

## Social Media: BPC - UK - June 2015

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Social media has grown in recent years to be an integral part of marketing and promotional activity in the beauty and personal care markets. Brands and retailers are now harnessing the opportunities the social media space offers, in regards to engaging in two-way communication with consumers, and using word of (online) mouth to increase awareness around product launches.

### This report looks at the following areas:

- Wearables and smart TVs set to boost online time
- Product launches inspire new ideas
- Pop-up initiatives bring interaction IRL
- Men look for news and women want inspiration
- Mums lead the beauty discussion
- Make-up tutorials are most sought
- Freebies drive an older consumer
- Trusting the experts

Consumer research for this report explores the online platforms consumers are more commonly engaging with beauty and personal care brands on, as well as the type of content consumers are interested in - currently as well as in the future. Attitudes towards beauty blogs and vlogs have also been explored, and how these, often unofficial, experts are viewed by BPC consumers.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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- Brand social media interaction grows
- Consumers remain invested in the beauty markets
- Opportunities in engaging with a mature consumer on social media

### Market Drivers

- Wearables and smart TVs set to boost online time

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Vlogs triumph over blogs

Mums lead the beauty discussion

Make-up tutorials are most sought

Fragrance content in demand amongst men

Young women need help with product choices

Freebies drive an older consumer

Consumers want to be rewarded for their online presence

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Trusting the experts

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Vlogs triumph over blogs

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Encouraging direct conversation with brands  
Mums lead the beauty discussion

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