Allure’s Consumer Influence

Reaching **16 Million** Women

CNN video views, March 2016; Allure social media followers as of May 1, 2016;
Allure Beauty Box subscribers as of May 1, 2016.
Background & Objective

Allure Best of Beauty Seal
The pre-eminent awards in beauty: well-respected and highly anticipated by consumers and the industry alike.

Allure Best of Beauty Seal Aisle at CVS
Prove the impact of Allure and its Best of Beauty Awards seals on consumer purchase in-store: ability to influence consideration and drive sales.
Research Design
Methodology: How We Did It
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Mobile Survey Format

**Screener**

- What are you shopping for today at CVS?
- Select all that apply:
  - Beauty
  - Personal care
  - Food/beverages
  - Medicine/prescriptions
  - Other

**Allure Best of Beauty Seal**

- Before today’s visit, were you familiar with Allure or the Allure Best of Beauty Awards seals?

**Grid Questions**

- Why did you consider or decide to buy this product today?
  - I wasn’t familiar with it before and learned something new
  - It won an Allure Best of Beauty Award
  - I searched for reviews while shopping
  - There was a special discount/offer
  - It was more appealing after seeing it in this aisle
  - It’s from a brand that’s won an Allure Best of
Why Is Rich Media Capture Important?

• More dimension to collected data

• Interactive and engaging respondent experience

• Qualitative understanding on a quantitative scale
  — What consumers are thinking, hearing and seeing at decision-making moments
Mobile Survey Format: Respondent Images
Key Conditions
## Key Conditions for Project Success

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>Geographic Data</th>
<th>GeoFencing</th>
<th>Engagement</th>
<th>Technology</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Design</td>
<td>1. Location Data</td>
<td>1. Rooftop Coordinates</td>
<td>1. Survey Alerts</td>
<td>1. In the Moment</td>
</tr>
<tr>
<td>2. Length</td>
<td>2. Location Accuracy</td>
<td>2. Store Dwell Time</td>
<td>2. Survey Invites</td>
<td>2. Latitude and Longitude</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>4. Rewards</td>
<td>4. Trigger Type</td>
</tr>
</tbody>
</table>

“Closer to the Shopping Experience = Better Data”
Key Findings/Implications
Sample Selection

Criteria: Shopped for any beauty-related products in the past 6 months
Sample Qualifiers

- **Women**
  - Ages 18+

- Entered and remain inside CVS for 5 minutes

- Shopping for beauty/personal care products on today’s trip
Strong Familiarity with Allure and the Allure Best of Beauty Award Seal Prior to CVS Visit

YES

77%

NO

23%
6: average number of products featured in the aisle purchased/considered purchasing

Drove 63% new purchases/purchase consideration

51% switched which product they planned to purchase
Nearly half expected to buy more beauty products on this trip compared to their usual trips to CVS.

More than 2 in 5 planned to buy more products from this special beauty aisle compared to a regular beauty aisle.
Allure’s Positive Impact on CVS

90%
Pleased to see CVS created the Allure Best of Beauty aisle

89%
Seeing the aisle increases my trust of CVS for beauty

88%
I will look to CVS more often when shopping for beauty

85%
Teaming with Allure makes me think of CVS as a top beauty destination
Thank You