Demo report

Sun care products category research

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Methodology

Introduction

Analysis in social media includes the following: key themes study; product/services **consumption moments**, their features, strengths and weaknesses.

For this **demo report**, we used social media data about sunscreen products in order to show you how is it possible to find insights for brand development using this way of research.

Glossary

WOM **(word of mouth)** mentions – mention type where authors express their attitude to the analyzed object or opinion, compare brands, make complaints and recommendations, ask the questions.

Sample of WOM-mentions collected	WOM-mentions relevant for research
25 110	**9 176**

Data collection

Mentions on social networks, forums, blogs, review sites, online media from users.

Data processing

Random sampling of WOM-mentions was used to select mentions for deeper analysis. Sampling error was <2% with 95% confidence interval.

Each message from the sample was assigned a category (tag) and sentiment (positive, negative, neutral), corresponding to the sentiment of the mention in general.

If several topics in different keys were discussed in the mention, then **several categories (tags) are assigned to the mention** with the designation of the corresponding sentiment.

Mentions not relevant to the purpose of the research were deleted.

Inferences & recommendations

1. **Light skin** and **pigmentation** were top mentioned problems while sunbathing. It is worth to note that consumers recommended and discussed products, considering their skin type and its features.

2. **Effective sun protection, moisturizing** and **nourishing effect, great smell –** the most frequent features of the products in positive-sentiment mentions.

3. **Harmful ingredients, too oily consistency** and **sticky effect** provoked negative feedback from the consumers more often, than other features of sun care products.

4. **«Clarins», «Garnier», «La Roche-Posay»** were the most popular trademarks among whole sun care products mentions.

5. **Women, aged from 18 to 34,** were the core audience, which was engaged in the sunscreen products discussions. 83% of all mentions were generated by them.

6. **Cream** and **oil formats** were the most mentioned among sunscreen products. Also they were described as the most convenient ones among sun care product line.
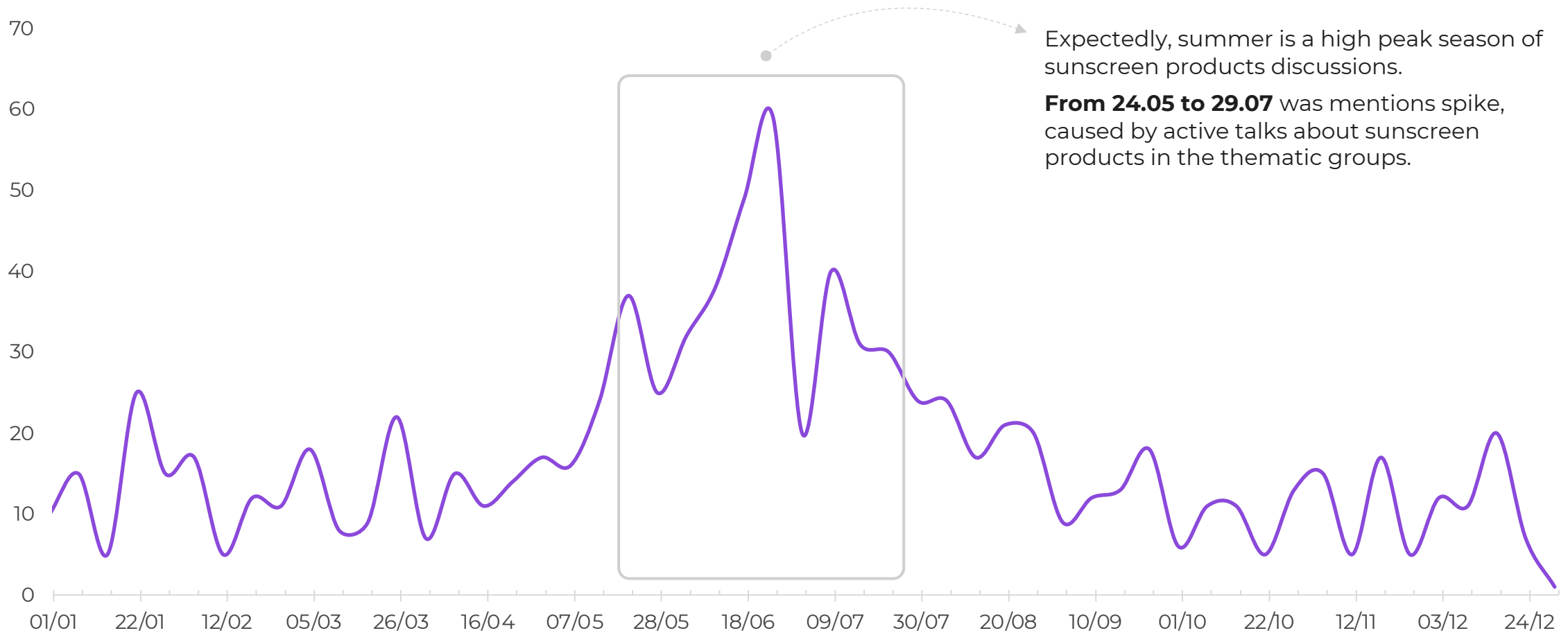
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Part 1

Category overview

Newsbreaks and trends

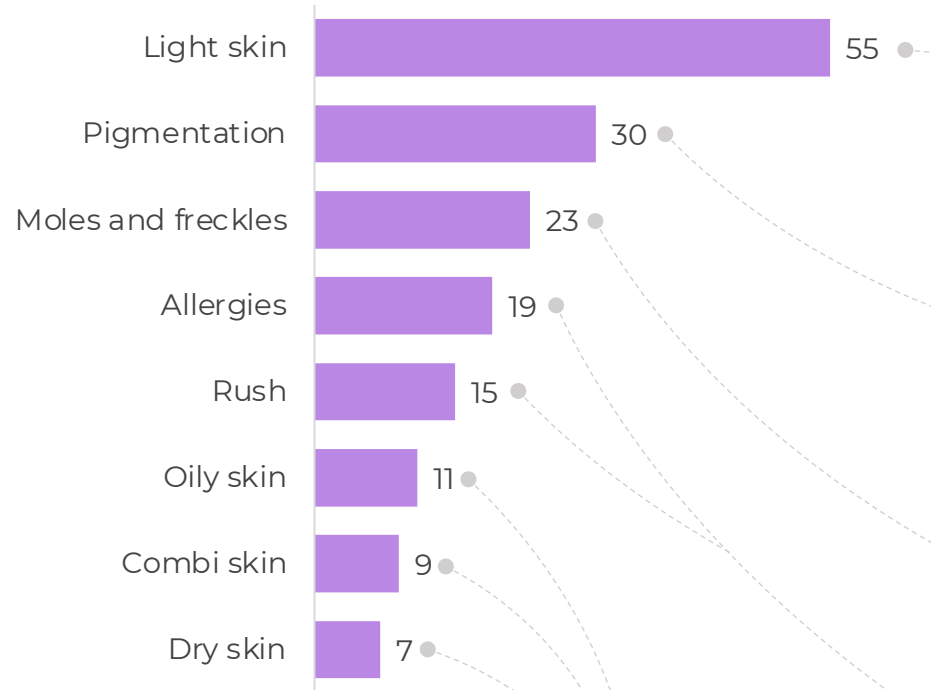Most of mentions occurred during the vacation periods: some users **asked questions** about sun care products, others – **made** different **recommendations** on vital sunscreen products for the holidays.

Expectedly, summer is a high peak season of sunscreen products discussions.

From 24.05 to 29.07 was mentions spike, caused by active talks about sunscreen products in the thematic groups.

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Mentions` key themes

Light skin — 55
Pigmentation — 30
Moles and freckles — 23
Allergies — 19
Rush — 15
Oily skin — 11
Combi skin — 9
Dry skin — 7

Light skin is too sensitive to the sunlight – it can be burned for the short time period. The main advices were about using high **SPF-level** products.

Common questions were dedicated to the different SPF cream types – CC and BB-creams were highly recommended.

Women suffer from **pigmentation** for a whole year, so sunscreen products doesn't effective for them. Lot of users asked how to avoid this problem. Others suggested SPF 50+ creams and also mentioned pilings.

Some users noted that it is harmful to sunbathe having **moles**. Those one with **freckles** complained on problems with sunbathing too.

The absence of side-effects, like **allergies** or **rush**, is important for audience. Women shared their negative experience of using different creams, mentioning concrete brands meanwhile.

The products features, users preferred, depending on skin type:

for oily skin – matte effect,
for combi skin – products, that don't clog pores,
for dry skin – moisturizing and nourishing.

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Word cloud

The most popular words analysis gives a spread view on common topics, that were discussed by users, without references to the concrete sources.

«Had a walk without using SPF cream - got back home being red as lobster»

«My makeup for the beach: sunscreen cream + powder on it. Contouring the brows and wearing lipstick with SPF 30»

skin sunscreen spray beach time yourself immediately using oil thanks sea family cream protect summer products need vacation that tan may face SPF sunscreen recommend

«It is important to wash off the sunscreen products with hydrophilic oil + cleansing gel or foam to avoid clogged pores»

«It`s impossible to resolve pigmentation problem forever – you should use SPF 30+ cream to keep that»

Popular brands

The word cloud shows frequency of brand mentions. The most discussed brands are highlighted, using bigger stroke.

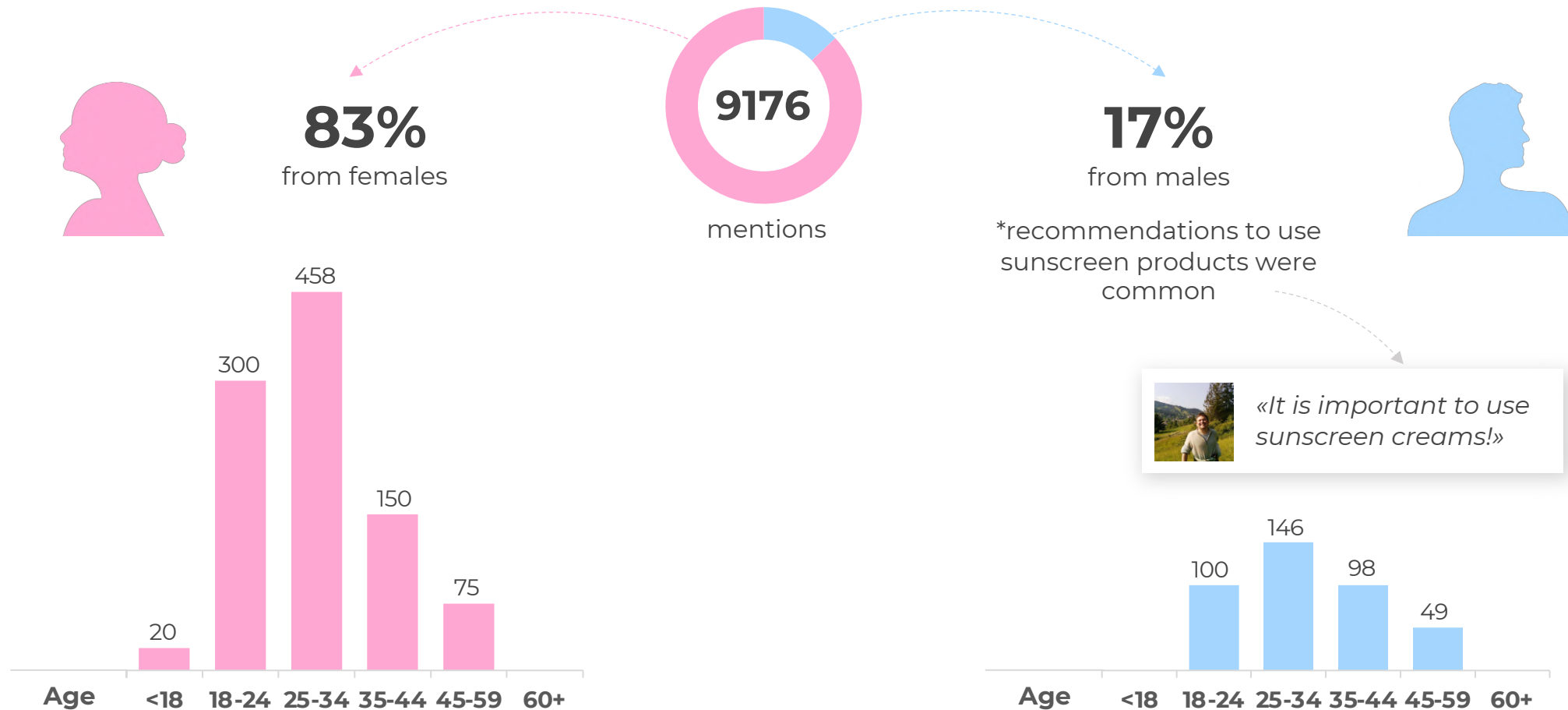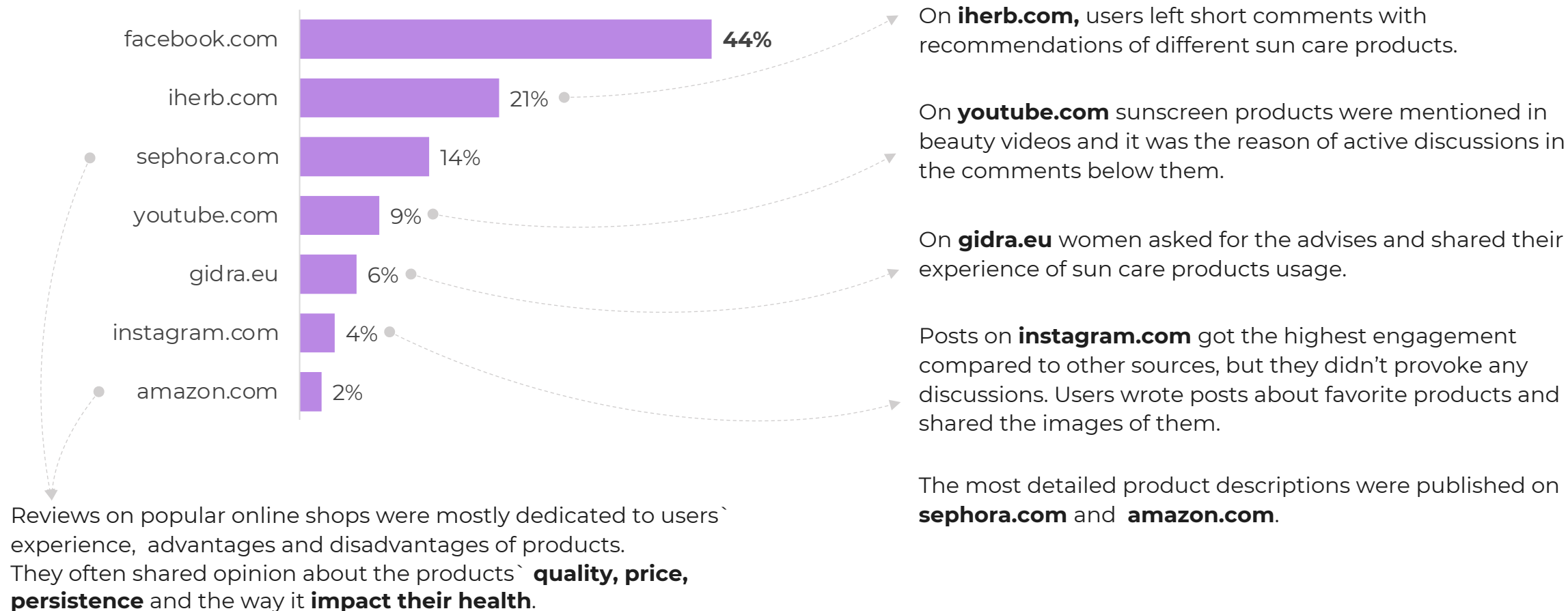**TM «Garnier»** got the greatest share of positive mentions in the category. More than other topics, the experience of sunscreen sprays and oils using was discussed.

- 42%
- 32%
- 26%

In negative mentions of **TM «La Roche-Posay»** users complained about allergic reactions after brand products usage, and also about its oily effect.

- 31%
- 36%
- 33%

In **TM «Clarins»** mentions, the ingredients, including harmful products, were often discussed. 21% of mentions were dedicated to the kid's products.

- 31%
- 46%
- 23%

Word cloud brands: Eucerin, Bielenda, Vichy, Amway, Sesderma, Bioselect, Mustela, Shiseido, Hiruda, Lancaster, La Roche - Posay, Lancome, Saem, Clinique, Uriage, Sunbrella, Clarins, Obagi, Farmaci, HIPP, Joko, Estée Lauder, Innisfree, Garnier, Bioderm, Dermedic, Johnson, Lirene, Collistar, Panthenol, L`oreal, Babe Laboratorios

■ positive   ■ neutral   ■ negative

Part 2

Audience insights

Demography

Women, aged from 18 to 34, were the core audience, that was involved in sun care products discussions.

83%
from females

9176
mentions

17%
from males

*recommendations to use sunscreen products were common

«*It is important to use sunscreen creams!*»

Females

Age	<18	18-24	25-34	35-44	45-59	60+
	20	300	458	150	75	

Males

Age	<18	18-24	25-34	35-44	45-59	60+
		100	146	98	49	

*Statistics for number of authors is based on Facebook profiles, where age is specified.

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Top sources

Facebook.com was the top source of mentions, especially beauty communities, where women asked for advices about choosing the proper sun care product.

facebook.com **44%**

iherb.com 21%

sephora.com 14%

youtube.com 9%

gidra.eu 6%

instagram.com 4%

amazon.com 2%

On **iherb.com,** users left short comments with recommendations of different sun care products.

On **youtube.com** sunscreen products were mentioned in beauty videos and it was the reason of active discussions in the comments below them.

On **gidra.eu** women asked for the advises and shared their experience of sun care products usage.

Posts on **instagram.com** got the highest engagement compared to other sources, but they didn't provoke any discussions. Users wrote posts about favorite products and shared the images of them.

The most detailed product descriptions were published on **sephora.com** and **amazon.com**.

Reviews on popular online shops were mostly dedicated to users` experience, advantages and disadvantages of products.
They often shared opinion about the products` **quality, price, persistence** and the way it **impact their health**.

Top authors (by engagement)

Engagement level allows brands to define the most popular authors and influencers, whose posts received the most engagement during the research period. Also it makes possible to decide whether blogger is good enough for permanent cooperation or promotion campaign.

Zoë Sugg
@zoesugg
9m followers
ER post
8,3

Tina Kunakey
@tinakunakey
1m followers
ER post
10,7

Mary Senn
@marysenn
2m followers
ER post
19,1
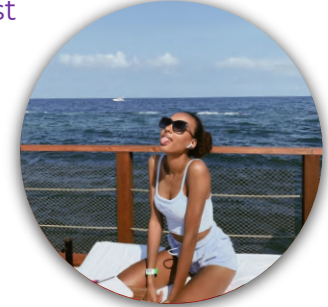
Lin Yun
@jellylinyun

501k followers
ER post
1,4

Patricia Bright
@thepatriciabright
1m followers
ER post
19,4

$$ER = \frac{Total\ engagements\ on\ a\ post}{Total\ followers} * 100\%$$

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Audience`s interests

Interests analysis helps to find **unique insights**, which can be used both for new customers attracting and for loyal audience support.

Among the audience preferences, significant part took accounts, that were dedicated to **sport**, **music** and **human psychology** articles.

Legend:
- Beauty
- Celebrities
- Shopping
- Music
- Sport
- Psychology

44%
24%
13%
8%
6%
5%

User actively liked online-shops pages. The most popular ones were **amazon.com** and **sephora.com**.

Most of all users are interested in **beauty** content, particularly in popular blog pages and **celebrities**.

*Based on 3119 Facebook accounts.

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Audience`s interests: examples

Users, who discuss sunscreen products, usually subscribed to popular pages, that were the TOP-500 pages of the world.

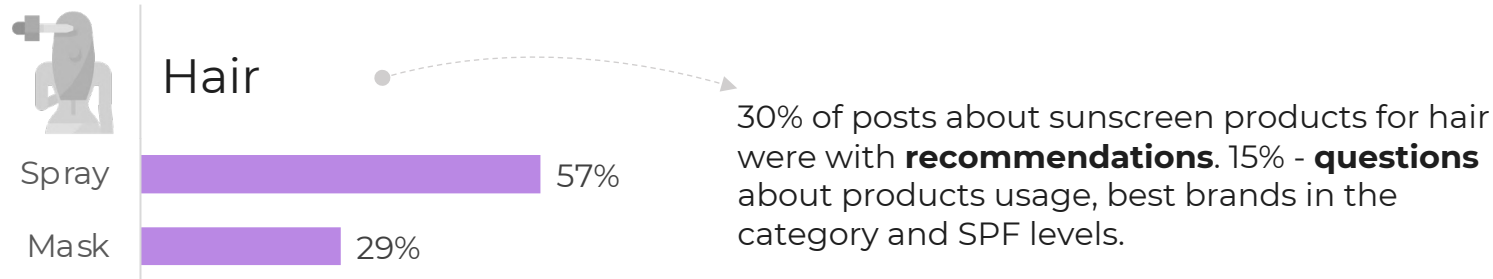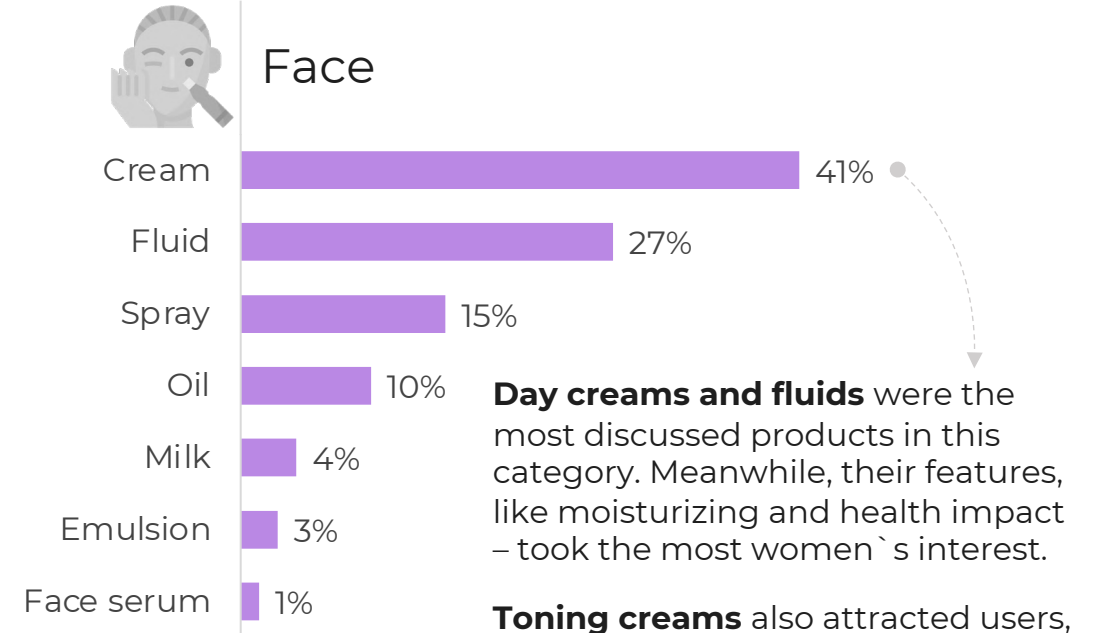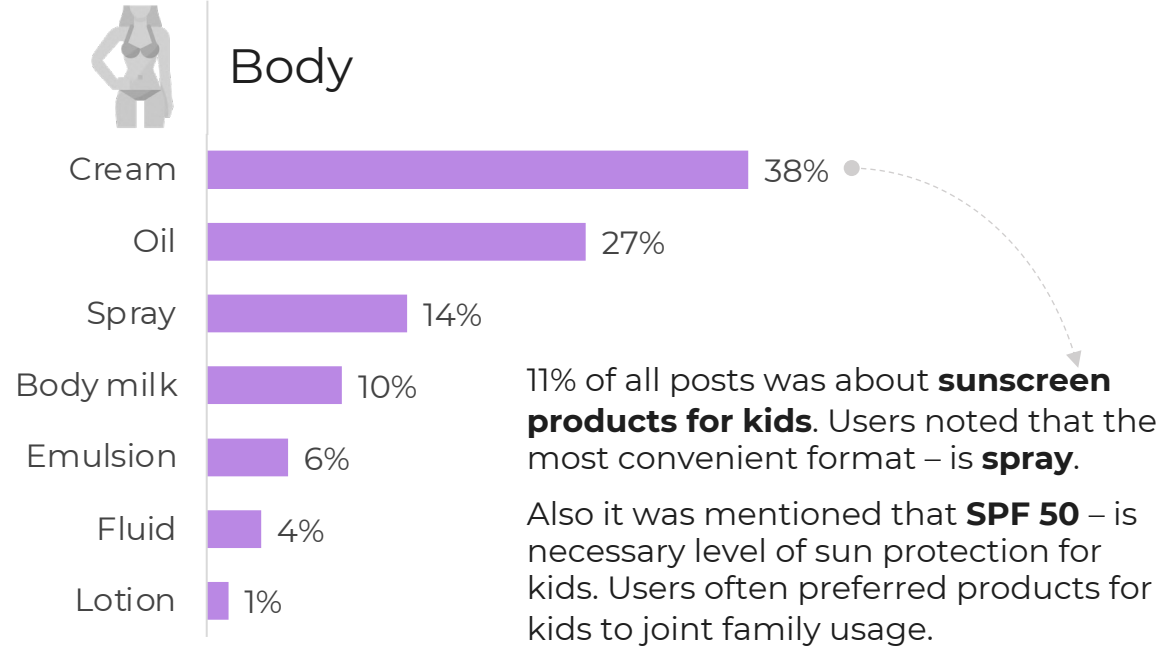| Beauty	PR*	Celebrities	PR*	Shopping	PR*
Vonvon UK	48	Shakira	8	H&M	129
Sephora	>500	Rihanna	18	Amazon	252
WomanBeautyClub	>500	Justin Bieber	25	IKEA	414
Elle	342	Chris Brown	105	Apple	316
Seventeen	180	Kesha	224	Aliexpress	463

*PR (**Popularity Rank**) – pages rank out of the TOP-500 most popular Facebook pages in the world.
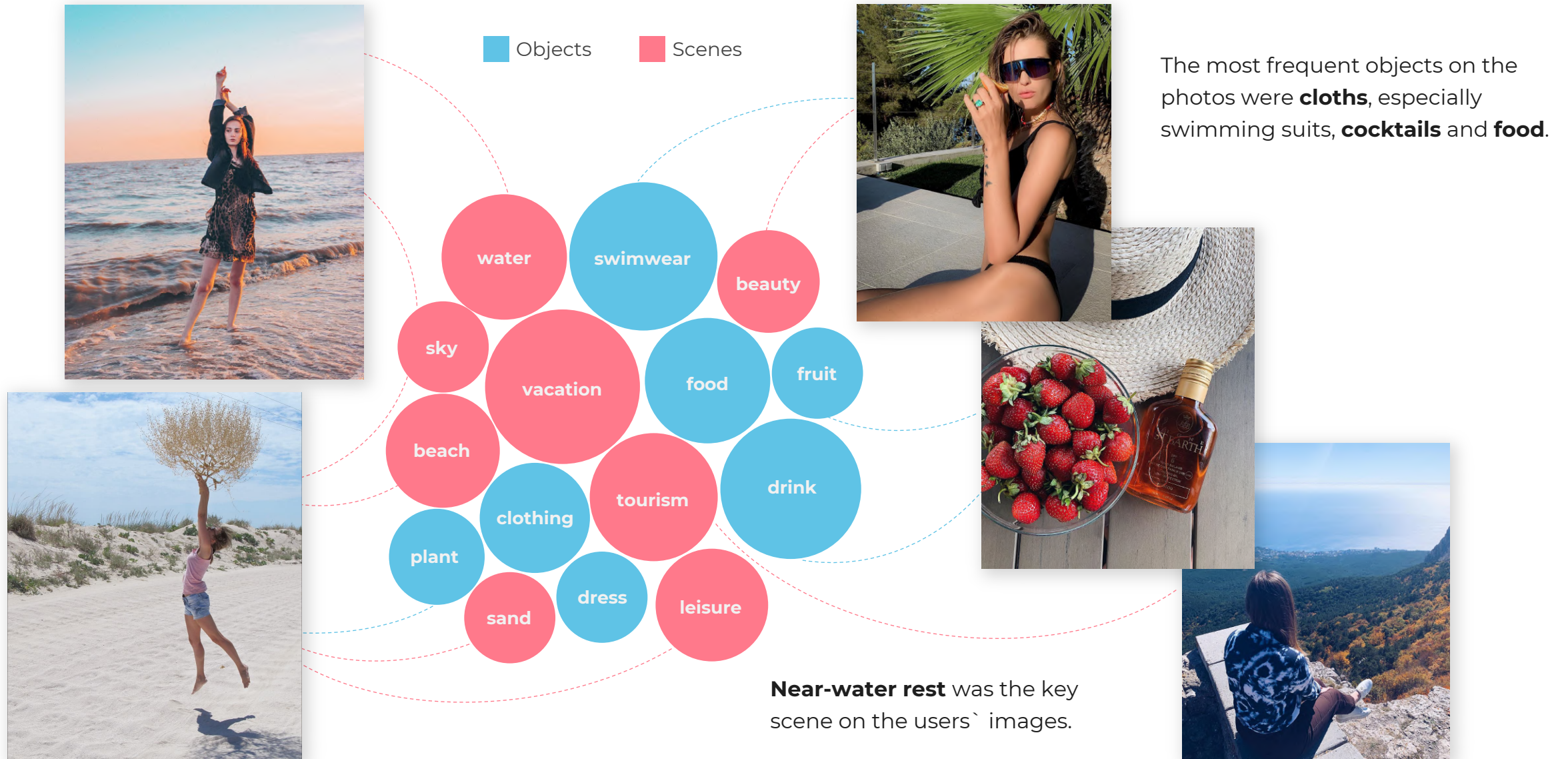
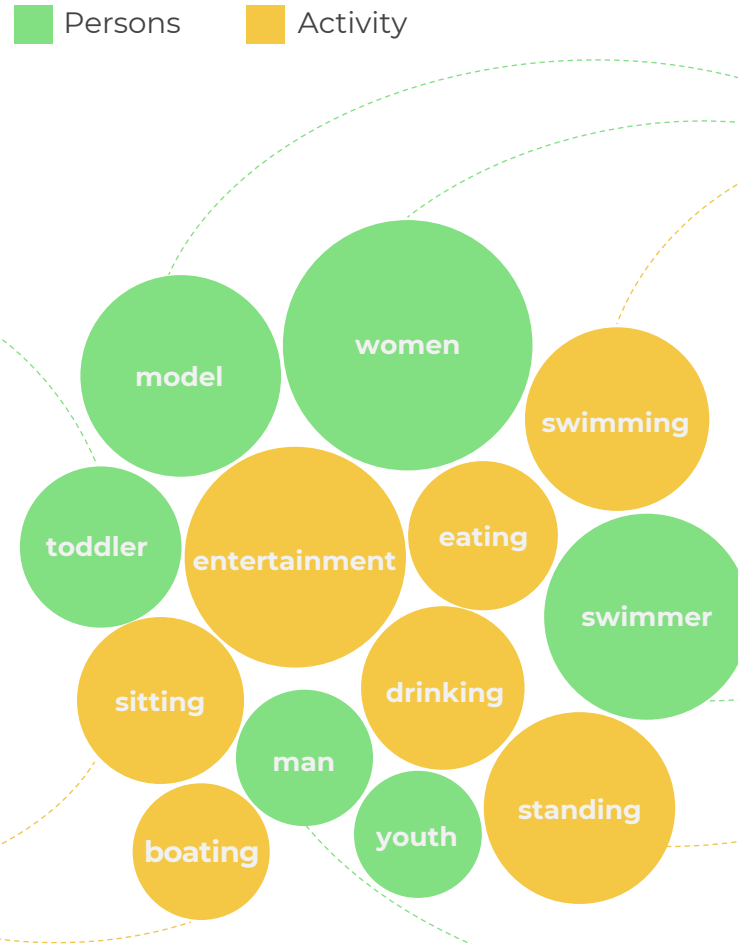youscan.io

Part 3

Consuming experience

Consuming models

Body

Product	Percentage
Cream	38%
Oil	27%
Spray	14%
Body milk	10%
Emulsion	6%
Fluid	4%
Lotion	1%

11% of all posts was about **sunscreen products for kids**. Users noted that the most convenient format – is **spray**.

Also it was mentioned that **SPF 50** – is necessary level of sun protection for kids. Users often preferred products for kids to joint family usage.

Face

Product	Percentage
Cream	41%
Fluid	27%
Spray	15%
Oil	10%
Milk	4%
Emulsion	3%
Face serum	1%

Day creams and fluids were the most discussed products in this category. Meanwhile, their features, like moisturizing and health impact – took the most women`s interest.

Toning creams also attracted users, especially their moisturizing and matte effect. There were a lot of recommendations of CC and BB-creams as they were described as the best ones to gain smooth skin tone.

The most notable factor while **anti-aged cream** choosing, was SPF content in it.

Hair

Product	Percentage
Spray	57%
Mask	29%

30% of posts about sunscreen products for hair were with **recommendations**. 15% - **questions** about products usage, best brands in the category and SPF levels.

Visual insights: moments of consumption

The most frequent objects on the photos were **cloths**, especially swimming suits, **cocktails** and **food**.

water · swimwear · beauty · sky · vacation · food · fruit · beach · tourism · drink · clothing · plant · dress · sand · leisure

Near-water rest was the key scene on the users` images.

Visual insights: customers portrait

Persons **Activity**

- women
- model
- swimming
- toddler
- entertainment
- eating
- swimmer
- sitting
- drinking
- man
- boating
- youth
- standing

Females prevailed on the photos over males. Also **kids** were often present on them.
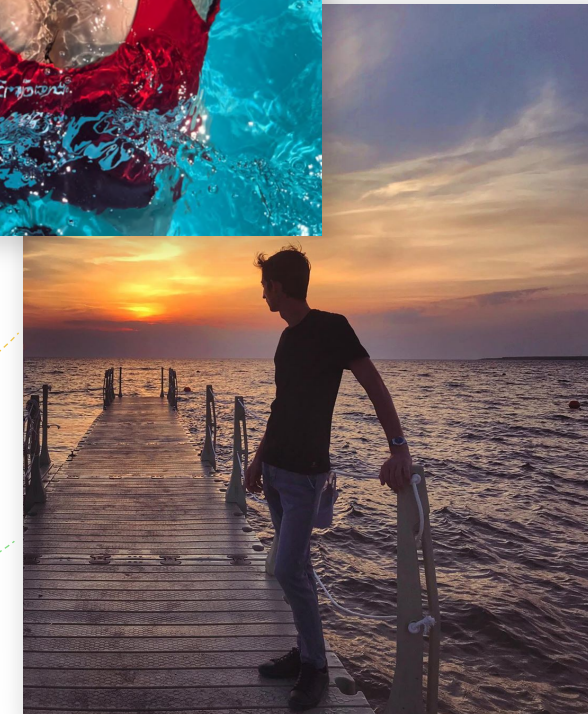
Fabulous views often made up the main part of the photos, specially from the open seas or from the beach.

Positive audience feedback

Users tend to prefer one products to others because of their unique features. We set off the most mentioned out of them from posts with positive sentiment, taking only user-generated content.

- **Effective sun protection**

- **Nice smell**

- **Moisturizing and nourishing effect**

  > *«Great milk! Haven`t burned out during the vacation. Smell is nice and not intensive, pretty spot-on. Has a moisturizing effect»*

- **The ability of quick absorbing**

- **Firmness on the body**

- **Long lasting effect**

- **Hypoallergenic**

  > *«It is easy to put on the skin, absorbs quickly, has a nice smell. Doesn't give oily shine and is hypoallergenic. Also it is transparent and has a long effect»*

- **Natural components**

  > *«The cream has excellent nourishing features and keeps skin moist due to the special oil ingredients»*

- **Light texture**

  > *«The texture is light, doesn`t have an oily or 'white mask' effect. Briefly speaking – I got one more piece after the month of using – just in case))»*

- **Convenient packaging**

  > *«It`s not sticky and has an applicator! The only press is enough to cover face, neck and neckline. And for shoulders left. Amazing sunscreen for a good price!»*

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Negative audience feedback

Disadvantages of sunscreen products, noted by users, repeated often (without depending on the brand). We provided following the most common complaints, that provoked active discussions among users.

- **Paraben and chemical content**

- **Harmful health effect**

  «Such creams contain a shock dose of chemical filters. It is very harmful to skin health»

- **Uneven application**

- **Bad absorbency, need to be rubbed to skin**

  «The cream is impossible to be smeared, if you start to apply it with your fingertips, then it will remain only on those spots where you originally put it. When smeared, it clings to its place like plasticine and does not spread anywhere.
  The skin turns white from it. We must wait for absorption. Creates a pellicle on the face»

- **Excessive oily texture and shine**

  «After this cream, your face is shining, like after oil. Can be used for body too. Has a great sun protections features. But too oily»

- **Sticky effect**

- **Stains on clothes**

  «Didn't like the product. It has bad absorbency, sticky effect and bad smell, as for me. Also it leaves marks on cloths.»

- **Bad waterproof**

  «The cream didn't work as it gad to. The only benefit – is fabulous smell. But the waterproof is horrible: eventually, I got burned»
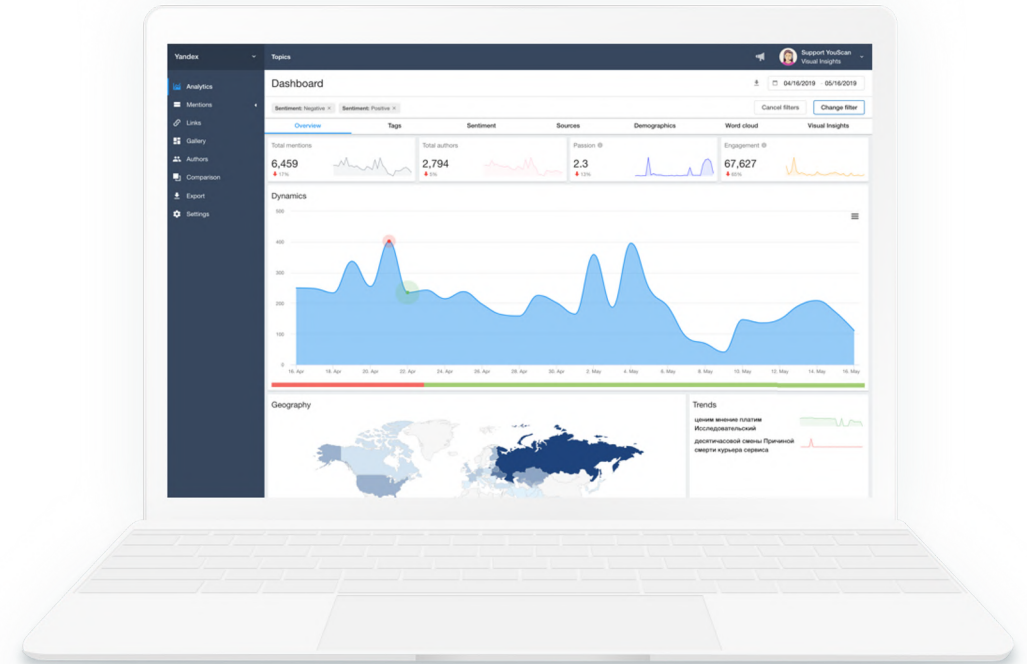
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