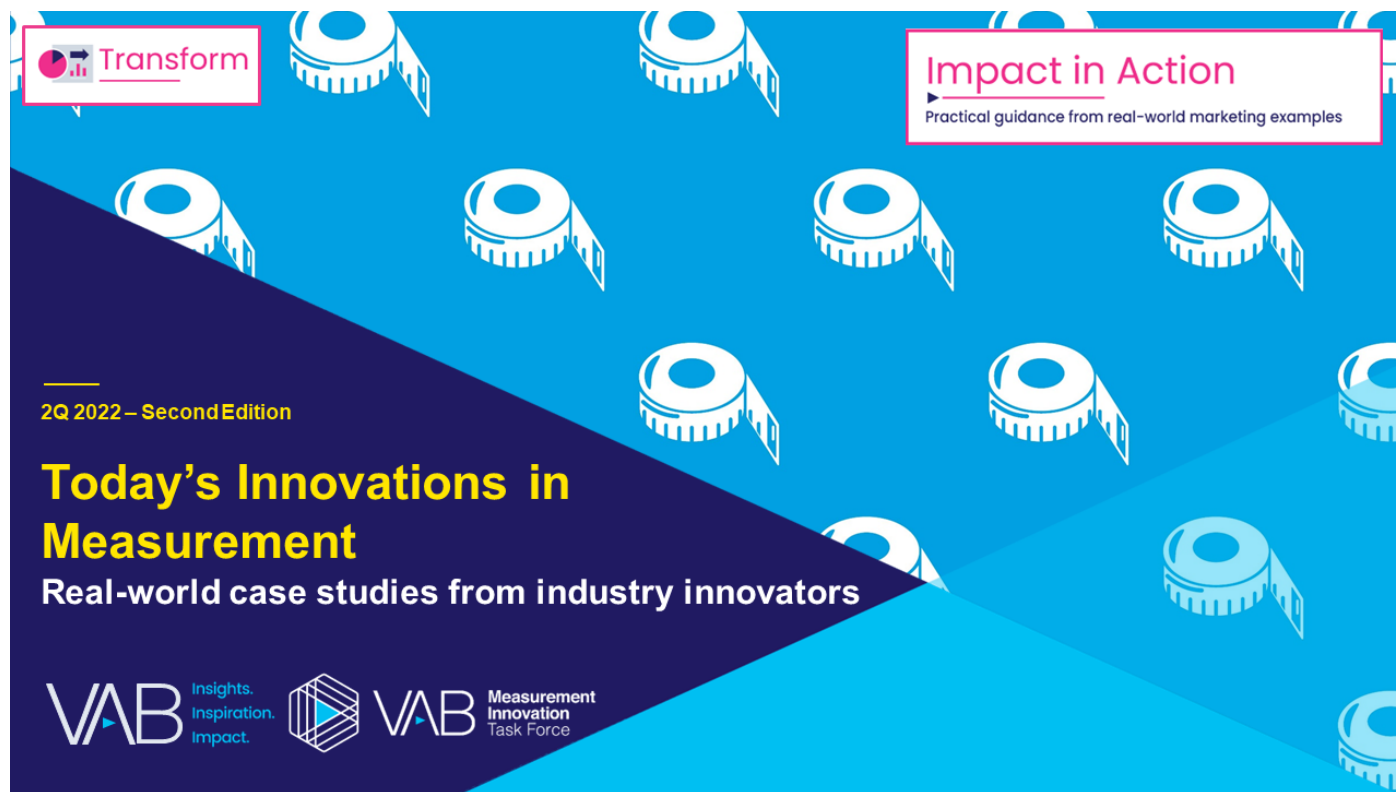


Leveraging All Platforms to Win Over Latinx Audiences in Beauty

Just Released!



Missed the Q1 case study collection? You can find those 13 case studies across 10 product categories [here](#).

VAB members, brand marketers and agencies get free and immediate access to VAB's content library. Get access at the [VAB.com](https://www.vab.com).

Today's Speakers



Jason Clough

Director, Customer Success,
Comscore



Natalia Rodriguez

Director, Strategy & Insights,
Univision



Marianne Vita

SVP, Director of Integrated
Strategy & Marketing,
VAB



Latinx Beauty Brand Lift

LEVERAGING SOCIAL VIDEO TO BUILD MARKET AWARENESS FOR LATINX BEAUTY CONSUMERS

Powered by **Shareablee**, this study seeks to learn more about market awareness of **Latinx Beauty engagers** and overall opinion of the financial institution to understand consideration, intent, strengths, weaknesses, brand links, and threats

 **comscore** POWERED BY **SHAREABLEE**  **UNIVISION**

THE BIG PICTURE

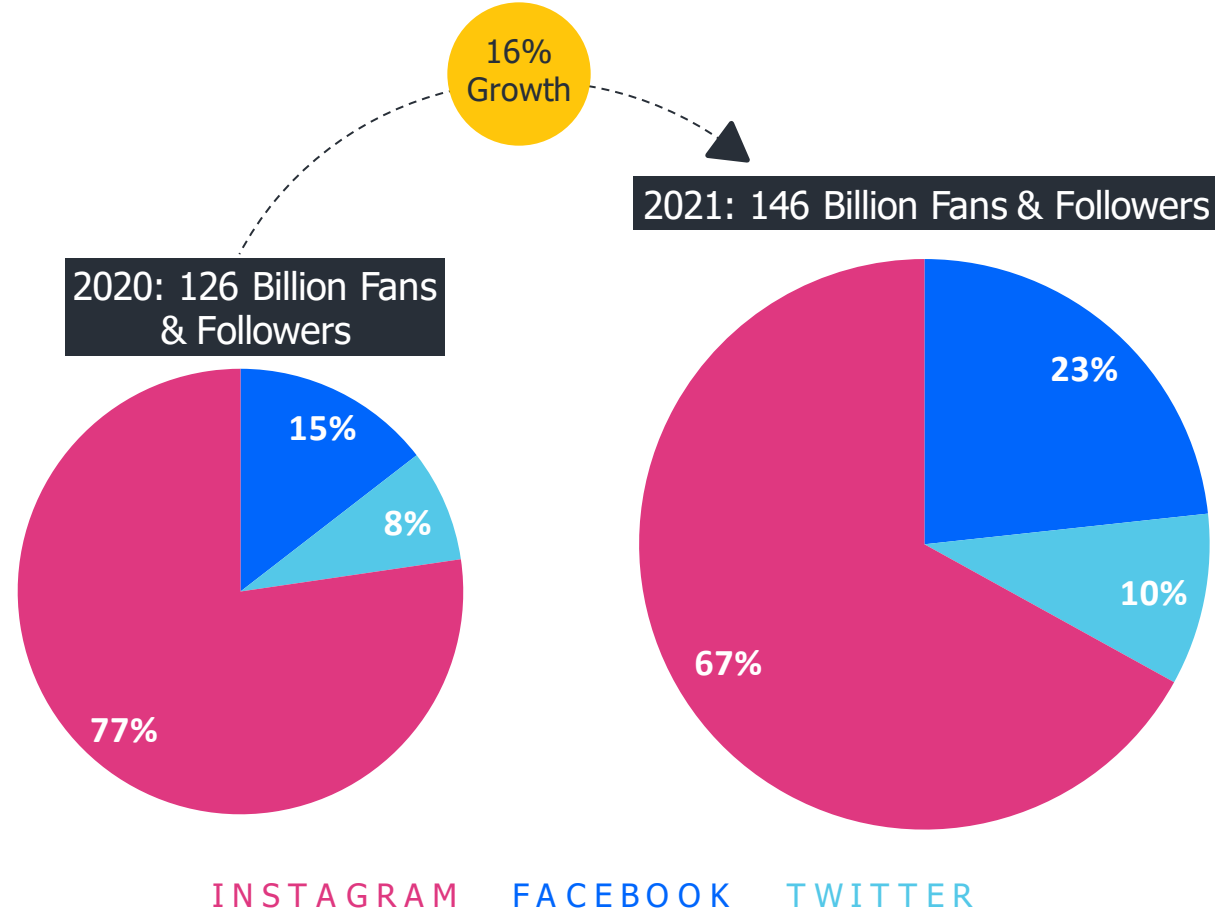
Moving customers from conversation to commerce

Comscore is the industry's trusted third-party source for cross-platform media planning, activation, measurement, and programmatic targeting. Combining digital, linear TV, CTV, and theatrical viewership intelligence with social media analytics and advanced audience insights, Comscore enables brand marketers, agencies, and media creators to understand consumers across all screens and make business decisions with confidence.

Powered by Shareablee, the world's largest system of social performance data, Comscore helps brands and publishers move customers from conversation to commerce, using the power of social engagement data.

Social Continues To Grow

Social audiences grew in large numbers in 2021, even as the amount of content posted stayed consistent. The largest growth was in influencer followers with a 27% increase on Facebook and a 21% increase on Instagram.



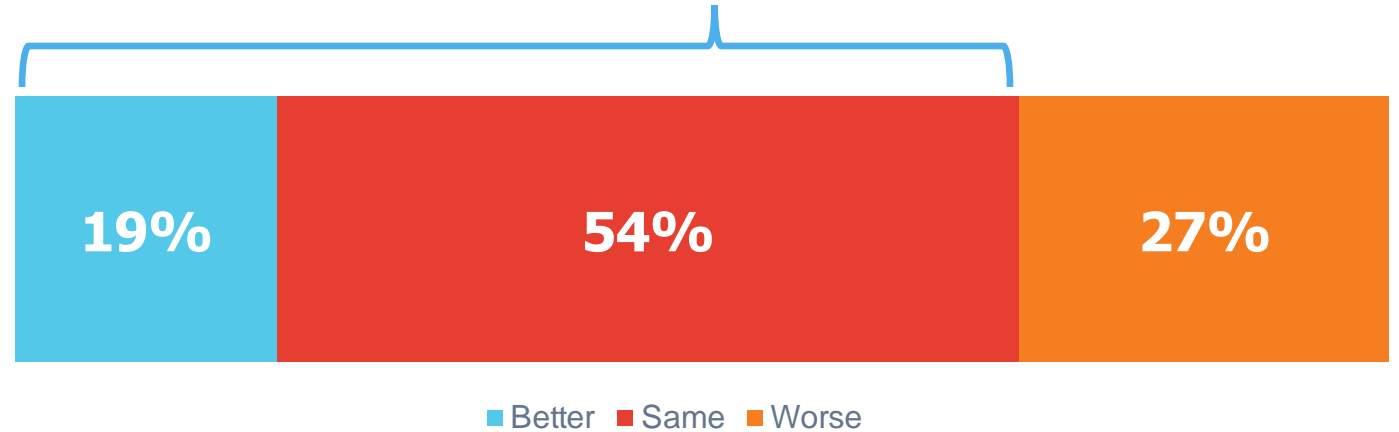
Consumers Open To New Brands

With nearly 40% of Americans purchasing new products/brands during the pandemic, market share is up for grabs



73%

Say their experience with the new brand/product vs. preferred as better or same

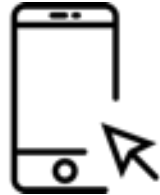


Survey Recruitment

A brief explain on our post engagement recruitment methodology



01



02



03



04

AUDIENCE ACTIVATED:

A person watches/engages with branded content on social media

IN-FEED RECRUITMENT:

The person sees and/or engages with a recruitment ad to share their opinions about a recent piece of branded content

COMPLETED SURVEY:

This individual completes a survey off-social regarding their opinions

AUDIENCE ANALYSIS

Results are analyzed for awareness, favorability, consideration, purchase intent, ad recall and other brand KPIs

Univision Latinx Beauty Brand Lift

A quick recap of the criteria and recruitment that was used in association with this activation



01

SELECTION CRITERIA:

- Hispanic/Latinx Females 25-54

02

RESPONDENT GROUPS:

- Total Completed: n = 509
- Engaged: n = 258
- Non-engaged: n = 251

03

CAMPAIGN LENGTH:

- October 15, 2021 – November 19, 2021

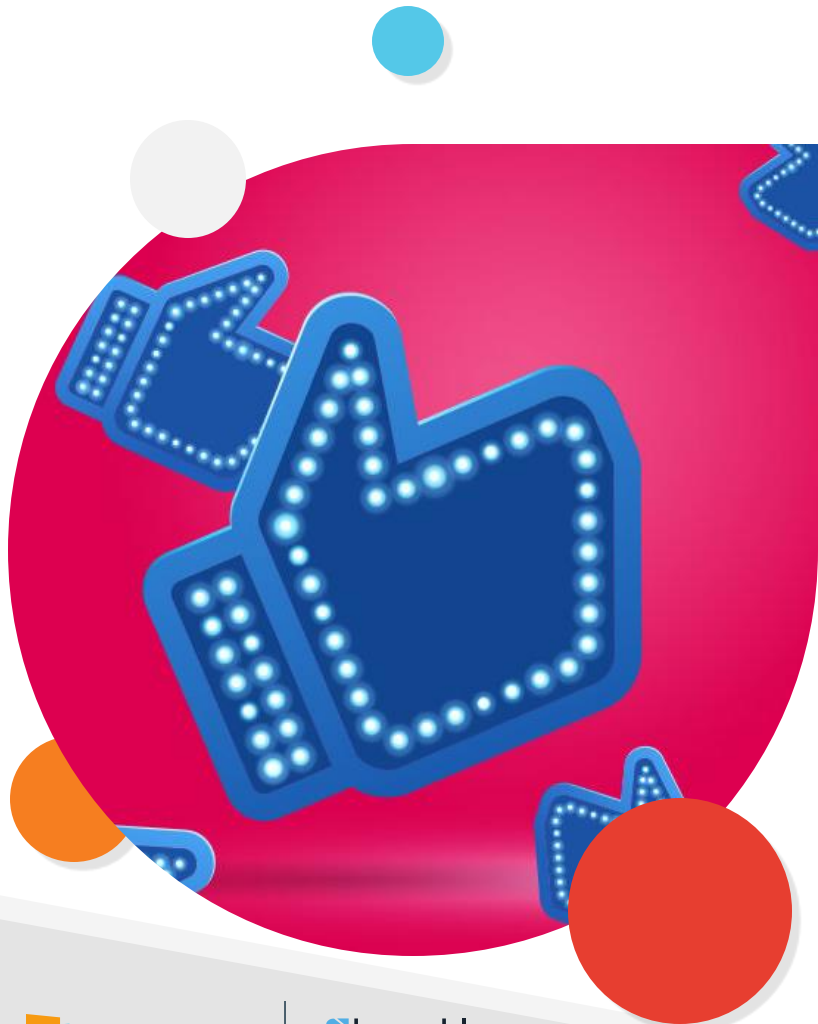
04

PLATFORMS:



Univision Latinx Beauty Brand Lift

An overview into how we define each of the recruitment groups



01

THE ENGAGED GROUP: The Engaged users are those social users who took an action on any one of the branded campaign posts on social media.

- **On Facebook**, this would mean that they liked (reaction emoticons), commented, or shared the post.
- **On Instagram**, any person who loved or commented on one of the branded Media in the campaign.

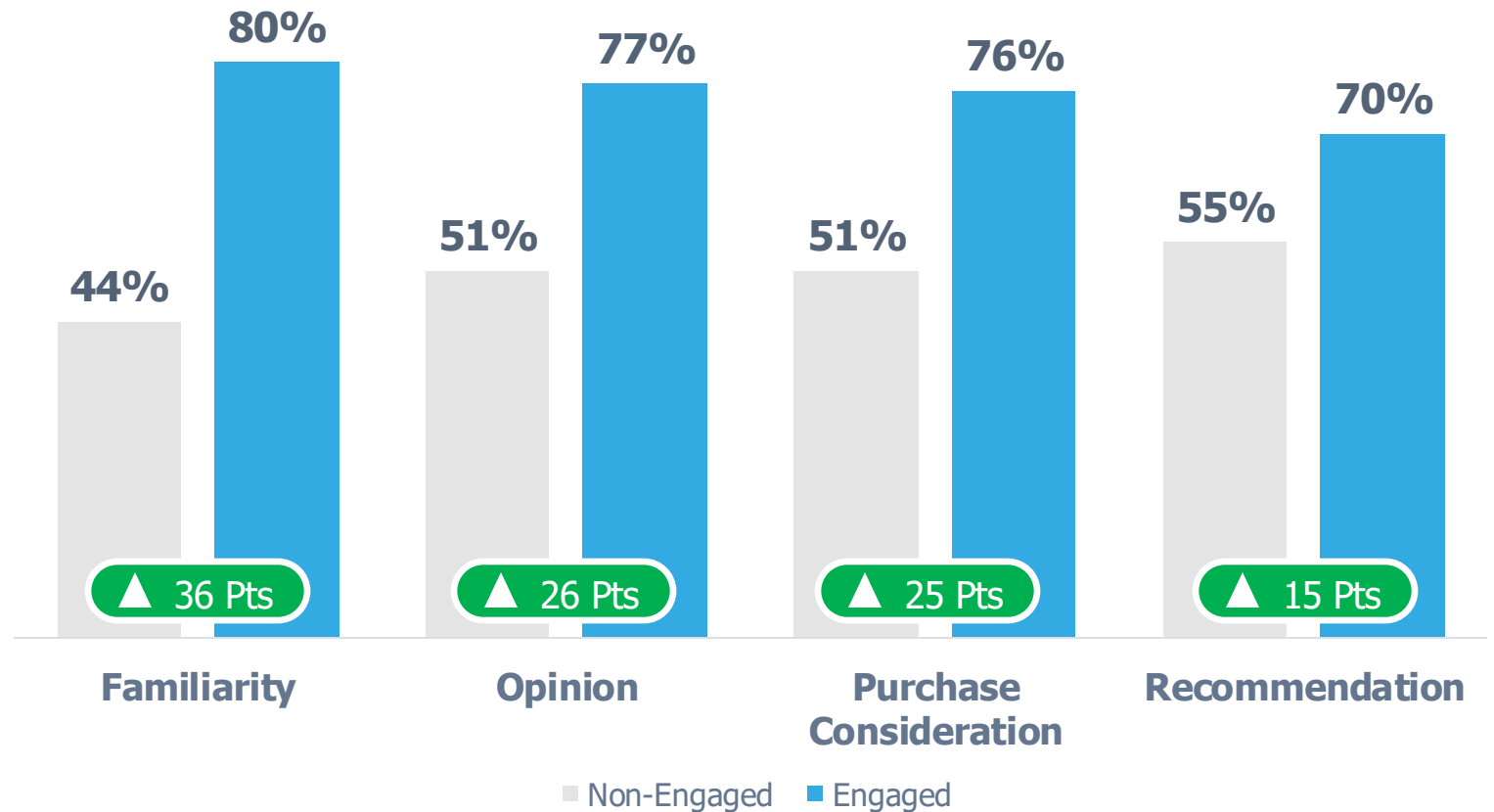
02

THE NON-ENGAGED GROUP: The Non-Engaged users are recruited depending on campaign targets, among consumers who did not engage with the campaign on social media BUT fit the demographic and behavioral patterns of the engaged group.

- This group is measured as a benchmark against the socially engaged; determining the overall success of a campaign or content associated with the campaign.

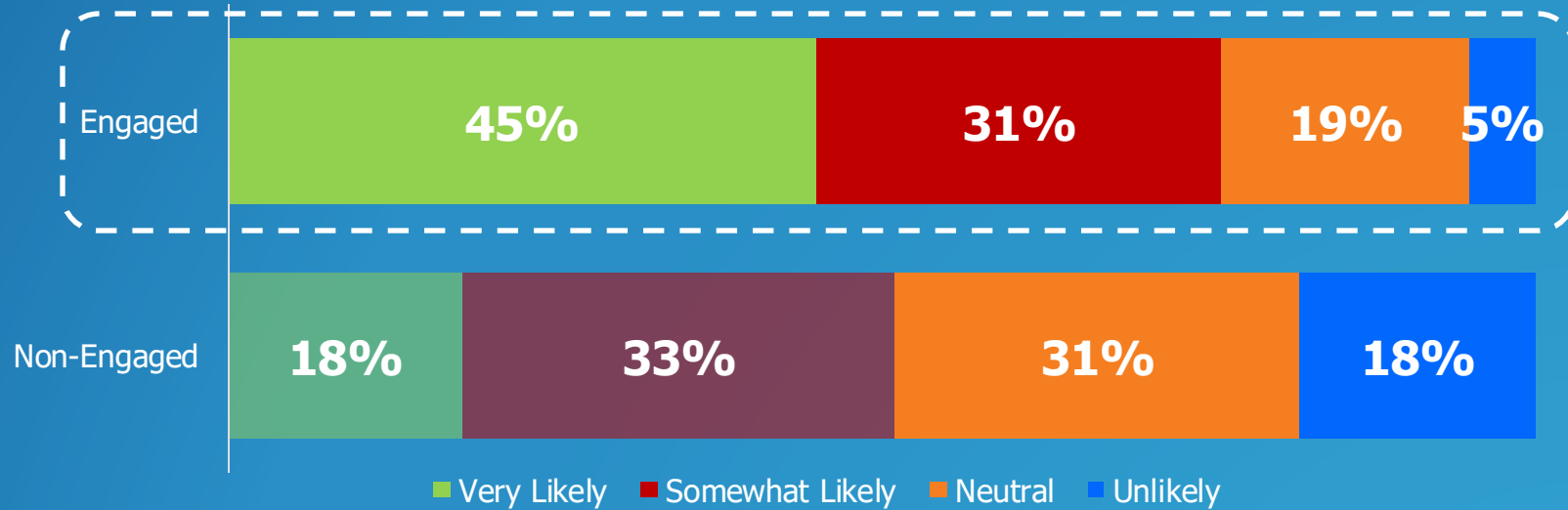
Social connection improves familiarity of **Beauty Brand**

As a result of Univision's campaign, 4 out of 5 Hispanics who were exposed and ultimately engaged with the content indicated being "Very/Somewhat" familiar with the beauty brand; this is **1.8x stronger** than those who did not engage with the campaign, and helped elevate opinion and purchase consideration in the lower funnel section



Campaign creates Hispanic consumer acquisition opportunities

People who were activated by Univision’s creative with Beauty Brand were **2.5x more likely** to indicate being “Very Likely” to consider purchasing the brand than those who were not exposed to the content; further, Univision was able to drive people from the “unlikely” and “neutral” segmentations into likelihood territory – providing a key chance to re-engage and continue to connect with these consumers – most notably within the critical young millennial Hispanic beauty shoppers



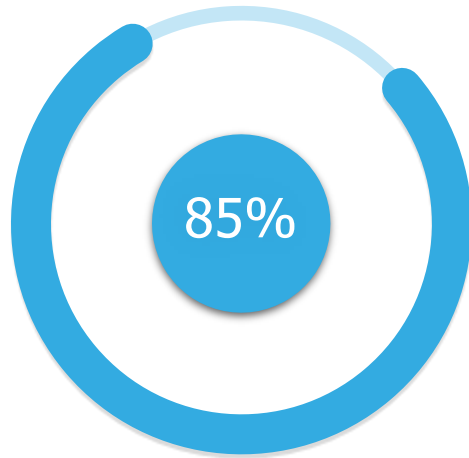
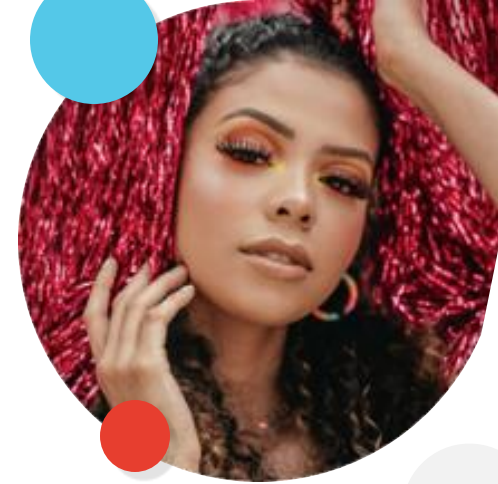
Very Likely **Deep Dive**

OVERALL		25-34		34-44		45-54	
Total	Lift	Total	Lift	Total	Lift	Total	Lift
45%	27	52%	30	35%	21	37%	20

Q6. How likely are you to purchase the following brands in the next 6 months? – Beauty Brand
 [Total Response: Non-Engaged n=251 | Engaged n=258]

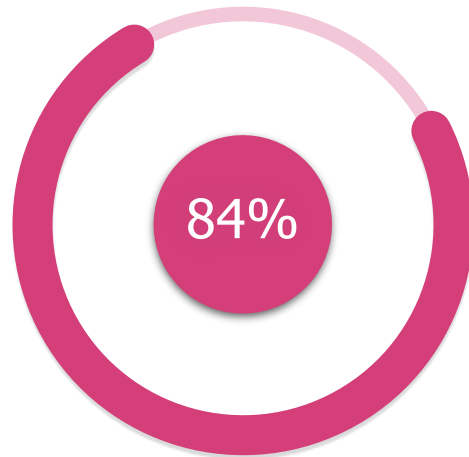
Hispanic market hydrated by Univision content

Beauty Brand saw directionally consistent gains in marketing position statements, but most notably saw statistically significant gains in the mature millennial group of Hispanic females.



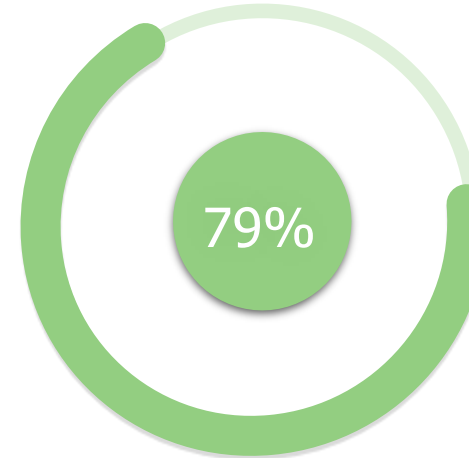
agreed that Beauty Brand provides "Instant Hydration"

+26 Pts



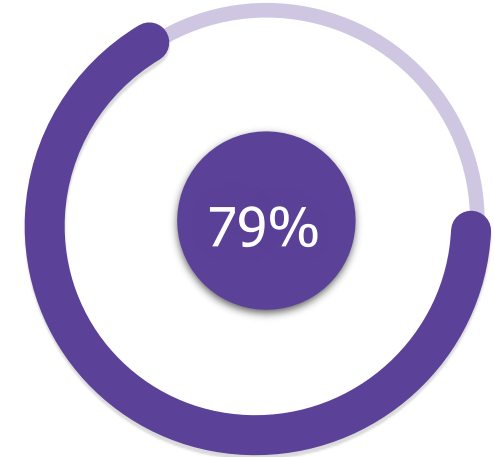
agreed that Beauty Brand delivers "glowing skin w/o shine"

+24 Pts



agreed that Beauty Brand provides "smooth canvas for makeup"

+27 Pts

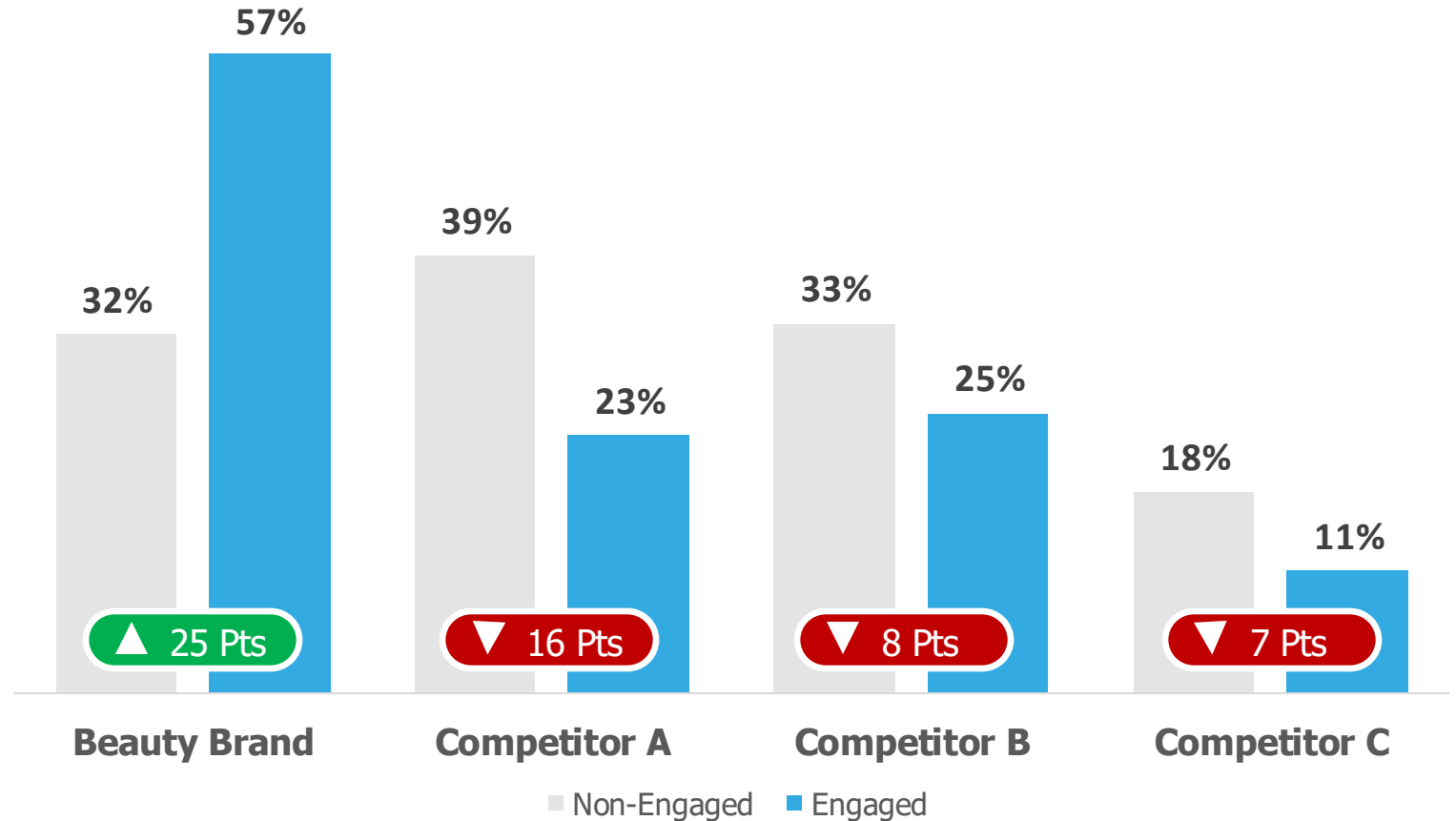


agreed that Beauty Brand uses "good-for-skin ingredients"

+22 Pts

Connecting Beauty Brand with Skin Hydration

Among socially activated Hispanics, the Univision campaign successfully connected Beauty Brand with being a product that hydrates skin well – all at the expense of competing brands...most notably Competitor A. Furthermore, within the 25-34-year-old Latina female segmentation, 68% associate Beauty Brand with hydrating skin; this is a drove a 40-point statistically significant increase.



Beauty Brand shines with Latinas

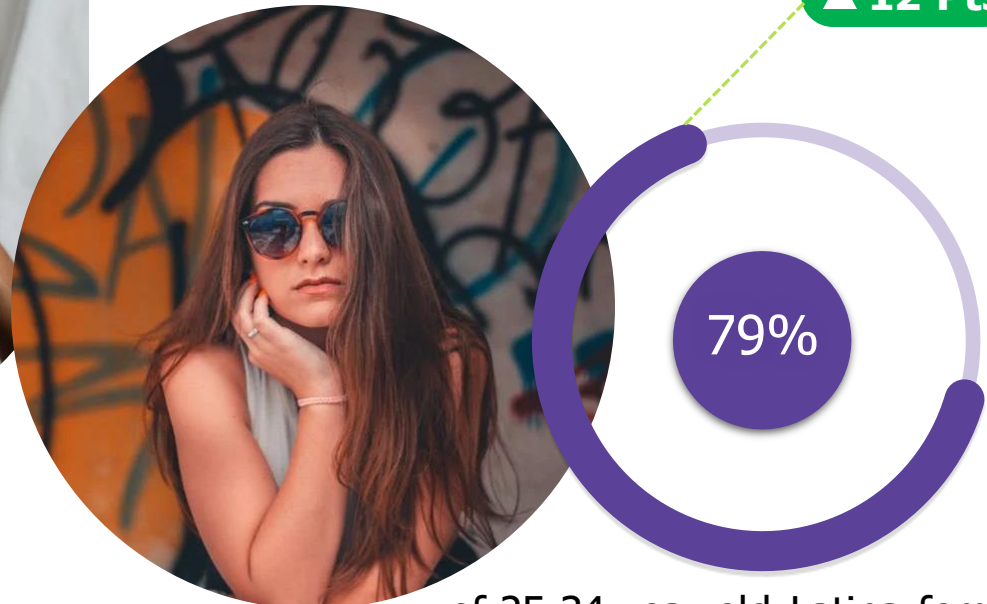
The Univision campaign helped elevate Beauty Brand's brand perception amongst Latinas – driven by younger millennials

▲ 15 Pts



of all engaged Latinas were **"more positive"** about Beauty Brand as a result of the campaign representing Latina women with Univision

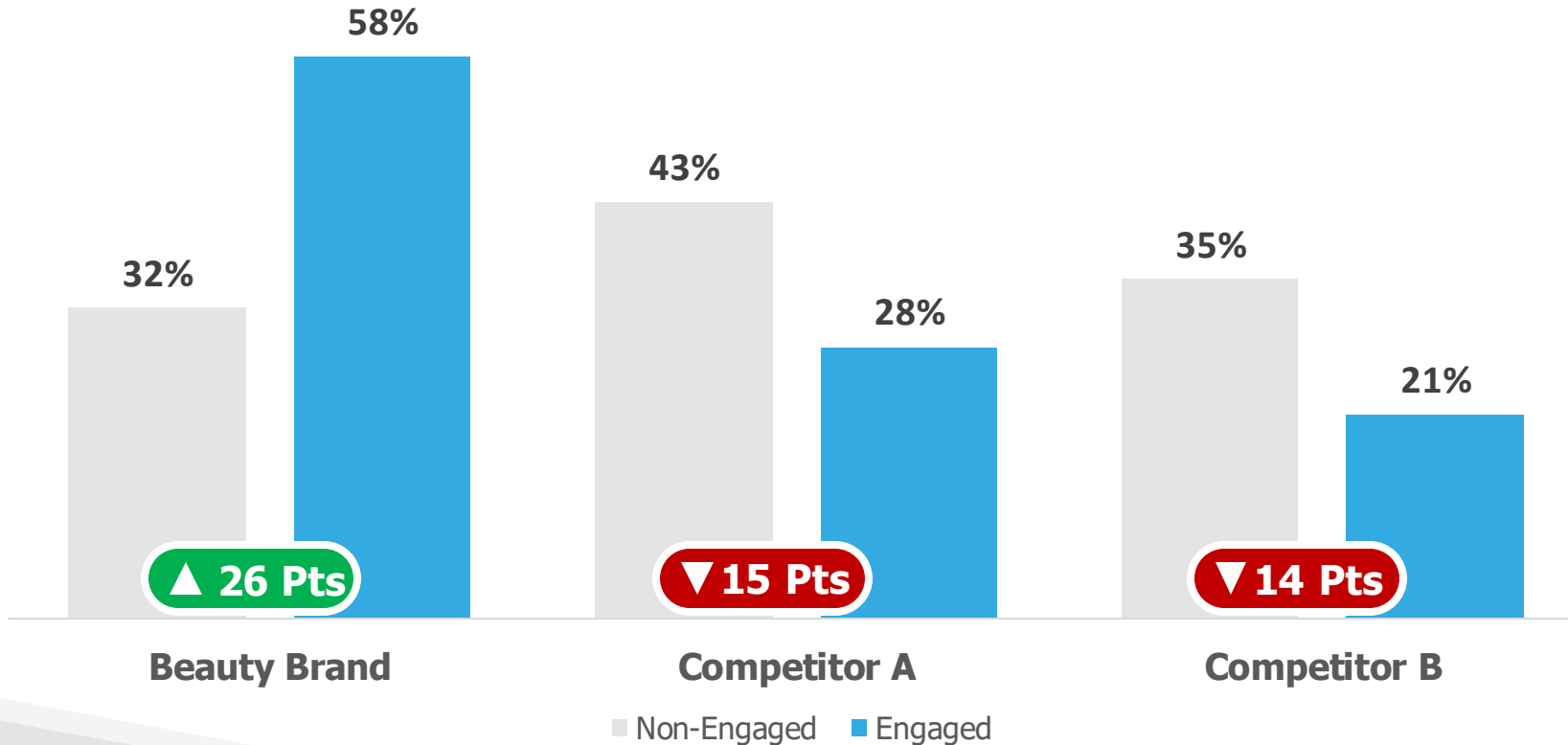
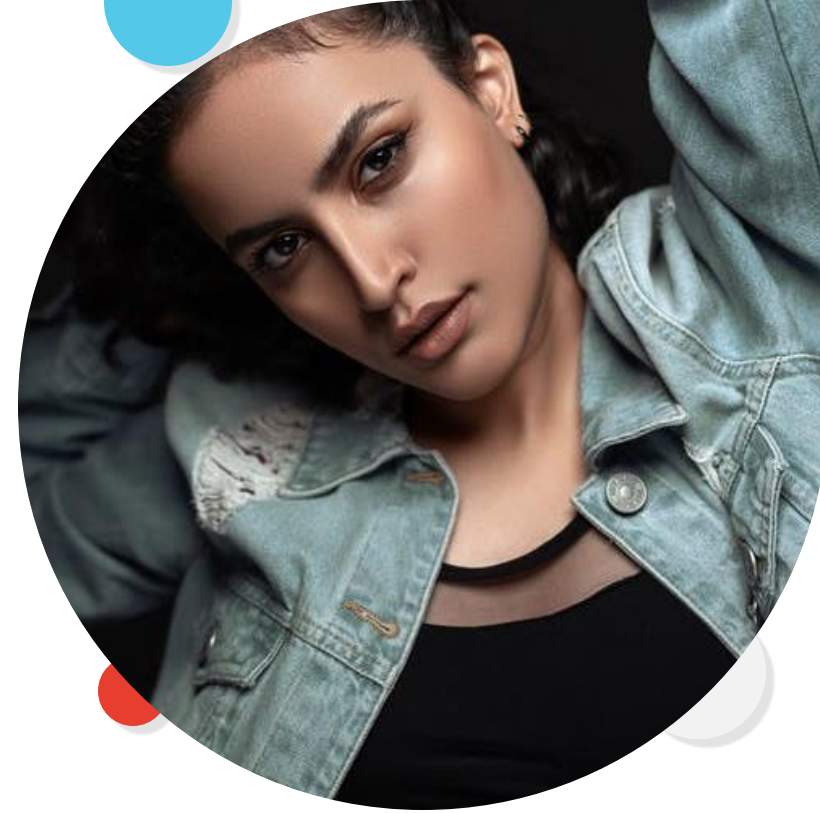
▲ 12 Pts



of 25-34-year-old Latina females were **"more positive"**

Hispanic market hydrated by Univision content

Univision's premium branded content created a memorable moment for Latina social engagers with nearly 3 out of every 5 people recalling the campaign. The threat is an actively spending competitive set that is marketing to this same Latina audience.



UNIVISION x BEAUTY BRAND BRANDED CAMPAIGN



01

• **KEY FINDINGS:** Univision's premium branded content created a memorable moment for Latina social engagers with nearly **3 out of every 5 people recalling** the campaign. This campaign outperformed across multiple key metrics.

- This campaign **raised Familiarity** 4x the Shareablee benchmark; more than 2x the Univision benchmark.
- This campaign **increased Consideration** almost 2x the Shareablee benchmark; and 1.5x the Univision benchmark.
- This campaign **increased Brand Perception**, as 86% of engaged Latinas agreed they *Yes, I'm more interested in company now*, after seeing Beauty Brand's campaign on social media

02

• **LEARNINGS:** Ad recall was high for Latinas that engaged with Beauty Brand's branded content, and lower among active competitors. But among non-engaged Latinas ad recall was higher. **Maintaining momentum** with Latinas in the active competitive marketing landscape, will help Beauty Brand continue to see gains.

- All Latina respondents, regardless of whether they engaged with the content agreed, knowing that Beauty Brand is in a partnership with Univision made them **feel "more positive" about the brand.**



Brand Lift



Brand Lift measurement provides **valuable insights** that inform Univision's social advertising strategy. Their reporting has proved the effectiveness of social media in transforming consumer engagement into brand lift. For this campaign, **Shareablee was key** to demonstrating that we delivered on the client's marketing goals."



Leslie Koch | Vice President, Social Media
TelevisaUnivision, Inc.

Q&A



Thank You!



About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

We are committed to your business growth and proud to offer VAB members, brand marketers and agencies **complimentary access** to our continuously-growing Insights library. **Get immediate access** at theVAB.com.