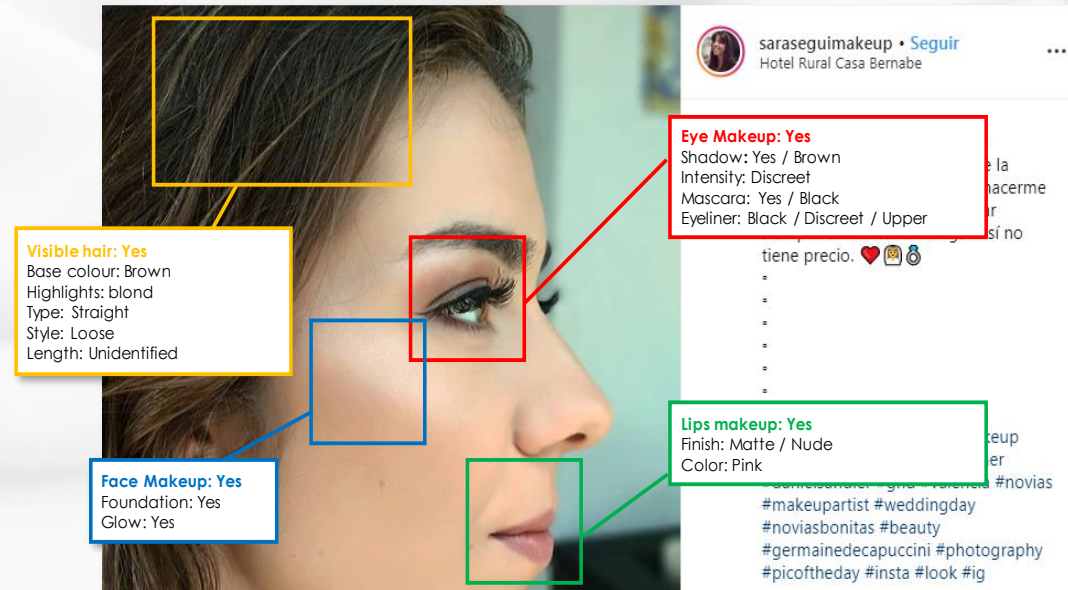
## DEEP LEARNING DATABASE CREATION & ANALYSIS



### GOALS

VALIDATE AZURE'S OBJECTIVE CODING  
IMPROVE DEEP LEARNING ALGORITHM

nethodolo.gy



## MAKEUP E-SEEING DEEP LEARNING ALGORITHM



# RESULTS

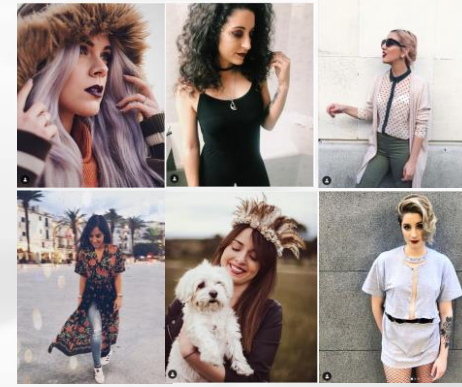


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# INSIGHTS

## TRENDS: SELFIE PROFESSIONALIZATION



 **Early Selfies**  **Idealised Self**  **Image Dramatization**



# INSIGHTS

## STYLES AND TRIBES: CATEGORIZATION

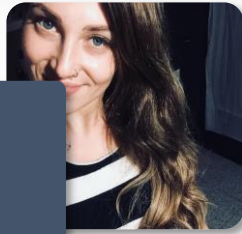
#1

GLOWY NUDE  
STYLE



#2

NO-  
MAKEUP



#3

CLASSIC  
PIN UP



#4

WORKING  
GIRL



#5

PINK  
PIN UP



#6

SMOKING  
EYES



#7

BASIC

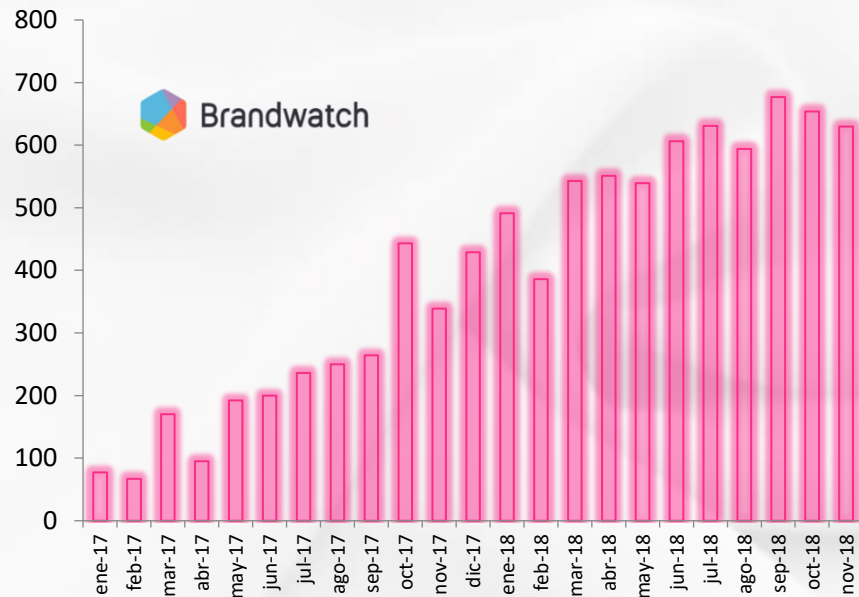


# INSIGHTS

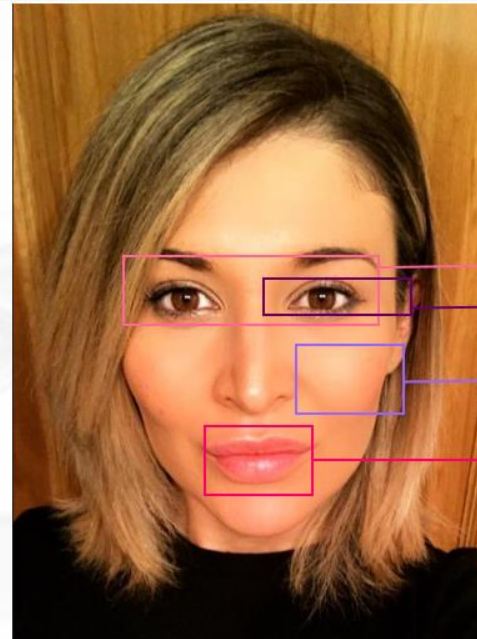
## STYLES AND SEGMENTS: GLOWY NUDE STYLE

### CONVERSATION ANALYSIS

Glow Conversations (000')

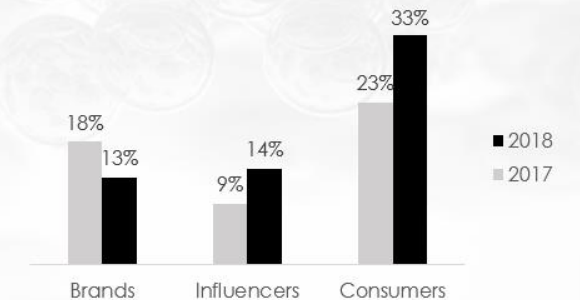


### STYLE ANALYSIS & TREND



- Nude Eyeshadow >70%
- Eyelash mascara 100%
- Pink Cheeks >50%
- Pink Lip >40%

Prevalence among segments:



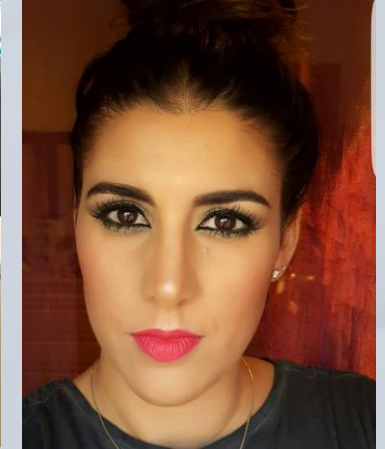
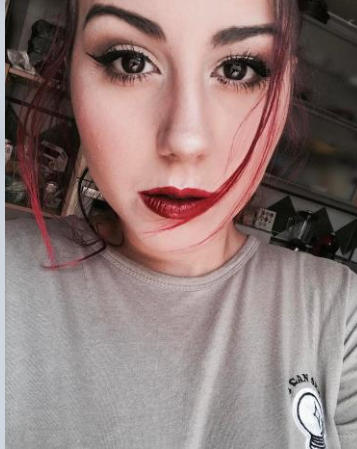
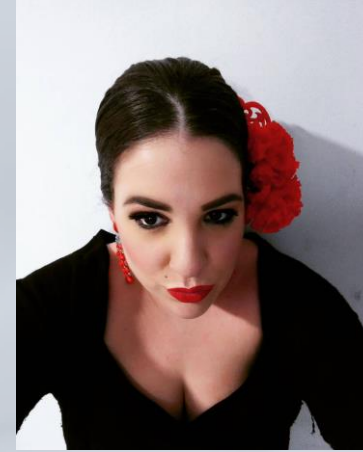
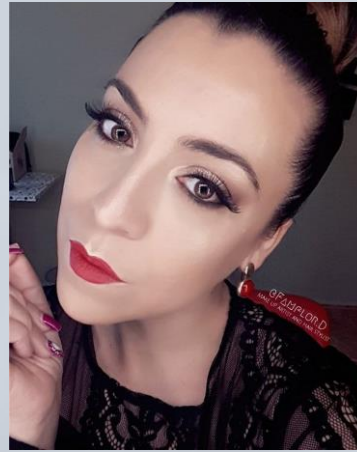
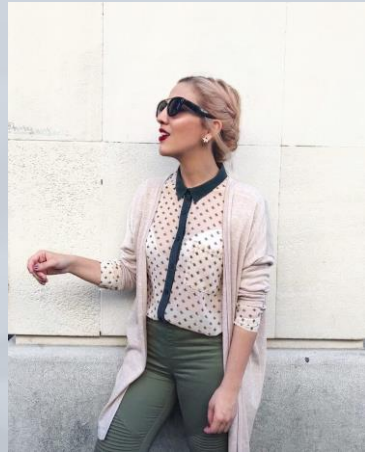
# INSIGHTS

## USAGE & TECHNIQUES

CLASSIC  
PIN UP



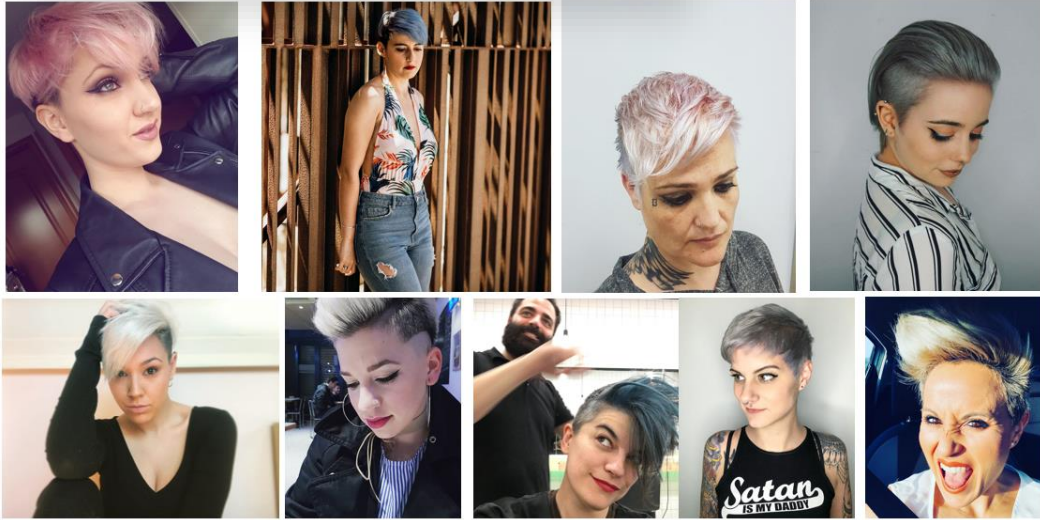
SAME LOOK,  
DIFFERENT WAYS OF  
SHOWING IT



# INSIGHTS

## TRENDS: FANTASY COLOURING

### FANTASY COLOURING

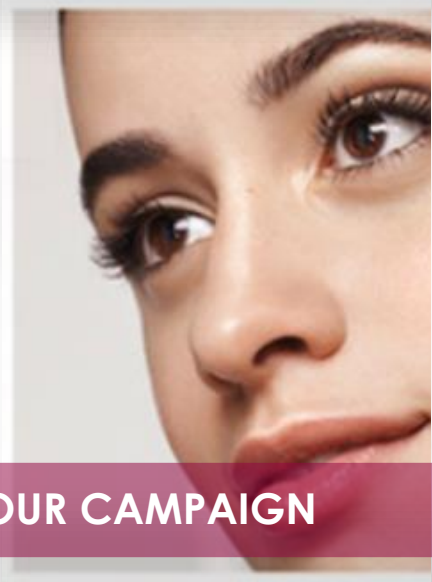


### "COLORISTA" RANGE

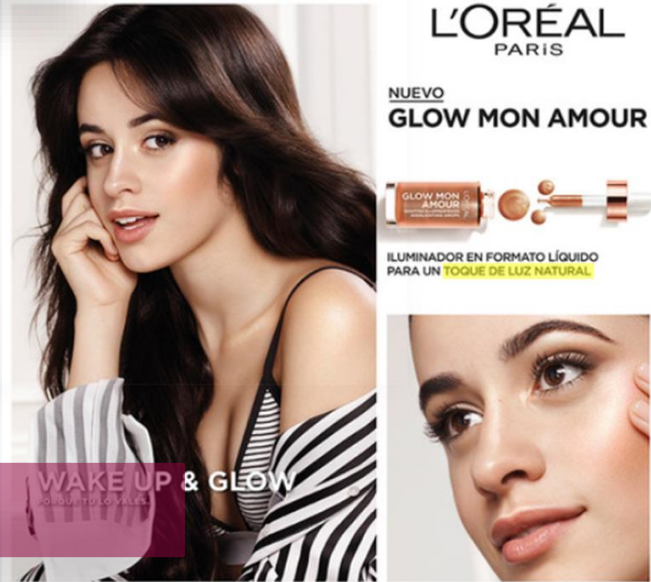




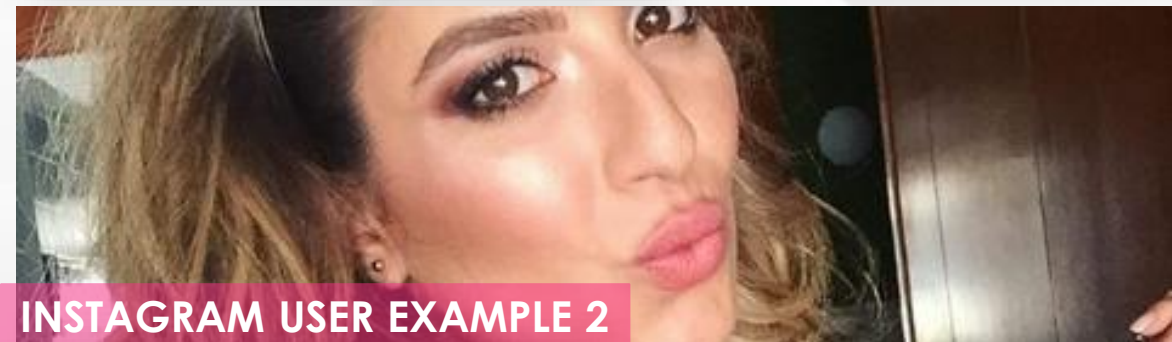
INSTAGRAM USER EXAMPLE 1



OUR CAMPAIGN



# GLOW MON AMOUR CAMPAIGN



INSTAGRAM USER EXAMPLE 2

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From Social Listening to E-seeing

WHAT'S NEXT



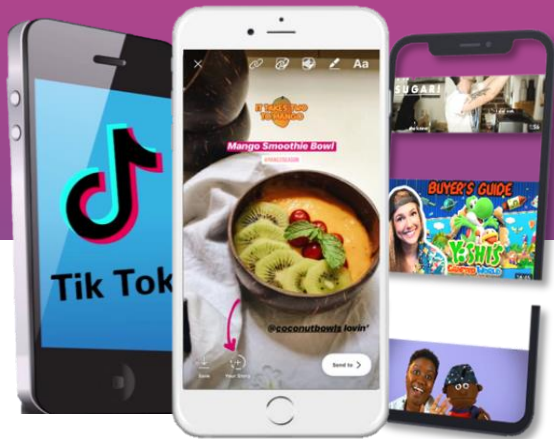
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# WHAT'S NEXT

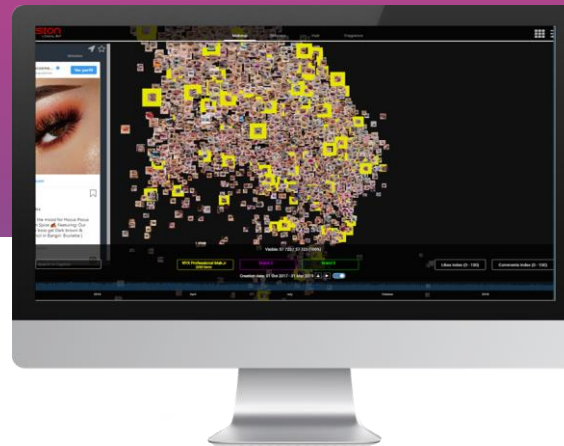
Video as the next frontier

---



Extensive application of AI to other areas of knowledge

---







PROFESSIONAL MAKEUP

CREATED IN  
LOS ANGELES

IN 1999

CREATIVE  
COLORFUL  
DIVERSE  
URBAN



TIENDAS PROPIAS DESDE 2015



FANATIZATION



# INTERNET OF THINGS: NYX PROFESSIONAL MAKE UP



Free WiFi Access for customers



Setup social login mechanism to connect to WiFi



Adding usage info to the CRM to bring offline to online world (Single Beauty ID)



## 1 WiFi Tracking

Data from clients transforms into value



Increase **data acquisition** for in-store users across Social Login



Connecting **offline world** with online (single Beauty ID)

## 2 Analytics

Tracking meets algorithms and feeds CRM



**Qualify customer** profile adding demographic information such as age, gender, location, ...



Understand **customer behaviours** (visit frequency, mono or multi-store users, time spent in the store...)

## 3 Engagement

WiFi creates a new relation with client In -Store & On - line



Promote **Social Networks** interaction.

## 4 Marketing

Real time splash portal editing  
Marketing Tools for promotions, campaigns & coupon distribution



Customized **redirection after login** (show campaign, relevant info, ...)



**Message segmentation** by location, age, gender, etc.

A close-up photograph of a person's face, focusing on the eyes and nose. The lighting is dramatic, with deep purple and blue tones. The person's eyes are looking slightly to the right. The skin appears to have a shimmering or textured quality, possibly due to makeup or lighting effects.

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**Muchas gracias**