



Olay Market Research Presentation

Aadesh Sanghvi, Jacqueline Rice, Kyoung June Choi, Lavika
Motwani, Xiangxin Zhang, & Komal Kadel

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Solutions to accelerate growth

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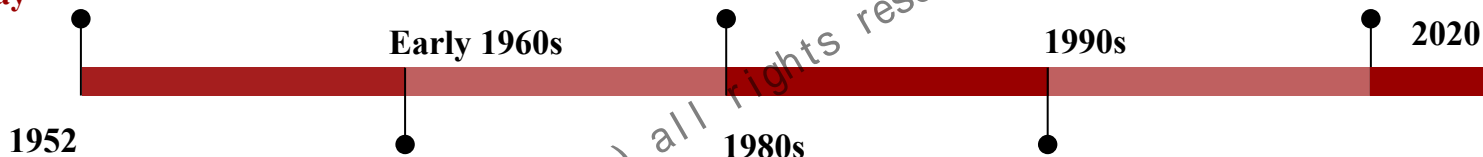
Company Background

Graham Wulff, a former Unilever chemist, started the company in South Africa under the name “**Oil of Olay**”

“I don’t intend to **grow old gracefully**, I intend to fight it every step of the way”

Famous for their “**Jar Packaging**” and “**Regenerist**” product line.

Perceived a need to attract a **younger target market**



Project Background

Steps Already Taken to Meet Goal

Product Innovation



Olay's Main Goal

Target GenZ & Millennials



Olay's Efforts to Reach Goal Fall Short

1. Products with better ingredients - **Regenerist**
2. Launched **Whip Product Line** to meet new consumer needs

How We (This Project) Can Help

1. Provide **key insights** to better understand new market
2. **Recommend** market strategy based on research

In Order to

Become more relevant

And

Reinvent brand image

Qualitative Findings (Pre-Survey Design Interviews)

Increased influence of social media as skincare brands have a huge presence in social



Consumers are having trouble **finding** what they want in a skincare product

Gen Z customers **are most concerned about skincare**, meticulous in their purchase preferences, and are **price-sensitive**



Olay's **most searched products** include their retinol, serum, and moisturizer

Millennial customers use skincare **products routinely**, have little brand-loyalty, and rely on **word-of-mouth**



Gen X customers **use the most skincare** products, are **brand-loyal**, and aren't heavily influenced by social media

Qualitative Findings: Social Media Trends



0.2%

average
engagement rate



38%

increase in site
traffic since
2017



40%

more
engagement



44%

Increase in
follow growth



12x

weekly
posting
frequency

Survey Improvements

Feedback from class & client

- ✗ Remove slider questions
- ✗ Clear and sensitive phrasing
- ✗ More selective with force answer feature
- ✗ Too many “check all that apply”
- ✗ Client: direct feedback on interactions with website, social media, and advertisements

How we incorporated the feedback

- ✓ Conducted interviews
- ✓ Included mass stores and extended options for purchasing decisions
- ✓ More selective about questions to help drive deeper insight
- ✓ Determined how each question could be analyzed
- Included more Olay specific questions

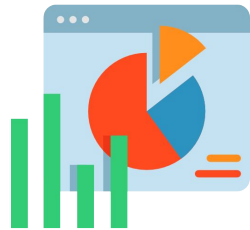
“Perfect Sample”

Ideal Sample

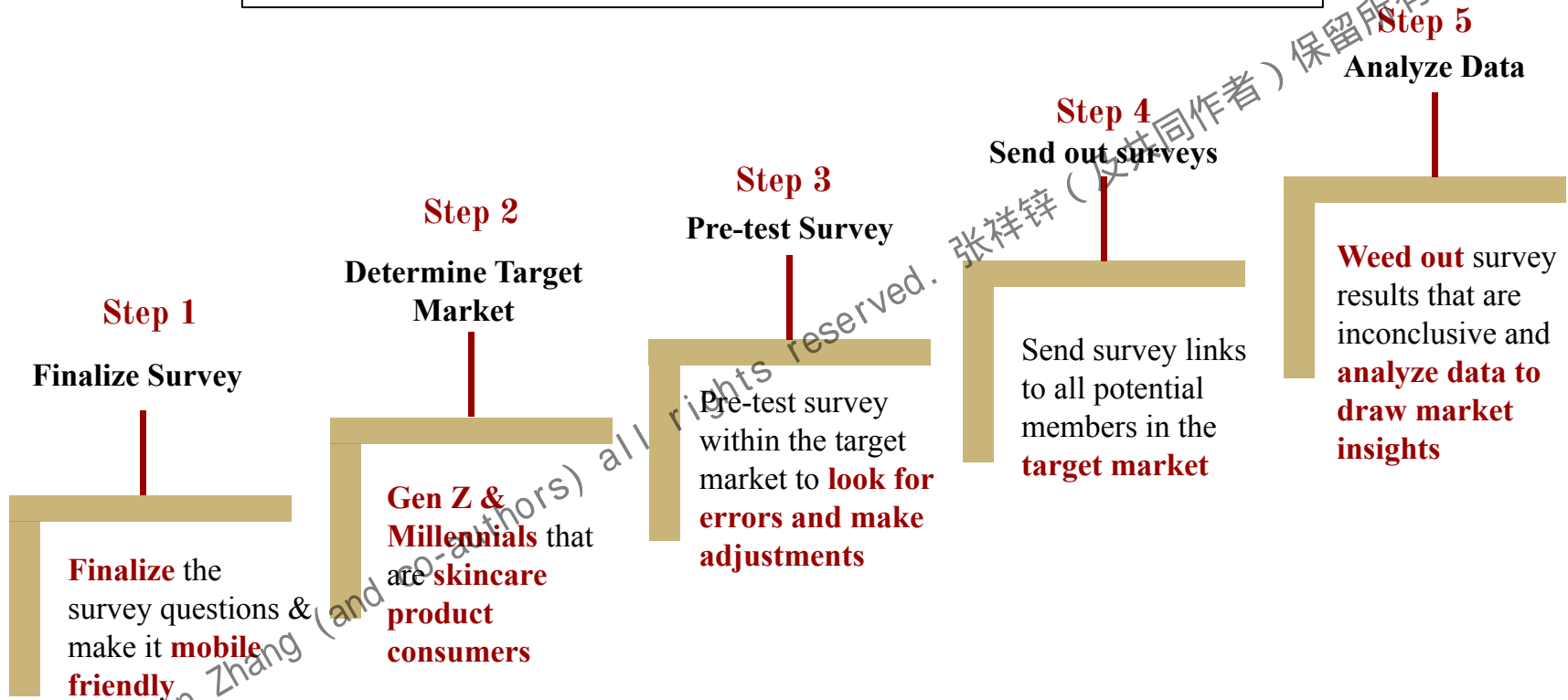
- All **female**
- Solely Gen Z and Millennials
- **Evenly distributed** sample in terms of skincare product usage
- **Bigger** and more **randomized sample**
- **No COVID-19 Bias**
- More **accurate and consistent** answer patterns
- More **detailed feedback** on consumer perception of Olay rendering stronger market penetration strategy
- Clearer and more specific responses to **unforced questions** and along with “other_____” responses.



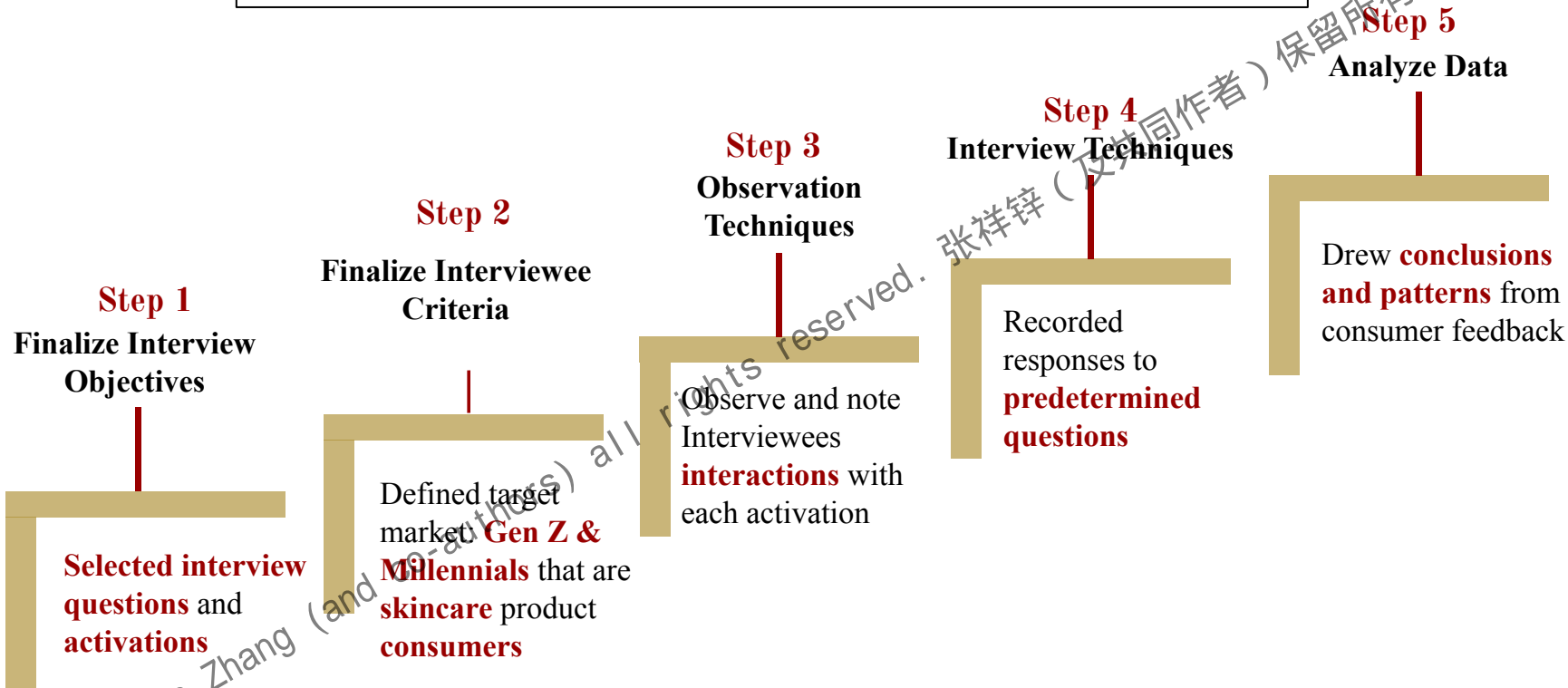
Results



Data Collection Process - Surveys



Olay Activations Feedback Interview and Observations



Survey Data Edits

9%

Responses that didn't pass our
screener questions

21%

Responses collected before the
questionnaire was **finalized**

3%

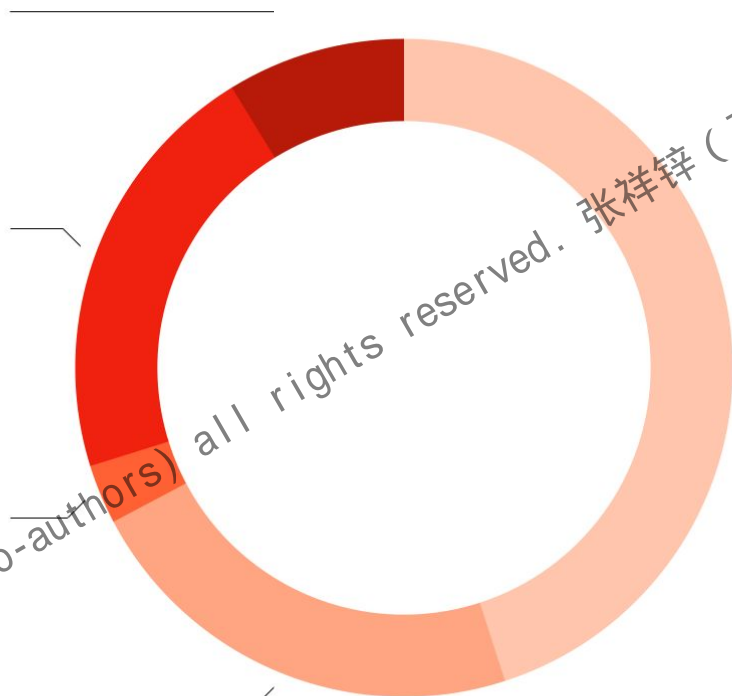
Spam Responses & Survey
Previews

22%

Incomplete responses (below
100% completion)

45%

Filtered 171 responses
to 77 useable responses



Demographic Breakdown

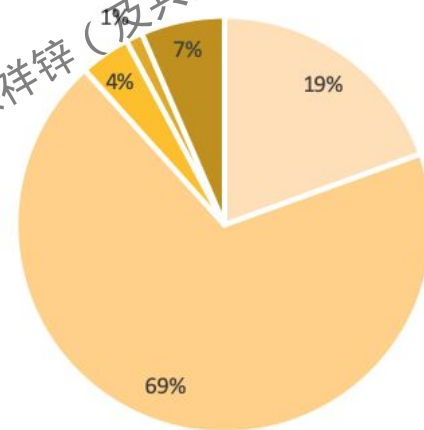


18%



82%

Ethnicity



White Asian Black/African-American Hispanic/Latino Other

Annotated Surveys vs. Actual Data

Anticipated

- High **brand awareness**
- Product discovery via **word of mouth** and **social media**
- Biggest skincare concern: **acne**
- Consumers value **online personalization** quiz
- **Instagram** is the best social media platform to advertise the brand
- Most important: **Ingredients** and **price**

Surprising

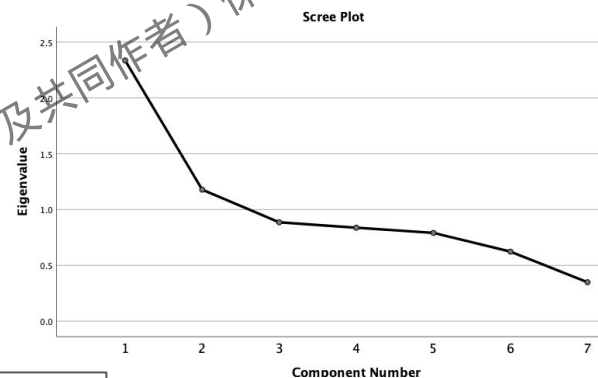
- **57%** of consumers use **both** scientific and organic products
- **Email** second most preferred communication
- Don't prefer to purchase on **social media**
- **Minimalist** aesthetic packaging and ads
- Attract potential customers with **Free samples**

SPSS Factor Analysis A

Sensory customers

	Component	
	1	2
Packaging	0.693	0.159
Ingredients	-0.103	0.738
Price	0.241	0.671
Seasonal Discounts	0.487	0.225
Brand Ambassador	0.536	-0.325
Scent	0.791	0.068
Texture	0.791	-0.089

Figure 1: Scree Plot for Cluster Analysis



Premium-quality

SPSS Cluster Analysis A

Sensory customers

	Cluster		
	1	2	3
Regression Factors Score 1	0.22173	-0.92731	0.78098
Regression Factors Score 2	-1.18427	0.39620	0.55408

Premium-quality

Cluster	1	22
	2	28
	3	27
Valid		77

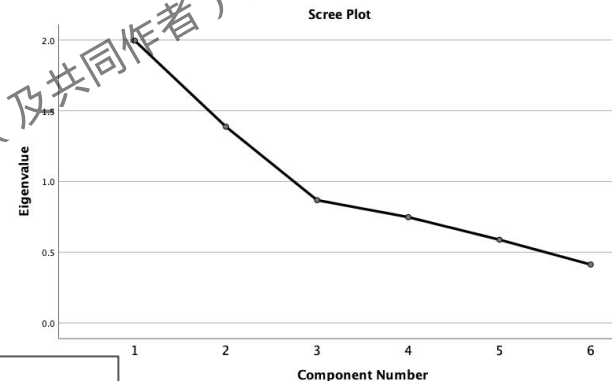
Cluster 1: **Price Sensitive**
Cluster 2: **Premium Preference**
Cluster 3: **Sensory Preference**

SPSS Factor Analysis B

Information Driven
Consumers

	Component	
	1	2
I buy skincare products based on social trends	0.060	0.839
I follow a step-by-step skincare routine	0.739	0.295
I buy socially responsible skincare products	0.606	-0.126
I buy skincare products that my favorite influencers promote	0.021	0.858
After finding my product on social media, I go to the company's website to review it	0.647	0.074
I like it when a skincare brand educates me on how to use their products	0.707	0.051

Figure 2: Scree Plot for Cluster Analysis



Social Media Gurus

SPSS Cluster Analysis B

Information Driven Consumers

	Cluster		
	1	2	3
Regression Factors Score 1	-1.63523	0.67333	-0.00209
Regression Factors Score 2	-0.89794	-1.04047	0.67330

Social Media Gurus

Cluster	1	9
	2	22
	3	46
Valid		77

Cluster 1: **Indifferent to information and social media influence**

Cluster 2: **Information Driven Customers**

Cluster 3: **Social Media Gurus**

Consumer Perceptions of Olay

High Brand Awareness but Low Customer Penetration

97% respondents heard of the brand out of which only **39%** have used it

Marketing Failures

- **Inconsistent brand image**/aesthetic
- Don't recognize women (including brand ambassadors) in commercials.

Unrelatable Slogan & Products Fail to Address Skin Concerns

- Biggest Skin Concerns: **41%** acne
- **44%** associate Olay with slogan "Ageless Beauty" but only **22%** relate to it

Price and Quality Association

Respondents mentioned "**Too cheap**" as a reason why they don't use Olay

Branding Recommendations



Effectively communicate **product quality** over channels used by the new target market



Rename products to address **skin concerns** of the new target market



Change slogan to make it more relatable to Millennials and Gen Z



Find a **new brand ambassador** with greater recognition and relatability

Distribution Recommendations

Q

Where do you purchase skincare products?

A

25% Online
22% Speciality Stores
17% Pharmacies
16% Department Stores
9% Mass Merchant Websites
8% Mass Stores
2% Social Media



Recommendation

- Focus on using **social media for branding, promotion, and educating consumers** on product usage occasions.
- Invest in making **online shopping** easy-to-use and attractive to new customers
- Negotiate with pharmacies for more shelf space
- **Penetrate specialty stores** (Ulta and Sephora)

Website Recommendations (Interview Findings)



Minimalistic website design to **ease consumer shopping experience**



Emphasize **skin advice** feature on homepage and across all marketing initiatives



Direct pop-ups for email sign ups as email communications are the second most preferred communications method



Younger Models to relate better to target consumers



Market complimentary products together. 63% respondents follow a skincare routine.

Home Page Recommendation

Gift Wrapping Available At Checkout

OLAY

SHOP

WHY OLAY

SKIN ADVICE

CLUB OLAY

OFFERS



DISCOVER YOUR JAR



Answer 4 questions or less and find out the right jar for you.

TAKE THE QUIZ

Introduction

Research Insights

Survey

Data Analysis

Recommendations



Social Media Recommendations



Platform Preference:

42% Instagram

17% Tiktok



Product Discovery

25% of consumers discover new products on social media

Educate consumers



Post after 4pm:

77% of respondents are active on social after 4pm



Aggressive Promotions:

Influencer Marketing

Instagram stories

Share consumer experiences



Consistent Brand Image and Visual Educational Content

Less Text Posts

Consistent color palette

Social Media Advertisement Recommendations

WHICH HYDRATOR IS RIGHT FOR YOU?

Snail Mucin

Improve cell turnover
and fade scarring



AGING SKIN

Niacinamide

Balance sebum
production and brighten



ACNE-PRONE SKIN

Panthenol

Soothe irritation and
effectively moisturize



SENSITIVE SKIN

Personalized Educational Content

★ 43% of
respondents
voted

HYDRATES
AND
SMOOTHS
THE SKIN'S
SURFACE



PLUMPS
OUT
WRINKLES
FROM
WITHIN

Sleek & Instructive Ad

23% of
respondents
voted

HOW SKIN FEELS WITHOUT
THE ANTI-WRINKLE
WONDERLAND GIFT SET



HOW SKIN FEELS WITH
THE ANTI-WRINKLE
WONDERLAND GIFT SET



Emotional Content



Brand Ambassador Representation

Salicylic Acid 2% Solution



Minimalistic Design & Emphasis on Ingredients

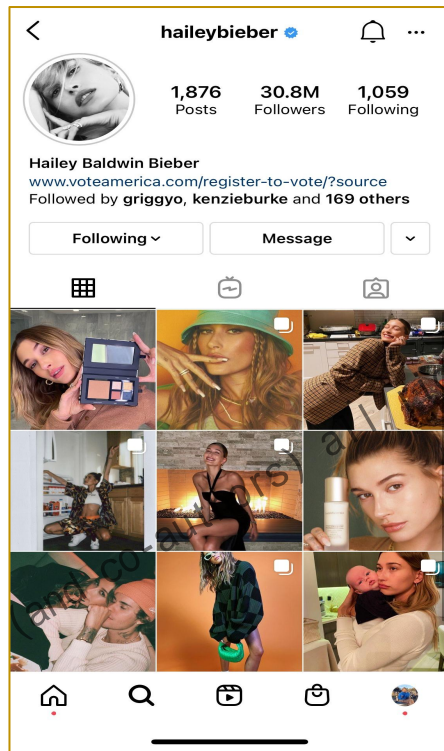
Brand Ambassador Recommendations

Profile A:

Profession: **Model**

Content: **Lifestyle**

Platform:

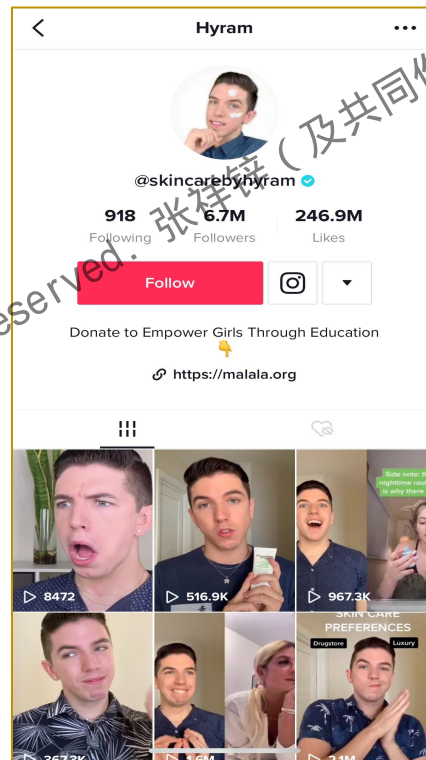


Profile B:

Profession: **Influencer**

Content: **Health/Self Care**

Platform:



Packaging Recommendations

Recommendations to Improve Packaging of the Box

1. Emphasize **ingredients, benefits** and **skin type**
2. Cater packaging for a **step-by-step skincare routine**

58% of survey respondents prefer **product samples**

Minimalist aesthetic is the most appealing feature

39% Respondents indicated that they like the current packaging



Step-by-Step Routine

Key Ingredient

Skin Type Compatibility

Skincare Benefits

Limitations

SURVEYS



- Lacked pricing questions.
- Lacked preference breakdown between the two target markets (millennials and Gen Z).
- For Olay specific interaction questions, survey was not the best medium.

SAMPLE



- Covid forced us to limit our sample size to just friends and family = potential bias.
- Heterogeneous sample
- Did not exclude male respondents.

ANALYSIS



- Can't confidently determine if consumers associate high price with high quality or are looking for a low cost, high quality product.
- Can't quantify interview and observation related data.
- Should have asked more social media specific questions to further break down that cluster



THANK YOU

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